

Federal Politics: Tracking

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

This online survey was in field from August 26th to August 30th, 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.

Engagement in the 2021 election remains relatively low. Only the Liberals have reached 50% awareness on the Read/Seen/Heard question. Momentum remains negative for the Liberals, Greens and PPC and positive for the NDP and Bloc. CPC momentum has improved and they now have as many more favourable as less favourable responses.

This momentum is reflected in both vote and leadership. The NDP, Bloc and CPC are seeing gains. The Liberals are dropping. While the Liberals have a 3-point lead among all voters, the CPC close the gap or edge ahead when we look at likely voters. The NDP are relatively stronger in centre-left and economically alienated clusters. The CPC are gaining among more deferential centre-right voters and economic achievers. The Bloc is up in Quebec.

The key factor behind the vote shifts is an 8-point increase in time for a change. Time for a change is now higher than in 2019 and approaching the levels seen by Stephen Harper in 2015, although with a little less intensity.

There has been moderate engagement on the Afghanistan issues with Conservatives following most closely and feeling most angry. The issue is clearly rallying CPC supporters. Most Liberals support the government. Many other voters are ambivalent on the issue.

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 7 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

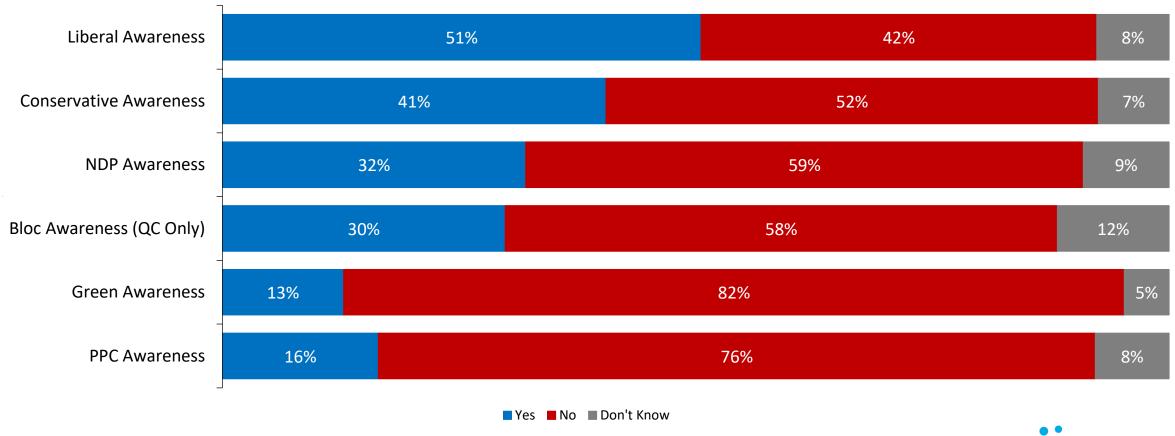
Among those who have read, seen, or heard something



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? [only asked of core respondents; n=1200]

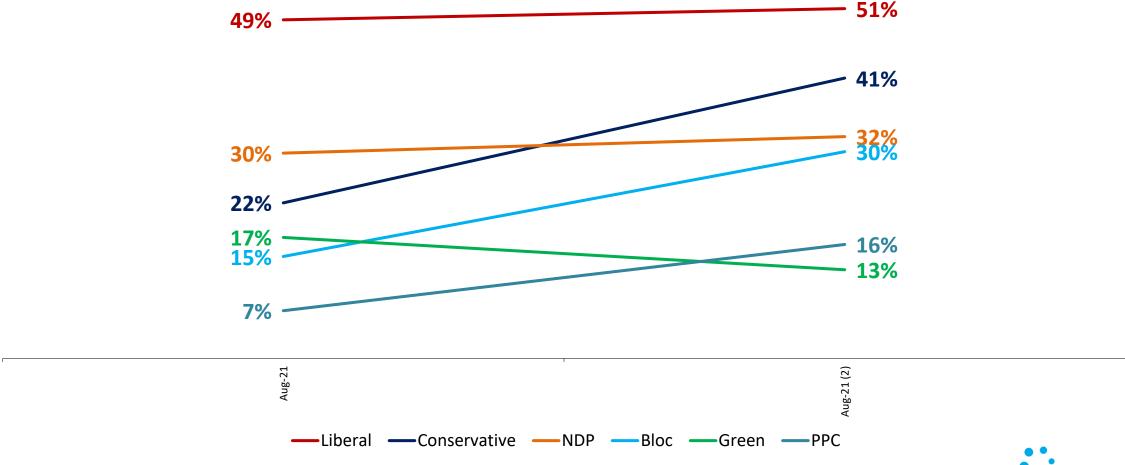




Awareness Tracking: Attention to the Liberals & NDP is steady; Conservatives, Bloc & PPC are up while Green is down

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.



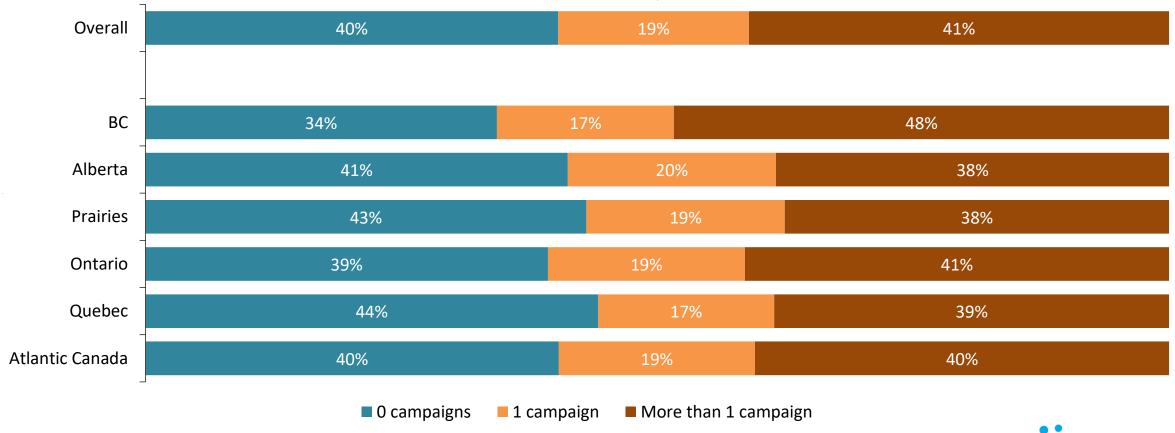


Attention: 4-in-10 Canadians say they haven't heard anything about any of the campaigns in the last few days



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]



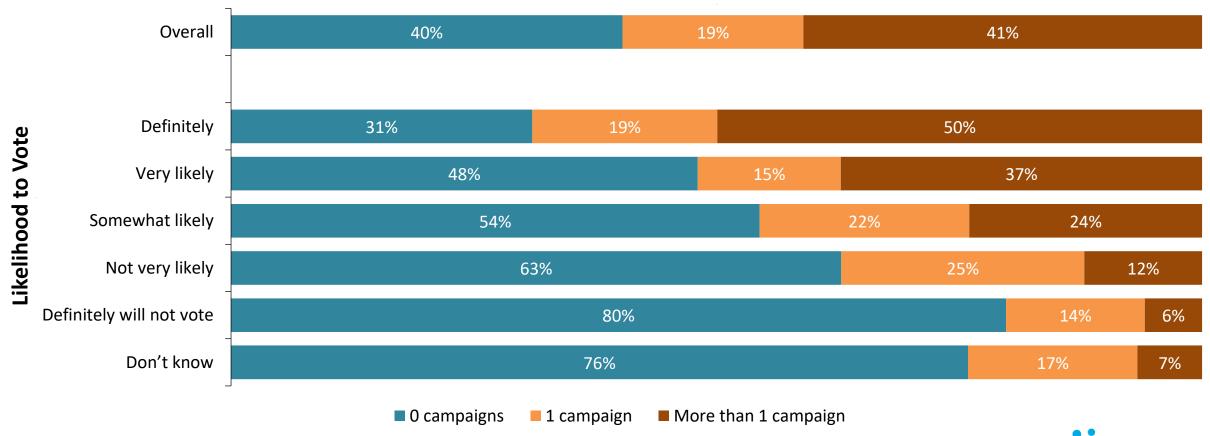


Attention: Nearly 1-in-3 (31%) definite voters say they haven't heard about the campaigns they were asked about in the last few days



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]



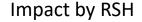


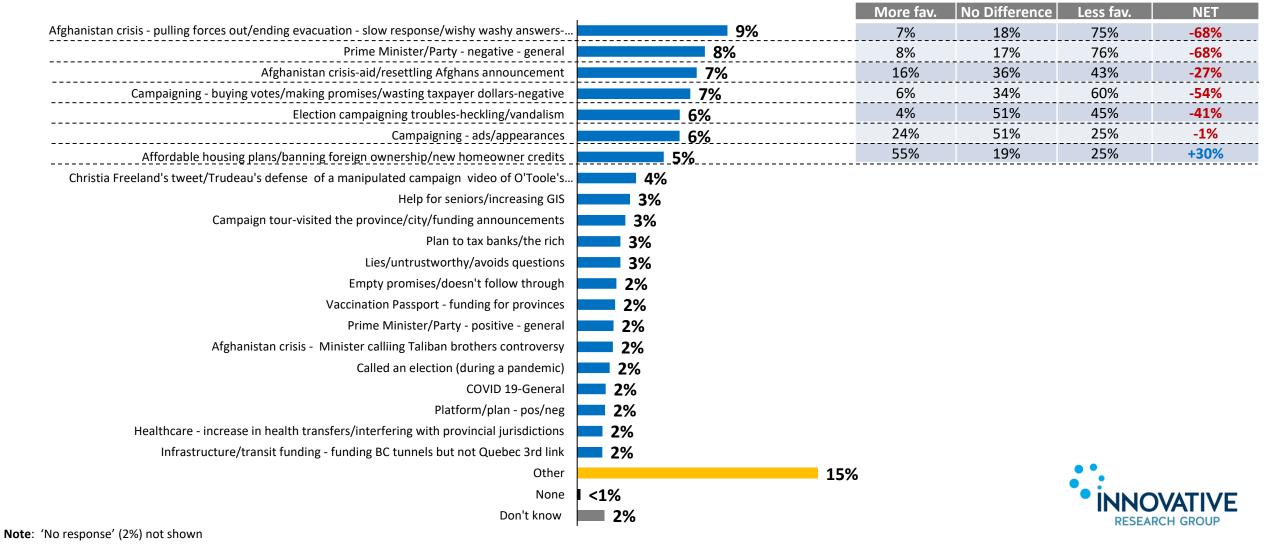
RSH Trudeau: Top mention is the Afghanistan crisis - ending the evacuation (9%) which also has the highest negative net impact



And what have you read, seen or hear about Justin and the federal Liberal party? [OPEN END]

[Asked of those who have RSH; n=607]





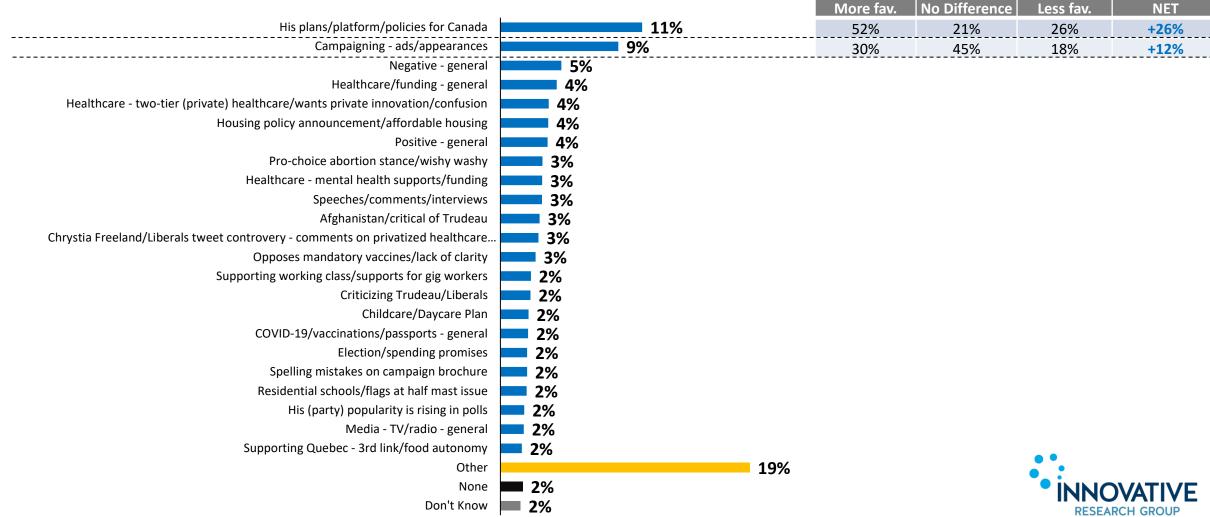
RSH O'Toole: The Conservative/O'Toole's platform is the top mention (11%) with a positive net impact of 26%



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=486]

Impact by RSH

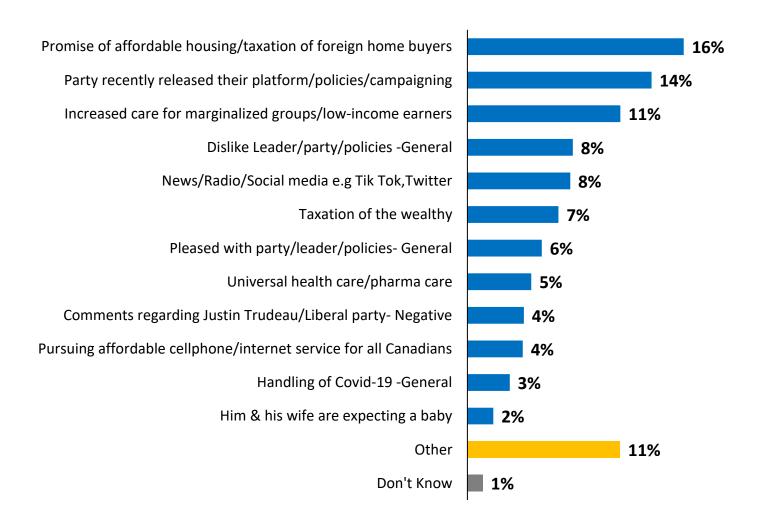


Note: 'No response' (1%) not shown

RSH Singh: Top mention is the promise of affordable housing (16%), followed by the NDP's platform (14%)



And what did you read, see, or hear about Jagmeet Singh and the federal NDP? [OPEN END] [Asked of those who have RSH; n=140]

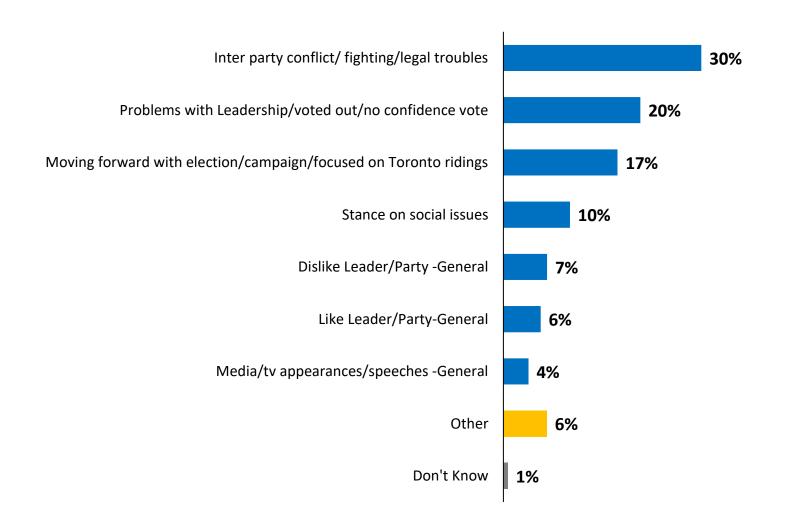




RSH Paul: Inter party conflict (30%) is the top mention for those who has Read/Seen/Heard something about Annamie Paul and the Green



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=51]

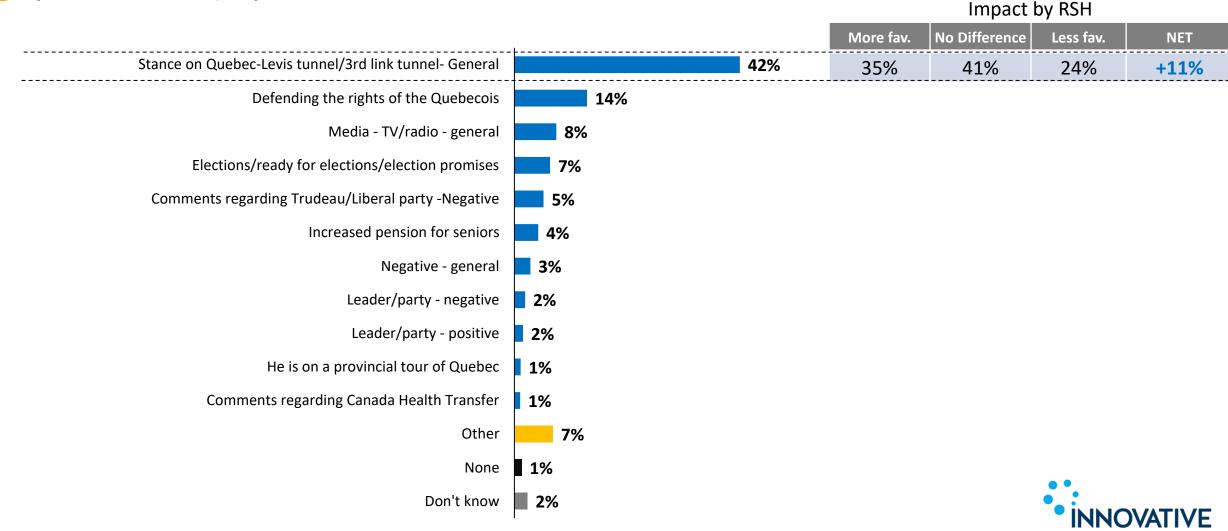




RSH Blanchet: Stance on Quebec-Levis tunnel (42%) is the top mention, has a net positive reaction from those who have heard of it

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

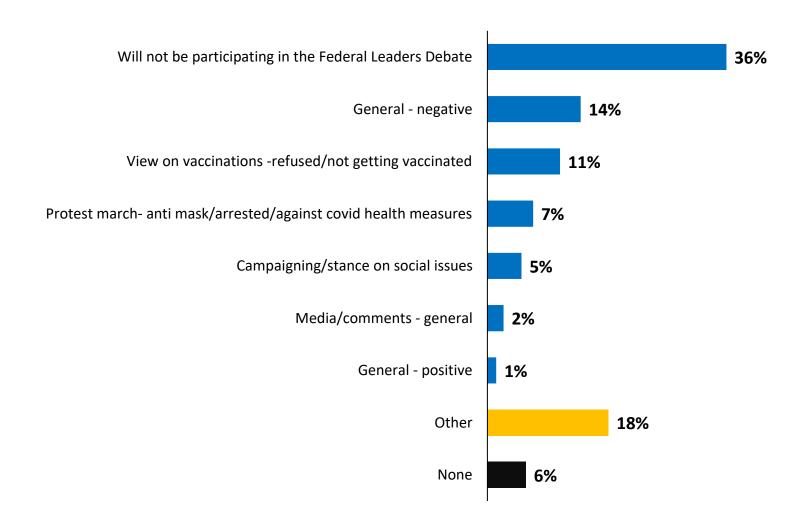
[Asked of those who have RSH; n=84]



RSH Bernier: Top RSH mention about Bernier and the People's party is that they will not be participating in the Federal Leaders Debate (36%)



And what did you read, see, or hear about Maxime Bernier and the People's Party? [OPEN ENDED] [Asked of those who have RSH; n=62]





Impact: The impact of recent campaigning is most favourable for the NDP and Bloc; less favourable for the Liberals, Greens and PPC

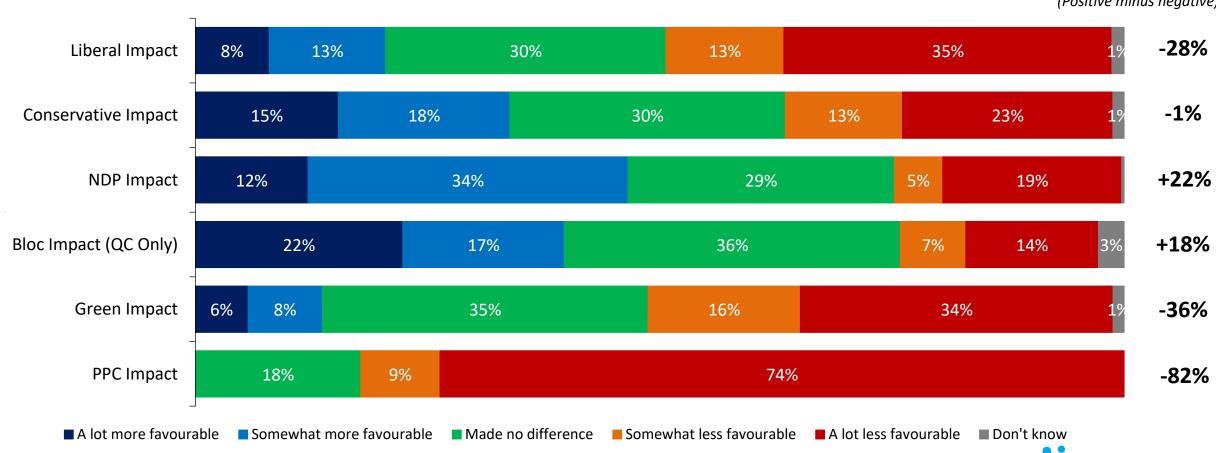


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference?



Net impact

(Positive minus negative)



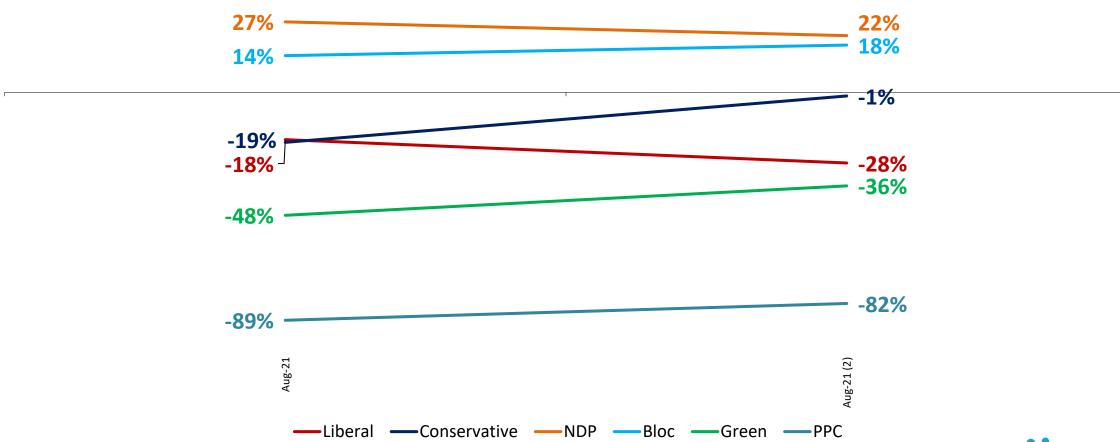


Net Impact Tracking: The CPC are showing the strongest improvement ¹⁶ in the net impact of campaign awareness



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]



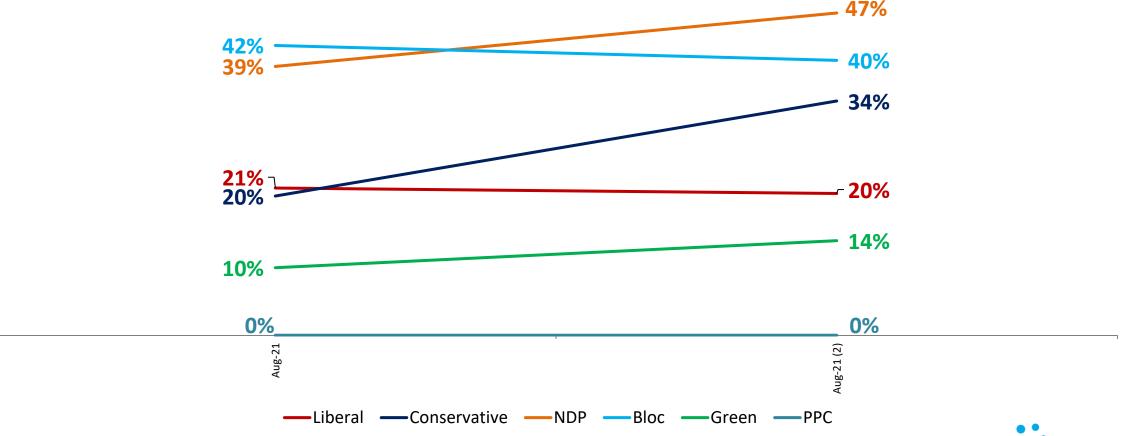


Positive Impact Tracking: Positive impacts are up for the NDP and CPC ¹⁷ but fairly stable for other parties



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]



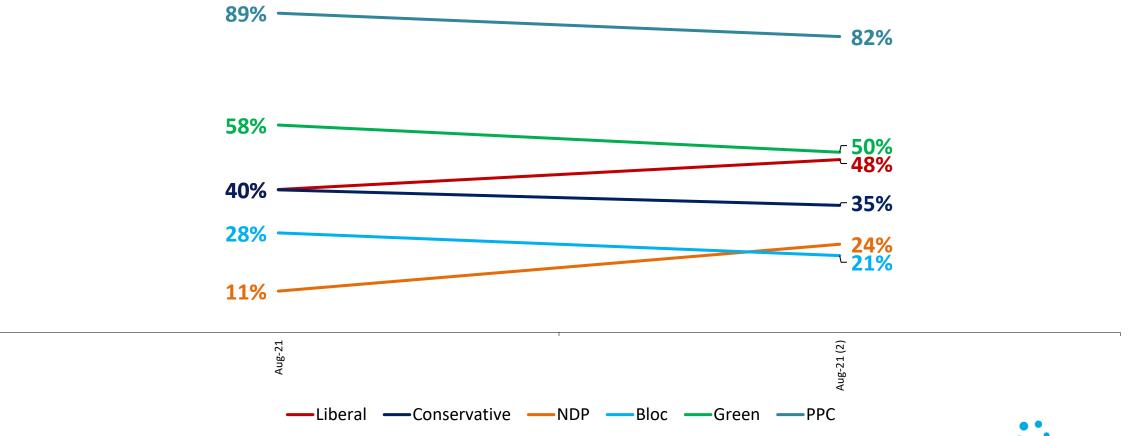


Negative Impact Tracking: Negative impacts are down for most parties ¹⁸ except Liberals and NDP, which have gone up



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]





The Liberals remain ahead but the race is narrowing.

This week's tracking results show the Liberal lead narrowing to 3-points on combined vote, down from 12-points in our last survey. The Liberals are at 28% to the Conservative's 25% and the NDP sit at 20%.

Innovative reports on vote intention in two ways:

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

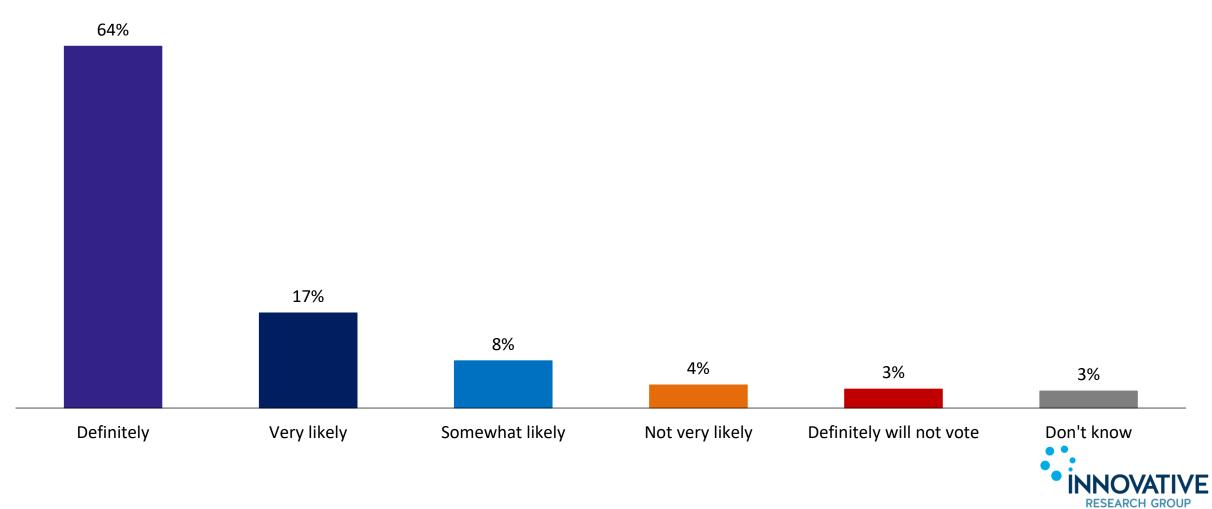
When we look at the results among *only* decided voters, we call that <u>Decided vote</u>. These results most tell us what the election results would be like if the survey results matched the election exactly.

Likelihood to Vote: 6-in-10 (64%) of respondents say that they will definitely vote in the federal election



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?

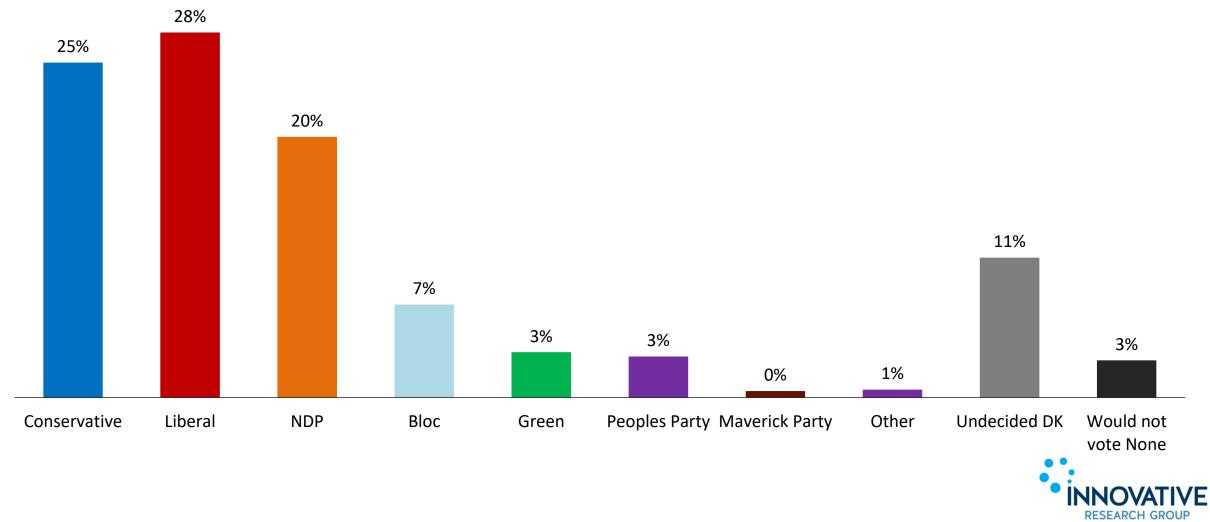
[asked of all respondents; n=2400]



Federal Combined Vote: The Liberals (28%) lead the Conservatives (25%) by 3 points, NDP (20%) trail by 8 points behind the Liberals



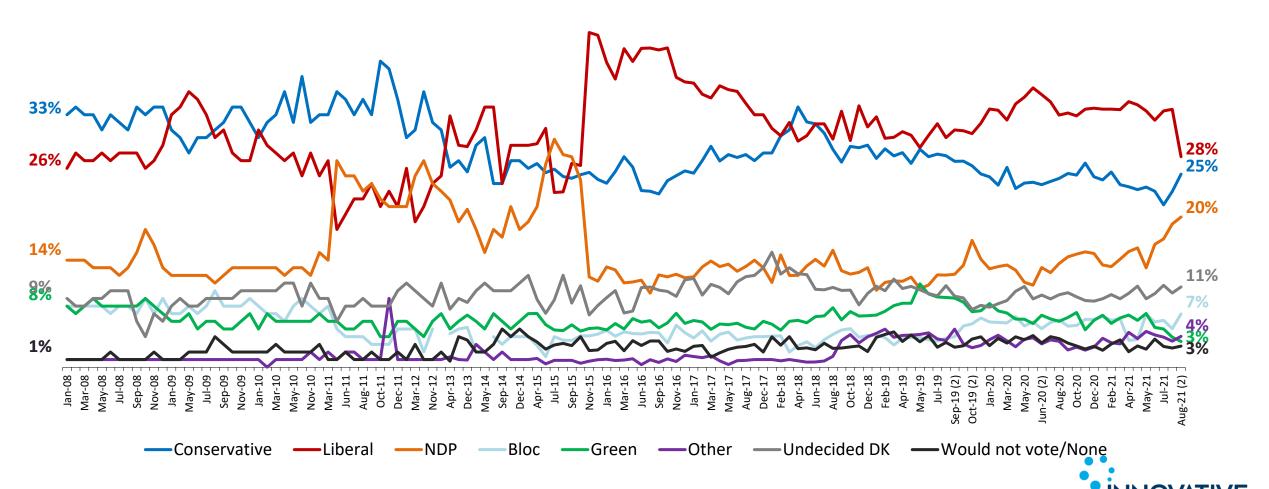
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=2400]



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



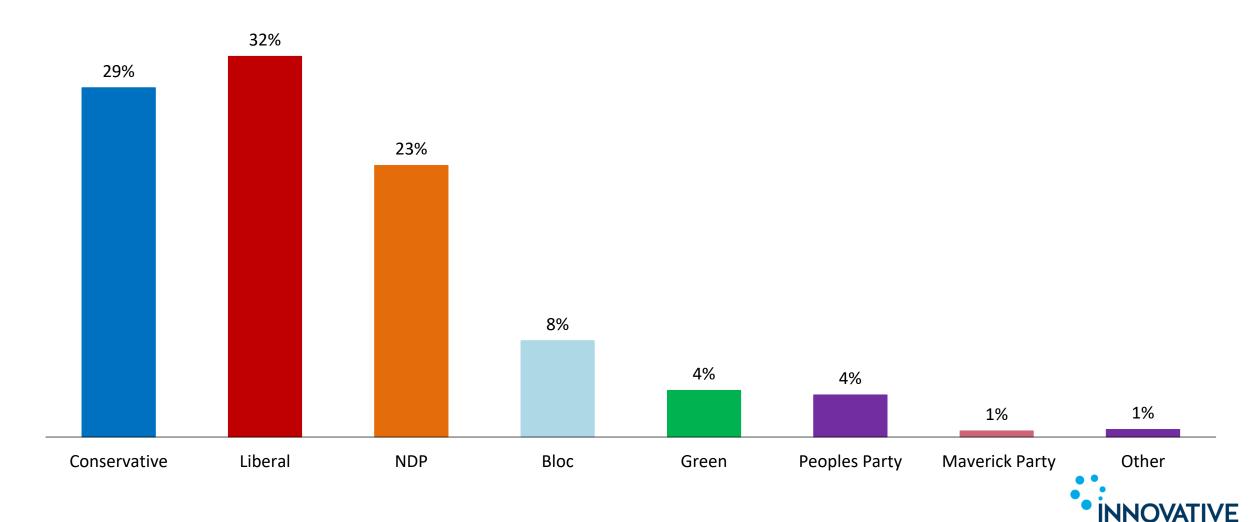
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=2400]



Federal Decided Vote: Among decided voters, 32% would vote for the ²³ Liberal party while 29% would vote Conservative



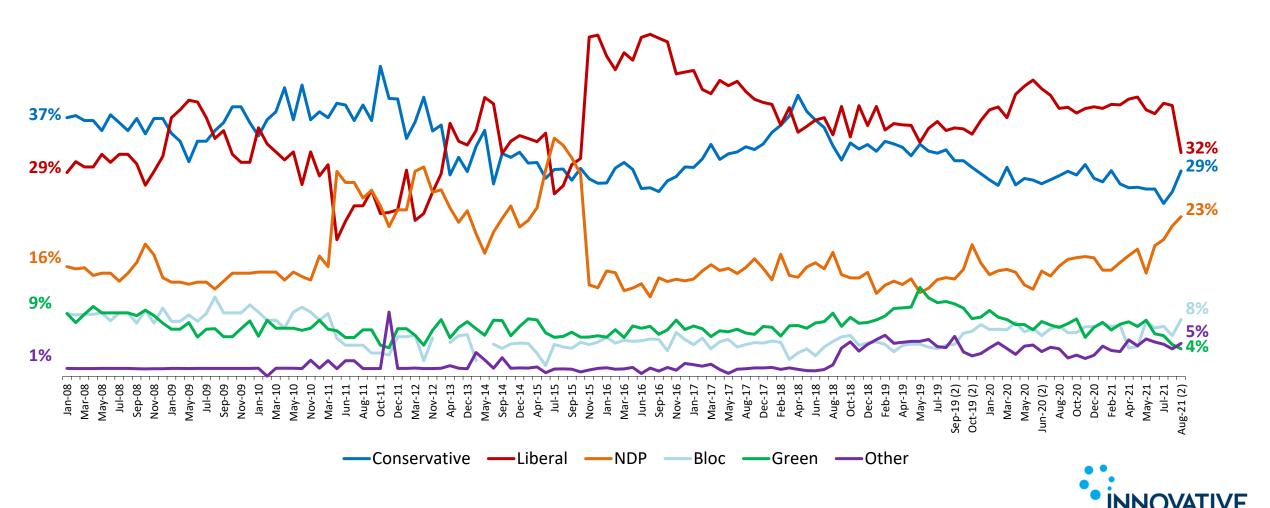
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED] [decided voters only; n=2082]



Federal Decided Vote Tracking: The Liberals still lead, but down 5 points, while the Conservatives (29%) and NDP (23%) continue to trail



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=2082]



Decided Vote

Decided Vote by Region: The CPC lead in AB and the Prairies and rebound in Atl and ON. BC is a 3-way tie. The Bloc have edge in QC

Decided vote by Region

Region

	ВС	AB	Prairies	ON	QC	Atlantic
	(N=300)	(N=226)	(N=125)	(N=803)	(N=489)	(N=139)
Conservative	30%	45%	39%	30%	17%	32%
Liberal	28%	19%	28%	36%	31%	39%
NDP	32%	25%	23%	26%	11%	21%
Bloc	0%	0%	0%	0%	34%	0%
Green	6%	1%	4%	4%	3%	6%
Other	3%	9%	6%	5%	4%	2%

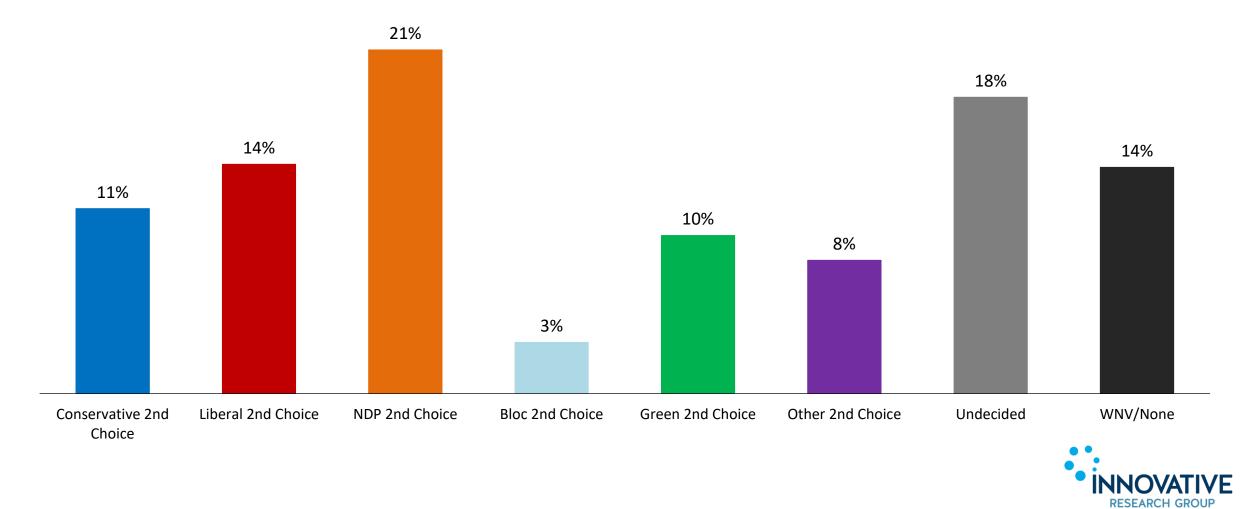


Federal 2nd Choice: The NDP (21%) are the top 2nd choice, while 32% are either undecided or would not vote



And which party would be your second choice?

[only decided voters; n=2082]



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

	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice	Other 1st Choice
	(N=606)	(N=660)	(N=471)	(N=167)	(N=81)	(N=97)
Conservative 2nd Choice		14%	15%	23%	16%	25%
Liberal 2nd Choice	12%		38%	13%	17%	12%
NDP 2nd Choice	18%	41%		17%	26%	8%
Bloc 2nd Choice	4%	4%	3%		6%	0%
Green 2nd Choice	7%	7%	21%	5%	0%	3%
Other 2nd Choice	17%	4%	2%	1%	16%	19%
Undecided	20%	19%	14%	24%	13%	17%
WNV/None	22%	11%	7%	17%	6%	15%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

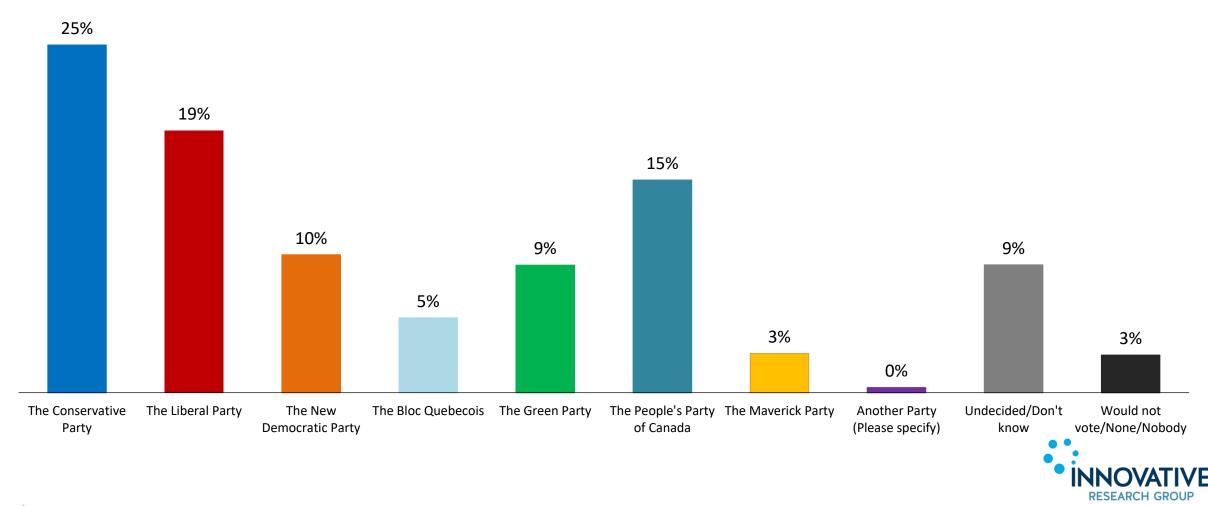
Current data: August 2021

Never Vote: 1-in-4 (25%) say they would never vote for the Conservatives



Is there any party you would never vote for?

[asked of all respondents; n=1411]

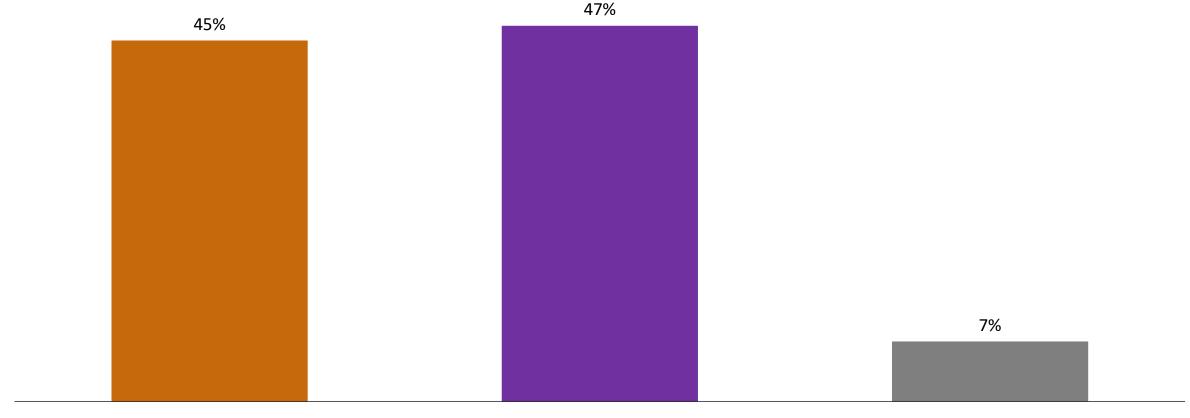


Current data: August 2021

Satisficing: Almost half (47%) of Canadians say they want to hear more before making up their mind



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

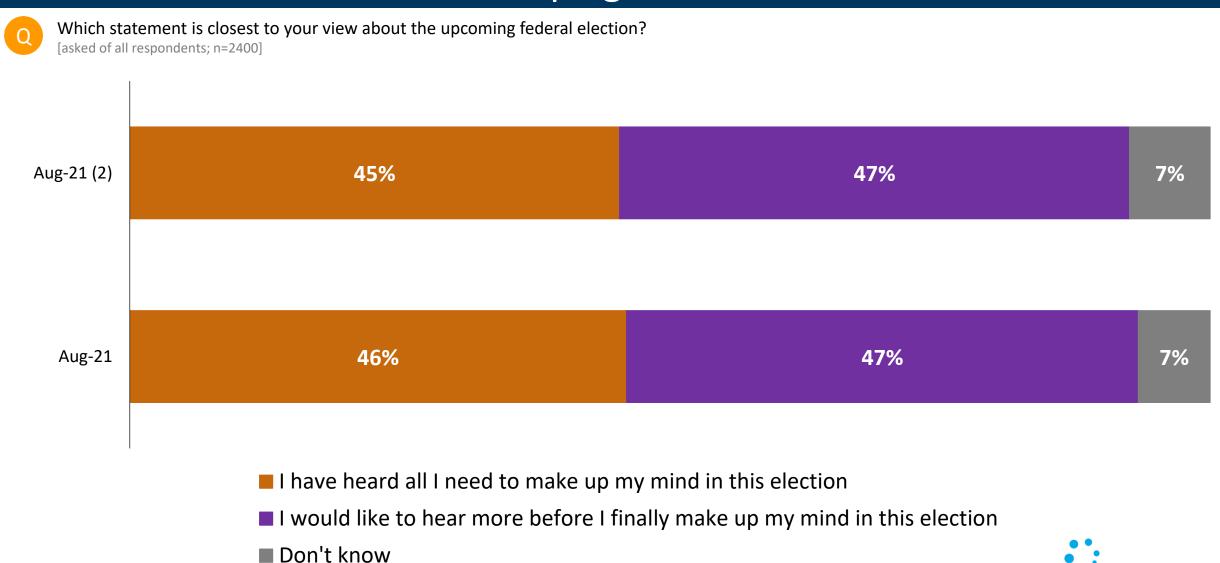


I have heard all I need to make up my mind in this I would like to hear more before I finally make up election my mind in this election

Don't know



Satisficing Tracking: Voters are no more likely to have made up their minds now than at start of campaign





Satisficing

Firmness of Vote: Conservative, 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

	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice	Other 1st Choice
	(N=606)	(N=660)	(N=471)	(N=167)	(N=81)	(N=97)
I have heard all I need to make up my mind in this election	60%	49%	44%	50%	32%	49%
I would like to hear more before I finally make up my mind in this election	1 4/% 1	46%	53%	44%	62%	49%
Don't know	4%	5%	3%	5%	6%	1%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

Current data: August 2021

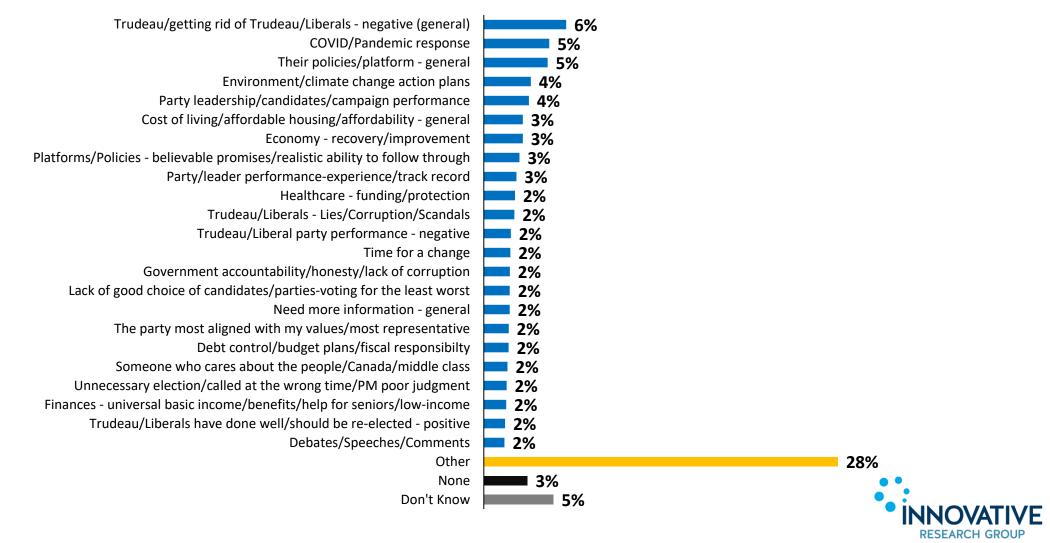


Key Factors: Among the respondents, the key factors that make up their mind for the election is 'getting rid of Trudeau' & response to COVID



What will the key factor be in making up your mind this election?

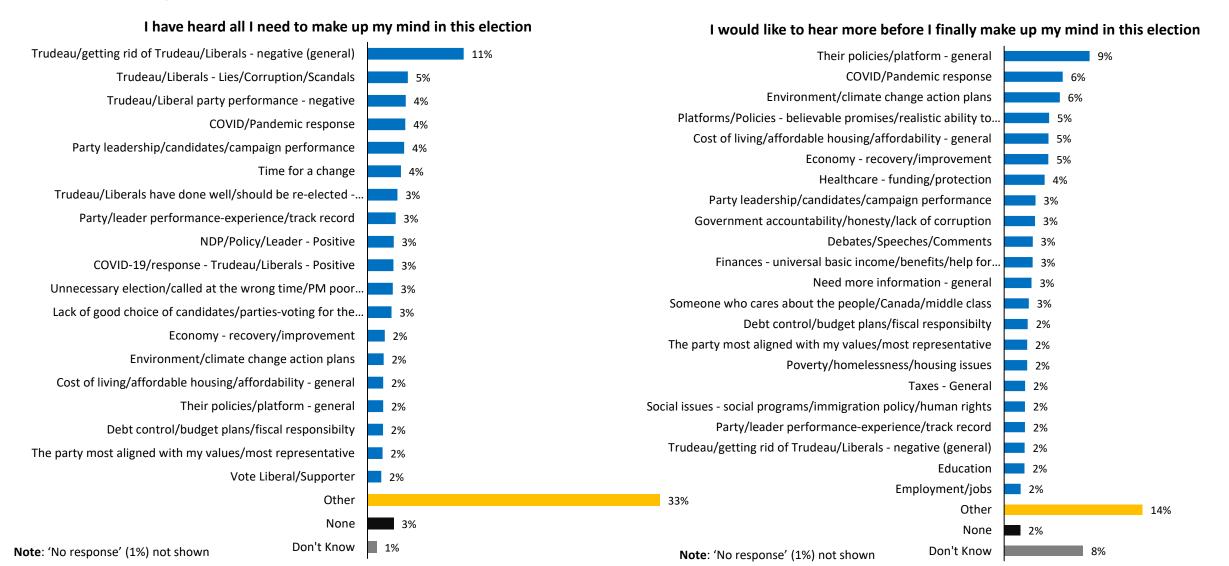
[asked of all respondents; n=2400]



Key Factors: Among those who would like to hear more, the key factor making up their mind is the different parties' policies/platform



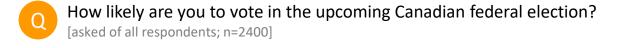
What will the key factor be in making up your mind this election? BY Which statement is closest to your view about the upcoming federal election? [asked of all respondents; n=2400]

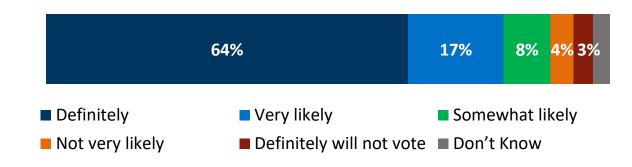


Measuring the Impact of Turnout on the Election Results

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

[asked of all respondents; n=2400]

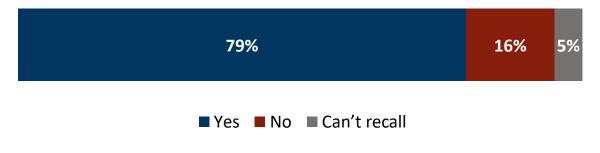




Thinking back to 2019, did you happen to vote in the federal election...? [asked of all respondents; n=2400]



- 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



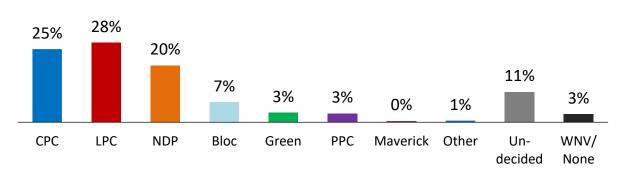


Current data: August 2021

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

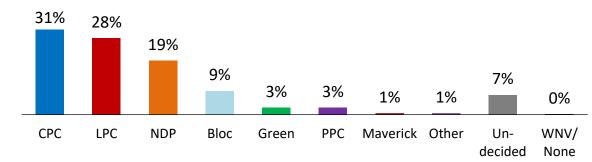
Combined vote: Overall

[asked of all respondents; n=2400]



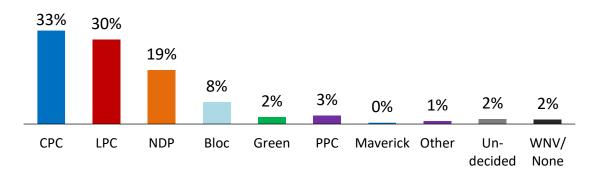
Combined vote: Definitely going to vote

[asked of all respondents; n=1542]



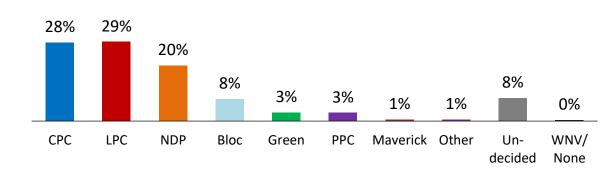
Combined vote: Made up their minds

[asked of all respondents; n=1800]



Combined vote: Voted in 2019

[asked of all respondents; n=1905]





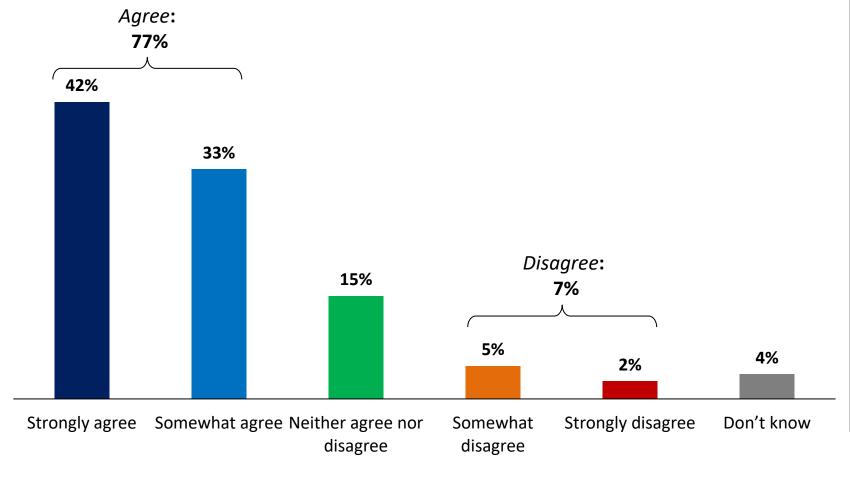
Current data: August 2021

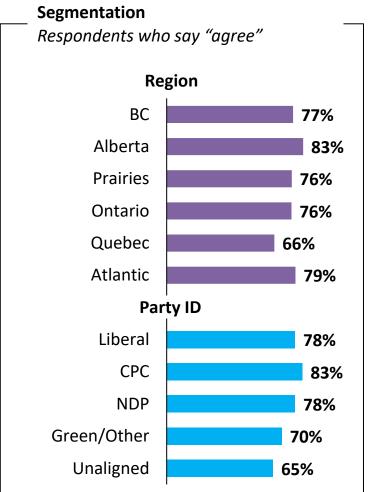
Electing the Wrong Party: More than 3-in-4 Canadians are worried about what might happen if the wrong government is elected

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Do you agree or disagree with the following statements? *I am very worried at what might happen to this country if the wrong government is elected*





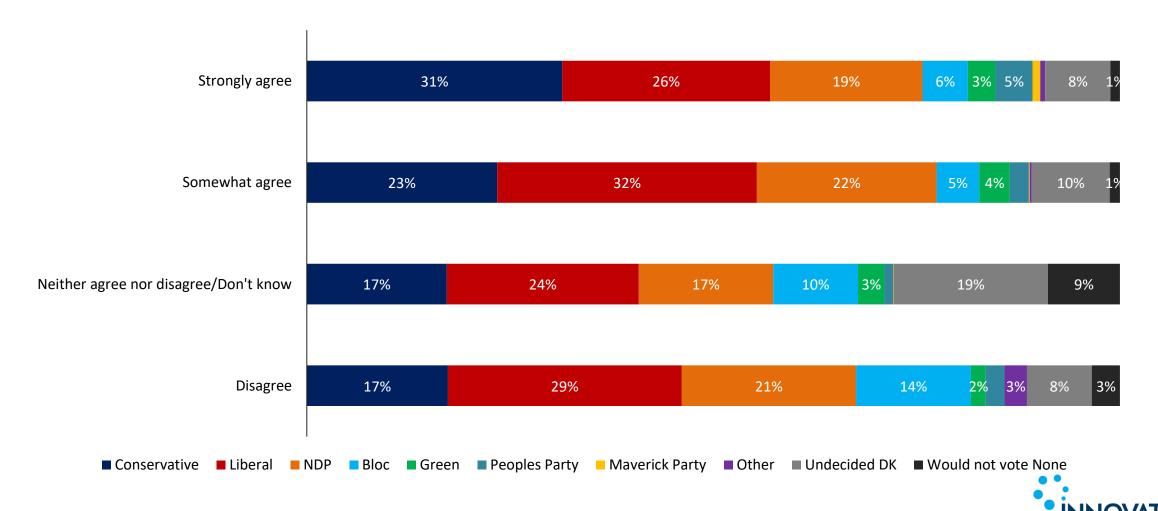




Electing the Wrong Party: The Conservatives lead among those who are most concerned about electing the wrong government



Combined Vote BY *I am very worried at what might happen to this country if the wrong government is elected* [asked of all respondents; n=2,400]

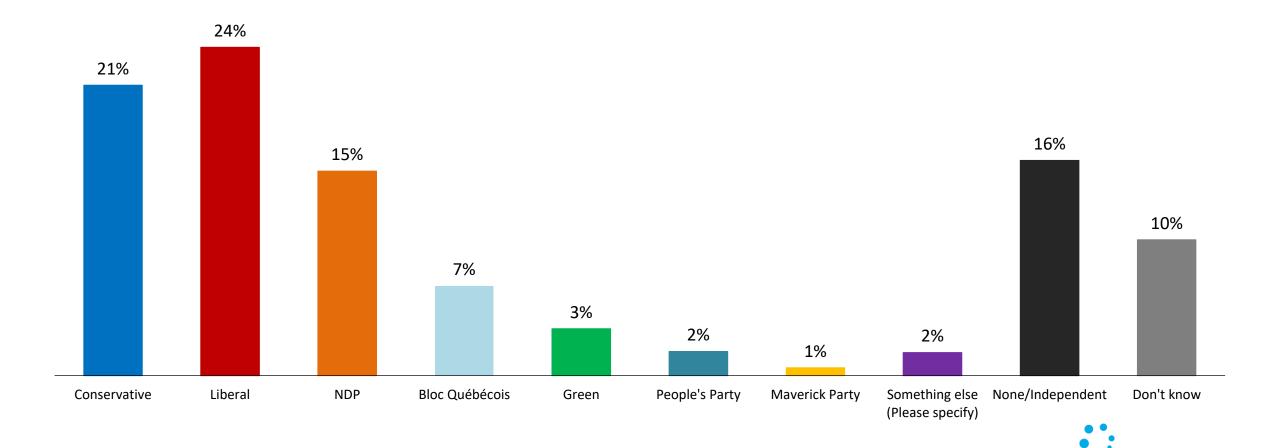


Partisanship

Federal Party ID: The Liberals hold a lead on partisanship at 24%, just 3-points ahead of the Conservatives trail at 21%

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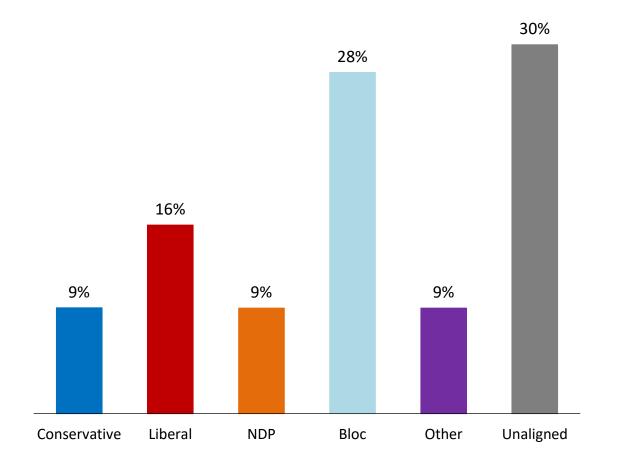
Thinking about politics in Canada, generally speaking, do you usually think of yourself as a... [asked of all respondents; n=2400]



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

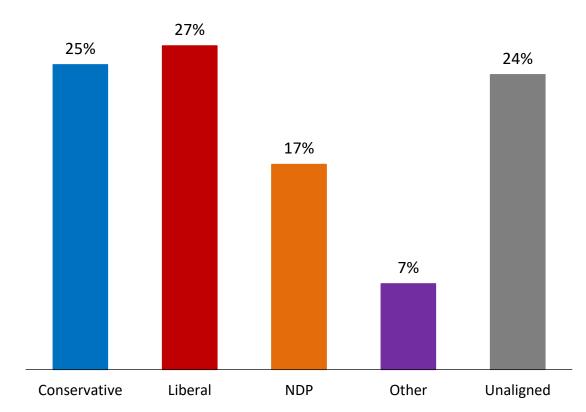
Party ID: Quebec

[Respondents in Quebec; n=562]



Party ID: Rest of Canada

[Respondents in the rest of Canada; n=1838]



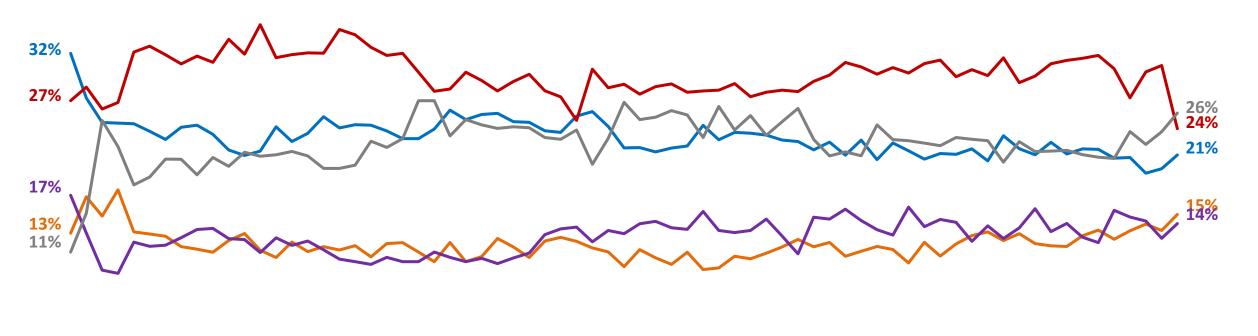


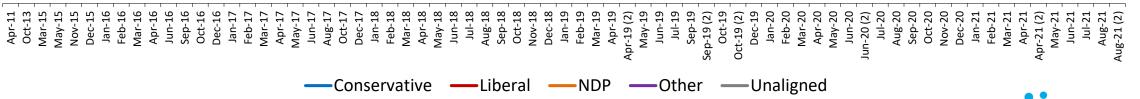
Current data: August 2021

Federal Party ID Tracking: Despite a steep drop, the Liberals still maintain their lead among partisanship; 1-in-4 Canadians are unaligned



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



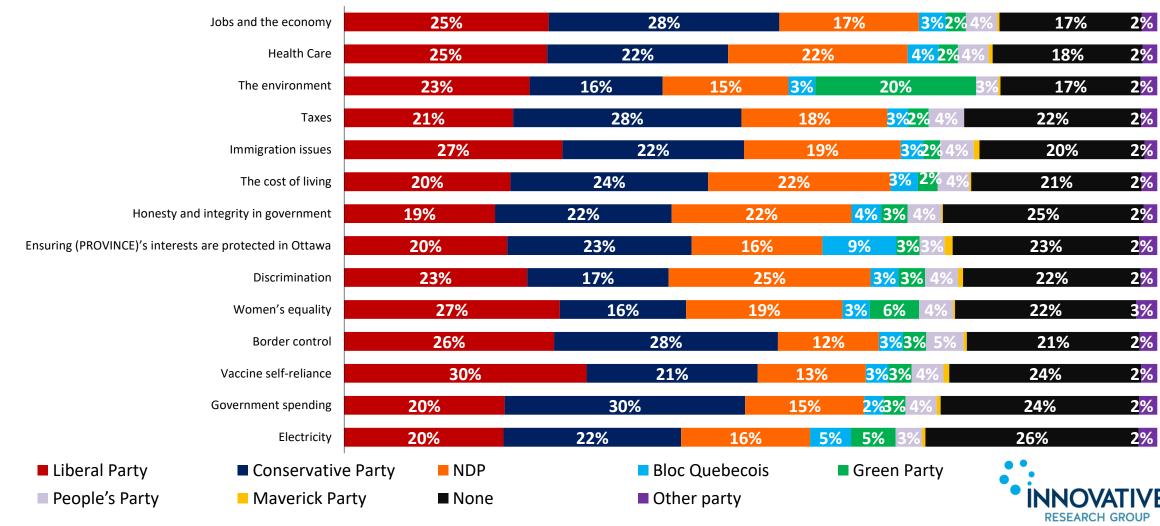




Issue Ownership: The Liberal party's top attributes are vaccine self-reliance (30%), immigration issues (27%) and women's equality (27%)



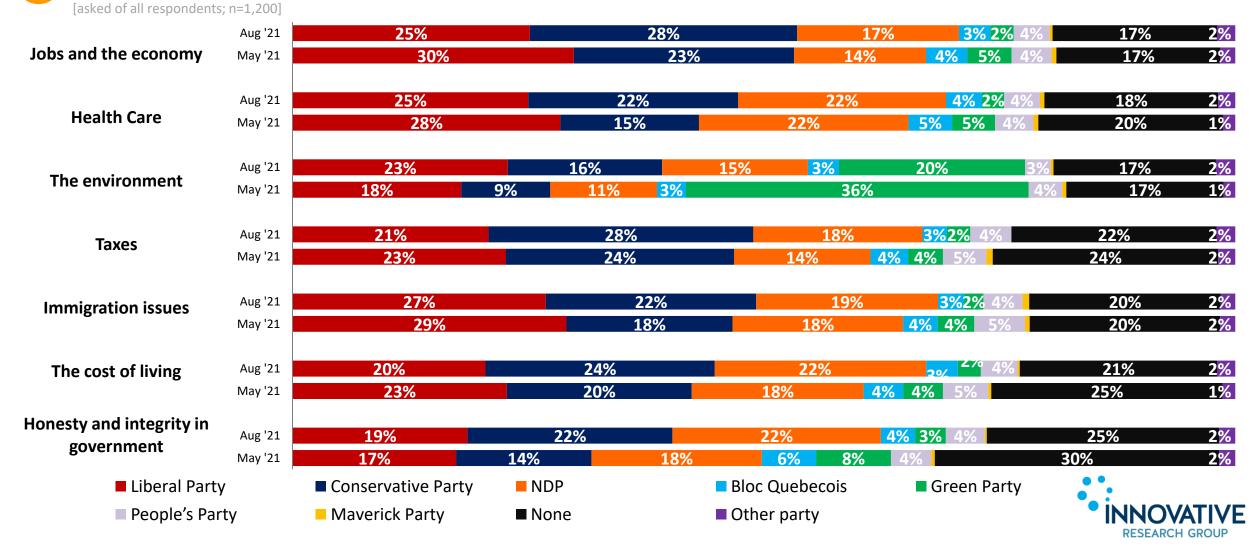
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about?



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

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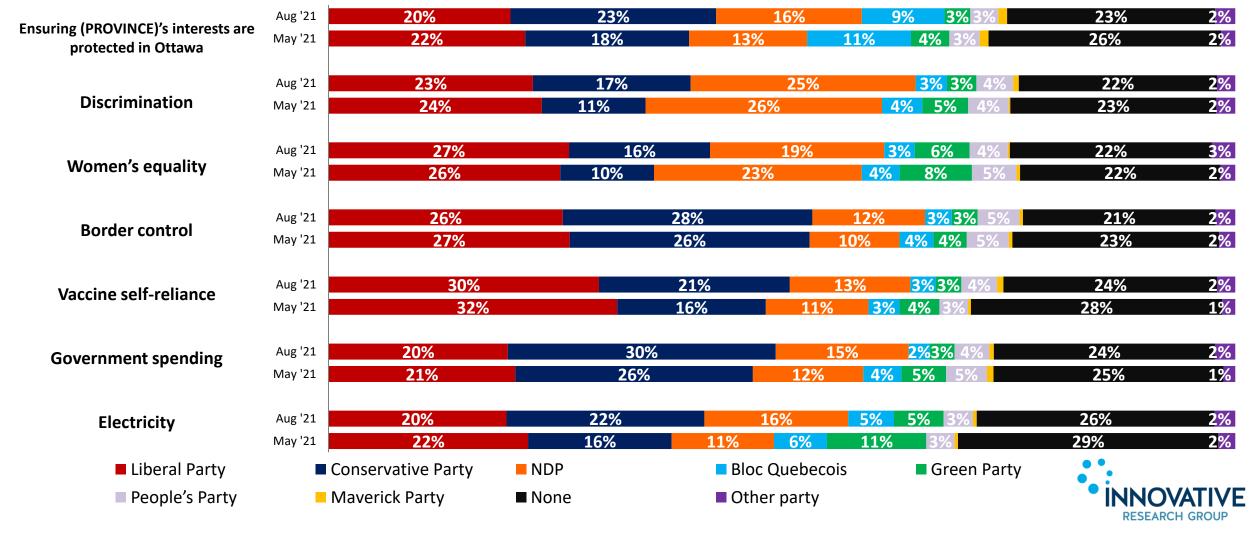
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about?



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



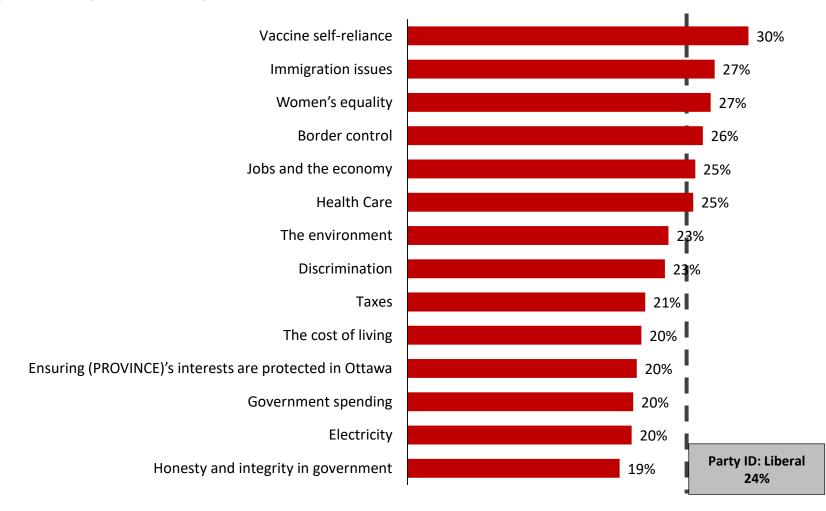
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about?



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



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?

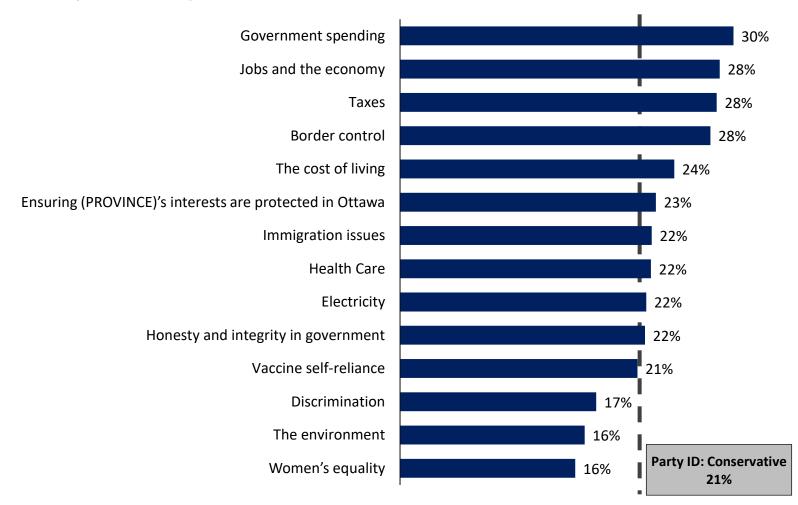




Conservative Issues: The Conservatives are viewed as best on government spending (30%)



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?

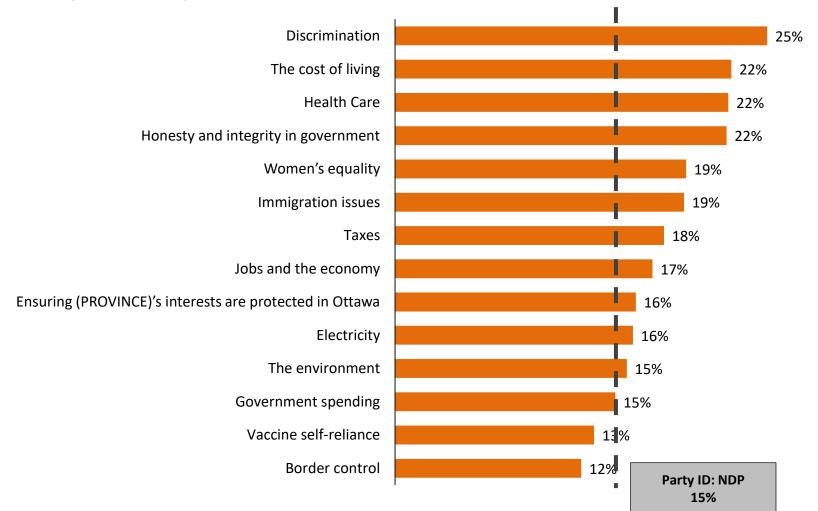




NDP Issues: The NDP are viewed as best on discrimination (25%) and worst on border control (12%)



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?



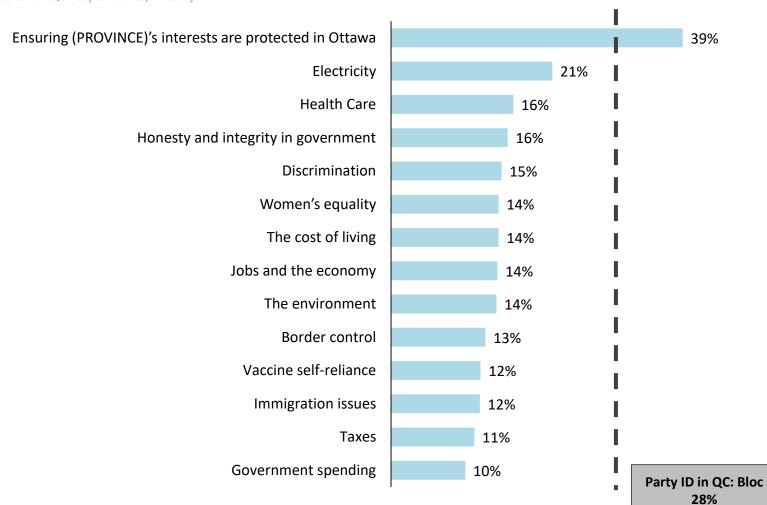


Bloc Issues: The Bloc are viewed in Quebec principally as defenders of Quebec interests in Ottawa



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]

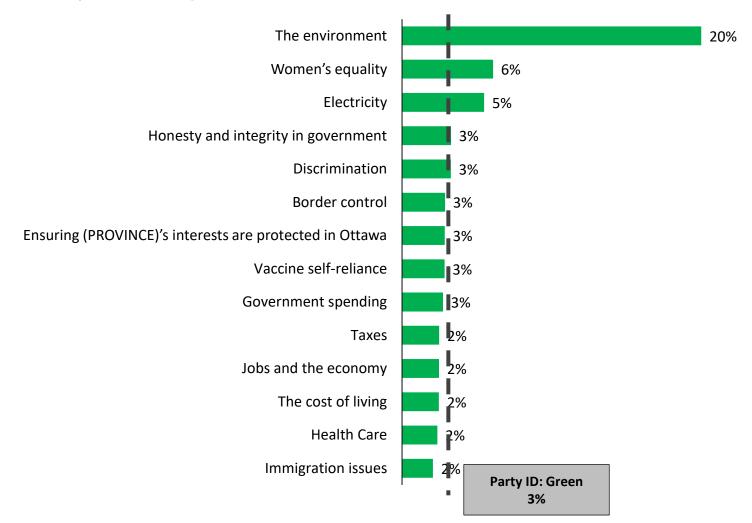




Green Issues: The Greens are viewed as best on the environment, low on all other issues



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?

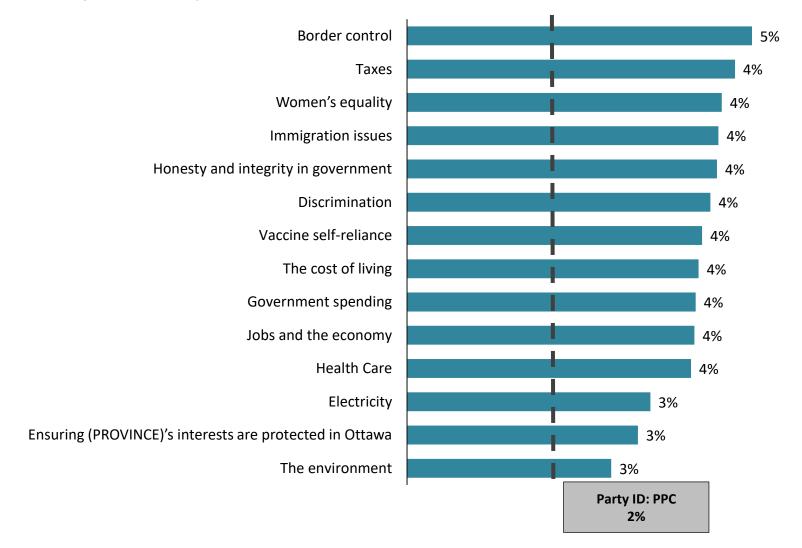




PPC Issues: The PPC are seen as best on border control



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?



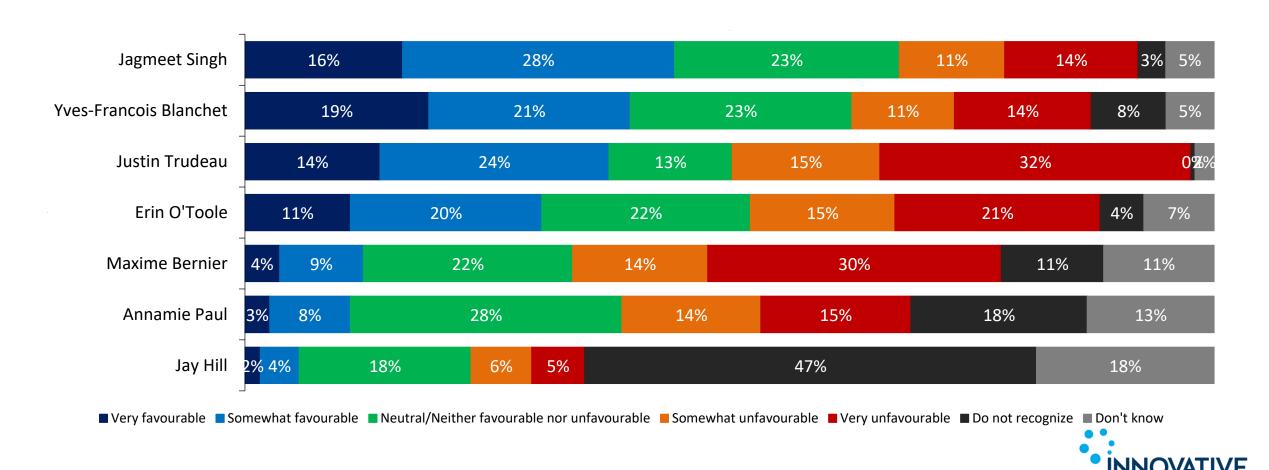


Leadership

Leader Favourables: Just over 4-in-10 (44%) have a favourable impressions of Singh, followed by Blanchet (40%)



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.

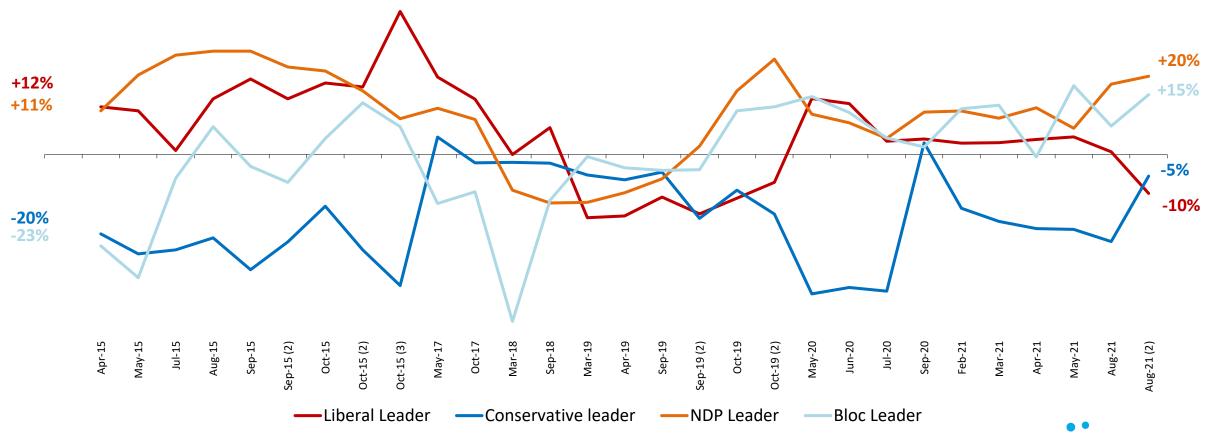


Party Leader NET Favourables Tracking: More Canadians now have an unfavourable view of Trudeau than a favourable one



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]



Note: Green Leader, People's Party Leader not shown.

Current data: August 2021

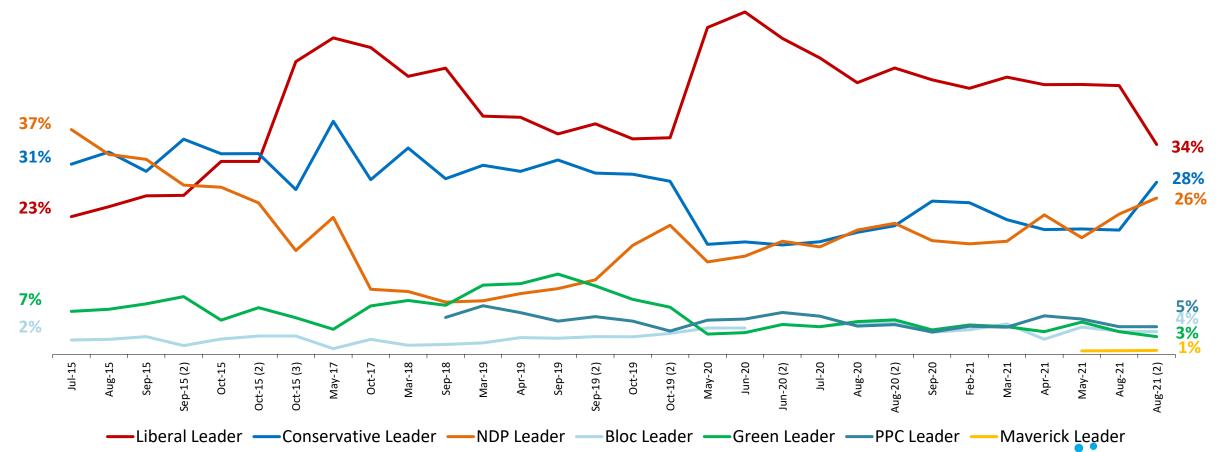
Note: Results for Yves-Francois Blanchet for Quebec respondents only



Best Prime Minister Tracking: Trudeau remains the top choice for Prime Minister but is down significantly since last wave of tracking



Which of the following party leaders would make the best Prime Minister of Canada? [asked decided respondents; n=1,832]

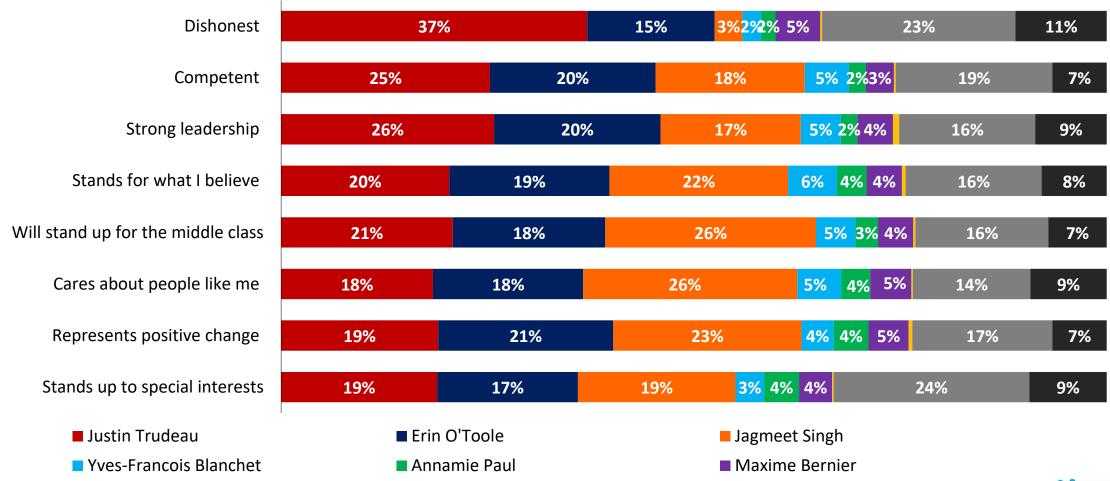




Leader Qualities: 4-in-10 (37%) Canadians say Trudeau is "dishonest", while only 1-in-4 (25%) say he is "competent"



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...



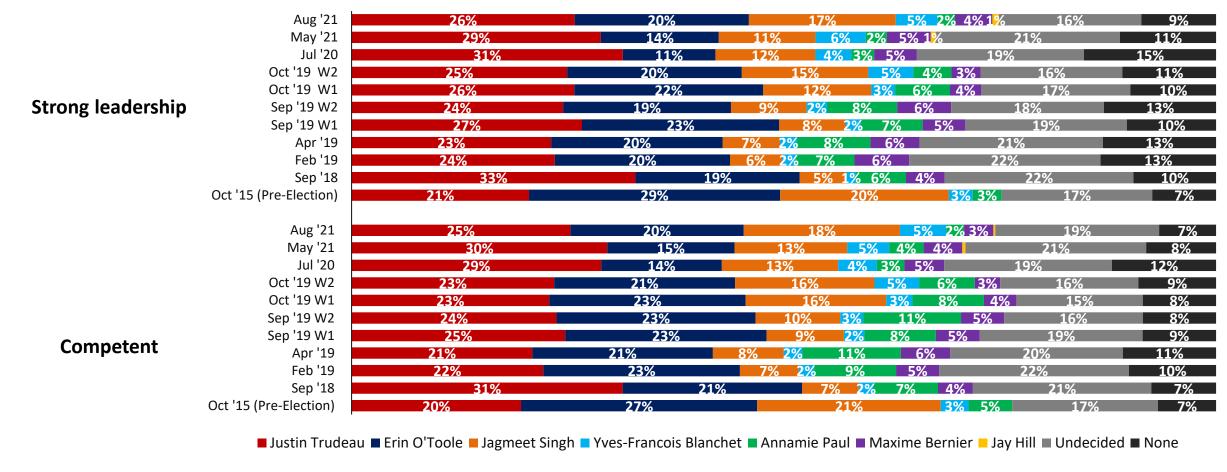


Leader Qualities: Trudeau is down 3 points on "strong leadership"

since May 2021



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...



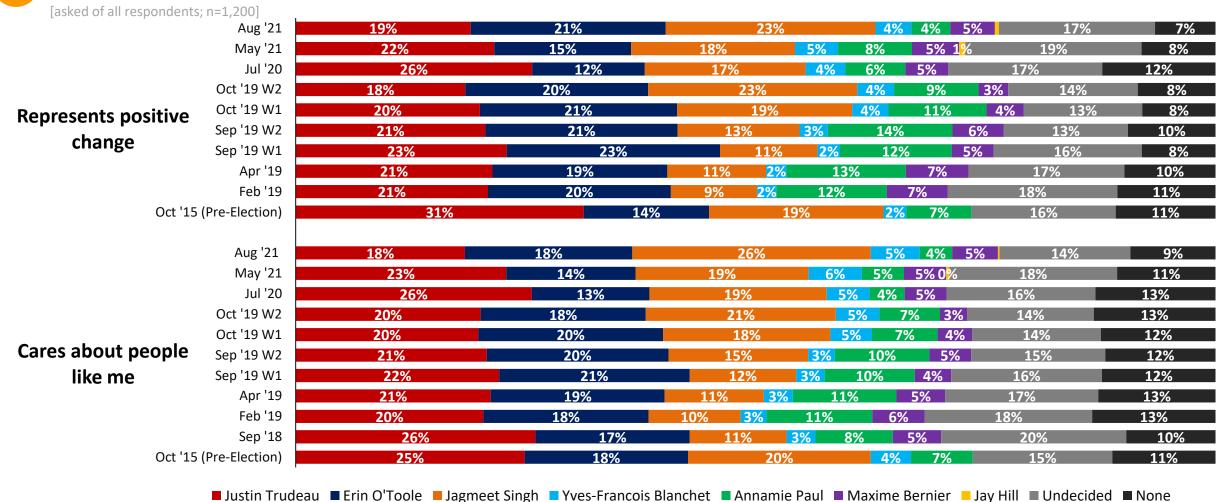
INNOVATIVE RESEARCH GROUP

^{*} The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)

Leader Qualities: The share of Canadians who say Trudeau represents positive change is down 3 points since May 2021

Q

Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

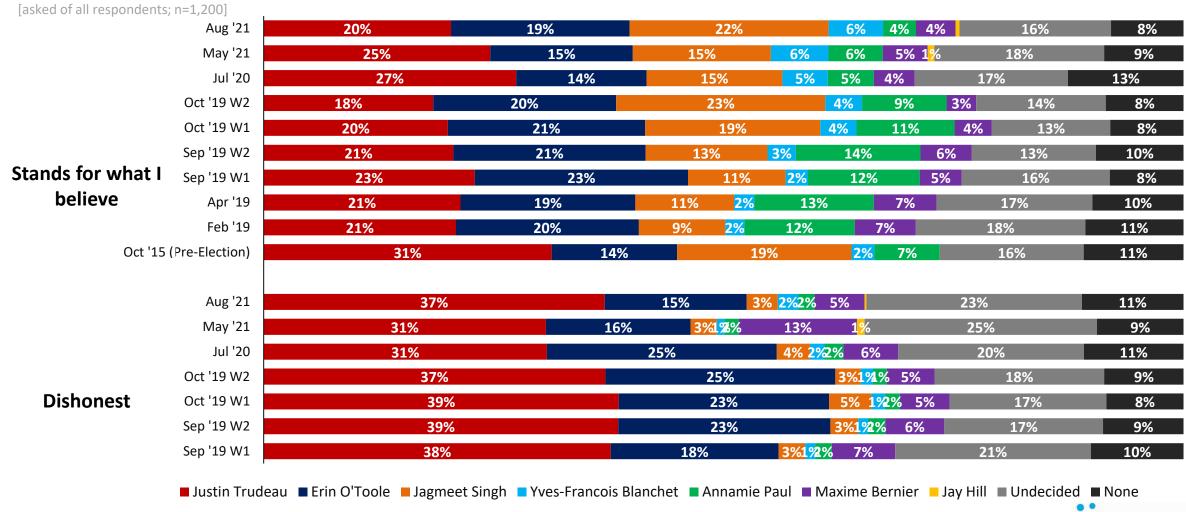


^{*} The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)

Leader Qualities: Trudeau remains the top leader viewed as "dishonest" on par with 2019 election

Q

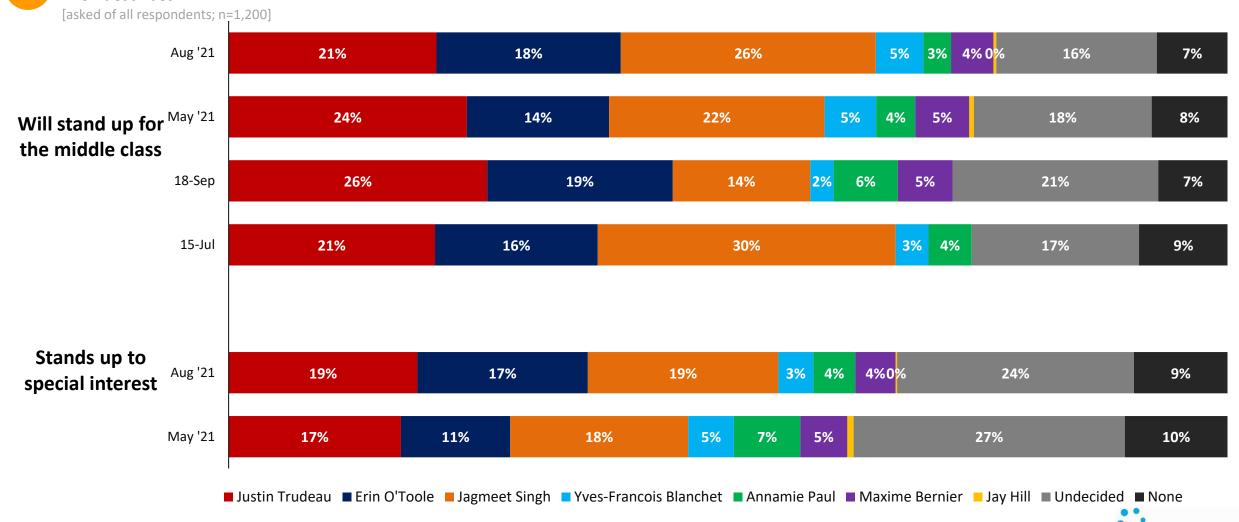
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...



^{*} The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)

Leader Qualities: Trudeau now trails Singh on "will stand up for the middle class"

Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

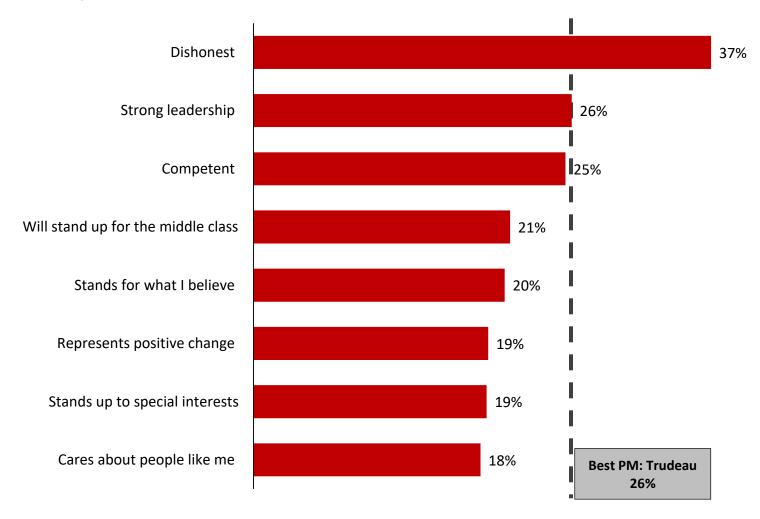


^{*} The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)

Trudeau Qualities: On all positive qualities, Trudeau underperforms the share who say he is the best choice for Prime Minister



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

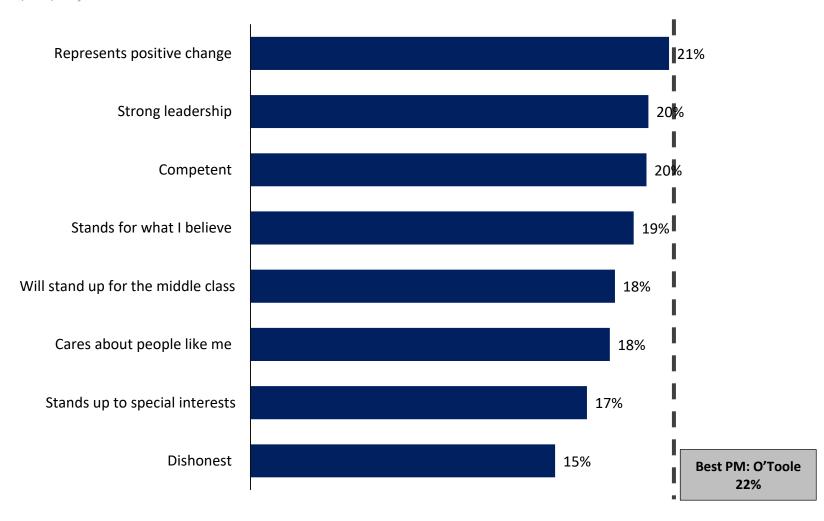




O'Toole Qualities: O'Toole's top quality is "represents positive change", followed by "strong leadership"



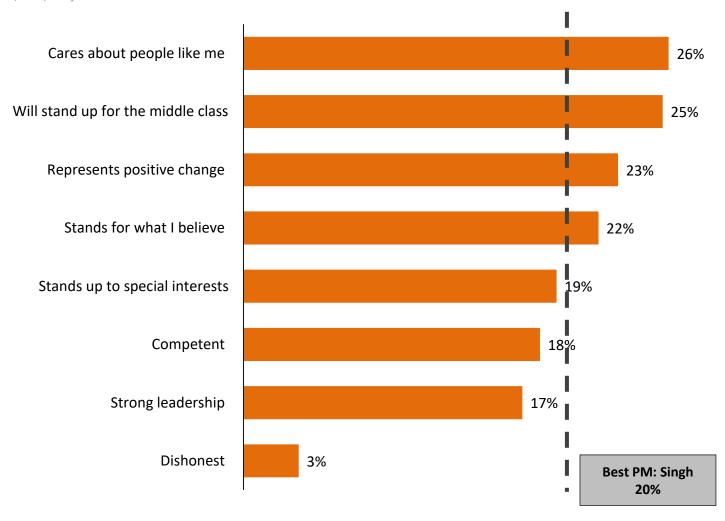
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...



Singh Qualities: Singh's top quality is "cares about people like me", followed by "will stand up for the middle class"



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

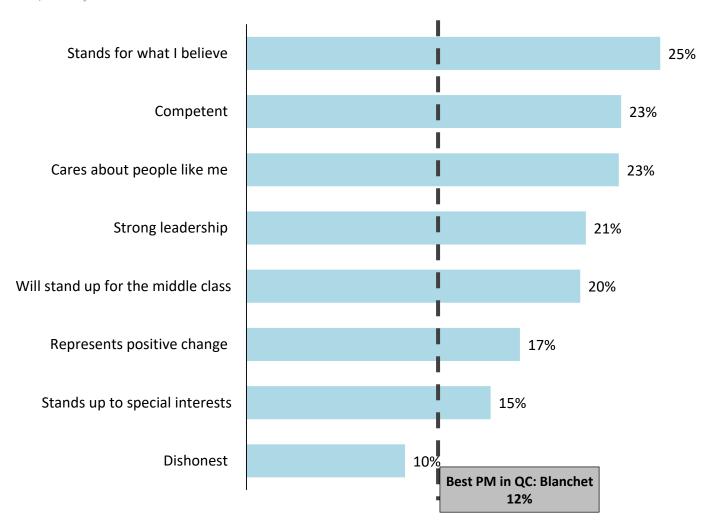


Blanchet Qualities: Blanchet's top quality is "stands up for what I believe", followed by "competent"



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

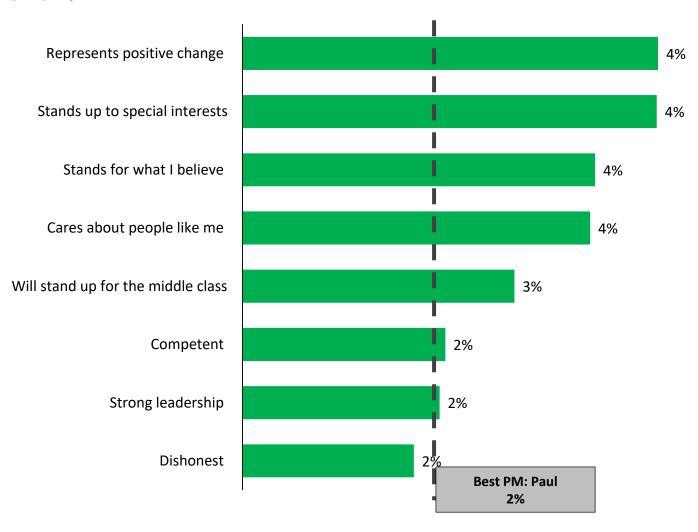
[asked of all QC respondents; n=562]



Paul Qualities: Paul's top quality is "represents positive change", followed by "stands up to special interests"



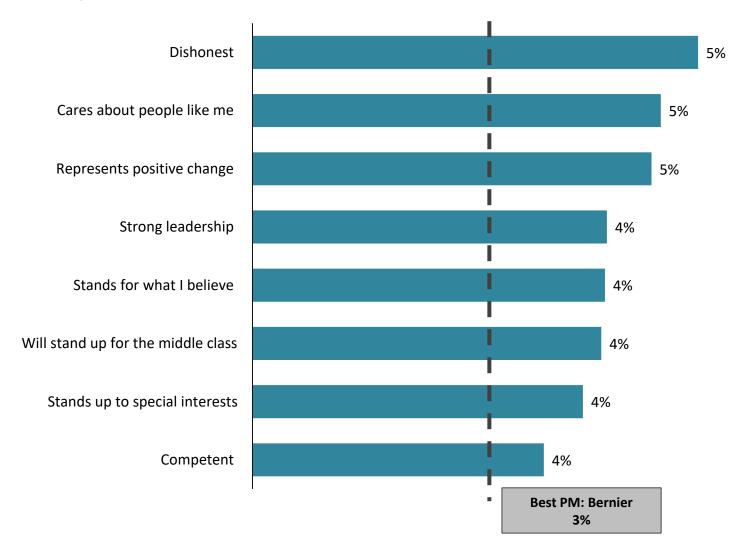
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...



Bernier's Qualities: Bernier's top quality is "dishonest", followed by "cares about people like me"



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

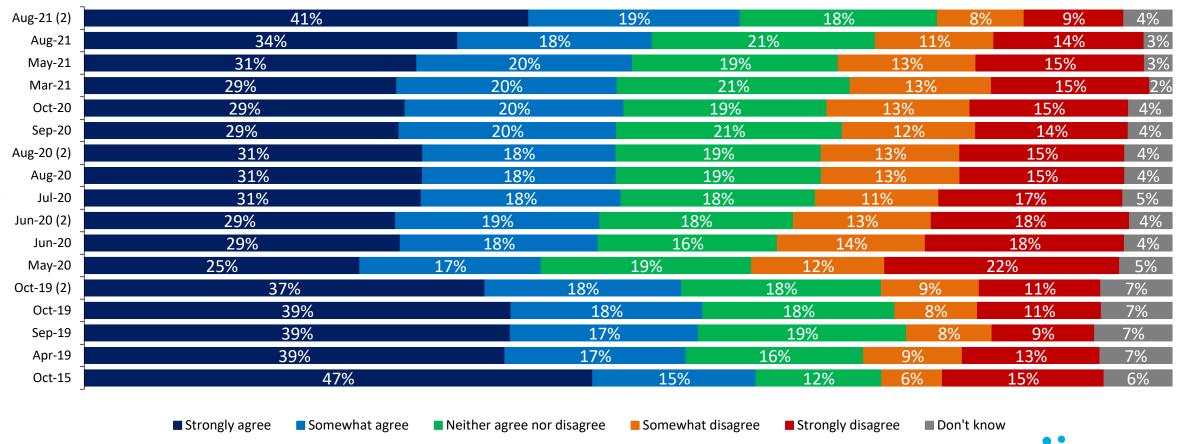


Time for Change

Time for Change Tracking: Agreement that it is time for change in Canada is up to 60%, 5-points above 2019



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]

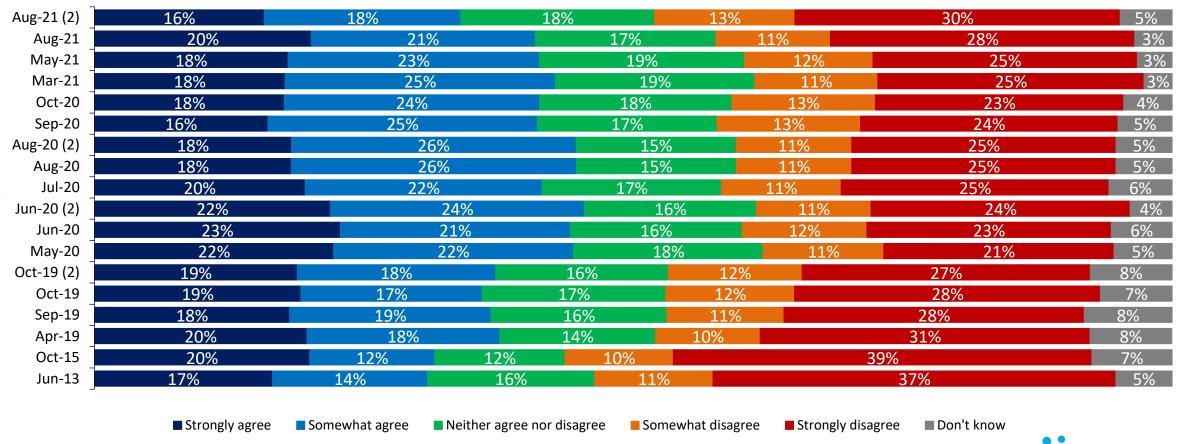




Time for Change Tracking: Just 34% of Canadians agree that the Liberals are the best party to form government, down 7 points



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]



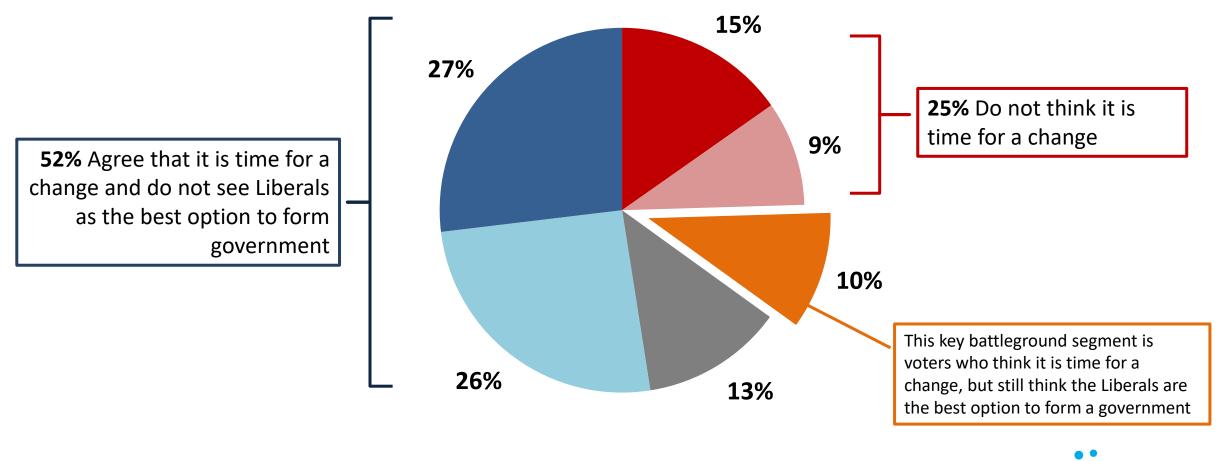


Time for Change Segmentation: A key 10% of voters think the Liberals are the best option to form government but also say it's time for change



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]





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

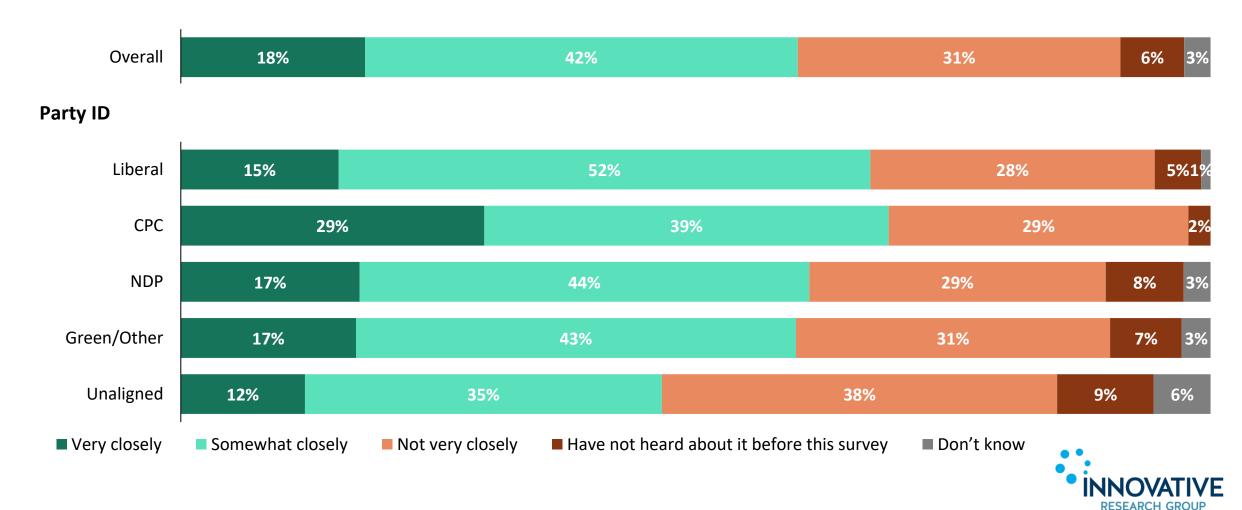
The Afghanistan Issue

Following News: Six-in-ten voters have been following the issue, though only 1-in-5 closely; highest among Conservatives



How closely have you been following news about the rapid fall of the Western supported government in Afghanistan, the takeover of the government by the Taliban, and the resulting need to evacuate Canadians and Afghans who have supported the Canadian presence in Afghanistan?

[asked of secondary sample respondents, n=1,200]

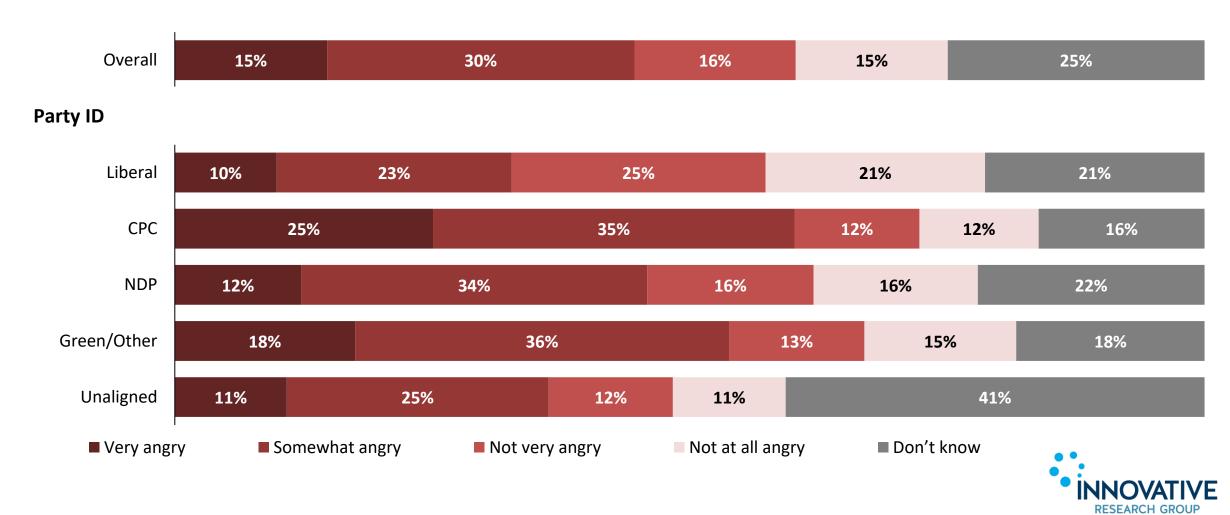


Feelings about response: Almost half (45%) of Canadians feel angry about the government's response; Conservatives are most angry (60%)



Thinking about the federal governments initial response to get Canadians and Afghans who supported the Canadian presence from Afghanistan out of the country as the Taliban was taking over, how did that leave you feeling?

[asked of secondary sample respondents, n=1,200]

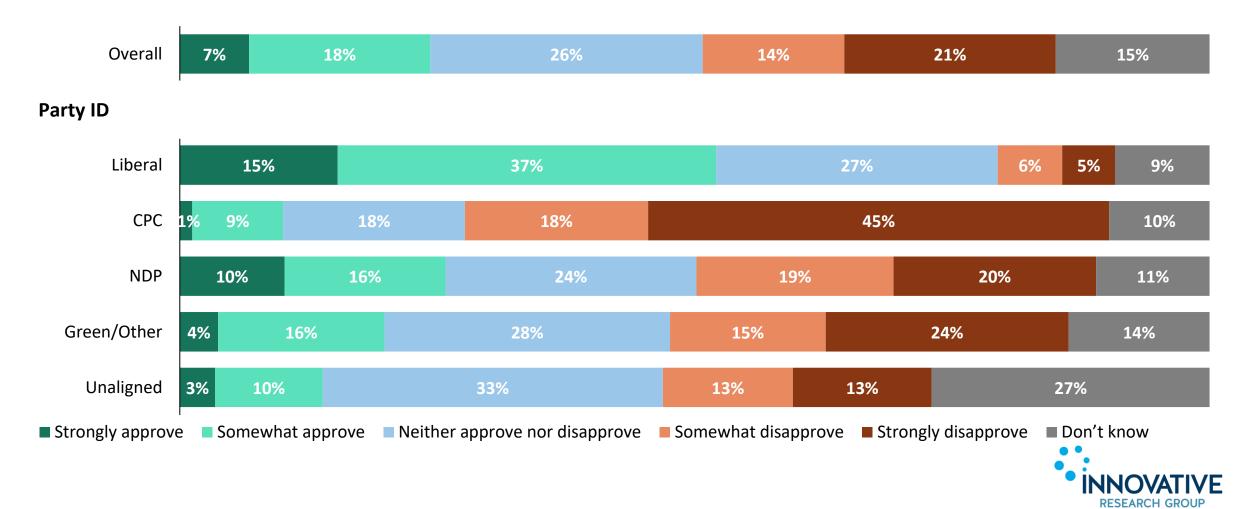


Approval: more Canadians disapprove (34%) than approve (25%) of Trudeau's handling; but the plurality are unsure or neutral (41%)



Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged?

[asked of secondary sample respondents, n=1,200]

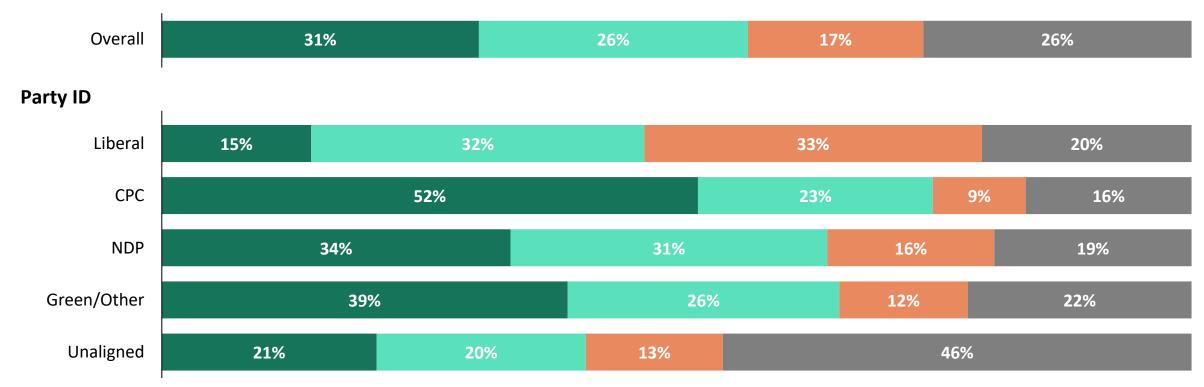


Point of View: 1-in-3 (31%) think this is a sign of deep issue with the way the Canadian government manages its military abroad



Which of the following comes closest to your point of view?

[asked of secondary sample respondents, n=1,200]



- This is a sign of a deep issue with the way the Canadian government manages its military abroad
- This is a one-off issue and not a sign of a deeper problem with how the Canadian government manages its military
- This issue is being handled correctly by the Canadian government
- Don't know

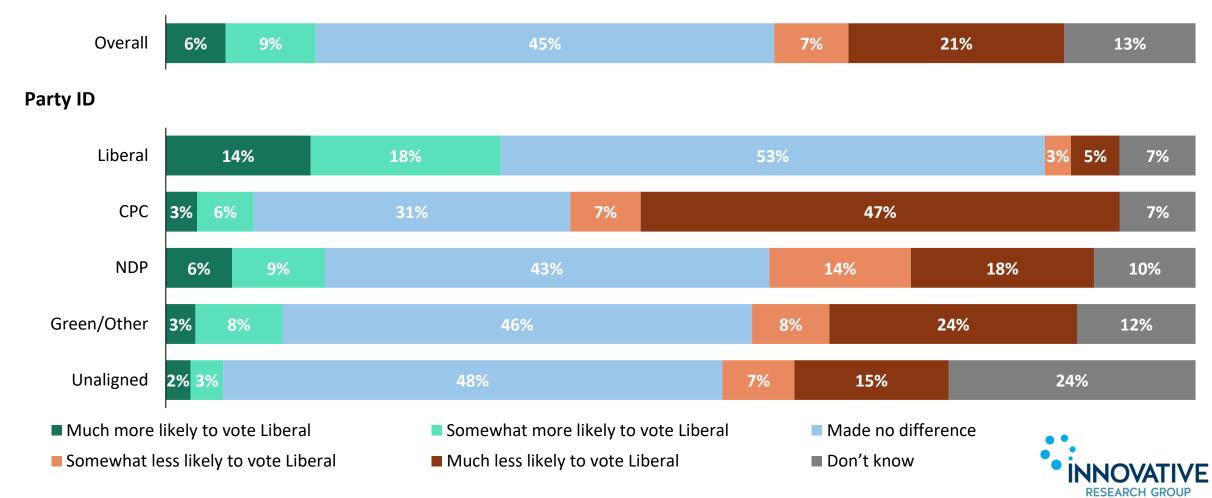


Current data: August 2021

Vote impact: The issue is net negative for Trudeau, though most say it makes no difference for them



Did response by the Liberal government leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party? [asked of secondary sample respondents, n=1,200]



Current data: August 2021

Exploring the Potential of Third Parties

How We Approach the Question of "Third Party" Potential

Canada has two establishment parties, the Liberals and the Conservatives. They are the only parties to ever form a national government. A majority of 59% agree this election is a two-horse race between those parties. However, 41% don't agree the election is a two-horse race. In fact, 46% agree 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. So almost half of Canadians are looking for change they don't feel the main parties offer.

Looking at the narratives of each of the "third" parties, we have creating a segmentation for each parties looking at how many Canadians buy into that party's world view and how well that party is doing with those voters.

For each party, the first slide shows that party's potential by showing how many Canadians agree or disagree with that party's core premise, the beliefs that define the reason for that party. Each percentage is the total share of Canadians that share that unique combination of beliefs. The percentage in the top left corner is people who strongly accept the key premises and for whom the party should have the greatest appeal. **They support the key premise of that party**.

The second slide shows whether those people want change from the Liberals or not. If you are not looking for an alternative, it is hard for the alternative to rally your support. Again, each percentage is the total share of Canadians looking for change that share that unique combination of beliefs

The third slide shows that party's current vote by each combination of beliefs while the fourth slide shows the leader's net favourables by each combination of beliefs.

The NDP Coalition

NDP Value Groups: 38% of Canadians say we have a pressing social deficit and that the LPC and CPC are not committed to change



We have a pressing social deficit in Canada that is measured by problems such as homelessness, waiting lists for health care and lack of access to post-secondary education

Change Voters: 81% of target supporters for the NDP are also change voters



We have a pressing social deficit in Canada that is measured by problems such as homelessness, waiting lists for health care and lack of access to post-secondary education

Vote Choice: Among target supporters, 36% say they would vote for the NDP



We have a pressing social deficit in Canada that is measured by problems such as homelessness, waiting lists for health care and lack of access to post-secondary education

Current data: August 2021

Singh Favourability (Net): Singh has strong net favourables among target supporters and both potential supporter groups



We have a pressing social deficit in Canada that is measured by problems such as homelessness, waiting lists for health care and lack of access to post-secondary education

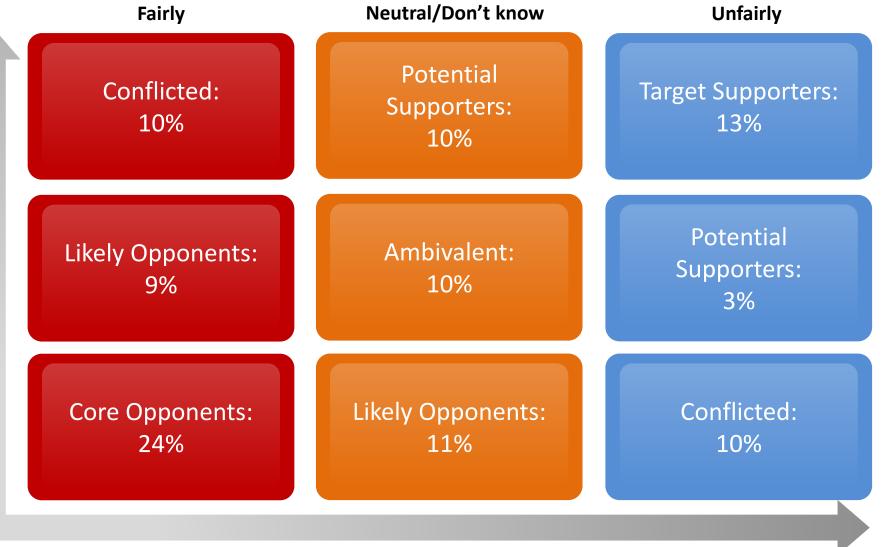
The Bloc Coalition

Bloc Value Groups: Nearly 1-in-4 are target opponents; say Quebec has been treated fairly and want an MP who is part of government

An MP who is not part of the government and can always stand up for the best interests of Quebec no matter what

Which of these is more important Don't know to you?

An MP who is part of the government and can advance the Quebec's interests even if it sometimes means compromise



Change Voters: More than 9-in-10 target supporters of the Bloc Quebecois are change voters

An MP who is not part of the government and can always stand up for the best interests of Quebec no matter what

Which of these is more important Don't know to you?

An MP who is part of the government and can advance the Quebec's interests even if it sometimes means compromise

Showing the share who are Time for Change, Uncertain, Soft anti-LPC or Hostile. **Neutral/Don't know Fairly** Unfairly **Potential** Conflicted: **Target Supporters:** Supporters: 82% 94% 80% **Potential** Ambivalent: Likely Opponents: Supporters: 85% 60% 88% Core Opponents: Likely Opponents: Conflicted: 38% 75% 74%

Vote Choice: Nearly two thirds of target supporters say they would vote for the Bloc

An MP who is not part of the government and can always stand up for the best interests of Quebec no matter what

Which of these is
more important Don't know to you?

An MP who is part of the government and can advance the Quebec's interests even if it sometimes means compromise

Neutral/Don't know Fairly Unfairly Potential Conflicted: **Target Supporters:** Supporters: 21% 65% 55% Potential Likely Opponents: Ambivalent: Supporters: 19% 23% 28% Core Opponents: Likely Opponents: Conflicted: 8% 36% 28%

Blanchet Favourability (Net): Blanchet has a positive net favouraility among target supporters, potential supporters, and conflicted voters

An MP who is not part of the government and can always stand up for the best interests of Quebec no matter what

Which of these is more important Don't know to you?

An MP who is part of the government and can advance the Quebec's interests even if it sometimes means compromise

Neutral/Don't know **Fairly Unfairly Potential** Conflicted: Target Supporters: Supporters: +10% +58% +33% **Potential** Ambivalent: Likely Opponents: Supporters: -19% -19% +4% Core Opponents: Likely Opponents: Conflicted: -32% +9% +40%

The Green Coalition

Green Value Groups: Nearly 3-in-10 Canadians are target supporters of ⁸⁹ the Green Party



The world is facing a climate emergency and Canada must take immediate and significant action, even if it means higher prices or short term job losses

Current data: August 2021

Change Voters: Just under 4-in-5 target supporters for the Greens are change voters

Showing the share who are Time for Change, Uncertain, Soft anti-LPC or Hostile. **Neutral/Don't know** Disagree Agree **Potential** Conflicted: **Target Supporters:** Agree Supporters: 91% 78% 79% The **Conservatives** and Liberals may have their differences, but Potential when it comes to Neutral/ Ambivalent: **Likely Opponents:** the big issues Supporters: Don't know 82% 84% facing this 65% country neither one is committed to making the changes we need Core Opponents: Likely Opponents: Conflicted: Disagree 86% 73% 48%

The world is facing a climate emergency and Canada must take immediate and significant action, even if it means higher prices or short term job losses

Vote Choice: Only 4% of target Green supporters say they would vote for the Green Party



The world is facing a climate emergency and Canada must take immediate and significant action, even if it means higher prices or short term job losses

Paul Favourability (Net): Annamie Paul has a negative net favourability 92 among all groups



The world is facing a climate emergency and Canada must take immediate and significant action, even if it means higher prices or short term job losses

The People's Party Coalition

PPC Value Groups: Only 11% of Canadians are in the target PPC supporter value group

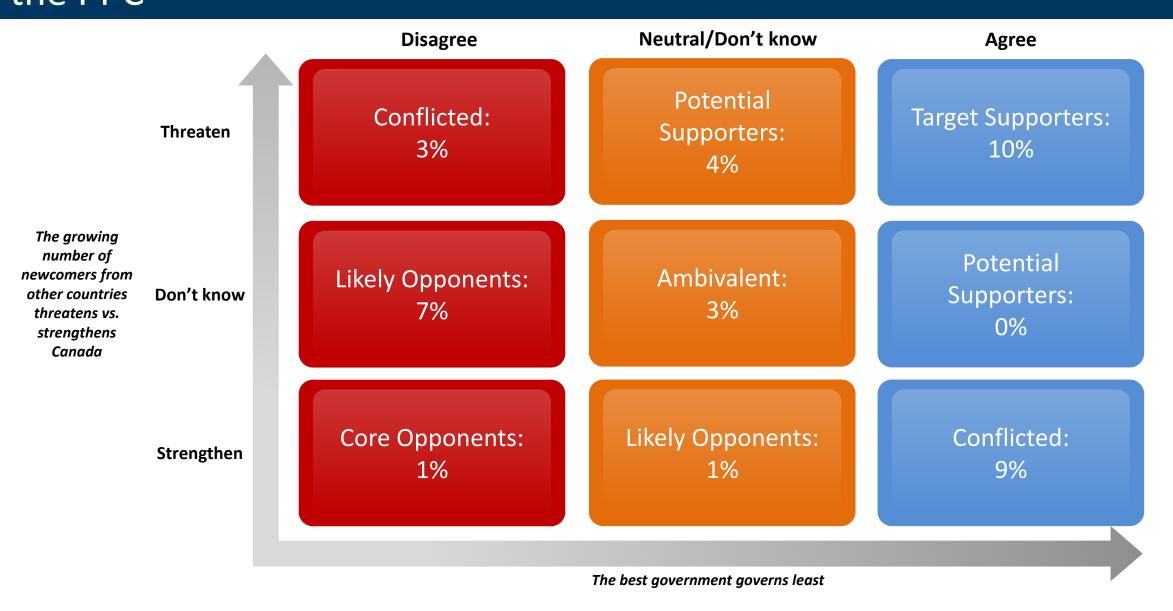


Change Voters: 90% of target supporters for the PPC are change voters, the highest of all groups



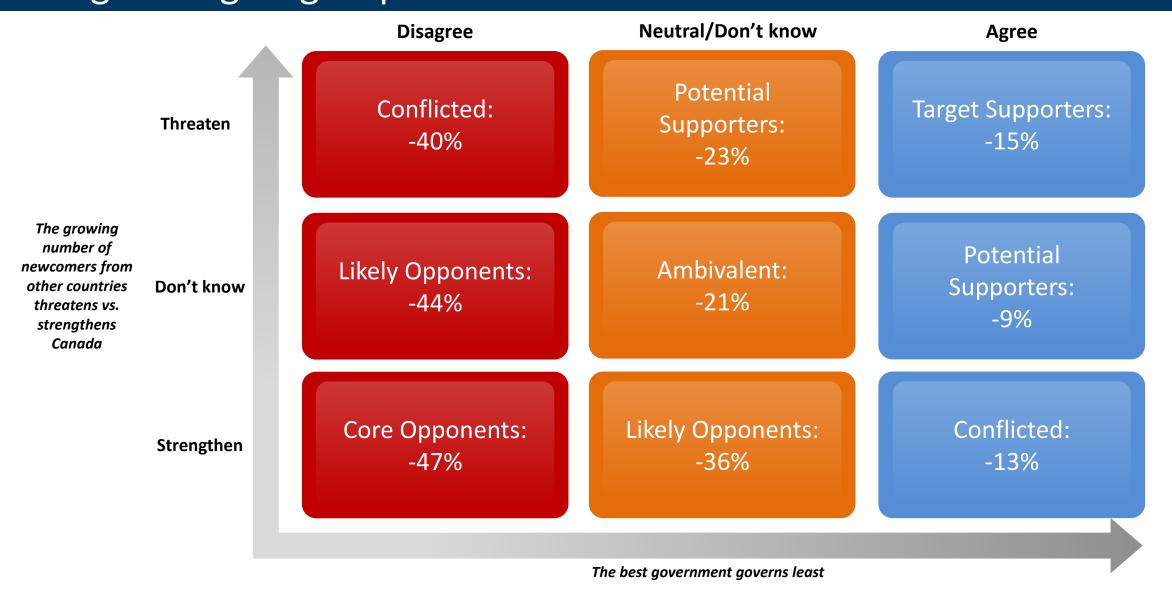
Current data: August 2021

Vote Choice: Only 10% of target supporters say they would vote for the PPC



Current data: August 2021

Bernier Favourability (Net): Bernier has a negative net favourability rating among all groups



The Maverick Coalition

Maverick Value Groups: In the West, 22% are target supporters for the Maverick Party

An MP who is not part of the government and can always stand up for the best interests of the West no matter what

Which of these is more important Don't know to you?

An MP who is part of the government and can advance the West's interests even if it sometimes means compromise

Neutral/Don't know Fairly Unfairly Potential Conflicted: **Target Supporters:** Supporters: 6% 22% 5% **Potential** Likely Opponents: Ambivalent: Supporters: 10% 3% 11% Core Opponents: Likely Opponents: Conflicted: 10% 10% 24%

Change Voters: More than 9-in-10 target supporters of the Maverick Party are change voters

An MP who is not part of the government and can always stand up for the best interests of the West no matter what

Which of these is more important Don't know to you?

An MP who is part of the government and can advance the West's interests even if it sometimes means compromise

Showing the share who are Time for Change, Uncertain, Soft anti-LPC or Hostile. **Neutral/Don't know Fairly** Unfairly **Potential** Conflicted: **Target Supporters:** Supporters: 73% 94% 80% **Potential** Ambivalent: **Likely Opponents:** Supporters: 97% 67% 89% Core Opponents: Likely Opponents: Conflicted: 69% 61% 87%

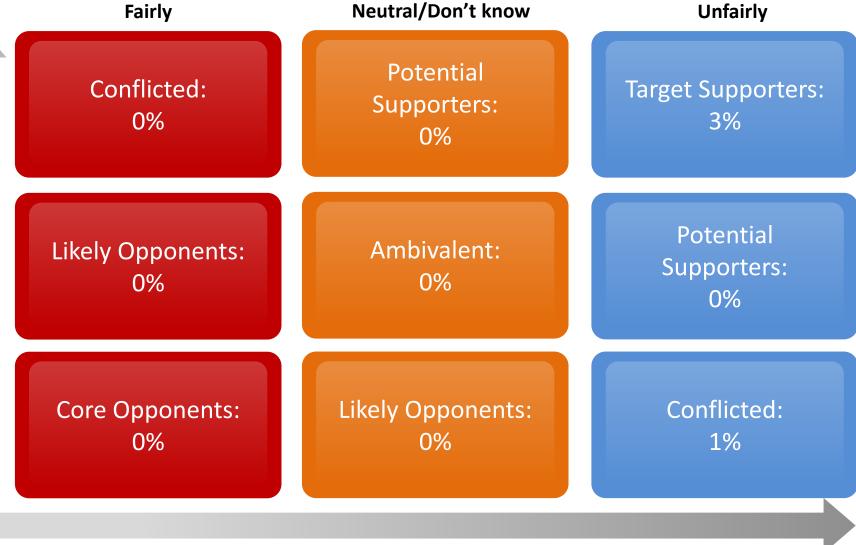
Vote Choice: Only 3% of target supporters say they would vote for the Maverick Party

An MP who is not part of the government and can always stand up for the best interests of the West no matter what

Which of these is more important to you?

Don't know

An MP who is part of the government and can advance the West's interests even if it sometimes means compromise



Hill Favourability (Net): Nearly every group has a negative net impression of Jay Hill except potential supporters

An MP who is not part of the government and can always stand up for the best interests of the West no matter what

Which of these is more important Don't know to you?

An MP who is part of the government and can advance the West's interests even if it sometimes means compromise

Neutral/Don't know Fairly Unfairly Potential Conflicted: Target Supporters: Supporters: -21% -3% +9% Potential **Likely Opponents:** Ambivalent: Supporters: -8% -10% -3% Core Opponents: Likely Opponents: Conflicted: -15% -3% -17%

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 (12%)
- 2. Deferential Conservatives (10%)
- 3. Business Liberals (24%)
- 4. Left Liberals (16%)
- 5. Core Left (20%)
- 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 (21%)
- 4. Alienated (22%)

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:

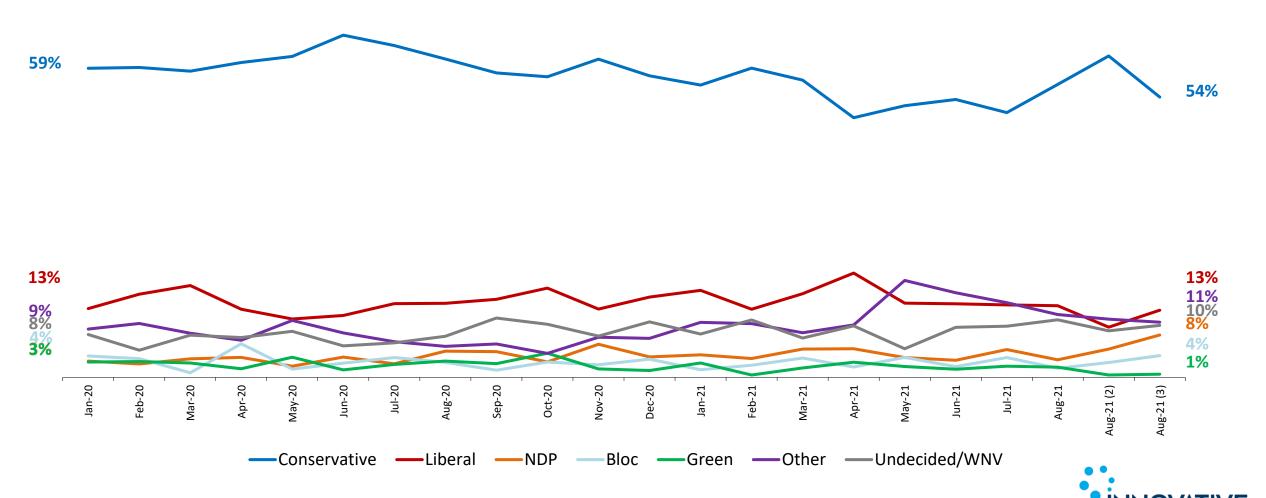
- 1. Core Liberals (15%)
- 2. Soft Liberals (9%)
- 3. Time for Change Liberals (10%)
- 4. Uncertain (13%)
- 5. Soft anti-Liberals (26%)
- 6. Hostile (27%)

Vote and Leadership by Value Cluster

Populist Conservative Vote: The Conservatives slip among Populist Conservative voters as they shift to the centre

Q

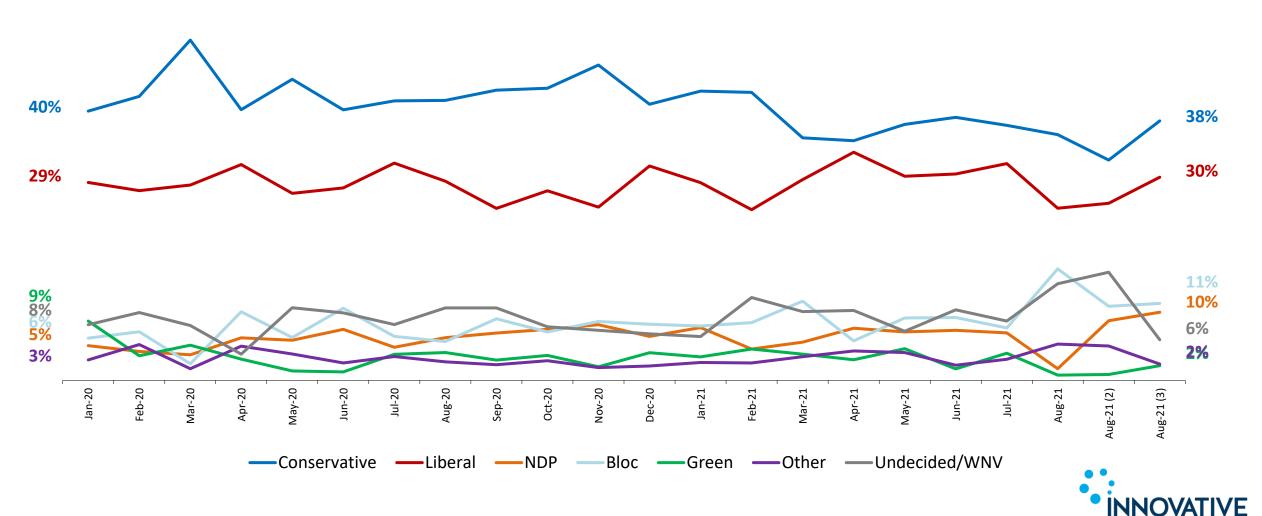
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=300]



Deferential Conservative Vote: Among Deferential Conservative voters, the Conservatives are ahead of the Liberals by 8 points



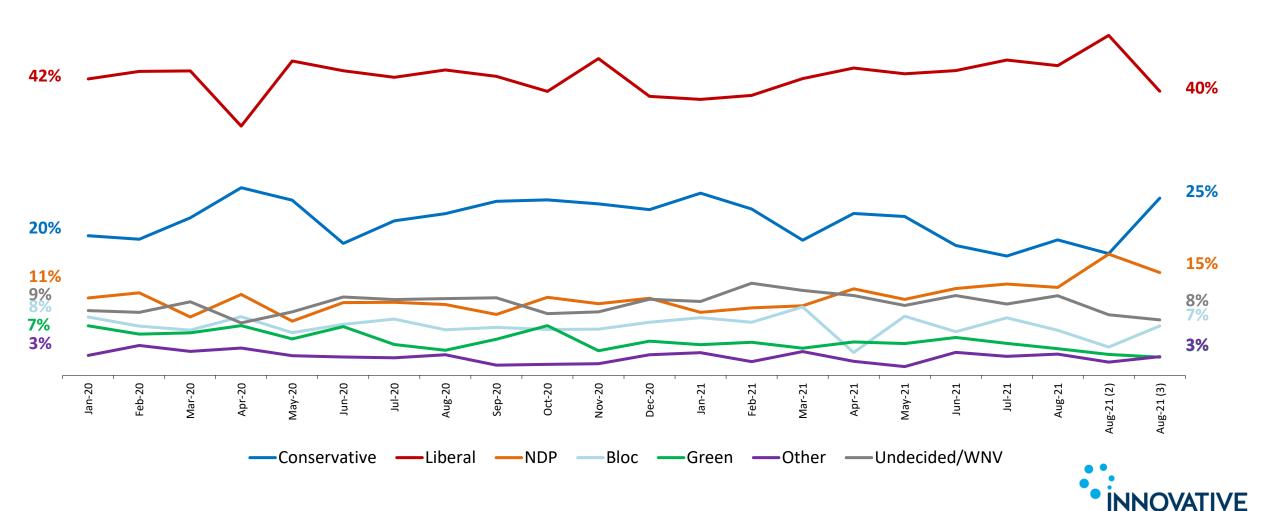
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=243]



Business Liberal Vote: Among Business Liberals, the gap between the Liberals and Conservatives has shrunk to 15 points



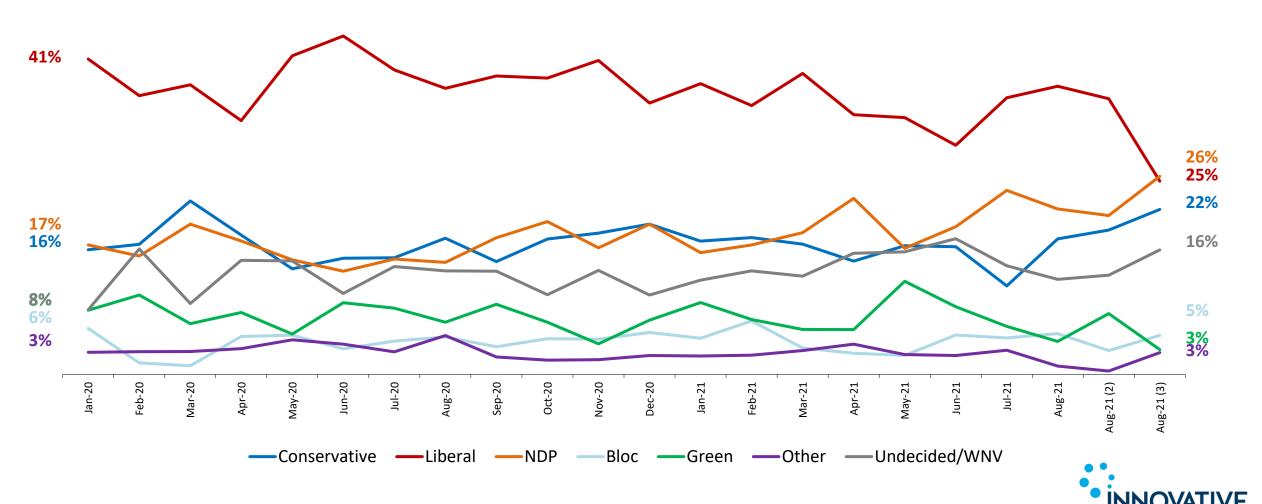
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=587]



Left Liberals Vote: Among Left Liberals, the Liberals (25%) are now even with the NDP (26%)

Q

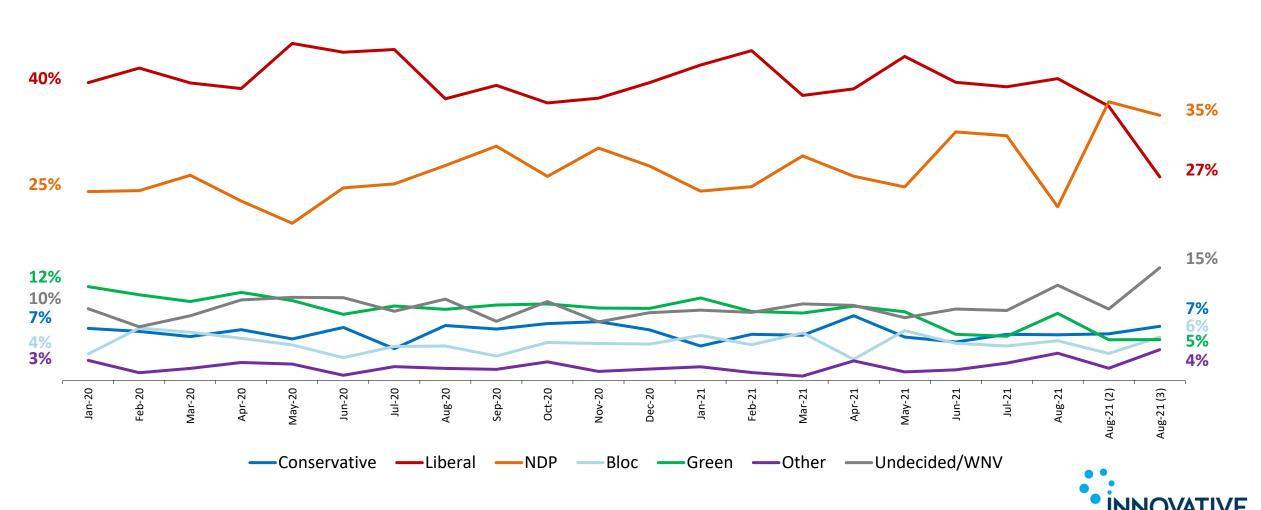
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=376]



Core Left Vote: The NDP remain ahead among the Core Left as the Liberals drop for the second week



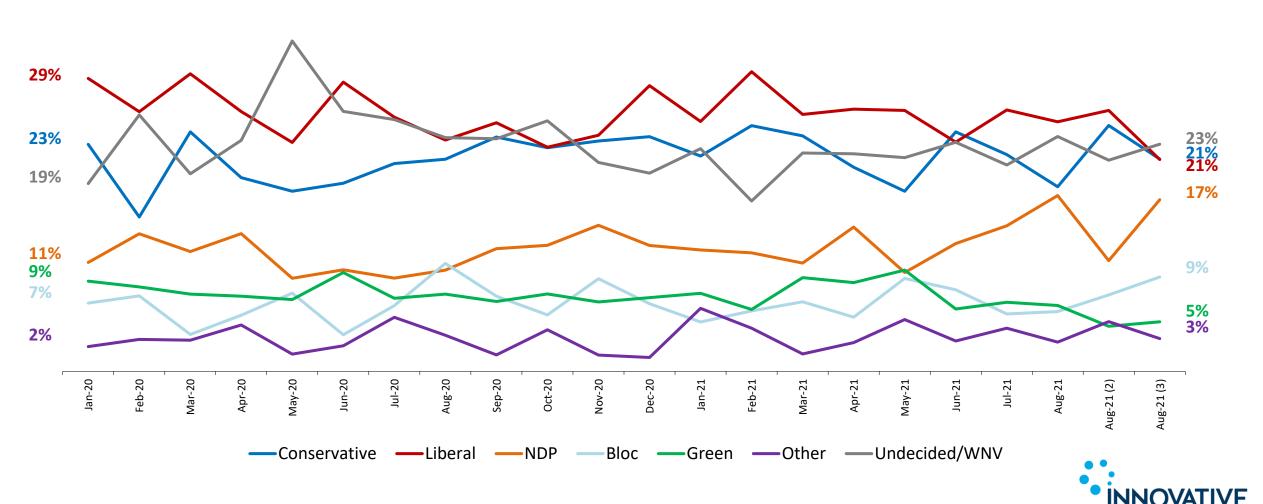
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=474]



Thrifty Moderates Vote: Nearly 1-in-4 Thrifty Moderates are undecided (23%)



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=420]



Best Prime Minister

Best Prime Minister by Value Cluster: Singh leads among the Left Liberals & Core Left, while Trudeau leads among the Thrifty Moderates

Value Cluster

	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
	(N=243)	(N=300)	(N=587)	(N=376)	(N=420)	(N=474)
Justin Trudeau	30%	11%	39%	24%	21%	25%
Erin O'Toole	34%	47%	21%	18%	17%	6%
Jagmeet Singh	10%	8%	14%	25%	18%	36%
Yves-Francois Blanchet	3%	1%	4%	3%	3%	2%
Annamie Paul	3%	1%	1%	1%	3%	4%
Maxime Bernier	2%	12%	2%	2%	3%	1%
Jay Hill	1%	1%	0%	0%	0%	0%
Undecided	14%	13%	16%	21%	21%	18%
None	3%	7%	2%	6%	13%	6%

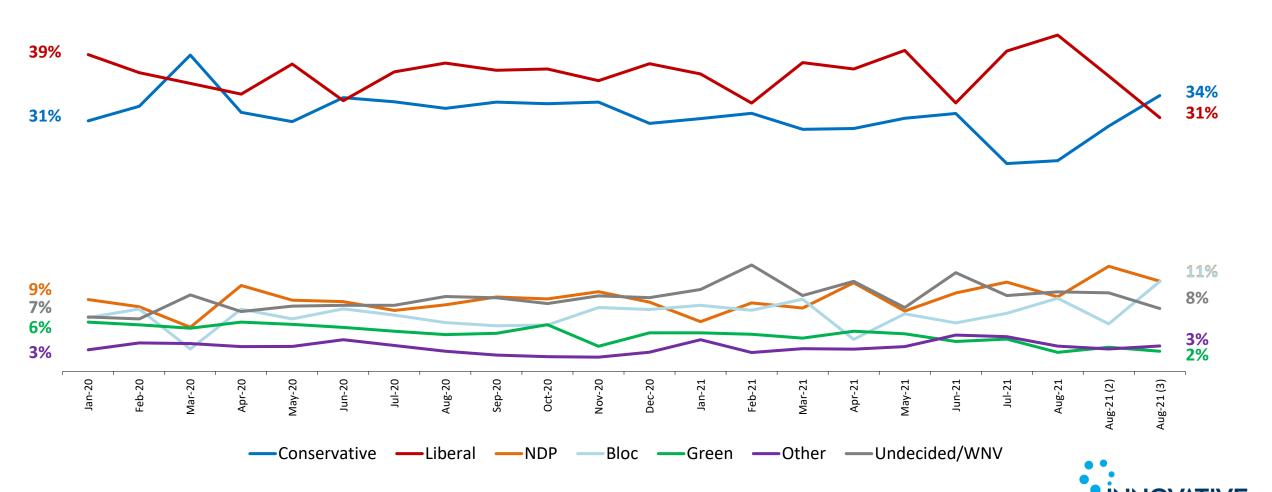


Vote and Leadership by Economic Gap Segment

Dream Achiever Vote: For the first time since March '20, achievers' favourability for the CPC has surpassed the Liberals



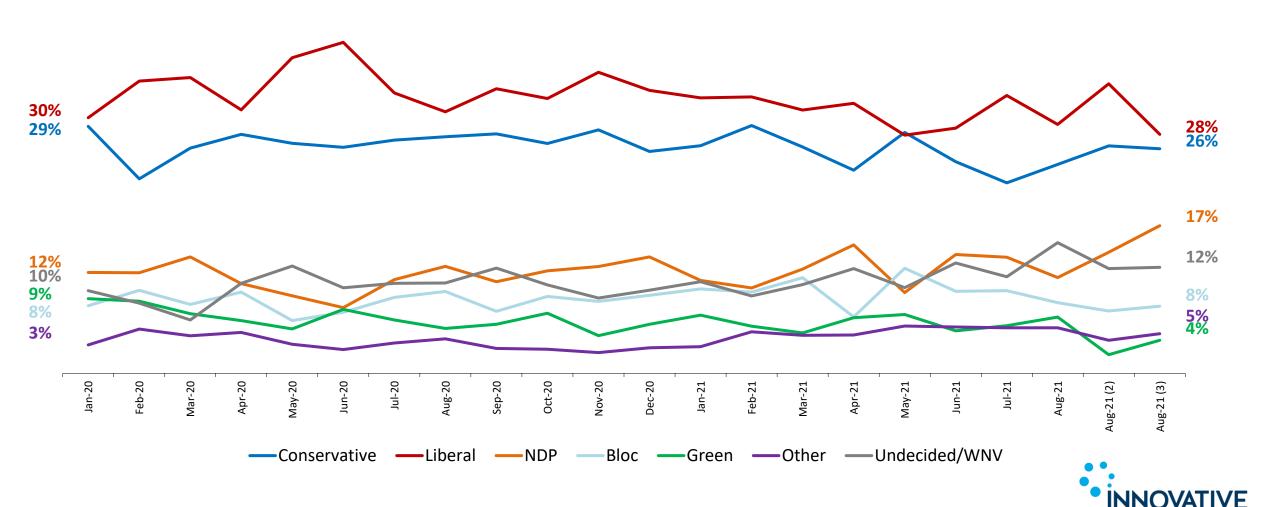
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=628]



Dream Struggler Vote: Strugglers' support for the Liberals (28%) has dropped and is now on par with their support for the CPC (26%)



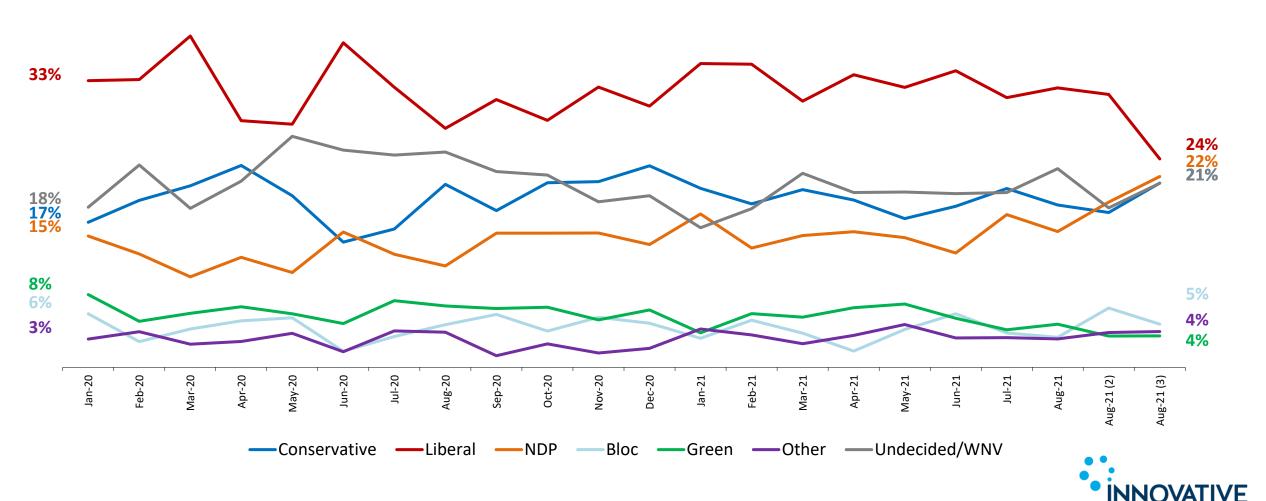
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=743]



Ambivalent Vote: The Ambivalent are now evenly split on their support for the Liberals (24%), the NDP (22%) and the CPC (21%)



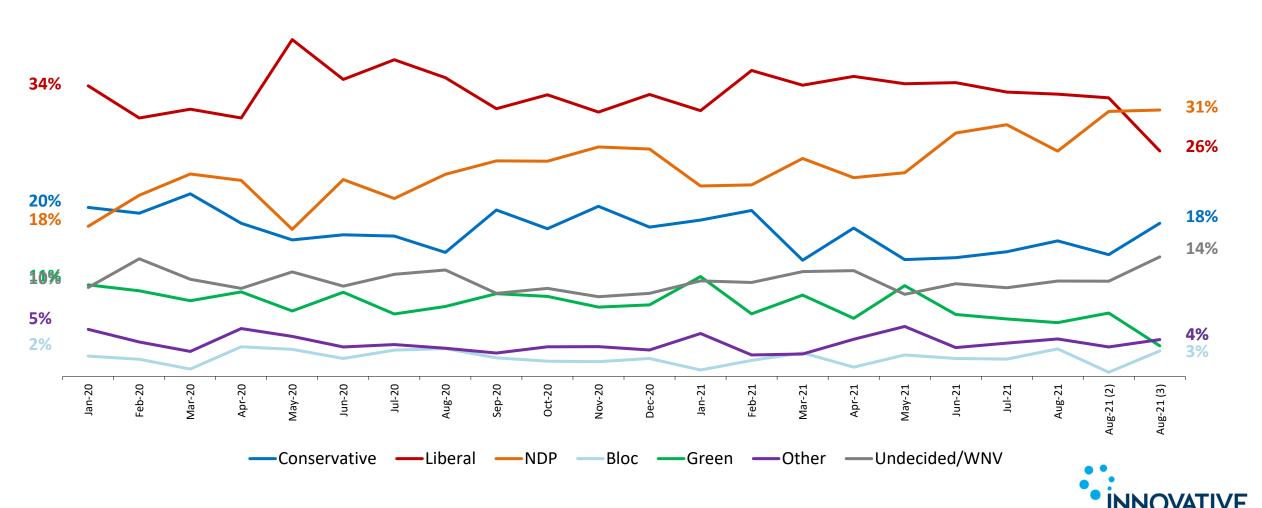
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=493]



Alienated Vote: The NDP (31%) are now leading other parties in support from the Alienated, with Liberals (26%) lagging behind



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=537]



Note: Current data: August 2021

Best Prime Minister by Economic Gap: Trudeau is favoured over other party leaders in all groups

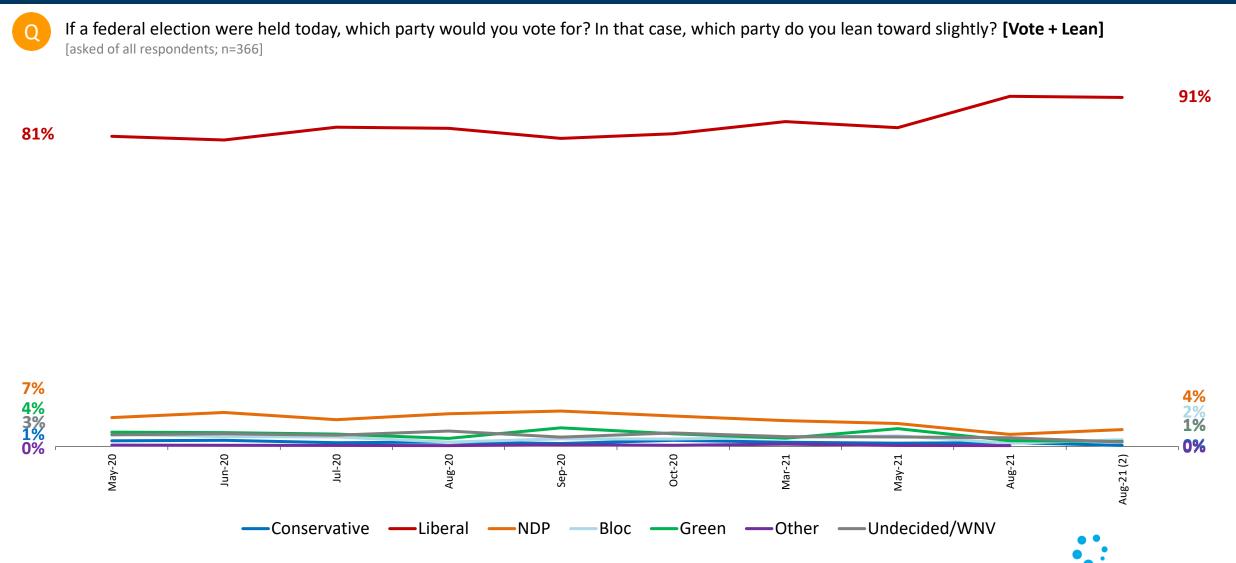
Economic Gap

	Achievers	Strugglers	Ambivalent	Alienated
	(N=628)	(N=743)	(N=493)	(N=537)
Justin Trudeau	31%	27%	23%	23%
Erin O'Toole	29%	23%	18%	13%
Jagmeet Singh	12%	19%	18%	31%
Yves-Francois Blanchet	4%	4%	1%	2%
Annamie Paul	1%	2%	3%	2%
Maxime Bernier	3%	4%	4%	3%
Jay Hill	0%	1%	0%	0%
Undecided	14%	15%	25%	17%
None	5%	5%	8%	9%

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Vote and Leadership by Time for Change

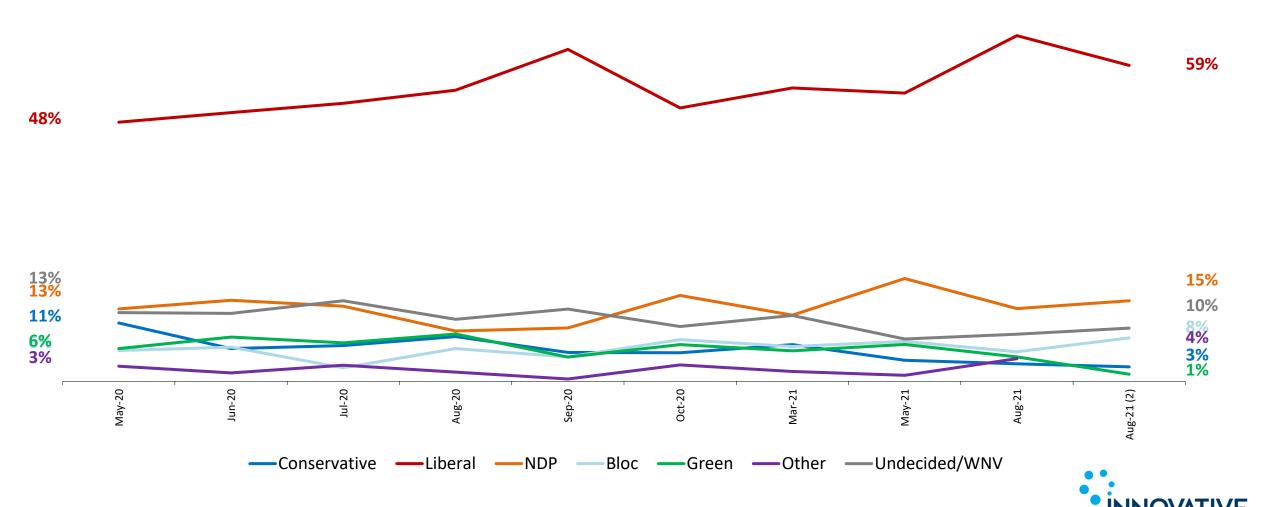
Core Liberal Vote: A strong majority (91%) of the Core Liberals are likely to vote/lean towards the Liberal party



Soft Liberal Vote: Soft Liberals are now less likely to support the Liberals (59%) than the previous tracking (64%)

QI

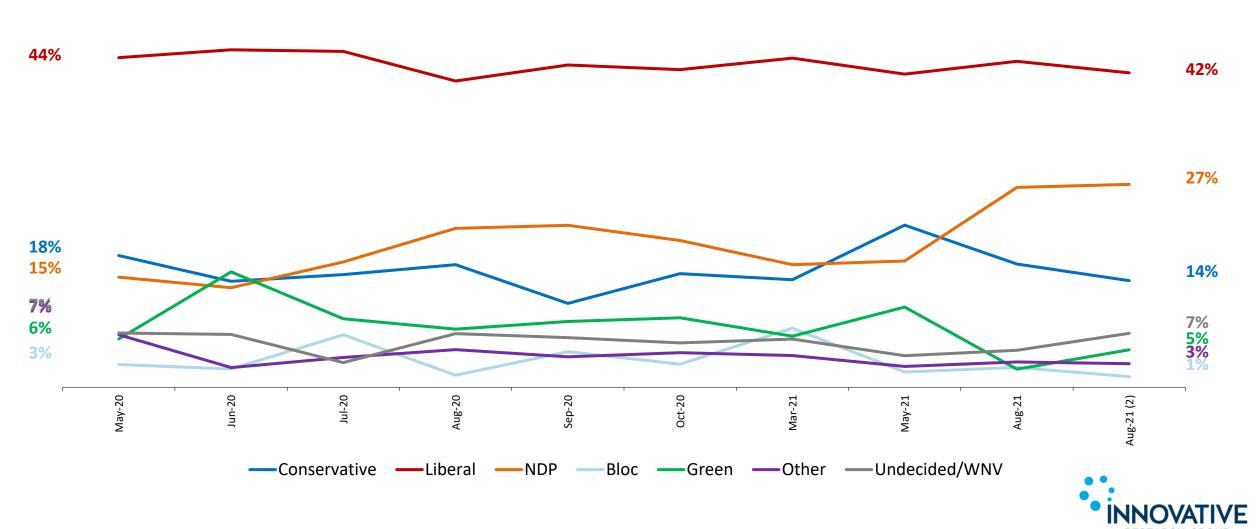
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=223]



Time for Change Liberal Vote: This cluster is more likely to vote/lean towards the Liberal party (42%), NDP is second at 27%

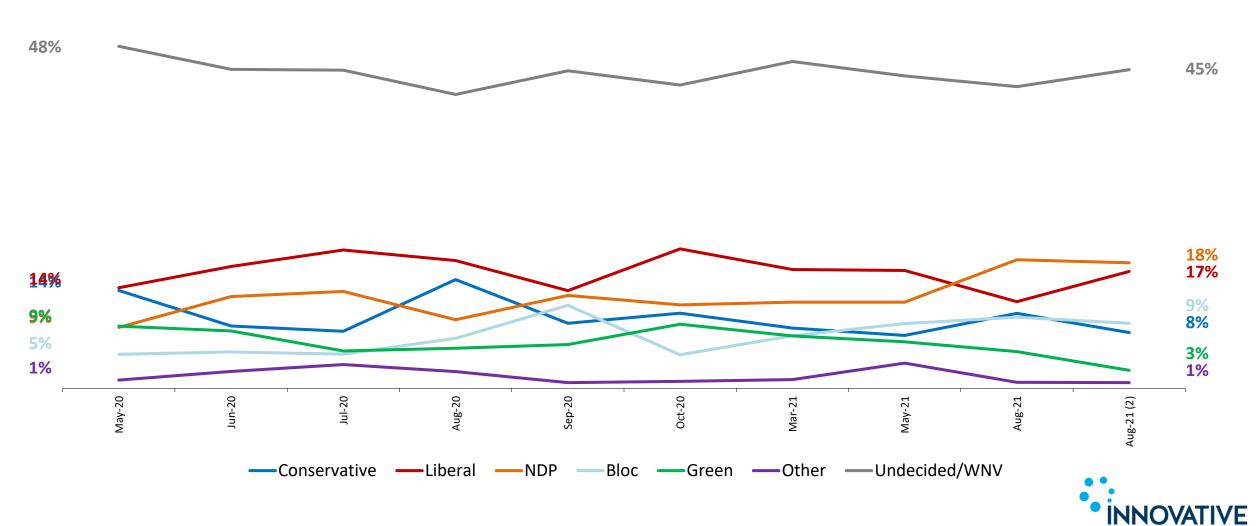
Q If

If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=250]



Uncertain Vote: Among the uncertain, support for NDP (18%) is now on par with the support for Liberals (17%)

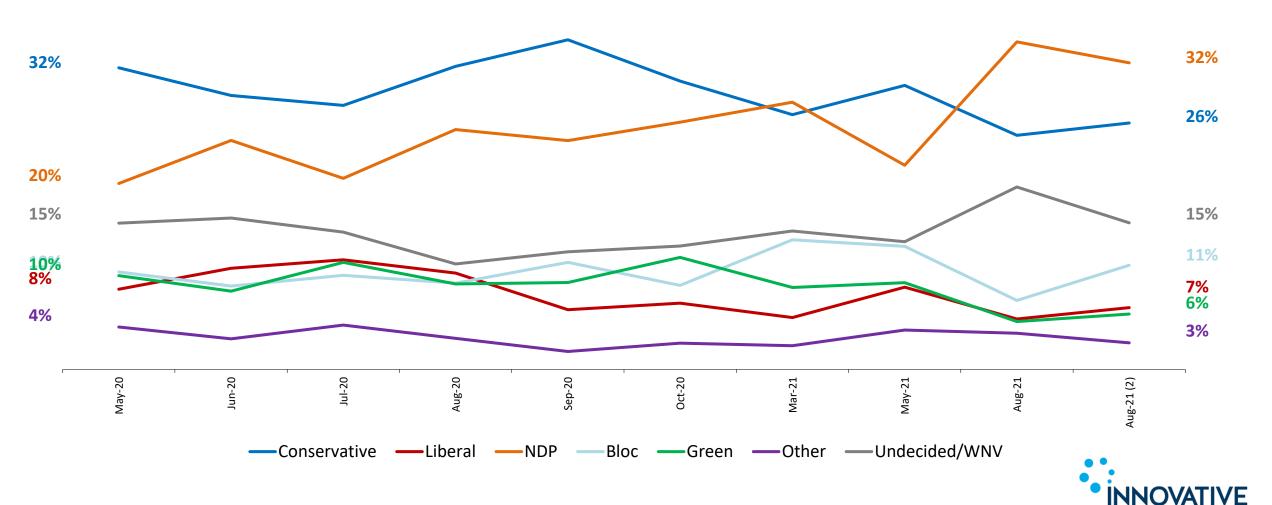
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=302]



Soft anti-Liberal Vote: Among the Soft anti-Liberal, 32% are likely to vote/lean towards the NDP

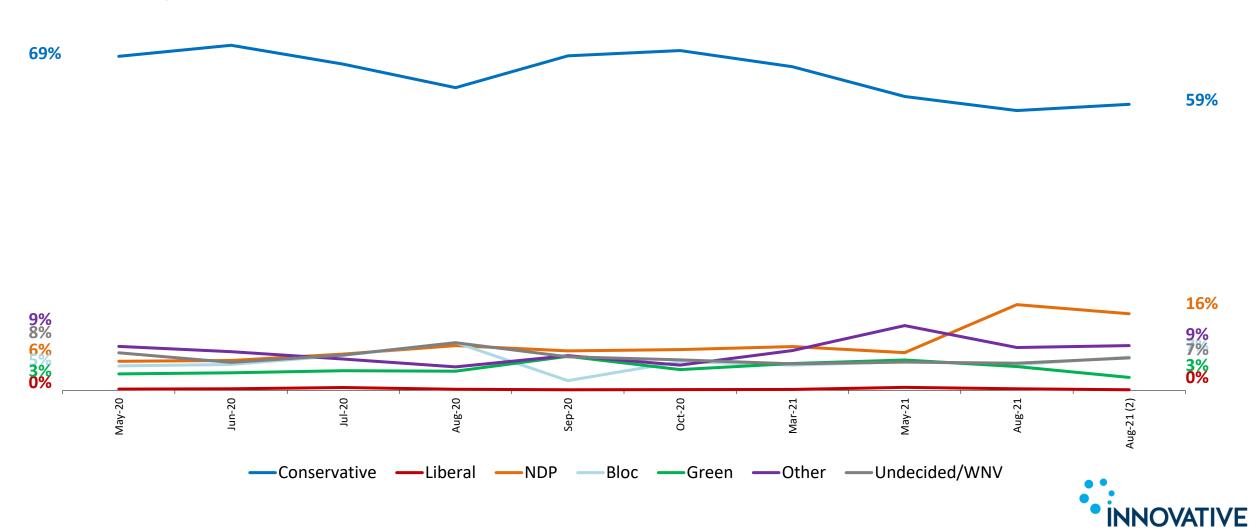
Q

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=614]



Hostile Vote: Among the Hostile segment, over half (59%) are more likely to vote/lean towards the Conservative party

If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=646]



Best Prime Minister

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

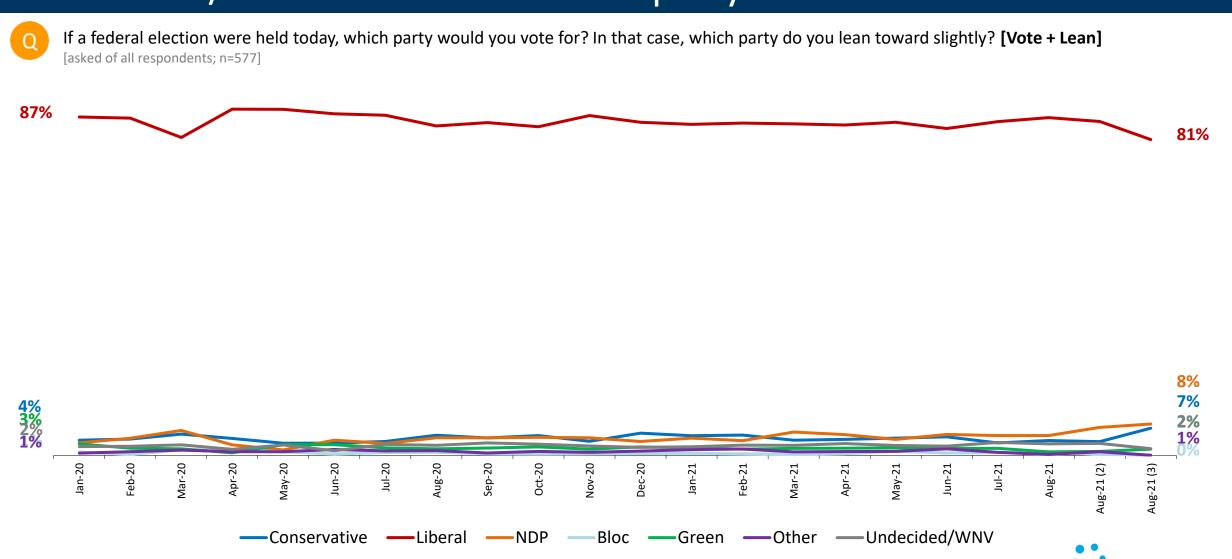
Time for Change

	Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
	(N=366)	(N=223)	(N=250)	(N=302)	(N=614)	(N=646)
Justin Trudeau	91%	57%	35%	16%	6%	0%
Erin O'Toole	1%	4%	10%	4%	20%	54%
Jagmeet Singh	5%	17%	31%	15%	31%	15%
Yves-Francois Blanchet	0%	1%	2%	2%	4%	4%
Annamie Paul	1%	2%	4%	1%	3%	2%
Maxime Bernier	0%	3%	4%	0%	2%	8%
Jay Hill	0%	0%	2%	0%	1%	1%
Undecided	1%	16%	10%	48%	23%	11%
None	2%	1%	2%	14%	9%	6%

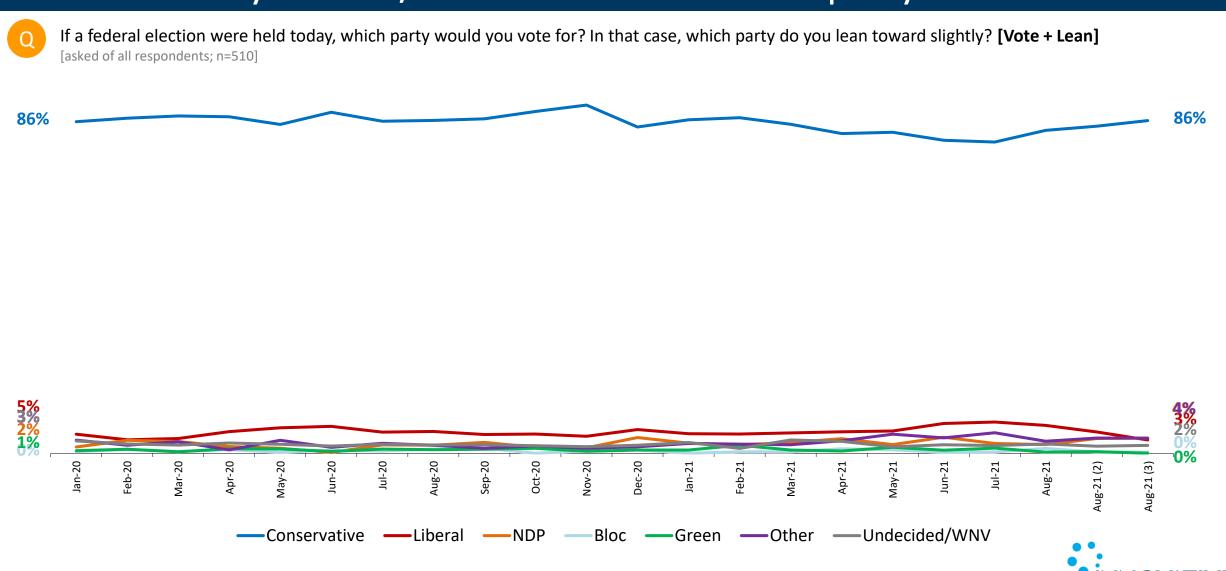
INNOVATIVE RESEARCH GROUP

Vote and Leadership by Party ID

Liberal Partisan Vote: Among the Liberal partisans, 81% say they would vote/lean towards the Liberal party



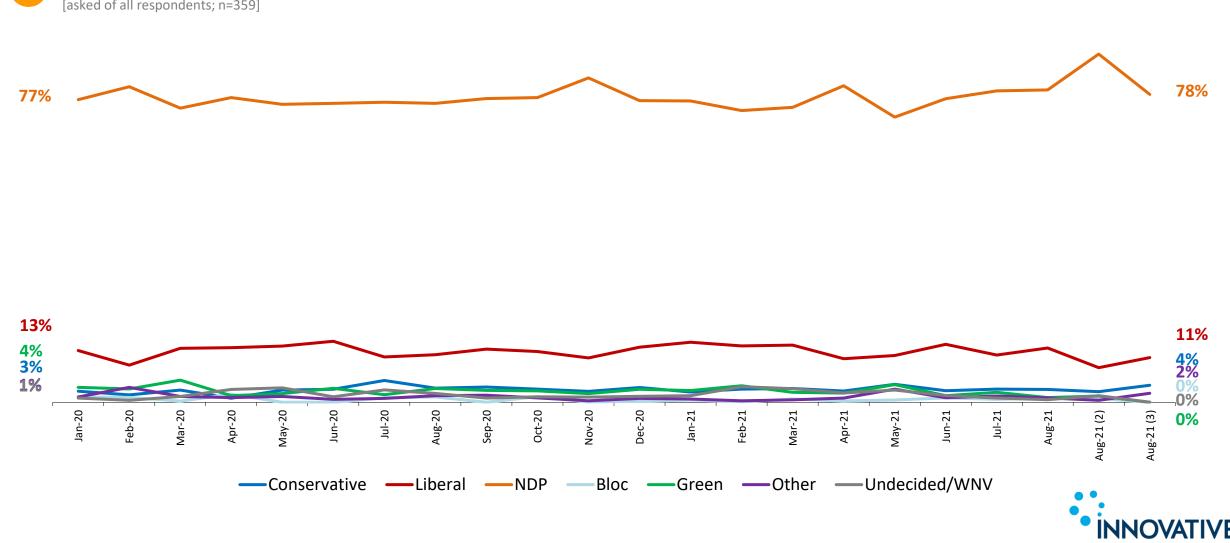
Conservative Partisan Vote: Over 4-in-5 (86%) Conservative partisans are more likely to vote/lean towards their own party



New Democratic Partisan Vote: Among NDP partisans, 78% would vote/lean towards their respective party

Q

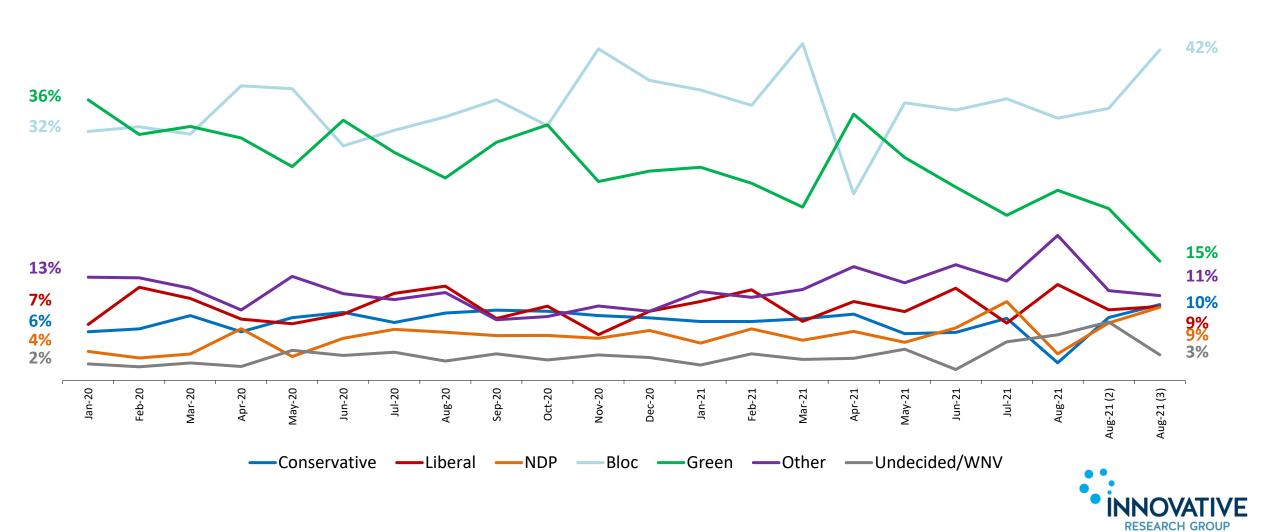
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=359]



Other Partisan Vote: Among the other partisans, 42% vote/lean towards the Bloc Quebecois, followed by the Green party at 15%



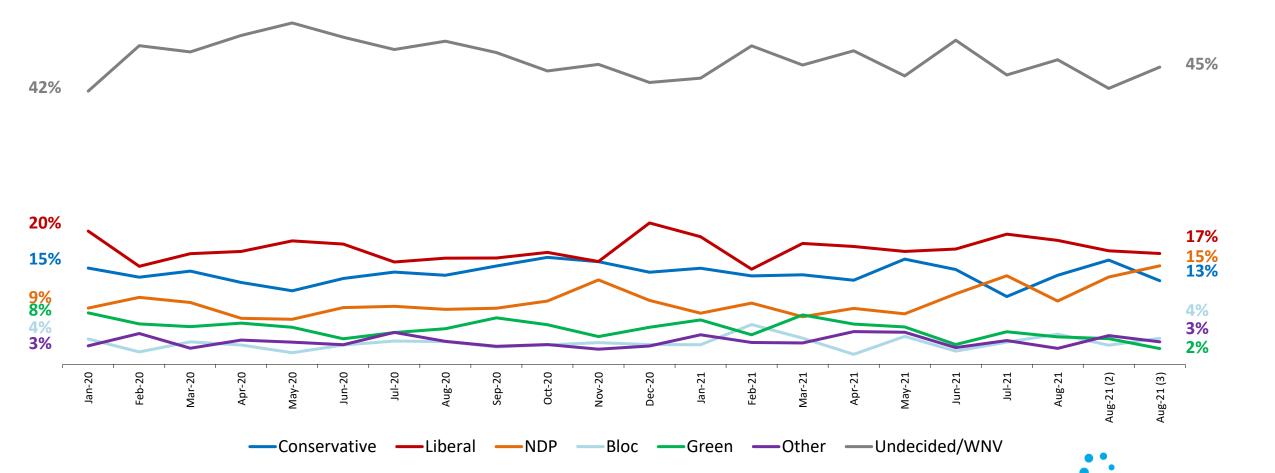
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=323]



Unaligned Partisan Vote: Those who are unaligned are split almost equally between three main parties with 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=577]



Best Prime Minister by Party ID: Loyalty towards the three main party ¹³³ leaders from their respective partisans are now similar

Party ID

	Conservative	Liberal	NDP	Other	Unaligned
	(N=510)	(N=577)	(N=359)	(N=323)	(N=617)
Justin Trudeau	4%	74%	7%	14%	17%
Erin O'Toole	75%	4%	3%	12%	10%
Jagmeet Singh	5%	9%	74%	15%	13%
Yves-Francois Blanchet	0%	0%	0%	17%	1%
Annamie Paul	1%	1%	2%	8%	1%
Maxime Bernier	4%	1%	1%	10%	4%
Jay Hill	0%	0%	2%	0%	0%
Undecided	6%	8%	8%	19%	40%
None	4%	3%	2%	5%	14%

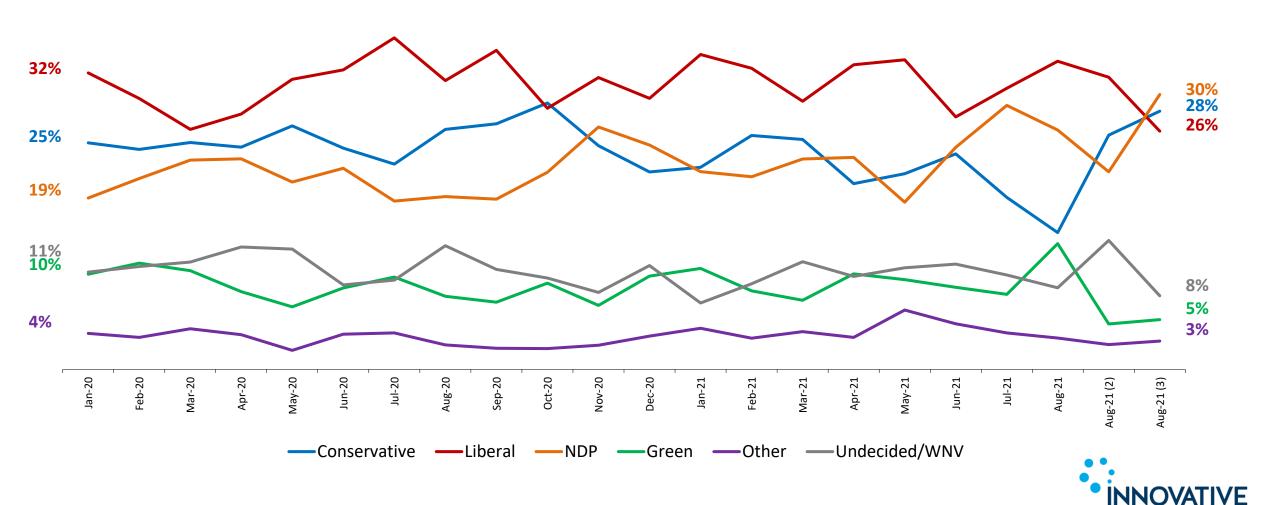


Vote by Region

BC Vote: BC now in a three-way tie as NDP surge, CPC edge up and Liberals slip



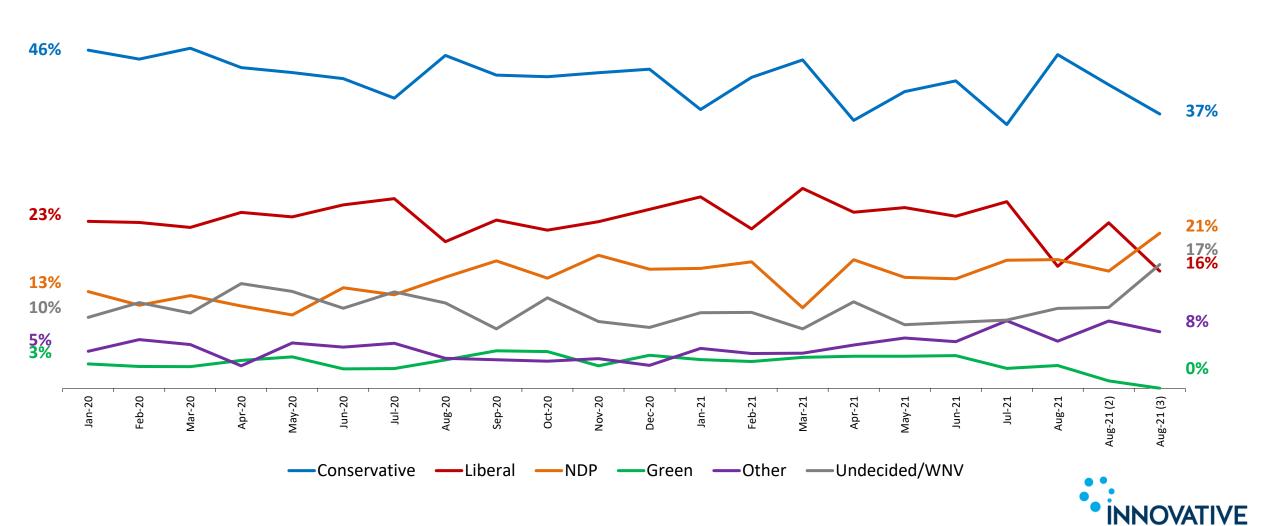
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=326]



Alberta Vote: Albertans continue to have a clear strong support for the CPC (37%) while the support for NDP is at 21%

Q If

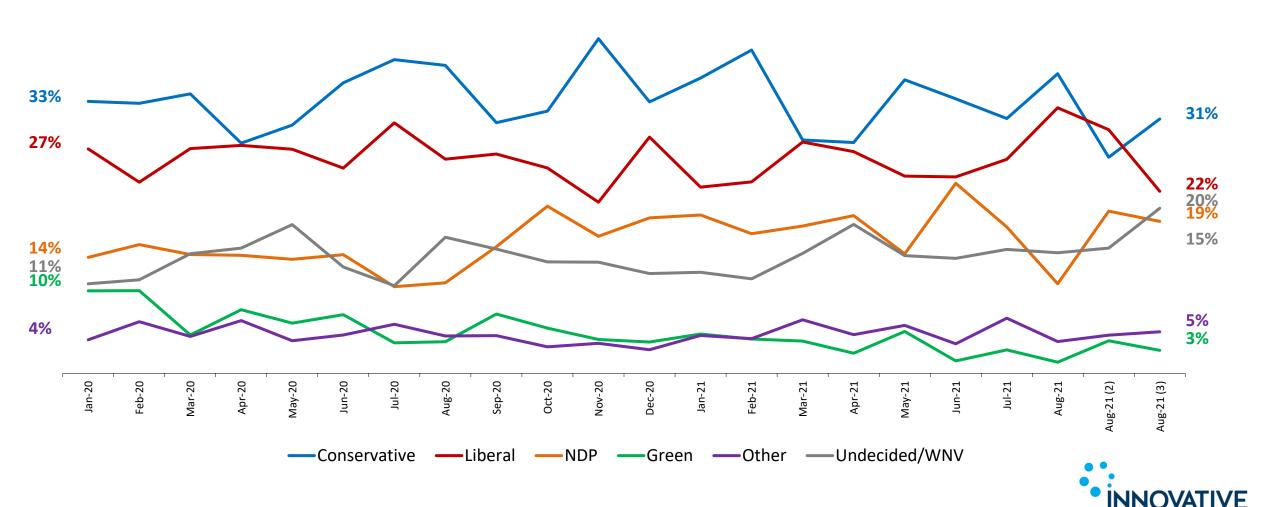
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=272]



Prairie Vote: CPC (31%) open up a lead over the Liberals (22%)

Q

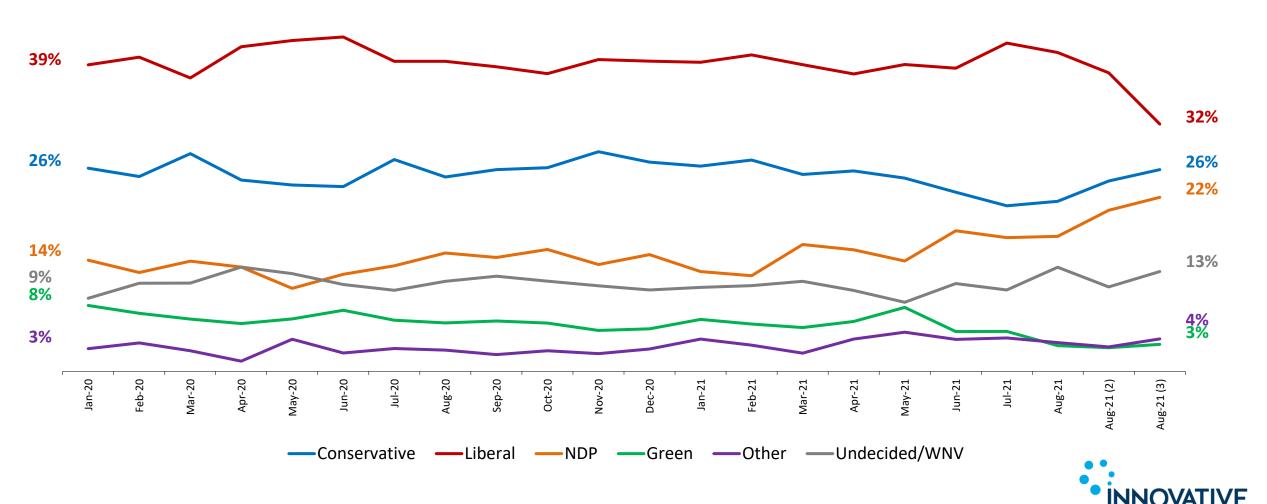
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=157]



Ontario Vote: Liberals (32%) continue to lead over other parties in Ontario, although they're now leading the CPC by only 6 points

Q

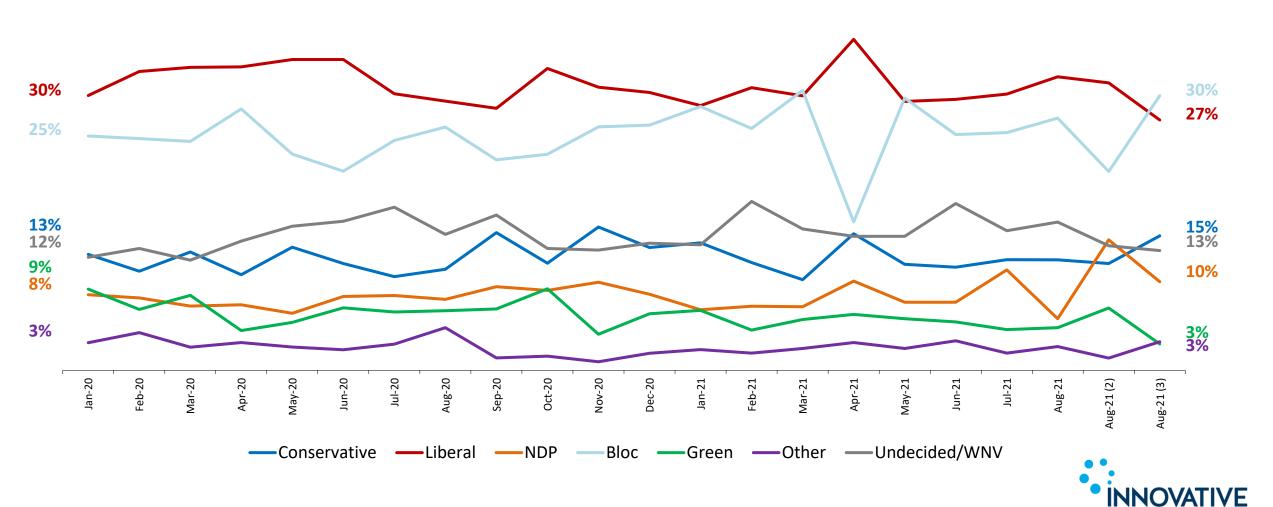
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=921]



Quebec Vote: A plurality of the Québécois (30%) support the Bloc over the other parties, followed by the Liberals (27%) and the CPC (15%)

Q

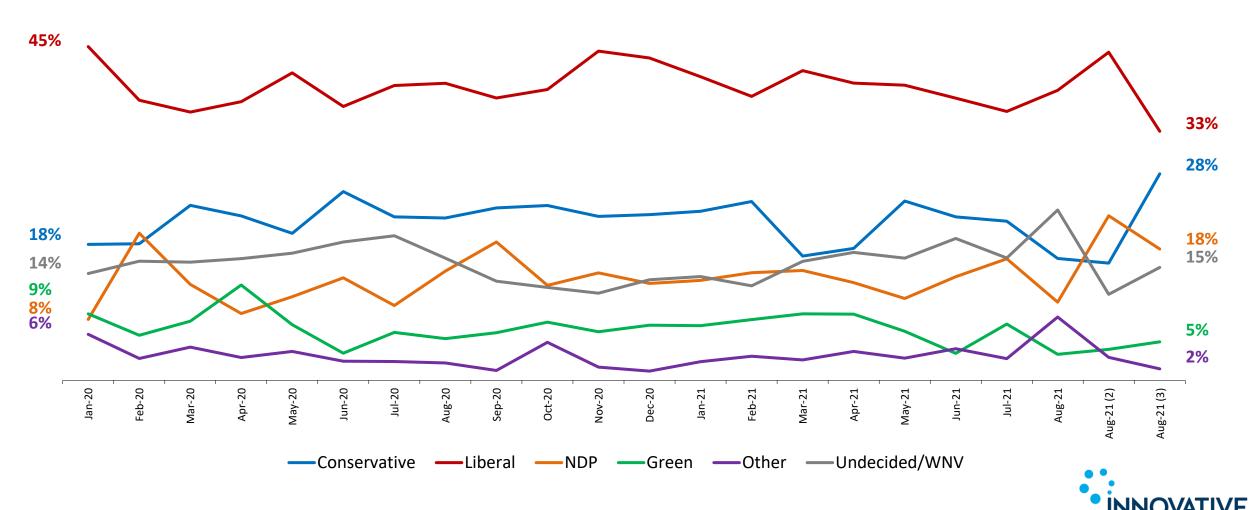
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=562]



Atlantic Vote: A plurality (33%) still favour Liberals over the other parties, gap between the Liberals and CPC closing dramatically



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=163]

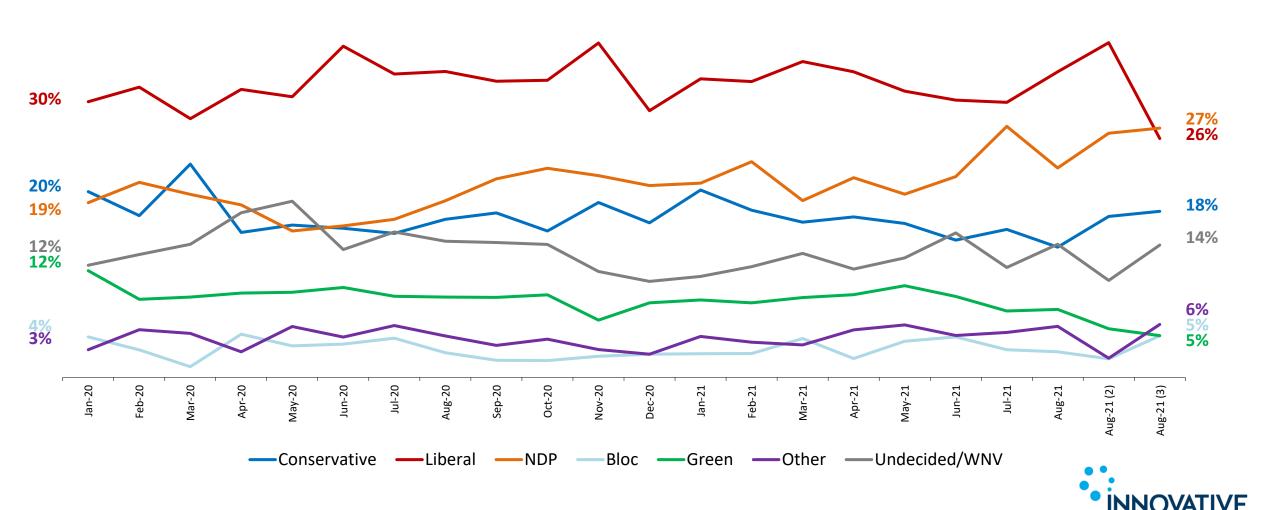


Vote by Age

18-34 Year Old Vote: Liberals lose previous lead among 18-34, younger¹⁴² voters now split betwen the NDP (27%) and the Liberals (26%)



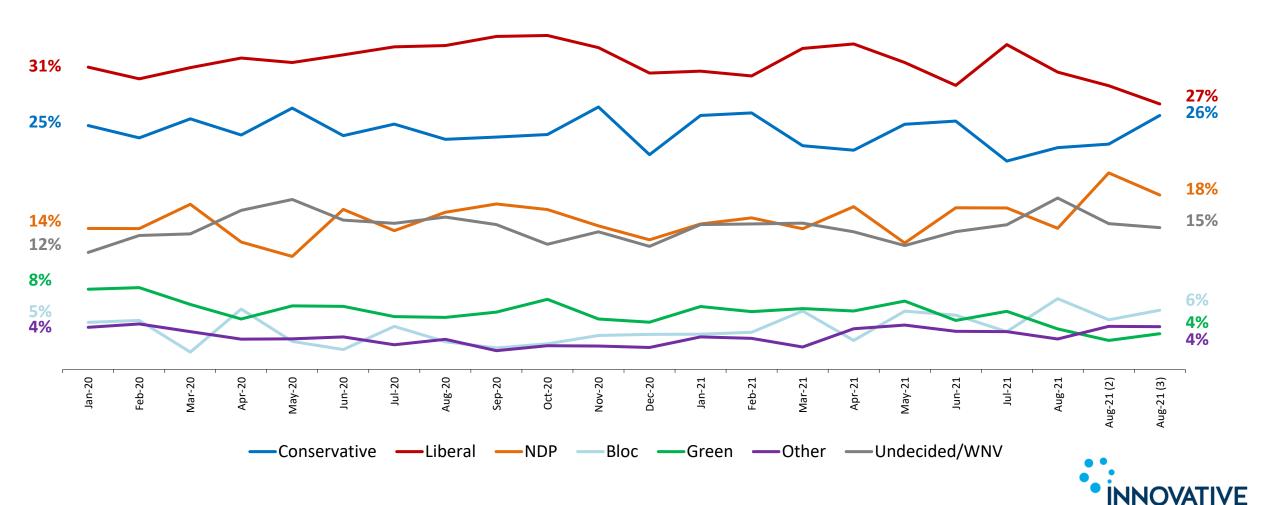
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=710]



35-54 Year Old Vote: Liberals also losing lead in 35-54 age group with Liberals now at 27% and the Conservatives at 26%.

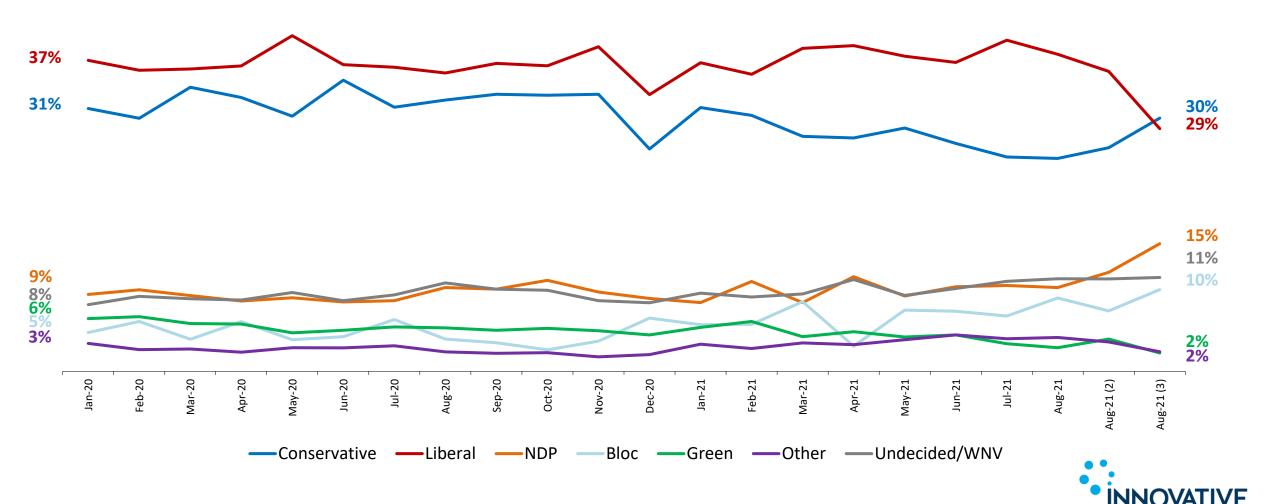
Q

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=805]



55+ Year Old Vote: CPC and Liberals now tied among older voters as CPC rises while Liberals fall. NDP also trending up.

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=885]

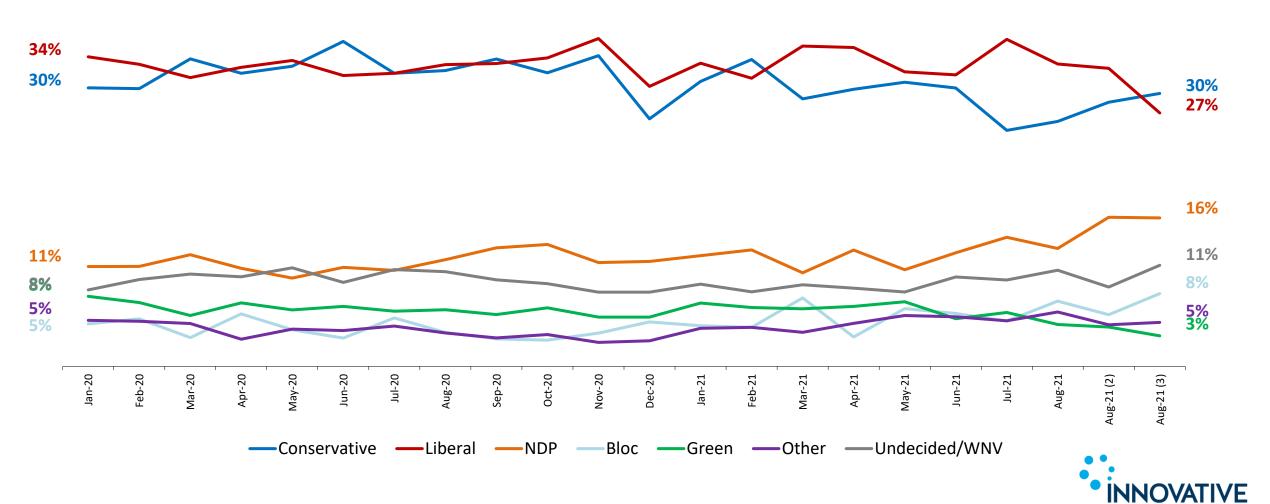


Vote by Gender

Men's Vote: Among men, support for the Conservatives (30%) has now surpassed the support for the Liberals (27%)

Q

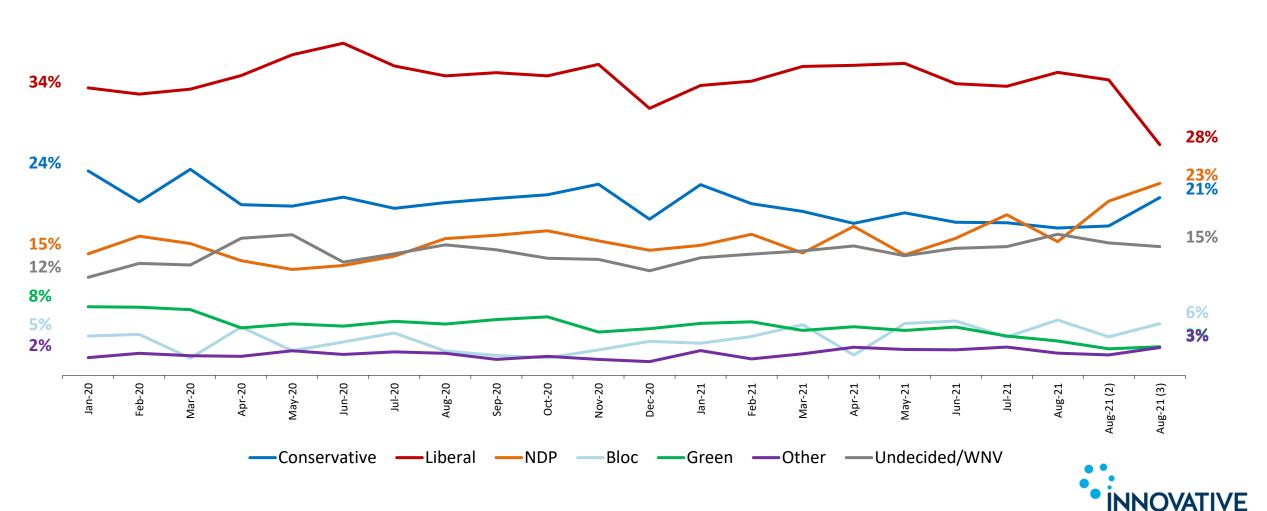
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=1162]



Women's Vote: Liberals lead among women shrinks as NDP and CPC close the gap

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=1228]

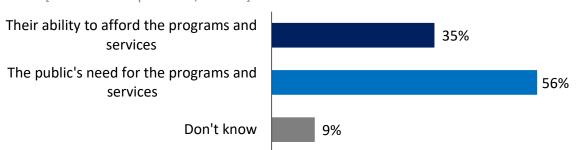


Segments in Detail

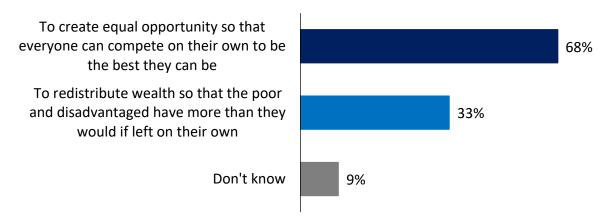
Core Political Values: The majority (56%) believes that governments should make their decisions based on public needs

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...?

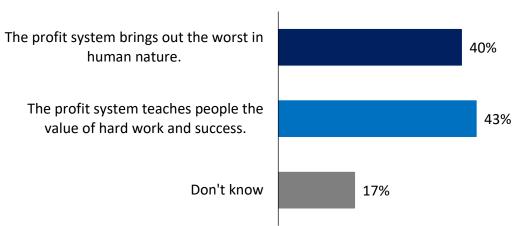
[asked of all respondents; n=2400]

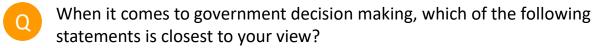


Is the main role of government to...? [asked of all respondents; n=2400]

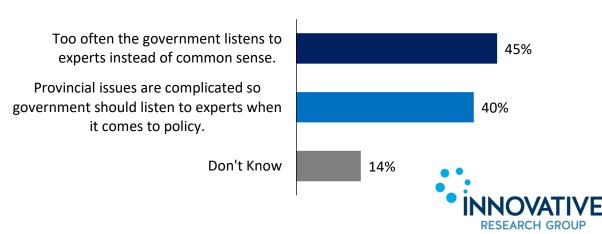








[asked of all respondents; n=2400]



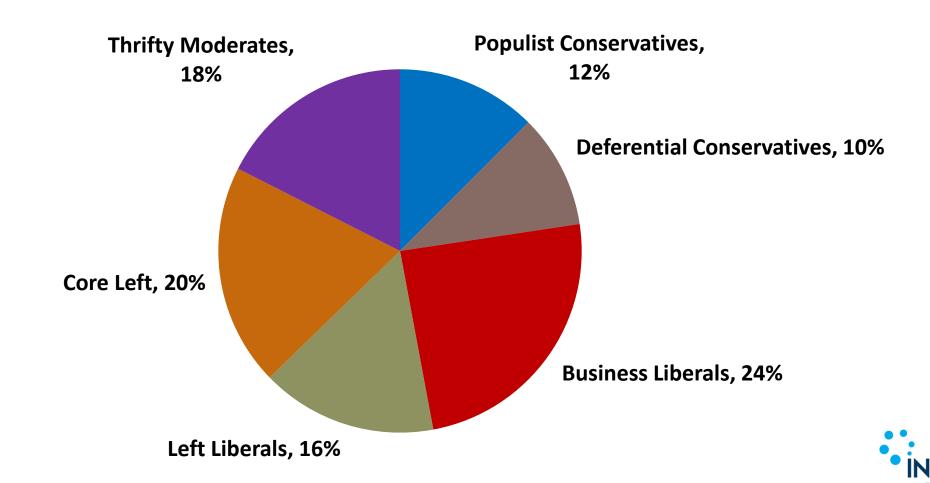
Current data: August 2021

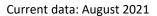
Value Clusters: 1-in-4 (24%) Canadians are Business Liberals, followed by Core Left (20%)

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]





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

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on	Ability to afford	89%	95%	0%	0%	0%	79%
	Public Need	0%	0%	97%	90%	94%	0%
Is the main role of government to .?	Create equal Opportunity	73%	97%	69%	98%	0%	37%
	Redistribute wealth	22%	0%	25%	0%	94%	38%
When it comes to government decision making	Rely on common sense	0%	100%	39%	48%	39%	47%
	Listen to experts	90%	0%	50%	36%	46%	23%
The profit system	Brings out the worst in human nature	0%	0%	0%	84%	81%	62%
	Teaches value of hard work and success	90%	87%	90%	0%	0%	6%



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

Do you agree or disagree with the following statements? -[asked of all respondents; n=2400] Here in [PROV] you can be anything you 25% 32% 18% 14% 8% want if you are willing to work for it No matter how hard I work, every year 27% 32% 11% 7% 21% it seems more difficult to get by ■ Don't know Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly agree ■ Strongly disagree

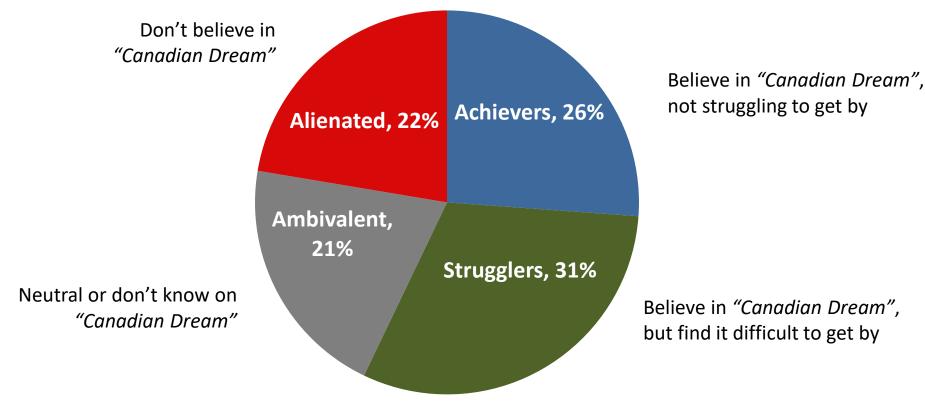


Economic Gap Segmentation: Most Canadians are Strugglers (31%), followed by Achievers (26%)



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

[asked of all respondents; n=2400]





Methodology

Survey Methodology

These are the results of an online survey conducted between August 26th 2021 and August 30th, 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=1,433 Adult Canadians, 18 years or older are in the core sample and 1,373 are in the secondary sample. The combined results are weighted to n=2,400 based on Census data from Statistics Canada.

Field Dates: August 26th 2021 to August 30th 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, the secondary sample is weighted to match the distribution of reported 2019 vote in the core sample 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	292	10.4%	356	14.9%
Men 35-54	471	16.8%	394	16.5%
Men 55+	548	19.6%	415	17.3%
Women 18-34	381	13.6%	353	14.7%
Women 35-54	501	17.9%	408	17.1%
Women 55+	606	21.7%	469	19.6%
ВС	364	13.0%	326	13.6%
АВ	334	11.9%	272	11.3%
Prairies	193	6.9%	157	6.5%
ON	1058	37.7%	921	38.4%
QC	656	23.4%	562	23.4%
Atlantic	201	7.2%	163	6.8%

Weighting Validation per Sample

Core Sample

Core Sample						
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)		
Men 18-34	166	11.6%	178	14.9%		
Men 35-54	265	18.6%	196 16.4%			
Men 55+	259	18.2%	208 17.49			
Women 18-34	198	198 13.9% 176		14.7%		
Women 35-54	246	17.3%	202	16.9%		
Women 55+	292	20.5%	235	19.7%		
ВС	180	12.6%	164	13.6%		
АВ	161	11.2%	136	11.4%		
Prairies	107	7.5%	78	6.5%		
ON	528	36.8%	460	38.3%		
QC	QC 356 24.8% 2		281	23.4%		
Atlantic	101	7.0%	82	6.8%		

Secondary	Sample
Scoman	Jampic

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)	
Men 18-34	126	9.2%	179	14.9%	
Men 35-54	206	15.0%	198	16.5%	
Men 55+	289	21.0%	207	17.2%	
Women 18-34	183 13.		177	14.8%	
Women 35-54	255	18.6%	206	17.2%	
Women 55+	314	22.9%	233	19.5%	
ВС	184	13.4%	163	13.6%	
АВ	173	12.6%	135	11.3%	
Prairies	86	6.3%	78	6.5%	
ON	530	38.6%	461	38.4%	
QC	300	21.8%	281	23.4%	
Atlantic	100	7.3%	82	6.8%	

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Building Understanding.

