

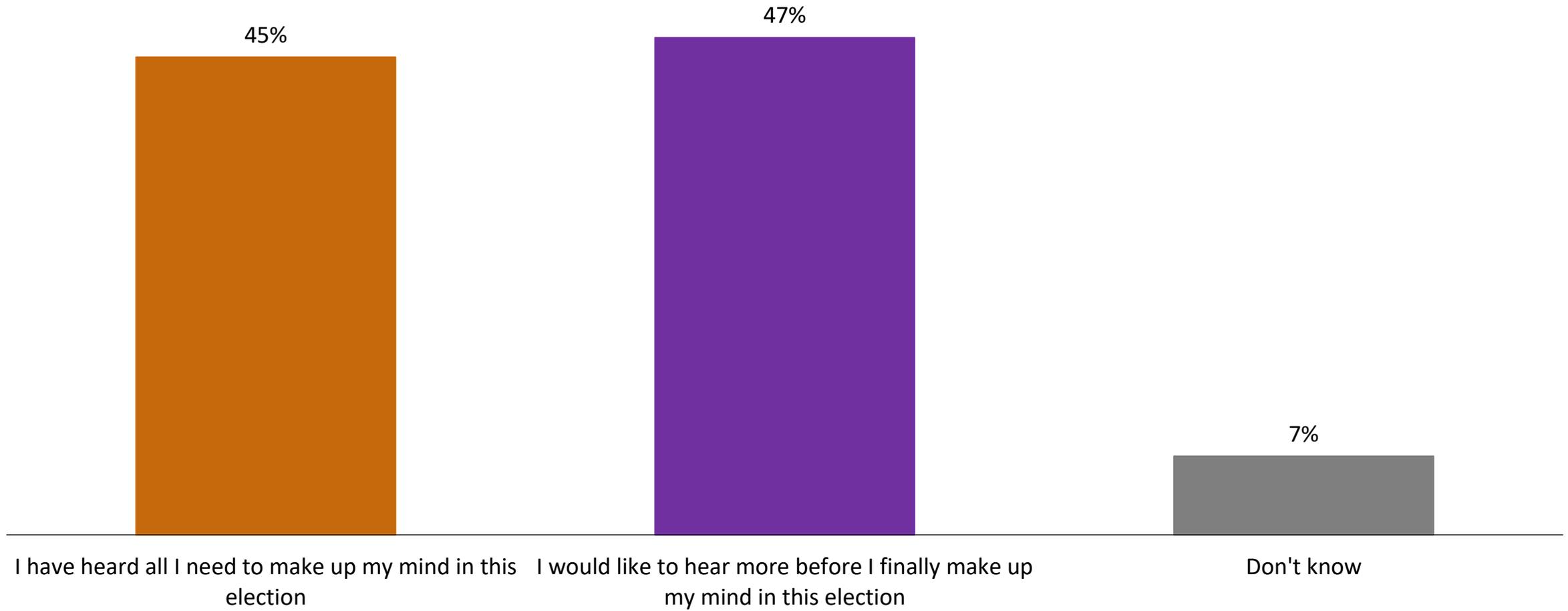


Canada This Month Satisficing

Public Opinion Research
Release Date: September 3, 2021
Field Dates: August 26 to August 30, 2021

Satisficing: Almost half (47%) of Canadians say they want to hear more before making up their mind ²

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



Satisficing Tracking: Voters are no 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; 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



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	37%	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.

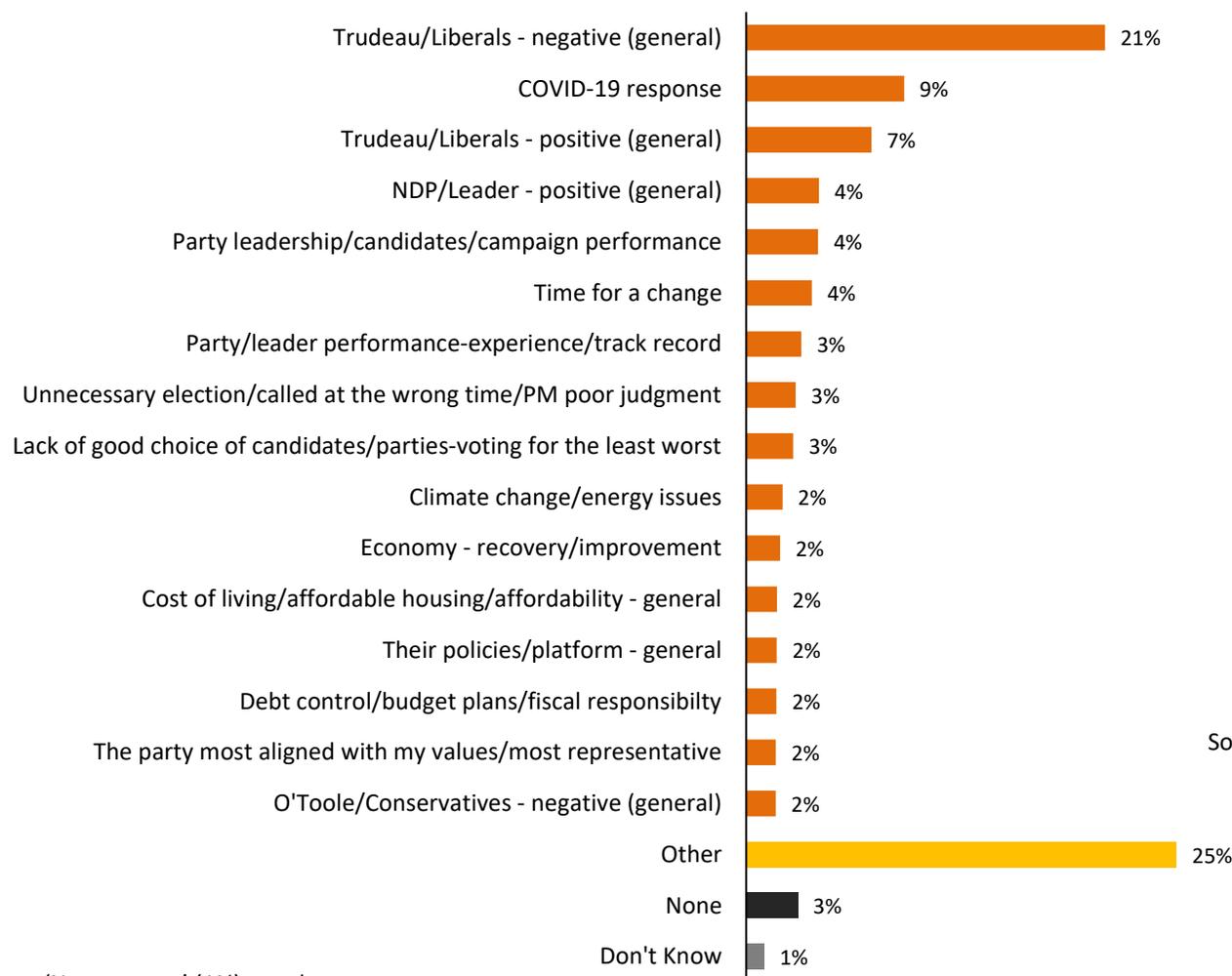
Current data: August 2021

Key Factors - Detailed: Voters looking more information looking for wide variety of specific policies



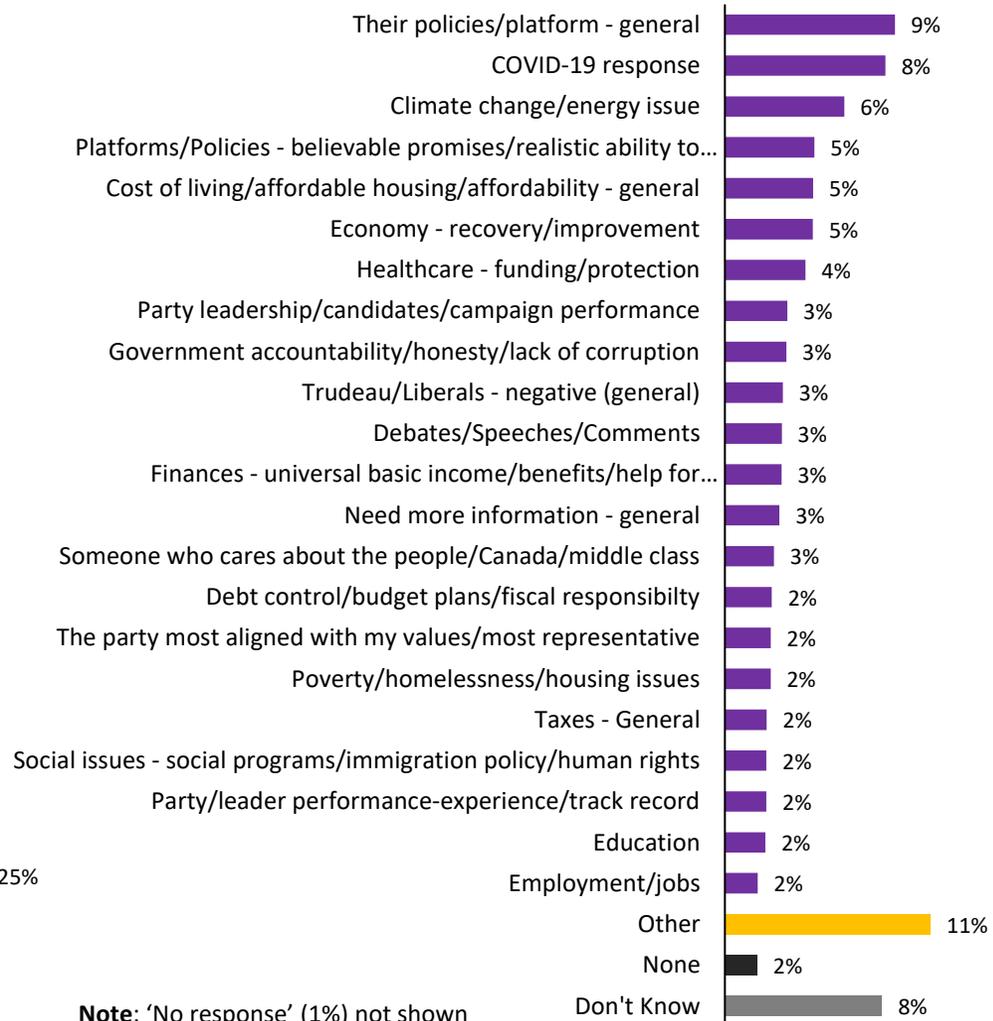
What will the key factor be in making up your mind this election? BY Which statement is closest to your view about the upcoming federal election?
 [asked of all respondents; n=2400]

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



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

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



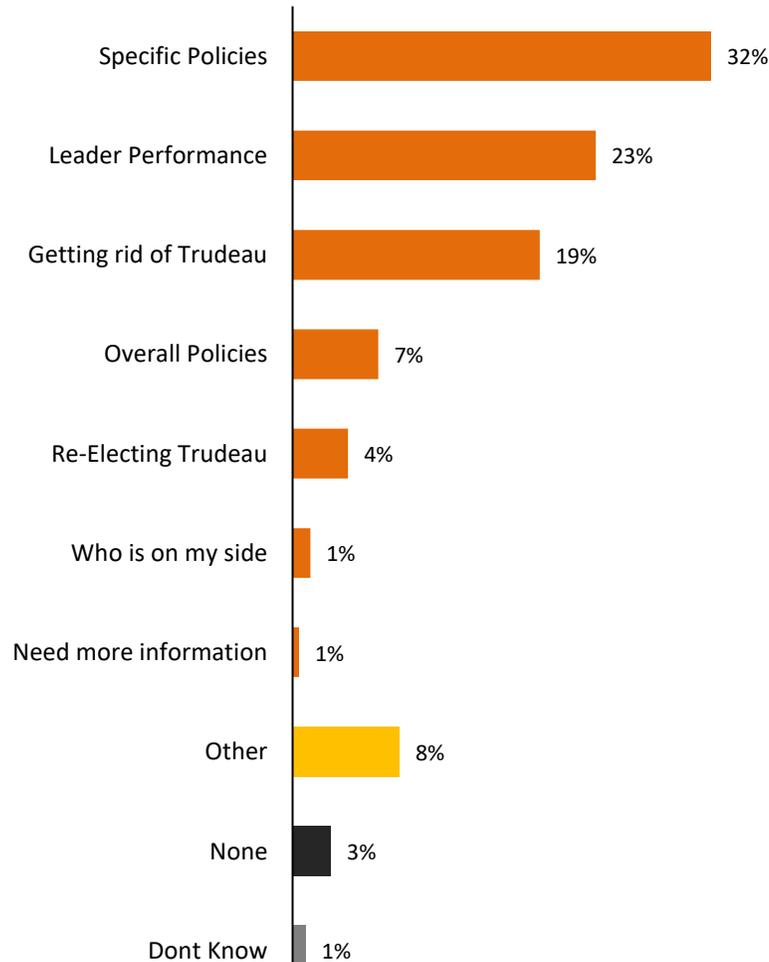
Note: 'No response' (1%) not shown

Key Factors - Collapsed: Voters looking for more information looking for information on specific policy



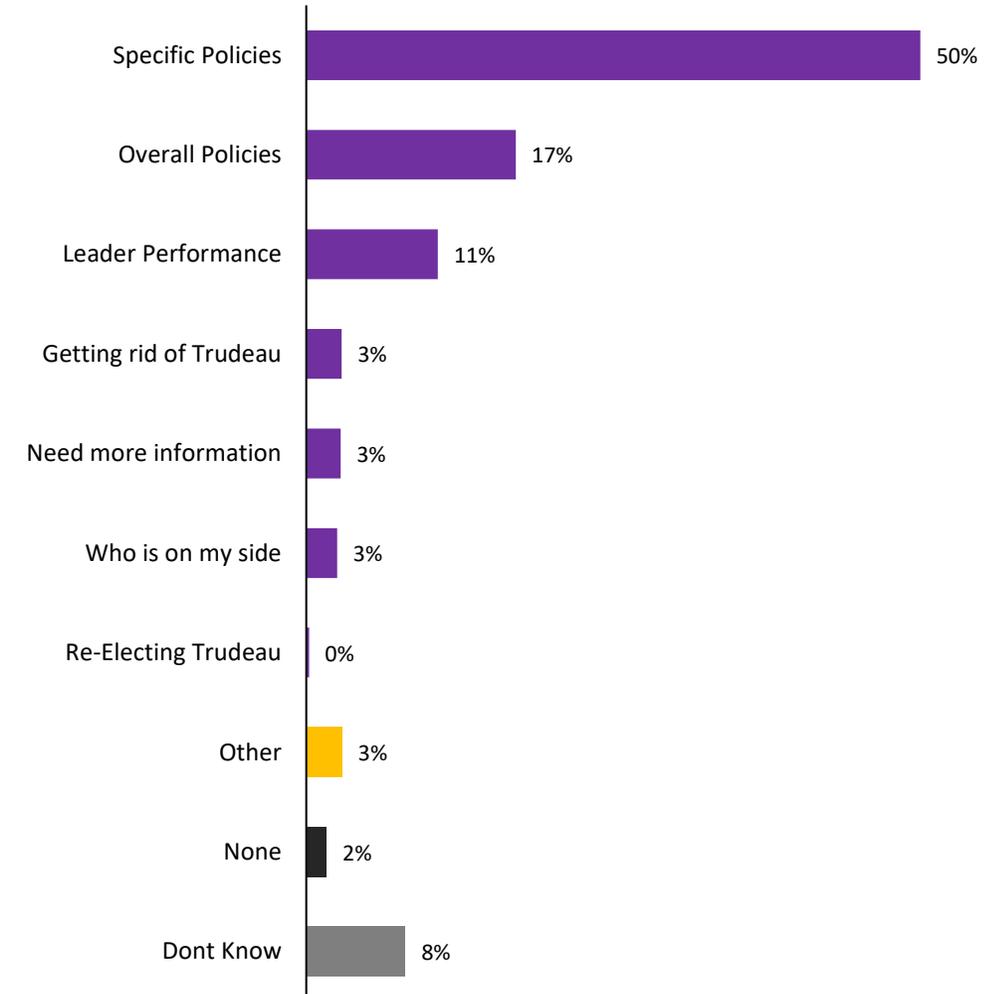
What will the key factor be in making up your mind this election? BY Which statement is closest to your view about the upcoming federal election?
[asked of all respondents; n=2400]

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



Note: 'Refused' (1%) not shown

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



Note: 'Refused' (1%) not shown

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%
Region				
BC	364	13.0%	326	13.6%
AB	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					Secondary Sample				
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)		Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	166	11.6%	178	14.9%	Men 18-34	126	9.2%	179	14.9%
Men 35-54	265	18.6%	196	16.4%	Men 35-54	206	15.0%	198	16.5%
Men 55+	259	18.2%	208	17.4%	Men 55+	289	21.0%	207	17.2%
Women 18-34	198	13.9%	176	14.7%	Women 18-34	183	13.3%	177	14.8%
Women 35-54	246	17.3%	202	16.9%	Women 35-54	255	18.6%	206	17.2%
Women 55+	292	20.5%	235	19.7%	Women 55+	314	22.9%	233	19.5%
BC	180	12.6%	164	13.6%	BC	184	13.4%	163	13.6%
AB	161	11.2%	136	11.4%	AB	173	12.6%	135	11.3%
Prairies	107	7.5%	78	6.5%	Prairies	86	6.3%	78	6.5%
ON	528	36.8%	460	38.3%	ON	530	38.6%	461	38.4%
QC	356	24.8%	281	23.4%	QC	300	21.8%	281	23.4%
Atlantic	101	7.0%	82	6.8%	Atlantic	100	7.3%	82	6.8%

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Building Understanding.

