



June 2021 Poll

Prepared by Counsel Public Affairs Inc.

COUNSEL

METHODOLOGY

We surveyed 3,175 people between June 1st and June 4th 2021.

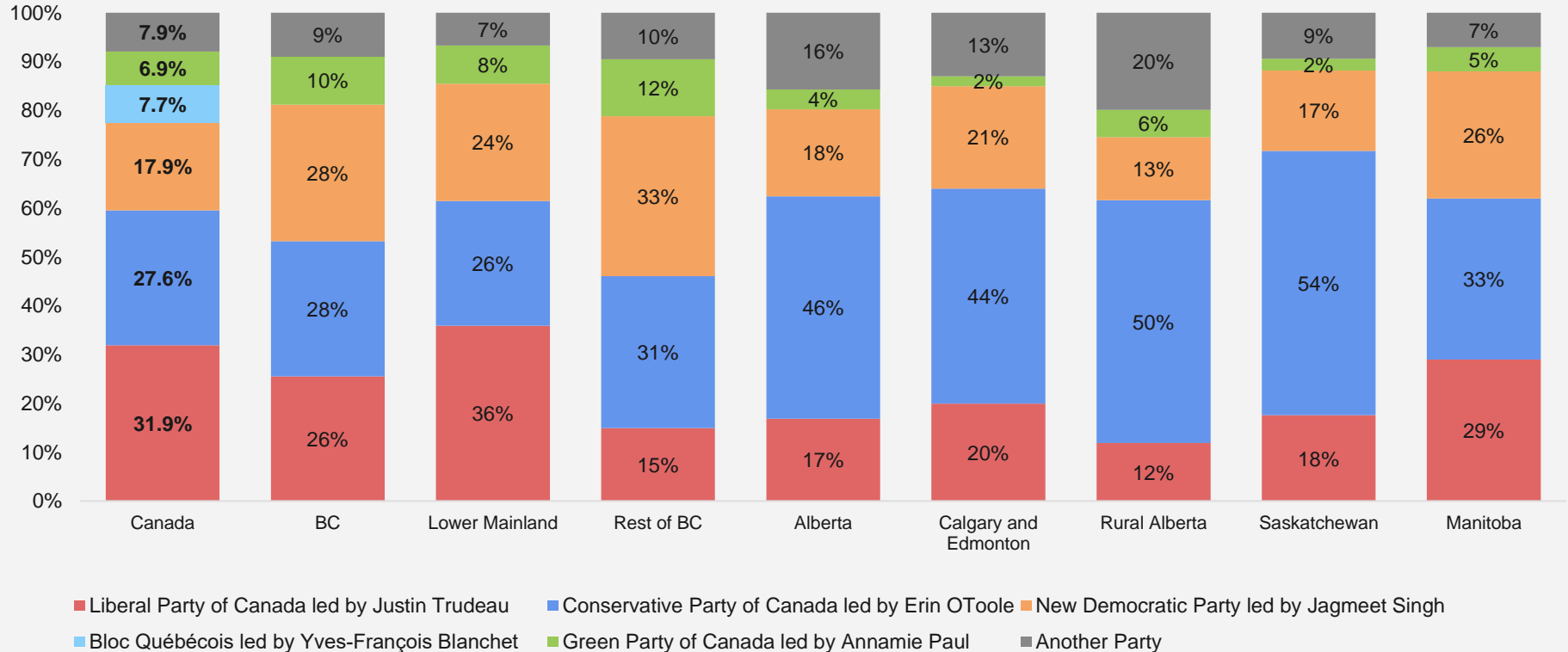
We used the Lucid Exchange Platform, which blends a variety of partner panels.

The margin of error for a comparable probability-based random sample of the same size is +/- 1.7% nineteen times out of twenty.

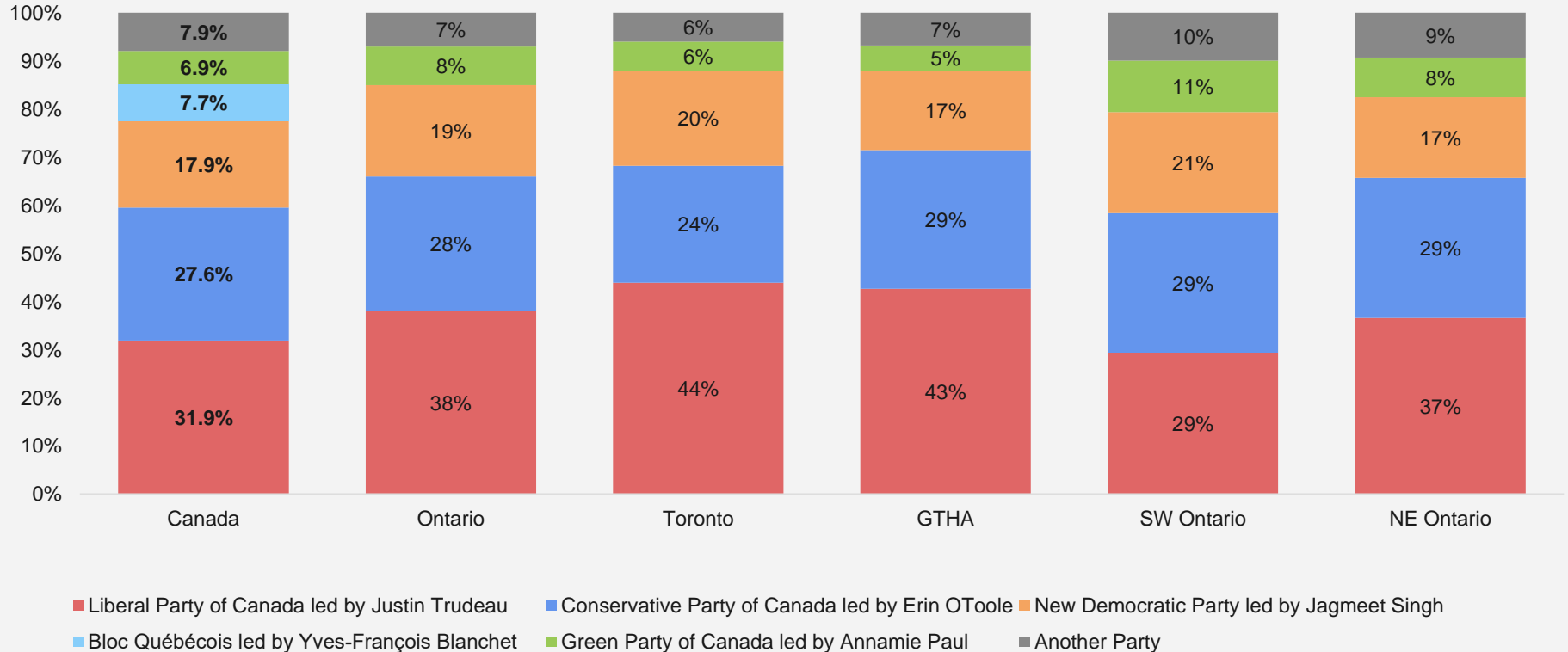
Results are sub-regionally weighted for:

- Age and birth sex according to the 2016 Census.
- 2019 Federal Vote.

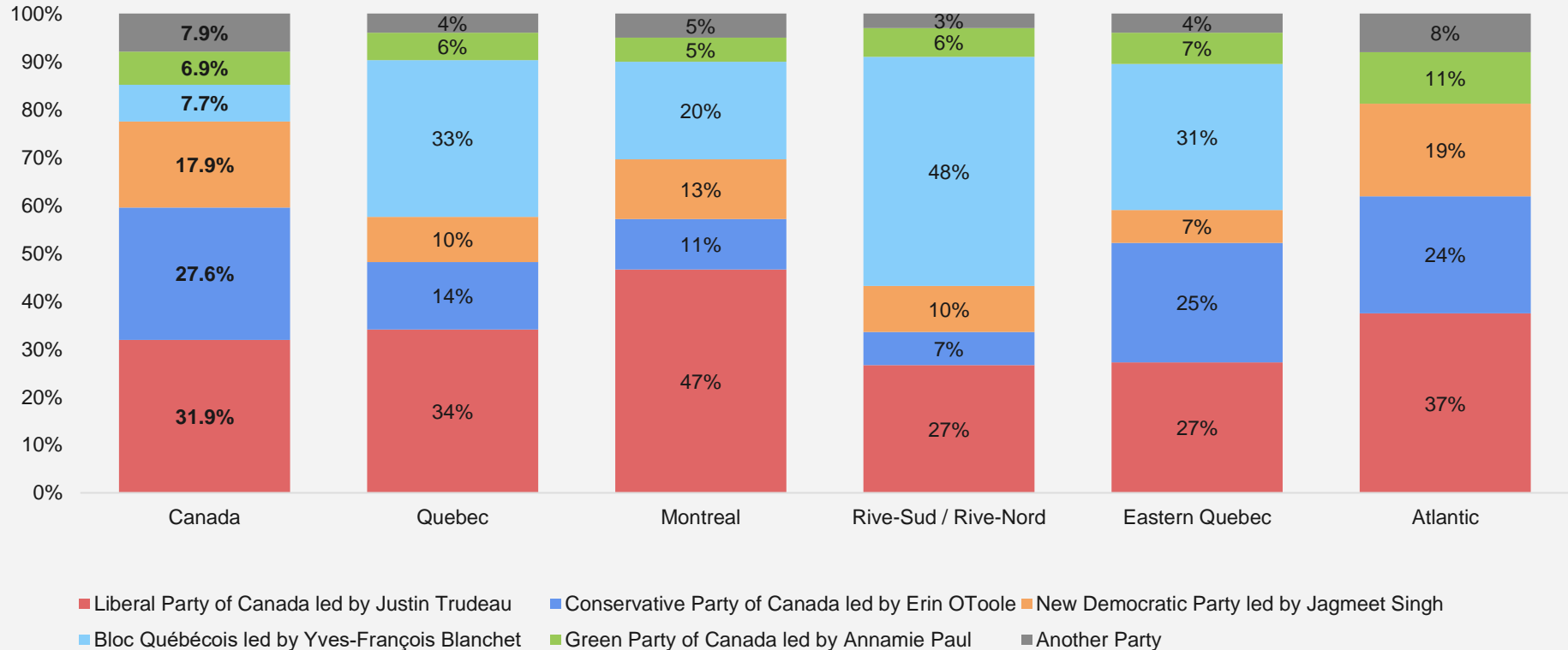
In BC, outside of the Lower Mainland, the NDP have significant strength.
 Urban Alberta is seeing an increase in intention for Liberals and NDP.
 Manitoba is a 3-way race.



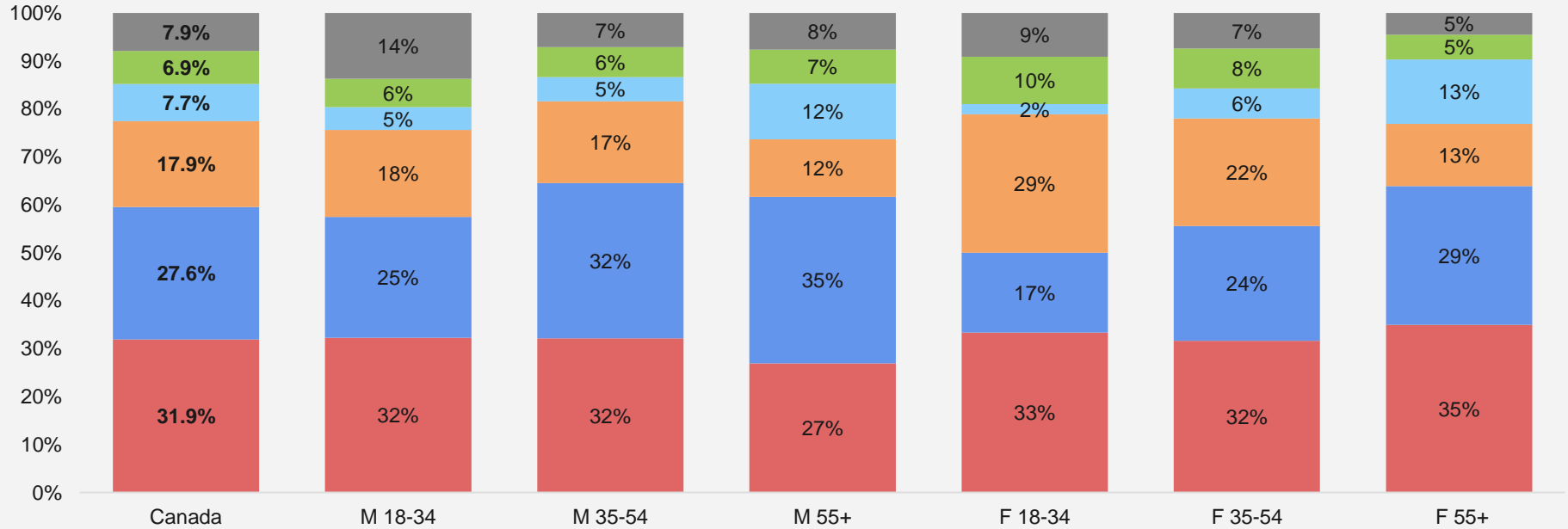
Liberals currently hold a 14-point lead in the bedroom communities surrounding Toronto.
Conservative and NDP vote is very efficient across Ontario.



Outside of Montreal, Bloc Québécois remains the dominant party.

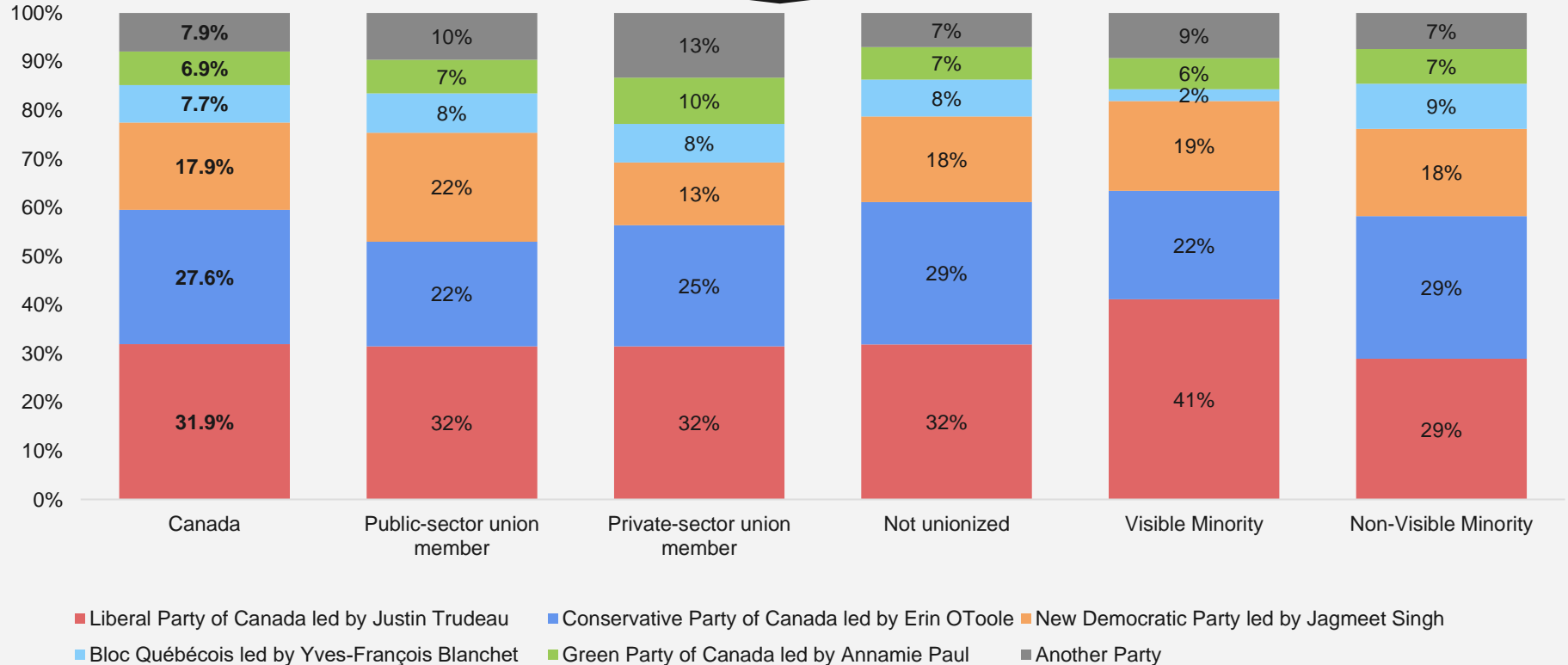


Liberal support consistent among gender and age categories.
 Conservatives skew males and older. NDP skews younger and female.
 BQ support comes predominantly from older individuals.



■ Liberal Party of Canada led by Justin Trudeau
 ■ Conservative Party of Canada led by Erin O'Toole
 ■ New Democratic Party led by Jagmeet Singh
 ■ Bloc Québécois led by Yves-François Blanchet
 ■ Green Party of Canada led by Annamie Paul
 ■ Another Party

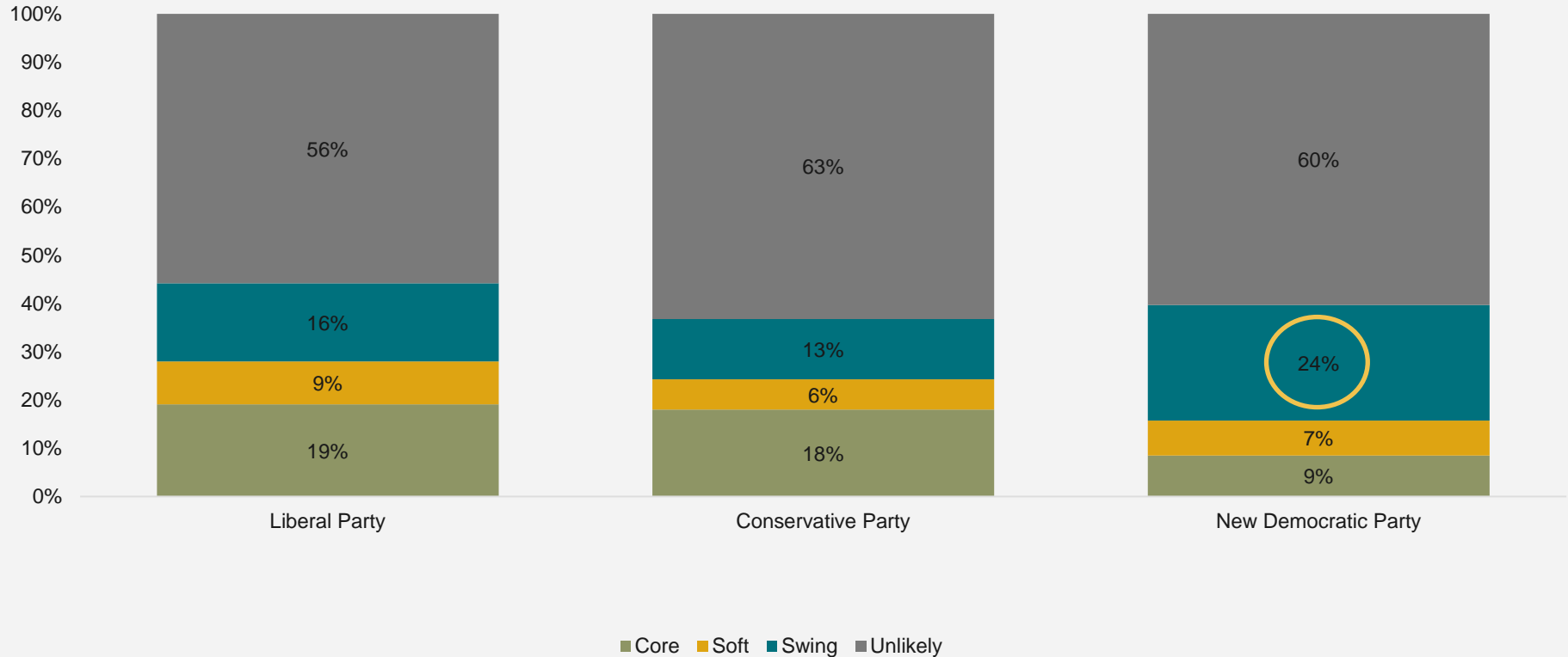
**Liberals perform better with visible minorities,
 Conservative intention is higher among non-unionized individuals,
 NDP down five points among private-sector unions compared to non-unionized.**



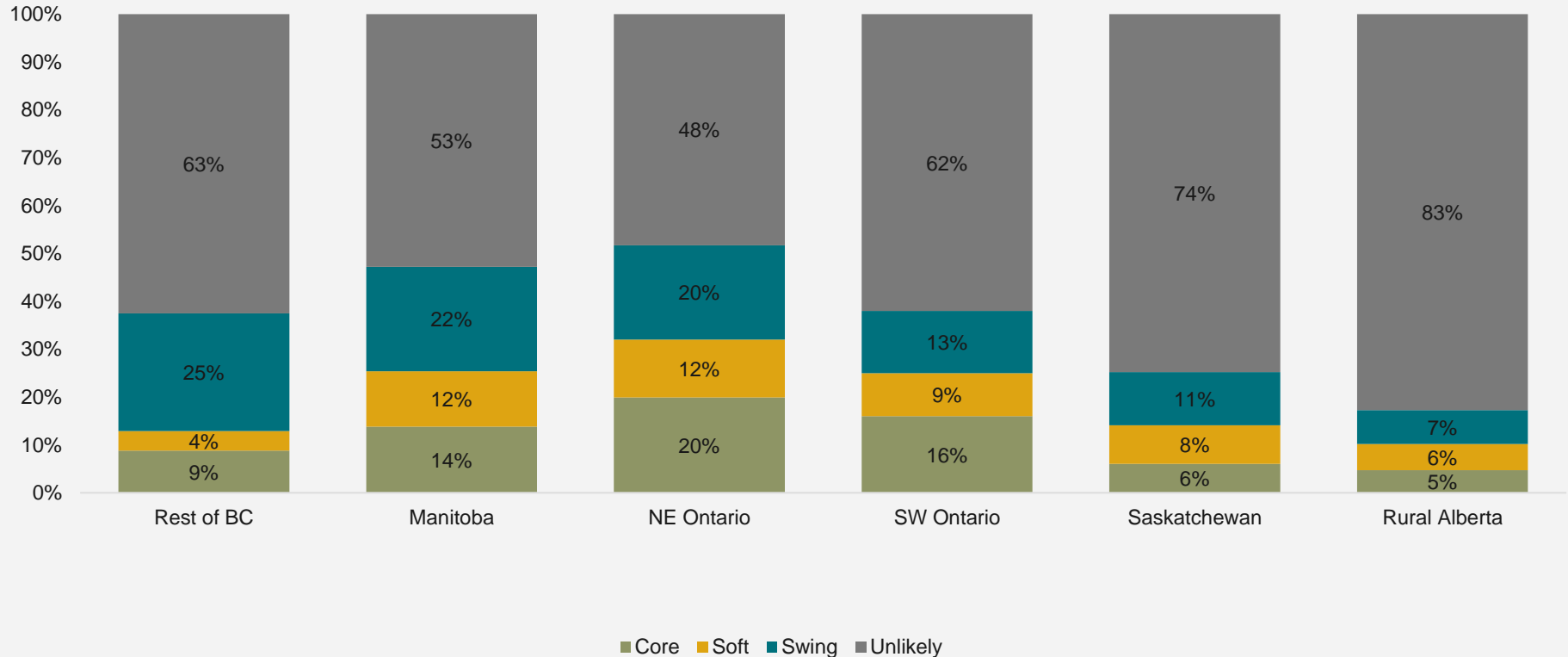
GROWING THE PARTIES

- Every party has three groups of voters they need to consider.
 - Core – Voters who intend to vote for their party and voted for them in the previous election.
 - Soft – Voters who intend to vote for their party but voted for a **different party** in the previous election.
 - Swing – Voters who do not intend to vote for the party currently but show an openness to switching their vote to that party.
 - Swing voters are the most politically coveted for any party, as they are the most likely to switch and grow the party.

Of the three parties main parties, the NDP have by far the most room to grow.

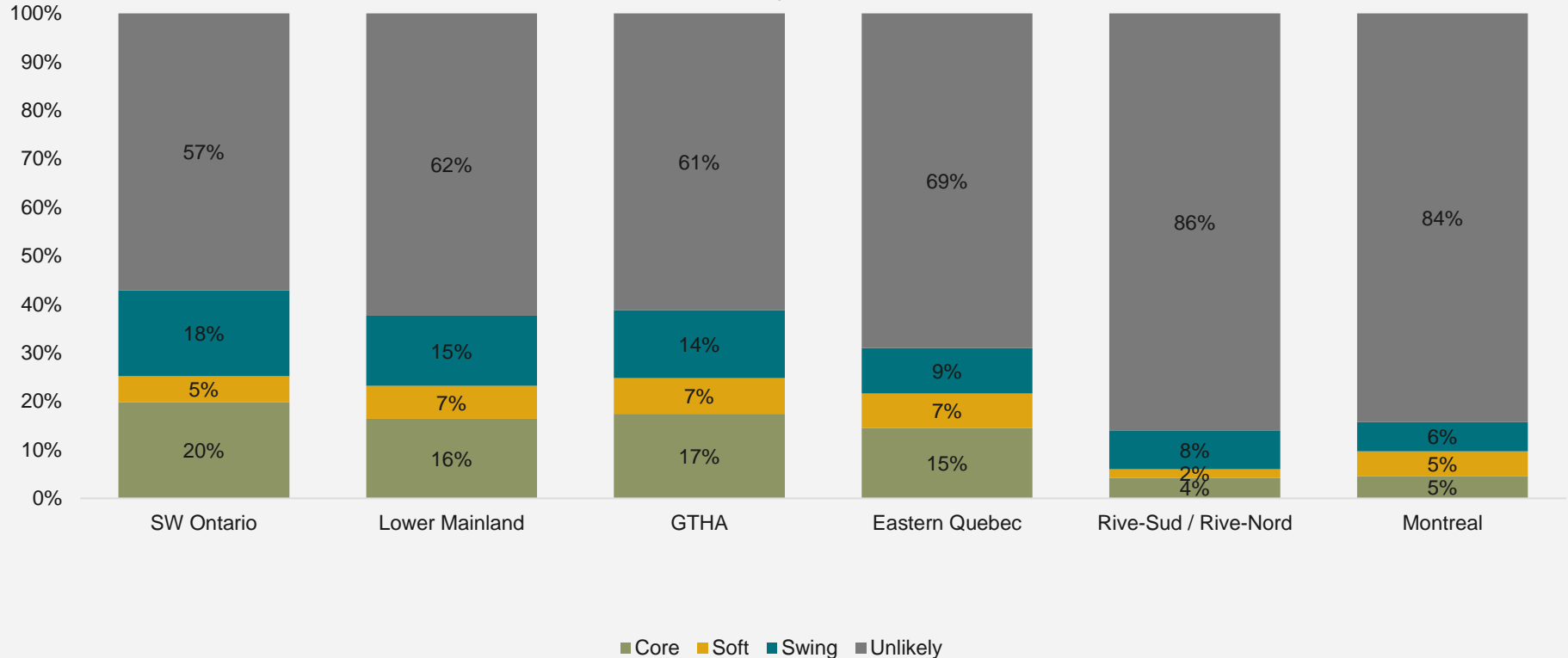


For the Liberals, growth is easiest in BC outside of the Lower Mainland, Manitoba, and North Eastern Ontario.
South Western Ontario, Saskatchewan and Rural Alberta are their hardest areas to grow.

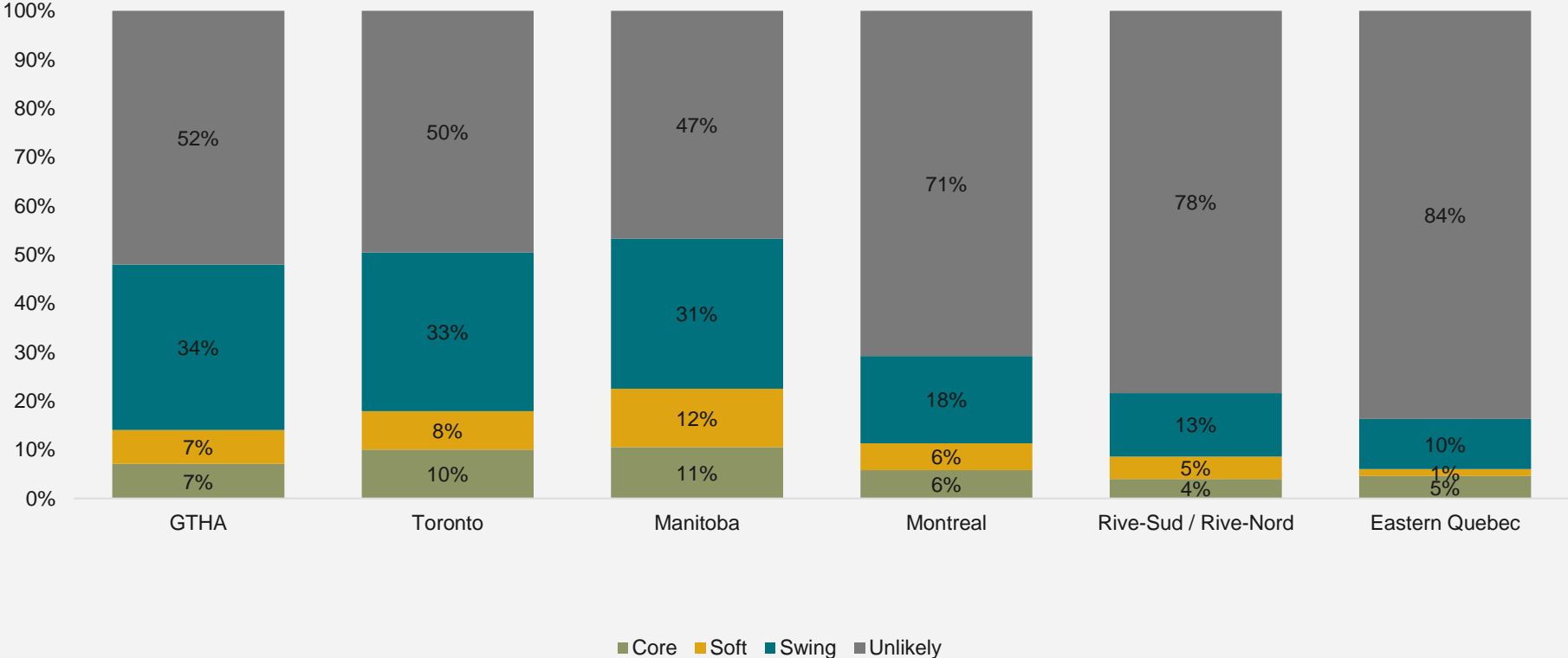


Conservatives are most likely to grow in South Western Ontario, Lower Mainland BC and seat-rich GTHA.

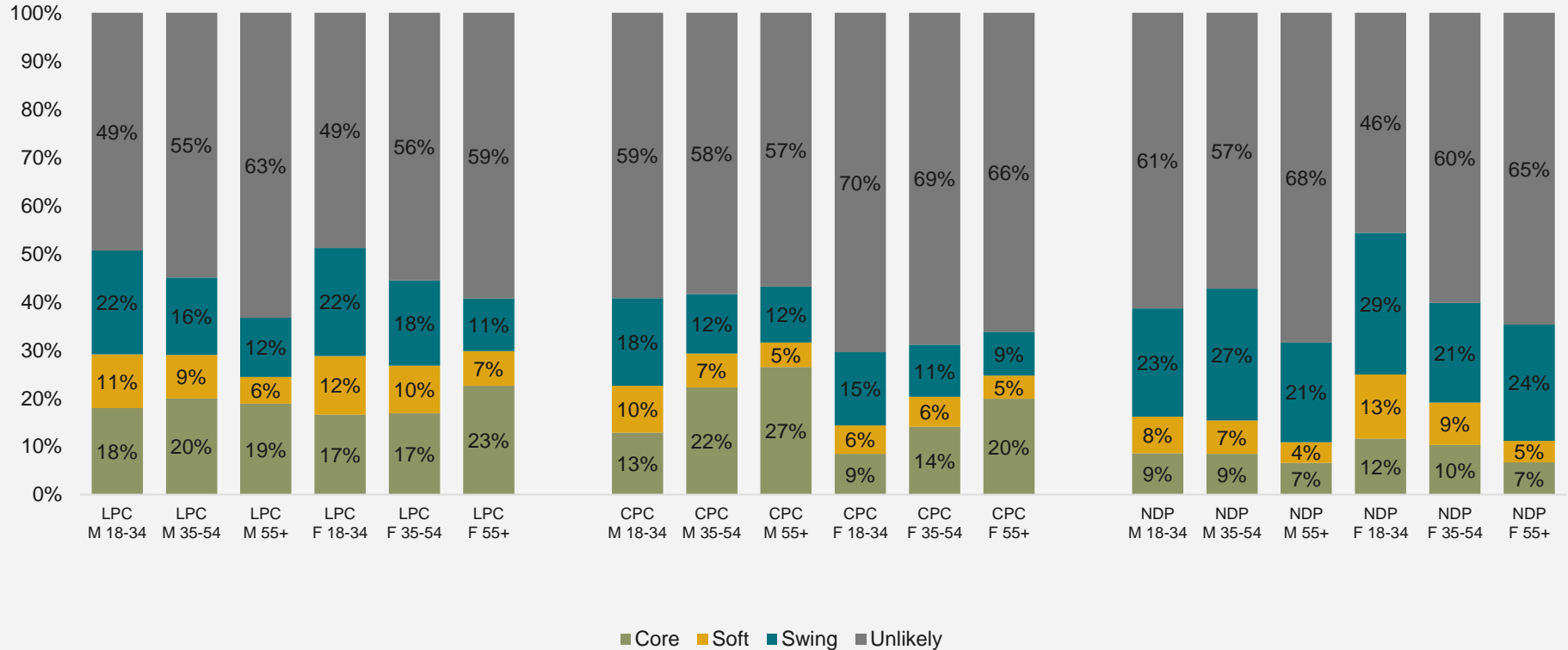
All three regions of Quebec remain a challenge for growth.



For the NDP, the GTHA, Toronto and Manitoba are the areas they are most likely to grow. Despite leading them to official opposition status in 2011, Quebec represents the region where the NDP has the least potential to grow.



When looking at each party's swing voters through age and sex, Canadians younger than 35 represent the largest potential gain for all.



Canadians are split on election timing. Liberals and NDP are less likely to want an election before 2022 than Conservatives.

Q: Thinking about the Federal Government in Ottawa, which of the following best represents your thoughts on the upcoming election?

