

# **2021 Election Poll**

## **August 18<sup>th</sup> - Issues**

Prepared by Counsel Public Affairs Inc.

# METHODOLOGY

3,499 Canadians were surveyed between August 16<sup>th</sup> and 18<sup>th</sup> 2021.

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

If the survey was a probability-based random sample of the same size, it would be considered accurate to +/- 1.7 nineteen times out of twenty.

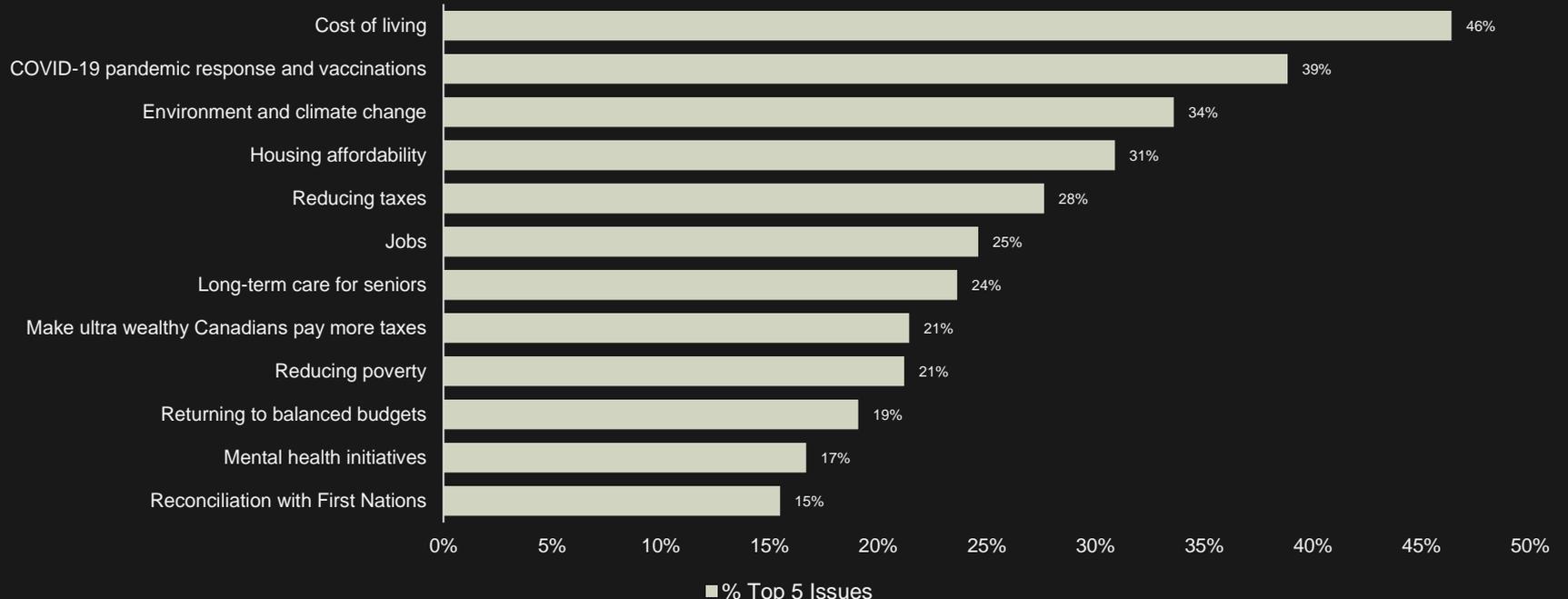
Results are sub-regionally weighted for:

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

# Cost of Living is the top issue for Canadians this election.

Q: Below is a list of national issues.

Please select up to five you feel are the most important issues facing Canada. (All Responses)

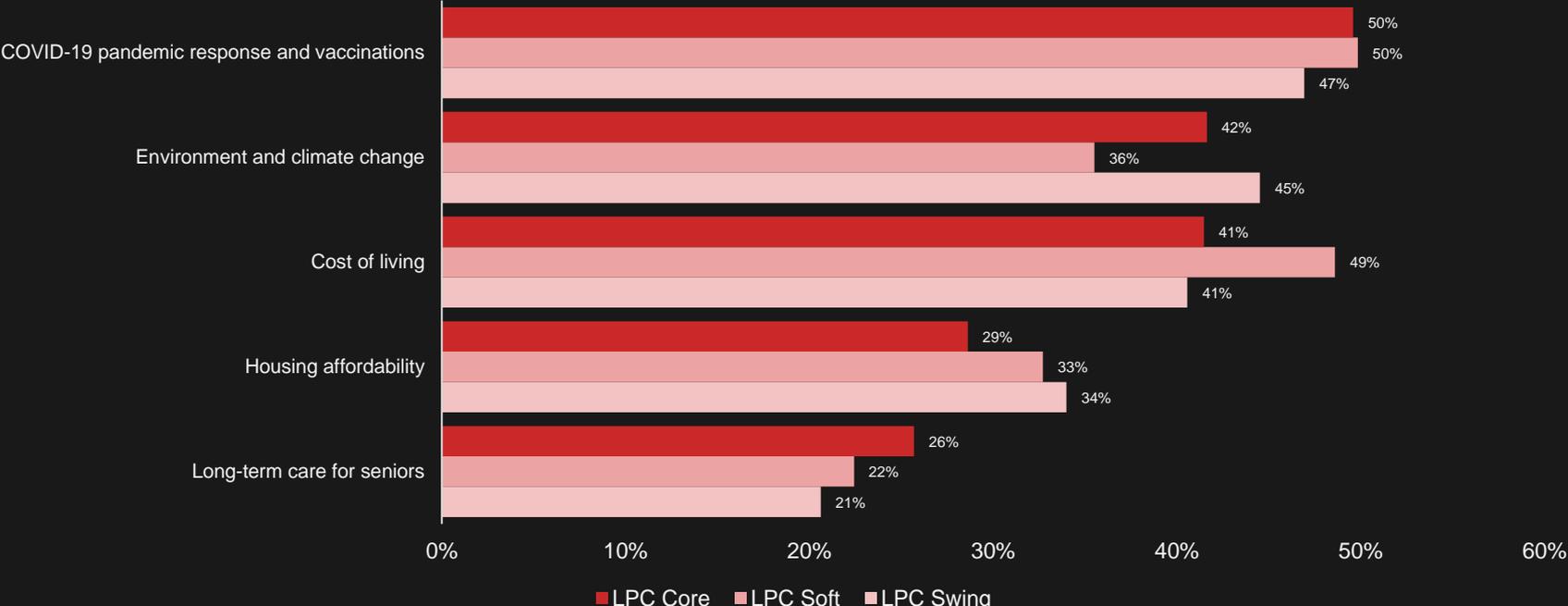


# MAJOR POLITICAL PARTIES HAVE THREE GROUPS OF VOTERS THEY NEED TO CONSIDER.

- 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.

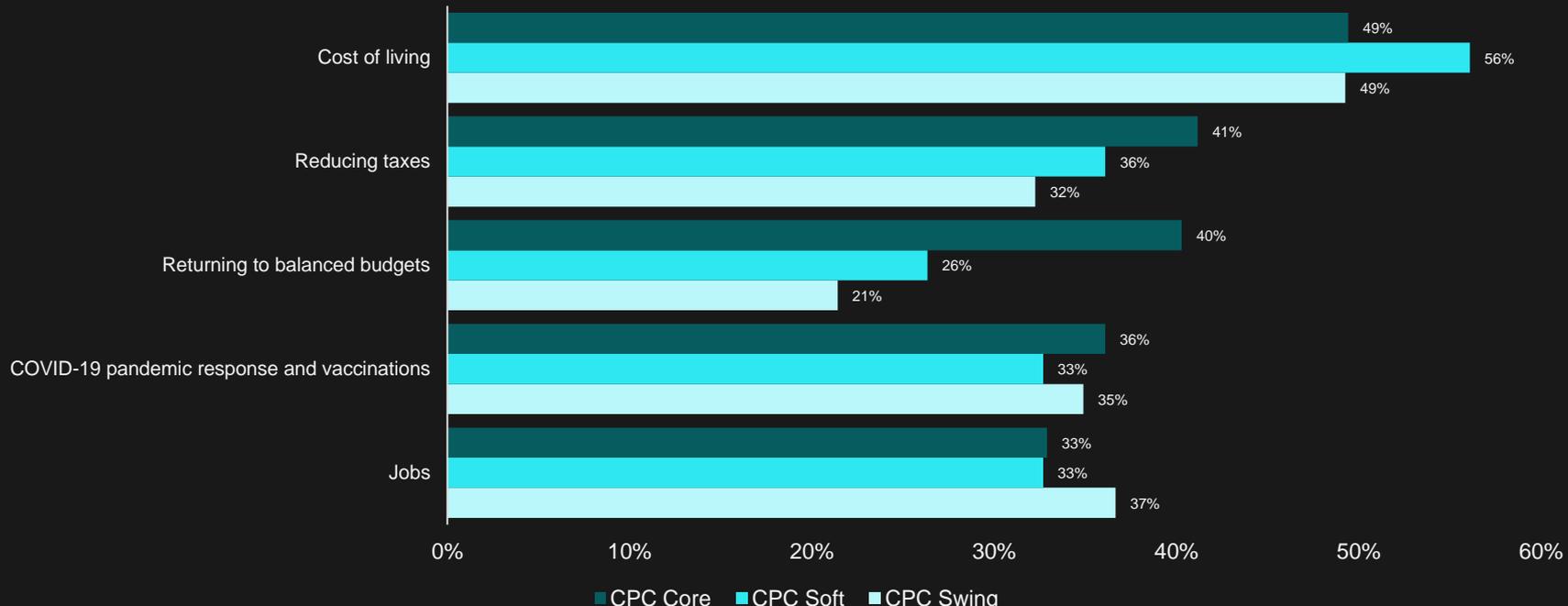
# COVID-19 is the top concern among all LPC voter groups, followed by the Environment and Cost of Living.

Q: Below is a list of national issues.  
Please select up to five you feel are the most important issues facing Canada.



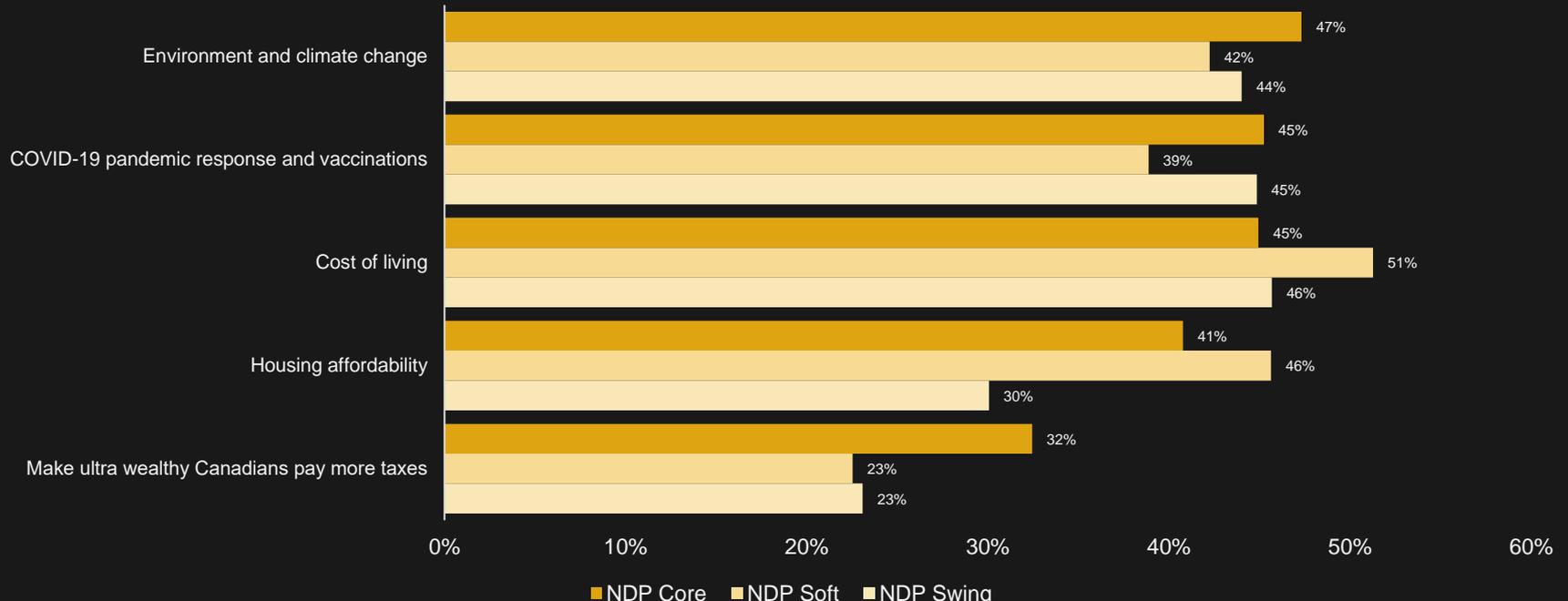
**Issues core to the Conservative brand, such as reducing taxes and balancing the budget, are not nearly as important to the Soft and Swing Conservative voters as they are to Core Conservative voters.**

Q: Below is a list of national issues.  
Please select up to five you feel are the most important issues facing Canada.



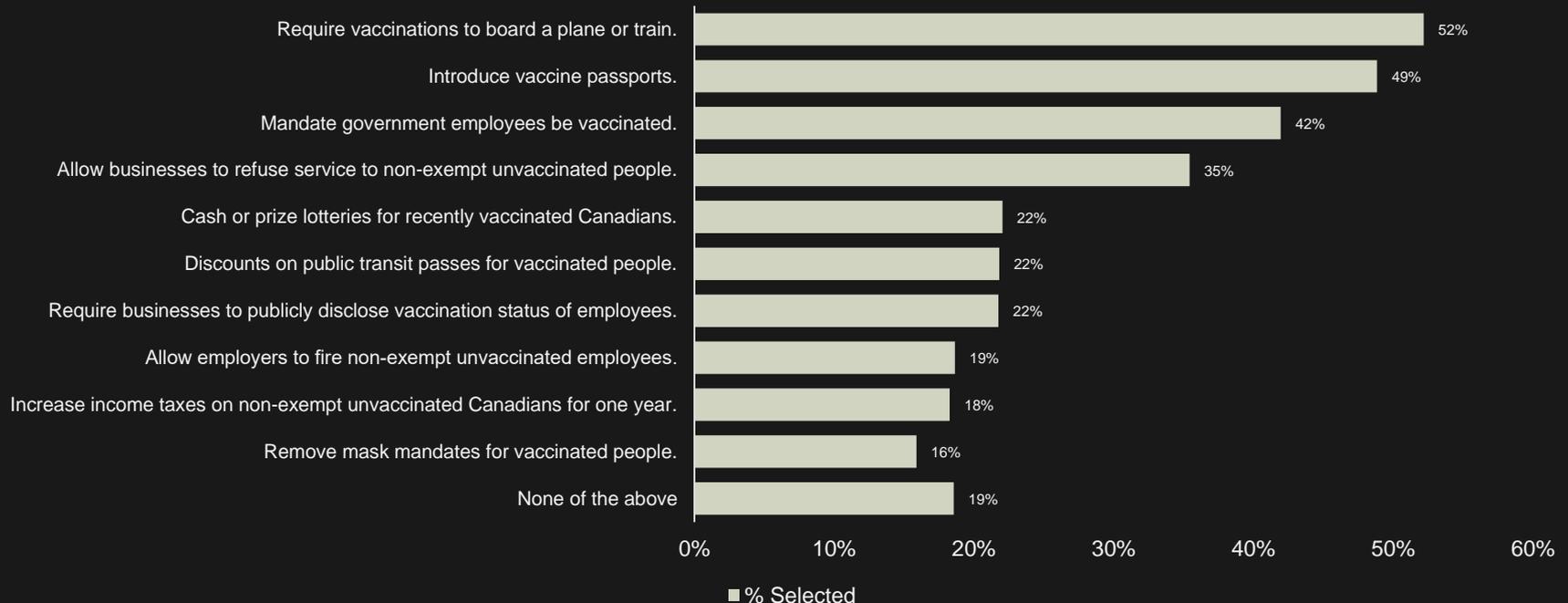
## NDP issues are similar to the Liberal issues.

Q: Below is a list of national issues.  
Please select up to five you feel are the most important issues facing Canada.



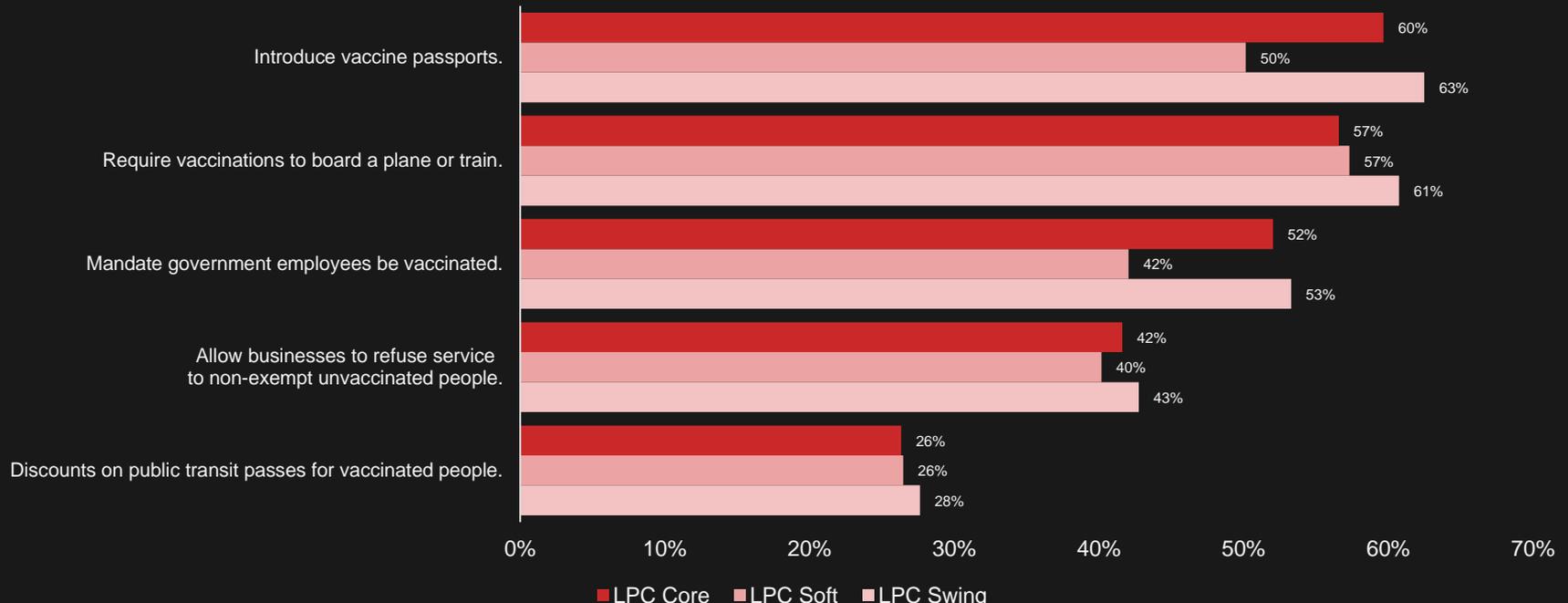
# Half of all Canadians believe the Government should require vaccinations to travel by plane and train, and issue vaccine passports.

Q: From the list below, please select all possible incentives the government should consider to get more people, without a valid medical exemption, vaccinated against COVID-19 (All Responses)



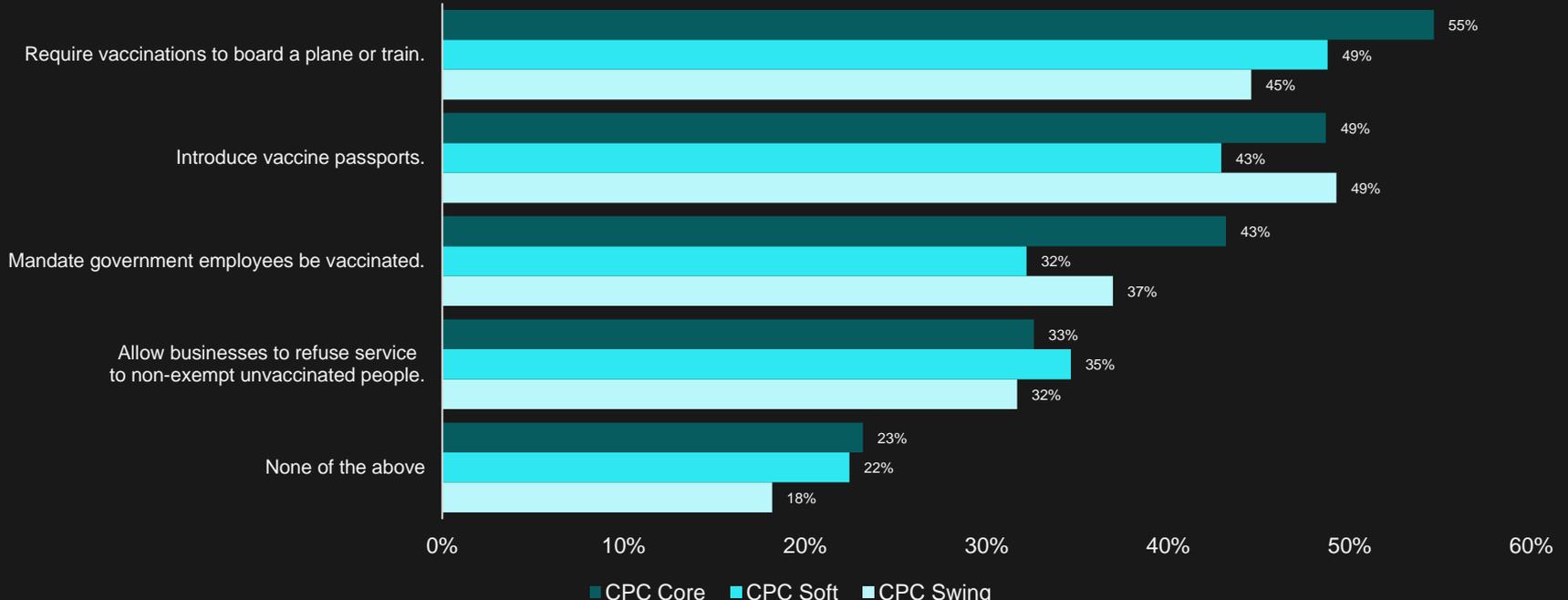
## 60% of Liberal core supporters believe the government should introduce vaccine passports.

Q: From the list below, please elect all possible incentives the government should consider to get more people, without a valid medical exemption, vaccinated against COVID-19.



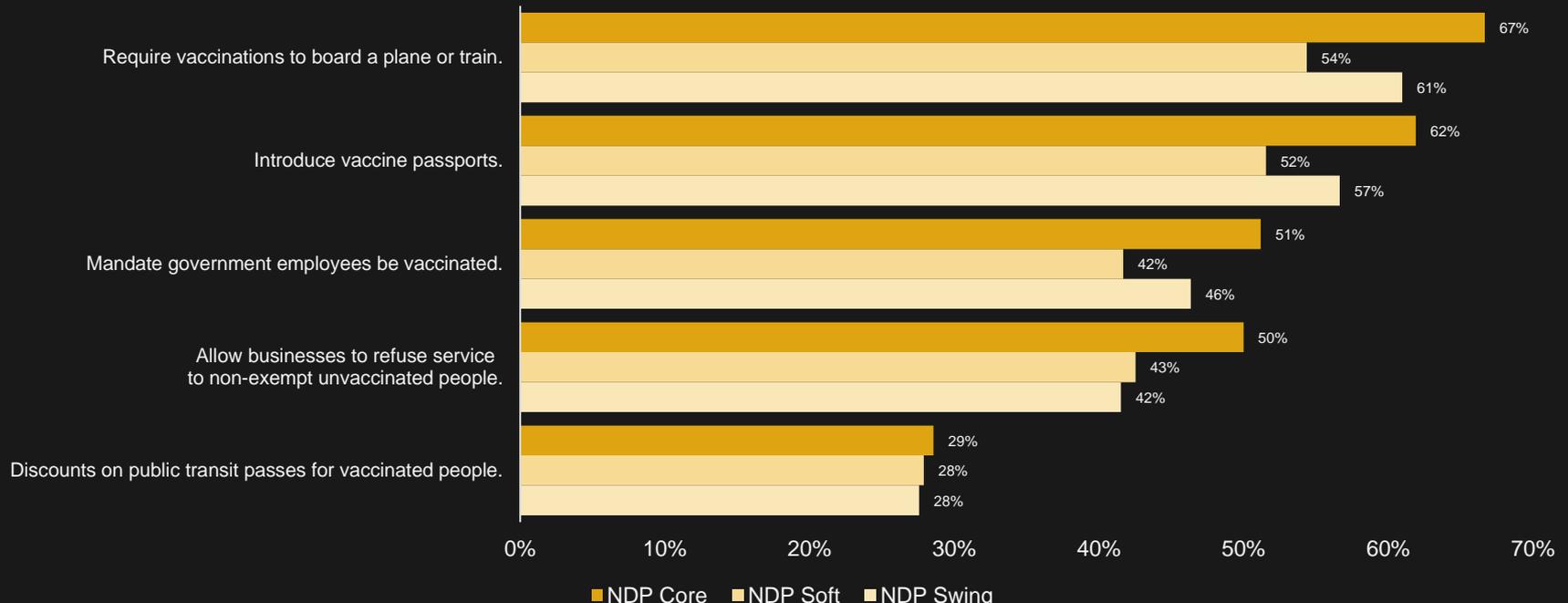
**55% of Core Conservatives are in favour of requiring vaccination to board planes and trains.  
49% in favour of vaccine passports.**

Q: From the list below, please elect all possible incentives the government should consider to get more people, without a valid medical exemption, vaccinated against COVID-19.



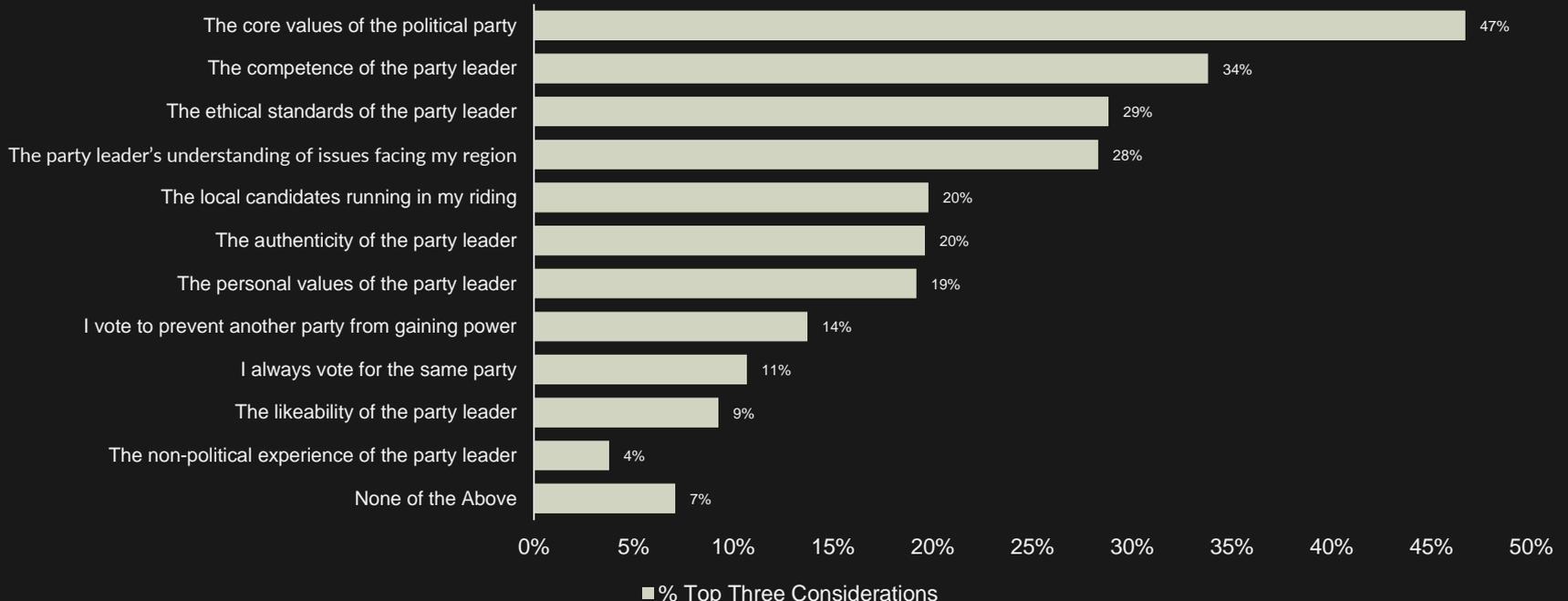
## NDP supporters are higher than average in the number of measures they believe the government should consider.

Q: From the list below, please elect all possible incentives the government should consider to get more people, without a valid medical exemption, vaccinated against COVID-19.



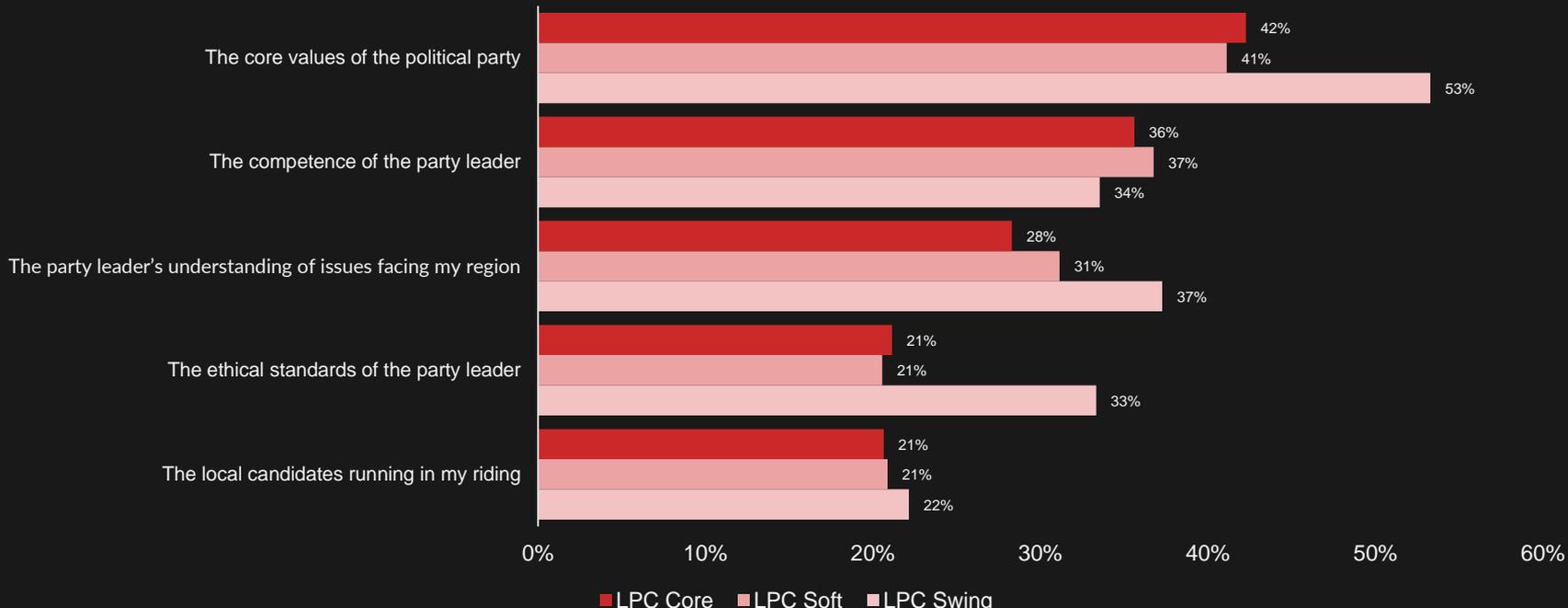
**Core values of the political party is the top consideration.  
Non-political experience of the leader is not a consideration at all.**

Q: Please select up to three of the following considerations you feel make the biggest impact on whom you choose to vote for: (All Responses)



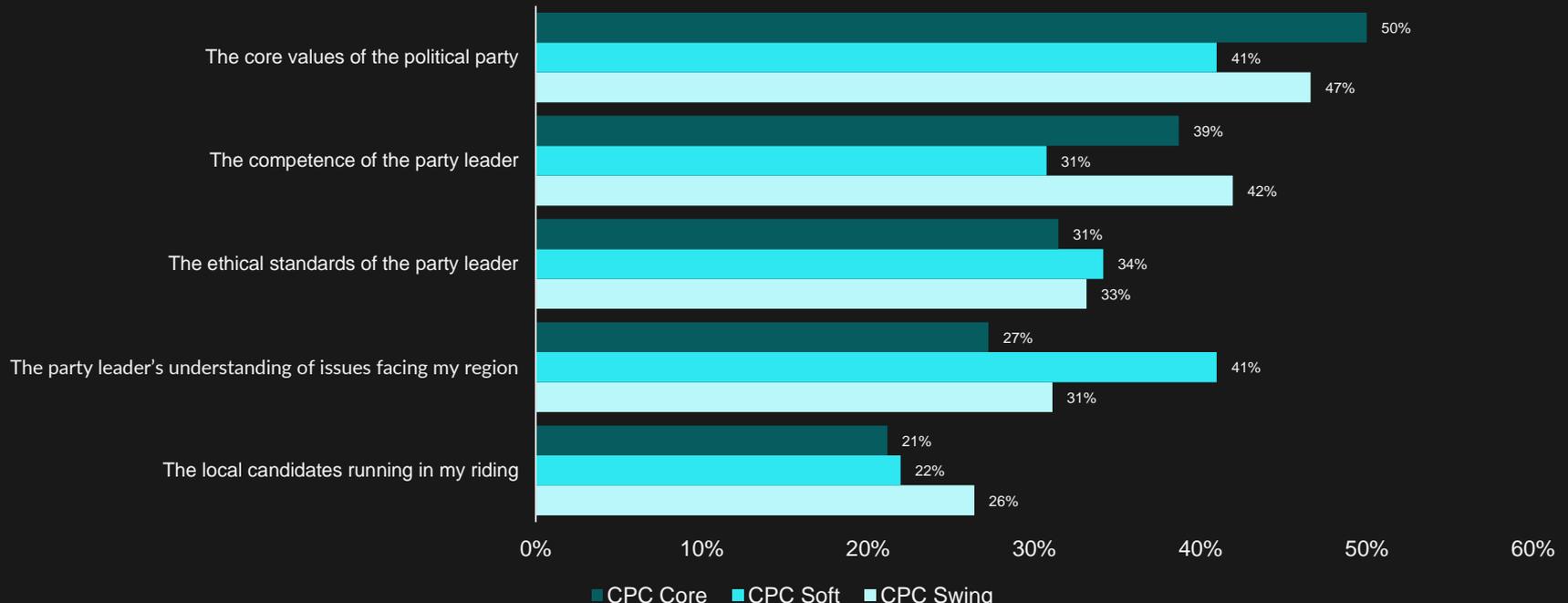
# Liberal swing voters are most likely to convert when they place lower priority on core values of the party and ethical standards of the party's leader.

Q: Please select up to three of the following considerations you feel make the biggest impact on whom you choose to vote for:



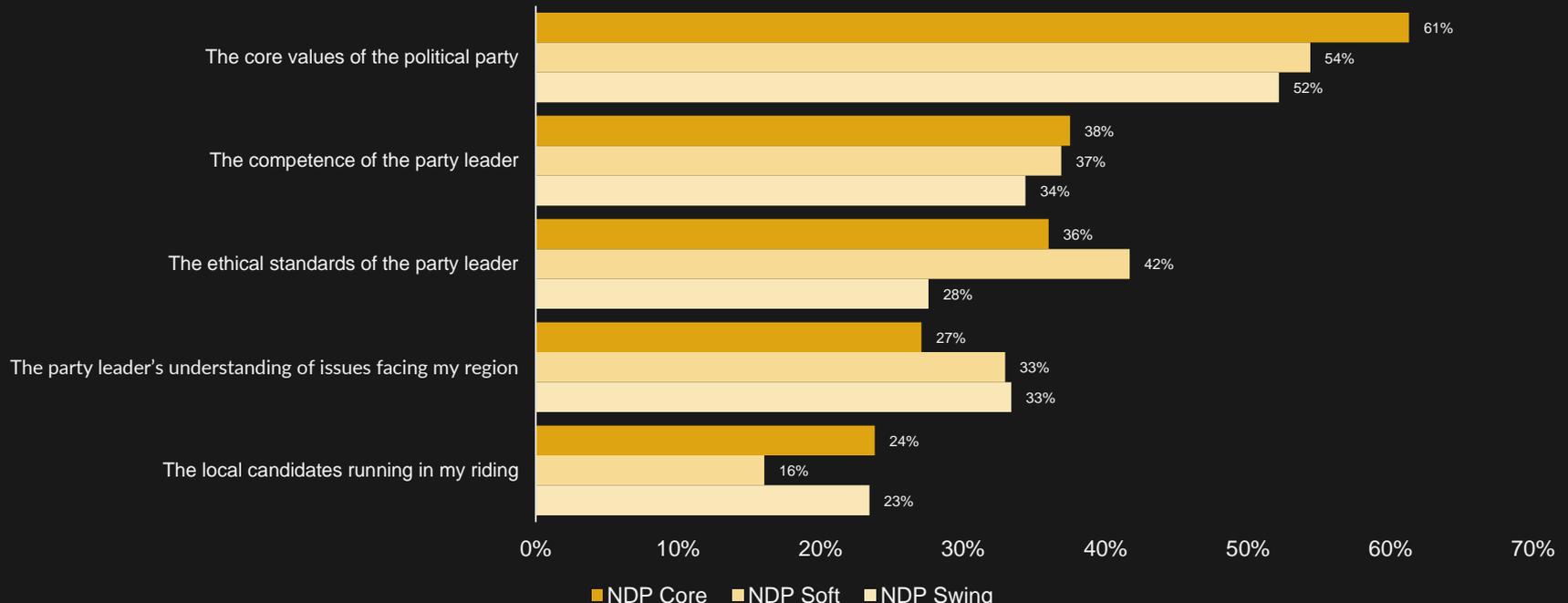
## For Conservatives, understanding regional issues is a significant tipping point for new supporters.

Q: Please select up to three of the following considerations you feel make the biggest impact on whom you choose to vote for.



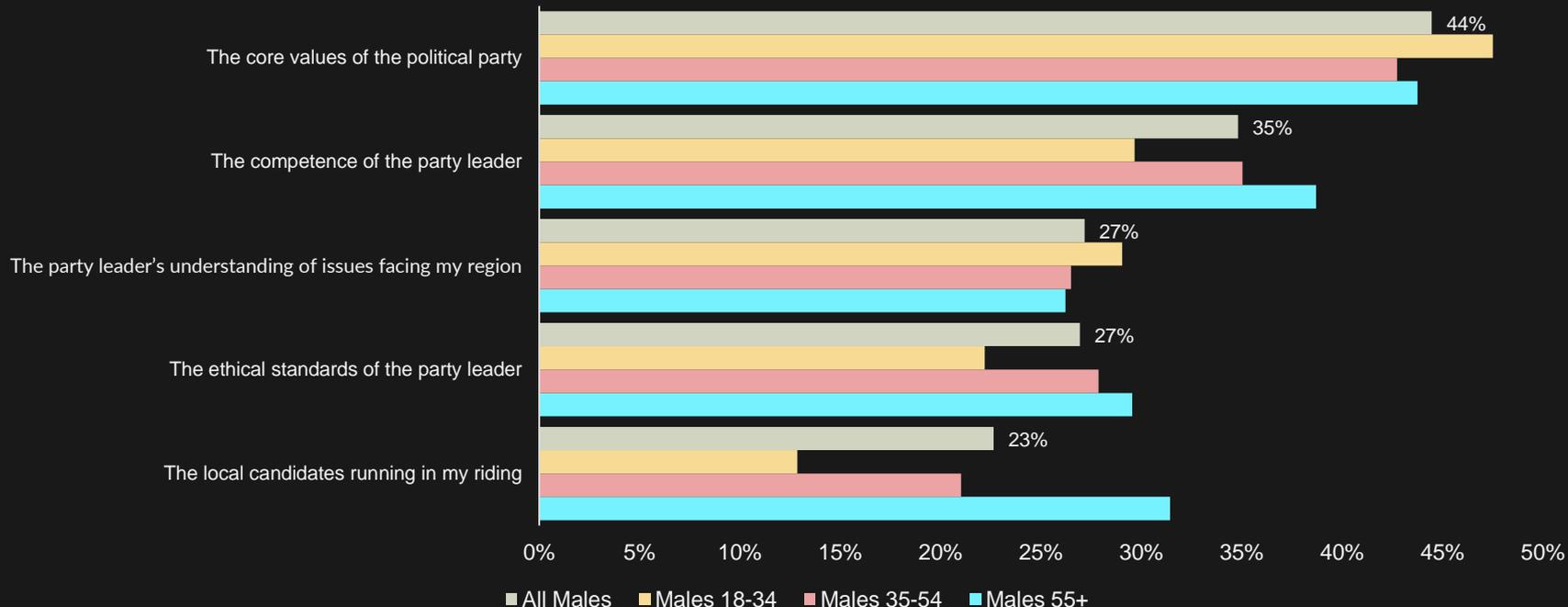
## Ethical standards of the party leader is a major tipping point for potential NDP supporters.

Q: Please select up to three of the following considerations you feel make the biggest impact on whom you choose to vote for.



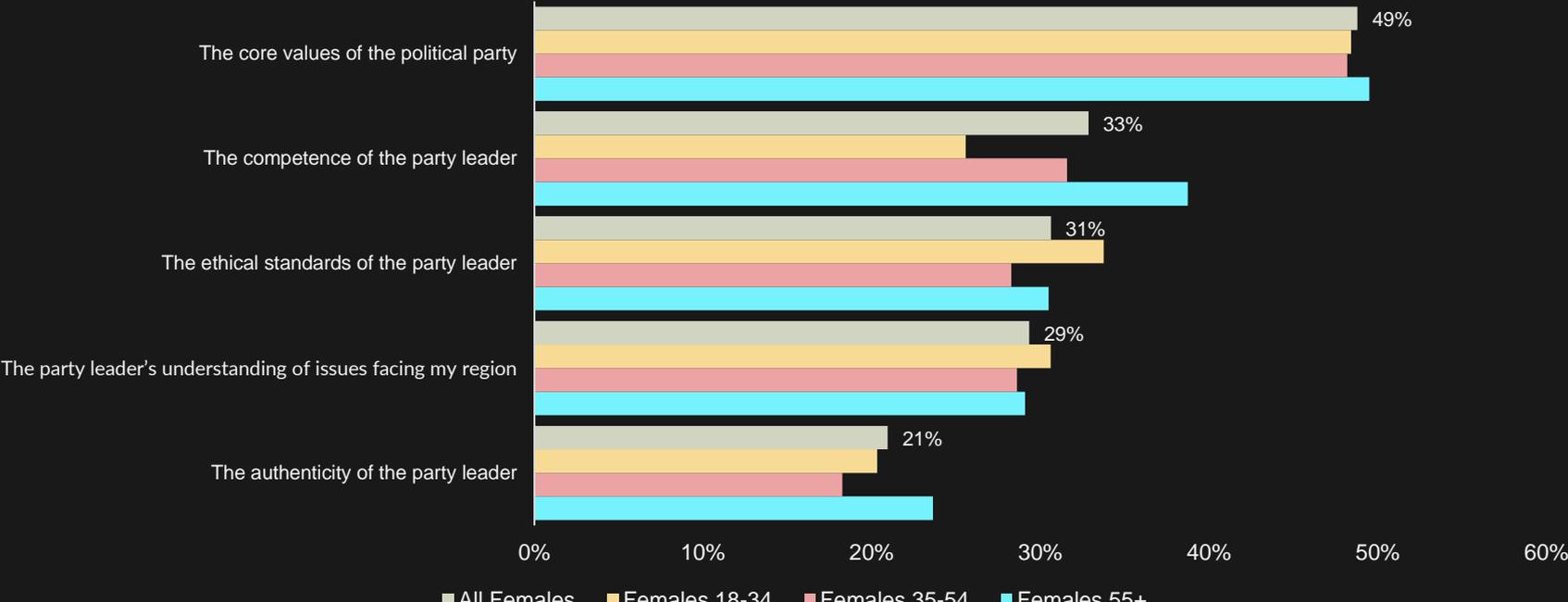
**Among males, core party values is the top consideration.  
The impact competence and ethical standards of the leader increase with age.  
The impact of local candidates increases dramatically with age.**

Q: Please select up to three of the following considerations you feel make the biggest impact on whom you choose to vote for: (All Responses)



**For female voters, core party values is the top consideration.  
The impact of leader competence increases with age.**

Q: Please select up to three of the following considerations you feel make the biggest impact on whom you choose to vote for: (All Responses)



# Conclusions

- Top issues of the campaign:
  - Cost of Living
  - COVID-19 and Vaccinations
  - Environment and Climate Change
- Half of voters support require vaccinations for boarding trains and planes
  - Including 55% of Core Conservative Voters
- Top considerations for voters:
  - Core Values of the Political Party
  - Competence of the Party's Leader
  - Ethical Standards of the Party Leader