



2021 Election Poll

September 13th

Prepared by Counsel Public Affairs Inc.

COUNSEL

METHODOLOGY

3,320 Canadians were surveyed between September 10th and 11th 2021.

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

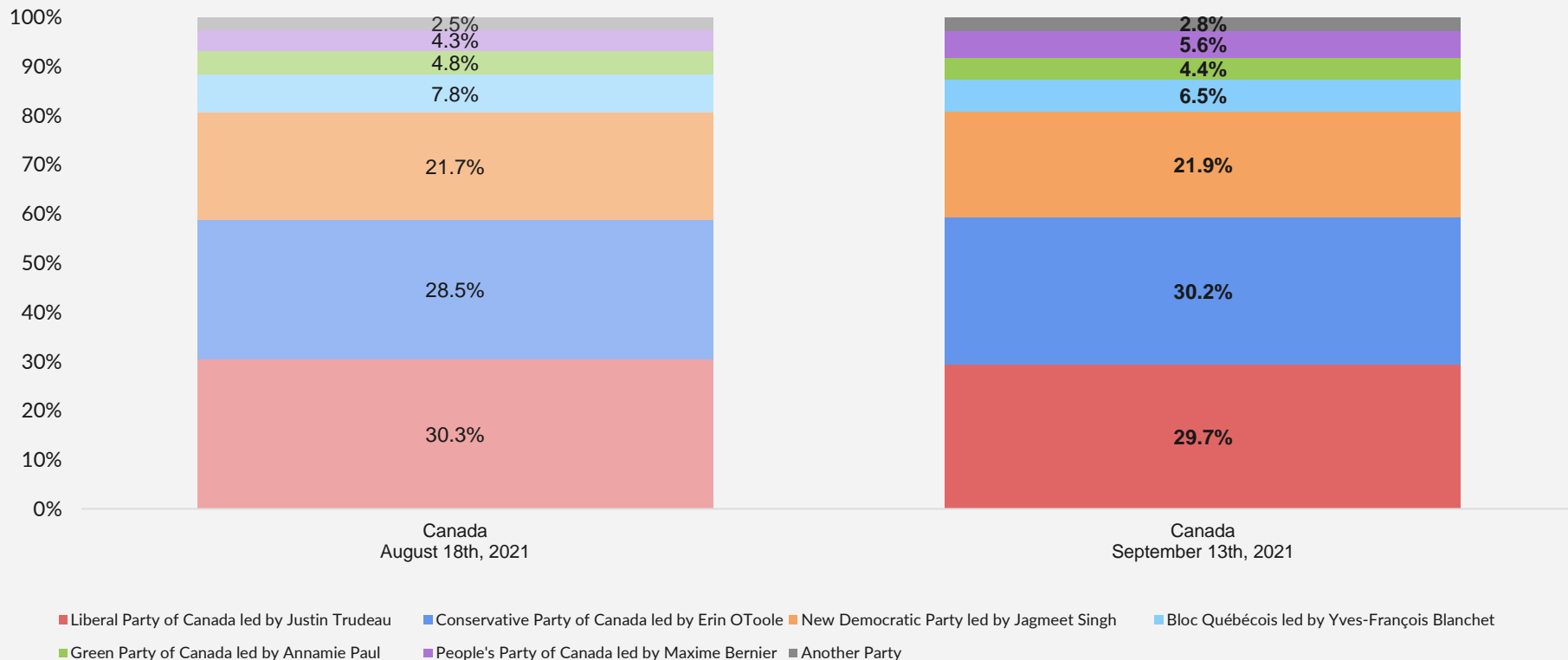
If the survey was a probability-based random sample of the same size, it would be considered accurate to +/- 1.7 nineteen times out of twenty.

Results are sub-regionally weighted for:

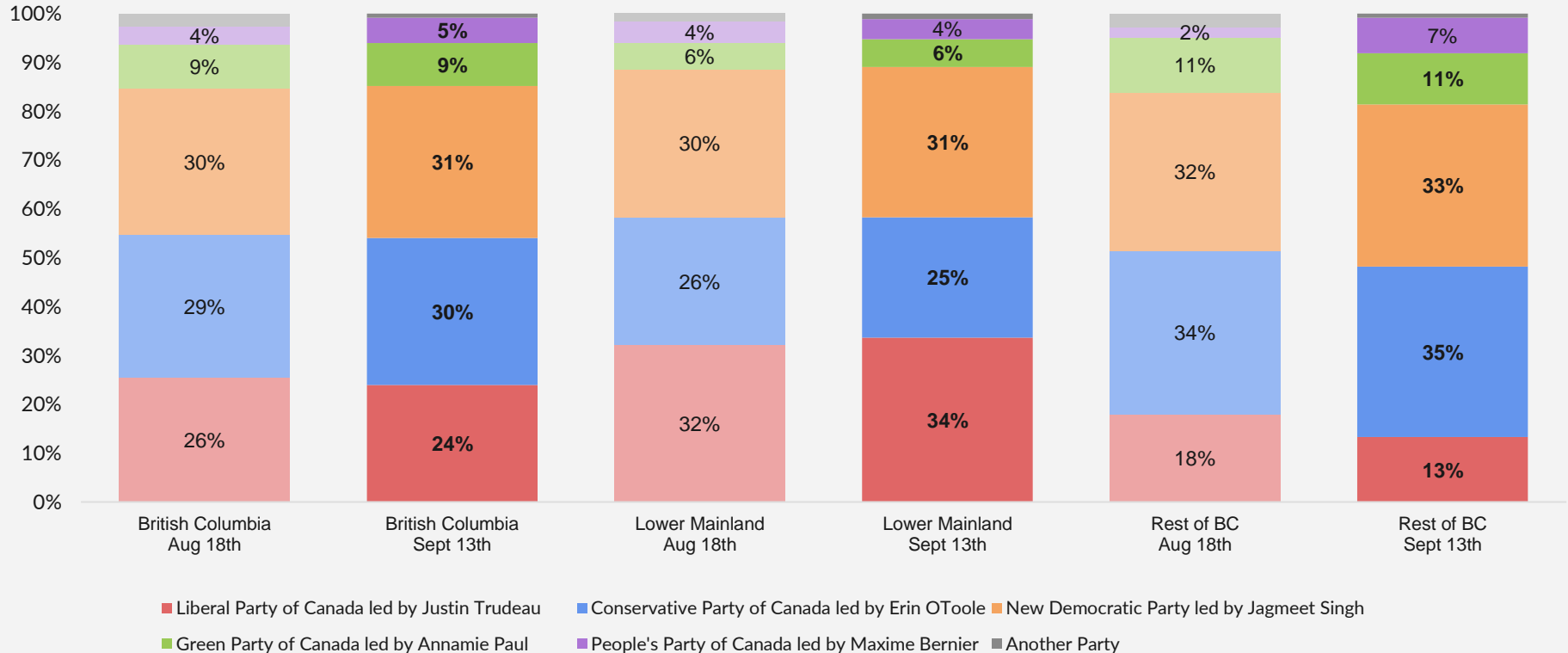
- Age and birth sex according to the 2016 Census.
- 2019 Federal Vote.

All vote intention slides represent Decided and Leaning voting intentions.

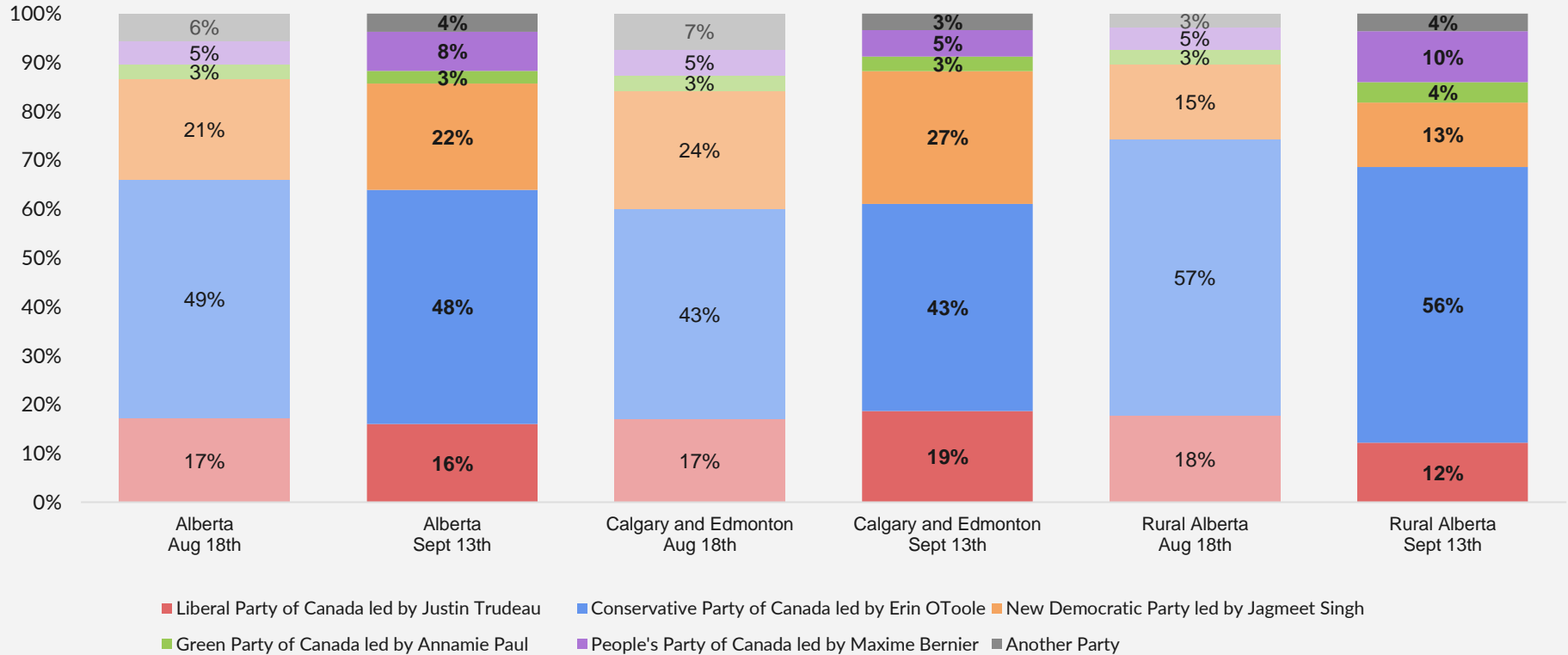
Results are in line with our survey conducted at the beginning of the writ.
Conservatives are up slightly, Bloc Quebecois are down slightly.



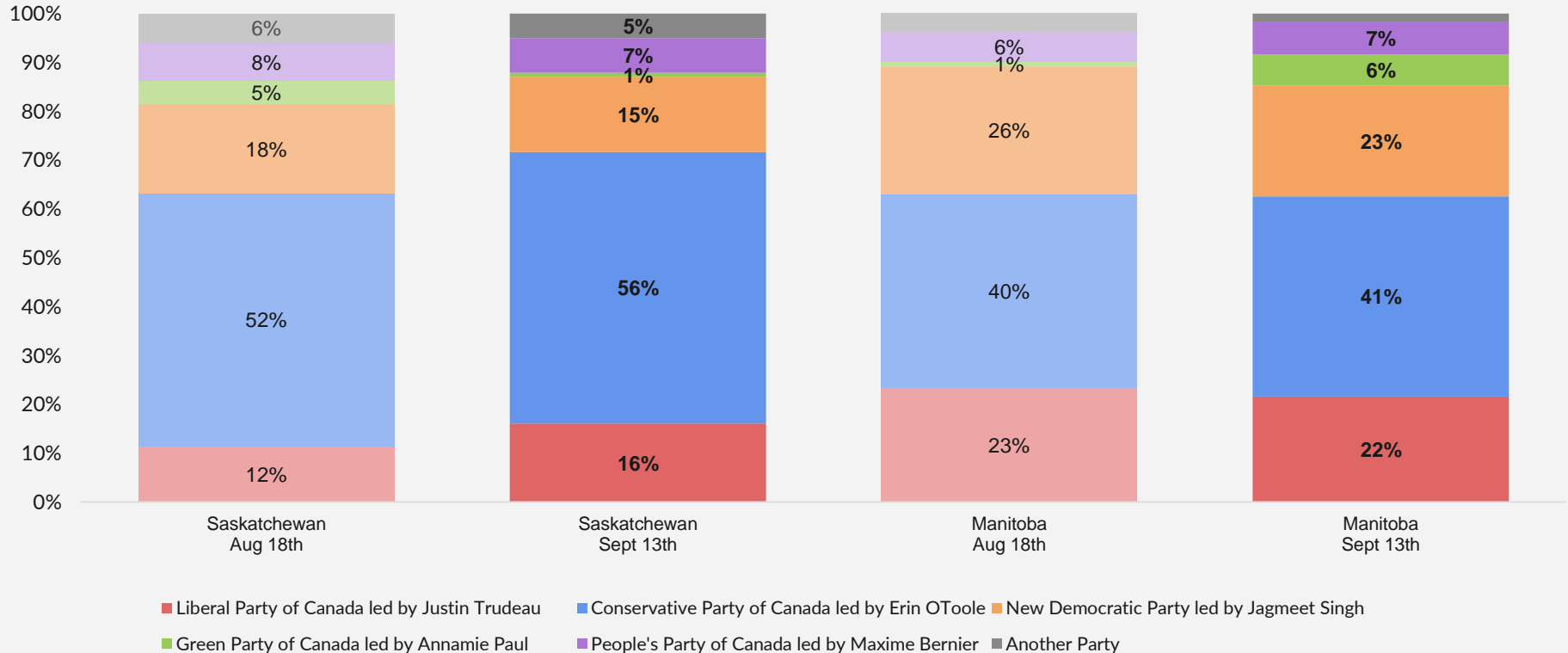
In BC, very little movement at the provincial level.
 The race in the Lower Mainland has not moved.
 Outside of the Lower Mainland, PPC are up while the Liberals are down.



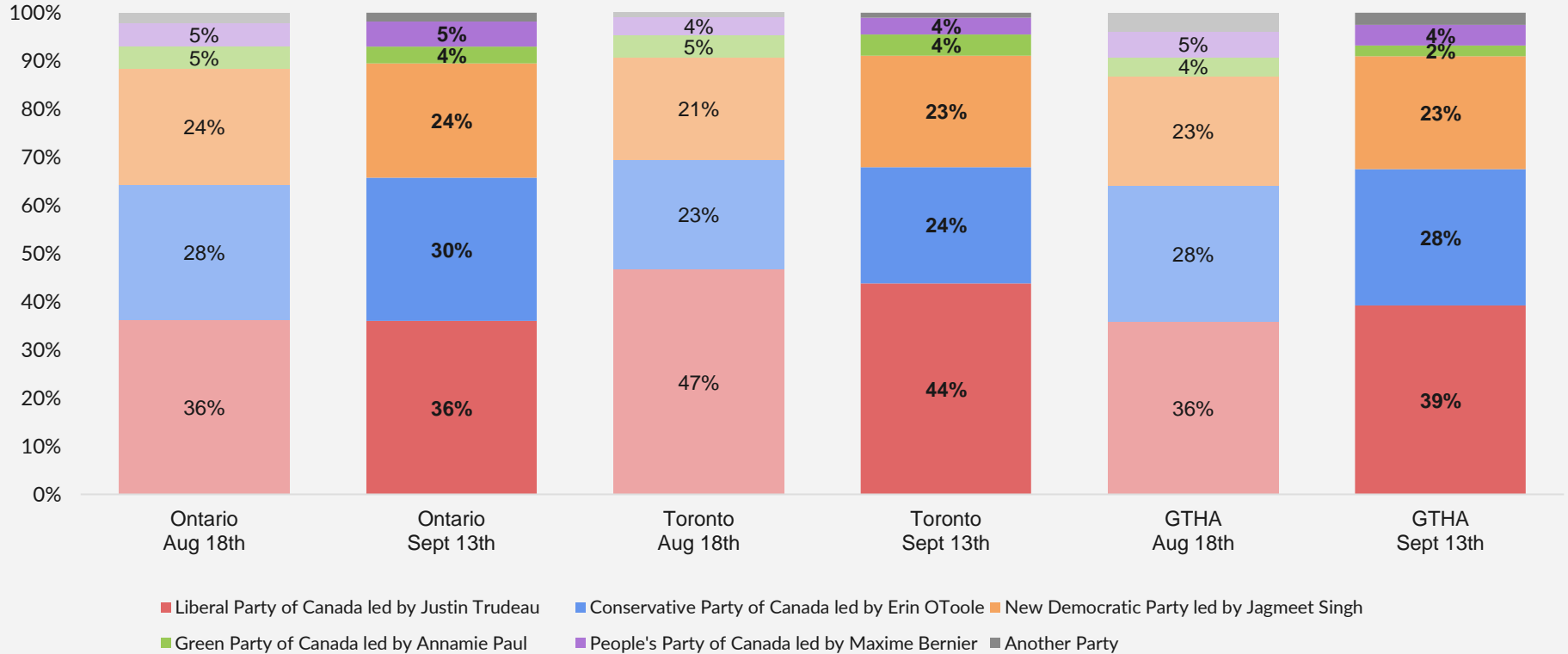
Conservatives are steady in Alberta.
 NDP are up in urban Alberta at the expense of 3rd parties.
 In rural Alberta, PPC have grown while Liberals have contracted.



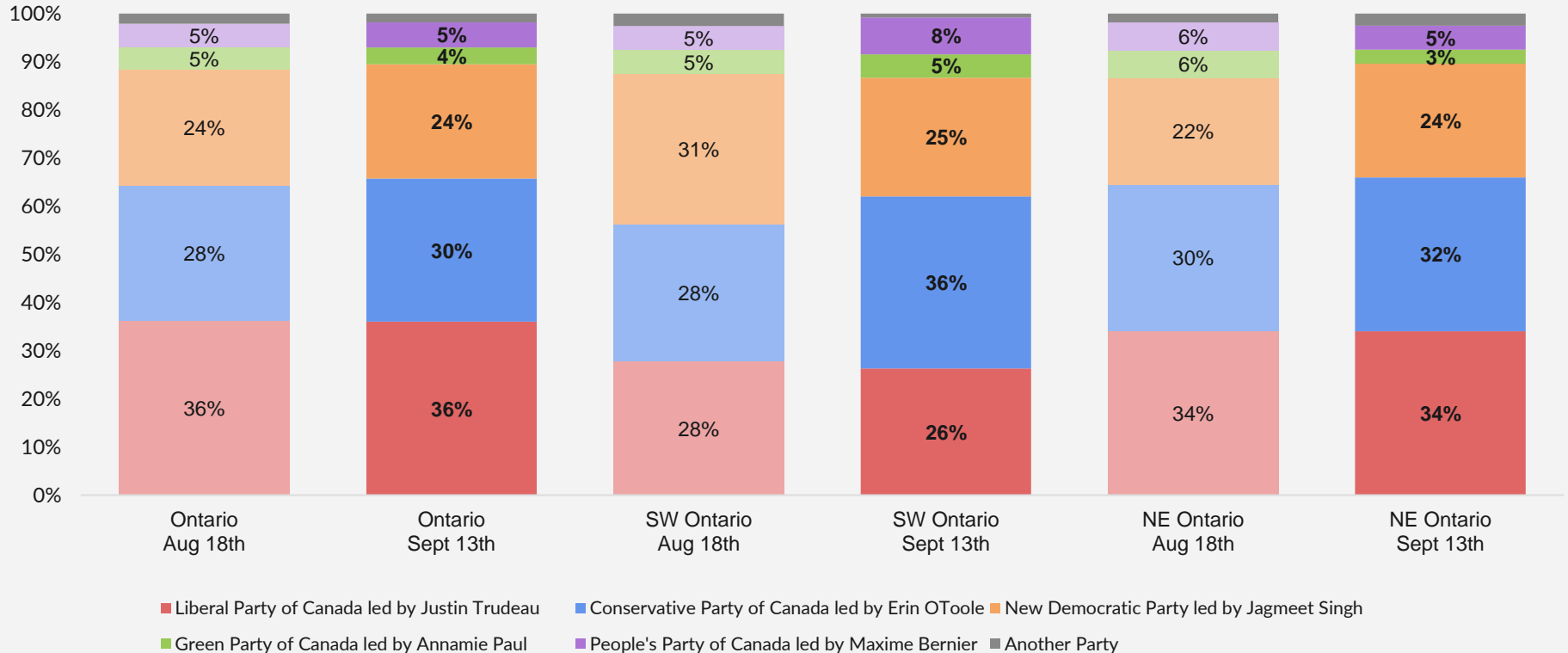
Conservatives and Liberals have grown in Saskatchewan.
 NDP have gone down slightly in both Saskatchewan and Manitoba.
 Green support collapsed in Saskatchewan, grew in Manitoba.



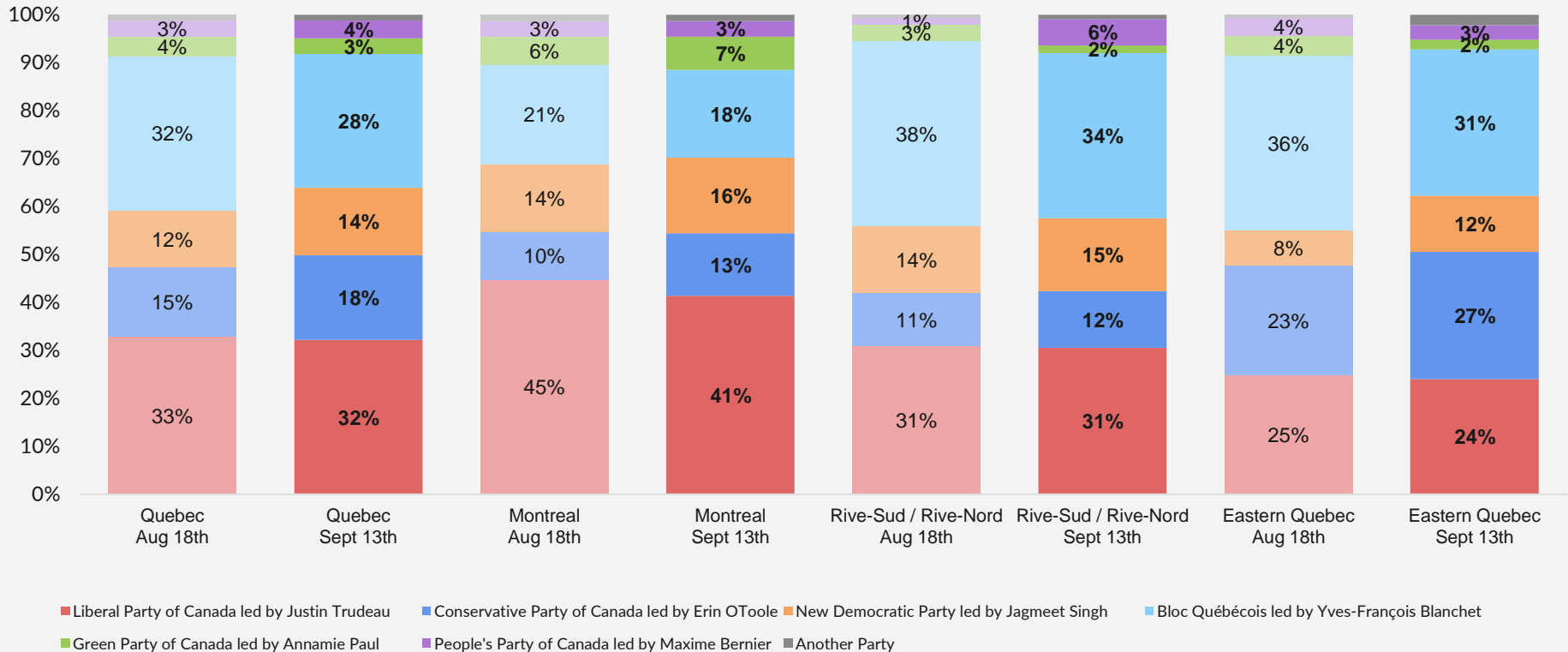
In Ontario, the Conservatives are up slightly overall.
 NDP have grown slightly in Toronto, while Liberals are down slightly.
 Liberals up slightly in GTHA at the expense of 3rd parties.



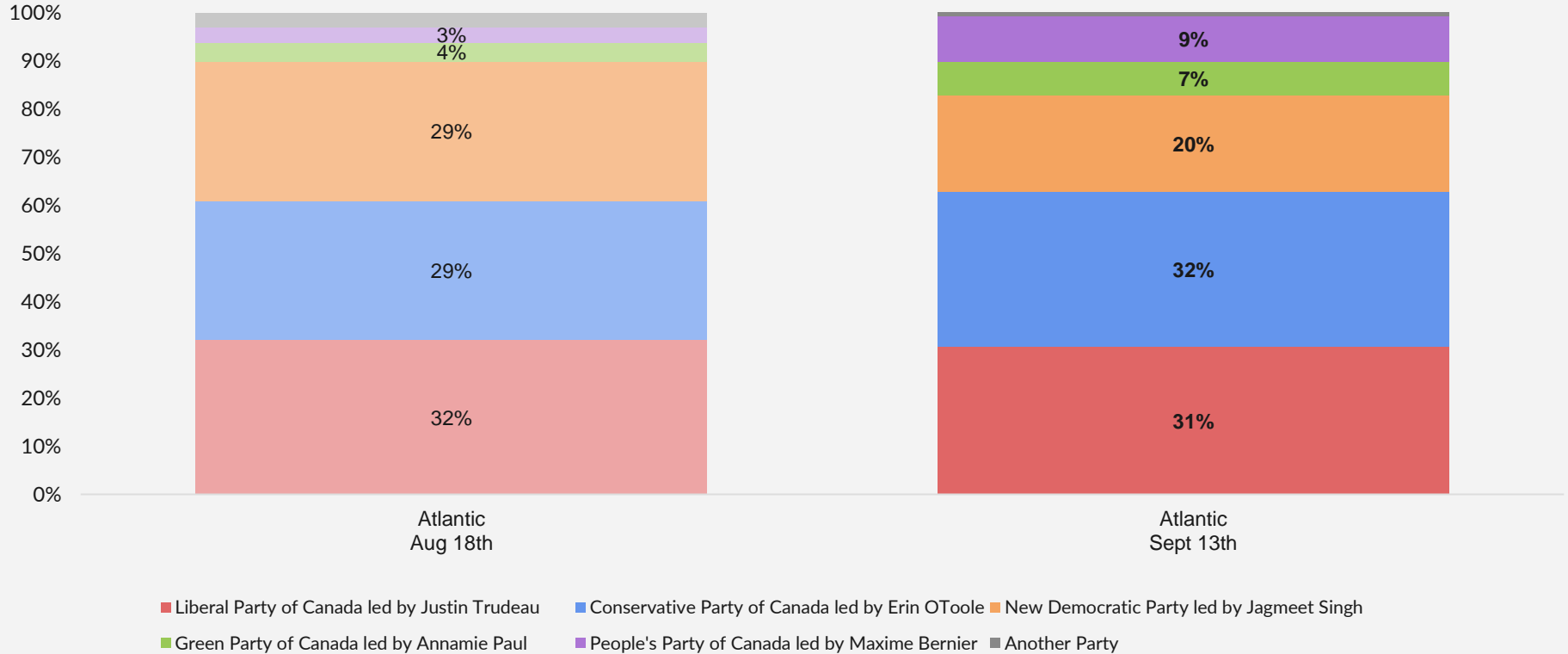
Conservative support in SW Ontario is up significantly, while the NDP have decreased.
NE Ontario sees slight growth for the Conservatives and NDP.



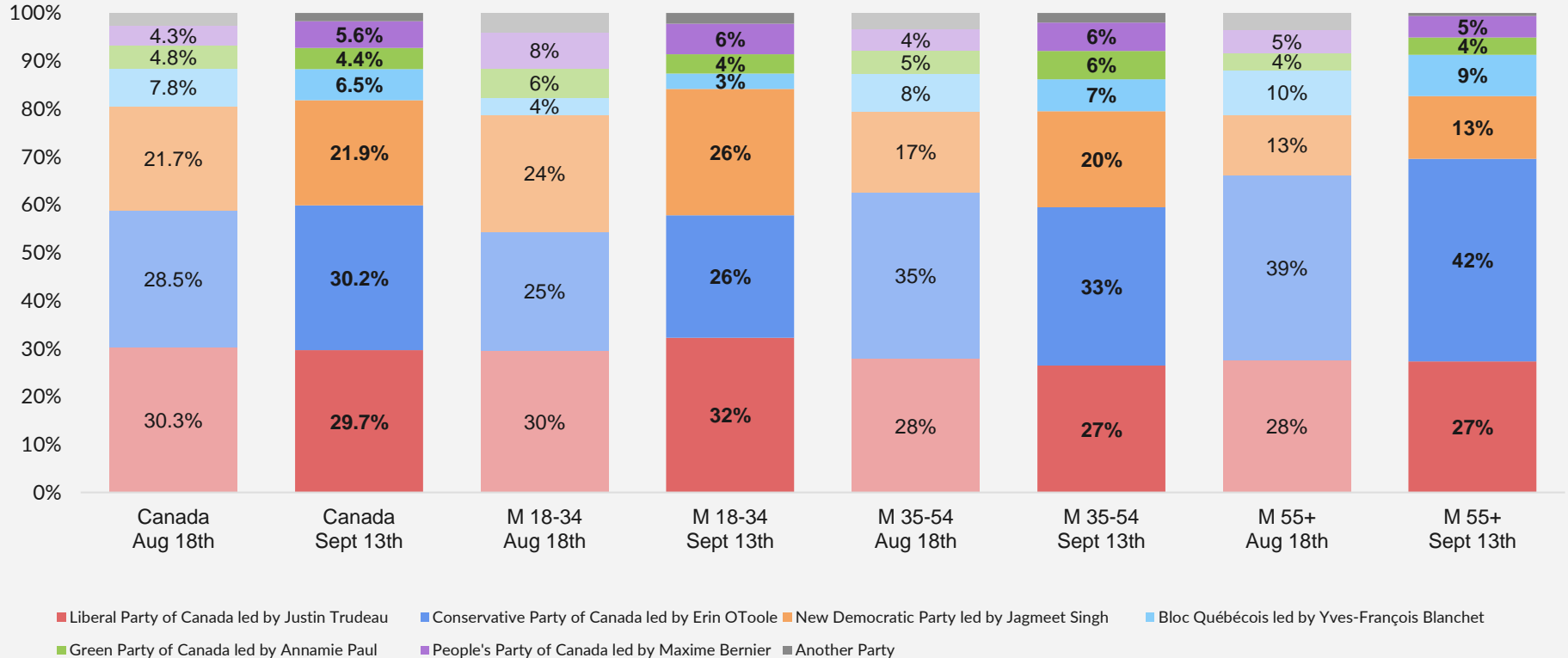
Bloc Québécois are down in all three Quebec regions.
 Both Conservatives and NDP are up in Montreal and Eastern Quebec.
 Liberals are down in Montreal.



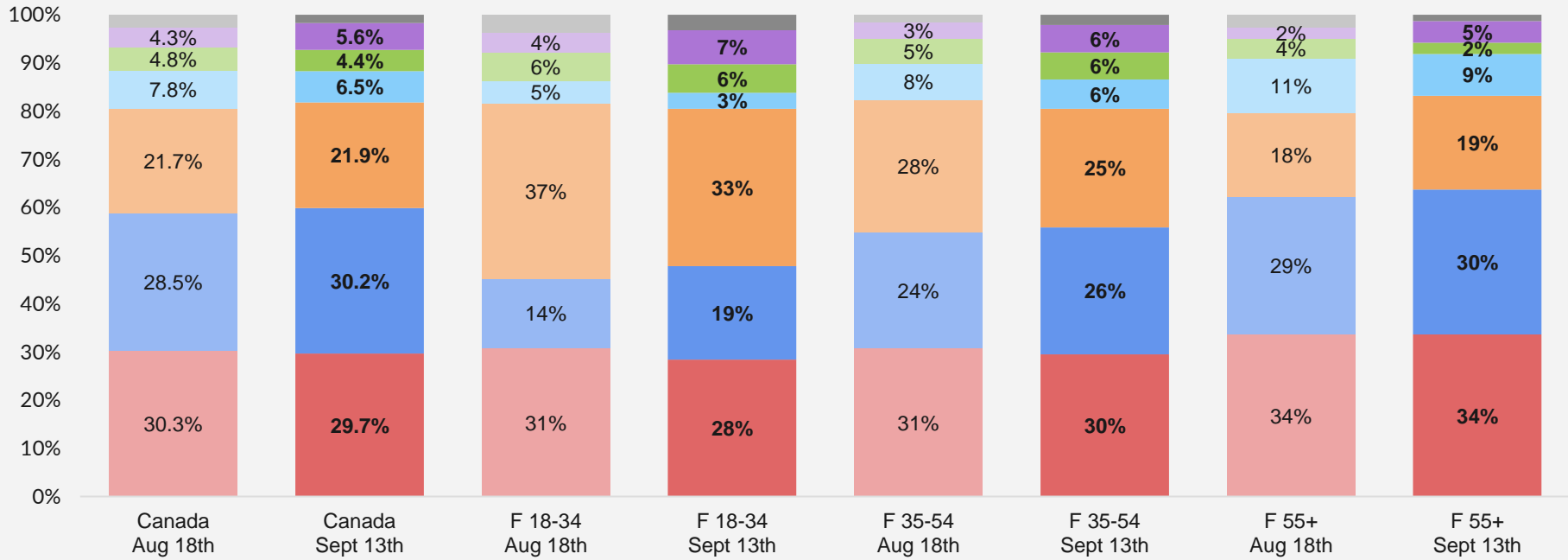
In Atlantic Canada, the close race between the Liberals and Conservatives continues.
NDP are down, Greens and Conservatives are up.
The PPC have increased their support considerably.



Conservatives are up among men 55+, down among men 35-54.
 NDP and Liberals are up with both men 18-34.
 NDP are up among men 35-54.

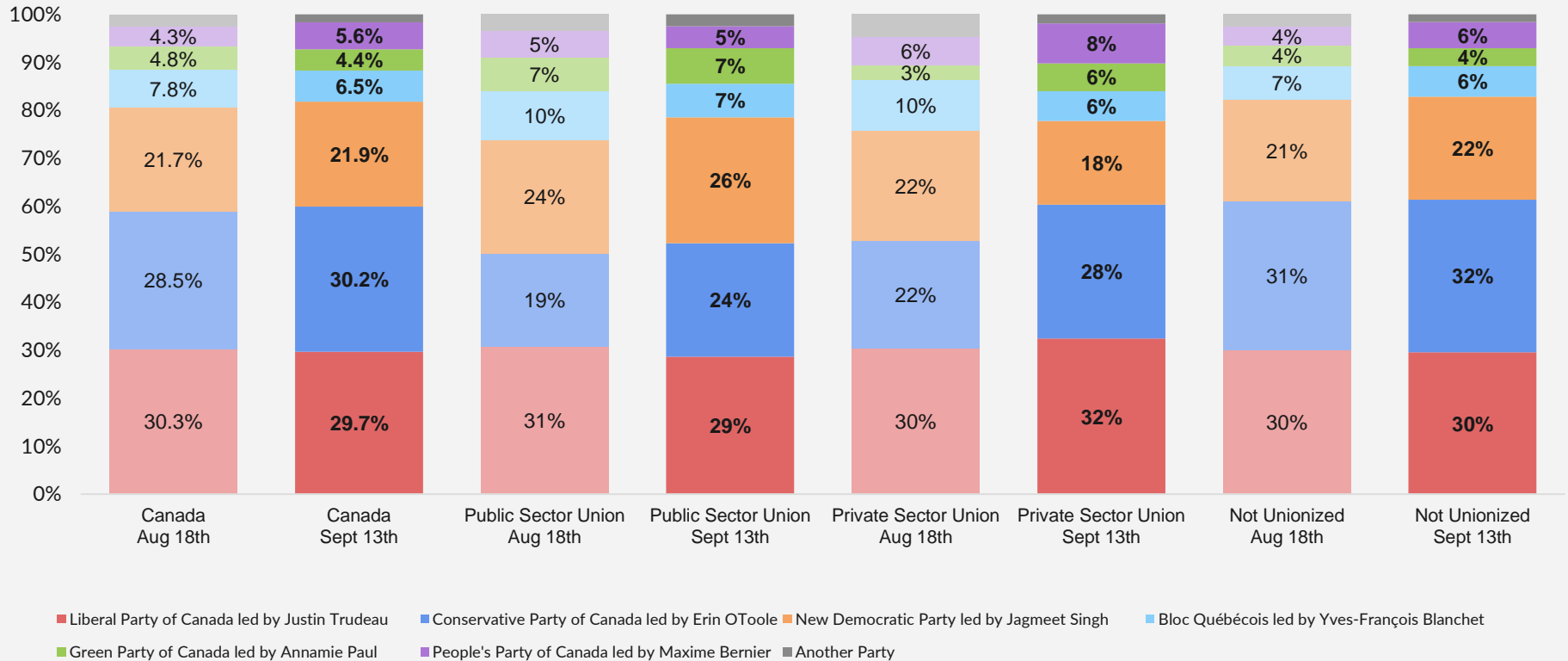


NDP and Liberals are down among females 18-35.
 NDP are down among females 34-55.
 Conservatives are up among females 18-55.

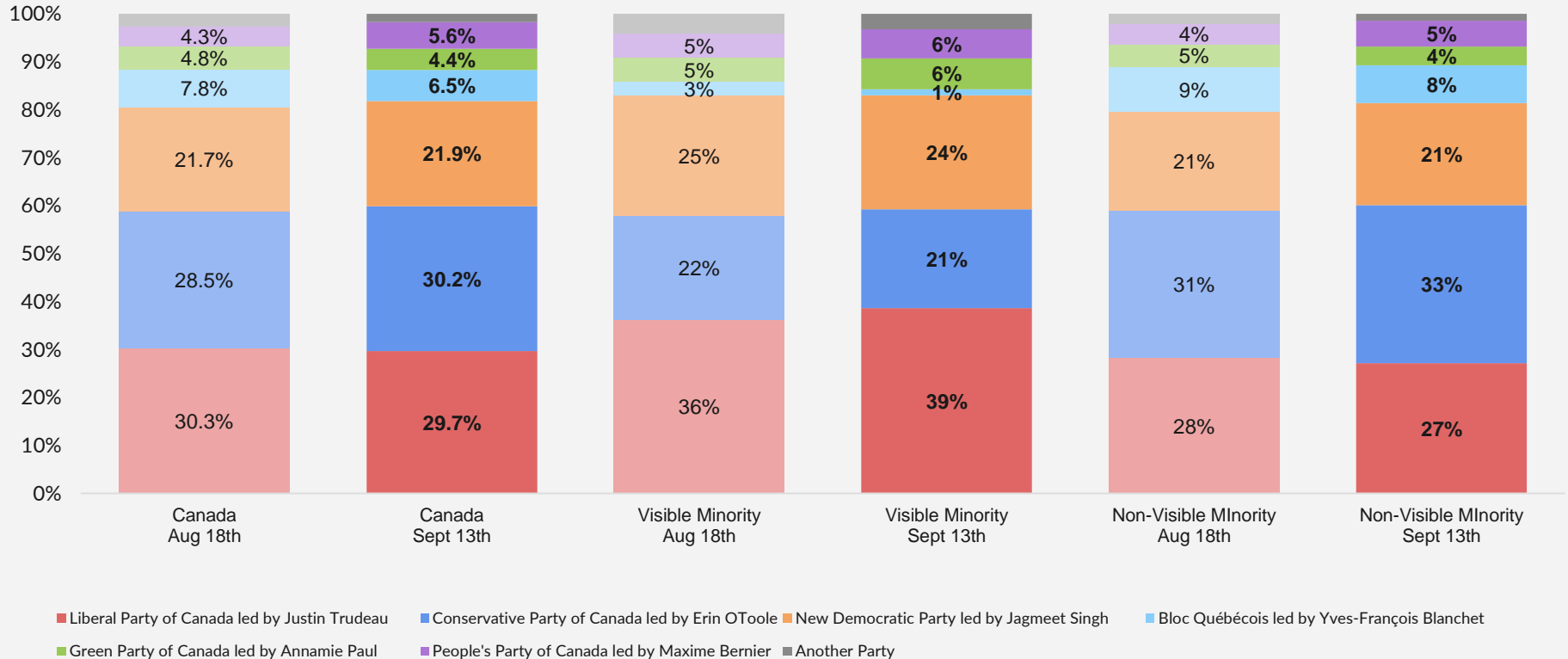


■ Liberal Party of Canada led by Justin Trudeau
 ■ Conservative Party of Canada led by Erin O'Toole
 ■ New Democratic Party led by Jagmeet Singh
 ■ Bloc Québécois led by Yves-François Blanchet
■ Green Party of Canada led by Annamie Paul
 ■ People's Party of Canada led by Maxime Bernier
 ■ Another Party

Conservatives are increasing among both private and public-sector union members. NDP are down among private-sector union members.



Liberals up among visible minorities. Conservatives up slightly among non-visible minorities.



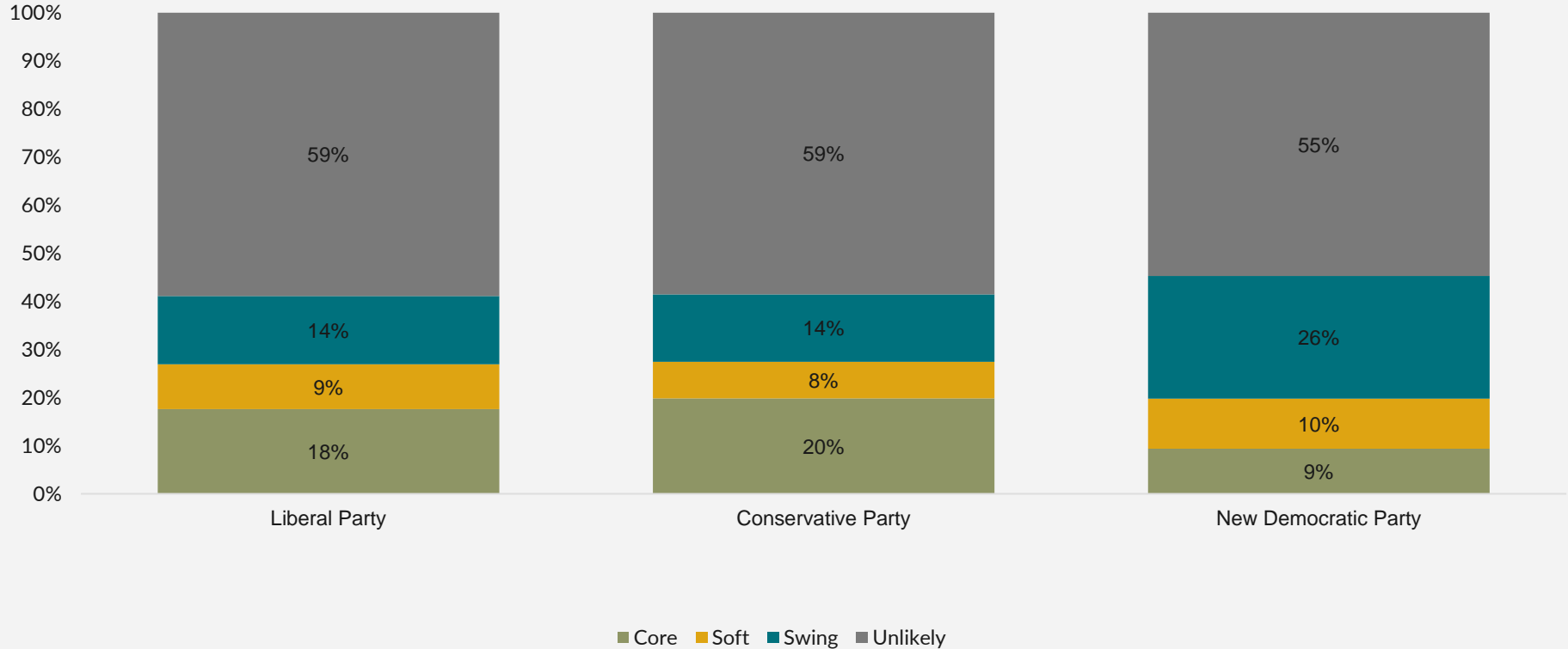
Based on these findings, our seat projection model indicates the Liberals would win the most seats, with a 6-seat lead over the Conservatives.

Liberals	Conservatives	NDP	Bloc Quebécois	Greens
135	129	40	33	1

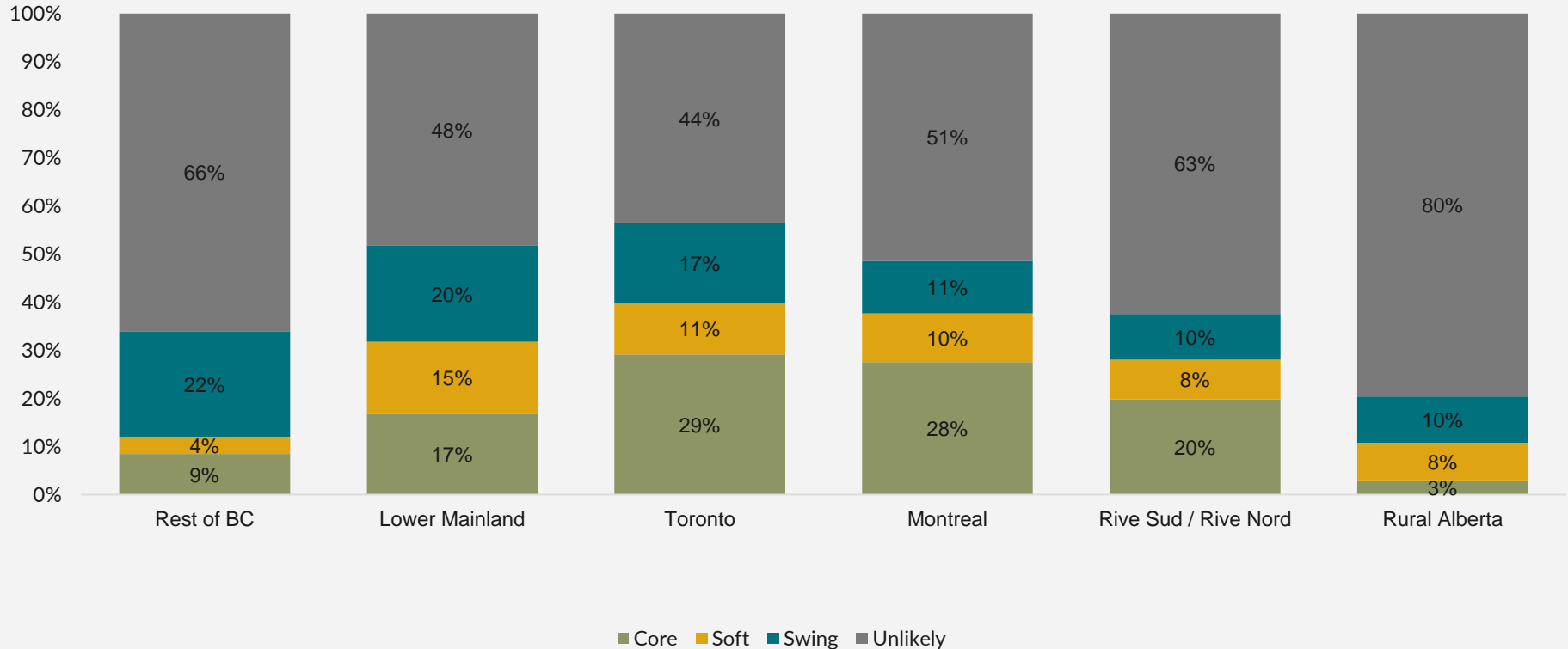
GROWING THE PARTIES

- 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.

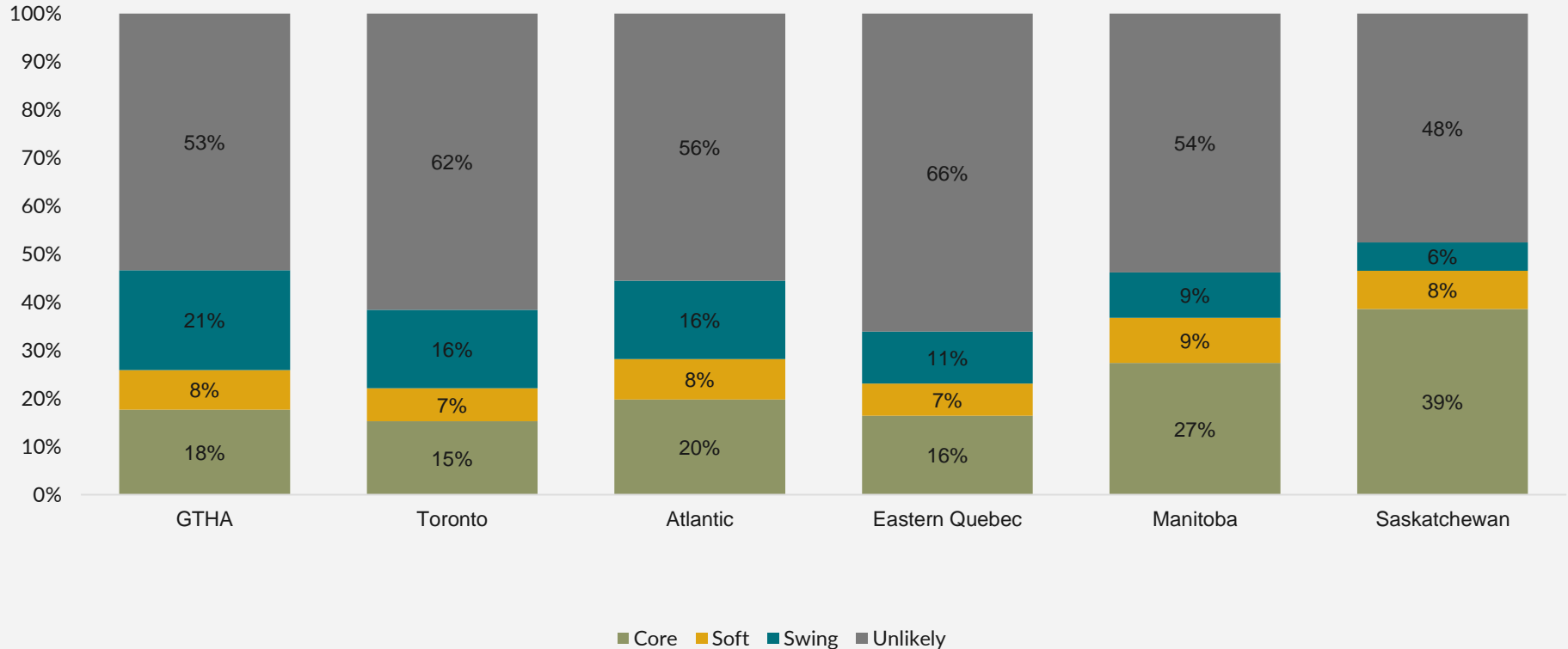
What do these voter breakouts look like for each party?



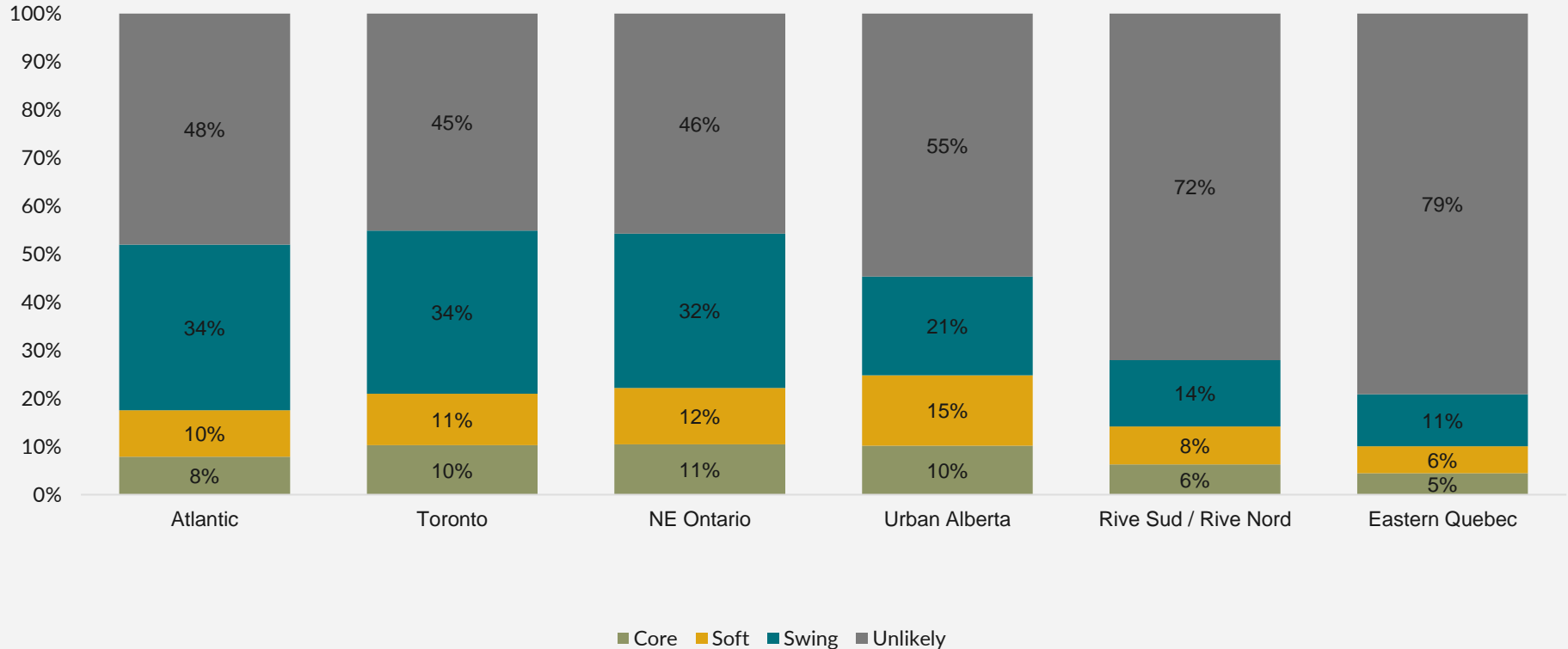
Where can the Liberals grow the most? The least?



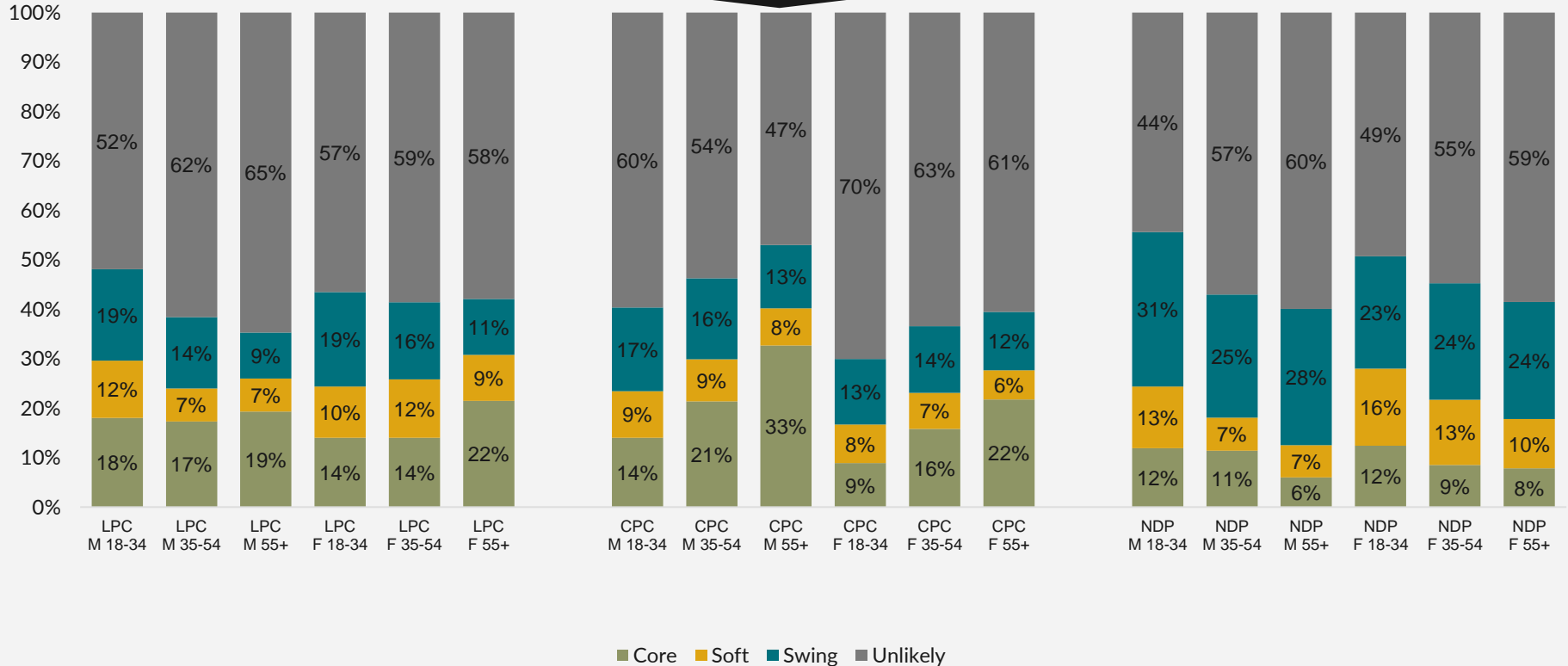
Where can the Conservatives grow the most? The least?



Where can the New Democrats grow the most? The least?

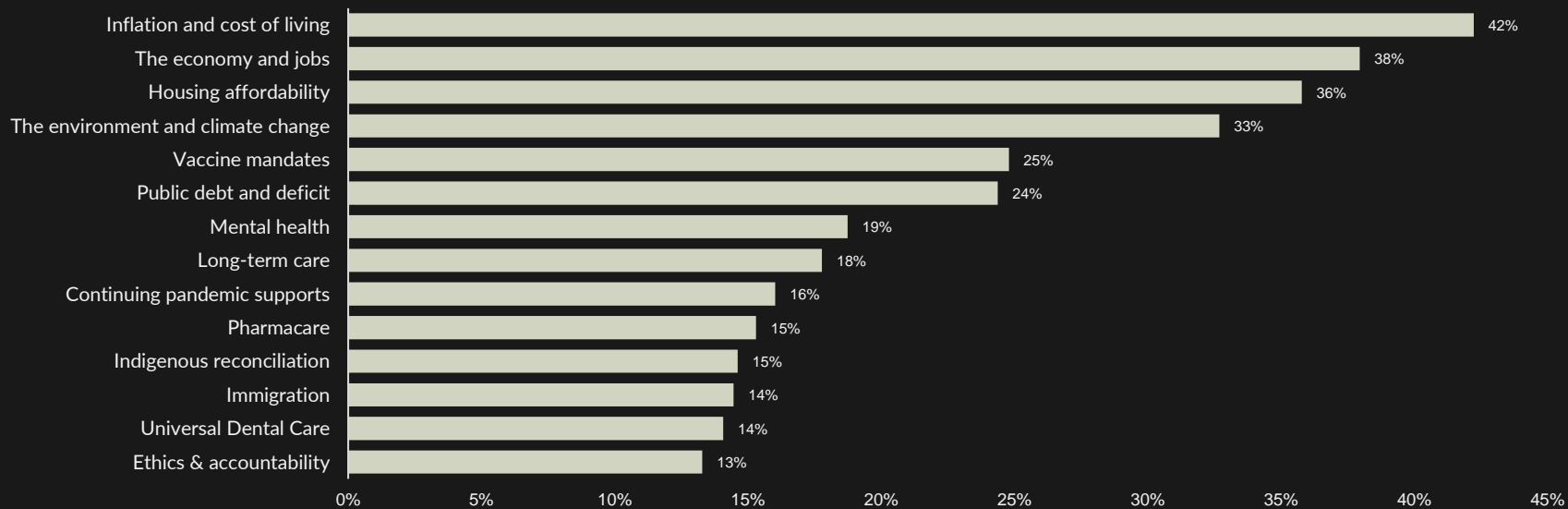


When looking at each party's swing voters through age and sex, Liberals have the most potential with young people, Conservatives have the most potential with males, and NDP have the most potential with young males.



Inflation and cost of living, the economy and jobs, and housing affordability are the top three issues for Canadians this election.

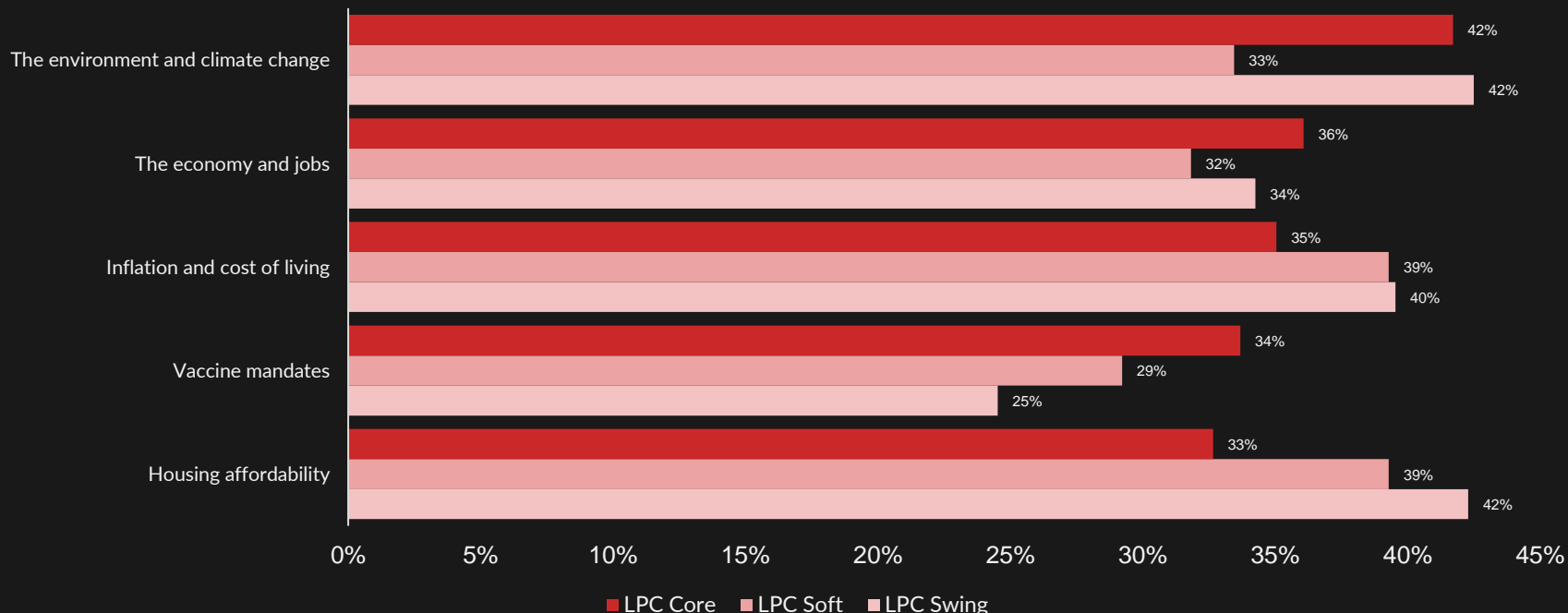
Q: During federal elections, Canada's political leaders talk about challenges facing our country, and propose ideas on how to solve them. This federal election is no different. From the below list of issues brought up during the campaign, please select up to 5 you feel have the most influence on who you are choosing to vote for. (All Responses)



■ % Top 5 Issues

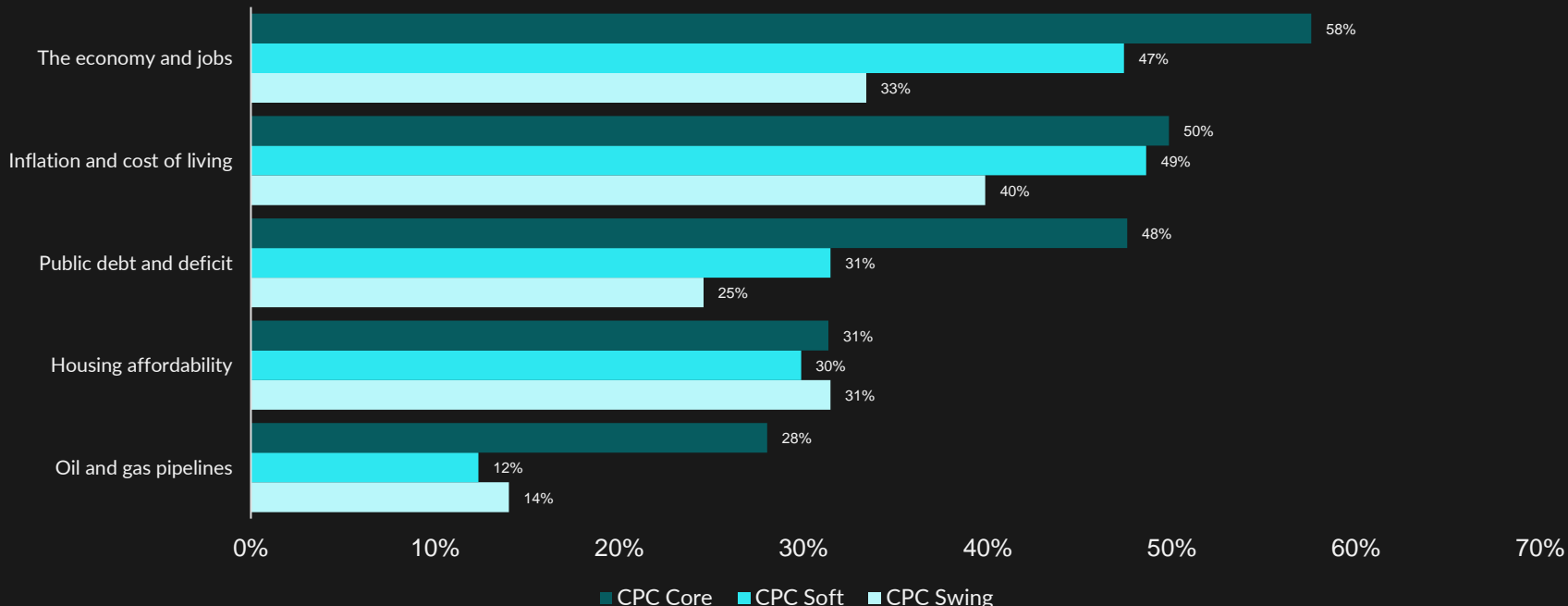
Top issues among Liberal Swing Voters are the environment and climate change, inflation and cost of living, and housing affordability.

Q: From the below list of issues brought up during the campaign, please select up to 5 you feel have the most influence on who you are choosing to vote for.



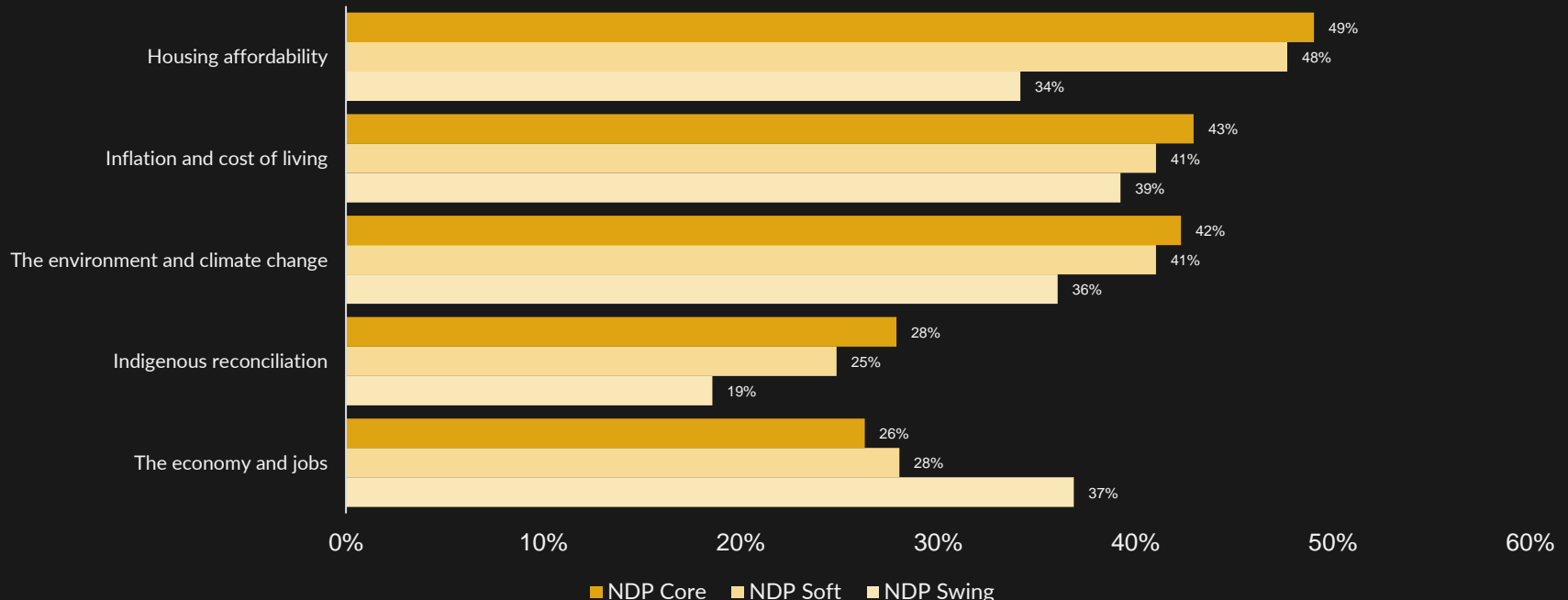
**Conservative Swing Voters prioritize inflation and cost of living.
Oil and gas pipelines are a priority for core voters, less so for soft and swing.**

Q: From the below list of issues brought up during the campaign,
please select up to 5 you feel have the most influence on who you are choosing to vote for.



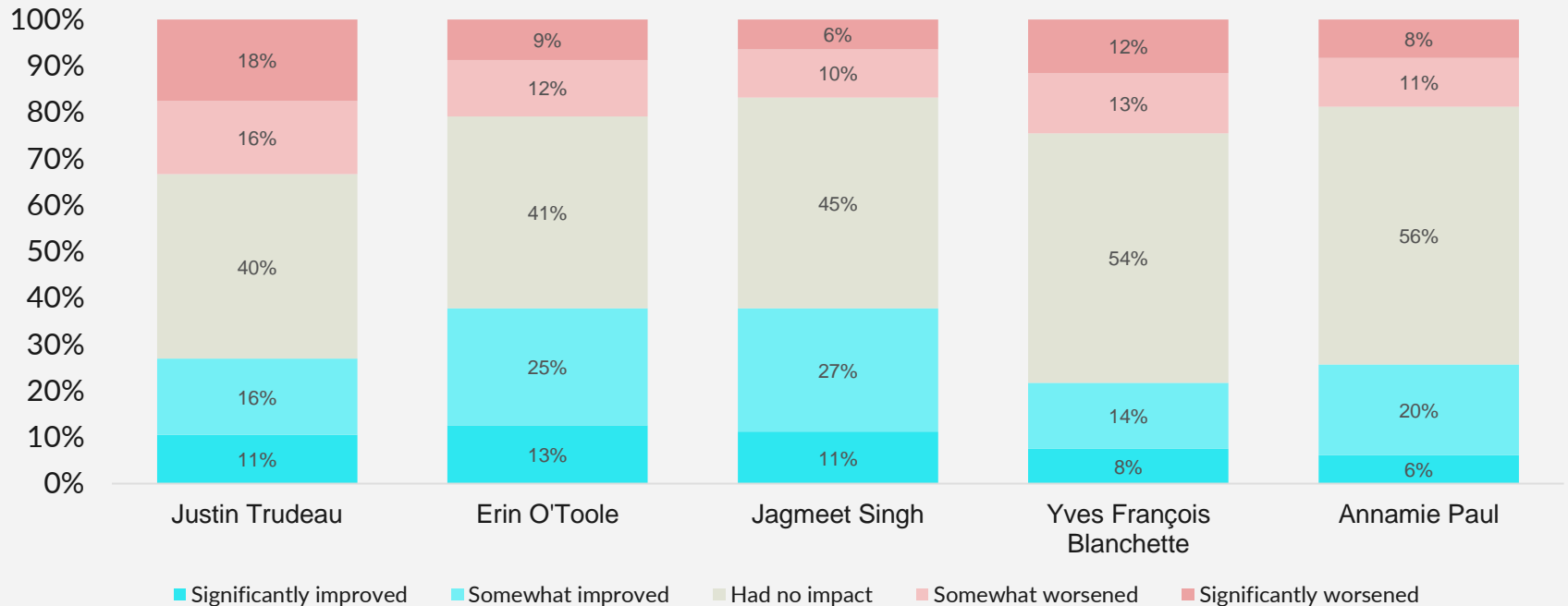
**For core NDP supporters, indigenous reconciliation is a top priority for 28%.
Like other parties, housing affordability, and inflation and cost of living
are also top priorities.**

Q: From the below list of issues brought up during the campaign,
please select up to 5 you feel have the most influence on who you are choosing to vote for.



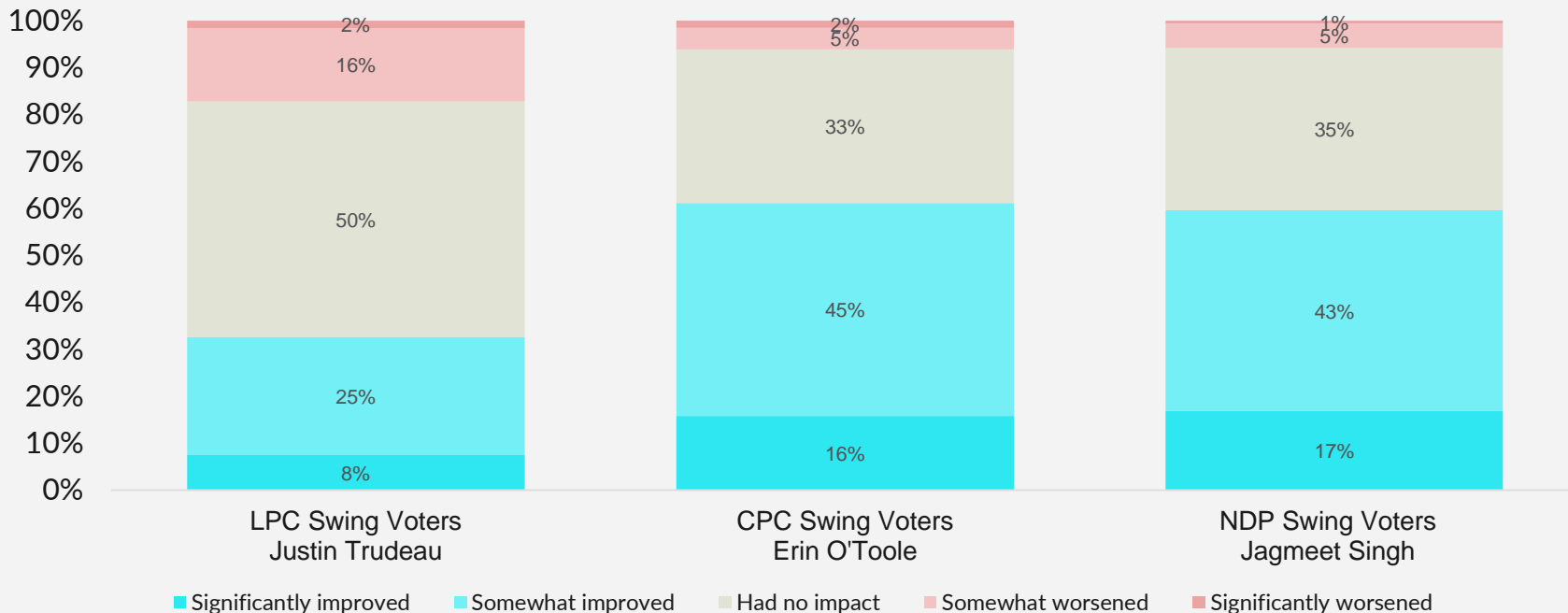
O'Toole and Singh's impressions were the most positive as a result of the debates.

Q: Thinking about the federal leaders, what impact, if any, did the debates have on your impression of them?
(Everyone who either watched at least one debate, or saw media coverage of the debates)



Erin O'Toole and Jagmeet Singh's post-debate impressions improved significantly among the voters they are most likely to convert.

Q: Thinking about the federal leaders, what impact, if any, did the debates have on your impression of them?
(Swing Voters who either watched at least one debate, or saw media coverage of the debates)



If the NDP hold the balance of power, their supporters would prefer that Jagmeet Singh support Justin Trudeau's Liberals to form the Government.

Q: If the NDP holds the balance of power after the election, who should Jagmeet Singh support to form the Government?

