



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from September 11 to September 13, 2021, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, 19 times out of 20.

If a federal election were held in Canada tomorrow, which party's candidate would you vote for in your constituency? – Decided Voters

Liberal Party – 34% (+1)
Conservative Party – 30% (-2)
New Democratic Party (NDP) – 20% (-2)
Bloc Québécois – 7% (+1)
People's Party – 5% (+2)
Green Party – 3% (-1)
Another party / An independent candidate – 1%

What is the most important issue facing Canada today?

Health Care – 23% (-3)
The economy / Jobs – 22% (+2)
Housing / Homelessness / Poverty – 16% (+1)
Environment – 12% (-1)
COVID-19 – 9% (+3)
Accountability / Leadership – 7% (+1)
Immigration – 4% (=)
Crime / Public Safety – 2% (=)
Energy / Pipelines – 2% (+1)
Foreign Affairs – 1% (=)
Not sure – 3% (=)

Liberals Regain Lead, Conservatives and NDP Drop in Canada

One-in-ten Conservative Party voters from 2019 say they will cast a ballot for the People's Party in this month's election.

Vancouver, BC [September 14, 2021] – As Canada heads to the final week of campaigning in the 2021 federal election, the governing Liberal Party is ahead of its competitors, a new Research Co. poll has found.

In the online survey of a representative national sample, 34% of decided voters in Canada would support the Liberal candidate in their constituency, up one point since a similar Research Co. poll [conducted in late August](#).

The Conservative Party is second with 30% (-2), followed by the New Democratic Party (NDP) with 20% (-2), the Bloc Québécois with 7% (+1), the People's Party with 5% (+2) and the Green Party with 3% (-1). In addition, 1% of decided voters in the country would back a different party or an independent candidate.

The Conservatives remain ahead of the Liberals among male voters (36% to 31%) and voters aged 55 and over (35% to 31%). The Liberals hold the upper hand over the Conservatives among female voters (38% to 25%) and voters aged 35-to-54 (39% to 30%). The Liberals are also in first place among decided voters aged 18-to-34 (37%, with the NDP at 27% and the Conservatives at 18%).

In Atlantic Canada, the Liberals remain the most favoured option for voters (40%, with the Conservatives at 34%). In Quebec, the governing party holds an eight-point lead over the Bloc (37% to 29%).

Half of decided voters in Alberta (50%) would support the Conservative candidate in their constituency, along with more than two-in-five (43%) of those who reside in Saskatchewan and Manitoba.

The race remains closely contested in Ontario, where the Liberals are slightly ahead of the Conservatives (37% to 34%) and in British Columbia, where the three main federal parties are virtually tied (30% for the Conservatives, 29% for the New Democrats and 28% for the Liberals).

The People's Party is benefiting from a higher level of support in Saskatchewan and Manitoba (9%), Alberta (7%) and Ontario (6%). In fact, 10% of Canadians who supported the Conservatives in the 2019 federal election say they will be voting for the People's Party in 2021.



Thinking of each of the following federal party leaders, would you say you generally approve or disapprove of the way each one has performed in their job?

- Jagmeet Singh – 49% (-2)
- Justin Trudeau – 43% (-2)
- Erin O’Toole – 40% (-1)
- Annamie Paul – 23% (+2)
- Maxime Bernier – 15% (=)

Almost one-in-four Canadians (23%, -3) think health care is the most important issue facing the country today, followed by the economy and jobs (22%, +2), housing, homelessness and poverty (16%, +1) and the environment (12%, -1).

Across Canada, the NDP’s Jagmeet Singh continues to post the highest approval rating among the five leaders who are running nationwide campaigns (49%, -2), followed by Prime Minister and Liberal Party leader Justin Trudeau (43%, -2), Official Opposition and Conservative Party leader Erin O’Toole (40%, -1), Annamie Paul of the Green Party (23%, +2) and Maxime Bernier of the People’s Party (15%, =).

Singh also remains ahead on personal momentum, with 27% of Canadians saying their opinion of him has improved since the start of the campaign. The numbers on this indicator are lower for O’Toole (22%), Trudeau (15%), Paul (12%) and Bernier (8%).

On the “Best Prime Minister” question, Trudeau remains in first place with 33% (+1), followed by O’Toole (26%, =), Singh (18%, -2), Bernier (5%, +2) and Paul (2%, +1).

“A third of Canadian women (33%) feel Justin Trudeau is the best person to manage the federal government, while only one-in-five (19%) select Erin O’Toole,” says Mario Canseco, President of Research Co. “The race is significantly tighter among male voters on this same question, with Trudeau at 34% and O’Toole at 33%.”

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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