



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted on September 18 and September 19, 2021, among 1,000 adults in Canada, and 800 adults in British Columbia. 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 for the survey of Canadians and +/- 3.5 percentage points for the survey of British Columbians, 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 – 32% (-2)
Conservative Party – 32% (+2)
New Democratic Party (NDP) – 19% (-1)
Bloc Québécois – 7% (=)
People's Party – 6% (+1)
Green Party – 4% (+1)
Another party / An independent candidate – 1% (=)

What is the most important issue facing Canada today?

Health Care – 27% (+4)
The economy / Jobs – 22% (=)
Housing / Homelessness / Poverty – 15% (-1)
Environment – 10% (-2)
COVID-19 – 8% (-1)
Accountability / Leadership – 6% (-1)

All Tied Up as Canadians Prepare to Vote in the Federal Election

Support for both the Liberal Party and the Conservative Party is 32%, while approval of their two leaders is also identical (42%).

Vancouver, BC [September 19, 2021] – Voters in Canada head to tomorrow's federal election with the two main contending parties enjoying the same level of voter support across the country, a new Research Co. poll has found.

In the online survey of a representative national sample, 32% of decided voters (-2 since a similar Research Co. poll [conducted earlier this month](#)) would cast a ballot for the candidate of the Liberal Party in their constituency, while 32% (+2) would support the contender of the Conservative Party.

The New Democratic Party (NDP) is in third place with 19% (-1), followed by the Bloc Québécois with 7% (=), the People's Party with 6% (+1) and the Green Party with 4% (+1). In addition, 1% of decided voters in the country would vote for a different political party or an independent candidate.

On a regional basis, the Liberals are in first place in Atlantic Canada (42%, with the Conservatives at 27%), Quebec (34%, with the Bloc at 31%) and Ontario (37%, with the Conservatives at 30%).

Conversely, the Conservatives dominate in Saskatchewan and Manitoba (43%, with the NDP at 23%) and Alberta (50%, with the NDP at 21%). In British Columbia, the Conservatives are slightly ahead of the New Democrats (33% to 31%), with the Liberals at 25%.

The Green Party gets its best result in British Columbia (6%, but reaching 14% in its stronghold of Vancouver Island). The People's Party is particularly prevalent in Saskatchewan and Manitoba (10%) and Alberta (8%).

As the campaign draws to a close, the approval rating for the two main contenders is exactly the same. Just over two-in-five Canadians (42%) approve of the way both Prime Minister and Liberal Party leader Justin Trudeau and Official Opposition and Conservative Party leader Erin O'Toole have performed in their jobs. The disapproval rating is higher for Trudeau (53%) than it is for O'Toole (47%).

NDP leader Jagmeet Singh has the highest approval rating (51%, +2), while the numbers are significantly lower for Green Party leader Annamie Paul (24%, +1) and People's Party leader Maxime Bernier (20%, +5).



Crime / Public Safety – 3% (+1)
Immigration – 3% (-1)
Energy / Pipelines – 1% (-1)
Foreign Affairs – 1% (=)
Not sure – 4% (+1)

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 – 51% (+2)
Justin Trudeau – 42% (-1)
Erin O’Toole – 42% (+2)
Annamie Paul – 24% (+1)
Maxime Bernier – 20% (+5)

Since the start of the campaign, one-in-four Canadians report having an improved opinion of both Singh (26%) and O’Toole (25%). The proportions are significantly lower for Trudeau (16%), Paul (10%) and Bernier (also 10%).

Trudeau remains ahead when Canadians are asked which of the five leaders running nationwide campaigns would make the best Prime Minister (31%, -2), followed by O’Toole (27%, +1), Singh (19%, +1), Bernier (7%, +2) and Paul (2%, =).

More than a quarter of Canadians (27%, +4) think health care is the most important issue facing the country. The economy and jobs is second on the list with 22% (=), followed by housing, homelessness and poverty (15%, -1) and the environment (10%, -2).

The COVID-19 pandemic is the most important issue for 8% of Canadians—a proportion that rises to 16% in Alberta.

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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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