

Exit Poll conducted by Research Co. in Canada - October 1, 2021

People choose a party based on different factors. Thinking about your vote in the federal election, how important is each of the following factors to you? Please rank these factors from 1, for the "most important" to you, to 6 for the "least important" to you.



	Voters in 2021 Canadian Federal Election		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION						
	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Green	Bloc	People's	
The party's leader																		
1	26%	25%	27%	25%	24%	28%	26%	17%	32%	21%	30%	34%	32%	25%	25%	10%	31%	21%
2	21%	22%	20%	18%	21%	21%	22%	17%	17%	21%	24%	17%	19%	20%	22%	29%	36%	7%
3	16%	16%	16%	16%	17%	15%	18%	25%	17%	18%	12%	6%	18%	13%	17%	10%	8%	38%
4	15%	14%	16%	15%	19%	13%	15%	14%	13%	15%	16%	18%	17%	13%	17%	24%	8%	7%
5	14%	13%	14%	16%	10%	15%	12%	17%	13%	14%	13%	14%	10%	19%	13%	10%	10%	17%
6	8%	10%	7%	10%	8%	8%	7%	11%	8%	10%	5%	10%	4%	11%	7%	19%	8%	10%
The party's candidate in the riding																		
1	10%	10%	11%	12%	9%	10%	14%	13%	7%	11%	9%	6%	10%	9%	11%	11%	13%	11%
2	11%	12%	10%	9%	13%	10%	12%	13%	7%	11%	9%	18%	16%	11%	8%	5%	5%	7%
3	18%	18%	17%	17%	19%	17%	19%	16%	16%	18%	18%	18%	19%	18%	20%	11%	26%	4%
4	21%	21%	20%	21%	20%	21%	19%	28%	18%	22%	19%	21%	25%	21%	15%	21%	13%	26%
5	24%	21%	27%	24%	26%	23%	20%	12%	28%	23%	30%	24%	23%	19%	24%	42%	34%	30%
6	16%	18%	14%	17%	13%	19%	16%	18%	24%	16%	15%	13%	8%	23%	23%	11%	8%	22%
The party's ideas and policies																		
1	39%	40%	38%	40%	41%	37%	44%	38%	28%	42%	37%	38%	37%	33%	48%	57%	45%	39%
2	23%	23%	23%	18%	22%	26%	26%	24%	24%	25%	19%	19%	27%	22%	22%	9%	13%	29%
3	16%	15%	18%	16%	18%	16%	12%	15%	16%	15%	21%	19%	17%	17%	14%	9%	21%	16%
4	11%	10%	12%	12%	10%	12%	11%	12%	13%	9%	12%	12%	12%	13%	8%	9%	11%	10%
5	7%	9%	6%	7%	7%	8%	4%	10%	10%	7%	7%	8%	5%	11%	7%	9%	8%	3%
6	3%	3%	3%	7%	2%	2%	3%	1%	8%	2%	3%	4%	2%	4%	1%	9%	3%	3%
Desire for stability																		
1	9%	9%	9%	13%	8%	8%	7%	10%	7%	10%	9%	13%	15%	7%	6%	0%	8%	7%
2	21%	19%	23%	29%	20%	17%	20%	19%	16%	22%	21%	24%	26%	18%	17%	25%	26%	11%
3	20%	19%	21%	20%	21%	20%	15%	13%	28%	20%	22%	21%	26%	18%	15%	25%	26%	4%
4	21%	21%	21%	17%	19%	24%	24%	28%	24%	18%	19%	19%	21%	19%	24%	15%	21%	29%
5	16%	19%	14%	13%	17%	18%	21%	19%	12%	16%	15%	15%	9%	21%	22%	10%	10%	29%
6	13%	14%	11%	7%	16%	13%	13%	12%	13%	14%	14%	7%	3%	17%	16%	25%	10%	21%
Desire for change																		
1	12%	10%	13%	12%	11%	11%	7%	13%	19%	12%	11%	8%	3%	20%	8%	23%	5%	13%
2	18%	18%	19%	20%	20%	16%	15%	21%	24%	17%	18%	18%	8%	22%	22%	27%	21%	30%
3	20%	21%	18%	25%	17%	19%	23%	19%	19%	19%	19%	20%	13%	23%	25%	23%	16%	27%
4	14%	14%	14%	10%	14%	15%	14%	10%	13%	13%	16%	17%	8%	16%	18%	9%	24%	13%
5	18%	19%	17%	21%	20%	16%	23%	26%	13%	19%	15%	14%	29%	13%	13%	18%	16%	10%
6	19%	18%	20%	12%	19%	22%	18%	10%	12%	21%	22%	23%	41%	6%	13%	0%	18%	7%
Disgust with other contending candidates																		
1	7%	8%	6%	5%	10%	7%	5%	11%	9%	8%	6%	5%	6%	9%	5%	5%	6%	14%
2	10%	10%	10%	11%	8%	11%	9%	8%	14%	8%	13%	8%	7%	11%	11%	14%	6%	21%
3	14%	14%	15%	15%	13%	15%	17%	15%	8%	16%	12%	21%	11%	15%	12%	33%	11%	17%
4	15%	17%	13%	18%	14%	14%	14%	9%	16%	19%	16%	9%	15%	16%	15%	14%	17%	10%
5	17%	16%	17%	11%	16%	19%	16%	13%	21%	16%	15%	20%	22%	14%	19%	5%	14%	7%
6	37%	35%	39%	41%	39%	33%	39%	44%	32%	33%	38%	37%	39%	35%	38%	29%	47%	31%

All things considered, do you agree or disagree with each of the following statements?



	Voters in 2021 Canadian Federal Election		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION						
	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Green	Bloc	People's	
<i>I would be very upset if the Liberal Party forms the government again in Canada</i>																		
Strongly agree	35%	39%	32%	29%	29%	43%	35%	51%	54%	30%	29%	30%	8%	68%	30%	30%	27%	77%
Moderately agree	17%	17%	17%	24%	19%	12%	20%	15%	15%	18%	15%	20%	10%	22%	22%	9%	22%	16%
Moderately disagree	17%	18%	16%	19%	19%	15%	17%	17%	11%	19%	21%	12%	17%	7%	32%	30%	24%	6%
Strongly disagree	23%	22%	24%	20%	24%	24%	21%	11%	14%	26%	25%	31%	62%	3%	11%	17%	15%	0%
Not sure	7%	4%	11%	8%	9%	6%	8%	6%	6%	6%	10%	7%	2%	0%	5%	13%	12%	0%
<i>I would be very upset if the Conservative Party forms the government again in Canada</i>																		
Strongly agree	29%	25%	33%	24%	31%	30%	26%	22%	31%	29%	30%	39%	46%	4%	51%	43%	29%	19%
Moderately agree	19%	18%	20%	26%	20%	15%	21%	13%	18%	23%	17%	18%	30%	8%	24%	17%	20%	23%
Moderately disagree	14%	16%	13%	20%	14%	12%	14%	10%	13%	14%	18%	12%	12%	11%	11%	22%	22%	32%
Strongly disagree	28%	35%	21%	19%	22%	37%	31%	47%	32%	26%	22%	21%	6%	76%	8%	9%	15%	23%
Not sure	9%	6%	12%	11%	12%	6%	7%	8%	6%	8%	13%	11%	6%	1%	5%	9%	15%	3%
<i>I would have voted for the Conservative Party with Peter MacKay as leader</i>																		
Strongly agree	12%	15%	8%	8%	12%	13%	13%	19%	9%	15%	4%	16%	7%	28%	4%	13%	0%	3%
Moderately agree	17%	19%	16%	19%	17%	17%	20%	25%	25%	16%	14%	12%	13%	34%	10%	4%	12%	6%
Moderately disagree	16%	20%	13%	20%	16%	15%	17%	11%	17%	14%	20%	17%	19%	11%	19%	30%	27%	19%
Strongly disagree	31%	29%	31%	25%	29%	34%	28%	21%	29%	32%	36%	30%	46%	8%	44%	39%	34%	48%
Not sure	24%	17%	32%	27%	26%	21%	22%	24%	21%	23%	27%	25%	16%	19%	23%	13%	27%	23%
<i>I would have voted for the Liberal Party with Chrystia Freeland as leader</i>																		
Strongly agree	9%	9%	9%	9%	10%	8%	5%	6%	7%	14%	7%	11%	19%	5%	7%	13%	2%	0%
Moderately agree	20%	21%	18%	22%	22%	17%	21%	12%	22%	20%	20%	20%	33%	17%	18%	22%	7%	3%
Moderately disagree	19%	20%	18%	26%	16%	18%	20%	17%	19%	19%	21%	16%	20%	21%	18%	26%	27%	13%
Strongly disagree	28%	34%	23%	18%	23%	37%	30%	51%	28%	26%	23%	22%	12%	46%	25%	17%	29%	55%
Not sure	24%	16%	32%	25%	30%	19%	25%	13%	24%	21%	29%	31%	17%	11%	32%	22%	34%	29%
<i>I would have voted for the Liberal Party with Mark Carney as leader</i>																		
Strongly agree	6%	6%	6%	9%	6%	6%	7%	4%	5%	8%	6%	5%	14%	4%	3%	4%	2%	0%
Moderately agree	16%	20%	12%	20%	21%	11%	14%	19%	17%	15%	18%	16%	26%	16%	10%	22%	10%	6%
Moderately disagree	21%	22%	20%	26%	17%	21%	24%	18%	19%	21%	23%	18%	22%	18%	26%	35%	34%	19%
Strongly disagree	30%	34%	26%	19%	26%	39%	30%	37%	38%	31%	25%	26%	15%	50%	26%	22%	29%	55%
Not sure	26%	18%	35%	27%	30%	23%	25%	22%	21%	26%	29%	35%	23%	13%	34%	17%	24%	19%

How influential are each of the following in your decision to support a party in this federal election?



	Voters in 2021 Canadian Federal Election		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION						
	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Green	Bloc	People's	
Discussions with family																		
Very influential	12%	12%	13%	21%	13%	7%	9%	11%	13%	17%	10%	13%	16%	11%	13%	9%	10%	13%
Moderately influential	30%	27%	34%	34%	34%	26%	37%	34%	24%	30%	28%	31%	33%	34%	31%	43%	24%	19%
Not too influential	27%	32%	22%	27%	22%	32%	27%	29%	31%	28%	26%	24%	28%	27%	29%	26%	22%	32%
Not influential at all	22%	23%	21%	11%	22%	28%	21%	25%	23%	19%	26%	20%	19%	22%	23%	17%	37%	29%
Not sure	8%	6%	10%	8%	9%	7%	6%	2%	10%	6%	11%	11%	5%	6%	4%	4%	7%	6%
Discussions with friends																		
Very influential	10%	9%	10%	17%	10%	6%	8%	8%	9%	13%	9%	8%	13%	8%	10%	9%	12%	13%
Moderately influential	32%	30%	33%	42%	36%	23%	36%	33%	32%	32%	28%	31%	30%	33%	37%	43%	29%	35%
Not too influential	26%	28%	24%	18%	22%	33%	29%	27%	23%	26%	25%	26%	29%	29%	21%	17%	24%	23%
Not influential at all	24%	27%	21%	15%	23%	30%	21%	26%	22%	26%	24%	23%	24%	23%	27%	26%	27%	26%
Not sure	9%	6%	11%	9%	9%	8%	6%	6%	10%	7%	11%	11%	6%	6%	5%	4%	7%	3%
Interaction with other people on social media																		
Very influential	5%	4%	6%	10%	5%	3%	3%	3%	5%	7%	5%	5%	8%	3%	4%	0%	5%	16%
Moderately influential	21%	19%	22%	34%	22%	13%	22%	12%	26%	22%	20%	17%	24%	20%	23%	13%	17%	16%
Not too influential	25%	26%	23%	26%	25%	24%	26%	29%	21%	22%	25%	30%	26%	26%	20%	39%	29%	32%
Not influential at all	39%	44%	35%	17%	36%	52%	44%	48%	34%	41%	35%	36%	36%	44%	45%	35%	32%	32%
Not sure	10%	7%	13%	12%	12%	8%	5%	8%	14%	8%	14%	12%	6%	7%	8%	13%	17%	3%
Interaction with candidates on social media																		
Very influential	7%	7%	7%	12%	7%	4%	5%	2%	13%	8%	6%	6%	10%	5%	7%	0%	7%	13%
Moderately influential	23%	21%	24%	31%	28%	15%	20%	20%	20%	24%	23%	28%	27%	24%	23%	13%	15%	23%
Not too influential	23%	24%	22%	24%	20%	25%	23%	25%	18%	25%	25%	19%	24%	23%	22%	30%	27%	26%
Not influential at all	36%	40%	31%	21%	33%	45%	45%	45%	30%	34%	33%	33%	31%	39%	40%	48%	37%	35%
Not sure	11%	8%	15%	12%	12%	11%	7%	8%	19%	9%	14%	14%	9%	9%	8%	9%	15%	3%
Endorsements from newspapers																		
Very influential	5%	6%	5%	9%	7%	2%	5%	4%	5%	6%	5%	3%	9%	3%	4%	4%	5%	10%
Moderately influential	19%	19%	20%	25%	21%	16%	18%	22%	13%	23%	19%	18%	22%	21%	22%	9%	17%	13%
Not too influential	27%	30%	24%	25%	24%	30%	31%	26%	24%	25%	29%	26%	29%	32%	24%	22%	37%	19%
Not influential at all	39%	40%	38%	29%	38%	45%	40%	44%	43%	40%	33%	40%	33%	39%	44%	57%	27%	55%
Not sure	9%	6%	13%	12%	10%	7%	6%	4%	15%	6%	13%	13%	7%	6%	5%	9%	15%	3%
Endorsements from non-governmental organizations																		
Very influential	5%	5%	6%	7%	6%	4%	5%	5%	5%	6%	6%	4%	7%	4%	5%	0%	7%	16%
Moderately influential	20%	19%	20%	27%	23%	14%	21%	15%	19%	21%	16%	28%	30%	18%	17%	17%	5%	10%
Not too influential	27%	29%	24%	27%	20%	31%	32%	27%	30%	27%	23%	21%	27%	28%	28%	35%	22%	29%
Not influential at all	38%	40%	35%	28%	38%	43%	35%	46%	30%	38%	40%	34%	29%	42%	40%	39%	51%	39%
Not sure	11%	7%	15%	12%	13%	9%	8%	8%	16%	7%	15%	13%	7%	8%	9%	9%	15%	6%
Endorsements from unions																		
Very influential	4%	5%	3%	6%	5%	3%	3%	2%	3%	6%	4%	2%	6%	2%	4%	0%	2%	10%
Moderately influential	17%	17%	18%	23%	21%	12%	16%	12%	12%	20%	16%	22%	24%	15%	16%	4%	17%	10%
Not too influential	26%	28%	22%	31%	21%	27%	33%	20%	29%	24%	25%	22%	28%	24%	27%	57%	22%	26%
Not influential at all	42%	43%	41%	27%	41%	50%	40%	58%	40%	41%	40%	40%	33%	51%	45%	26%	41%	48%
Not sure	11%	7%	16%	14%	13%	9%	7%	8%	15%	9%	15%	14%	8%	7%	7%	13%	17%	6%

How influential are each of the following in your decision to support a party in this federal election?



	Voters in 2021 Canadian Federal Election		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION						
	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Green	Bloc	People's	
Endorsements from trade associations																		
Very influential	6%	6%	6%	11%	5%	3%	4%	4%	4%	8%	6%	6%	9%	4%	4%	4%	7%	10%
Moderately influential	17%	17%	17%	23%	19%	13%	20%	15%	14%	17%	16%	21%	22%	18%	18%	9%	10%	10%
Not too influential	25%	27%	21%	27%	22%	25%	26%	23%	20%	25%	27%	19%	28%	22%	23%	39%	27%	26%
Not influential at all	40%	43%	38%	26%	39%	49%	42%	52%	44%	40%	36%	36%	32%	48%	45%	35%	34%	48%
Not sure	13%	8%	18%	13%	15%	10%	8%	6%	18%	10%	16%	18%	9%	8%	9%	13%	22%	6%
Party platforms																		
Very influential	25%	27%	22%	21%	25%	26%	25%	30%	26%	30%	16%	24%	30%	24%	32%	17%	7%	39%
Moderately influential	34%	36%	31%	32%	34%	34%	40%	37%	42%	37%	25%	30%	34%	43%	32%	22%	12%	35%
Not too influential	18%	20%	15%	21%	15%	18%	17%	18%	7%	18%	21%	22%	18%	16%	17%	30%	29%	10%
Not influential at all	13%	9%	17%	15%	13%	13%	11%	8%	10%	9%	23%	12%	11%	11%	12%	17%	37%	6%
Not sure	11%	7%	14%	11%	12%	9%	7%	8%	15%	7%	15%	12%	7%	5%	8%	13%	15%	10%
Campaign ads on radio and television																		
Very influential	7%	6%	7%	9%	7%	5%	4%	3%	4%	7%	9%	8%	10%	5%	4%	4%	10%	13%
Moderately influential	28%	27%	29%	29%	31%	26%	31%	30%	28%	34%	22%	20%	33%	29%	30%	26%	15%	26%
Not too influential	27%	29%	25%	29%	22%	30%	36%	29%	21%	23%	28%	27%	29%	30%	26%	30%	32%	19%
Not influential at all	28%	30%	26%	22%	29%	31%	23%	31%	30%	27%	29%	32%	22%	30%	32%	30%	32%	35%
Not sure	10%	7%	13%	10%	12%	8%	5%	6%	16%	8%	12%	12%	5%	5%	8%	9%	12%	6%
The endorsement of former U.S. President Barack Obama																		
Very influential	8%	7%	10%	11%	8%	6%	4%	5%	9%	10%	8%	11%	12%	5%	8%	9%	5%	13%
Moderately influential	19%	16%	23%	29%	23%	12%	23%	14%	13%	18%	22%	21%	28%	12%	23%	9%	20%	10%
Not too influential	20%	23%	17%	19%	18%	21%	22%	16%	20%	22%	20%	15%	23%	21%	16%	30%	22%	10%
Not influential at all	44%	48%	39%	32%	41%	52%	43%	61%	43%	44%	39%	42%	30%	54%	49%	43%	46%	61%
Not sure	9%	7%	12%	9%	10%	9%	8%	4%	15%	7%	11%	11%	7%	8%	4%	9%	7%	6%
The endorsement of former U.S. Secretary of State Hillary Clinton																		
Very influential	5%	5%	6%	9%	4%	4%	2%	4%	2%	7%	6%	6%	8%	4%	4%	4%	5%	10%
Moderately influential	13%	12%	14%	20%	17%	6%	15%	7%	15%	12%	14%	15%	19%	11%	13%	4%	15%	3%
Not too influential	21%	24%	17%	23%	20%	20%	23%	15%	19%	21%	24%	17%	26%	22%	19%	13%	27%	13%
Not influential at all	50%	53%	47%	37%	43%	61%	51%	70%	45%	52%	41%	46%	38%	56%	55%	70%	37%	68%
Not sure	11%	6%	17%	11%	16%	8%	8%	4%	18%	8%	15%	17%	9%	7%	9%	17%	17%	6%
The endorsement of current U.S. Senator Bernie Sanders																		
Very influential	4%	3%	5%	6%	4%	3%	3%	3%	2%	5%	4%	5%	5%	2%	6%	0%	5%	6%
Moderately influential	13%	13%	13%	22%	16%	7%	14%	5%	18%	14%	12%	16%	18%	10%	19%	0%	10%	6%
Not too influential	22%	25%	19%	26%	19%	22%	26%	18%	21%	21%	24%	17%	27%	23%	17%	39%	27%	13%
Not influential at all	49%	52%	46%	32%	48%	58%	47%	66%	41%	51%	45%	45%	41%	56%	50%	43%	41%	65%
Not sure	12%	7%	17%	14%	13%	10%	11%	8%	18%	9%	15%	17%	9%	9%	8%	17%	17%	10%