

Thinking about the federal election, how would you describe the campaigns of each of the following parties?



	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	
Liberal Party																		
Very positive	16%	15%	17%	17%	18%	14%	15%	9%	12%	16%	21%	18%	45%	3%	6%	4%	10%	0%
Moderately positive	28%	27%	28%	30%	28%	26%	30%	25%	23%	28%	26%	35%	44%	13%	36%	26%	17%	10%
Moderately negative	17%	18%	16%	18%	17%	17%	20%	17%	14%	19%	17%	14%	7%	20%	33%	26%	24%	13%
Very negative	29%	32%	25%	22%	26%	34%	29%	45%	40%	28%	20%	22%	1%	59%	19%	22%	27%	71%
Not sure	10%	7%	13%	13%	11%	8%	7%	4%	12%	9%	16%	11%	3%	5%	7%	22%	22%	6%
Conservative Party																		
Very positive	15%	17%	13%	16%	15%	15%	16%	26%	21%	11%	15%	14%	3%	47%	2%	0%	5%	3%
Moderately positive	28%	33%	23%	26%	25%	31%	32%	33%	26%	32%	23%	18%	24%	41%	20%	22%	22%	26%
Moderately negative	20%	19%	22%	26%	18%	19%	23%	16%	19%	21%	22%	15%	25%	7%	30%	30%	27%	35%
Very negative	25%	22%	27%	18%	27%	26%	19%	21%	25%	25%	39%	40%	1%	42%	26%	32%	26%	
Not sure	12%	9%	14%	14%	14%	9%	10%	4%	8%	12%	15%	15%	8%	3%	8%	22%	15%	10%
New Democratic Party (NDP)																		
Very positive	14%	13%	14%	16%	11%	14%	14%	14%	22%	15%	8%	13%	11%	7%	40%	9%	10%	6%
Moderately positive	40%	43%	36%	35%	41%	41%	40%	40%	35%	43%	36%	42%	48%	37%	49%	26%	29%	19%
Moderately negative	19%	21%	17%	19%	20%	18%	24%	19%	15%	19%	20%	14%	23%	24%	4%	35%	24%	16%
Very negative	14%	13%	15%	14%	13%	15%	11%	20%	13%	11%	18%	14%	9%	23%	2%	9%	20%	45%
Not sure	14%	10%	17%	16%	15%	11%	11%	6%	14%	11%	19%	17%	9%	9%	5%	22%	17%	13%
Bloc Québécois																		
Very positive	6%	5%	7%	8%	4%	6%	0%	4%	3%	1%	17%	5%	2%	4%	2%	4%	51%	6%
Moderately positive	15%	15%	15%	19%	15%	14%	8%	14%	13%	13%	25%	11%	17%	17%	11%	9%	29%	10%
Moderately negative	21%	24%	19%	22%	19%	23%	25%	17%	26%	26%	17%	17%	28%	20%	23%	26%	5%	16%
Very negative	27%	28%	25%	22%	29%	27%	28%	37%	22%	27%	22%	28%	31%	29%	27%	30%	2%	35%
Not sure	31%	28%	34%	30%	34%	30%	39%	28%	36%	34%	19%	39%	23%	29%	37%	30%	12%	32%
Green Party																		
Very positive	5%	4%	6%	10%	4%	3%	5%	3%	12%	4%	3%	8%	4%	4%	6%	26%	2%	3%
Moderately positive	26%	25%	26%	28%	23%	26%	30%	32%	28%	27%	19%	21%	29%	22%	34%	43%	15%	16%
Moderately negative	19%	23%	16%	18%	19%	21%	20%	22%	11%	24%	19%	13%	23%	21%	23%	9%	17%	13%
Very negative	21%	23%	19%	17%	22%	22%	18%	19%	23%	18%	26%	22%	19%	30%	10%	4%	37%	42%
Not sure	29%	25%	33%	27%	31%	28%	28%	24%	27%	27%	32%	37%	25%	23%	26%	17%	29%	26%
People's Party																		
Very positive	8%	8%	8%	13%	5%	7%	5%	6%	11%	9%	6%	9%	3%	5%	2%	9%	0%	84%
Moderately positive	16%	16%	16%	25%	16%	12%	14%	21%	16%	19%	14%	12%	17%	22%	12%	13%	15%	13%
Moderately negative	16%	19%	13%	18%	16%	15%	19%	12%	16%	16%	15%	16%	19%	19%	18%	9%	17%	0%
Very negative	30%	31%	28%	15%	32%	36%	28%	33%	27%	28%	35%	25%	32%	29%	38%	26%	49%	0%
Not sure	31%	26%	36%	29%	31%	31%	34%	28%	30%	28%	30%	38%	29%	25%	30%	43%	20%	3%

When did you make up your mind about which party you were going to support in this election?



	Voters in 2021 Canadian Federal Election		GENDER			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	
Before the campaign began	48%	54%	42%	38%	45%	55%	41%	49%	45%	52%	47%	55%	51%	52%	44%	43%	44%	35%
In the first week of the campaign (Aug.15 to Aug. 21)	14%	14%	14%	17%	14%	12%	18%	15%	13%	10%	13%	20%	13%	17%	14%	13%	7%	6%
In the second week of the campaign (Aug. 22 to Aug. 28)	7%	8%	7%	12%	5%	7%	11%	10%	8%	5%	7%	6%	7%	7%	9%	13%	12%	3%
In the third week of the campaign (Aug. 29 to Sept. 4)	8%	8%	9%	8%	9%	8%	6%	7%	10%	10%	9%	1%	7%	8%	7%	4%	10%	23%
In the fourth week of the campaign (Sept. 5 to Sept. 11)	9%	8%	10%	13%	9%	7%	9%	10%	9%	9%	10%	4%	8%	7%	10%	9%	12%	19%
In the last week of the campaign (On Sept. 12 or after)	14%	10%	18%	12%	18%	11%	15%	10%	16%	13%	14%	14%	14%	10%	16%	17%	15%	13%

There has been a lot of talk recently about “strategic voting”, which is defined as voting for the candidate in your riding who has the best chance of defeating a party you dislike, even if the candidate you vote for is not your first preference. Thinking about this, are you “voting strategically” in this election?



	Voters in 2021 Canadian Federal Election	GENDER		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
Yes, I voted strategically	49%	44%	54%	66%	49%	40%	43%	40%	61%	44%	53%	57%	49%	53%	38%	48%	56%	48%
No, I did not vote strategically	51%	56%	46%	34%	51%	60%	57%	60%	39%	56%	47%	43%	51%	47%	62%	52%	44%	52%

Next, we'd like to ask you some questions about the possible outcome of the Canadian federal election. Thinking about this, would you be happy or upset with each of the following outcomes?



	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	
A majority government led by the Liberal Party																		
Very happy	19%	18%	20%	14%	20%	20%	15%	9%	12%	23%	22%	23%	57%	1%	6%	9%	5%	0%
Moderately happy	20%	18%	23%	27%	23%	15%	24%	20%	17%	18%	21%	22%	30%	8%	30%	17%	24%	6%
Moderately upset	15%	14%	17%	22%	15%	13%	14%	8%	16%	15%	19%	17%	6%	14%	23%	30%	29%	10%
Very upset	37%	44%	29%	27%	29%	47%	41%	57%	47%	35%	26%	32%	3%	73%	33%	39%	24%	74%
Not sure	9%	6%	12%	10%	12%	5%	6%	5%	9%	9%	12%	5%	3%	3%	8%	4%	17%	10%
A majority government led by the Conservative Party																		
Very happy	22%	28%	16%	16%	18%	29%	26%	37%	29%	21%	15%	15%	3%	66%	4%	9%	5%	6%
Moderately happy	17%	18%	16%	24%	16%	14%	21%	23%	15%	16%	15%	14%	14%	26%	9%	9%	10%	39%
Moderately upset	15%	15%	16%	22%	13%	14%	12%	8%	15%	15%	20%	17%	19%	5%	21%	22%	29%	10%
Very upset	34%	31%	37%	25%	36%	37%	31%	23%	31%	35%	36%	42%	57%	1%	56%	57%	39%	26%
Not sure	12%	8%	15%	14%	17%	6%	10%	8%	10%	12%	14%	11%	7%	3%	9%	4%	17%	19%
A minority government led by the Liberal Party																		
Very happy	8%	6%	9%	7%	10%	7%	8%	3%	4%	9%	10%	7%	21%	1%	4%	0%	7%	3%
Moderately happy	34%	33%	34%	38%	32%	33%	35%	20%	25%	38%	34%	42%	55%	14%	47%	39%	27%	3%
Moderately upset	22%	22%	22%	23%	24%	20%	22%	26%	20%	22%	20%	24%	16%	28%	25%	30%	27%	19%
Very upset	26%	31%	20%	20%	20%	33%	26%	43%	40%	21%	20%	20%	4%	54%	15%	22%	15%	65%
Not sure	11%	8%	15%	12%	15%	7%	8%	9%	11%	11%	15%	7%	4%	3%	9%	9%	24%	10%
A minority government led by the Conservative Party																		
Very happy	10%	13%	6%	10%	8%	11%	12%	10%	10%	10%	10%	6%	5%	23%	3%	0%	7%	6%
Moderately happy	31%	36%	26%	32%	27%	33%	32%	44%	32%	30%	27%	29%	16%	61%	16%	22%	29%	39%
Moderately upset	21%	19%	23%	21%	20%	21%	28%	17%	21%	20%	21%	19%	29%	10%	28%	30%	22%	23%
Very upset	26%	23%	28%	21%	27%	27%	20%	22%	25%	26%	26%	38%	43%	3%	42%	39%	22%	19%
Not sure	12%	8%	17%	16%	18%	6%	8%	8%	12%	14%	17%	8%	7%	4%	10%	9%	20%	13%

Next, we'd like to ask you some questions about the possible outcome of the Canadian federal election. Thinking about this, would you be happy or upset with each of the following outcomes?



Voters in 2021 Canadian Federal Election	GENDER		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>A formal governing agreement between three parties: The Liberal Party, the New Democratic Party (NDP) and the Greens</i>																		
Very happy	10%	10%	10%	16%	11%	8%	10%	9%	8%	13%	9%	13%	13%	1%	28%	13%	7%	0%
Moderately happy	28%	26%	30%	32%	30%	24%	30%	21%	29%	32%	24%	29%	42%	12%	40%	52%	17%	6%
Moderately upset	21%	23%	18%	18%	19%	23%	23%	18%	15%	18%	27%	14%	24%	24%	15%	17%	32%	13%
Very upset	25%	30%	20%	17%	20%	33%	24%	39%	35%	24%	19%	23%	8%	55%	6%	4%	17%	68%
Not sure	16%	11%	21%	16%	20%	13%	13%	13%	13%	13%	21%	20%	13%	8%	11%	13%	27%	13%
<i>A formal governing agreement between two parties: The Liberal Party and the New Democratic Party (NDP)</i>																		
Very happy	12%	11%	13%	15%	13%	9%	13%	6%	10%	17%	8%	12%	18%	2%	27%	13%	5%	3%
Moderately happy	32%	32%	31%	34%	30%	32%	26%	33%	27%	32%	34%	39%	54%	11%	46%	26%	17%	6%
Moderately upset	18%	17%	18%	18%	20%	15%	26%	10%	15%	17%	16%	22%	15%	24%	13%	26%	27%	6%
Very upset	27%	33%	20%	19%	21%	35%	23%	46%	41%	24%	22%	18%	5%	58%	8%	22%	24%	74%
Not sure	12%	7%	17%	13%	17%	8%	13%	5%	8%	10%	19%	10%	8%	5%	6%	13%	27%	10%
<i>A formal governing agreement between two parties: The Conservative Party and the New Democratic Party (NDP)</i>																		
Very happy	7%	8%	6%	7%	5%	8%	7%	4%	8%	6%	7%	10%	2%	12%	9%	0%	5%	3%
Moderately happy	28%	31%	26%	26%	26%	31%	33%	34%	35%	31%	21%	21%	17%	46%	29%	35%	20%	23%
Moderately upset	26%	28%	25%	31%	27%	24%	29%	20%	24%	28%	29%	22%	33%	23%	31%	13%	37%	26%
Very upset	24%	23%	24%	16%	24%	27%	20%	27%	20%	22%	25%	31%	39%	10%	21%	39%	20%	32%
Not sure	15%	10%	20%	20%	17%	11%	11%	14%	13%	14%	19%	16%	9%	9%	10%	13%	20%	16%
<i>A formal governing agreement between two parties: The Conservative Party and the Bloc Québécois</i>																		
Very happy	5%	6%	5%	7%	5%	5%	5%	0%	4%	3%	12%	2%	3%	8%	3%	0%	22%	3%
Moderately happy	21%	25%	16%	24%	17%	22%	19%	32%	15%	23%	21%	12%	11%	41%	10%	22%	20%	19%
Moderately upset	21%	22%	21%	21%	22%	21%	26%	18%	23%	20%	21%	18%	20%	26%	13%	22%	29%	32%
Very upset	38%	36%	39%	27%	39%	42%	37%	36%	43%	39%	30%	52%	57%	16%	61%	48%	7%	32%
Not sure	15%	10%	20%	21%	17%	10%	14%	14%	15%	15%	16%	16%	9%	9%	13%	9%	22%	13%