

Report

Postmedia Study – September 2021

Opinions on the upcoming federal election



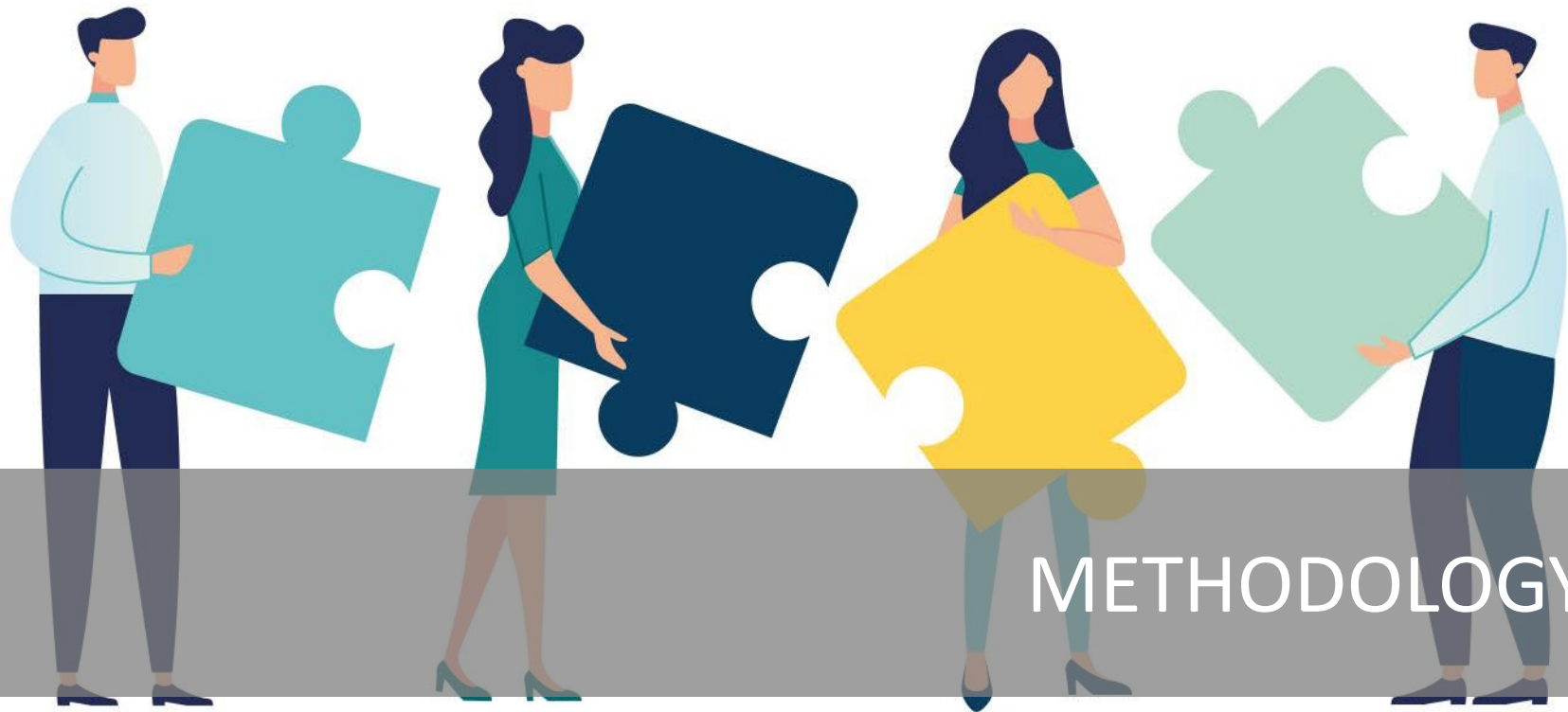
DATE September 15, 2021

Leger

We know Canadians

Table of Contents

— METHODOLOGY	Page 03
— KEY FINDINGS	Page 05
— DETAILED RESULTS	Page 07
1. Federal Voting Intentions	
2. Issues British Columbians Care About	
3. Method of Voting and Opinion of Candidates	
— RESPONDENT PROFILE	Page 27



METHODOLOGY

Methodology



Online surveys with British Columbia residents were conducted via Leger's online panel, LEO.



From September 10-12, 2021



1000 residents of BC that are 18 years of age or older



Using data from the 2016 Census, results were weighted according to, age, gender, and region in order to ensure a representative sample of the population in British Columbia.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1000 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.

Note: Since data presented in this report is rounded, the sums in graphs and tables (based on actual figures before rounding) may not match the manual addition of rounded numbers.



Key Findings

Key findings

In BC, the 2021 Federal Election remains a three-way race.

- 31% say they will vote for the CPC, while 30% say they will vote for the LPC, and 29% intend to vote for the NDP. Only 4% intend on voting for the Green Party of Canada.
- Compared to Canadians overall, intention to vote for NDP is stronger in BC (20% nationally vs 29% provincially), and the race is closer between the LPC and CPC (both 32%).

NDP continues to be the preferred second choice for voters

- 28% of British Columbians who intend on voting for a party other than the NDP would vote for the NDP if they could not vote for their preferred party.

Voters are more likely to vote for their preferred party than they are for the party's leader.

- 34% support the party more than its leader, 43% support both the party and the leader, but only 19% support the leader more than the party.
- CPC voters say they support the party more than the leader.

Most choose their second-choice party based upon if the party addresses issues important to them.

- 53% say their second choice party is based upon if the party addresses issues important to them, followed by 30% that say they are voting strategically.

The cost of living and the effects of rising inflation are the issues most important to British Columbians.

- When asked what is most important to BC'ers and what is least important, the cost of living and the effects of rising inflation is the number one issue.

Key findings

Most British Columbians who are voting intend to vote in person, either on the day of or in advance.

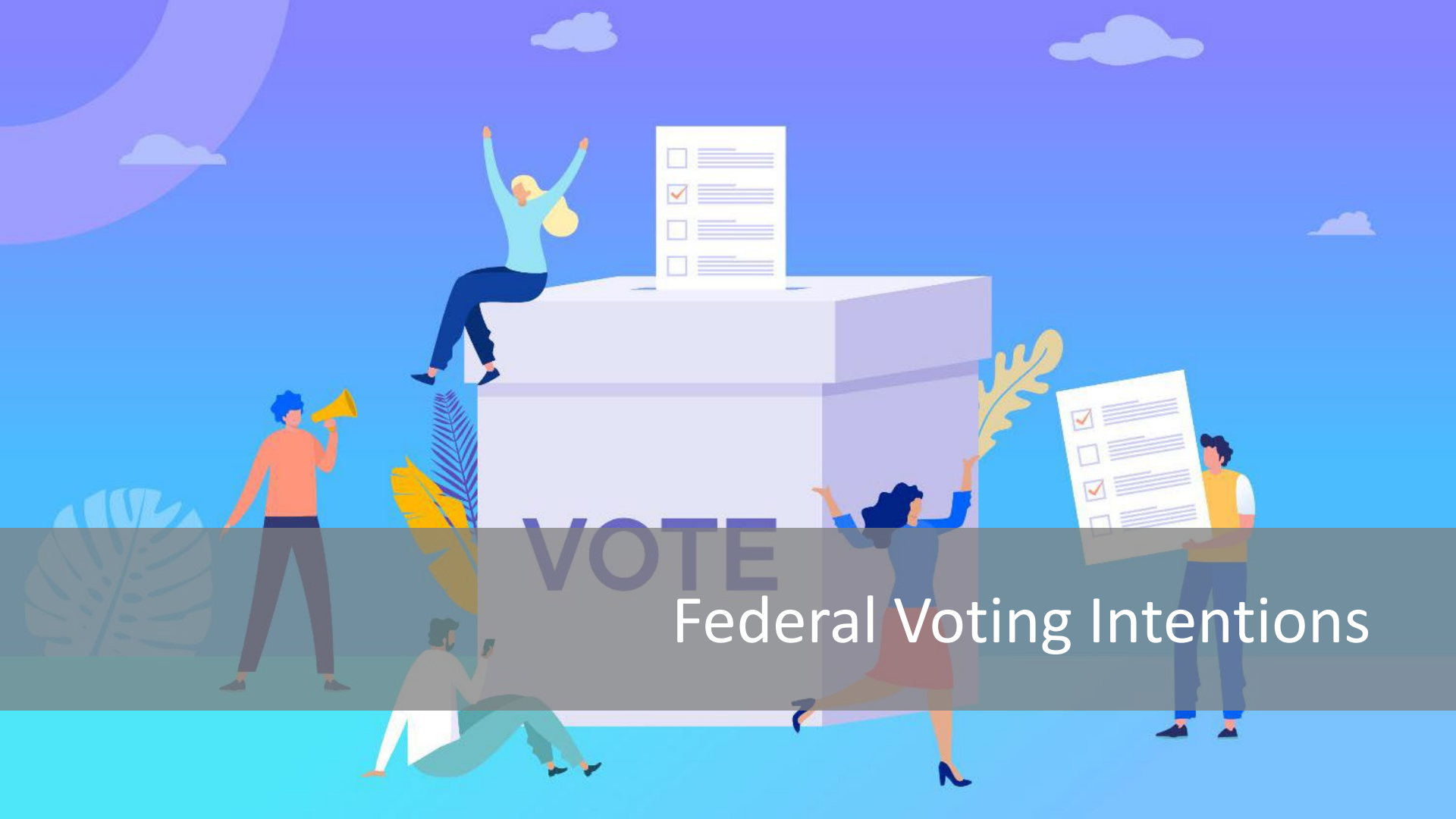
- 37% say they will vote in advance at assigned polling station, and 31% say they will vote on election day at assigned polling station. 17% will vote by mail.
- Those in Vancouver, the Lower Mainland, and Vancouver Island over-index on voting by mail compared to other BC'ers.

Half of BC'ers are less likely to vote for their intended party if the local candidate is involved in buying and selling properties for real estate speculation or real estate flipping.

- 52% say they are less likely to vote for their preferred party's candidate if they discover they are involved in buying and selling properties for real estate speculation or real estate.

British Columbians are split on who they think can bring Canada together best as a country, with Singh and Trudeau both tied for the top spot

- 27% say Singh or Trudeau could best bring Canada together best as a country.

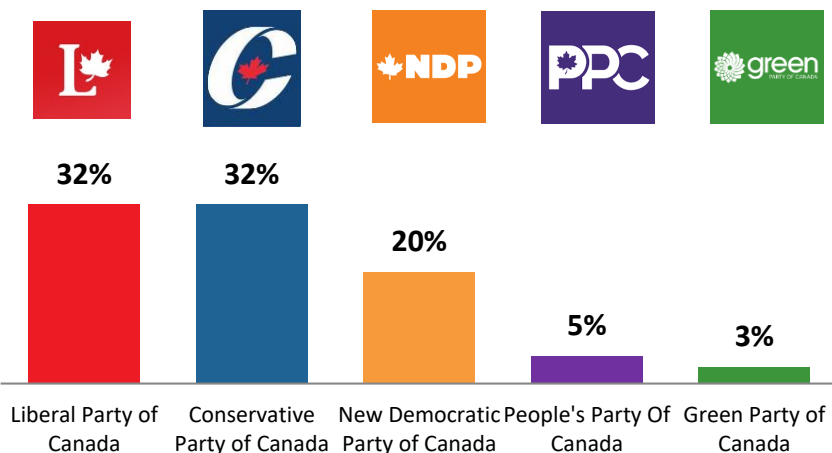


VOTE

Federal Voting Intentions

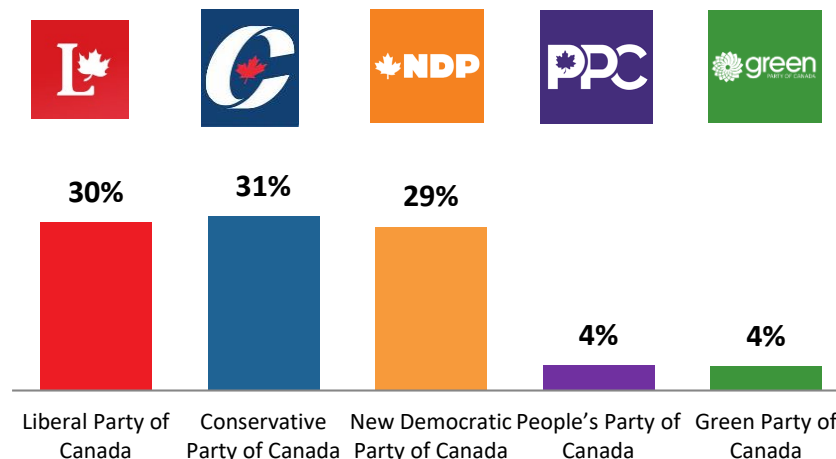
The LPC and CPC receive similar support with voters nationally, showing much less intention to vote NDP than provincially in BC. Amongst decided voters in British Columbia, it continues to be a three-way race between the Liberals, the NDP and CPC.

Federal Election Voting Intentions
Canadians



Note: Other parties not displayed
Base: Eligible decided Canadian voters (n=1742)

Federal Election Voting Intentions
British Columbians



BCH1. If a FEDERAL election were held today, for which political party would you be most likely to vote? Would it be for...?

Note: Other parties not displayed
Base: Eligible decided British Columbian voters (n=861)

While it's a 3-way tie provincially, its a one-horse race in Vancouver where the majority of seats are

	TOTAL Decided voters British Columbia	Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	Vancouver Island
Unweighted n=	861	186	247	122	66	35	187
... Erin O'Toole's Conservative Party of Canada	31%	29%	33%	33%	37%	29%	28%
... Justin Trudeau's Liberal Party of Canada	30%	37%	34%	28%	14%	26%	25%
... Jagmeet Singh's New Democratic Party of Canada	29%	28%	27%	28%	38%	27%	35%
...Maxime Bernier's People's Party of Canada	4%	2%	3%	6%	6%	5%	3%
... Annamie Paul's Green Party of Canada	4%	4%	2%	4%	6%	6%	9%

Vancouver

- Vancouver Proper (i.e. excluding Burnaby, Surrey, etc.)

Lower Mainland

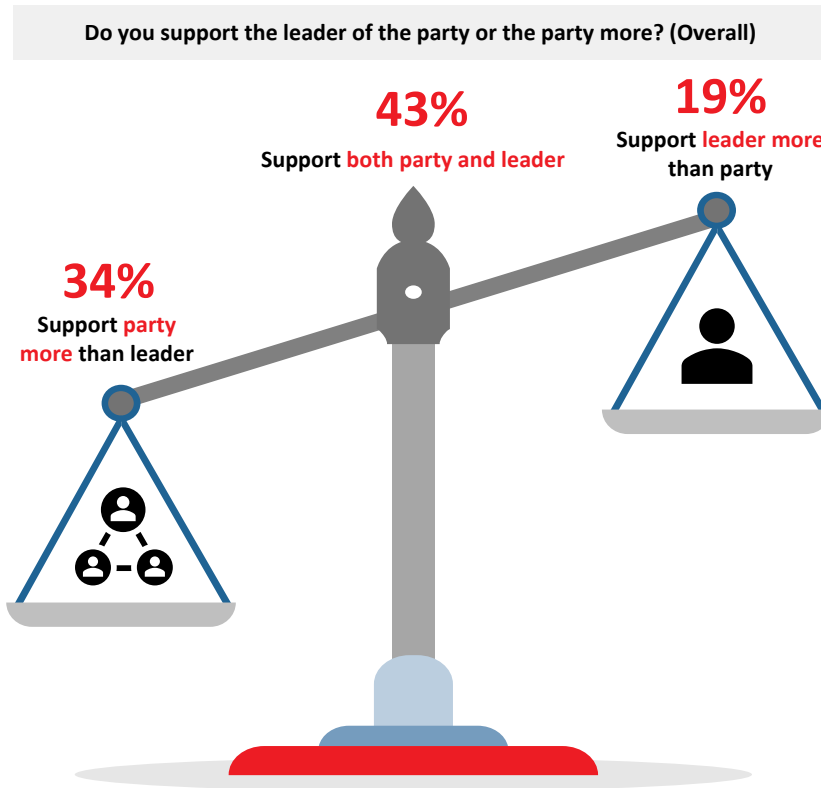
- Fraser Valley Regional District
- Sunshine Coast Regional District
- All other communities outside of Vancouver in the Lower Mainland

BCH2. If a FEDERAL election were held today, for which political party would you be most likely to vote? Would it be for...?

Note: Other parties not displayed

Base: Eligible decided British Columbian voters (n=861)

In British Columbia, voters are more likely to vote for their preferred party than they are for the party's leader.



BCH3: You indicated that you would vote for.... Do you support the Party or the Leader of the Party more?

Base: British Columbian decided voters (n=856)

Those intending to vote for the CPC are more likely to support the party more than Toole, whereas LPC supporters are more likely to support Trudeau over the LPC. NDP voters say they support both the NDP and Singh equally.

Do you support the leader of the party or the party more?

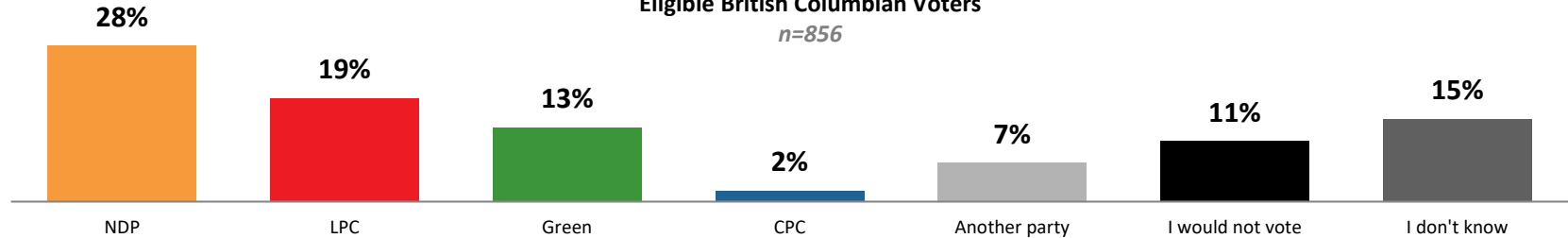
		Voting Intentions				Region					
	TOTAL Decided voters British Columbia	Liberal	NDP	CPC	Green Party	Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	Vancouver Island
Unweighted n=	856	260	248	282	38	185	246	121	66	33	187
Support the party more	34%	34%	26%	42%	50%	31%	37%	30%	39%	32%	39%
Support the leader more	19%	26%	21%	14%	4%	23%	22%	17%	14%	7%	14%
Support both party and leader	43%	39%	50%	41%	43%	44%	40%	47%	44%	56%	45%
Don't know	3%	2%	3%	4%	4%	1%	2%	7%	3%	5%	2%

NDP is the overwhelming second choice for non-NDP voters, especially amongst Liberal and Green voters.

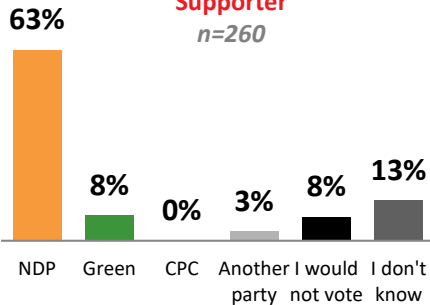
If you couldn't vote for your preferred party in your riding, who would you vote for instead?



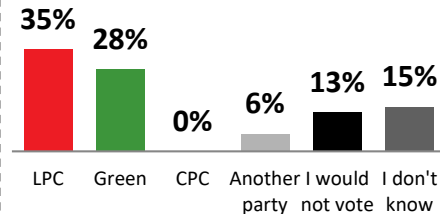
Eligible British Columbian Voters
n=856



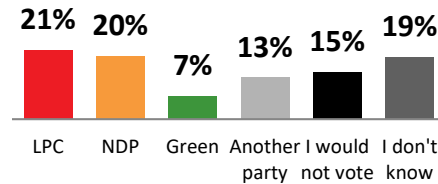
Second Choice: Liberal Supporter
n=260



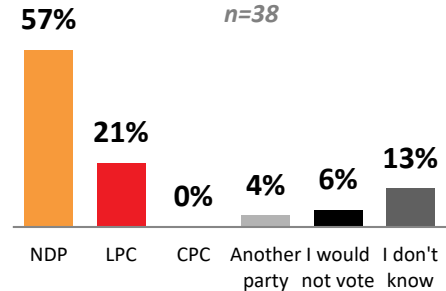
Second Choice: NDP Supporters
n=248



Second Choice: CPC Supporters
n=282



Second Choice: Green Supporters
n=38



BCH4: You indicated that you would vote for [SELECTED PARTY]. If you couldn't vote for [SELECTED PARTY] in your riding, who would you vote for? Base: British Columbians

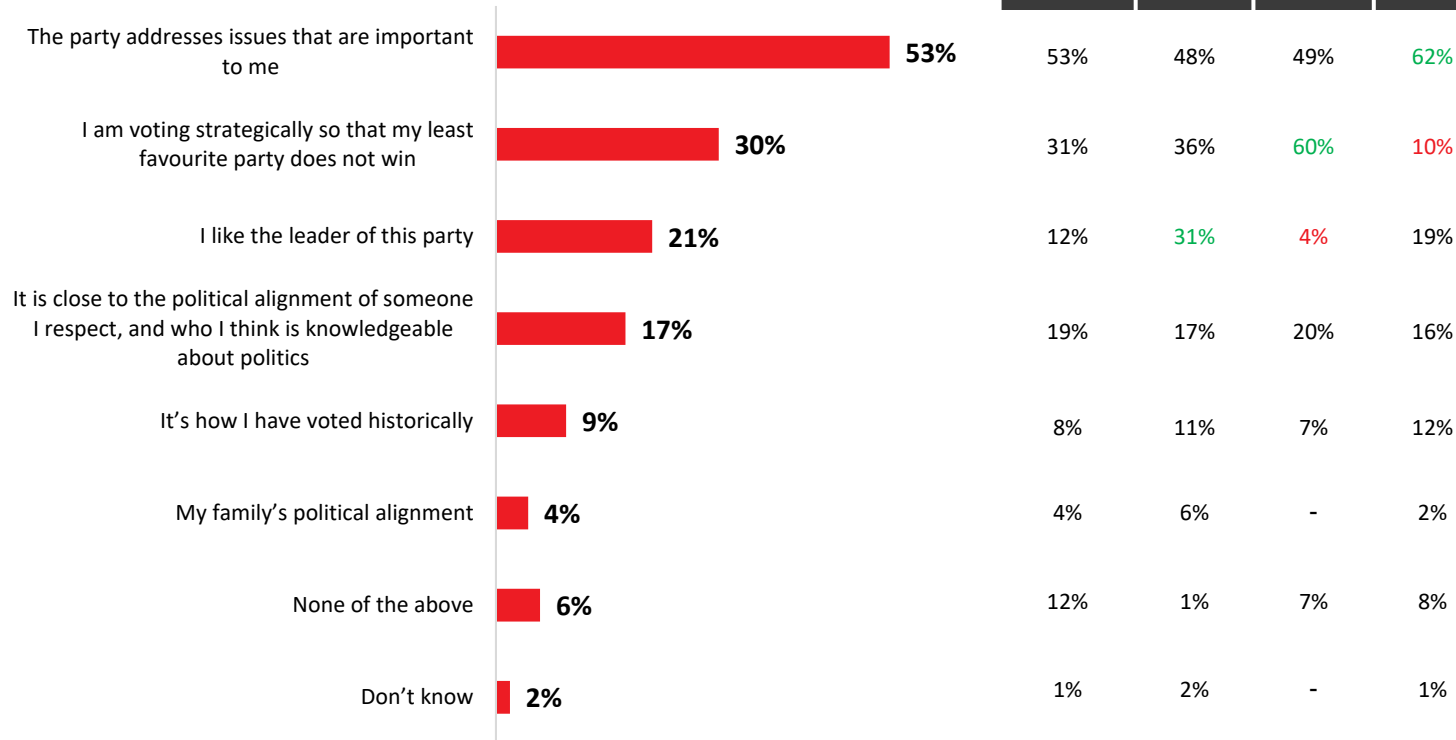
Note: Not displaying PPC or I would cancel my vote

Across regions, British Columbians second choices are similar.

	Second Choice	Region					Vancouver Island
		Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	
Unweighted n=	856	185	246	121	66	33	187
Jagmeet Singh's New Democratic Party of Canada	28%	30%	28%	28%	22%	32%	29%
Justin Trudeau's Liberal Party of Canada	19%	21%	16%	16%	20%	15%	22%
Annamie Paul's Green Party of Canada	13%	11%	16%	13%	17%	10%	14%
Erin O'Toole's Conservative Party of Canada	2%	2%	1%	1%	-	-	3%
I would not vote	11%	13%	10%	10%	21%	17%	9%
I don't know	15%	16%	17%	14%	12%	19%	14%

Most choose their second-choice party based upon if the party addresses issues important to them. Those with CPC as their second choice are significantly more likely to say they are voting strategically, those who would vote NDP say they like Singh.

SECOND CHOICE PICK			
Liberal as 2 nd choice	NDP as 2 nd choice	CPC as 2 nd choice	Green Party as 2 nd choice
190	165	174	29



Vancouverites and those in the Interior of BC are more likely to say their second choice is based upon how they have voted historically, alluding that some may be changing who their first pick is

	TOTAL Decided voters British Columbia	Region					Vancouver Island
		Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	
Unweighted n=	580	123	168	78	46	19	136
The party addresses issues that are important to me	53%	54%	51%	62%	59%	34%	56%
I am voting strategically so that my least favourite party does not win	30%	25%	28%	31%	42%	35%	33%
I like the leader of this party	21%	17%	23%	16%	18%	34%	25%
It is close to the political alignment of someone I respect, and who I think is knowledgeable about politics	17%	17%	15%	17%	9%	24%	19%
It's how I have voted historically	9%	15%	5%	16%	4%	5%	10%
My family's political alignment	6%	6%	7%	1%	4%		5%
None of the above	4%	8%	4%	5%	4%	5%	1%
Don't know	2%	1%	2%	3%			4%



VOTE

Issues British Columbians Care About

Using MaxDiff Methodology

MaxDiff Methodology



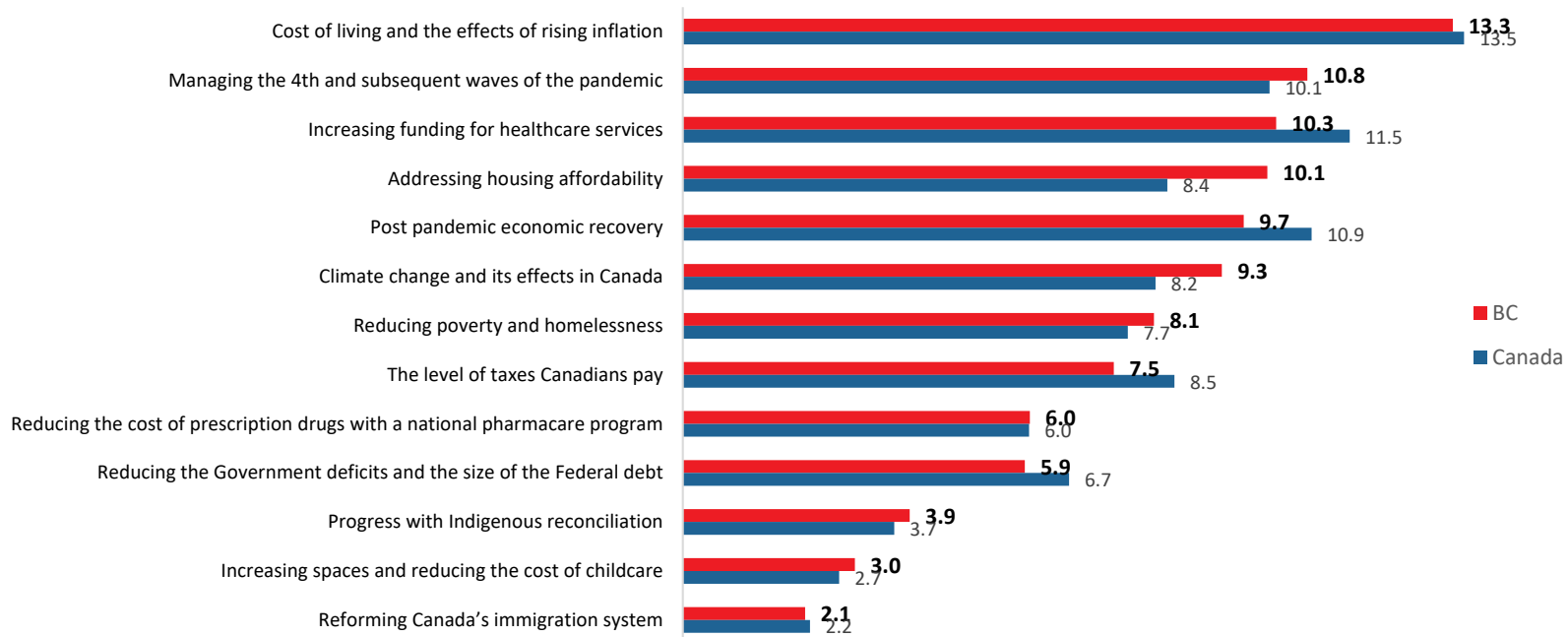
Using an advanced analytics technique **called MaxDiff**, respondents were surveyed and asked to make trade-offs on the importance of issues. This method calculates the relative importance of key issues, because respondents must make tough choices between competing priorities—**what is most important to them and what is least important.**

With the MaxDiff methodology, the percentage given to each option is the relative importance of that issue out of 100%. For example, an issue that scores 10% is twice as important to voters as an issue getting 5%.



Which issues are most important to British Columbians?

The cost of living and the effects of rising inflation are the issues most important to British Columbians and Canadians overall. Relatively, British Columbians are more concerned with housing affordability.



CTC769. Please select the issue most important to you in this election and least important to you from the list of issues presented in the group below.

Base: British Columbians

Not surprisingly, those intending to vote Liberal, NDP, or CPC all rate certain issues higher that are more in-line with each of the parties' policies. Regionally, Vancouverites care more about managing the 4th and subsequent waves of the pandemic, and increasing funding for healthcare services.

	TOTAL British Columbia	Voting Intentions				Region					
		Liberal	NDP	CPC	Green Party	Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	Vancouver Island
Unweighted n=	1000	260	248	282	38	228	287	138	71	41	211
Cost of living and the effects of rising inflation	13.3	11.9	13.4	13.7	10.7	13.1	13.3	12.9	14.0	14.1	13.1
Managing the 4th and subsequent waves of the pandemic	10.8	12.9	9.9	10.8	9.7	11.2	11.4	11.0	8.5	8.8	10.6
Increasing funding for healthcare services	10.3	10.4	10.7	10.3	9.4	9.4	10.6	10.3	11.0	11.0	10.6
Addressing housing affordability	10.1	10.0	12.3	7.7	10.5	10.6	9.7	10.0	10.9	9.8	10.0
Post-pandemic economic recovery	9.7	10.6	6.5	12.2	6.2	10.4	10.1	9.6	8.0	7.6	9.0
Climate change and its effects in Canada	9.3	11.1	11.6	6.1	16.8	9.6	9.3	8.7	9.8	8.7	10.1
Reducing poverty and homelessness	8.1	8.6	10.4	5.3	9.5	7.6	7.8	7.4	10.1	9.3	9.2
The level of taxes Canadians pay	7.5	5.4	5.4	10.5	4.3	8.3	7.3	7.4	7.1	6.9	6.4
Reducing the cost of prescription drugs with a national pharmacare program	6.0	5.9	6.5	5.4	7.9	4.7	6.0	6.7	6.4	6.9	6.6
Reducing the Government deficits and the size of the Federal debt	5.9	3.5	3.0	11.3	2.0	6.2	5.5	6.3	6.2	6.0	5.5
Progress with Indigenous reconciliation	3.9	4.5	5.4	2.1	7.4	3.7	3.7	4.4	3.4	4.7	4.5
Increasing spaces and reducing the cost of childcare	3.0	3.3	3.5	1.9	4.2	3.0	2.9	3.5	2.0	3.7	2.9
Reforming Canada's immigration system	2.1	1.7	1.4	2.8	1.5	2.2	2.4	1.7	2.7	2.5	1.4

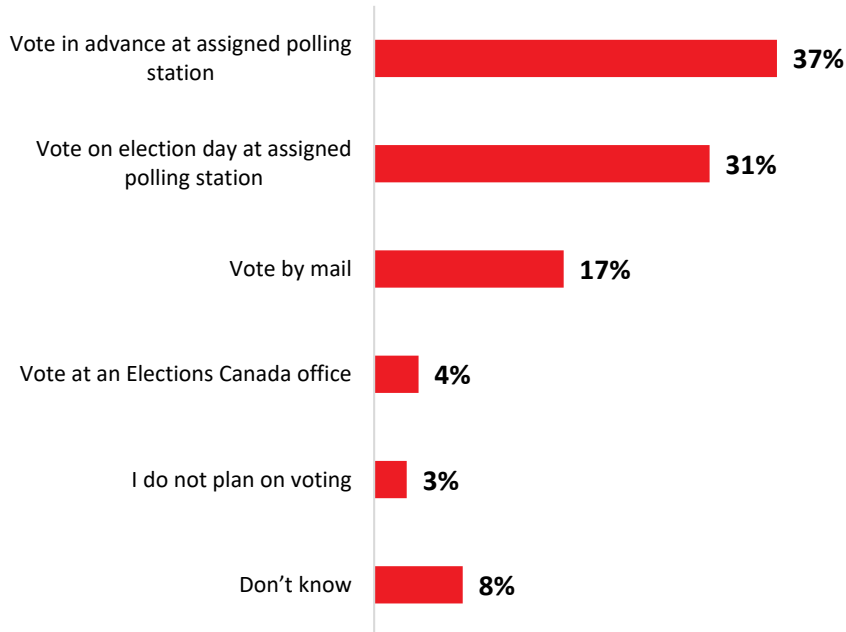


VOTE

Method of Voting and Opinions on Candidates

Most British Columbians who are voting intend to vote in person, either on the day of or in advance. Those in Vancouver, the Lower Mainland, and Vancouver Island over-index on voting by mail compared to other BC'ers.

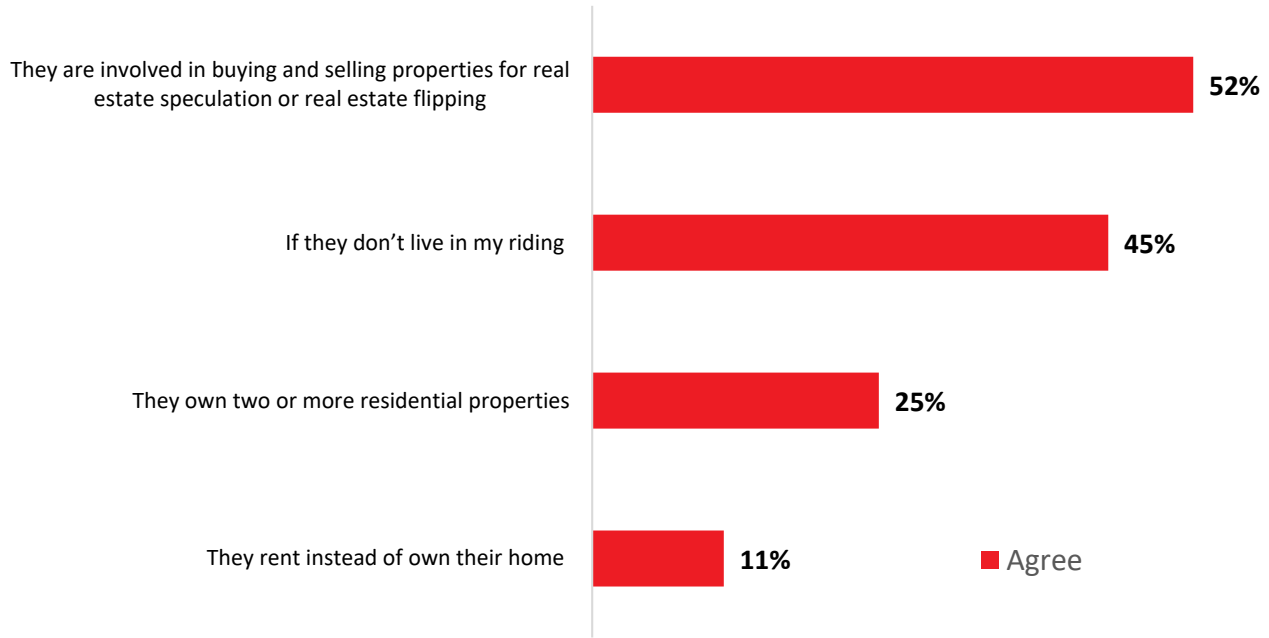
How are you voting?



	Region					
	Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	Vancouver Island
	219	279	138	71	39	206
	34%	36%	44%	54%	39%	32%
	29%	33%	30%	30%	35%	27%
	20%	18%	15%	7%	7%	21%
	5%	4%	2%	3%	2%	8%
	3%	2%	1%	4%	7%	3%
	9%	7%	8%	2%	10%	10%

Half of BC'ers are less likely to vote for their intended party if the local candidate is involved in buying and selling properties for real estate speculation or real estate flipping.

I am less likely to vote for the [party intend on voting for] local candidate in my riding if...



Those intending to vote NDP are less likely to vote for a local candidate if they discover they are involved in real estate flipping or own two or more residential properties. Potential CPC voters are not as likely to sway their vote based off housing and real-estate factors.

	TOTAL Decided voters British Columbia	Voting Intentions				Region					
		Liberal	NDP	CPC	Green Party	Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	Vancouver Island
Unweighted n=	856	260	248	282	38	185	246	121	66	33	187
They are involved in buying and selling properties for real estate speculation or real estate flipping	52%	48%	64%	47%	62%	57%	49%	55%	62%	42%	50%
If they don't live in my riding	45%	51%	42%	42%	62%	44%	41%	55%	45%	43%	44%
They own two or more residential properties	25%	26%	34%	17%	21%	35%	23%	22%	22%	18%	20%
They rent instead of own their home	11%	13%	7%	12%	10%	15%	11%	13%	6%		9%

British Columbians are split on who they think can bring Canada together best as a country, with Singh and Trudeau both tied for the top spot.

Which federal party leader can best bring Canada together as a Country?



27%

Jagmeet Singh



27%

Justin Trudeau



20%

Erin O'Toole



2%

Annamie Paul

5%

Another party leader



19%

Don't know

British Columbians have mixed views on who can best bring Canada together as a country.

Which federal party leader can best bring Canada together as a Country?

	TOTAL British Columbians	Voting Intentions				Region					
		Liberal	NDP	CPC	Green Party	Vancouver	Lower Mainland (excluding Van.)	Interior BC	Kootenays	North BC	Vancouver Island
Unweighted n=	1000	260	248	282	38	228	287	138	71	41	211
Jagmeet Singh, New Democratic Party of Canada	27%	16%	73%	8%	20%	21%	27%	27%	40%	29%	35%
Justin Trudeau, Liberal Party of Canada	27%	72%	7%	14%	22%	30%	27%	25%	20%	21%	28%
Erin O'Toole, Conservative Party of Canada	20%	-	2%	67%	2%	16%	20%	25%	24%	18%	19%
Annamie Paul, Green Party of Canada	2%	-	<1%	1%	36%	3%	1%	3%	3%	-	1%
Another party leader	5%	<1%	3%	2%	-	5%	4%	2%	5%	11%	3%
Don't know	19%	11%	15%	9%	19%	25%	20%	17%	8%	21%	13%



RESPONDENT PROFILE

RESPONDENT PROFILE

	Weighted
n=	1000
Gender	(%)
Male	48
Female	52
Age	
18 to 34	27
35 to 54	33
55 years of age or older	40
Region	
Vancouver	25
Interior BC	15
Kootenays	6
Lower Mainland	31
North BC	5
Vancouver Island	18

	Weighted
n=	1000
Household Income	(%)
Less than \$40K	20
\$40K to less than \$80K	30
\$80K and over	43
Prefer not to answer	8
Area	
Urban	49
Suburban	38
Rural	14
Prefer not to answer / Don't know	<1
Education	
High school or less	22
College	26
University	52
Prefer not to answer	1
Kids in Household	
Yes	25
No	75

RESPONDENT PROFILE

	Weighted
n=	1000
Employment status	(%)
Working	58
Student	6
Homemaker	4
Unemployed	5
Retired	26
I prefer not to answer	1

	Weighted
n=	1000
Own/Rent	(%)
Own	62
Rent	36
I prefer not to answer	2

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