Federal Voting Intentions and Canadians' Attitudes About Housing, the Cabinet Shuffle, and the Economy - Part 1

prepared exclusively for 338 Canada

2023-08-21

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Methodology

The analysis in this report is based on results of a survey conducted from August 16-17th, 2023 among a sample of 1021 adults, 18 years of age or older, living in Canada and are eligible to vote in federal elections. The survey was conducted using automated telephone interviews using Interactive Voice Recording technology (IVR). Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the adult population in Canada.

The margin of error for the poll is +/- 3.1% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

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Federal Voting Intention

If a federal election were held today, which party would you vote for?

All Voters

1 %
2 %
5 %
4 %
6 %
16 %
28 %
37 %
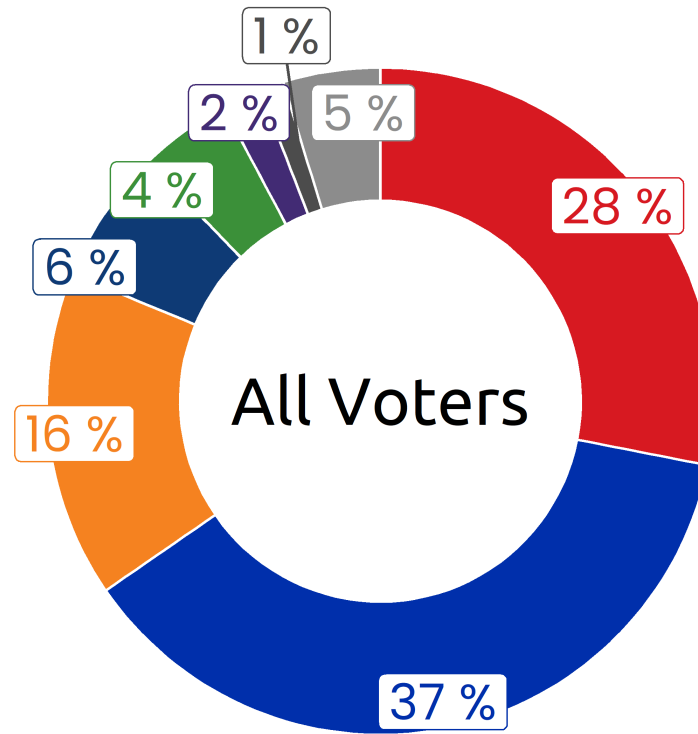
Response
- Liberal, Trudeau
- Conservative, Poilievre
- NDP, Singh
- Bloc, Blanchet
- Green, May
- PPC, Bernier
- Another Party
- Undecided

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Federal Voting Intention

If a federal election were held today, which party would you vote for?


Decided and Leaning Voters

- 30 %
- 39 %
- 17 %
- 7 %
- 5 %
- 2 %
- 1 %

Response:
- Liberal, Trudeau
- Conservative, Poilievre
- NDP, Singh
- Bloc, Blanchet
- Green, May
- PPC, Bernier
- Another Party

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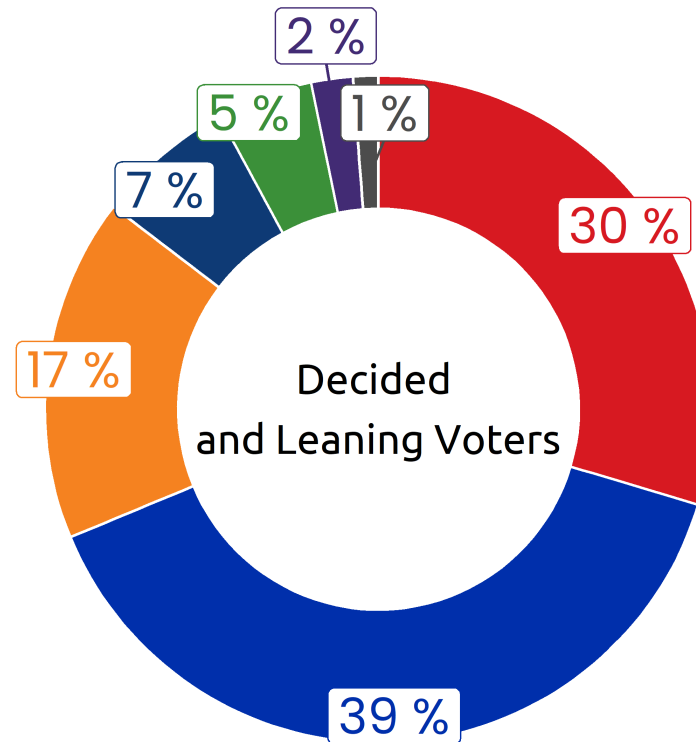
Federal Voting Intention

If a federal election were held today, which party would you vote for?
broken out by region

Region	Green, May	NDP, Singh	Conservative, Poilievre	Liberal, Trudeau
Atlantic	6%	18%	37%	38%
Quebec	3% (+1% PPC)	29% (Bloc), 14%	25%	28%
Ontario	2% Another, 5%	17%	38%	36%
Prairies	4% Another, 5% PPC	11%	58%	22%
Alberta	3%	18%	61%	16%
BC	3% PPC, 12%	20%	39%	26%

Response
- Liberal, Trudeau
- Conservative, Poilievre
- NDP, Singh
- Bloc, Blanchet
- Green, May
- PPC, Bernier
- Another Party

Percentage

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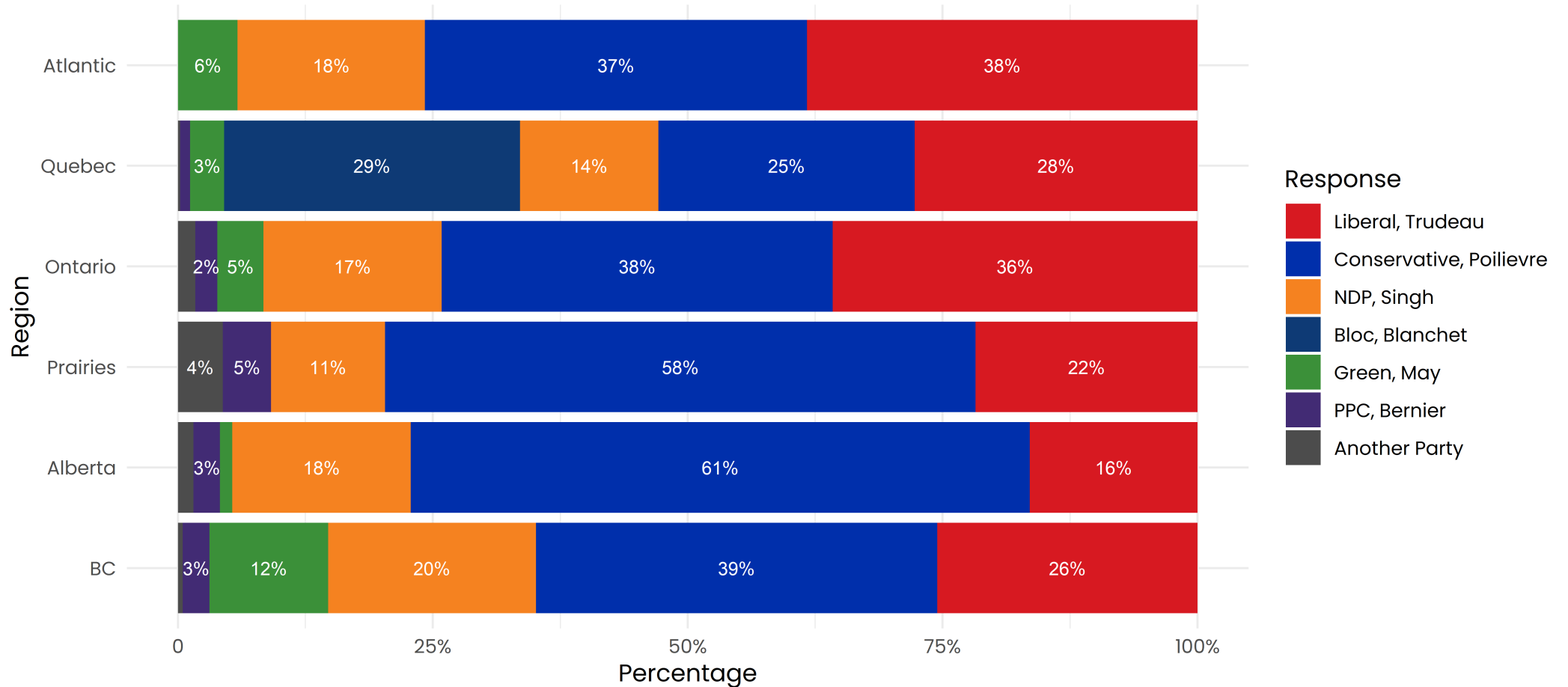
Opinions on Federal Party Leaders

Would you be more or less likely to vote for the following parties if they had a different leader?

Response
- More Likely
- Less Likely
- Not Sure

Party	More Likely	Less Likely	Not Sure
LPC	47%	32%	21%
CPC	35%	36%	29%
NDP	27%	43%	30%
Green	14%	45%	40%
Bloc	18%	43%	38%

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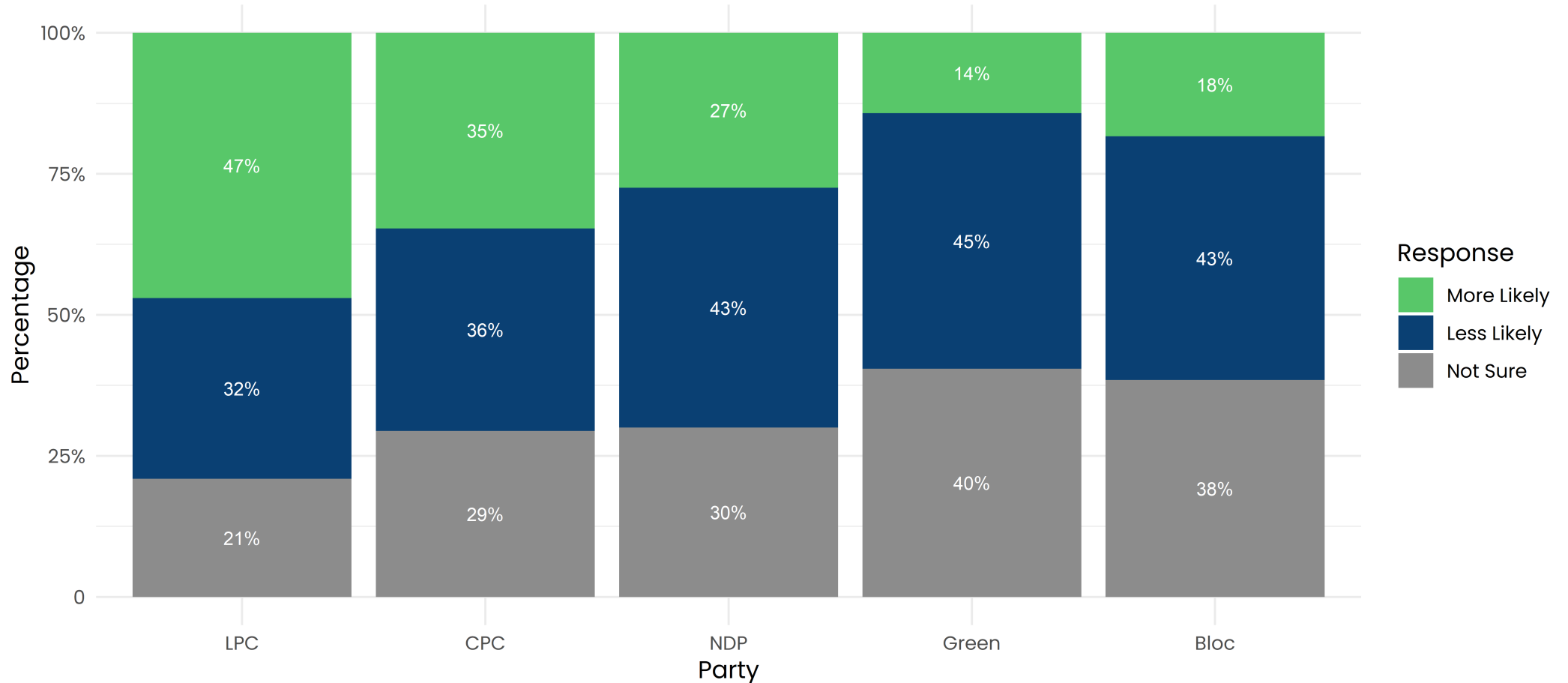
Tables

If the federal election were held today, which party would you vote for? (all voters)

	Total	Gender		Age				Region					
		Male	Female	18–34	35–49	50–64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Liberal, Trudeau	26.4%	22.7%	29.9%	26.1%	19.8%	26.8%	33%	24.7%	16%	19%	32%	23.5%	32%
Conservative, Poilievre	35.1%	42%	28.4%	27.7%	39.1%	41.8%	31.9%	36.1%	54.6%	52.7%	33.5%	23.4%	32.3%
NDP, Singh	14.7%	13.5%	15.9%	25%	16.7%	7.7%	8.6%	18.9%	16.6%	9.2%	15.9%	10.9%	14.3%
Bloc, Blanchet	6.5%	7%	6%	3.2%	6.3%	6.6%	10.4%	0%	0%	0%	0%	28.1%	0%
Green, May	3.9%	3.1%	4.6%	4.7%	2.8%	5%	2.8%	10.1%	1.2%	0%	3.4%	2.9%	5.3%
PPC, Bernier	1.8%	2.2%	1.4%	2%	3.2%	0.7%	1.2%	2.5%	2.5%	4.3%	2%	0.3%	0%
Another Party	1%	1.5%	0.6%	0.6%	1.4%	1.3%	1%	0.5%	1.5%	4%	1.4%	0%	0%
Undecided	10.6%	8%	13.2%	10.6%	10.8%	10.1%	11.2%	7.2%	7.6%	10.7%	11.7%	10.8%	16.1%
Unweighted Frequency	1021	621	400	135	244	300	342	137	103	66	385	265	65
Weighted Frequency	1021	498	523	273	247	260	241	142	114	66	395	236	69

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Tables

If the federal election were held today, which party would you vote for? (leaning voters with undecided totals)

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Liberal, Trudeau	28.1%	24.1%	31.9%	28.3%	21.3%	28.2%	34.7%	24.7%	16%	20%	33.7%	26.8%	34.5%
Conservative, Poilievre	37.3%	43.1%	31.8%	30.6%	40.9%	44.8%	33.2%	38%	59.7%	53.8%	36.2%	24.4%	34%
NDP, Singh	15.8%	14.6%	17%	25.6%	17.6%	9.3%	10%	19.7%	17.1%	10.2%	16.4%	13.2%	16.5%
Bloc, Blanchet	6.5%	7%	6%	3.2%	6.3%	6.6%	10.4%	0%	0%	0%	0%	28.1%	0%
Green, May	4.5%	3.7%	5.2%	5.3%	3.1%	5.5%	3.7%	11.3%	1.2%	0%	4.3%	3.2%	5.3%
PPC, Bernier	1.9%	2.5%	1.4%	2.6%	3.2%	0.7%	1.2%	2.5%	2.5%	4.3%	2%	1%	0%
Another Party	1.2%	1.8%	0.6%	0.6%	1.7%	1.3%	1.2%	0.5%	1.5%	4%	1.6%	0.2%	0%
Undecided	4.7%	3.1%	6.2%	3.8%	6%	3.6%	5.6%	3.3%	1.9%	7.6%	5.7%	3%	9.7%
Unweighted Frequency	1021	621	400	135	244	300	342	137	103	66	385	265	65
Weighted Frequency	1021	498	523	273	247	260	241	142	114	66	395	236	69

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Tables

If the federal election were held today, which party would you vote for? (decided and leaning voters)

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Liberal, Trudeau	29.6%	24.9%	34.1%	29.5%	22.8%	29.4%	37%	25.5%	16.4%	21.8%	35.8%	27.7%	38.3%
Conservative, Poilievre	39.1%	44.6%	33.9%	31.8%	43.3%	46.6%	35.1%	39.4%	60.7%	57.9%	38.3%	25.1%	37.5%
NDP, Singh	16.6%	15.1%	18.1%	26.6%	18.9%	9.7%	10.6%	20.4%	17.5%	11.2%	17.5%	13.6%	18.4%
Bloc, Blanchet	6.7%	7.1%	6.3%	3.2%	6.6%	6.7%	10.8%	0%	0%	0%	0%	29%	0%
Green, May	4.7%	3.8%	5.5%	5.6%	3.4%	5.6%	4%	11.6%	1.2%	0%	4.5%	3.3%	5.9%
PPC, Bernier	2%	2.6%	1.5%	2.8%	3.3%	0.8%	1.3%	2.6%	2.6%	4.7%	2.2%	1%	0%
Another Party	1.2%	1.9%	0.6%	0.6%	1.8%	1.3%	1.3%	0.5%	1.5%	4.4%	1.7%	0.2%	0%
Unweighted Frequency	976	602	374	130	231	290	325	132	101	62	365	257	59
Weighted Frequency	976	476	500	261	237	249	230	136	109	63	378	225	66

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Would you be more or less likely to vote for the Liberal Party of Canada if they had a different leader?

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
More Likely	47%	50.5%	43.8%	57.3%	52.3%	43.7%	33.7%	46.9%	48.4%	44.6%	49.4%	44.8%	41.4%
Less Likely	32%	29.2%	34.7%	23.7%	28%	34%	43.6%	33.8%	31.9%	36.9%	31.3%	29.1%	38.3%
Not Sure	20.9%	20.3%	21.5%	19.1%	19.8%	22.3%	22.7%	19.3%	19.6%	18.5%	19.3%	26.2%	20.2%
Unweighted Frequency	1021	621	400	135	244	300	342	137	103	66	385	265	65
Weighted Frequency	1021	498	523	273	247	260	241	142	114	66	395	236	69

	Total	Federal Vote Intention							
		LPC	CPC	NDP	Bloc	Green	PPC	Other	UD
More Likely	47%	38%	53%	54.2%	34.4%	43.5%	51%	45.7%	48.3%
Less Likely	32%	40%	35.5%	22.6%	37.4%	24%	30.2%	19.1%	15.2%
Not Sure	20.9%	22%	11.4%	23.2%	28.2%	32.4%	18.7%	35.2%	36.5%
Unweighted Frequency	1021	269	381	122	81	36	18	12	102
Weighted Frequency	1021	269	358	150	66	40	18	11	109

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Tables

Would you be more or less likely to vote for the Conservative Party of Canada if they had a different leader?

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
More Likely	34.7%	33.3%	35.9%	32.8%	36.2%	37.1%	32.5%	38.1%	25.7%	23.5%	34%	38.7%	43%
Less Likely	35.9%	38.5%	33.5%	36.9%	35.6%	35.6%	35.5%	39.9%	49.1%	41.9%	34.4%	30.3%	28.6%
Not Sure	29.4%	28.2%	30.6%	30.2%	28.1%	27.4%	32%	21.9%	25.2%	34.6%	31.6%	31%	28.3%
Unweighted Frequency	1021	621	400	135	244	300	342	137	103	66	385	265	65
Weighted Frequency	1021	498	523	273	247	260	241	142	114	66	395	236	69

	Total	Federal Vote Intention							
		LPC	CPC	NDP	Bloc	Green	PPC	Other	UD
More Likely	34.7%	48.7%	18.2%	36.4%	44.8%	50.6%	39.9%	8.5%	41.2%
Less Likely	35.9%	30.8%	54.9%	25.6%	27.5%	25.4%	24.6%	45.1%	10.3%
Not Sure	29.4%	20.5%	26.8%	38%	27.6%	24%	35.5%	46.5%	48.5%
Unweighted Frequency	1021	269	381	122	81	36	18	12	102
Weighted Frequency	1021	269	358	150	66	40	18	11	109

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Would you be more or less likely to vote for the New Democratic Party if they had a different leader?

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
More Likely	27.5%	33.6%	21.7%	36.3%	26.5%	27.9%	18%	31.9%	29.5%	38.1%	30.5%	19.9%	13.8%
Less Likely	42.5%	38.3%	46.5%	36.9%	40.8%	42.4%	50.8%	43%	39.8%	33.7%	40.6%	45.1%	56.8%
Not Sure	30%	28.1%	31.8%	26.7%	32.7%	29.7%	31.2%	25.1%	30.7%	28.1%	29%	35.1%	29.4%
Unweighted Frequency	1021	621	400	135	244	300	342	137	103	66	385	265	65
Weighted Frequency	1021	498	523	273	247	260	241	142	114	66	395	236	69

	Total	Federal Vote Intention							
		LPC	CPC	NDP	Bloc	Green	PPC	Other	UD
More Likely	27.5%	22.2%	35%	21.6%	22.5%	34.8%	35.7%	41.7%	21.4%
Less Likely	42.5%	43%	44.3%	46.4%	48.9%	34.6%	29%	14%	34.2%
Not Sure	30%	34.8%	20.7%	32%	28.6%	30.6%	35.3%	44.3%	44.4%
Unweighted Frequency	1021	269	381	122	81	36	18	12	102
Weighted Frequency	1021	269	358	150	66	40	18	11	109

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Tables

Would you be more or less likely to vote for the Green Party of Canada if they had a different leader?

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
More Likely	14.3%	17.9%	10.8%	17.2%	14.3%	13.2%	12%	22.3%	13.2%	7.1%	14.7%	11.2%	14.3%
Less Likely	45.3%	42.5%	47.9%	34.3%	46.8%	46.5%	54.9%	47.5%	47.9%	55.7%	39.4%	47.8%	51.6%
Not Sure	40.4%	39.6%	41.2%	48.5%	39%	40.2%	33.1%	30.2%	38.9%	37.2%	45.9%	41%	34%
Unweighted Frequency	1021	621	400	135	244	300	342	137	103	66	385	265	65
Weighted Frequency	1021	498	523	273	247	260	241	142	114	66	395	236	69

	Total	Federal Vote Intention							
		LPC	CPC	NDP	Bloc	Green	PPC	Other	UD
More Likely	14.3%	13.7%	17.2%	16.2%	12.3%	10.9%	7.6%	27.6%	5.5%
Less Likely	45.3%	51.2%	49.5%	36%	48.9%	41.9%	34.6%	32.2%	31.9%
Not Sure	40.4%	35.1%	33.4%	47.8%	38.8%	47.3%	57.8%	40.3%	62.6%
Unweighted Frequency	1021	269	381	122	81	36	18	12	102
Weighted Frequency	1021	269	358	150	66	40	18	11	109

Tables

Would you be more or less likely to vote for the Bloc Quebecois if they had a different leader?

		Gender		Age				Region					
	Total	Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
More Likely	18.4%	17.1%	19.6%	35%	11.2%	10.5%	20.5%	NaN%	NaN%	NaN%	NaN%	18.4%	NaN%
Less Likely	43.2%	42.8%	43.5%	10.3%	60.7%	53.7%	40.4%	NaN%	NaN%	NaN%	NaN%	43.2%	NaN%
Not Sure	38.5%	40.1%	36.9%	54.7%	28.1%	35.8%	39.2%	NaN%	NaN%	NaN%	NaN%	38.5%	NaN%
Unweighted Frequency	265	160	105	24	69	72	100	0	0	0	0	265	0
Weighted Frequency	265	116	119	44	64	60	68	0	0	0	0	236	0

		Federal Vote Intention							
	Total	LPC	CPC	NDP	Bloc	Green	PPC	Other	UD
More Likely	18.4%	23.6%	10.2%	22.9%	18.9%	55.9%	100%	NaN%	5.4%
Less Likely	43.2%	44.8%	59%	26.9%	46.1%	44.1%	0%	NaN%	18.7%
Not Sure	38.5%	31.6%	30.8%	50.2%	35%	0%	0%	NaN%	75.9%
Unweighted Frequency	265	66	64	20	81	6	1	0	27
Weighted Frequency	265	55	55	26	66	7	1	0	26

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