



## Majority (73%) of Canadians open to voting for another political party other than the Liberals led by Justin Trudeau as anemic brand falls in support since election called

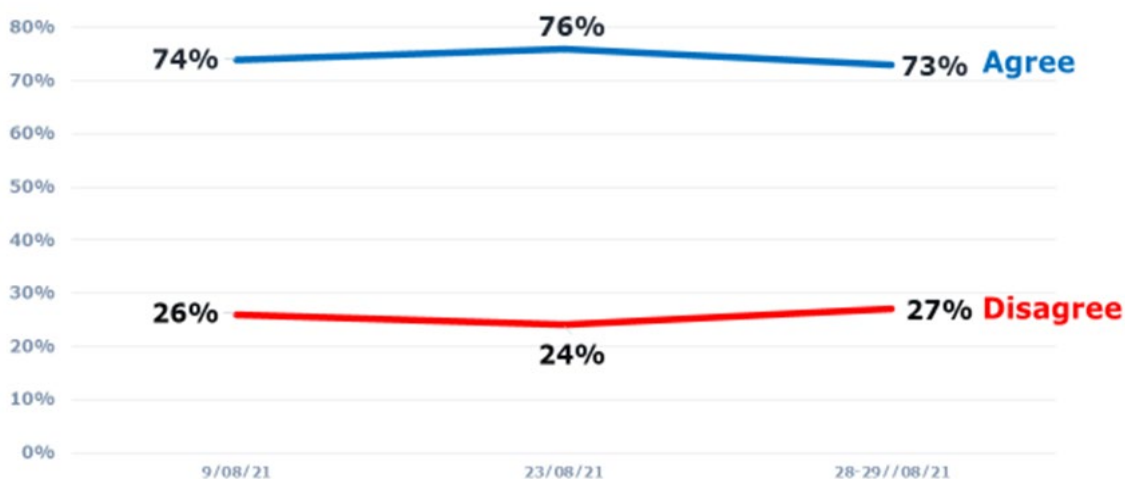
**TORONTO, September 2, 2021**—Maru Public Opinion released the results of a survey today that finds a majority (73%) of Canadians are open to voting for another political party to run the country other than the Liberals led by Justin Trudeau—leaving a mere twenty-seven percent apparently fully committed to the Prime Minister and his party. Only slightly more (32%) say they'll use their vote to give Justin Trudeau a majority government.

This low level of commitment comes despite more (35%) Canadians who believe it would be good to give Mr. Trudeau a four-year, uninterrupted majority government, and even more (37%) who believe his government has done a good job and deserves to be elected to a majority—a slide of six percentage points each since the weekend the election was called. While these Canadians believe the Prime Minister and his successive governments may deserve recognition for past accomplishments, the results demonstrate a gap in firm commitment the Liberal's have been unable to rally with their campaign.

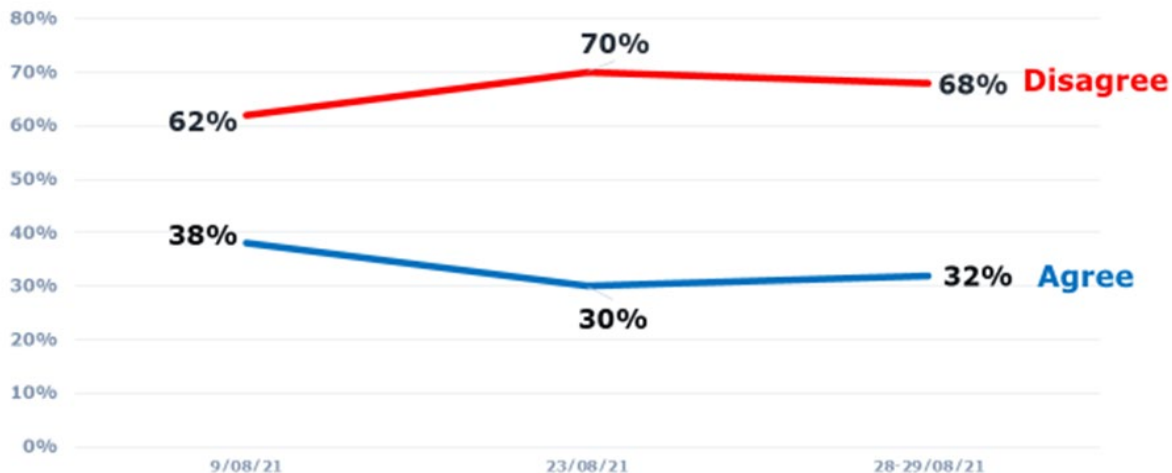
In short, the run-up to the first leaders debate finds support for brand Trudeau, and the commitment by even those who may have an affinity for the party he leads, anemic and uninspired by the Liberal campaign waged so far. The issuance of the party platform is likely intended to rally that crucially needed, yet flagging, support. Those sentiments are also framed by seven in ten (69%) Canadians who still don't believe it's the right time to call an election—up nine percentage points since the drawing up of the writ. Regardless of that view, a majority (72%) also say that despite COVID, Canadians can have a safe election campaign and vote at the ballot box.

The survey began tracking a series of questions for adult Canadians (18+) at the outset of the election and the results reflect their views and not specifically of committed voters. Comparisons are from the most recent sounding to the first wave.

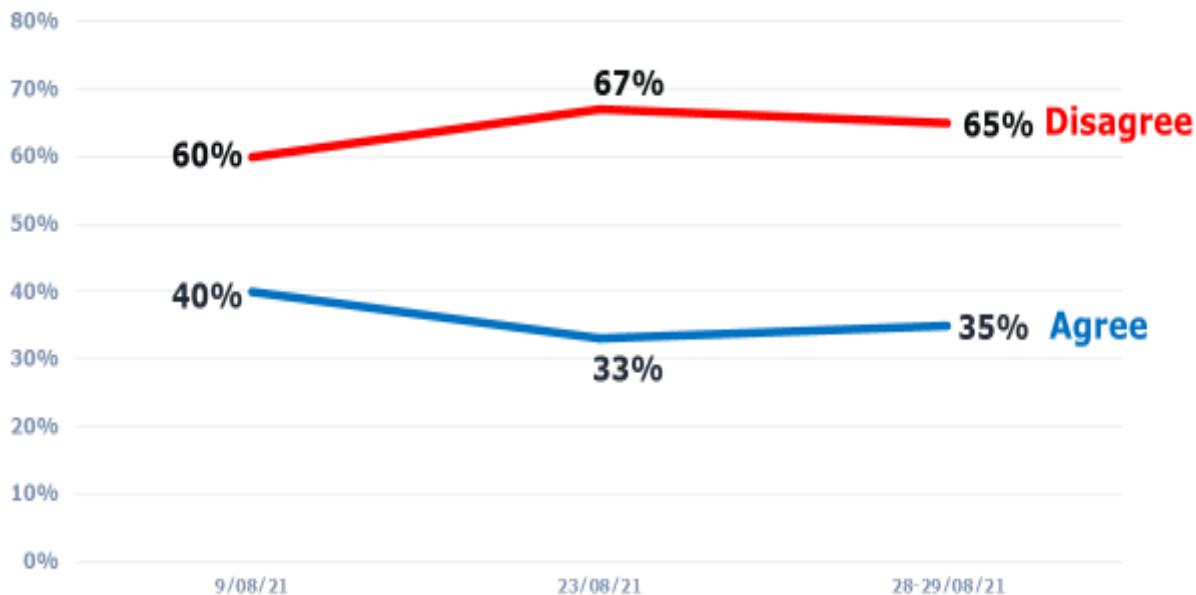
### Majority (73% -1) say they are open to voting for another political party other than the Liberals led by Justin Trudeau to run the country...



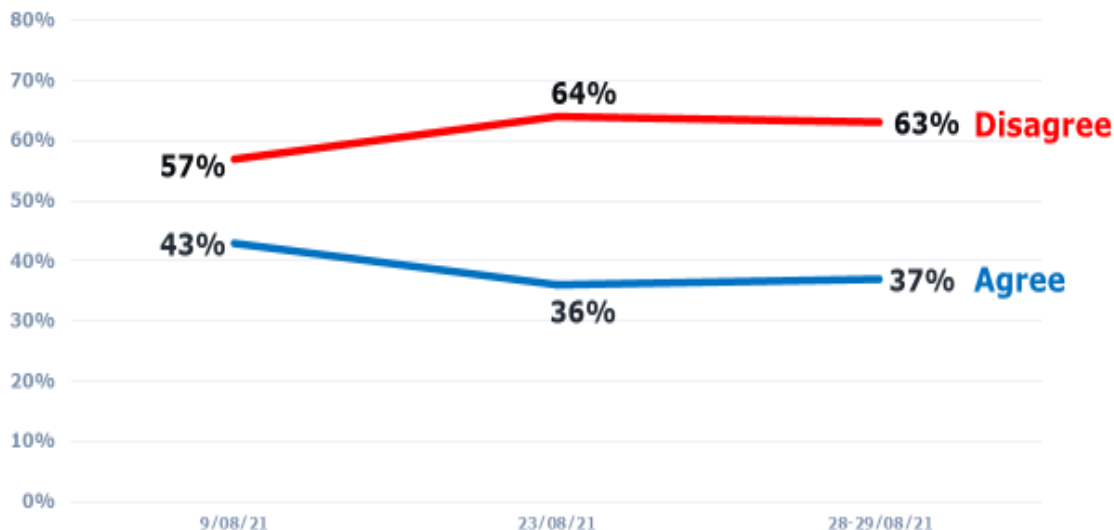
**Minority (32% -6) say they will use their vote to give Justin Trudeau a majority government...**



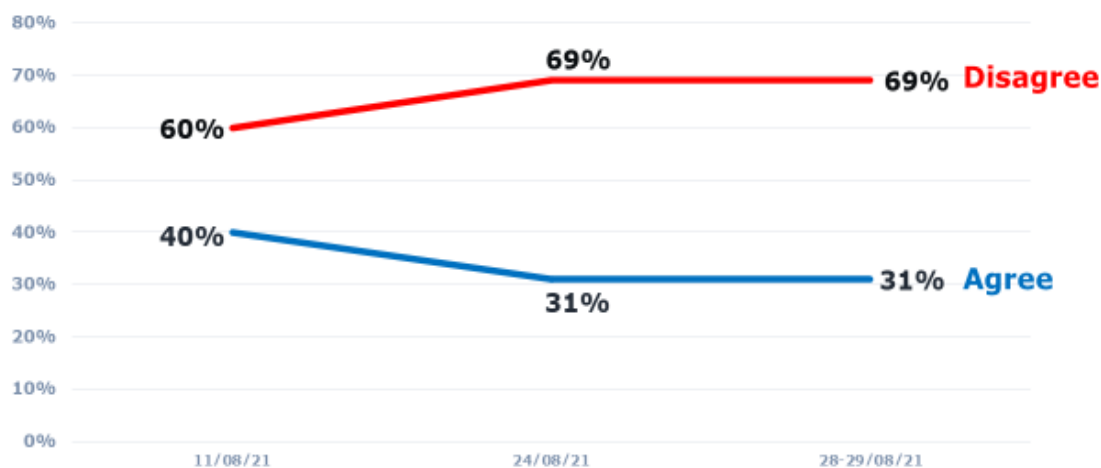
**Minority (35% -5) believe It would be good to give Justin Trudeau a four-year, uninterrupted majority government...**



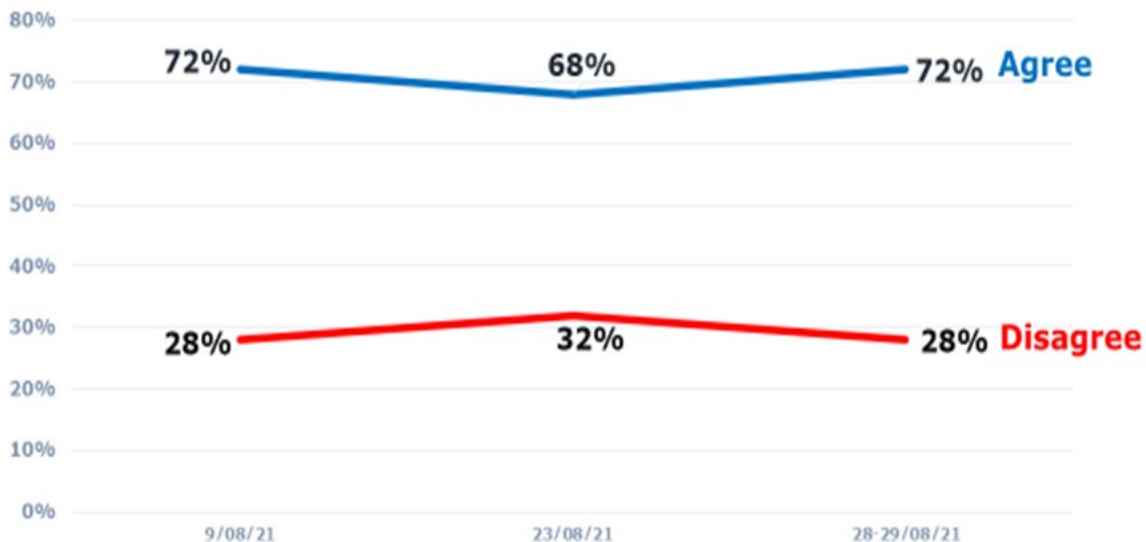
**Minority (37% -6) believe Justin Trudeau’s government has done a good job and deserves to be elected to a majority...**



**Majority (69% +9) disagree it is the right time to call an election...**



**Majority (72% N/C) say that despite COVID, Canadians can have a safe election campaign and vote at the ballot box...**



-30-

### Methodology

These are some of the findings released by Maru Public Opinion from a survey undertaken between August 28-29, 2021, by the sample and data management experts at Maru/Blue of 1514 randomly selected Canadian adults (18+) who are Maru Voice Canada online panelists. These results are tracked with findings of the identical questions undertaken 10-11/08/21 (n=1513 ) and 23-24/08/21 (n=1514 ). For comparison purposes, a probability sample of this size for each survey has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and in Quebec by language) to match the population according to census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding.

Maru/Blue <https://www.marugroup.net/maru-blue> is rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public Opinion posts its polling releases, accompanying data tables, and a description of its services at <https://www.marugroup.net/polling>. Maru Public Opinion does not do any work for any political party. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

### For more information contact:

John Wright  
Executive Vice President  
Maru Public Opinion  
Direct Toronto +1.416.919.2101  
[john.wright@marublue.com](mailto:john.wright@marublue.com)

 maru/

#### **Maru is a world leading CX and Insights Software & Advisory Services company.**

Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

Painting Better Pictures, Faster

[www.marugroup.net](http://www.marugroup.net)

[www.marugroup.net/polling](http://www.marugroup.net/polling) is the public opinion research channel for Maru Group.