



When people go to the ballot box and vote there are usually a couple of issues or needs that they want addressed by a new government as opposed to just electing a Prime Minister based on personality.

At the outset of this election campaign, what are the two issues or needs that you want to be addressed by the politicians that are currently shaping your ballot box choice?

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1511	214	142	112	528	417	98	730	781	297	523	691	463	492	339	541	452	518
BASE: WEIGHTED	1511	198	169	100	570	364	110*	739	772	430	524	557	476	499	316	620	469	422
To make the cost of living and affordability better for me and/or my family	418	65	38	32	168	79	36	196	222	138	183	97	163	127	78	166	151	102
	28%	33%	22%	32%	30%	22%	33%	27%	29%	32%	35%	17%	34%	26%	25%	27%	32%	24%
		CH		H	H		H			N	N		PQ				T	
To preserve the environment, reduce greenhouse gasses, and reverse climate change	345	55	20	22	128	103	18	152	194	121	112	112	93	125	76	99	105	141
	23%	28%	12%	22%	22%	28%	17%	21%	25%	28%	21%	20%	20%	25%	24%	16%	22%	34%
		CI			C	CI				N							R	RS
To curtail federal government spending so the deficit does not grow	280	45	46	29	88	66	6	169	111	55	93	133	89	92	71	136	73	71
	19%	23%	27%	29%	15%	18%	6%	23%	14%	13%	18%	24%	19%	18%	23%	22%	16%	17%
		GI	GI	GHI	I	I		K				LM				S		
To create jobs and grow the economy	250	41	44	15	90	37	23	139	111	70	92	89	66	89	63	109	69	72
	17%	21%	26%	15%	16%	10%	20%	19%	14%	16%	18%	16%	14%	18%	20%	18%	15%	17%
		H	GH		H		H	K						O				
To strengthen the healthcare system by giving more targeted money to the provinces	233	22	19	19	68	76	29	83	150	39	83	111	77	68	47	108	75	50
	15%	11%	11%	19%	12%	21%	26%	11%	19%	9%	16%	20%	16%	14%	15%	17%	16%	12%
					BCG	BCG		J		L	L					T		
To keep Canadians safe from COVID	226	27	16	10	98	61	14	105	120	69	73	83	63	80	37	89	51	86
	15%	14%	9%	10%	17%	17%	12%	14%	16%	16%	14%	15%	13%	16%	12%	14%	11%	20%
		E			CE	E	E											RS
To do more to look after Canada's seniors	207	21	13	11	71	70	20	95	112	37	40	130	84	65	24	102	69	37
	14%	11%	8%	11%	13%	19%	18%	13%	14%	9%	8%	23%	18%	13%	8%	16%	15%	9%
					BCFG	CF						LM	Q	Q		T	T	
To not increase or reduce personal income taxes	167	15	27	11	55	40	19	84	83	48	62	57	45	45	50	67	65	35
	11%	7%	16%	11%	10%	11%	17%	11%	11%	11%	12%	10%	9%	9%	16%	11%	14%	8%
			B				BG								OP		T	
To produce a COVID vaccine passport/identification certificate	140	18	10	8	71	28	5	68	72	31	41	68	38	50	32	63	39	38
	9%	9%	6%	8%	12%	8%	4%	9%	9%	7%	8%	12%	8%	10%	10%	10%	8%	9%
				CI								LM						
To provide more social housing and support for people in need	134	14	16	6	55	37	5	58	76	46	44	44	53	30	22	56	44	33
	9%	7%	9%	6%	10%	10%	4%	8%	10%	11%	8%	8%	11%	6%	7%	9%	9%	8%
													P					
To solve issues affecting our Indigenous peoples	111	17	9	6	46	23	8	53	58	35	40	36	40	40	14	48	34	30
	7%	9%	5%	6%	8%	6%	7%	7%	8%	8%	8%	6%	8%	8%	4%	8%	7%	7%
To address international concerns caused by countries like China	89	12	18	8	30	17	4	52	37	21	29	39	18	33	30	35	24	30
	6%	6%	10%	8%	5%	5%	4%	7%	5%	5%	6%	7%	4%	7%	9%	6%	5%	7%
			GH												O			
Paying attention to the needs and aspirations of the people who live in my province	79	3	25	9	16	19	6	47	31	30	22	27	24	31	15	33	22	24
	5%	2%	15%	9%	3%	5%	5%	6%	4%	7%	4%	5%	5%	6%	5%	5%	5%	6%
			BGHI	BG														
To keep the COVID personal, business, and other financial programs in place	61	6	8	2	30	13	2	37	24	18	26	17	24	20	10	25	17	19
	4%	3%	5%	2%	5%	4%	2%	5%	3%	4%	5%	3%	5%	4%	3%	4%	4%	5%
To mandate that employees in all of the federal government and its regulated companies	57	9	1	4	26	14	3	31	26	17	15	25	16	17	14	21	23	14
	4%	4%	1%	4%	5%	4%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%	5%	3%
To stop racism and promote immigration	48	3	5	0	25	11	5	21	27	30	15	4	14	12	10	18	15	15
	3%	1%	3%	-	4%	3%	4%	3%	4%	7%	3%	1%	3%	2%	3%	3%	3%	3%
				D	D		D			MN	N							
To do more to restrict the use of firearms	35	1	4	0	13	15	3	19	17	6	17	12	11	15	9	14	14	7
	2%	0%	2%	-	2%	4%	3%	3%	2%	1%	3%	2%	2%	3%	3%	2%	3%	2%
						B												
To provide your province with funding for a low cost daycare program	35	3	7	2	17	2	4	11	24	20	14	1	10	15	8	13	13	9
	2%	2%	4%	2%	3%	1%	3%	1%	3%	5%	3%	0%	2%	3%	2%	2%	3%	2%
			H		H		H			N	N							
To invest in infrastructure projects like transportation and recreation sites in my community	35	7	1	1	15	8	3	22	13	10	12	12	11	11	10	10	9	15
	2%	3%	1%	1%	3%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	4%
Other	71	11	12	4	29	8	7	36	35	20	35	16	15	30	12	29	25	16
	5%	5%	7%	4%	5%	2%	7%	5%	5%	5%	7%	3%	3%	6%	4%	5%	5%	4%
			H				H				N							

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - L/M/N - O/P/Q - R/S/T - U/V - W/X/Y/Z/a/b/c

* small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni August 13th 2021

Maru/Blue

August 15th 2021