



# Factum

## Tax Reform Turmoil Leaves Liberal Support Unscathed

### Majority (55%) of Canadians Approve of Liberal Government's Performance; Grit Lead (39%) over Tories (32%) Holds Steady

**Toronto, Ontario, September 28, 2017** — Despite the attention and debate that the Liberal government's proposed tax reforms have incited in the news media and public debate, a new Ipsos poll conducted for Global News reveals that the Liberals remain largely unscathed in terms of voter support.

If a federal election were held tomorrow, 39% of decided Canadians would vote for the Liberals under Justin Trudeau, while 32% of Canadians would vote for Scheer's Conservatives. Two in ten (20%) would support the NDP – presently without a leader – while 5% of the vote would go to the Bloc, and 4% for other parties, including the Green Party. Two in ten Canadians either don't know (13%) who they would vote for, or would not vote (6%).

In comparison to an Ipsos poll conducted six months ago, the national popular vote results are identical. Clearly the issues that have caused the government some public-relations grief over the last six months haven't had any lasting impact on Canadians' voting intentions, perhaps as a result of having a lesser-known leader of the Conservatives in Andrew Scheer, and an NDP still voting for its leader.

- In **Ontario**, the Liberals (42%) lead the Conservatives (34%), NDP (19%) and other parties (5%).
- In **Quebec**, the Liberal (40%) margin over the Bloc (24%), Conservatives (17%), NDP (17%) and other parties (3%) is significant.
- In **British Columbia**, the NDP (34%) and Liberals (34%) lead the Tories (27%) and others (5%).
- In **Alberta**, the Conservatives (53%) have a solid lead over the Liberals (36%), federal NDP (10%) and others (1%).
- In **Saskatchewan and Manitoba**, the Conservatives (37%) and Liberals (34%) lead the NDP (24%) and others (5%).
- In **Atlantic Canada**, the Liberals (41%) lead the Conservatives (35%), NDP (20%) and other parties (4%).

The relative stability in support for the Liberals is also apparent in their overall approval rating: A majority (55%) of Canadians 'approve' (11% strongly/44% somewhat) of the performance of the Liberal government under Justin Trudeau, down just 1 point since the March poll – although it is down 4 points since this question was last asked two weeks ago.

Approval ratings are highest in Atlantic Canada (63%), British Columbia (59%), Ontario (59%), slightly softer in Saskatchewan and Manitoba (54%) and Quebec (52%), and lowest in Alberta (43%). Approval of the Liberals is highest among those with a household income of \$100K or more (66%), and among Millennials (67%) when compared to Gen X (55%) and Boomers (45%).

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## Press Release – continued –

*These are some of the findings of an Ipsos poll conducted between September 25 and 27, 2017, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ from Ipsos' online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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News Releases are available at: [www.ipsos.com/en-us/news-and-polls/overview](http://www.ipsos.com/en-us/news-and-polls/overview)

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