

Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

Report

Canada's Just Transition Plan *Shifting to a low carbon economy*

January 2023

DATE 2023-01-31 PROJECT NUMBER 82823-007

Leger

We know Canadians



METHODOLOGY

Methodology



Web survey using computer-assisted Web interviewing (CAWI) technology.



From January 27-29, 2023.



1526 Canadian residents, 18 years of age or older, randomly recruited from LEO's online panel.



Using data from the 2021 Census, results were weighted according to region, age and gender within Canada, as well as by education and presence of children in the household in order to ensure a representative sample of the population.



For comparison purposes, a probability sample of 1526 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements. For additional information regarding this poll please contact Andrew Enns with Leger at aenns@leger360.com



DETAILED RESULTS

Most Canadians have not read, heard, or seen anything about Canada's Just Transition Plan that looks at the structure of Canada's economy in the future. Only 16% are aware of it.

Q1. Have you read, heard, or seen anything about Canada's Just Transition Plan that looks at the structure of Canada's economy in the future?

Base: All respondents (n=1526)



Men (vs. women) and Western Canadians (especially Albertans) have seen or heard something about the Just Transition Plan.

Q1. Have you read, heard, or seen anything about Canada's Just Transition Plan that looks at the structure of Canada's economy in the future?

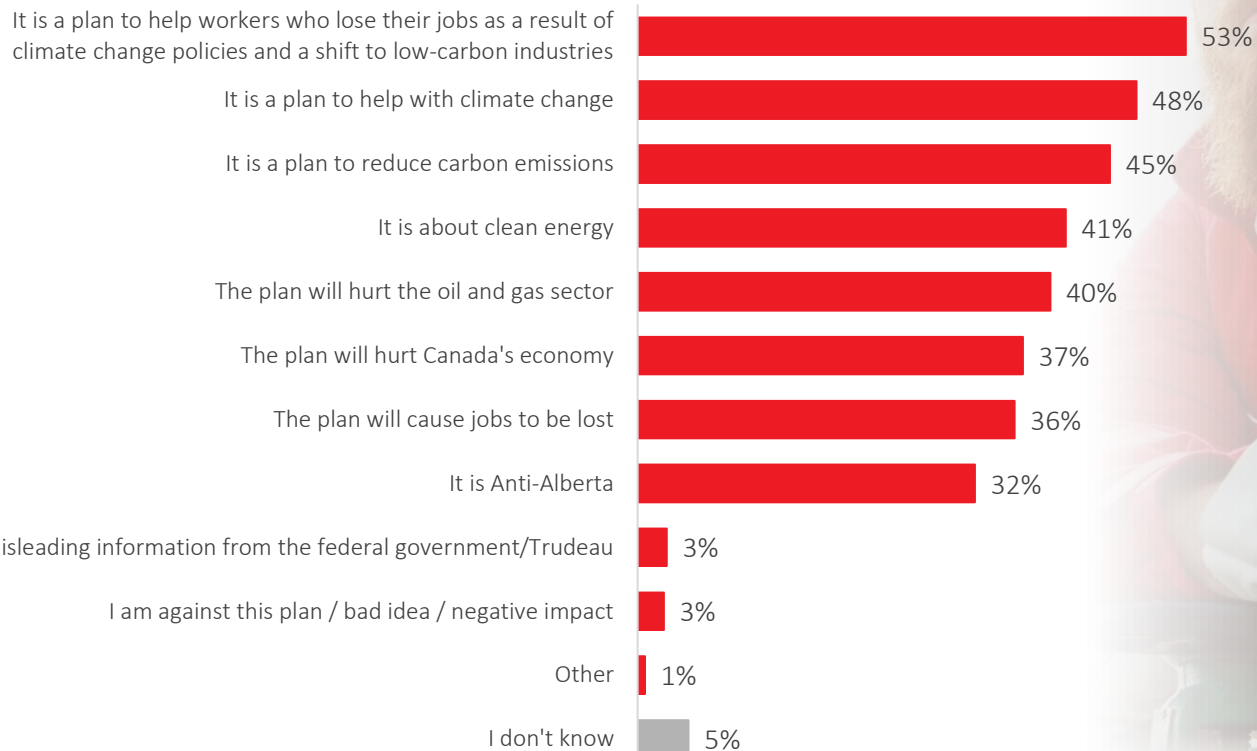
Base: All respondents (n=1526)

	Total	Gender		Age			Region							
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101
Yes	16%	21%	10%	14%	16%	17%	22%	19%	32%	15%	13%	15%	10%	7%
No	84%	79%	90%	86%	84%	83%	78%	81%	68%	85%	87%	85%	90%	93%

Of the small percent aware of the Just Transition Plan, half believe it aims to help workers who lose their jobs as a result of climate change policies and a shift to low-carbon industries. Four-in-ten believe the plan will hurt the oil and gas sector and/or Canada's economy, and will lead to a loss of jobs.

Q2. What have you heard?

Base: Those who have heard/seen anything about Just Transition Plan (n=259)



Western Canadians and those aged 55+ are significantly more likely to mention it is a plan to help displaced workers. Quebecers are less likely to agree here, or to say the plan will hurt oil and gas sector, the Canadian economy, will cause lost jobs, and/or is Anti-Alberta.

Q2. What have you heard?

Base: Those who have heard/seen anything about Just Transition Plan (n=259)

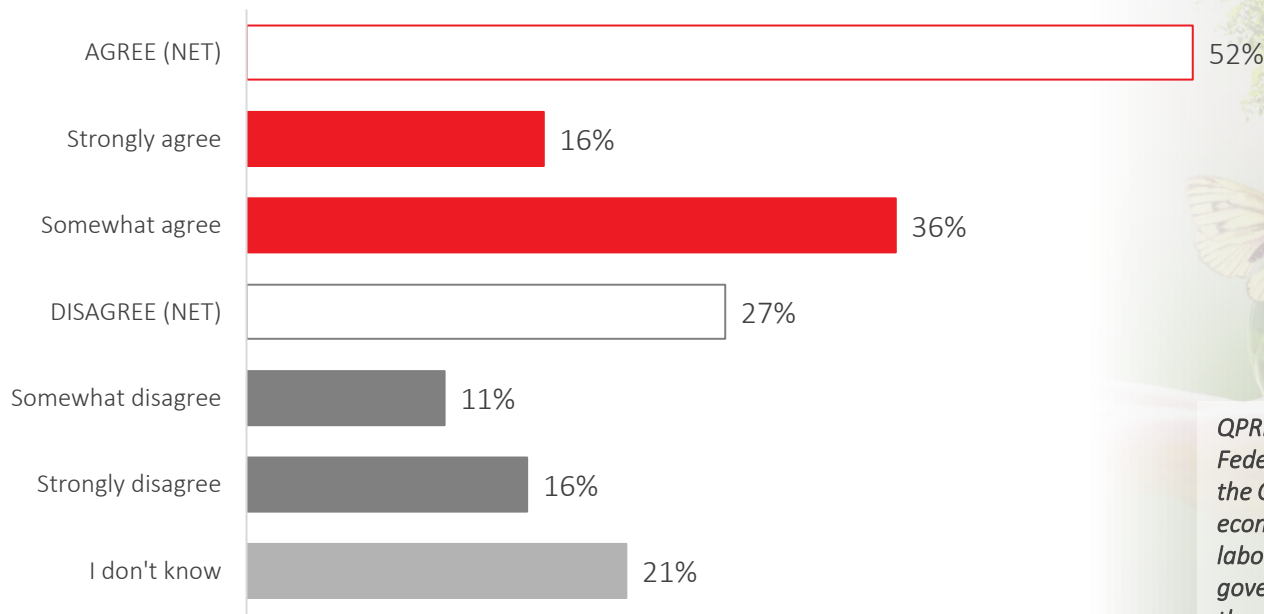
	Total	Gender		Age			Region							
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	259	178	81	60	88	111	105	34	49	22*	154	96	48	10*
It is a plan to help workers who lose their jobs as a result of climate change policies and a shift to low-carbon industries	53%	52%	54%	39%	40%	69%	66%	70%	63%	65%	42%	50%	25%	24%
It is a plan to help with climate change	48%	48%	47%	33%	40%	62%	51%	58%	47%	50%	45%	47%	43%	23%
It is a plan to reduce carbon emissions	45%	46%	43%	33%	37%	58%	45%	47%	40%	55%	46%	48%	41%	41%
It is about clean energy	41%	43%	37%	31%	36%	50%	45%	53%	42%	39%	38%	36%	41%	41%
The plan will hurt the oil and gas sector	40%	41%	36%	21%	40%	49%	46%	26%	56%	66%	34%	41%	19%	23%
The plan will hurt Canada's economy	37%	40%	31%	27%	36%	43%	39%	11%	52%	68%	35%	42%	17%	45%
The plan will cause jobs to be lost	36%	37%	34%	23%	34%	45%	38%	18%	45%	62%	35%	41%	20%	37%
It is Anti-Alberta	32%	35%	27%	19%	32%	40%	39%	22%	46%	59%	27%	35%	9%	15%
Misleading information from the federal government/Trudeau	3%	4%	1%	0%	3%	4%	1%	3%	0%	0%	4%	6%	0%	0%
I am against this plan / bad idea / negative impact	3%	3%	2%	0%	3%	3%	2%	0%	3%	0%	3%	5%	0%	0%
Other	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	2%	0%

* Small base size (<30). Results indicative only.

Half agree that the Just Transition Plan to move Canada's economy away from fossil fuels is the right approach for Canada. Just over a quarter disagree.

Q3. To what extent do you agree or disagree that the Just Transition Plan to move Canada's economy away from fossil fuels is the right approach for Canada?

Base: All respondents (n=1526)



QPREAMBLE Canada's Just Transition plan is being led by the Federal Government of Canada. Its stated goal is to prepare the Canadian workforce to participate in a low-carbon economy while minimizing the impact this may have on the labour market (employment, and job availability). The federal government says there will be job losses as some sectors in the economy wind down, such as oil and gas, mining and forestry, but it will have programs to replace lost jobs with jobs in other sectors of the Canadian economy.

Those most likely to agree that the Just Transition Plan is the right approach are men and Eastern Canadians (particularly Quebecers). Those in the West, and notably, those who have heard of the Plan, are significantly more likely to disagree.

Q3. To what extent do you agree or disagree that the Just Transition Plan to move Canada's economy away from fossil fuels is the right approach for Canada?

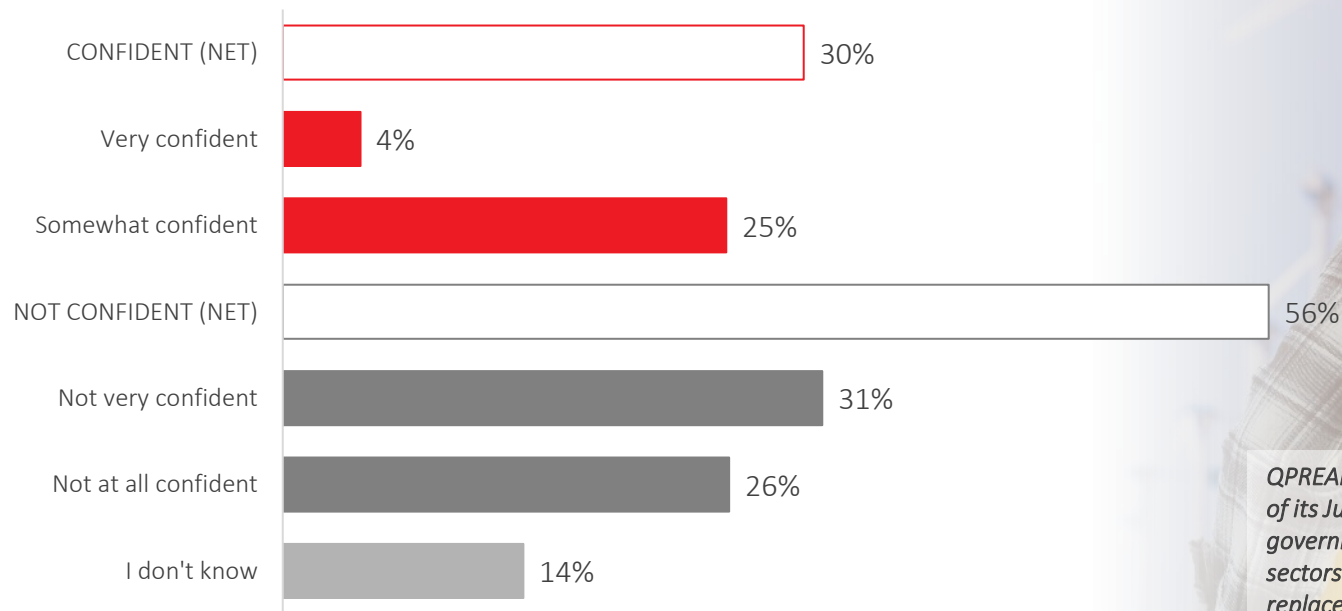
Base: All respondents (n=1526)

	Total	Gender		Age			Region								Heard of Plan	
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Yes	No
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	259	1267
AGREE (NET)	52%	56%	49%	57%	53%	49%	47%	57%	39%	38%	55%	52%	63%	42%	57%	52%
Strongly agree	16%	18%	15%	15%	17%	17%	15%	19%	10%	17%	17%	16%	19%	17%	28%	14%
Somewhat agree	36%	38%	34%	42%	36%	32%	31%	38%	29%	21%	38%	36%	45%	25%	29%	37%
DISAGREE (NET)	27%	29%	24%	21%	27%	30%	38%	30%	46%	41%	21%	26%	11%	30%	40%	24%
Somewhat disagree	11%	10%	12%	12%	11%	10%	14%	13%	15%	16%	9%	10%	6%	20%	11%	11%
Strongly disagree	16%	19%	12%	9%	15%	20%	23%	17%	31%	24%	12%	17%	5%	10%	30%	13%
I don't know	21%	15%	27%	23%	20%	21%	16%	14%	15%	21%	24%	21%	26%	28%	3%	24%

While there is broad support for the Just Transition Plan approach, more than half of Canadians are *not confident* that the Federal Government will be able to ensure displaced workers find good paying replacement jobs. In fact, 26% are *not at all confident*.

Q4. How confident are you that the Federal Government will be able to ensure displaced workers find good paying replacement jobs?

Base: All respondents (n=1526)



QPREAMBLE The Federal Government has stated, as part of its Just Transition Plan, that it will introduce a government program that will ensure all jobs lost in sectors such as oil and gas, mining or forestry will be replaced with good paying jobs in other sectors of the economy.

Canadians aged 18-54 and those who agree with the Plan’s approach are more likely to have confidence in the Federal Government’s ability to find well-paying replacement jobs for displaced workers. Men, those 55+, Western Canadians, and those who disagree with the Plan’s approach are more likely to be *not at all confident*

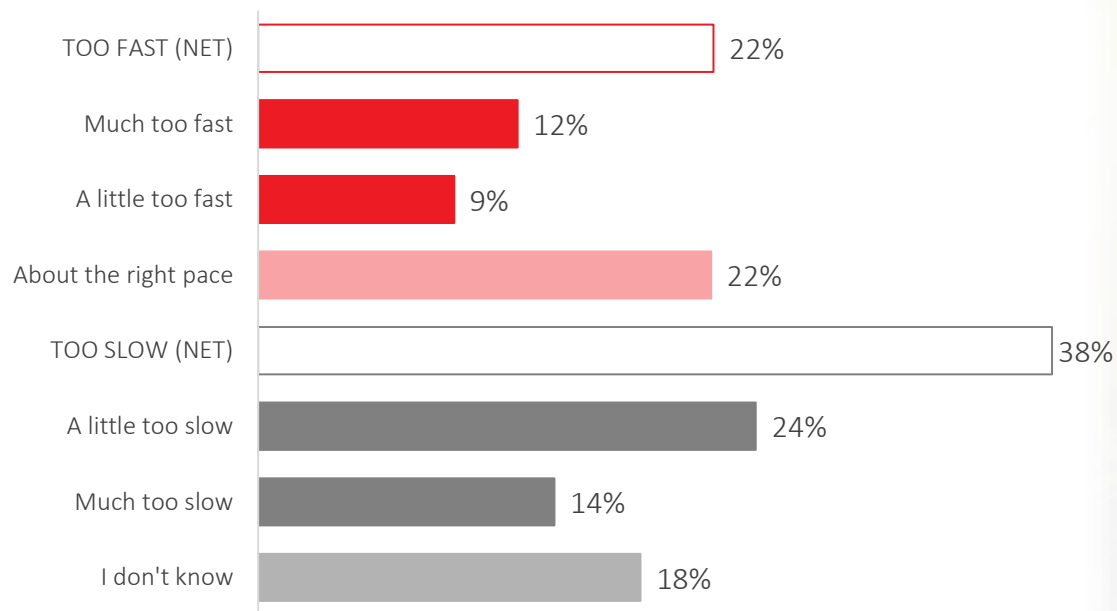
Q4. How confident are you that the Federal Government will be able to ensure displaced workers find good paying replacement jobs?
Base: All respondents (n=1526)

		Gender			Age			Region								Plan is right approach	
		Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=		1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
CONFIDENT (NET)		30%	30%	30%	33%	34%	24%	30%	39%	24%	24%	29%	29%	32%	24%	52%	2%
	Very confident	4%	5%	4%	5%	7%	2%	4%	8%	2%	1%	5%	5%	3%	7%	8%	0%
	Somewhat confident	25%	25%	26%	29%	26%	23%	26%	31%	22%	23%	25%	24%	29%	17%	44%	2%
	NOT CONFIDENT (NET)	56%	59%	54%	50%	52%	64%	59%	53%	69%	55%	55%	57%	50%	64%	43%	96%
	Not very confident	31%	30%	32%	34%	27%	32%	27%	24%	35%	19%	33%	29%	40%	32%	36%	25%
Not at all confident		26%	29%	22%	16%	25%	33%	32%	30%	34%	35%	22%	28%	10%	32%	8%	71%
I don't know		14%	11%	16%	17%	15%	11%	10%	8%	7%	22%	15%	14%	18%	12%	5%	2%

Four-in-ten (38%) Canadians believe the efforts to change Canada's economy to a low carbon one is moving too slow. Others believe it's going too fast (22%) or at about the right pace (22%).

Q5. Do you feel the efforts to change Canada's economy to a low carbon one is moving:

Base: All respondents (n=1526)



QPREAMBLE The Federal Government is actively taking steps today to move to a low carbon economy with the plan calling for Canada's economy to be at net zero emissions by 2050—27 years from now.

Western Canadians, men, and those who feel the Plan to move the economy away from fossil fuels is the wrong approach for Canada, are more likely to feel the efforts to change to a low carbon economy is moving *too quickly*. Easterners (particularly Quebecers), women, and those agreeing the Plan is the correct approach, are significantly more likely to believe the efforts are moving *too slowly*.

Q5. Do you feel the efforts to change Canada's economy to a low carbon one is moving:

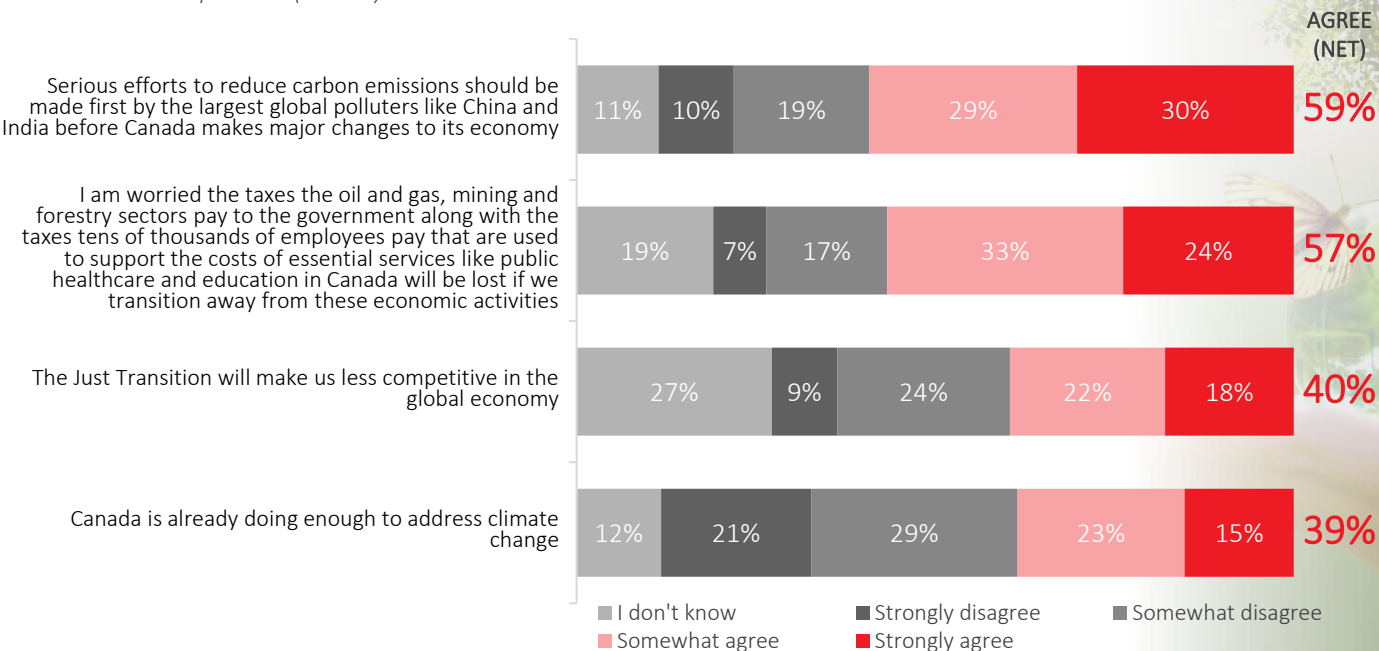
Base: All respondents (n=1526)

		Gender		Age			Region								Plan is right approach		
		Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=		1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
	TOO FAST (NET)	22%	27%	17%	17%	21%	26%	30%	23%	41%	28%	18%	22%	11%	21%	13%	53%
Much too fast	12%	17%	8%	8%	13%	15%	19%	13%	25%	19%	10%	13%	3%	10%	4%	38%	
A little too fast	9%	10%	9%	9%	8%	11%	12%	10%	16%	9%	8%	9%	8%	10%	9%	15%	
About the right pace	22%	24%	20%	23%	25%	18%	21%	21%	20%	21%	22%	21%	23%	23%	31%	10%	
TOO SLOW (NET)	38%	35%	41%	42%	36%	37%	34%	42%	24%	32%	40%	37%	47%	32%	50%	19%	
A little too slow	24%	20%	27%	28%	21%	24%	22%	27%	19%	18%	25%	24%	27%	18%	30%	13%	
Much too slow	14%	15%	14%	14%	15%	14%	11%	15%	5%	14%	16%	13%	20%	13%	20%	6%	
I don't know	18%	14%	22%	18%	19%	19%	16%	14%	15%	18%	20%	19%	19%	24%	5%	18%	

Almost six-in-ten Canadians agree that serious efforts to reduce carbon emissions should be made first by large global polluters before Canada makes major changes. A similar number of Canadians worry about the impact to essential services if we lose the taxes paid by oil & gas, mining, and forestry sectors and its employees by transitioning away from these sectors.

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents (n=1526)



Men, and those who disagree the Just Transition Plan's approach are significantly more likely to agree here. Those who agree the Plan's approach are nearly three times more likely to disagree with this statement vs. their counterparts.

Q6. "Serious efforts to reduce carbon emissions should be made first by the largest global polluters like China and India before Canada makes major changes to its economy". Base: All respondents (n=1526)

	Total	Gender		Age			Region								Plan is right approach	
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
AGREE (NET)	59%	62%	56%	55%	59%	63%	62%	56%	72%	60%	58%	57%	58%	60%	53%	81%
Strongly agree	30%	33%	28%	22%	30%	36%	36%	31%	42%	35%	28%	29%	23%	35%	20%	58%
Somewhat agree	29%	30%	28%	33%	28%	27%	26%	24%	30%	24%	30%	28%	35%	25%	33%	23%
DISAGREE (NET)	29%	28%	31%	30%	28%	30%	29%	36%	18%	32%	30%	30%	30%	27%	42%	16%
Somewhat disagree	19%	18%	20%	21%	18%	18%	21%	25%	14%	22%	18%	17%	20%	20%	26%	11%
Strongly disagree	10%	10%	11%	9%	10%	11%	8%	10%	5%	10%	11%	13%	10%	8%	16%	5%
I don't know	11%	9%	13%	15%	13%	8%	9%	9%	9%	8%	13%	13%	12%	13%	5%	3%

Worry over lost taxes impacting the costs of essential services is higher among men and Western Canadians, and those who disagree with the Just Transition Plan's approach. Worry is lowest in Quebec, however.

Q6. "I am worried the taxes the oil and gas, mining and forestry sectors pay to the government along with the taxes tens of thousands of employees pay that are used to support the costs of essential services like public healthcare and education in Canada will be lost if we transition away from these economic activities".

Base: All respondents (n=1526)

	Total	Gender		Age			Region								Plan is right approach	
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
AGREE (NET)	57%	60%	53%	56%	57%	57%	64%	56%	75%	64%	53%	55%	48%	62%	49%	84%
Strongly agree	24%	28%	19%	19%	23%	27%	30%	23%	39%	30%	21%	25%	15%	17%	12%	57%
Somewhat agree	33%	32%	34%	37%	34%	29%	34%	33%	36%	34%	32%	30%	32%	44%	38%	26%
DISAGREE (NET)	24%	25%	23%	21%	25%	26%	22%	30%	11%	23%	25%	25%	28%	18%	38%	10%
Somewhat disagree	17%	18%	16%	15%	15%	20%	16%	20%	10%	17%	17%	16%	20%	12%	27%	7%
Strongly disagree	7%	8%	7%	6%	10%	6%	6%	10%	1%	6%	8%	9%	7%	6%	11%	3%
I don't know	19%	15%	23%	22%	18%	18%	14%	14%	14%	13%	22%	20%	25%	21%	13%	7%

Men, Western Canadians, and those who disagree the Just Transition Plan to move the economy away from fossil fuels is the right approach for Canada, are significantly more likely to agree – and *strongly agree* – that the Plan will make Canada less competitive in the global economy.

Q6. “The Just Transition will make us less competitive in the global economy”.

Base: All respondents (n=1526)

		Gender		Age			Region								Plan is right approach	
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
AGREE (NET)	40%	48%	31%	36%	39%	42%	46%	34%	61%	48%	37%	38%	35%	31%	31%	73%
Strongly agree	18%	26%	11%	13%	20%	20%	27%	20%	35%	26%	14%	17%	9%	14%	7%	52%
Somewhat agree	22%	23%	21%	23%	20%	22%	19%	14%	25%	22%	23%	21%	27%	17%	23%	21%
DISAGREE (NET)	33%	33%	33%	35%	35%	30%	31%	40%	20%	31%	34%	34%	34%	34%	50%	16%
Somewhat disagree	24%	23%	25%	26%	25%	22%	22%	27%	18%	20%	25%	23%	26%	28%	36%	11%
Strongly disagree	9%	10%	8%	9%	10%	8%	9%	13%	3%	11%	9%	11%	8%	6%	14%	5%
I don't know	27%	18%	36%	29%	26%	27%	22%	26%	19%	21%	29%	28%	30%	34%	19%	12%

Canadians are split as to whether Canada is doing enough to address climate change. Men, Westerners (particularly Albertans), and those who disagree with the Plan's approach tend to agree Canada is doing enough, while their counterparts (i.e., women, Quebecers, and those who agree with the Plan's approach) disagree.

Q6. "Canada is already doing enough to address climate change".

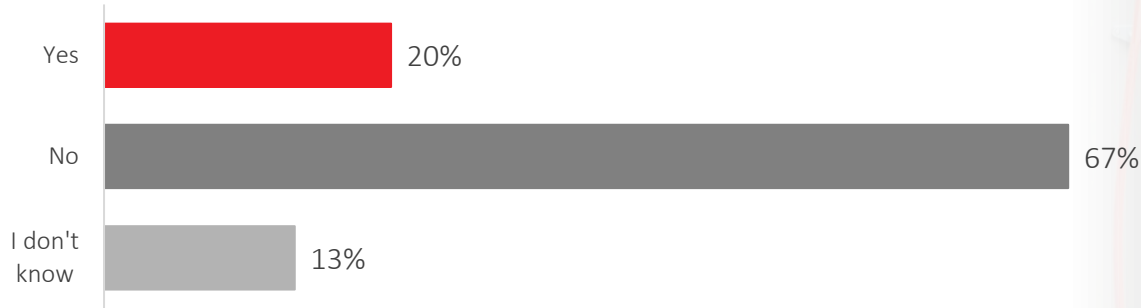
Base: All respondents (n=1526)

	Total	Gender		Age			Region								Plan is right approach	
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
AGREE (NET)	39%	46%	31%	36%	39%	40%	47%	38%	61%	42%	35%	40%	25%	38%	28%	72%
Strongly agree	15%	19%	11%	11%	15%	18%	22%	19%	27%	20%	12%	17%	5%	9%	5%	46%
Somewhat agree	23%	27%	20%	25%	24%	22%	25%	19%	34%	22%	22%	23%	19%	29%	24%	25%
DISAGREE (NET)	50%	44%	55%	50%	48%	51%	42%	56%	25%	42%	53%	48%	62%	48%	67%	22%
Somewhat disagree	29%	24%	33%	29%	27%	30%	24%	27%	18%	31%	31%	27%	37%	30%	37%	15%
Strongly disagree	21%	20%	22%	21%	21%	21%	18%	30%	7%	11%	22%	22%	25%	18%	30%	7%
I don't know	12%	10%	13%	14%	13%	9%	11%	6%	14%	16%	12%	12%	13%	14%	5%	7%

It would appear the Federal government has work to do to convince Canadians that all new vehicles sold in Canada after 2035 will be electric. Just 20% believe this is realistic.

Q7. Do you believe it is realistic that all new vehicles sold in Canada 13 years from now will be electric?

Base: All respondents (n=1526)



QPREAMBLE At the end of 2022, the Federal Government of Canada announced that 20% of all vehicle sales must be electric by 2026. By 2030, this would increase to 60%, and by 2035, every passenger vehicle sold in Canada will need to be electric.

Men, those aged 18-54, and those who agree that the Just Transition Plan to move the economy away from fossil fuels is the right approach for Canada, are significantly more likely to believe it is realistic that all new vehicles sold in Canada by the end of 2035 will be electric.

Urbanites are more likely to agree with this belief, too (26% vs. 16% of suburban residents and 15% of rural residents).

Q7. Do you believe it is realistic that all new vehicles sold in Canada 13 years from now will be electric?

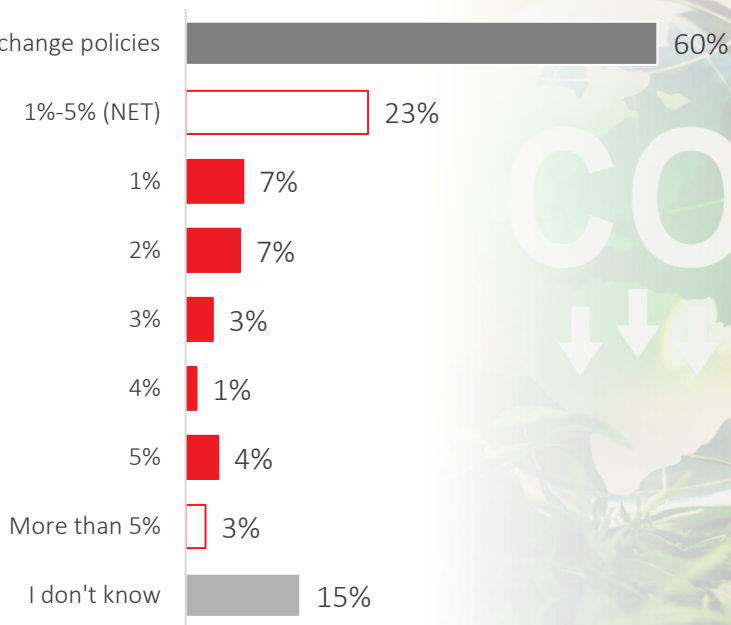
Base: All respondents (n=1526)

	Total	Gender		Age			Region								Plan is right approach	
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=	1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
Yes	20%	23%	17%	28%	23%	13%	18%	22%	13%	18%	21%	20%	24%	15%	32%	5%
No	67%	67%	67%	58%	63%	76%	71%	65%	81%	69%	65%	64%	64%	72%	56%	91%
I don't know	13%	10%	16%	14%	14%	12%	11%	13%	6%	13%	14%	16%	12%	13%	12%	3%

Most Canadians (60%) aren't willing to pay any additional taxes to support the country's efforts to reduce carbon emissions. Just under 15% would be willing to pay an additional 1% to 2% in overall taxes if it supported the reduction of carbon emissions.

Q8. Overall, how much more in overall taxes are you willing to pay to support Canada's efforts to reduce carbon emissions in the actions to reduce the effects of climate change?
Base: All respondents (n=1526)

Nothing. Taxes should not increase as a result of climate change policies



Men, those aged 18-34, and Canadians who agree the Just Transition Plan's approach would be willing to pay more in taxes to support the efforts to reduce carbon emissions. There are no significant regional differences, although British Columbians appear most willing to be open to paying additional taxes to address climate change..

As well, 41% who think it's realistic that Canada will reach its goal of all new vehicles sold by 2035 be electric would be willing to pay more in tax, while 72% of those who feel it is not realistic would pay nothing extra.

Q8. Overall, how much more in overall taxes are you willing to pay to support Canada's efforts to reduce carbon emissions in the actions to reduce the effects of climate change?

Base: All respondents (n=1526)

		Gender			Age			Region								Plan is right approach	
		Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Agree	Disagree
n=		1526	770	756	384	563	579	404	154	125	125	1122	609	412	101	845	382
Nothing	60%		58%	62%	53%	60%	64%	61%	54%	67%	64%	59%	58%	60%	67%	46%	85%
1%-5% (NET)	23%		27%	20%	28%	25%	19%	24%	29%	21%	20%	23%	23%	23%	21%	35%	9%
1%	7%		7%	7%	9%	9%	5%	6%	7%	5%	8%	8%	8%	8%	6%	10%	4%
2%	7%		8%	6%	8%	8%	6%	7%	8%	8%	4%	7%	7%	8%	5%	11%	3%
3%	3%		4%	3%	6%	4%	2%	4%	5%	3%	3%	3%	3%	3%	6%	5%	1%
4%	1%		3%	0%	3%	1%	0%	2%	3%	1%	1%	1%	1%	0%	2%	2%	1%
5%	4%		5%	3%	3%	3%	6%	5%	6%	4%	5%	4%	3%	4%	3%	7%	0%
More than 5%	3%		3%	2%	4%	3%	2%	3%	5%	1%	2%	2%	3%	1%	2%	4%	1%
I don't know	15%		12%	17%	16%	12%	15%	12%	13%	11%	14%	16%	16%	16%	10%	15%	5%

Detailed Methodology

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 450,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panelists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

Detailed Methodology

Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting and after weighting.

Region	Unweighted	Weighted
British Columbia	154	212
Alberta	125	169
MB/SK	125	98
Ontario	609	592
Quebec	412	353
Atlantic Canada	101	103

GENDER	Unweighted	Weighted
Male	770	744
Female	756	782

AGE	Unweighted	Weighted
Between 18 and 34	384	408
Between 35 and 55	563	492
55 or over	579	626

Leger

We know Canadians



OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.