



Report

Canadian Politics

Survey of Canadians

THE CANADIAN PRESS 

Date: 11/02/2025
Project: 16811-134



Methodology

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,590**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **February 7 to February 10, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.46%**, (19 times out of 20) for the Canadian sample.

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at aenns@leger360.com; or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

Methodology







Most accurate polling firm

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies.

See <https://338canada.com/pollster-ratings.htm>

2021 Canadian Federal Election

	Leger Poll Published on September 18, 2021	Official Results 2021 Canadian Federal Election
	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%



*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key highlights: Canadian Politics (1/2)

Some of **the key highlights** of our survey **about Canadian Politics...**

1

The gap between the Conservative and Liberal leads is narrowing as Pierre Poilievre's Conservative Party is currently leading by 9 points, compared to an 18-point lead over the Liberal Party at the last measure. If a federal election were held today, **40% of Canadians would vote for the Conservative Party of Canada**, while 31% would vote for the Liberal Party. The Liberal Party has seen a significant increase of 6 percentage points since the last measurement, while the Conservatives have experienced a decrease of 3 points.

2

Among potential successors to Justin Trudeau, Mark Carney continues to emerge as the clear frontrunner, now garnering 37% support. Chrystia Freeland follows at 12%, while Karina Gould trails at 3%. Carney's appeal is particularly strong among Liberal voters, with 68% backing his leadership.

3

With Mark Carney as leader, Liberal support would rise to 37% (+6), while Conservative support would drop to 37%, suggesting Carney could attract voters and improve the party's electoral chances. On the other hand, If Chrystia Freeland led the Liberals, support would decline to 28% (-3), giving the Conservatives a stronger lead at 39%.

4

Pierre Poilievre (22%) and Mark Carney (20%) are the most trusted in managing U.S.-Canada relations, with Carney leading among Liberal voters (44%). Justin Trudeau and Doug Ford rank lower at 9%. Chrystia Freeland also ranks lower at 6%, followed by Jagmeet Singh at 5%.

5

Overall, Canadians (82%) are concerned that Donald Trump could use tariffs or trade sanctions to pressure Canada into a closer union with the U.S. Concern is highest among Liberal (93%) and NDP (92%) voters, while Conservative supporters are less worried (75%). In response to these threats, a majority of Canadians (81%) plan to or have increased purchases of Canadian-made products, while 59% say they will or did stop buying U.S. alcohol, and 56% will or avoid traveling to the U.S.

Key highlights: Canadian Politics (2/2)

Some of **the key highlights** of our survey **about Canadian Politics...**

6

With 86% of Canadians worried the economy may worsen, many say they already feel the impact of rising costs, particularly for fresh fruits and vegetables (72%) and packaged goods (67%). Concerns over price increases for groceries are higher among Quebecers (76%), whereas concerns over gasoline prices (59%) are highest in British Columbia (78%) and the Prairies (69%). **Half of Canadians (54%) also say they have postponed major household purchases due to economic uncertainty. This proportion is higher among Canadians ages 18 to 34 years old (62%).**

7

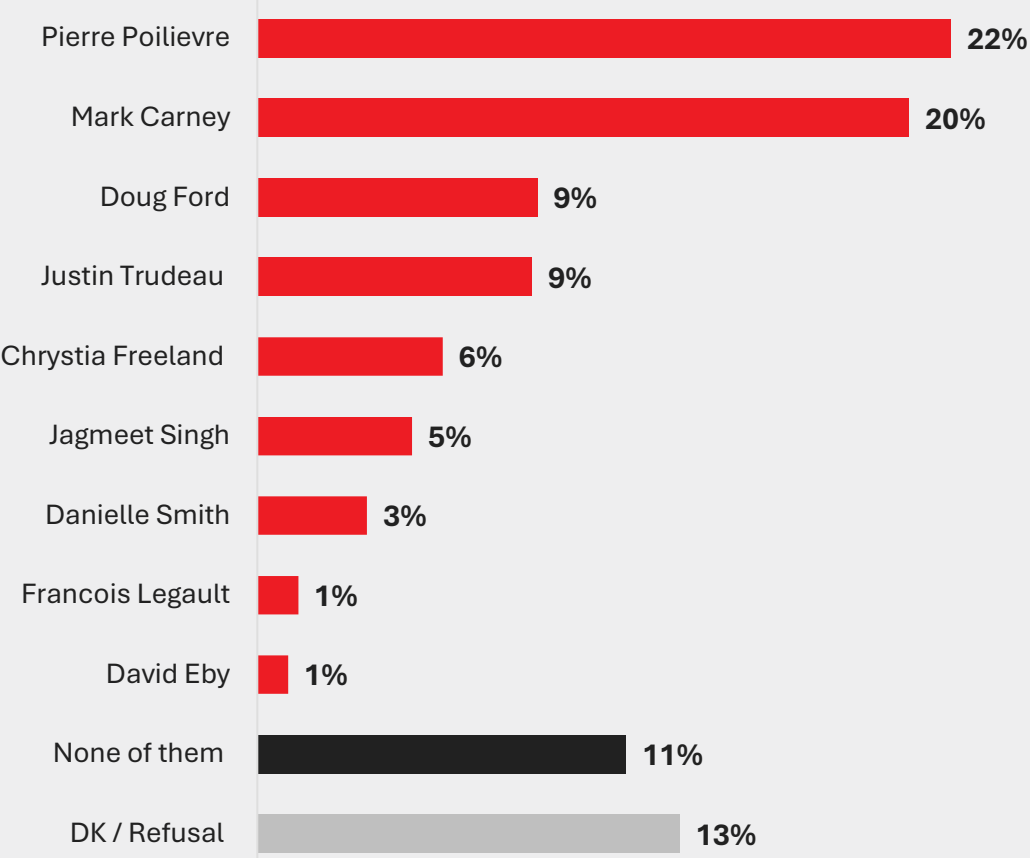
Most Canadians (85%) feel proud to be Canadian, with 58% saying that they are very proud and 55% considering Canada one of the best countries to live in. The threats of tariffs and President Trump's comments appear to influence Canadians' sense of pride, as both measures have seen significant increases since the last survey on that topic in June 2024. At that time, 76% of Canadians said they were proud to be Canadian, and 41% considered it the best country.

Special Topics

Top Canadian Leader for U.S.-Canada Relations (1/2)

Q103. Among the individuals below, who do you trust more to manage the relationship and defend Canada against the political and financial decisions of U.S. President Donald Trump?

Base: All respondents (n=1,590)



Top Canadian Leader for U.S.-Canada Relations (2/2)

Q103. Among the individuals below, who do you trust more to manage the relationship and defend Canada against the political and financial decisions of U.S. President Donald Trump?







Base: All respondents (n=1,590)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282
Pierre Poilievre	22%	14%	15%	22%	36%	31%	23%	26%	17%	23%	24%	19%	20%	24%	21%
Mark Carney	20%	29%	24%	20%	16%	12%	21%	22%	18%	15%	15%	28%	21%	22%	17%
Doug Ford	9%	10%	6%	11%	10%	6%	7%	8%	9%	7%	8%	10%	8%	9%	11%
Justin Trudeau	9%	13%	9%	9%	10%	6%	5%	8%	9%	13%	7%	7%	10%	8%	8%
Chrystia Freeland	6%	1%	8%	6%	5%	4%	5%	6%	6%	4%	4%	8%	5%	6%	7%
Jagmeet Singh	5%	4%	4%	5%	4%	7%	4%	5%	5%	8%	6%	1%	8%	3%	2%
Danielle Smith	3%	5%	2%	2%	5%	13%	1%	4%	3%	3%	4%	3%	4%	2%	6%
Francois Legault	1%	0%	5%	0%	0%	0%	0%	1%	1%	2%	1%	1%	1%	2%	2%
David Eby	1%	0%	0%	0%	0%	0%	6%	1%	1%	1%	1%	0%	1%	1%	1%
None of them	11%	11%	11%	11%	11%	15%	11%	10%	12%	11%	15%	9%	10%	12%	13%
DK / Refusal	13%	13%	15%	14%	3%	5%	18%	9%	17%	13%	13%	13%	13%	13%	11%

Top Canadian Leader for U.S.-Canada Relations – By Voting Intentions

Q103. Among the individuals below, who do you trust more to manage the relationship and defend Canada against the political and financial decisions of U.S. President Donald Trump?

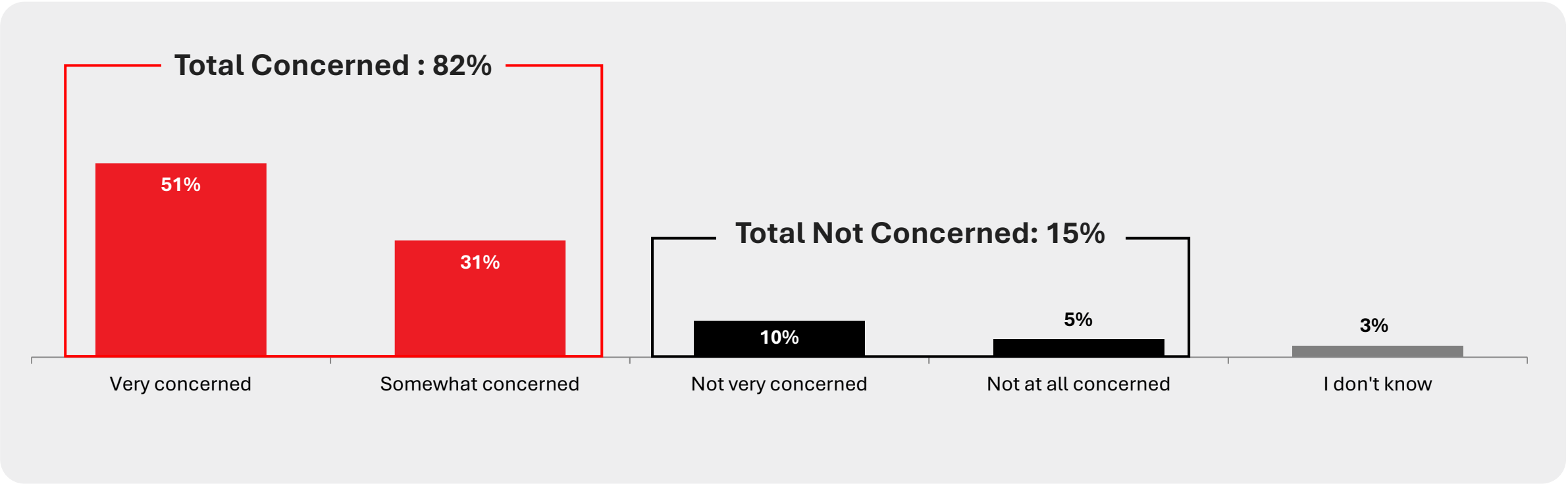
Base: All respondents (n=1,590)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,590	530	405	184	88	75	25
Unweighted n=	1,590	475	432	205	115	66	30
Pierre Poilievre	22%	58%	0%	0%	6%	11%	18%
Mark Carney	20%	6%	44%	20%	28%	22%	6%
Doug Ford	9%	11%	7%	9%	9%	10%	5%
Justin Trudeau	9%	3%	23%	7%	6%	4%	10%
Chrystia Freeland	6%	1%	9%	7%	13%	11%	12%
Jagmeet Singh	5%	1%	2%	34%	1%	2%	4%
Danielle Smith	3%	8%	1%	0%	1%	1%	11%
Francois Legault	1%	0%	1%	0%	10%	0%	4%
David Eby	1%	1%	1%	3%	0%	2%	0%
None of them	11%	6%	4%	11%	12%	19%	26%
DK / Refusal	13%	7%	7%	9%	14%	18%	4%

Concerns About U.S. Pressure for Closer Canada-U.S. Union (1/2)

Q104. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

Base: All respondents (n=1,590)



Concerns About U.S. Pressure for Closer Canada-U.S. Union (2/2)

Q104. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?







Base: All respondents (n=1,590)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282
Total Concerned	82%	90%	82%	83%	83%	76%	82%	79%	86%	82%	80%	84%	83%	83%	81%
Very concerned	51%	59%	48%	53%	51%	38%	59%	47%	56%	42%	52%	58%	52%	53%	49%
Somewhat concerned	31%	31%	34%	30%	32%	38%	22%	32%	30%	41%	28%	27%	31%	30%	32%
Total Not Concerned	15%	9%	14%	13%	14%	21%	15%	19%	10%	13%	16%	14%	14%	14%	17%
Not very concerned	10%	7%	10%	9%	9%	12%	11%	11%	8%	11%	10%	9%	9%	10%	11%
Not at all concerned	5%	2%	4%	5%	4%	9%	4%	8%	2%	2%	6%	5%	5%	4%	7%
Don't know	3%	1%	3%	4%	3%	3%	3%	2%	4%	5%	4%	1%	3%	3%	1%

Concerns About U.S. Pressure for Closer Canada-U.S. Union – By Voting Intentions

Q104. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

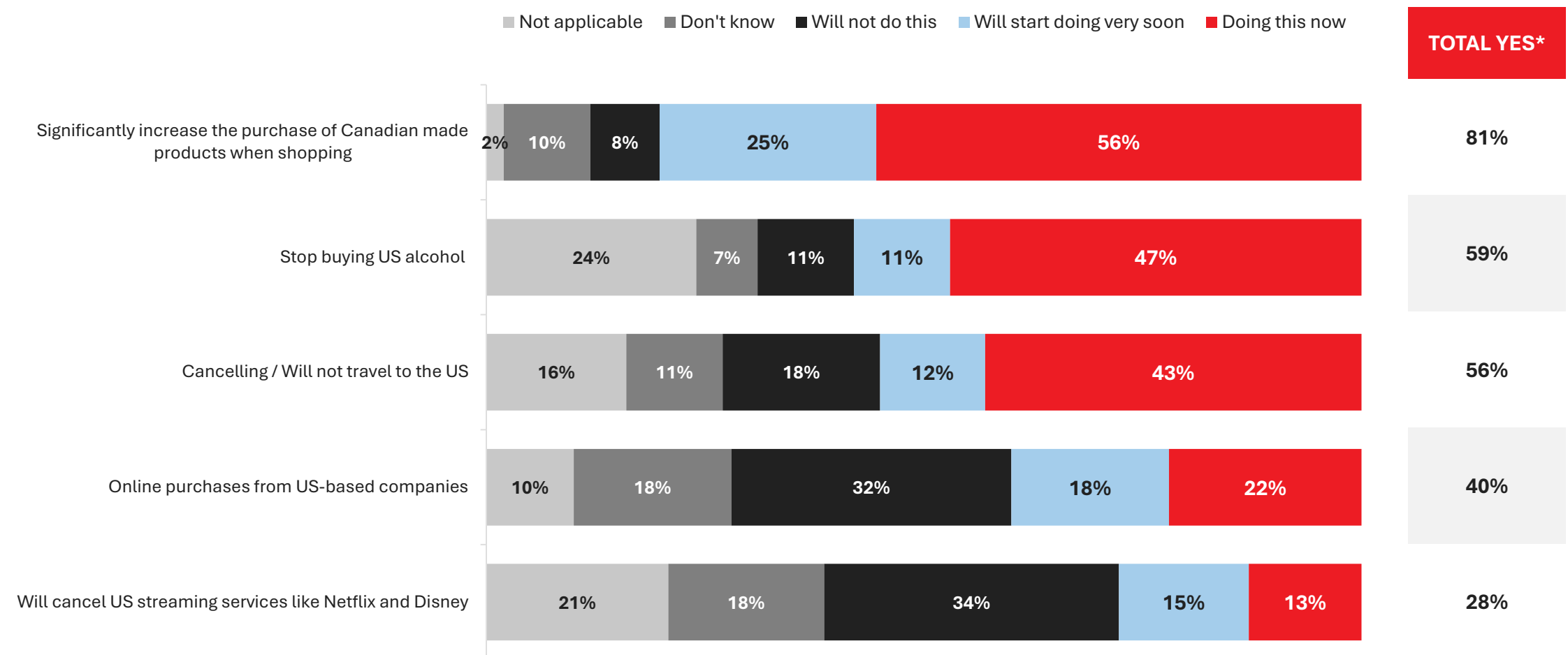
Base: All respondents (n=1,590)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,590	530	405	184	88	75	25
Unweighted n=	1,590	475	432	205	115	66	30
Total Concerned	82%	75%	93%	92%	89%	90%	75%
Very concerned	51%	44%	64%	60%	56%	59%	32%
Somewhat concerned	31%	31%	29%	32%	33%	31%	42%
Total Not Concerned	15%	24%	7%	6%	9%	6%	25%
Not very concerned	10%	16%	4%	4%	9%	1%	18%
Not at all concerned	5%	8%	3%	2%	0%	5%	7%
Don't know	3%	1%	1%	2%	2%	4%	0%

Responses to U.S. Tariff Threats and Presidential Comments on Canada (1/2)

Q105. In response to the threat of tariffs and comments made by the US President about Canada please indicate if you have or plan to take any actions outlined below.

Base: All respondents (n=1,590)



*TOTAL YES = % Will start doing very soon + % Doing this now.

Responses to U.S. Tariff Threats and Presidential Comments on Canada (2/2)

Q105. In response to the threat of tariffs and comments made by the US President about Canada please indicate if you have or plan to take any actions outlined below.

Base: All respondents (n=1,590)







% TOTAL YES	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282
Significantly increase the purchase of Canadian made products when shopping	81%	82%	84%	80%	86%	74%	82%	78%	84%	74%	78%	88%	80%	83%	80%
Stop buying US alcohol	59%	62%	59%	59%	57%	51%	62%	61%	57%	56%	57%	61%	58%	61%	54%
Cancelling / Will not travel to the US	56%	58%	59%	56%	63%	42%	57%	55%	57%	48%	54%	63%	55%	59%	54%
Online purchases from US-based companies	40%	40%	40%	43%	42%	33%	35%	40%	39%	40%	38%	40%	41%	40%	36%
Will cancel US streaming services like Netflix and Disney	28%	32%	36%	29%	25%	14%	22%	31%	25%	33%	24%	27%	31%	27%	24%

*TOTAL YES = % Will start doing very soon + % Doing this now.

Responses to U.S. Tariff Threats and Presidential Comments on Canada – By Voting Intentions

Q105. In response to the threat of tariffs and comments made by the US President about Canada please indicate if you have or plan to take any actions outlined below.

Base: All respondents (n=1,590)

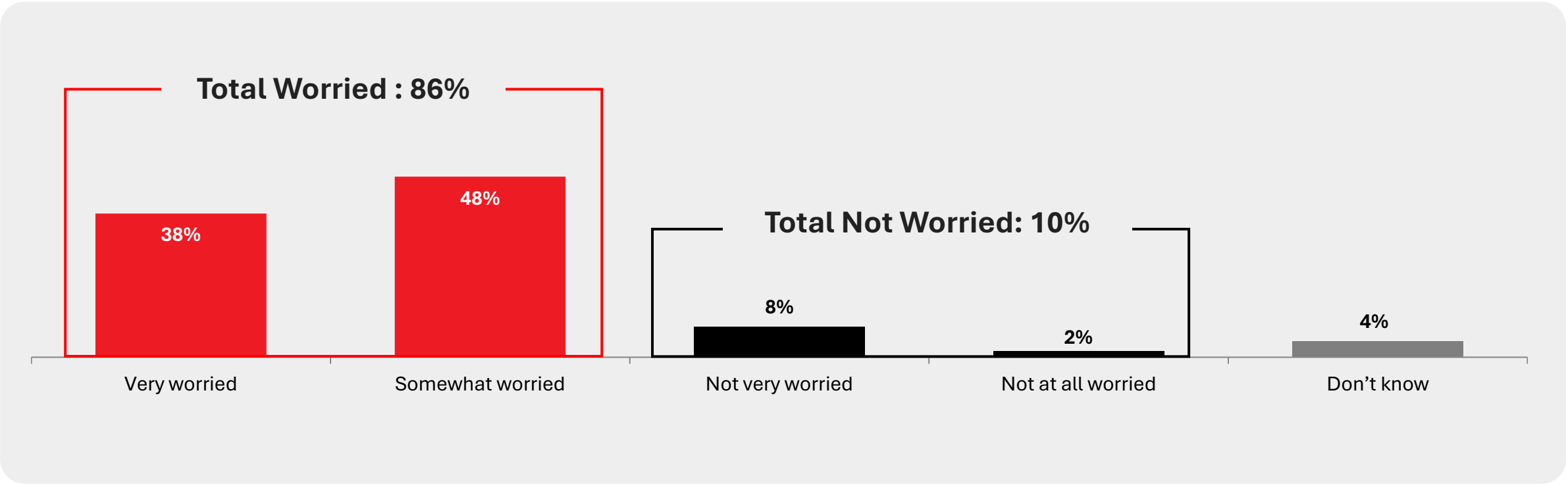
								
% TOTAL YES		Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=		1,590	530	405	184	88	75	25
Unweighted n=		1,590	475	432	205	115	66	30
Significantly increase the purchase of Canadian made products when shopping		81%	75%	90%	89%	91%	89%	67%
Stop buying US alcohol		59%	52%	73%	61%	68%	63%	45%
Cancelling / Will not travel to the US		56%	48%	71%	62%	69%	60%	33%
Online purchases from US-based companies		40%	40%	49%	41%	35%	40%	43%
Will cancel US streaming services like Netflix and Disney		28%	22%	40%	23%	43%	30%	15%

*TOTAL YES = % Will start doing very soon + % Doing this now.

Concerns About Canada's Economic Outlook in the Next Six Months (1/2)

Q106. How worried are you that Canada’s economy will worsen over the next 6 months or so?

Base: All respondents (n=1,590)



Concerns About Canada's Economic Outlook in the Next Six Months (2/2)

Q106. How worried are you that Canada’s economy will worsen over the next 6 months or so?







Base: All respondents (n=1,590)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282
Total Worried	86%	93%	87%	86%	81%	78%	91%	84%	88%	83%	86%	88%	84%	89%	86%
Very worried	38%	45%	32%	41%	39%	32%	42%	34%	42%	37%	41%	37%	38%	40%	37%
Somewhat worried	48%	48%	55%	45%	42%	46%	48%	50%	46%	46%	45%	51%	47%	49%	49%
Total Not Worried	10%	7%	10%	11%	13%	12%	5%	13%	7%	13%	8%	9%	10%	9%	10%
Not very worried	8%	6%	9%	9%	11%	8%	5%	10%	6%	11%	7%	7%	9%	7%	7%
Not at all worried	2%	1%	1%	2%	1%	4%	0%	2%	1%	2%	1%	2%	1%	1%	3%
Don't know	4%	0%	3%	4%	6%	10%	4%	4%	5%	4%	7%	2%	5%	3%	4%

Concerns About Canada's Economic Outlook in the Next Six Months – By Voting Intentions

Q106. How worried are you that Canada's economy will worsen over the next 6 months or so?

Base: All respondents (n=1,590)

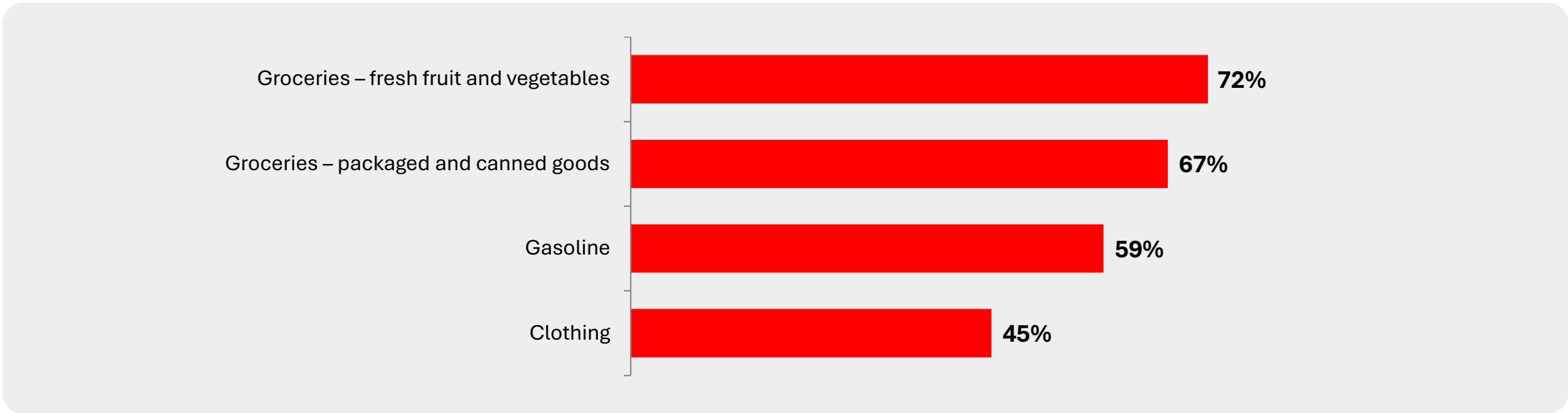
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,590	530	405	184	88	75	25
Unweighted n=	1,590	475	432	205	115	66	30
Total Worried	86%	86%	87%	88%	91%	91%	96%
Very worried	38%	45%	35%	36%	25%	41%	39%
Somewhat worried	48%	42%	52%	52%	66%	50%	57%
Total Not Worried	10%	10%	11%	7%	7%	7%	4%
Not very worried	8%	8%	10%	6%	6%	6%	4%
Not at all worried	2%	2%	1%	2%	1%	1%	0%
Don't know	4%	4%	1%	5%	2%	2%	0%

Perceived Price Increases on Everyday Items

Q107. Have you noticed an increase in the price of the following items over the past few weeks?

Base: All respondents (n=1,590)

% YES presented









% YES	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282
Groceries – fresh fruit and vegetables	72%	75%	76%	69%	65%	70%	74%	68%	75%	63%	73%	76%	72%	70%	72%
Groceries – packaged and canned goods	67%	67%	69%	66%	67%	64%	69%	64%	69%	60%	70%	68%	69%	63%	67%
Gasoline	59%	62%	47%	55%	69%	65%	78%	57%	60%	56%	64%	56%	60%	60%	53%
Clothing	45%	53%	44%	45%	42%	44%	46%	41%	49%	47%	47%	42%	45%	46%	45%

Perceived Price Increases on Everyday Items – By Voting Intentions

Q107. Have you noticed an increase in the price of the following items over the past few weeks?

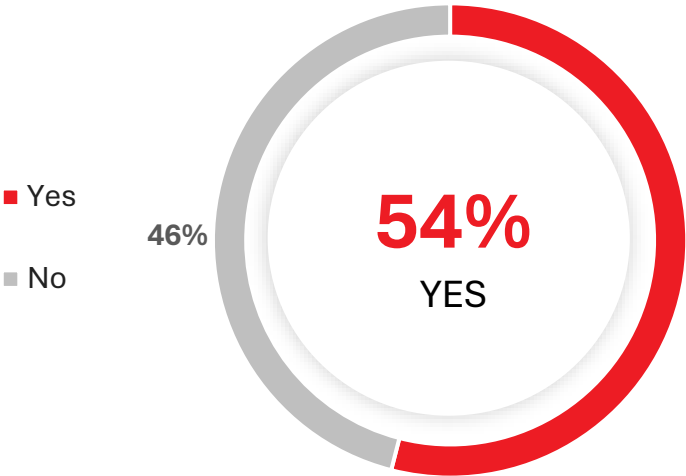
Base: All respondents (n=1,590)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,590	530	405	184	88	75	25
Unweighted n=	1,590	475	432	205	115	66	30
Groceries – fresh fruit and vegetables	72%	75%	65%	66%	85%	71%	70%
Groceries – packaged and canned goods	67%	71%	57%	63%	77%	67%	72%
Gasoline	59%	66%	51%	58%	43%	62%	68%
Clothing	45%	50%	38%	35%	40%	47%	64%

Impact of Economic Uncertainty on Major Household Purchases

Q108. Have you put off spending on major household purchases as a result of the current period of economic uncertainty?

Base: All respondents (n=1,590)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282
Yes	54%	60%	42%	58%	56%	58%	55%	51%	57%	62%	55%	48%	54%	53%	58%
No	46%	40%	58%	42%	44%	42%	45%	49%	43%	38%	45%	52%	46%	47%	42%

Impact of Economic Uncertainty on Major Household Purchases – By Voting Intentions

Q108. Have you put off spending on major household purchases as a result of the current period of economic uncertainty?

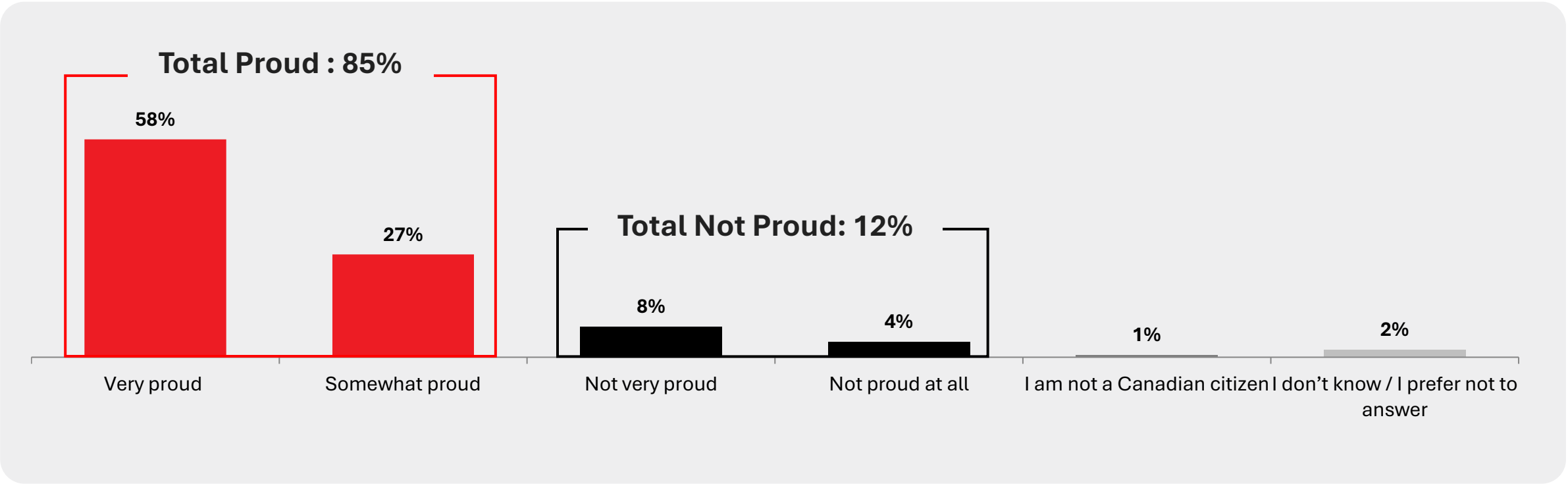
Base: All respondents (n=1,590)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,590	530	405	184	88	75	25
Unweighted n=	1,590	475	432	205	115	66	30
Yes	54%	64%	44%	57%	39%	62%	75%
No	46%	36%	56%	43%	61%	38%	25%

National Pride as a Canadian (1/2)

Q101. To what extent are you proud to be a Canadian?

Base: All respondents (n=1,590)



National Pride as a Canadian (2/2)

Q101. To what extent are you proud to be a Canadian?







Base: All respondents (n=1,590)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total June 24th 2024	Gap
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292	1,607	
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282	1,607	
Total Proud	85%	87%	86%	87%	78%	78%	86%	83%	87%	77%	84%	91%	84%	88%	81%	76%	+9
Very proud	58%	66%	46%	62%	54%	60%	61%	54%	61%	37%	55%	74%	53%	61%	61%	40%	+18
Somewhat proud	27%	21%	39%	25%	24%	18%	25%	29%	26%	40%	29%	17%	31%	27%	20%	36%	-9
Total Not Proud	12%	10%	12%	11%	15%	20%	10%	15%	10%	18%	14%	8%	12%	11%	17%	19%	-7
Not very proud	8%	9%	9%	7%	12%	12%	6%	10%	7%	13%	9%	5%	7%	8%	12%	12%	-4
Not proud at all	4%	1%	3%	4%	3%	8%	4%	5%	3%	5%	5%	3%	5%	3%	5%	8%	-4
I am not a Canadian citizen	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	2%	-1
I don't know / I prefer not to answer	2%	3%	2%	1%	6%	2%	3%	1%	3%	3%	2%	1%	3%	0%	2%	3%	-1

National Pride as a Canadian – By Voting Intentions

Q101. To what extent are you proud to be a Canadian?

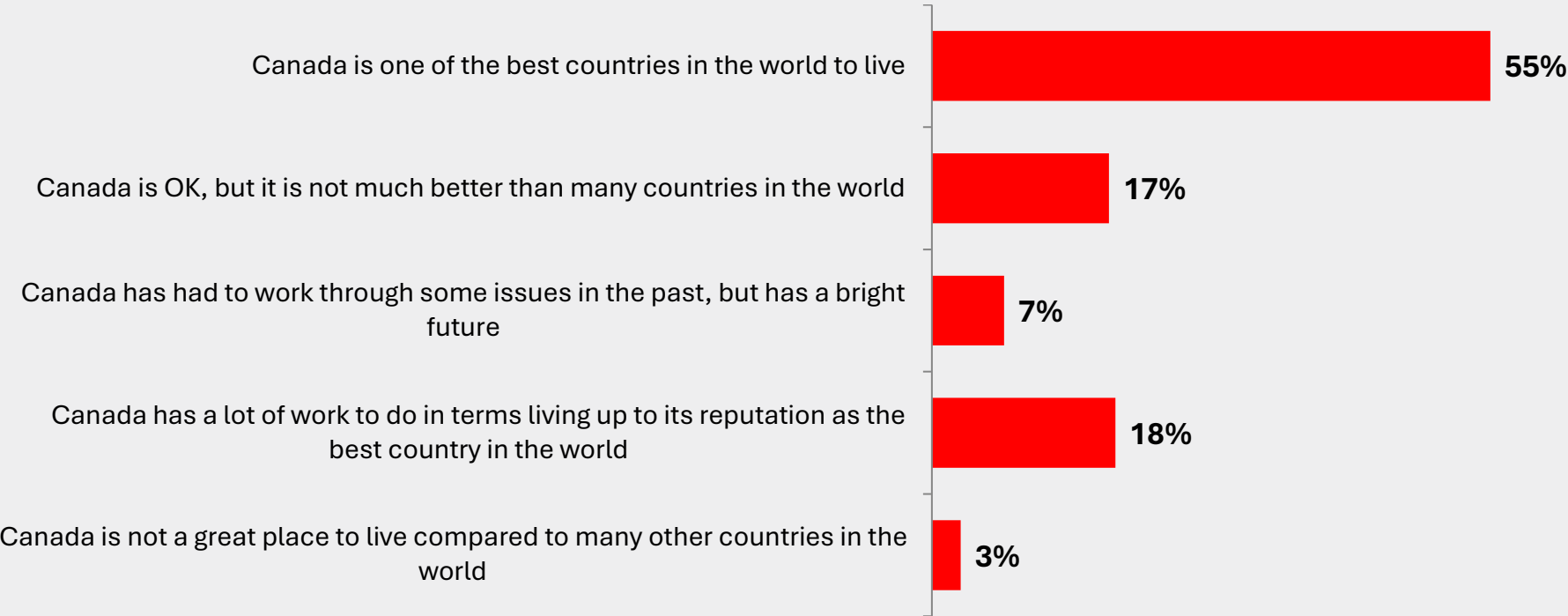
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Total Proud	85%	81%	95%	88%	78%	88%	69%
Very proud	58%	55%	77%	54%	28%	55%	33%
Somewhat proud	27%	26%	18%	34%	51%	33%	36%
Total Not Proud	12%	18%	4%	10%	18%	10%	31%
Not very proud	8%	11%	3%	5%	16%	8%	17%
Not proud at all	4%	7%	1%	5%	2%	2%	14%
I am not a Canadian citizen	1%	0%	1%	0%	1%	0%	0%
I don't know / I prefer not to answer	2%	1%	0%	2%	3%	2%	0%

Feelings About Living in Canada (1/2)

Q102. How do you feel about living in Canada and/or being Canadian? Which of the following best describes your current feelings?

Base: All respondents (n=1,590)



Feelings About Living in Canada (2/2)

Q102. How do you feel about living in Canada and/or being Canadian? Which of the following best describes your current feelings?







Base: All respondents (n=1,590)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total June 24th 2024	Gap
Weighted n=	1,590	107	367	615	102	177	221	775	815	424	512	654	672	613	292	1,607	
Unweighted n=	1,590	101	426	647	125	128	163	764	826	464	473	653	702	596	282	1,607	
Canada is one of the best countries in the world to live	55%	61%	56%	56%	53%	48%	54%	54%	55%	38%	52%	68%	53%	57%	52%	41%	+14
Canada is OK, but it is not much better than many countries in the world	17%	12%	19%	16%	15%	20%	20%	19%	16%	28%	19%	9%	19%	16%	17%	20%	-3
Canada has had to work through some issues in the past, but has a bright future	7%	9%	6%	8%	10%	5%	5%	5%	9%	14%	6%	3%	7%	7%	7%	8%	-1
Canada has a lot of work to do in terms living up to its reputation as the best country in the world	18%	17%	18%	18%	16%	22%	18%	19%	17%	19%	18%	18%	17%	17%	21%	25%	-7
Canada is not a great place to live compared to many other countries in the world	3%	1%	2%	3%	5%	5%	4%	3%	3%	1%	6%	2%	4%	2%	3%	6%	-3

Feelings About Living in Canada – By Voting Intentions

Q102. How do you feel about living in Canada and/or being Canadian? Which of the following best describes your current feelings?

Base: All respondents (n=1,590)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,590	530	405	184	88	75	25
Unweighted n=	1,590	475	432	205	115	66	30
Canada is one of the best countries in the world to live	55%	47%	75%	55%	52%	39%	24%
Canada is OK, but it is not much better than many countries in the world	17%	18%	12%	22%	20%	22%	42%
Canada has had to work through some issues in the past, but has a bright future	7%	4%	6%	10%	6%	17%	2%
Canada has a lot of work to do in terms living up to its reputation as the best country in the world	18%	27%	6%	11%	22%	21%	26%
Canada is not a great place to live compared to many other countries in the world	3%	5%	1%	1%	1%	2%	6%

Respondent Profile

Respondent profiles

(Base n=1,590)

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

Gender

	Unweighted	Weighted
Male	764	775
Female	826	815

Language (Mother Tongue)

	Unweighted	Weighted
French	381	314
English	1,072	1,146
Other	137	130

Age

	Unweighted	Weighted
18 to 34	464	424
35 to 54	473	512
55+	653	654

Province

	Unweighted	Weighted
British Columbia	163	211
Alberta	128	177
Manitoba/Saskatchewan	125	102
Ontario	647	615
Quebec	426	367
Atlantic	101	107

Our Credentials



Canada

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



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

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



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

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)

300
employees

185
consultants

8
offices

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