## Report

# **FEDERAL POLITICS**

# THE CANADIAN PRESS





September 11<sup>th</sup>, 2019

#### **METHODOLOGY**



#### **METHODOLOGY**



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



From September 6<sup>th</sup> to September 9<sup>th</sup>, 2019



1,546 Canadians, 18 years of age or older, who have the right to vote in Canada, randomly recruited from LegerWeb's online panel.



Using data from the 2016 Census, results were weighted according to age, gender, mother tongue, region and level of education in order to ensure a representative sample of the population.



No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1,546 respondents would have a margin of error of ±2.49%, 19 times out of 20.



#### **METHODOLOGY**

#### **Notes on Reading this Report**

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.

In this report, 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 that that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-Present at the following e-mail address: <a href="mailto:cbourque@leger360.com">cbourque@leger360.com</a>





Q1A/Q1B. If FEDERAL elections were held today, for which political party would you be most likely to vote? Would it be for...?

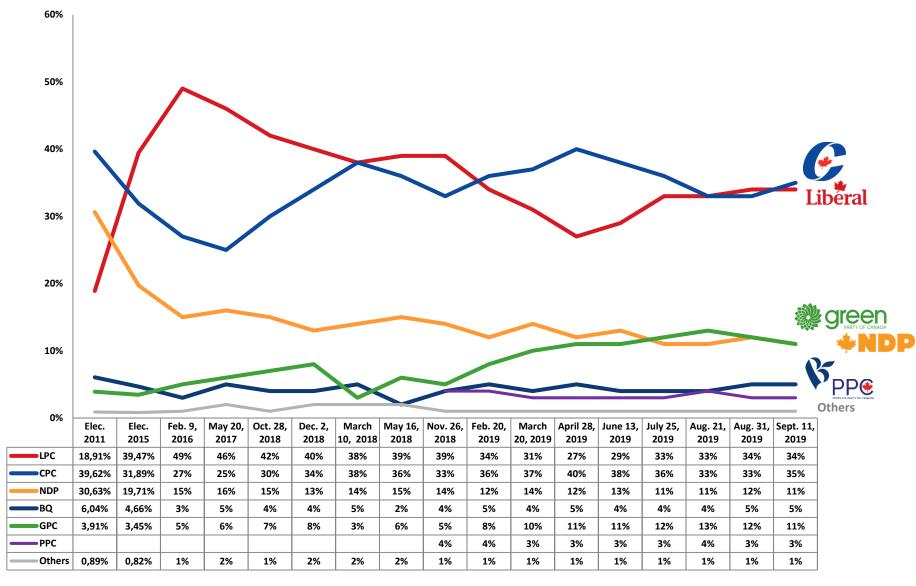
In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...

Base: All respondents, except for Yves-François Blanchet, Quebecers only (n=436)

	TOTAL Eligible voters	TOTAL Decided voters	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+	August 31, 2019	Varia- tion
Weighted n = Unweighted n =		1,250 1,286	78 80	302 371	473 495	85 109	153 113	159 118	639 677	611 609	335 320	408 410	508 556	1,732 1.767	
Andrew Scheer's Conservative Party of Canada	28%	35%	28%	22%	31%	<b>57</b> %	60%	36%	35%	34%	24%	34%	42%	33%	+2
Justin Trudeau's Liberal Party of Canada	27%	34%	53%	37%	37%	20%	14%	33%	34%	33%	33%	32%	35%	34%	-
Elizabeth May's Green Party of Canada	9%	11%	7%	10%	15%	8%	8%	10%	10%	12%	16%	11%	8%	12%	-1
Jagmeet Singh's New Democratic Party of Canada	9%	11%	9%	6%	15%	10%	11%	15%	10%	13%	21%	10%	6%	12%	-1
Yves-François Blanchet's Bloc Québécois	4%	5%	-	21%	-	-	-	-	5%	5%	3%	5%	6%	5%	-
Maxime Bernier's People's Party of Canada	3%	3%	3%	5%	2%	2%	5%	4%	4%	2%	3%	5%	2%	3%	-
for another party	1%	1%	0%	0%	1%	2%	3%	2%	1%	1%	0%	3%	1%	1%	-
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refusal	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	

## TRENDS IN VOTING INTENTIONS IN CANADA









Q2. Is this your final choice or are you likely to change your mind?

Base: Respondents who were able to say which party they intend to vote for.

(weighted n = 1,228, unweighted n = 1,269



people

the CPC

429)

Based on Based on people who intend who intend to vote for to vote for the **LPC** (weighted n = (weighted n = unweighted n = unweighted n =



Based on people who intend to vote for the GPC (weighted n = unweighted n = 140)



Based on people who intend to vote for the **NPD** (weighted n = 143 unweighted n = 134)



Based on people who intend to vote for the **BQ** (weighted n = 63 unweighted n = 73)



Based on

people who intend to vote for the PPC (weighted n = 40 unweighted n = 41)

**TOTAL** 





452)









Final choice	61%	67%	68%	50%	42%	61%	22%
I'm likely to change my mind	26%	20%	25%	35%	32%	38%	39%
I don't know / Refusal	13%	13%	<b>7</b> %	15%	25%	1%	39%

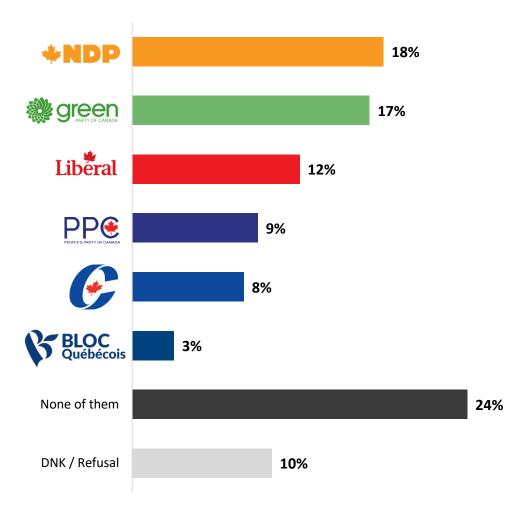
## **SECOND CHOICE**



Q3. Whether your choice is final or not, what would be your second choice among the following political parties? Would it be...?

Base: Respondents who were able to say which party they intend to vote for.

(weighted n = 1,228, unweighted n = 1,269)





## **SECOND CHOICE** – *DETAILED RESULTS*

Q3. Whether your choice is final or not, what would be your second choice among the following political parties? Would it be ...?

Base: Respondents who were able to say which party they intend to vote for.

	TOTAL	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+
Weighted n =	1,228	78	301	464	84	148	154	627	601	333	393	501
Unweighted n =	1,269	80	369	486	108	110	116	666	603	319	400	550
Jagmeet Singh's New Democratic Party of Canada	18%	18%	17%	20%	13%	14%	17%	16%	19%	23%	20%	11%
Elizabeth May's Green Party of Canada	17%	21%	15%	21%	16%	6%	22%	18%	16%	15%	14%	21%
Justin Trudeau's Liberal Party of Canada	12%	10%	11%	13%	9%	9%	16%	11%	13%	17%	9%	11%
Maxime Bernier's People's Party of Canada	9%	5%	7%	6%	15%	19%	8%	11%	<b>7</b> %	10%	9%	8%
Andrew Scheer's Conservative Party of Canada	8%	8%	10%	8%	7%	4%	7%	8%	8%	9%	8%	7%
Yves-François Blanchet's Bloc Québécois	3%	-	13%	-	-	-	-	3%	3%	4%	1%	4%
None of them	24%	33%	18%	23%	32%	34%	17%	25%	22%	12%	26%	30%
Don't know / Refusal	10%	5%	9%	9%	8%	14%	12%	8%	11%	10%	13%	<b>7</b> %



## **SECOND CHOICE** – BY VOTING INTENTIONS

Q3. Whether your choice is final or not, what would be your second choice among the following political parties? Would it be ...?

Base: Respondents who intend to vote for the LPC, the NDP, the CPC, the PPC or the GPC

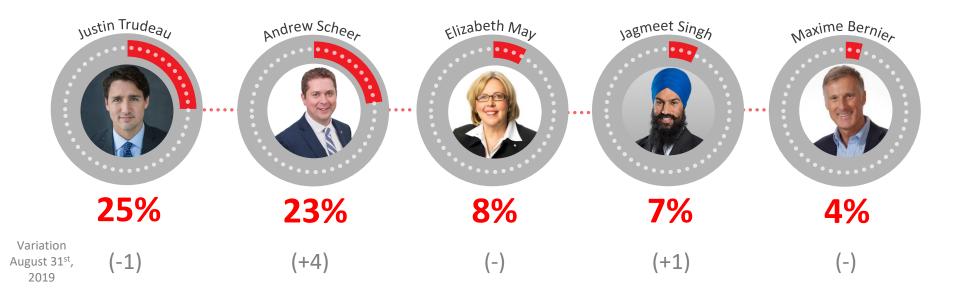
	TOTAL	СРС	LPC	GPC	NDP	PPC
Weighted n =	1,228	432	411	138	143	40
Unweighted n =	1,269	429	452	140	134	41
Jagmeet Singh's New Democratic Party of Canada	18%	10%	29%	31%	-	2%
Elizabeth May's Green Party of Canada	17%	11%	24%	-	33%	10%
Justin Trudeau's Liberal Party of Canada	12%	14%	-	22%	33%	4%
Maxime Bernier's People's Party of Canada	9%	17%	4%	9%	1%	-
Andrew Scheer's Conservative Party of Canada	8%	-	11%	5%	14%	40%
Yves-François Blanchet's Bloc Québécois	3%	1%	5%	3%	3%	7%
None of them	24%	38%	17%	20%	7%	19%
Don't know / Refusal	10%	10%	10%	10%	8%	19%



## **BEST PRIME MINISTER**

Q4. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,546)

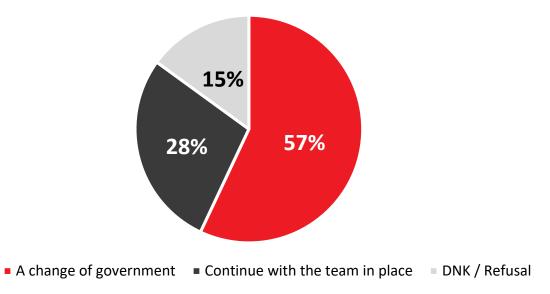




#### **EXPECTATIONS REGARDING THE NEXT FEDERAL ELECTION**

Q5. During the next federal elections on October 21, do you want a change of government or do you want to continue with the team in place?

Base: All respondents (n=1,546)



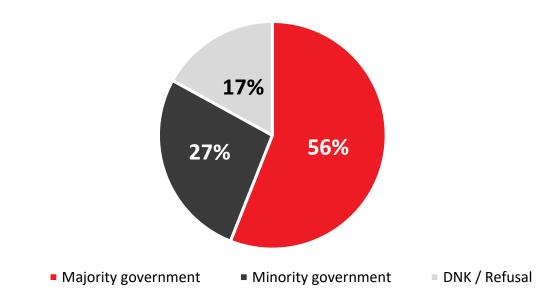
		TOTAL	ATL	QC	ON	MB/SK	АВ	вс	Male	Female	18-34	35-54	55+
	Weighted n =	1,548	106	362	591	100	175	213	751	796	417	507	624
	Unweighted n =	1,546	101	436	602	127	127	153	783	763	392	506	648
A change of government		57%	44%	51%	54%	73%	81%	55%	57%	57%	53%	60%	57%
Continue with the team in p	olace	28%	38%	32%	29%	18%	10%	29%	31%	25%	28%	24%	31%
I don't know / Refusal		15%	18%	16%	17%	9%	9%	16%	12%	18%	19%	15%	13%



## **MAJORITY OR MINORITY?**

Q6. When you think about the results of the next federal election, do you prefer a majority or a minority government?

Base: All respondents (n=1,546)



	то	OTAL	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+
	Weighted n = 1,	.548	106	362	591	100	175	213	751	796	417	507	624
	Unweighted n = 1,	.546	101	436	602	127	127	153	783	763	392	506	648
Majority government	50	6%	61%	55%	54%	53%	64%	53%	61%	51%	50%	53%	62%
Minority government	2	7%	22%	30%	28%	31%	22%	24%	28%	26%	27%	25%	28%
I don't know / Refusal	1	7%	17%	15%	18%	16%	14%	22%	11%	23%	23%	22%	10%



## **MAJORITY OR MINORITY?** – BY VOTING INTENTIONS

Q6. When you think about the results of the next federal election, do you prefer a majority or a minority government?

Base: Respondents who intend to vote for the LPC, the NDP, the CPC, the PPC or the GPC

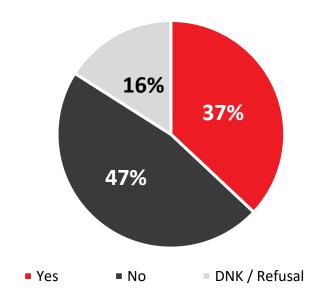
	TOTAL	СРС	LPC	GPC	NDP	PPC
	Weighted n = 1,548	432	420	138	143	40
	Unweighted n = 1,546	429	461	140	134	41
Majority government	56%	69%	70%	46%	45%	56%
Minority government	27%	22%	20%	42%	39%	28%
I don't know / Refusal	17%	9%	10%	13%	16%	17%



## PROVINCES' TREATMENT BY THE GOVERNMENT OF CANADA

Q7. Do you feel that your province is being properly treated by the Government of Canada?

Base: All respondents (n=1,546)



		TOTAL	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+
	Weighted n =	1,548	106	362	591	100	175	213	751	796	417	507	624
	Unweighted n =	1,546	101	436	602	127	127	153	783	763	392	506	648
Yes		37%	33%	43%	44%	24%	17%	32%	43%	32%	44%	33%	36%
No		47%	45%	44%	38%	66%	77%	44%	48%	46%	<b>39</b> %	53%	47%
I don't know / Refusal		16%	22%	14%	17%	10%	6%	24%	10%	22%	16%	14%	17%



## PROVINCES' TREATMENT BY THE GOVERNMENT OF CANADA

#### - BY VOTING INTENTIONS

#### Q7. Do you feel that your province is being properly treated by the Government of Canada?

Base: Respondents who intend to vote for the LPC, the NDP, the CPC, the PPC or the GPC

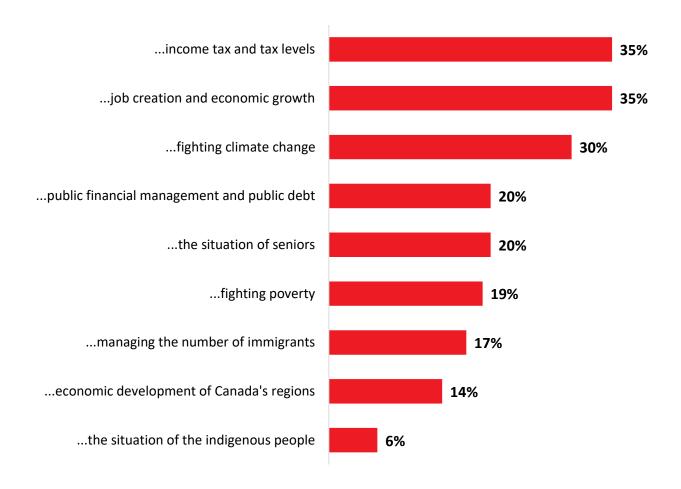
		TOTAL	СРС	LPC	GPC	NDP	PPC
	Weighted n =	1,548	432	420	138	143	40
	Unweighted n =	1,546	429	461	140	134	41
Yes		37%	21%	68%	44%	41%	17%
No		47%	67%	22%	44%	46%	62%
I don't know / Refusal		16%	12%	10%	13%	14%	21%



## **MOST IMPORTANT ISSUES**

Q8. Which of the following are the 2 most important issues in your decision to support any of the political parties? Is it... – 2 MENTIONS POSSIBLE\*

Base: All respondents (n=1,546)



<sup>\*</sup>Because respondents were able to give several answers, the total of mentions may exceed 100%.



## **MOST IMPORTANT ISSUES** – DETAILED RESULTS

Q8. Which of the following are the 2 most important issues in your decision to support any of the political parties? Is it... – 2 MENTIONS POSSIBLE\*

Base: All respondents (n=1,546)

	TOTAL	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+
Weighted n =	1,548	106	362	591	100	175	213	751	796	417	507	624
Unweighted n =	1,546	101	436	602	127	127	153	783	763	392	506	648
income tax and tax levels	35%	25%	40%	36%	36%	26%	35%	36%	34%	36%	40%	30%
job creation and economic growth	35%	43%	21%	37%	38%	55%	33%	35%	35%	40%	39%	29%
fighting climate change	30%	31%	39%	32%	16%	18%	23%	30%	30%	40%	23%	28%
public financial management and public debt	20%	19%	19%	19%	26%	20%	22%	25%	15%	17%	21%	21%
the situation of seniors	20%	31%	23%	17%	19%	14%	24%	14%	25%	6%	12%	36%
fighting poverty	19%	19%	21%	20%	<b>12</b> %	12%	19%	17%	20%	20%	21%	16%
managing the number of immigrants	17%	<b>7</b> %	16%	19%	15%	20%	19%	15%	19%	13%	20%	18%
economic development of Canada's regions	14%	14%	10%	10%	22%	27%	13%	16%	11%	13%	13%	15%
the situation of the indigenous people	6%	2%	4%	5%	11%	7%	7%	5%	6%	9%	4%	4%

<sup>\*</sup>Because respondents were able to give several answers, the total of mentions may exceed 100%.



## **MOST IMPORTANT ISSUES** – BY VOTING INTENTIONS

Q8. Which of the following are the 2 most important issues in your decision to support any of the political parties? Is it... – 2 MENTIONS POSSIBLE\*

Base: Respondents who intend to vote for the LPC, the NDP, the CPC, the PPC or the GPC

	TOTAL	СРС	LPC	GPC	NDP	PPC
Weighted n =	•	432	420	138	143	40
Unweighted n =income tax and tax levels	1,546 <b>35%</b>	429 <b>40</b> %	461 <b>29%</b>	140 27%	134 <b>24</b> %	41 49%
job creation and economic growth	35%	37%	39%	20%	32%	39%
fighting climate change	30%	13%	42%	60%	43%	11%
public financial management and public debt	20%	29%	16%	18%	15%	28%
the situation of seniors	20%	20%	18%	14%	22%	2%
fighting poverty	19%	9%	20%	22%	28%	18%
managing the number of immigrants	17%	24%	8%	12%	10%	41%
economic development of Canada's regions	14%	20%	16%	10%	6%	7%
the situation of the indigenous people	6%	4%	6%	11%	15%	2%

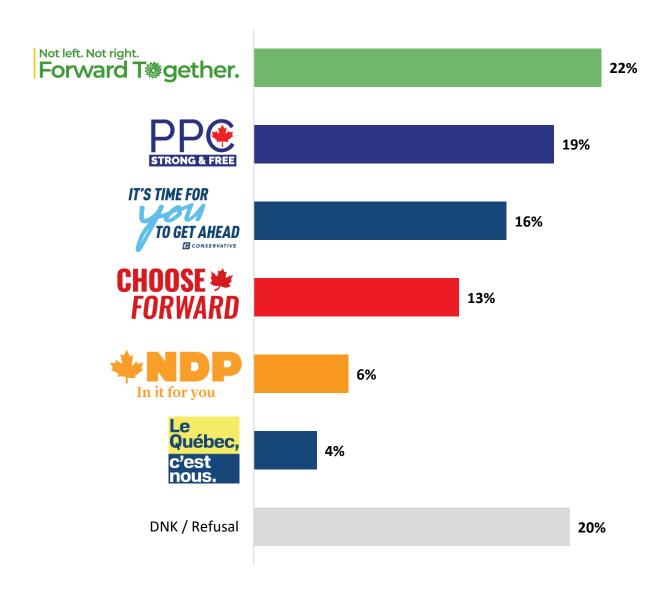
<sup>\*</sup>Because respondents were able to give several answers, the total of mentions may exceed 100%.



## **FAVOURITE SLOGAN**

## Q9. Which of the following slogans do you prefer?

Base: All respondents (n=1,546), except for the Bloc Québécois, Quebecers only (n=436)





## **FAVOURITE SLOGAN** – *DETAILED RESULTS*

#### Q9. Which of the following slogans do you prefer?

Base: All respondents, except for « Le Québec, c'est nous. », Quebecers only

	TOTAL	ATL	QC	ON	MB/SK	АВ	вс	Male	Female	18-34	35-54	55+
Weighted n =	1,548	106	362	591	100	175	213	751	796	417	507	624
Unweighted n =	1,546	101	436	602	127	127	153	783	763	392	506	648
Not left. Not right. Forward together.	22%	21%	15%	24%	23%	22%	26%	<b>17</b> %	26%	29%	18%	20%
Strong and free.	19%	20%	11%	22%	22%	21%	20%	20%	18%	21%	18%	18%
It's time for you to get ahead.	16%	18%	13%	15%	20%	20%	18%	16%	16%	14%	21%	14%
Choose Forward.	13%	9%	21%	11%	<b>7</b> %	8%	12%	15%	11%	14%	12%	13%
In it for you.	6%	5%	6%	7%	6%	5%	5%	6%	6%	7%	7%	5%
Le Québec, c'est nous.	4%	-	18%	-	-	-	-	5%	4%	3%	4%	5%
Don't know / Refusal	20%	26%	16%	20%	22%	24%	19%	21%	19%	12%	21%	25%



## **FAVOURITE SLOGAN** – BY VOTING INTENTIONS

#### Q9. Which of the following slogans do you prefer?

Base: Respondents who intend to vote for the LPC, the NDP, the CPC, the PPC or the GPC

	TOTAL	СРС	LPC	GPC	NDP	PPC
Weighted n =	1,548	432	420	138	143	40
Unweighted n =	1,546	429	461	140	134	41
Not left. Not right. Forward together.	22%	15%	22%	30%	39%	18%
Strong and free.	19%	21%	18%	13%	12%	25%
It's time for you to get ahead.	16%	29%	10%	13%	11%	15%
Choose Forward.	13%	8%	24%	17%	11%	12%
In it for you.	6%	7%	6%	3%	14%	6%
Le Québec, c'est nous.	4%	1%	2%	1%	1%	7%
Don't know / Refusal	20%	19%	17%	23%	12%	16%



# APPENDIX



#### **DETAILED METHODOLOGY**

#### **Sampling Frame**

Participants were randomly selected from LegerWeb's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 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 panellists 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 and have the right to vote in Canada.



## **DETAILED METHODOLOGY**

#### Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	153	213
Alberta	128	176
Saskatchewan	44	47
Manitoba	85	55
Ontario	615	604
Quebec	446	369
New Brunswick	44	34
Nova Scotia	25	43
Prince-Edward-Island	13	6
Newfoundland and Labrador	20	24



## **DETAILED METHODOLOGY**

#### **Weighted and Unweighted Sample**

The following tables present the demographic distribution of respondents according to gender, age, language (mother tongue), level of education and household income.

GENDER	Unweighted	Weighted
Male	797	764
Female	776	809

AGE	Unweighted	Weighted
Between 18 and 34	403	429
Between 35 and 55	519	517
55 or over	651	627

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	953	1,034
French	396	327
Other	222	210

EDUCATION	Unweighted	Weighted
Primary/secondary school	389	505
College	486	627
University	688	428

The sample thus collected has a minimum weighting factor of 0.160 and a maximum weighting factor of 4.373. The weighted variance is 0.307.



#### [ASK ALL]

[SINGLE MENTION]

**Q0QC.** In which province or territory do you live?

Label	Value	Attribute	Termination
British Columbia	1		
Alberta	2		
Saskatchewan	3		
Manitoba	4		
Ontario	5		
Quebec	6		
New Brunswick	7		
Nova Scotia	8		
Prince-Edward-Island	9		
Newfoundland and Labrador	10		
Northwest Territories	11		
Yukon	12		
Nunavut	13		

#### AT Q0QCG

A series of questions were then inserted here in order to identify where respondents were from more specifically.



#### [ASK ALL]

[SINGLE MENTION]

**SEXE.** Please indicate your sex:

Note: As indicated by Statistics Canada, transgender, transsexual, and intersex Canadians should indicate the sex (male or female) with which they most associate themselves.

Label	Value	Attribute	Termination
Male	1		
Female	2		

#### [ASK ALL]

[SINGLE MENTION]

**AGE.** How old are you?

Label	Value	Attribute	Termination
Under 18	0		TERMINATE
Between 18 and 24	1		
Between 25 and 34	2		
Between 35 and 44	3		
Between 45 and 54	4		
Between 55 and 64	5		
Between 65 and 74	6		
75 or older	7		
I prefer not to answer	99		TERMINATE



#### [ASK ALL]

[SINGLE MENTION]
[LIST ORDER: In order]

**ELI1.** Are you at least 18 years old and eligible to vote in **Canada**?

Label	Value	Attribute	Termination
Yes	1		
No	2		TERMINATE

#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Rotation 1-6]

Q1A. If FEDERAL elections were held today, for which political party would you be most likely to vote? Would it be for...?

Label	Value	Attribute	Termination
Justin Trudeau's Liberal Party of Canada	1		
Jagmeet Singh's New Democratic Party of Canada	2		
Yves-François Blanchet's Bloc Québécois [QC respondents only]	3		
Andrew Scheer's Conservative Party of Canada	4		
Elizabeth May's Green Party of Canada	5		
Maxime Bernier's People's Party of Canada	6		
another party	7	F	
I would not vote	8	F	
I would cancel my vote	9	F	
I don't know	98	F	
I prefer not to answer	99	F	



#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Rotation 1-6]

**Q1B.** Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

Label	Value	Attribute	Termination
Justin Trudeau's Liberal Party of Canada	1		
Jagmeet Singh's New Democratic Party of Canada	2		
Yves François Blanchet's Bloc Québécois [QC respondents only]	3		
Andrew Scheer's Conservative Party of Canada	4		
Elizabeth May's Green Party of Canada	5		
Maxime Bernier's People's Party of Canada	6		
another party	7	F	
I would not vote	8	F	
I would cancel my vote	9	F	
I don't know	98	F	
I prefer not to answer	99	F	

#### [Q1A=1-6 or Q1B=1-6]

[SINGLE MENTION]

[LIST ORDER: In order]

**Q2.** Is your choice final or could you change your mind?

Label	Value	Attribute	Termination
My choice is final	1		
I might change my mind	2		
I don't know / I prefer not to answer	9	F	



[Q1A=1-6 or Q1B=1-6]

[SINGLE MENTION]

[LIST ORDER : Random 1-6]

Q3. Whether your choice is final or not, what would be your second choice among the following political parties?

Label	Value	Attribute	Termination
Justin Trudeau's Liberal Party of Canada	1		
Jagmeet Singh's New Democratic Party of Canada	2		
Yves François Blanchet's Bloc Québécois [QC respondents only]	3		
Andrew Scheer's Conservative Party of Canada	4		
Elizabeth May's Green Party of Canada	5		
Maxime Bernier's People's Party of Canada	6		
another party	7	F	
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER : Random 1-5]

**Q4.** In your opinion, which federal party leader would make the best Prime Minister of Canada?

Label	Value	Attribute	Termination
Justin Trudeau	1		
Jagmeet Singh	2		
Andrew Scheer	3		
Elizabeth May	4		
Maxime Bernier	5		
Other	6		
None	7		
I don't know	98	F	
Prefer not to answer	99	F	



#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER : In order]

Q5. During the next federal elections on October 21, do you want a change of government or do you want to continue with the team in place?

Label	Value	Attribute	Termination
A change of government	1		
Continue with the team in place	2		
I don't know / I prefer not to answer	98	F	

#### [ASK ALL]

[SINGLE MENTION]
[LIST ORDER : In order]

**Q6.** When you think about the results of the next federal election, do you prefer a majority or a minority government?

Label	Value	Attribute	Termination
Majority government	1		
Minority government	2		
I don't know / I prefer not to answer	98	F	

#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER : In order]

Q7. Do you feel that your province is being properly treated by the Government of Canada?

Label	Value	Attribute	Termination
Yes	1		
No	2		
I don't know / I prefer not to answer	98	F	



#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Random 1-9]

**Q8** When it comes to the environmental assessment of impacts of large projects in Canada, do you feel this responsibility should belong to the Federal government or your provincial government?

Label	Value	Attribute	Termination
managing the number of immigrants	1		
fighting climate change	2		
public financial management and public debt	3		
economic development of Canada's regions	4		
income tax and tax levels	5		
job creation and economic growth	6		
the situation of the indigenous people	7		
fighting poverty	8		
the situation of seniors	9		

#### [ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Random 1-6]

**Q9.** Which of the following slogans do you prefer?

Label	Value	Attribute	Termination
Choose Forward	1		
It's time for you to get ahead.	2		
In it for you	3		
Le Québec, c'est nous [QC respondents only]	4		
In it for you.	5		
Not left. Not right. Forward Together.	6		
I don't know / I prefer not to answer	98	F	



#### [ASK ALL]

#### [SINGLE MENTION]

**SCOL.** What is the last year of education that you have completed?

Label	Value	Attribute	Termination
Elementary (7 years or less)	1		
High school, general or vocational (8 to 12 years)	2		
College (pre-university, technical training, certificate, accreditation or advanced diploma)	3		
University certificates and diplomas	4		
University Bachelor (including classical studies)	5		
University Master's degree	6		
University Doctorate (PhD)	7		
I prefer not to answer	9		



#### [ASK ALL]

[SINGLE MENTION]

**LANGU.** What is the language you first learned at home in your childhood and that you still understand?

Label	Value	Attribute	Termination
French	1		
English	2		
Other	3		
English and French	7		
French and other	4		
English and other	5		
Other and other	6		
I prefer not to answer	9		

#### [ASK ALL]

[SINGLE MENTION]

**ENFAN.** Are there any children who are UNDER 18 YEARS OF AGE living in your household?

(IF SO): Are any of them 12 YEARS OLD AND OLDER or LESS THAN 12 years old?

Label	Value	Attribute	Termination
Yes: 12 years of age and OLDER ONLY	1		
Yes: 12 years of age and older AND younger than 12 years old	2		
Yes: YOUNGER than 12 years old ONLY	3		
No children under 18 years old at all in the household	4		
I prefer not to answer	9		



#### [ASK ALL]

[SINGLE MENTION]

#### **OCCUP**

What is your current main occupation?

N.B. WE ARE TALKING ABOUT PAYING JOBS ONLY.

Even if you are on a sabbatical, maternity/paternity, illness or work-related accident leave, please select your OCCUPATION.

Label	Value	Attribute	Termination
OFFICE WORKER (Cashier, office clerk, accounting clerk, secretary, etc.)	1		
PERSONNEL SPECIALIZED IN SALES (Insurance agent, salesperson, sales clerk, real estate agent, real estate broker, sales rep, etc.)	2		
PERSONNEL SPECIALIZED IN SERVICES (Security agent, taxi driver, hairdresser, cook, clergy member, military force member, police officer, firefighter, etc.)	3		
MANUAL WORKERS (Farmer, packer, day labourer, miner, fisherman, forest worker, etc.)	4		
SKILLED, SEMI-SKILLED WORKERS (Bricklayer, truck driver, electrician, machine operator, mechanic, painter, plumber, etc.)	5		
SCIENCE AND TECHNOLOGIES WORKERS (Computer operator, programmer-analyst, technician, audio-technician, lab technician, etc)	6		
PROFESSIONALS (Archeologist, architect, artist, lawyer, banker, biologist, chemist, accountant, consultant, foreman, dentist, designer, etc.)	7		
MANAGERS/ADMINISTRATORS/OWNERS (Director, editor, entrepreneur, executive, manager, businessperson, politician, president, etc.)	8		
HOMEMAKER	9		
STUDENT (Full-time or whose studies take up most of his/her time)	10		
RETIRED (Pre-retired or annuitant)	11		
UNEMPLOYED (Unemployment, welfare)	12		
Other	96		
(DO NOT READ) I prefer not to answer	99		



#### [ASK ALL]

[SINGLE MENTION]

**REVEN.** Among the following categories, which one best reflects the total INCOME, before taxes, of all the members of your household in 2018?

Label	Value	Attribute	Termination
\$19,999 or less	1		
Between \$20,000 and \$39,999	2		
Between \$40,000 and \$59,999	3		
Between \$60,000 and \$79,999	4		
Between \$80,000 and \$99,999	5		
\$100,000 or more	6		
I prefer not to answer	9		



## **CROSSED TABLES**

FED - Federal voting intentions w	ith leane	rs																									
No	:1	GEI	NDER			AGE	E (1)				AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	G INTEN	TIONS		
l l	31 Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	вс	LPC	NDP	BQ	CPC	GPC	PPC	Other
FED																											
Weighted Totals :	1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Unweighted Totals :	1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
LPC	27%	29%	25%	31%	24%	28%	24%	25%	32%	26%	26%	29%	29%	27%	39%	31%	30%	17%	12%	24%	100%	0%	0%	0%	0%	0%	0%
NDP	9%	8%	10%	19%	15%	9%	7%	5%	5%	17%	8%	5%	5%	10%	6%	5%	12%	9%	9%	11%	0%	100%	0%	0%	0%	0%	0%
BQ	4%	4%	4%	4%	2%	4%	4%	5%	5%	2%	4%	5%	19%	0%	0%	17%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%
CPC	28%	30%	26%	16%	21%	22%	32%	28%	40%	19%	28%	34%	19%	30%	21%	18%	25%	49%	53%	27%	0%	0%	0%	100%	0%	0%	0%
GPC	9%	9%	9%	11%	14%	11%	7%	5%	7%	13%	9%	6%	8%	9%	5%	8%	12%	7%	7%	7%	0%	0%	0%	0%	100%	0%	0%
PPC	3%	4%	2%	2%	3%	4%	4%	2%	0%	3%	4%	1%	4%	2%	2%	4%	2%	2%	4%	3%	0%	0%	0%	0%	0%	100%	0%
Other	1%	1%	1%	0%	0%	4%	1%	0%	1%	0%	2%	0%	0%	1%	0%	0%	1%	1%	2%	2%	0%	0%	0%	0%	0%	0%	100%
I would not vote	5%	6%	5%	7%	9%	4%	6%	7%	1%	8%	5%	4%	2%	6%	4%	2%	7%	2%	4%	10%	0%	0%	0%	0%	0%	0%	0%
I would cancel my vote	2%	2%	2%	0%	4%	1%	3%	3%	0%	2%	2%	2%	5%	1%	0%	5%	1%	5%	1%	1%	0%	0%	0%	0%	0%	0%	0%
I don't know	9%	4%	13%	6%	7%	8%	11%	13%	5%	7%	10%	9%	7%	9%	17%	7%	9%	5%	5%	11%	0%	0%	0%	0%	0%	0%	0%
I prefer not to answer	3%	2%	4%	3%	2%	3%	2%	6%	3%	3%	3%	4%	2%	3%	6%	2%	3%	3%	3%	4%	0%	0%	0%	0%	0%	0%	0%

FEDX - Federal voting intention	ns amo	ong deci	ided	•								,		•														
	No:2		GEN	IDER			AG	E (1)				AGE (2)		FRANC	PHONE			REC	SION					VOTIN	IG INTEN	TIONS		
	В1	Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	ВС	LPC	NDP	BQ	CPC	GPC	PPC	Other
FEDX																												
Weighted Totals:		1250	639	611	136	199	192	216	206	301	335	408	508	269	981	78	302	473	85	153	159	420	143	63	432	138	40	13
Unweighted Totals:		1286	677	609	131	189	168	242	199	357	320	410	556	330	956	80	371	495	109	113	118	461	134	73	429	140	41	8
LPC		34%	34%	33%	37%	30%	33%	30%	36%	35%	33%	32%	35%	34%	33%	53%	37%	37%	20%	14%	33%	100%	0%	0%	0%	0%	0%	0%
NDP		11%	10%	13%	23%	19%	11%	9%	8%	6%	21%	10%	6%	6%	13%	9%	6%	15%	10%	11%	15%	0%	100%	0%	0%	0%	0%	0%
BQ		5%	5%	5%	5%	2%	5%	5%	7%	6%	3%	5%	6%	23%	0%	0%	21%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%
CPC		35%	35%	34%	20%	26%	27%	41%	39%	44%	24%	34%	42%	23%	38%	28%	22%	31%	57%	60%	36%	0%	0%	0%	100%	0%	0%	0%
GPC		11%	10%	12%	14%	18%	14%	8%	8%	8%	16%	11%	8%	10%	11%	7%	10%	15%	8%	8%	10%	0%	0%	0%	0%	100%	0%	0%
PPC		3%	4%	2%	3%	4%	5%	6%	3%	0%	3%	5%	2%	4%	3%	3%	5%	2%	2%	5%	4%	0%	0%	0%	0%	0%	100%	0%
Other		1%	1%	1%	0%	0%	4%	1%	0%	1%	0%	3%	1%	0%	1%	0%	0%	1%	2%	3%	2%	0%	0%	0%	0%	0%	0%	100%



# **CROSSED TABLES (CONTINUED)**

Is this your final choice or are you l	ikely to	hange y	our mind	l?																							
No:3		GEN	IDER			AGE	(1)				AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	G INTEN	TIONS		
B1	Total	Male	Female	emale 18-24   25-34   35-45   45-54   55-64   65+   1								55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	ВС	LPC	NDP	BQ	CPC	GPC	PPC	Other
CP2																											
Weighted Totals:	1228	627	601	135	199	182	212	204	297	333	393	501	268	960	78	301	464	84	148	154	411	143	63	432	138	40	0
Unweighted Totals :	1269	666	603	130	189	163	237	196	354	319	400	550	328	941	80	369	486	108	110	116	452	134	73	429	140	41	0
It's my final choice	61%	66%	55%	48%	50%	58%	54%	69%	74%	49%	56%	72%	52%	63%	75%	54%	63%	63%	69%	48%	68%	42%	61%	67%	50%	22%	0%
I'm likely to change my mind	26%	24%	29%	38%	38%	28%	25%	19%	19%	38%	26%	19%	46%	21%	16%	43%	22%	22%	14%	26%	25%	32%	38%	20%	35%	39%	0%
I don't know / I prefer not to answer	13%	10%	16%	14%	12%	14%	20%	12%	8%	13%	17%	9%	2%	16%	9%	3%	14%	16%	17%	25%	7%	25%	1%	13%	15%	39%	0%

No:4		GEN	DER			AGE	(1)				AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	G INTEN	TIONS		
B1	Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	вс	LPC	NDP	ВQ	CPC	GPC	PPC	Othe
P3																											
Veighted Totals : Inweighted Totals :	1228 1269	627 666	601 603	135 130	199 189	182 163	212 237	204 196	297 354	333 319	393 400	501 550	268 328	960 941	78 80	301 369	464 486	84 108	148 110	154 116	411 452	143 134	63 73	432 429	138 140	40 41	0
Justin Trudeau's Liberal Party of anada	12%	11%	13%	20%	15%	9%	9%	14%	8%	17%	9%	11%	10%	12%	10%	11%	13%	9%	9%	16%	0%	33%	9%	14%	22%	4%	0%
Jagmeet Singh's New Democratic arty of Canada	18%	16%	19%	26%	22%	21%	20%	13%	11%	23%	20%	11%	18%	17%	18%	17%	20%	13%	14%	17%	29%	0%	16%	10%	31%	2%	0%
Yves-François Blanchet's Bloc Québécois	3%	3%	3%	5%	3%	1%	1%	4%	5%	4%	1%	4%	13%	0%	0%	13%	0%	0%	0%	0%	5%	3%	0%	1%	3%	7%	0%
Andrew Scheer's Conservative Party of Canada	8%	8%	8%	8%	9%	8%	8%	8%	7%	9%	8%	7%	9%	8%	8%	10%	8%	7%	4%	7%	11%	14%	12%	0%	5%	40%	0%
Elizabeth May's Green Party of Canada	17%	18%	16%	16%	14%	19%	10%	20%	22%	15%	14%	21%	14%	18%	21%	15%	21%	16%	6%	22%	24%	33%	26%	11%	0%	10%	0%
.Maxime Bernier's People's Party f Canada	9%	11%	7%	11%	10%	8%	9%	7%	8%	10%	9%	8%	7%	9%	5%	7%	6%	15%	19%	8%	4%	1%	7%	17%	9%	0%	0%
one of them	24%	25%	22%	9%	14%	20%	31%	26%	33%	12%	26%	30%	18%	25%	33%	18%	23%	32%	34%	17%	17%	7%	24%	38%	20%	19%	0%
don't know / I prefer not to	10%	8%	11%	6%	13%	14%	12%	9%	6%	10%	13%	7%	10%	10%	5%	9%	9%	8%	14%	12%	10%	8%	7%	10%	10%	19%	0%



# **CROSSED TABLES (CONTINUED)**

In your opinion, which federal par	ty leader	would n	nake the	best Pri	ne Minis	ter of Ca	nada?																				
No:	5	GEI	NDER			AGI	(1)				AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	IG INTEN	TIONS		
В	1 Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	вс	LPC	NDP	BQ	CPC	GPC	PPC	Other
CP4																											
Weighted Totals :	1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Unweighted Totals :	1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
Justin Trudeau	25%	29%	21%	26%	20%	24%	22%	25%	30%	22%	23%	28%	27%	24%	36%	29%	26%	13%	8%	27%	77%	9%	16%	1%	8%	6%	35%
Jagmeet Singh	7%	6%	7%	19%	10%	10%	5%	1%	3%	13%	7%	2%	5%	7%	5%	5%	9%	8%	8%	4%	5%	46%	5%	2%	2%	4%	4%
Andrew Scheer	23%	26%	20%	11%	16%	20%	24%	23%	35%	14%	22%	29%	19%	24%	20%	18%	17%	38%	48%	21%	3%	5%	17%	73%	1%	6%	0%
Elizabeth May	8%	7%	9%	10%	12%	7%	7%	7%	5%	11%	7%	6%	8%	8%	4%	7%	8%	8%	7%	10%	3%	12%	11%	2%	49%	2%	0%
Maxime Bernier	4%	4%	3%	5%	5%	5%	5%	2%	2%	5%	5%	2%	5%	3%	3%	5%	3%	3%	4%	2%	1%	3%	1%	3%	3%	69%	0%
Other	2%	2%	2%	2%	2%	4%	3%	1%	2%	2%	4%	1%	2%	2%	2%	1%	2%	6%	2%	1%	2%	1%	4%	1%	4%	0%	30%
None	15%	15%	15%	9%	15%	16%	14%	21%	12%	13%	15%	16%	20%	14%	13%	19%	16%	12%	8%	13%	5%	7%	31%	11%	20%	1%	31%
I don't know / I prefer not to answer	17%	10%	24%	19%	20%	13%	20%	20%	12%	19%	17%	16%	15%	17%	18%	15%	18%	12%	14%	23%	5%	17%	14%	7%	14%	12%	0%

During the next federal election	s on	Octobe	r <b>21, d</b> o	you war	t a chan	ge of go	vernmer	t or do y	ou want	to cont	inue wit	h the tea	m in pla	ice?														
N	lo:6		GEN	IDER			AGI	(1)				AGE (2)		FRANC	PHONE			REG	ION					VOTIN	IG INTEN	ITIONS		
	В1	Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	ВС	LPC	NDP	ВQ	CPC	GPC	PPC	Othe
CP5																												
Weighted Totals :		1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Unweighted Totals :		1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
A change of government		57%	57%	57%	56%	51%	58%	63%	56%	58%	53%	60%	57%	52%	58%	44%	51%	54%	73%	81%	55%	14%	70%	67%	96%	74%	84%	27%
Continue with the team in place	•	28%	31%	25%	24%	30%	26%	23%	28%	33%	28%	24%	31%	31%	27%	38%	32%	29%	18%	10%	29%	80%	16%	17%	2%	17%	4%	10%
I don't know / I prefer not to answer		15%	12%	18%	19%	19%	16%	14%	16%	10%	19%	15%	13%	17%	15%	18%	16%	17%	9%	9%	16%	6%	14%	17%	2%	9%	12%	63%

When you think about the results	of the ne	xt feder	al electio	n, do yo	u prefer	a majori	ty or a n	ninority ខ្	governm	ent?																	
No:	7	GENDER AGE (1)									AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	IG INTEN	ITIONS		
В:	L Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	ВС	LPC	NDP	BQ	CPC	GPC	PPC	Other
CP6																											
Weighted Totals :	1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Unweighted Totals:	1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
Majority government	56%	61%	51%	48%	51%	52%	55%	54%	69%	50%	53%	62%	55%	56%	61%	55%	54%	53%	64%	53%	70%	45%	35%	69%	46%	56%	23%
Minority government	27%	28%	26%	29%	26%	26%	25%	30%	27%	27%	25%	28%	31%	26%	22%	30%	28%	31%	22%	24%	20%	39%	56%	22%	42%	28%	35%
I don't know / I prefer not to	17%	11%	23%	23%	23%	23%	21%	16%	4%	23%	22%	10%	14%	18%	17%	15%	18%	16%	14%	22%	10%	16%	9%	9%	13%	17%	42%
answer	1770		_3/0	2370	2370	2370	_1/0	13/0	.70	_3/0		23/0	± 170	13/0	2770	23/0	13/0	23/0	± 7/0		1370	10/0	370	370	13/0	1.70	/0



# **CROSSED TABLES (CONTINUED)**

N	No:8		GEN	IDER			AGE	(1)				AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	G INTEN	TIONS		
	В1	Total	Male	Female 18-24   25-34   35-45   45-54   55-64   65+   18								35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	BC	LPC	NDP	BQ	CPC	GPC	PPC	Oth
CP7																												
Weighted Totals :		1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Jnweighted Totals :		1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
res es		37%	43%	32%	43%	45%	37%	30%	32%	39%	44%	33%	36%	37%	37%	33%	43%	44%	24%	17%	32%	68%	41%	14%	21%	44%	17%	219
No		47%	48%	46%	39%	39%	50%	55%	46%	48%	<b>39</b> %	53%	47%	48%	46%	45%	44%	38%	66%	77%	44%	22%	46%	74%	67%	44%	62%	449
don't know / I prefer not to		16%	10%	22%	18%	15%	13%	15%	22%	14%	16%	14%	17%	14%	16%	22%	14%	17%	10%	6%	24%	10%	14%	12%	12%	13%	21%	359
inswer		10%	10%	2270	16%	15%	13%	15%	2270	1470	10%	1470	1/70	14%	10%	2270	1470	1/70	10%	0%	24%	10%	14%	12%	1270	15%	2170	33

Which of the following are the 2	most im	portant	issues ir	n your d	ecision 1	to suppo	ort any o	of the po	olitical p	arties?	ls it				•												
No:	9	GEN	IDER			AGI	E (1)				AGE (2)		FRANCO	PHONE			REG	ION					VOTIN	G INTEN	TIONS		
В	1 Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	вс	LPC	NDP	BQ	CPC	GPC	PPC	Other
CP8	.																										
Weighted Totals :	1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Unweighted Totals :	1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
managing the number of immigrants	17%	15%	19%	12%	13%	18%	22%	22%	14%	13%	20%	18%	18%	17%	7%	16%	19%	15%	20%	19%	8%	10%	36%	24%	12%	41%	0%
fighting climate change	30%	30%	30%	51%	33%	31%	17%	24%	31%	40%	23%	28%	39%	27%	31%	39%	32%	16%	18%	23%	42%	43%	34%	13%	60%	11%	35%
public financial management and public debt	20%	25%	15%	22%	14%	22%	20%	17%	25%	17%	21%	21%	20%	20%	19%	19%	19%	26%	20%	22%	16%	15%	16%	29%	18%	28%	11%
economic development of Canada's regions	14%	16%	11%	8%	16%	13%	14%	12%	17%	13%	13%	15%	11%	14%	14%	10%	10%	22%	27%	13%	16%	6%	7%	20%	10%	7%	0%
income tax and tax levels	35%	36%	34%	29%	40%	38%	42%	38%	23%	36%	40%	30%	38%	34%	25%	40%	36%	36%	26%	35%	29%	24%	33%	40%	27%	49%	17%
job creation and economic growth	35%	35%	35%	34%	44%	37%	41%	31%	27%	40%	39%	29%	19%	40%	43%	21%	37%	38%	55%	33%	39%	32%	12%	37%	20%	39%	52%
the situation of the indigenous people	s 6%	5%	6%	11%	8%	3%	6%	4%	5%	9%	4%	4%	3%	6%	2%	4%	5%	11%	7%	7%	6%	15%	4%	4%	11%	2%	0%
fighting poverty	19%	17%	20%	20%	20%	23%	19%	17%	16%	20%	21%	16%	22%	18%	19%	21%	20%	12%	12%	19%	20%	28%	27%	9%	22%	18%	62%
the situation of seniors	20%	14%	25%	4%	6%	9%	14%	32%	40%	6%	12%	36%	24%	19%	31%	23%	17%	19%	14%	24%	18%	22%	27%	20%	14%	2%	23%

Which of the following slogans d	o you pr	efer?																									
No:10	þ	GEI	NDER			AGI	E (1)				AGE (2)		FRANC	OPHONE			REG	ION					VOTIN	G INTEN	ITIONS		
B:	Total	Male	Female	18-24	25-34	35-45	45-54	55-64	65+	18-34	35-54	55+	Yes	No	Atlantic	Québec	Ontario	Prairies	Alberta	вс	LPC	NDP	BQ	CPC	GPC	PPC	Other
CP9																											
Weighted Totals :	1548	751	796	163	254	231	275	291	333	417	507	624	323	1224	106	362	591	100	175	213	420	143	63	432	138	40	13
Unweighted Totals :	1546	783	763	158	234	203	303	259	389	392	506	648	390	1155	101	436	602	127	127	153	461	134	73	429	140	41	8
Choose Forward.	13%	15%	11%	12%	16%	12%	12%	12%	13%	14%	12%	13%	20%	11%	9%	21%	11%	7%	8%	12%	24%	11%	8%	8%	17%	12%	7%
It's time for you to get ahead.	16%	16%	16%	7%	18%	23%	19%	15%	13%	14%	21%	14%	14%	17%	18%	13%	15%	20%	20%	18%	10%	11%	3%	29%	13%	15%	24%
In it for you.	6%	6%	6%	13%	4%	8%	5%	3%	6%	7%	7%	5%	7%	6%	5%	6%	7%	6%	5%	5%	6%	14%	5%	7%	3%	6%	4%
Le Québec, c'est nous.	4%	5%	4%	4%	2%	5%	4%	3%	6%	3%	4%	5%	19%	0%	0%	18%	0%	0%	0%	0%	2%	1%	61%	1%	1%	7%	0%
Not left. Not right. Forward together.	22%	17%	26%	34%	26%	18%	18%	21%	19%	29%	18%	20%	15%	23%	21%	15%	24%	23%	22%	26%	22%	39%	11%	15%	30%	18%	10%
Strong and free.	19%	20%	18%	23%	19%	17%	19%	19%	18%	21%	18%	18%	9%	21%	20%	11%	22%	22%	21%	20%	18%	12%	5%	21%	13%	25%	44%
I don't know / I prefer not to answer	20%	21%	19%	8%	15%	17%	24%	26%	25%	12%	21%	25%	16%	21%	26%	16%	20%	22%	24%	19%	17%	12%	6%	19%	23%	16%	11%



#### **OUR SERVICES**

- Leger
   Marketing research and polling
- Leger Metrics
   Real-time VOC satisfaction measurement
- Leger Analytics
   Data modeling and analysis
- Leger UX
   UX research and optimization of interactive platforms
- Legerweb
   Panel management
- Leger Communities
   Online community management
- International Research
   Worldwide Independent Network (WIN)
- Qualitative Research Room Rentals

**400** EMPLOYEES







6 OFFICES

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Leger is a member of the <u>Canadian Research Insights Council</u> (<u>CRIC</u>), the industry association for the market/survey/insights research industry.



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