# **REPORT**

# **FEDERAL POLITICS**



THE CANADIAN PRESS January 7<sup>th</sup>, 2020

## **METHODOLOGY**



#### **METHODOLOGY**



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



From January 3<sup>rd</sup> to January 7<sup>th</sup>, 2020



1,554 Canadians, 18 years of age or older, who have the right to vote in Canada, randomly recruited from LEO'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 1,554 respondents would have a margin of error of ±2.49%, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.



#### **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...?

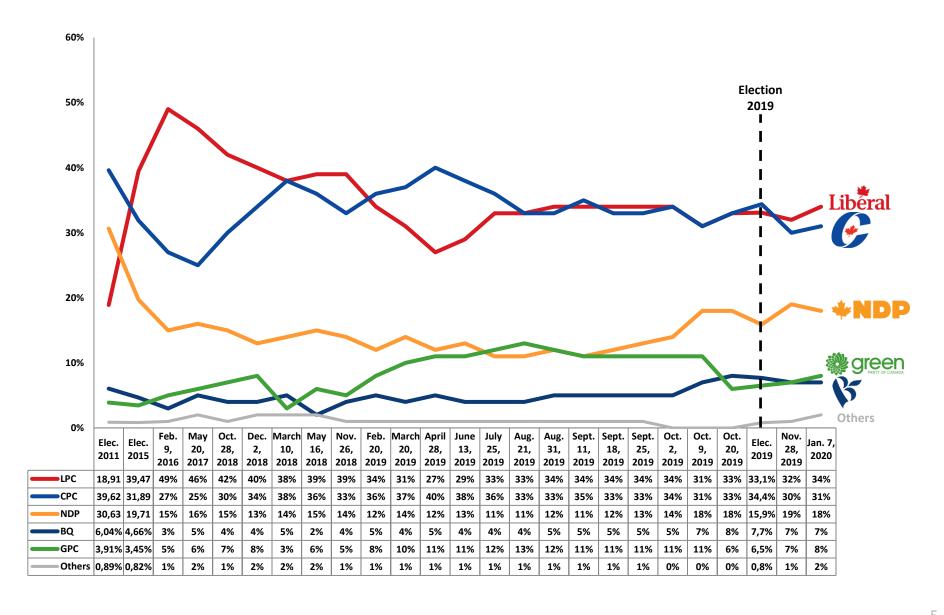
In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...

Base: All respondents, except for the Bloc Québécois, Quebecers only (n=419)

	TOTAL Eligible voters	TOTAL Decided voters	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+	Nov. 28, 2019	Varia- tion
Weighted n =	·	1,258	87	294	484	87	133	172	654	604	329	427	501	2,604	
Unweighted n =	1,554	1,282	84	339	524	107	100	128	670	612	295	470	517	2,652	
Liberal Party of Canada	27%	34%	34%	38%	39%	18%	19%	29%	35%	32%	30%	36%	34%	32%	+2
Conservative Party of Canada	25%	31%	34%	15%	31%	58%	56%	26%	34%	29%	27%	29%	35%	30%	+1
New Democratic Party of Canada	15%	18%	22%	11%	20%	14%	18%	26%	15%	22%	28%	18%	12%	19%	-1
Green Party of Canada	7%	8%	5%	3%	9%	8%	5%	<b>17</b> %	6%	10%	9%	8%	8%	7%	+1
Bloc Québécois	6%	7%	-	31%	-	-	-	-	8%	6%	3%	7%	10%	7%	-
another party	1%	2%	5%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	+1
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	4%	-	_	-	-	-	-	-	-	-	-	-	-	-	-

# TRENDS IN VOTING INTENTIONS IN CANADA



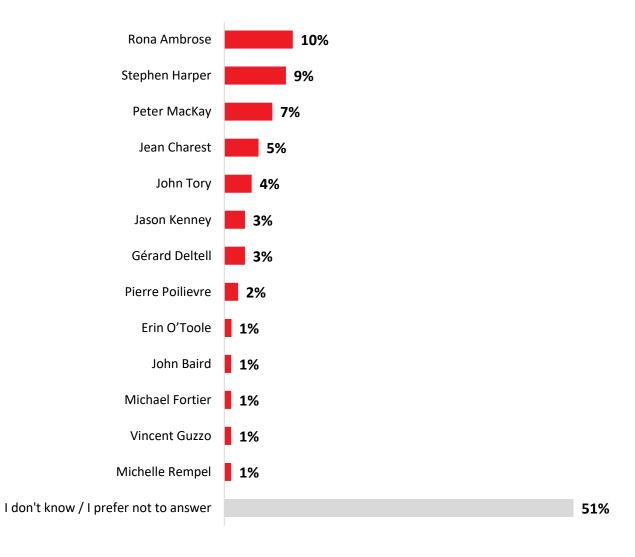




# **BEST POTENTIAL LEADER OF THE CPC: ALL CANADIANS**

Q2. Which of the following public figures would make the best leader of the Conservative Party of Canada?

Base: All respondents (n=1,554)





# BEST POTENTIAL LEADER OF THE CPC- ACCORDING TO

#### **VOTING INTENTIONS**

#### Q2. Which of the following public figures would make the best leader of the Conservative Party of Canada?

	TOTAL	LPC	СРС	NDP	GPC
Weighted n =		423	392	229	102
Unweighted n =	1,554	469	382	218	97
Rona Ambrose	10%	10%	18%	9%	13%
Stephen Harper	9%	<b>7</b> %	18%	6%	5%
Peter MacKay	7%	11%	12%	3%	4%
Jean Charest	5%	10%	4%	3%	3%
John Tory	4%	7%	2%	7%	5%
Jason Kenney	3%	2%	6%	2%	1%
Gérard Deltell	3%	1%	2%	3%	0%
Pierre Poilievre	2%	1%	4%	1%	1%
Erin O'Toole	1%	1%	1%	1%	1%
John Baird	1%	1%	0%	4%	2%
Michael Fortier	1%	0%	1%	2%	2%
Vincent Guzzo	1%	1%	0%	0%	2%
Michelle Rempel	1%	1%	3%	1%	0%
Don't know / Refusal	51%	46%	29%	59%	62%



# **BEST POTENTIAL LEADER OF THE CPC** – DETAILED RESULTS

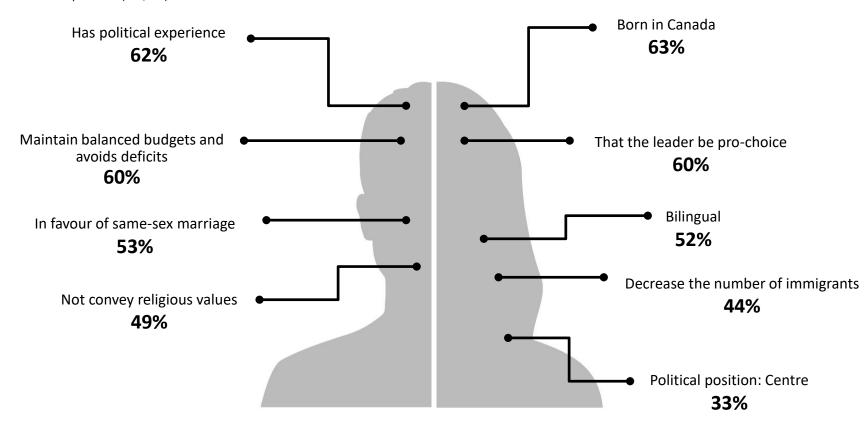
#### Q2. Which of the following public figures would make the best leader of the Conservative Party of Canada?

		TOTAL	ATL	QC	ON	MB/SK	AB	ВС	Male	Female	18-34	35-54	55+
	Weighted n =	1,557	108	365	596	102	176	210	758	800	414	529	614
Rona Ambrose	Unweighted n =	1,554 <b>10%</b>	104 8%	419 <b>6%</b>	620 12%	128 11%	130 13%	153 14%	766 <b>13</b> %	788 <b>8%</b>	363 <b>6%</b>	570 9%	621 <b>15</b> %
Stephen Harper		9%	7%	9%	9%	9%	16%	5%	11%	8%	12%	9%	7%
Peter MacKay		7%	21%	3%	7%	10%	6%	8%	10%	5%	5%	8%	9%
Jean Charest		5%	0%	15%	3%	7%	1%	3%	8%	3%	4%	5%	7%
John Tory		4%	2%	1%	10%	2%	0%	2%	5%	4%	3%	5%	5%
Jason Kenney		3%	1%	1%	2%	6%	8%	3%	3%	<b>2</b> %	4%	2%	2%
Gérard Deltell		3%	2%	10%	0%	0%	0%	0%	3%	2%	2%	3%	3%
Pierre Poilievre		2%	2%	1%	2%	3%	4%	0%	2%	2%	1%	2%	3%
Erin O'Toole		1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
John Baird		1%	1%	0%	1%	2%	0%	2%	2%	1%	1%	1%	1%
Michael Fortier		1%	2%	2%	1%	2%	0%	0%	2%	0%	1%	1%	1%
Vincent Guzzo		1%	0%	4%	0%	0%	0%	0%	1%	1%	2%	1%	1%
Michelle Rempel		1%	4%	1%	0%	3%	4%	2%	2%	1%	1%	1%	3%
Don't know / Refusal		51%	50%	46%	53%	47%	48%	60%	38%	64%	59%	54%	43%

# PREFERRED CHARACTERISTICS FOR THE NEXT LEADER OF THE CONSERVATIVE PARTY



Base: All respondents (n=1,554)



#### CARACTERISTICS THAT DON'T MATTER

% It doesn't matter / I don't know / I prefer not to answer

Gender80%Age65%Origin in Canada65%

# PREFERRED CHARACTERISTICS FOR THE NEXT LEADER OF THE CONSERVATIVE PARTY



## - ACCORDING TO VOTING INTENTIONS (1/3)

Q3A to Q3L. Would you prefer that the next leader of the Conservative Party ...?

	TOTAL	LPC	СРС	NDP	GPC
Weighted n	= 1,557	423	392	229	102
Unweighted n		469	382	218	97
maintain balanced budgets and avoid deficits, not maint	ain balance	ed budgets and ma	anage deficits, or it	doesn't matter?	
Maintain balanced budgets and avoids deficits	60%	49%	82%	54%	56%
Not maintain balanced budgets and manage deficits	15%	26%	8%	17%	<b>7</b> %
It doesn't matter	14%	<b>17</b> %	5%	16%	23%
be pro-life, i.e., against abortion, that the leader be pro-	choice, i.e.,	in favour of wom	nen's freedom of cho	oice, or it doesn't m	atter?
That the leader be pro-life.	14%	12%	22%	12%	15%
That the leader be pro-choice	60%	69%	47%	70%	65%
It doesn't matter	19%	<b>15%</b>	26%	13%	17%
be right-wing, centre-right or centre, or it doesn't matte	r?				
Right-wing	7%	<b>6%</b>	14%	6%	6%
Centre-right	20%	18%	35%	15%	18%
Centre	33%	45%	23%	47%	29%
It doesn't matter	22%	19%	18%	18%	29%
have political experience and served as a parliamentaria	n, have no	political experien	ce and come from a	background other	than politics, or it
doesn't matter?	2027			500/	
Has political experience	62%	70%	71%	60%	51%
Has no political experience	5%	4%	3%	8%	9%
It doesn't matter	25%	24%	23%	24%	30%
increase the number of immigrants admitted to Canada,	decrease t	he number of imn	nigrants admitted to	Canada, or it does	n't matter?
Increase the number of immigrants	19%	32%	7%	26%	26%
Decrease the number of immigrants	44%	30%	63%	33%	38%
It doesn't matter	26%	31%	24%	29%	27%

# PREFERRED CHARACTERISTICS FOR THE NEXT LEADER OF THE CONSERVATIVE PARTY



# - ACCORDING TO VOTING INTENTIONS (2/3)

Q3A to Q3L. Would you prefer that the next leader of the Conservative Party ...?

	TOTAL	LPC	СРС	NDP	GPC
Weighted n =	1,557	423	392	229	102
Unweighted n =	1,554	469	382	218	97
convey religious values, not convey religious values, or it	doesn't	matter?			
Convey religious values	14%	14%	23%	8%	14%
Not convey religious values	49%	56%	38%	63%	44%
It doesn't matter	29%	26%	35%	25%	36%
be in favour of same-sex marriage, against same-sex mar	riage, or	it doesn't matter?			
That the leader be in favour of same-sex marriage	53%	65%	36%	70%	62%
That the leader be against same-sex marriage	11%	<b>7</b> %	19%	9%	6%
It doesn't matter	30%	26%	41%	17%	27%
be born in Canada or born outside of Canada, or it doesn'	t matter	?			
Born in Canada	63%	61%	<b>75</b> %	51%	59%
Born outside of Canada	1%	2%	1%	3%	1%
It doesn't matter	32%	37%	23%	45%	36%
be perfectly bilingual, i.e., fluent in both English and Fren	ch, or it	doesn't matter?			
That the leader be perfectly bilingual	52%	63%	44%	44%	50%
It doesn't matter	43%	35%	53%	53%	45%
come from Western Canada (British Columbia, Alberta, Sa	askatche	wan, Manitoba), Ea	stern Canada (Onta	rio, Quebec, Atlant	ic Provinces), or it
doesn't matter?				-	
From Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba)	17%	8%	31%	20%	18%
From Eastern Canada (Ontario, Quebec, Atlantic Provinces)	18%	24%	15%	18%	5%
It doesn't matter	59%	66%	53%	58%	70%





# - ACCORDING TO VOTING INTENTIONS (3/3)

Q3A to Q3L. Would you prefer that the next leader of the Conservative Party ...?

	TOTAL	LPC	СРС	NDP	GPC
Weighted n	1,557	423	392	229	102
Unweighted n	= 1,554	469	382	218	97
be older or younger than 45, or it doesn't matter?					
Over 45 years of age	21%	19%	27%	15%	13%
Under 45 years of age	14%	16%	9%	24%	20%
It doesn't matter	61%	64%	62%	58%	63%
be a man or a woman, or it doesn't matter?					
A man	9%	9%	<b>17%</b>	<b>6%</b>	6%
A woman	11%	14%	5%	15%	22%
It doesn't matter	76%	76%	77%	78%	68%





Q3A to Q3L. Would you prefer that the next leader of the Conservative Party ...?

	TOTAL	ATL	QC	ON	MB/SK	AB	ВС	Male	Female	10 2/	35-54	55+
				Ī								
Weighted n =	1,557	108	365	596	102	176	210	758	800	414	529	614
Unweighted n =maintain balanced budgets and avoid deficits, not m	1,554	104	419	620	128	130	153	766	788	363	570	621
· · · · · · · · · · · · · · · · · · ·			56%	58%				60%		F00/	FF0/	6E0/
Maintain balanced budgets and avoids deficits	60%	67%			78%	63%	54%		59%	59%	55%	65%
Not maintain balanced budgets and manage deficits	15%	11%	21%	15%	8%	16%	11%	18%	13%	12%	17%	17%
It doesn't matter	14%	16%	12%	15%	9%	8%	18%	16%	11%	15%	17%	10%
be pro-life, i.e., against abortion, that the leader be		1										
That the leader be pro-life.	14%	14%	10%	15%	21%	13%	12%	16%	12%	20%	10%	13%
That the leader be pro-choice	60%	51%	68%	58%	43%	61%	63%	55%	64%	58%	61%	60%
It doesn't matter	19%	27%	16%	19%	33%	13%	14%	22%	16%	15%	20%	20%
be right-wing, centre-right or centre, or it doesn't m	atter?											
Right-wing	7%	8%	5%	9%	13%	7%	<b>3</b> %	10%	5%	11%	6%	6%
Centre-right	20%	17%	20%	17%	23%	24%	21%	27%	13%	19%	17%	22%
Centre	33%	36%	27%	34%	26%	38%	39%	32%	35%	31%	32%	36%
It doesn't matter	22%	22%	30%	22%	21%	15%	17%	22%	23%	22%	24%	21%
have political experience and served as a parliament doesn't matter?	tarian, hav	re no po	litical ex	perienc	e and co	me fror	n a back	ground	other th	an poli	tics, or	it
Has political experience	62%	54%	62%	66%	69%	56%	57%	63%	61%	<b>57</b> %	<b>59%</b>	68%
Has no political experience	5%	6%	6%	4%	7%	3%	5%	5%	5%	5%	5%	4%
It doesn't matter	25%	34%	26%	23%	18%	27%	27%	27%	23%	28%	27%	22%
increase the number of immigrants admitted to Can	ada, decre	ase the	number	of imm	igrants a	admitte	d to Can	ada, or	it doesn'	t matt	er?	
Increase the number of immigrants	19%	18%	22%	18%	14%	18%	22%	23%	16%	25%	17%	18%
Decrease the number of immigrants	44%	51%	42%	46%	53%	46%	30%	39%	48%	34%	46%	49%
It doesn't matter	26%	22%	26%	26%	27%	26%	32%	30%	23%	31%	27%	23%





Q3A to Q3L. Would you prefer that the next leader of the Conservative Party ...?

	T0741		0.0	<b>0</b> N	PAD /CV	4.5				40.04	25.54	
	TOTAL	ATL	QC	ON	MB/SK	AB	ВС	Male	Female		35-54	55+
Weighted n =	1,557	108	365	596	102	176	210	758	800	414	529	614
Unweighted n =	-	104	419	620	128	130	153	766	788	363	570	621
convey religious values, not convey religious values,		ī										/
Convey religious values	14%	13%	9%	18%	18%	10%	13%	15%	13%	13%	13%	15%
Not convey religious values	49%	37%	63%	44%	30%	56%	47%	50%	48%	51%	47%	49%
It doesn't matter	29%	44%	21%	31%	45%	23%	29%	31%	28%	30%	30%	28%
be in favour of same-sex marriage, against same-sex	marriage	, or it do	esn't m	atter?								
That the leader be in favour of same-sex marriage	53%	54%	56%	51%	37%	59%	53%	50%	55%	<b>62</b> %	53%	45%
That the leader be against same-sex marriage	11%	12%	6%	13%	15%	12%	9%	13%	9%	10%	11%	11%
It doesn't matter	30%	30%	35%	30%	39%	20%	28%	32%	29%	22%	29%	38%
be born in Canada or born outside of Canada, or it d	oesn't ma	tter?										
Born in Canada	63%	<b>72</b> %	63%	61%	73%	67%	54%	64%	62%	60%	62%	65%
Born outside of Canada	1%	2%	1%	2%	0%	0%	1%	1%	1%	3%	1%	0%
It doesn't matter	32%	24%	32%	34%	26%	26%	40%	31%	33%	33%	32%	31%
be perfectly bilingual, i.e., fluent in both English and	French, o	r it does	n't mati	ter?								
That the leader be perfectly bilingual	52%	43%	85%	45%	38%	35%	39%	55%	49%	50%	47%	57%
It doesn't matter	43%	55%	11%	51%	58%	60%	51%	41%	45%	44%	48%	39%
come from Western Canada (British Columbia, Alber	ta, Saskat	chewan	, Manito	ba), Eas	stern Ca	nada (O	ntario, (	Quebec,	Atlantic	Provin	ces), or	r it
doesn't matter?		-					_					
From Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba)	17%	9%	3%	<b>7</b> %	49%	50%	32%	17%	17%	23%	15%	15%
From Eastern Canada (Ontario, Quebec, Atlantic Provinces)	18%	26%	37%	18%	3%	2%	4%	18%	19%	18%	19%	19%
It doesn't matter	59%	62%	54%	70%	43%	41%	55%	61%	57%	53%	60%	62%





Q3A to Q3L. Would you prefer that the next leader of the Conservative Party ...?

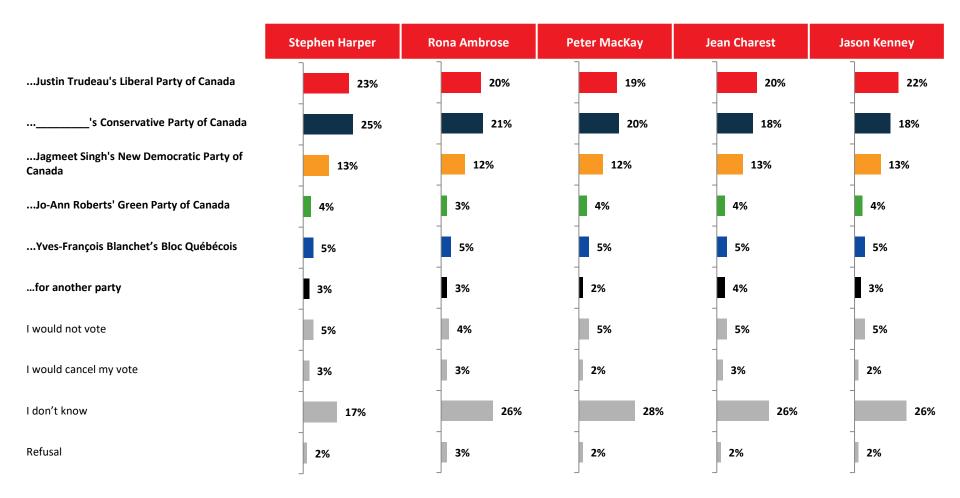
	TOTAL	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+
Weighted n =	1,557	108	365	596	102	176	210	758	800	414	529	614
Unweighted n =	1,554	104	419	620	128	130	153	766	788	363	570	621
be older or younger than 45, or it doesn't matter?												
Over 45 years of age	21%	21%	23%	20%	23%	22%	14%	22%	19%	<b>12</b> %	18%	28%
Under 45 years of age	14%	16%	13%	14%	14%	17%	15%	15%	14%	28%	14%	<b>6%</b>
It doesn't matter	61%	58%	61%	62%	62%	56%	63%	61%	61%	57%	63%	62%
be a man or a woman, or it doesn't matter?												
A man	9%	11%	9%	8%	13%	10%	4%	14%	4%	13%	8%	7%
A woman	11%	10%	11%	13%	4%	14%	10%	9%	14%	14%	11%	10%
It doesn't matter	76%	78%	77%	75%	80%	72%	76%	75%	76%	<b>67</b> %	76%	80%





Q4. If the Conservative Party of Canada were led by \_\_\_\_\_, which party would you be likely to vote for? Would it be for...?

Base: All respondents (n=1,554), except for the Bloc Québécois, Quebecers only (n=419)





# APPENDIX



# **DETAILED METHODOLOGY**

#### **Sampling Frame**

Participants were randomly selected from LEO'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	210
Alberta	130	176
Saskatchewan	50	47
Manitoba	78	55
Ontario	620	596
Quebec	419	365
New Brunswick	29	34
Nova Scotia	41	43
Prince-Edward-Island	13	7
Newfoundland and Labrador	21	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	766	758
Female	788	800

AGE	Unweighted	Weighted
Between 18 and 34	363	414
Between 35 and 55	570	529
55 or over	621	614

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English		
French		
Other		

EDUCATION	Unweighted	Weighted
Primary/secondary school	391	504
College	488	605
University	654	417

The sample thus collected has a minimum weighting factor of 0.1821 and a maximum weighting factor of 3.6436. The weighted variance is 0.301.



#### [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 1-5]

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

Label	Value	Attribute	Termination
Liberal Party of Canada	1		
New Democratic Party of Canada	2		
Bloc Québécois [QC respondents only]	3		
Conservative Party of Canada	4		
Green Party of Canada	5		
another party	6	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 1-5]

**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
Liberal Party of Canada	1		
New Democratic Party of Canada	2		
Bloc Québécois [QC respondents only]	3		
Conservative Party of Canada	4		
Green Party of Canada	5		
another party	6	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]

**Q2.** Which of the following public figures would make the best leader of the Conservative Party of Canada?

[LIST ORDER: Rotation 1-13]

Label	Value	Attribute	Termination
Peter MacKay	1		
Rona Ambrose	2		
Jean Charest	3		
Jason Kenney	4		
Stephen Harper	5		
John Tory	6		
Erin O'Toole	7		
John Baird	8		
Pierre Poilievre	9		
Gérard Deltell	10		
Michael Fortier	11		
Vincent Guzzo	12		
Michelle Rempel	13		
I don't know / I prefer not to answer	98		

#### [ASK ALL]

#### [SINGLE MENTION]

**Q3A.** Would you prefer that the next leader of the Conservative Party be perfectly bilingual, i.e., fluent in both English and French, or it doesn't matter?

Label	Value	Attribute	Termination
That the leader be perfectly bilingual	1		
It doesn't matter	2		
I don't know / I prefer not to answer	99	F	



#### [ASK ALL]

[SINGLE MENTION]

**Q3B.** Would you prefer that the next leader of the Conservative Party be pro-life, i.e., against abortion, that the leader be pro-choice, i.e., in favour of women's freedom of choice, or it doesn't matter?

[LIST ORDER: In order]

Label	Value	Attribute	Termination
That the leader be pro-life.	1		
That the leader be pro-choice	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3C.** Would you prefer that the next leader of the Conservative Party be in favour of same-sex marriage, against same-sex marriage, or it doesn't matter?

[LIST ORDER: In order]

Label	Value	Attribute	Termination
That the leader be in favour of same-sex marriage	1		
That the leader be against same-sex marriage	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3D.** Would you prefer that the next leader of the Conservative Party come from Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba), Eastern Canada (Ontario, Quebec, Atlantic Provinces), or it doesn't matter?

Label	Value	Attribute	Termination
From Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba)	1		
From Eastern Canada (Ontario, Quebec, Atlantic Provinces)	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	



#### [ASK ALL]

[SINGLE MENTION]

**Q3E.** Would you prefer that the next leader of the Conservative Party convey religious values, not convey religious values, or it doesn't matter?

[LIST ORDER: In order]

Label	Value	Attribute	Termination
Convey religious values	1		
Not convey religious values	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3F.** Would you prefer that the next leader of the Conservative Party maintain balanced budgets and avoid deficits, not maintain balanced budgets and manage deficits, or it doesn't matter?

[LIST ORDER: In order]

Label	Value	Attribute	Termination
Maintain balanced budgets and avoids deficits	1		
Not maintain balanced budgets and manage deficits	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3G.** Would you prefer that the next leader of the Conservative Party increase the number of immigrants admitted to Canada, decrease the number of immigrants admitted to Canada, or it doesn't matter?

Label	Value	Attribute	Termination
Increase the number of immigrants	1		
Decrease the number of immigrants	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	



#### [ASK ALL]

[SINGLE MENTION]

Q3H. Would you prefer that the next leader of the Conservative Party be a man or a woman, or it doesn't matter?

[LIST ORDER: In order]

Label	Value	Attribute	Termination
A man	1		
A woman	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3I.** Would you prefer that the next leader of the Conservative Party be older or younger than 45, or it doesn't matter?

[LIST ORDER: In order]

Label	Value	Attribute	Termination
Over 45 years of age	1		
Under 45 years of age	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3J.** Would you prefer that the next leader of the Conservative Party have political experience and served as a parliamentarian, have no political experience and come from a background other than politics, or it doesn't matter?

Label	Value	Attribute	Termination
Has political experience	1		
Has no political experience	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	



#### [ASK ALL]

[SINGLE MENTION]

**Q3K.** Would you prefer that the next leader of the Conservative Party be born in Canada or born outside of Canada, or it doesn't matter? [LIST ORDER: In order]

Label	Value	Attribute	Termination
Born in Canada	1		
Born outside of Canada	2		
It doesn't matter	3		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

**Q3L.** Would you prefer that the next leader of the Conservative Party be right-wing, centre-right or centre, or it doesn't matter? [LIST ORDER: In order]

Label	Value	Attribute	Termination
Right-wing	1		
Centre-right	2		
Centre	3		
It doesn't matter	4		
I don't know / I prefer not to answer	99	F	

#### [ASK ALL]

[SINGLE MENTION]

Q4. If the Conservative Party of Canada were led by \_\_\_\_\_\_, which party would you be likely to vote for? Would it be for...?

[LIST ORDER: Random 1-5] [STATEMENTS ORDER: Random 1-5]

LIST

Label	Value	Attribute	Termination
Peter MacKay	1		
Rona Ambrose	2		
Jean Charest	3		
Jason Kenney	4		
Stephen Harper	5		



#### **STATEMENTS**

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		
's Conservative Party of Canada	4		
Elizabeth May's Green Party of Canada	5		
another party	6	F	
I would not vote	7	F	
I would cancel my vote	8	F	
I don't know	98	F	
I prefer not to answer	99	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		



FED - Federal voting intention	ons with le	aners																											
No	:1	Ge	nder			. A	ge				Age2		Мо	ther Tor	igue			Reg	ion		,	QC/	ROC	Fede	ral votin	g intent (FE		nong ded	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	AB	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
FED																												1	
Weighted Totals:	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals:	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
LPC	27%	30%	24%	26%	22%	27%	30%	21%	33%	24%	29%	28%	28%	25%	40%	27%	31%	32%	15%	15%	24%	31%	26%	100%	0%	0%	0%	0%	0%
NDP	15%	13%	17%	22%	23%	14%	16%	11%	8%	23%	15%	9%	9%	17%	11%	18%	9%	16%	12%	13%	22%	9%	16%	0%	100%	0%	0%	0%	0%
BQ	6%	7%	5%	1%	4%	6%	4%	8%	8%	3%	5%	8%	25%	1%	1%	0%	25%	0%	0%	0%	0%	25%	0%	0%	0%	100%	0%	0%	0%
CPC	25%	29%	22%	17%	25%	27%	21%	31%	26%	22%	24%	29%	13%	29%	26%	27%	12%	25%	50%	42%	21%	12%	29%	0%	0%	0%	100%	0%	0%
GPC	7%	6%	8%	7%	8%	6%	7%	7%	6%	7%	6%	6%	2%	9%	4%	4%	3%	8%	7%	4%	14%	3%	8%	0%	0%	0%	0%	100%	0%
Other	1%	2%	1%	0%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	4%	1%	1%	1%	2%	2%	1%	1%	0%	0%	0%	0%	0%	100%
Would not vote	5%	4%	6%	6%	7%	6%	5%	4%	2%	7%	6%	3%	4%	5%	6%	8%	4%	6%	4%	6%	1%	4%	5%	0%	0%	0%	0%	0%	0%
Would cancel my vote	2%	2%	3%	4%	2%	2%	1%	3%	3%	3%	1%	3%	7%	1%	1%	0%	6%	1%	1%	1%	1%	6%	1%	0%	0%	0%	0%	0%	0%
I don't know	8%	5%	11%	11%	5%	7%	9%	8%	8%	7%	8%	8%	7%	8%	8%	10%	7%	7%	6%	13%	9%	7%	8%	0%	0%	0%	0%	0%	0%
I prefer not to answer	4%	3%	5%	5%	2%	4%	5%	6%	4%	3%	4%	4%	2%	4%	4%	2%	2%	5%	3%	4%	7%	2%	5%	0%	0%	0%	0%	0%	0%

FEDX - Federal voting in	tentions	among	decide	d																										
	No:2		Gei	nder			А	ge				Age2		Мо	ther To	ngue			Re	gion			QC,	ROC	Fede	ral votir	ng inten FE)		nong dec	ided
B1C		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Othe
FEDX																														
Weighted Totals:		1258	654	604	117	213	203	224	221	281	329	427	501	259	843	151	87	294	484	87	133	172	294	964	423	229	90	392	102	22
Unweighted Totals:		1282	670	612	96	199	223	247	197	320	295	470	517	295	812	172	84	339	524	107	100	128	339	943	469	218	94	382	97	22
LPC		34%	35%	32%	35%	27%	34%	38%	27%	40%	30%	36%	34%	36%	30%	49%	34%	38%	39%	18%	19%	29%	38%	32%	100%	0%	0%	0%	0%	0%
NDP		18%	15%	22%	30%	27%	17%	20%	14%	9%	28%	18%	12%	12%	21%	13%	22%	11%	20%	14%	18%	26%	11%	20%	0%	100%	0%	0%	0%	0%
BQ		7%	8%	6%	1%	5%	8%	6%	10%	10%	3%	7%	10%	32%	1%	1%	0%	31%	0%	0%	0%	0%	31%	0%	0%	0%	100%	0%	0%	0%
CPC		31%	34%	29%	23%	30%	33%	26%	39%	32%	27%	29%	35%	17%	35%	32%	34%	15%	31%	58%	56%	26%	15%	36%	0%	0%	0%	100%	0%	0%
GPC		8%	6%	10%	10%	9%	7%	8%	8%	7%	9%	8%	8%	3%	11%	4%	5%	3%	9%	8%	5%	17%	3%	10%	0%	0%	0%	0%	100%	0%
Other		2%	2%	1%	0%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	5%	2%	1%	1%	2%	2%	2%	2%	0%	0%	0%	0%	0%	100%



CPO2: Which of the follow	ing pub	blic figu	res wo	uld mak	e the be	st leade	r of the	Conserv	rative Pa	irty of C	anada?			1																
N	lo:3		Ger	nder			. A	ge				Age2		Mo	ther Ton	gue			Re	gion			QC/	ROC	Fede	ral votir	•	DX)	nong de	cided
B1C	T	Гotal	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	AB	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO2																														
Weighted Totals:	1	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Peter MacKay		7%	10%	5%	3%	6%	9%	7%	7%	11%	5%	8%	9%	5%	8%	8%	21%	3%	7%	10%	6%	8%	3%	9%	11%	3%	4%	12%	4%	0%
Rona Ambrose	:	10%	13%	8%	3%	7%	8%	10%	10%	19%	6%	9%	15%	4%	12%	10%	8%	6%	12%	11%	13%	14%	6%	12%	10%	9%	3%	18%	13%	8%
Jean Charest		5%	8%	3%	2%	5%	5%	5%	5%	7%	4%	5%	7%	13%	3%	5%	0%	15%	3%	7%	1%	3%	15%	2%	10%	3%	11%	4%	3%	0%
Jason Kenney		3%	3%	2%	0%	6%	3%	1%	3%	2%	4%	2%	2%	1%	3%	3%	1%	1%	2%	6%	8%	3%	1%	3%	2%	2%	1%	6%	1%	2%
Stephen Harper		9%	11%	8%	13%	11%	12%	6%	10%	6%	12%	9%	7%	9%	9%	11%	7%	9%	9%	9%	16%	5%	9%	9%	7%	6%	6%	18%	5%	12%
John Tory		4%	5%	4%	2%	4%	4%	6%	4%	5%	3%	5%	5%	0%	5%	6%	2%	1%	10%	2%	0%	2%	1%	6%	7%	7%	1%	2%	5%	4%
Erin O'Toole		1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	0%
John Baird		1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	2%	0%	2%	0%	1%	1%	4%	1%	0%	2%	0%
Pierre Poilievre		2%	2%	2%	2%	1%	1%	2%	3%	3%	1%	2%	3%	1%	2%	1%	2%	1%	2%	3%	4%	0%	1%	2%	1%	1%	2%	4%	1%	12%
Gérard Deltell		3%	3%	2%	3%	1%	2%	3%	4%	2%	2%	3%	3%	11%	0%	0%	2%	10%	0%	0%	0%	0%	10%	0%	1%	3%	17%	2%	0%	0%
Michael Fortier		1%	2%	0%	0%	2%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	2%	2%	1%	2%	0%	0%	2%	1%	0%	2%	3%	1%	2%	0%
Vincent Guzzo		1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	4%	0%	1%	0%	4%	0%	0%	0%	0%	4%	0%	1%	0%	2%	0%	2%	0%
Michelle Rempel		1%	2%	1%	1%	0%	1%	0%	4%	2%	1%	1%	3%	1%	1%	2%	4%	1%	0%	3%	4%	2%	1%	2%	1%	1%	1%	3%	0%	2%
I don't know / I prefer not answer	to	51%	38%	64%	67%	54%	50%	57%	48%	39%	59%	54%	43%	48%	52%	52%	50%	46%	53%	47%	48%	60%	46%	52%	46%	59%	46%	29%	62%	59%

CPO2: Which of the follo	wing pu	ıblic figu	ires wo	uld mak	e the be	st leade	r of the	Conserv	ative Pa	rty of C	anada?																			
	No:4		Ger	nder			A	ge				Age2		Mo	ther Ton	gue			Reg	gion			QC/	ROC	Fede	ral votin	g intent FEI)		ong de	cided
B1C		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO2X																														
Weighted Totals:		764	473	291	52	118	125	119	143	207	170	244	350	169	503	89	54	197	283	54	91	84	197	567	227	93	48	279	39	9
Unweighted Totals:		813	506	307	39	108	143	147	132	244	147	290	376	191	523	97	56	221	328	68	73	67	221	592	262	93	53	281	44	11
Peter MacKay		15%	17%	13%	9%	12%	19%	16%	13%	17%	11%	17%	16%	9%	17%	17%	41%	6%	16%	18%	12%	20%	6%	18%	20%	6%	7%	17%	10%	0%
Rona Ambrose		21%	21%	21%	10%	15%	16%	23%	20%	31%	13%	19%	26%	8%	25%	21%	16%	11%	25%	20%	25%	35%	11%	25%	18%	21%	5%	25%	36%	20%
Jean Charest		11%	12%	9%	7%	11%	11%	12%	11%	12%	10%	11%	12%	26%	6%	11%	0%	28%	6%	12%	2%	6%	28%	5%	19%	6%	20%	6%	9%	0%
Jason Kenney		5%	5%	5%	0%	12%	6%	2%	5%	3%	9%	4%	4%	1%	7%	6%	2%	2%	3%	11%	15%	8%	2%	6%	3%	4%	2%	9%	1%	5%
Stephen Harper		18%	17%	21%	41%	23%	24%	15%	19%	9%	28%	19%	13%	17%	18%	23%	14%	17%	19%	17%	30%	12%	17%	19%	13%	14%	12%	25%	13%	28%
John Tory		9%	8%	10%	7%	8%	8%	14%	9%	8%	8%	11%	8%	0%	11%	12%	4%	1%	20%	3%	0%	5%	1%	12%	13%	18%	1%	3%	13%	11%
Erin O'Toole		2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	0%	0%	1%	2%	1%	1%	1%	1%	2%	2%	2%	5%	1%	1%	0%
John Baird		2%	2%	1%	3%	3%	2%	4%	0%	2%	3%	3%	1%	0%	3%	1%	3%	0%	2%	3%	1%	5%	0%	3%	1%	10%	2%	1%	4%	0%
Pierre Poilievre		4%	3%	5%	5%	1%	1%	5%	6%	5%	2%	3%	5%	3%	5%	3%	4%	2%	5%	5%	7%	1%	2%	5%	2%	3%	3%	6%	2%	30%
Gérard Deltell		5%	4%	7%	9%	3%	5%	6%	7%	4%	5%	6%	5%	21%	1%	0%	4%	19%	0%	0%	0%	0%	19%	0%	3%	7%	31%	3%	0%	0%
Michael Fortier		2%	2%	1%	0%	5%	3%	2%	1%	1%	3%	2%	1%	4%	1%	0%	4%	3%	2%	4%	0%	0%	3%	2%	0%	6%	6%	1%	5%	0%
Vincent Guzzo		2%	2%	2%	3%	6%	1%	1%	2%	1%	5%	1%	2%	8%	1%	1%	0%	8%	0%	0%	0%	0%	8%	0%	3%	1%	5%	0%	5%	0%
Michelle Rempel		3%	3%	2%	5%	1%	3%	0%	7%	3%	2%	1%	5%	2%	3%	5%	8%	1%	0%	5%	7%	6%	1%	4%	2%	2%	2%	4%	0%	6%



CPO3A: Would you prefer that	the next	leader (	of the Co	nservat	ive Part	y be per	fectly bi	ilingual,	i.e., flu	ent in b	oth Engli	sh and	French,	or it doe	sn't ma	tter?													
No:5		Gei	nder			. A	ge				Age2		Mo	ther Tor	gue			Reg	gion			QC/	ROC	Fede	ral votir	~	tions an	nong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРОЗА																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
That the leader be perfectly bilingual	52%	55%	49%	56%	45%	44%	49%	52%	61%	50%	47%	57%	88%	41%	49%	43%	85%	45%	38%	35%	39%	85%	41%	63%	44%	91%	44%	50%	42%
It doesn't matter	43%	41%	45%	39%	47%	52%	45%	43%	36%	44%	48%	<b>39</b> %	9%	54%	42%	55%	11%	51%	58%	60%	51%	11%	53%	35%	53%	6%	53%	45%	58%
I don't know / I prefer not to answer	5%	4%	6%	5%	8%	4%	6%	4%	3%	7%	6%	3%	3%	5%	9%	3%	4%	4%	4%	6%	10%	4%	5%	2%	3%	3%	3%	5%	0%

CPO3B: Would you prefer that	the next	leader o	of the Co	nservat	ive Part	y be pro	-life, i.e.	., agains	t aborti	ion, that	the lead	der be p	ro-choi	ce, i.e., i	n favour	of won	nen's fre	edom o	f choice,	or it do	esn't m	atter?							
No:6		Ger	nder			A	ge				Age2		Мо	ther Ton	gue			Reg	gion			QC/	ROC	Fede	ral votin	•	tions an DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРОЗВ																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
That the leader be pro-life.	14%	16%	12%	23%	18%	13%	7%	14%	13%	20%	10%	13%	10%	14%	20%	14%	10%	15%	21%	13%	12%	10%	15%	12%	12%	4%	22%	15%	26%
That the leader be pro-choice	60%	55%	64%	58%	58%	64%	59%	58%	62%	58%	61%	60%	67%	59%	49%	51%	68%	58%	43%	61%	63%	68%	57%	69%	70%	72%	47%	65%	45%
It doesn't matter	19%	22%	16%	13%	17%	14%	25%	19%	20%	15%	20%	20%	15%	19%	21%	27%	16%	19%	33%	13%	14%	16%	19%	15%	13%	20%	26%	17%	20%
I don't know / I prefer not to answer	8%	7%	9%	5%	7%	9%	10%	9%	6%	7%	10%	7%	8%	8%	10%	7%	6%	7%	3%	12%	12%	6%	8%	4%	6%	4%	5%	3%	9%

CPO3C: Would you prefer that	the next	leader o	of the Co	nservat	ive Part	y be in f	avour o	f same-s	ex marı	riage, ag	ainst sa	me-sex	marriag	e, or it d	oesn't n	natter?													
No:7		Gei	nder			. A	ge				Age2		Mo	ther Ton	gue			Re	gion			QC/	ROC	Fede	ral votir	•	tions an DX)	nong dec	ided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРОЗС																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
That the leader be in favour of same-sex marriage	53%	50%	55%	62%	63%	51%	55%	46%	45%	62%	53%	45%	59%	54%	35%	54%	56%	51%	37%	59%	53%	56%	52%	65%	70%	50%	36%	62%	48%
That the leader be against same-sex marriage	11%	13%	9%	15%	7%	15%	9%	15%	7%	10%	11%	11%	5%	11%	17%	12%	6%	13%	15%	12%	9%	6%	12%	7%	9%	2%	19%	6%	22%
It doesn't matter	30%	32%	29%	19%	23%	27%	30%	32%	42%	22%	29%	38%	32%	29%	37%	30%	35%	30%	39%	20%	28%	35%	29%	26%	17%	45%	41%	27%	16%
I don't know / I prefer not to	6%	5%	8%	3%	8%	7%	6%	6%	6%	6%	7%	6%	3%	6%	11%	4%	4%	6%	9%	9%	10%	4%	7%	3%	3%	3%	4%	5%	14%



CPO3D: Would you prefer tha No:8	İ		nder			, 202 A <sub>1</sub>		.510 0			Age2	, Albert	ľ	ther Ton		,,		Reg		<b>4</b>	, , , , , , ,	QC/					tions am DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO3D																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
From Western Canada																													
(British Columbia, Alberta,	17%	17%	17%	15%	29%	16%	14%	17%	13%	23%	15%	15%	2%	22%	14%	9%	3%	7%	49%	50%	32%	3%	21%	8%	20%	3%	31%	18%	10%
Saskatchewan, Manitoba)																													
From Eastern Canada																													
(Ontario, Quebec, Atlantic Provinces)	18%	18%	19%	22%	15%	19%	18%	18%	19%	18%	19%	19%	39%	12%	16%	26%	37%	18%	3%	2%	4%	37%	13%	24%	18%	44%	15%	5%	3%
It doesn't matter	59%	61%	57%	56%	50%	58%	62%	58%	65%	53%	60%	62%	52%	59%	67%	62%	54%	70%	43%	41%	55%	54%	60%	66%	58%	48%	53%	70%	79%
I don't know / I prefer not to answer	6%	4%	8%	7%	6%	7%	6%	8%	3%	6%	6%	5%	7%	6%	4%	3%	5%	5%	5%	7%	9%	5%	6%	2%	4%	5%	2%	6%	9%

CPO3E: Would you prefer that	the next	leader o	of the Co	nservat	vative Party convey religious values, not convey Age						ligious v	alues,	r it doe	sn't mat	ter?														
No:9		Ger	nder			A	ge				Age2		Mo	ther Tor	gue			Re	gion		.	QC/	ROC	Fede	ral votin	~	tions an DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QС	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
CPO3E																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Convey religious values	14%	15%	13%	12%	14%	15%	12%	16%	15%	13%	13%	15%	9%	15%	19%	13%	9%	18%	18%	10%	13%	9%	16%	14%	8%	7%	23%	14%	36%
Not convey religious values	49%	50%	48%	48%	53%	48%	47%	47%	50%	51%	47%	49%	61%	47%	37%	37%	63%	44%	30%	56%	47%	63%	45%	56%	63%	76%	38%	44%	40%
It doesn't matter	29%	31%	28%	35%	27%	29%	32%	28%	28%	30%	30%	28%	22%	31%	34%	44%	21%	31%	45%	23%	29%	21%	32%	26%	25%	13%	35%	36%	24%
I don't know / I prefer not to	8%	4%	11%	6%	7%	8%	10%	10%	6%	6%	9%	8%	8%	7%	10%	6%	7%	6%	7%	11%	11%	7%	8%	4%	4%	3%	3%	6%	0%

CPO3F: Would you prefer that	the next	leader c	f the Co	nservati	ve Part	y mainta	in balaı	nced bud	lgets an	d avoid	deficits,	not ma	intain b	alanced	budget	s and m	anage d	eficits, o	or it doe	sn't mat	ter?								
No:10		Ger	nder			. A	ge				Age2		Mo	ther Ton	gue			Reg	gion			QC/	ROC	Fede	ral votir	•	tions an DX)	nong dec	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРОЗГ																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals:	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Maintain balanced budgets and avoids deficits	60%	60%	59%	62%	56%	55%	55%	64%	65%	59%	55%	65%	56%	61%	61%	67%	56%	58%	78%	63%	54%	56%	61%	49%	54%	56%	82%	56%	74%
Not maintain balanced budgets and manage deficits	15%	18%	13%	7%	15%	18%	15%	16%	17%	12%	17%	17%	22%	13%	14%	11%	21%	15%	8%	16%	11%	21%	13%	26%	17%	27%	8%	7%	18%
It doesn't matter	14%	16%	11%	17%	14%	15%	18%	10%	10%	15%	17%	10%	12%	14%	14%	16%	12%	15%	9%	8%	18%	12%	14%	17%	16%	11%	5%	23%	8%
I don't know / I prefer not to	11%	6%	17%	14%	14%	12%	13%	11%	8%	14%	12%	9%	10%	12%	10%	7%	10%	12%	4%	13%	18%	10%	12%	7%	13%	6%	5%	14%	0%



No:11		Ger	nder			Αį	ge				Age2		Mot	ther Ton	gue			Reg	ion			QC/	ROC	Fede	ral votin	~	tions am DX)	ong dec	ided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
CPO3G																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
ncrease the number of mmigrants	19%	23%	16%	24%	26%	17%	17%	15%	19%	25%	17%	18%	19%	18%	30%	18%	22%	18%	14%	18%	22%	22%	18%	32%	26%	19%	7%	26%	21%
Decrease the number of mmigrants	44%	39%	48%	30%	37%	46%	46%	50%	47%	34%	46%	49%	46%	46%	26%	51%	42%	46%	53%	46%	30%	42%	44%	30%	33%	60%	63%	38%	59%
t doesn't matter	26%	30%	23%	38%	27%	30%	23%	23%	24%	31%	27%	23%	26%	25%	32%	22%	26%	26%	27%	26%	32%	26%	27%	31%	29%	18%	24%	27%	17%
don't know / I prefer not to	11%	8%	13%	9%	11%	7%	14%	11%	10%	10%	11%	10%	9%	11%	12%	9%	10%	10%	6%	11%	17%	10%	11%	6%	12%	3%	6%	8%	2%

CPO3H: Would you prefer that	the next	leader o	of the Co	nservat	ervative Party be a man or a woman, or it doesn't						atter?																		
No:12		Ger	nder			A	ge				Age2		Мо	ther Ton	gue			Reg	gion		.	QC/	ROC	Fede	ral votin	ng intent FE)		ong dec	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
СРОЗН																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
A man	9%	14%	4%	11%	14%	8%	7%	8%	7%	13%	8%	7%	8%	8%	12%	11%	9%	8%	13%	10%	4%	9%	9%	9%	6%	5%	17%	6%	11%
A woman	11%	9%	14%	12%	15%	9%	14%	8%	11%	14%	11%	10%	11%	12%	7%	10%	11%	13%	4%	14%	10%	11%	11%	14%	15%	14%	5%	22%	20%
It doesn't matter	76%	75%	76%	72%	64%	79%	74%	81%	80%	67%	76%	80%	78%	75%	74%	78%	77%	75%	80%	72%	76%	77%	75%	76%	78%	80%	77%	68%	70%
I don't know / I prefer not to	4%	3%	5%	4%	7%	5%	5%	3%	2%	6%	5%	3%	3%	4%	7%	1%	3%	4%	3%	4%	9%	3%	5%	2%	2%	1%	1%	4%	0%

CPO3I: Would you prefer that	the next	leader c	f the Co	nservati	ive Party	y be old	er or you	inger th	an 45, o	r it does	n't mat	ter?																	
No:13		Ge	nder			. А	ge				Age2		Mo	ther Tor	igue			Re	gion			QC/	ROC	Fede	ral votir	~	tions an DX)	nong dec	ided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO3I																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Over 45 years of age	21%	22%	19%	8%	14%	12%	23%	26%	31%	12%	18%	28%	23%	20%	22%	21%	23%	20%	23%	22%	14%	23%	20%	19%	15%	17%	27%	13%	36%
Under 45 years of age	14%	15%	14%	25%	29%	18%	10%	6%	5%	28%	14%	6%	13%	15%	12%	16%	13%	14%	14%	17%	15%	13%	15%	16%	24%	14%	9%	20%	29%
It doesn't matter	61%	61%	61%	64%	52%	64%	61%	63%	62%	57%	63%	62%	61%	61%	62%	58%	61%	62%	62%	56%	63%	61%	61%	64%	58%	68%	62%	63%	33%
I don't know / I prefer not to answer	4%	2%	6%	2%	5%	6%	5%	5%	2%	4%	5%	4%	3%	5%	4%	4%	3%	4%	1%	5%	8%	3%	5%	1%	3%	1%	2%	3%	2%



CPO3J: Would you prefer that	the next	leader o	f the Co	nservati	ive Party	y have p	olitical e	xperien	ce and	served a	ıs a parli	amenta	rian, ha	ve no po	olitical e	xperien	ce and c	ome fro	m a bacl	kground	d other t	han pol	itics, or	it doesn	't matte	r?			
No:14		Gei	nder			Α.	ge				Age2		Мо	ther Tor	igue			Reg	gion			QC/	ROC	Fede	ral votir	•	tions an	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРОЗЈ																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Has political experience	62%	63%	61%	64%	53%	61%	57%	63%	72%	57%	59%	68%	62%	61%	67%	54%	62%	66%	69%	56%	57%	62%	62%	70%	60%	57%	71%	51%	34%
Has no political experience	5%	5%	5%	5%	5%	7%	4%	5%	3%	5%	5%	4%	6%	5%	3%	6%	6%	4%	7%	3%	5%	6%	5%	4%	8%	6%	3%	9%	0%
It doesn't matter	25%	27%	23%	24%	30%	23%	30%	24%	21%	28%	27%	22%	26%	25%	23%	34%	26%	23%	18%	27%	27%	26%	25%	24%	24%	33%	23%	30%	57%
I don't know / I prefer not to answer	8%	5%	11%	7%	11%	9%	10%	8%	4%	10%	10%	6%	7%	9%	7%	7%	5%	7%	6%	14%	12%	5%	9%	3%	8%	4%	3%	9%	9%

CPO3K: Would you prefer that	the next	leader (	of the Co	nservat	ive Part	y be bor	rn in Can	ada or l	tside of	Canada,	or it do	esn't m	atter?																
No:15		Ge	nder			. A	ge				Age2		Mo	ther Tor	gue			Reg	gion			QC/	ROC	Fede	ral votir	~	tions an	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	AB	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРОЗК																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Born in Canada	63%	64%	62%	57%	63%	63%	61%	64%	65%	60%	62%	65%	64%	67%	37%	72%	63%	61%	73%	67%	54%	63%	63%	61%	51%	67%	75%	59%	61%
Born outside of Canada	1%	1%	1%	2%	3%	2%	1%	0%	0%	3%	1%	0%	1%	1%	3%	2%	1%	2%	0%	0%	1%	1%	1%	2%	3%	0%	1%	1%	0%
It doesn't matter	32%	31%	33%	38%	30%	32%	33%	29%	33%	33%	32%	31%	30%	28%	56%	24%	32%	34%	26%	26%	40%	32%	32%	37%	45%	28%	23%	36%	39%
I don't know / I prefer not to answer	4%	3%	5%	3%	4%	4%	5%	6%	2%	4%	4%	4%	4%	4%	4%	3%	4%	3%	1%	6%	5%	4%	4%	1%	1%	4%	1%	4%	0%

CPO3L: Would you prefer that	the next	leader o	of the Co	nservat	ervative Party be right-wing, centre-right or centre						or it doe	sn't ma	tter?																
No:16		Gei	nder			. A	ge				Age2		Мо	ther Tor	gue			Re	gion			QC/	ROC	Fede	ral votir	•	tions an DX)	ong ded	ided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO3L																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Right-wing	7%	10%	5%	6%	14%	7%	5%	5%	7%	11%	6%	6%	4%	8%	6%	8%	5%	9%	13%	7%	3%	5%	8%	6%	6%	4%	14%	6%	29%
Centre-right	20%	27%	13%	19%	18%	17%	18%	21%	23%	19%	17%	22%	19%	19%	22%	17%	20%	17%	23%	24%	21%	20%	19%	18%	15%	16%	35%	18%	7%
Centre	33%	32%	35%	37%	28%	33%	31%	36%	36%	31%	32%	36%	26%	36%	33%	36%	27%	34%	26%	38%	39%	27%	35%	45%	47%	32%	23%	29%	25%
It doesn't matter	22%	22%	23%	21%	22%	22%	26%	21%	22%	22%	24%	21%	32%	19%	21%	22%	30%	22%	21%	15%	17%	30%	20%	19%	18%	39%	18%	29%	33%
I don't know / I prefer not to answer	17%	9%	25%	17%	18%	21%	19%	17%	12%	18%	20%	14%	19%	17%	18%	17%	17%	17%	16%	16%	20%	17%	17%	12%	14%	9%	10%	19%	6%



No:17		Gei	nder			A	ge				Age2		Mot	ther Ton	gue			Reg	gion		.	QC/	ROC	Fede	ral votin	g intent FEI)	tions am DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Othe
CPO4A																													
Weighted Totals : Jnweighted Totals :	1557 1554	758 766	800 788	159 129	255 234	249 267	281 303	277 244	337 377	414 363	529 570	614 621	326 367	1040 977	185 206	108 104	365 419	596 620	102 128	176 130	210 153	365 419	1192 1135	423 469	229 218	90 94	392 382	102 97	22 22
Justin Trudeau's Liberal Party of Canada	20%	25%	16%	20%	19%	20%	23%	15%	23%	20%	22%	19%	21%	19%	27%	19%	23%	24%	11%	10%	17%	23%	19%	66%	4%	4%	2%	6%	0%
.Jagmeet Singh's New Democratic Party of Canada	12%	10%	14%	21%	18%	10%	10%	10%	8%	19%	10%	8%	8%	14%	8%	13%	8%	13%	10%	10%	19%	8%	13%	2%	67%	1%	1%	8%	11%
Yves-François Blanchet's Bloc Québécois	5%	6%	4%	1%	3%	5%	4%	7%	8%	2%	5%	7%	23%	0%	1%	0%	21%	0%	0%	0%	0%	21%	0%	1%	0%	80%	0%	0%	0%
Peter MacKay's Conservative Party of Canada	21%	25%	16%	6%	17%	25%	20%	21%	28%	13%	22%	25%	10%	24%	22%	28%	10%	23%	33%	31%	17%	10%	24%	8%	5%	4%	63%	7%	5%
Joan Roberts' Green Party of Canada	3%	3%	3%	4%	4%	2%	4%	6%	3%	4%	3%	4%	2%	4%	2%	2%	2%	4%	2%	3%	7%	2%	4%	0%	2%	0%	0%	48%	0%
another party	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	0%	7%	2%	2%	5%	4%	4%	2%	3%	1%	3%	0%	3%	4%	53%
would not vote	4%	5%	4%	5%	6%	5%	4%	4%	3%	6%	4%	3%	4%	4%	7%	2%	5%	5%	8%	6%	2%	5%	4%	1%	1%	0%	3%	1%	0%
would cancel my vote	3%	3%	3%	3%	3%	4%	2%	4%	1%	3%	3%	3%	6%	2%	3%	2%	6%	2%	4%	3%	3%	6%	2%	1%	0%	0%	2%	4%	15%
don't know	26%	18%	33%	33%	25%	22%	29%	26%	22%	28%	26%	24%	24%	26%	26%	25%	23%	26%	25%	31%	27%	23%	27%	19%	16%	12%	26%	20%	13%
I prefer not to answer	3%	1%	4%	3%	1%	3%	2%	4%	2%	2%	3%	3%	1%	3%	5%	3%	1%	2%	1%	3%	5%	1%	3%	1%	1%	0%	0%	1%	

CPO4A: If the Conservative Pa	rty of Can	ada wei	re led by	Peter MacKay, which party would you be likely to							for? W	ould it l	e for?																
No:18		Ger	nder			A	ge				Age2		Mot	her Ton	gue			Reg	gion			QC/	ROC	Fede	ral votir	~	tions an DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
CPO4AX																													
Weighted Totals :	1003	551	452	87	163	161	179	171	242	251	340	413	212	677	110	74	242	391	62	102	132	242	762	332	187	80	270	75	15
Unweighted Totals :	1047	574	473	73	164	179	193	160	278	237	372	438	242	669	134	72	283	426	84	78	104	283	764	374	178	86	276	76	16
Justin Trudeau's Liberal Party of Canada	31%	34%	28%	36%	30%	30%	37%	24%	32%	32%	34%	29%	32%	29%	46%	28%	35%	37%	18%	18%	28%	35%	30%	85%	5%	4%	3%	8%	0%
Jagmeet Singh's New Democratic Party of Canada	19%	14%	25%	38%	29%	16%	16%	16%	11%	32%	16%	13%	12%	21%	13%	19%	12%	20%	16%	17%	30%	12%	21%	3%	81%	1%	1%	11%	15%
Yves-François Blanchet's Bloc Québécois	8%	8%	7%	1%	4%	8%	6%	12%	11%	3%	7%	11%	35%	0%	1%	0%	32%	0%	0%	0%	0%	32%	0%	1%	0%	91%	0%	0%	0%
Peter MacKay's Conservative Party of Canada	32%	35%	29%	10%	26%	38%	31%	34%	39%	21%	35%	37%	16%	37%	36%	40%	14%	34%	54%	53%	27%	14%	38%	10%	6%	4%	92%	9%	7%
Joan Roberts' Green Party of Canada	5%	5%	6%	8%	6%	3%	6%	9%	4%	6%	4%	6%	2%	7%	4%	3%	3%	6%	3%	4%	11%	3%	6%	0%	2%	0%	0%	66%	0%
another party	5%	4%	5%	6%	5%	5%	5%	5%	4%	5%	5%	5%	3%	6%	1%	10%	3%	3%	8%	7%	6%	3%	5%	1%	4%	0%	4%	6%	77%



CPO4B: If the Conservative Par	ty of Can	ada wer	e led by	Rona A	mbrose	, which	party wo	ould you	be like	y to vot	e for? W	ould it	be for	?	ı														
No:19		Ger	nder			Α.	ge				Age2		Mo	ther Ton	gue			Re	gion			QC/	ROC	Fede	ral votin	•	ions an DX)	iong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
СРО4В																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Justin Trudeau's Liberal Party of Canada	19%	23%	16%	16%	18%	21%	22%	17%	21%	18%	21%	19%	20%	18%	26%	18%	23%	22%	14%	11%	17%	23%	18%	66%	4%	2%	1%	4%	0%
Jagmeet Singh's New Democratic Party of Canada	12%	10%	13%	18%	19%	9%	10%	11%	6%	19%	10%	8%	9%	12%	10%	12%	8%	13%	11%	7%	17%	8%	13%	3%	64%	1%	1%	4%	11%
Yves-François Blanchet's Bloc Québécois	5%	6%	4%	0%	3%	6%	4%	6%	7%	2%	5%	7%	22%	0%	0%	0%	21%	0%	0%	0%	0%	21%	0%	1%	0%	78%	0%	0%	0%
Rona Ambrose's Conservative Party of Canada	20%	26%	15%	8%	20%	22%	18%	21%	27%	16%	20%	24%	12%	23%	20%	26%	12%	20%	33%	34%	17%	12%	23%	7%	6%	2%	63%	8%	12%
Joan Roberts' Green Party of Canada	4%	4%	5%	7%	3%	3%	5%	6%	4%	4%	4%	5%	2%	6%	2%	6%	2%	5%	3%	5%	8%	2%	5%	0%	2%	1%	0%	57%	4%
another party	2%	3%	2%	3%	1%	4%	3%	1%	3%	2%	3%	2%	1%	3%	1%	6%	1%	2%	4%	1%	4%	1%	3%	1%	2%	1%	2%	3%	35%
would not vote	5%	5%	5%	8%	6%	5%	5%	4%	3%	7%	5%	4%	4%	5%	6%	3%	4%	6%	8%	6%	2%	4%	5%	0%	1%	2%	4%	4%	3%
I would cancel my vote	2%	2%	2%	1%	2%	3%	3%	2%	1%	2%	3%	1%	4%	1%	1%	1%	4%	1%	2%	3%	0%	4%	1%	0%	0%	0%	2%	0%	18%
I don't know	28%	20%	35%	36%	26%	24%	29%	29%	26%	30%	27%	27%	23%	29%	29%	27%	22%	29%	23%	31%	34%	22%	30%	20%	20%	13%	25%	19%	15%
I prefer not to answer	2%	1%	4%	3%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	0%	3%	3%	2%	2%	3%	3%	2%	1%	0%	0%	0%	1%	2%

CPO4B: If the Conservative Par	rty of Can	ada wer	re led by	Rona A	mbrose	, which	party wo	ould you	be like	y to vot	e for? V	ould it	be for	?															
No:20		Ger	nder			A	ge				Age2		Mot	her Ton	gue			Reg	gion			QC/	ROC	Fede	ral votir	ig intent FEI)		ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
СРО4ВХ																													
Weighted Totals :	981	547	433	82	165	160	174	170	229	247	334	399	214	650	113	74	246	363	66	102	130	246	735	332	180	77	266	78	13
Unweighted Totals :	1020	571	449	67	163	178	193	156	263	230	371	419	240	643	135	74	279	402	85	80	100	279	741	370	170	82	272	76	14
Justin Trudeau's Liberal Party of Canada	31%	32%	30%	31%	28%	32%	35%	27%	31%	29%	34%	29%	31%	29%	43%	27%	34%	36%	22%	19%	27%	34%	30%	84%	5%	3%	1%	6%	0%
Jagmeet Singh's New Democratic Party of Canada	18%	14%	24%	36%	30%	13%	17%	18%	9%	32%	15%	13%	13%	20%	17%	17%	12%	22%	16%	12%	27%	12%	20%	4%	82%	1%	1%	6%	17%
Yves-François Blanchet's Bloc Québécois	8%	8%	7%	0%	5%	9%	6%	10%	11%	3%	8%	10%	33%	1%	1%	0%	31%	0%	0%	0%	0%	31%	0%	1%	0%	91%	0%	0%	0%
Rona Ambrose's Conservative Party of Canada	32%	37%	27%	16%	31%	34%	29%	34%	39%	26%	32%	37%	18%	37%	33%	38%	18%	32%	50%	59%	27%	18%	37%	9%	7%	3%	93%	11%	19%
Joan Roberts' Green Party of Canada	7%	6%	9%	13%	4%	5%	9%	10%	6%	7%	7%	7%	3%	9%	4%	8%	3%	8%	5%	8%	13%	3%	8%	1%	2%	1%	0%	74%	7%
another party	4%	4%	3%	5%	1%	6%	4%	1%	4%	3%	5%	3%	2%	4%	2%	10%	2%	3%	6%	2%	6%	2%	4%	1%	3%	1%	4%	4%	57%



No:21		Ger	nder			. A	ge				Age2		Mo	ther Ton	gue			Re	gion			QC/	ROC	Fede	rai Votin	g inteni FE)	tions an DX)	ong de	ciaea
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Othe
PO4C																													
eighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
nweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Justin Trudeau's Liberal arty of Canada	20%	23%	17%	15%	18%	23%	22%	16%	24%	17%	22%	20%	19%	19%	29%	24%	19%	25%	13%	14%	15%	19%	20%	68%	4%	0%	1%	3%	0%
Jagmeet Singh's New emocratic Party of Canada	13%	11%	14%	23%	20%	10%	10%	11%	8%	22%	10%	9%	8%	15%	11%	14%	8%	15%	12%	11%	17%	8%	14%	4%	66%	1%	3%	6%	11%
Yves-François Blanchet's loc Québécois	5%	7%	4%	3%	3%	6%	4%	7%	8%	3%	5%	7%	25%	0%	0%	0%	23%	0%	0%	0%	0%	23%	0%	1%	0%	83%	1%	0%	0%
Jean Charest's onservative Party of Canada	18%	22%	14%	7%	17%	18%	16%	22%	22%	13%	17%	22%	16%	18%	19%	18%	18%	15%	30%	28%	11%	18%	18%	10%	6%	5%	51%	5%	7%
Joan Roberts' Green Party Canada	4%	4%	4%	6%	4%	1%	6%	6%	4%	5%	4%	5%	2%	6%	2%	5%	2%	5%	2%	2%	10%	2%	5%	0%	1%	2%	1%	55%	0%
another party	4%	4%	3%	2%	2%	4%	4%	4%	4%	2%	4%	4%	3%	4%	1%	5%	2%	3%	4%	4%	5%	2%	4%	1%	4%	1%	5%	2%	49%
would not vote	5%	6%	5%	7%	7%	5%	3%	4%	6%	7%	4%	5%	5%	5%	6%	5%	7%	5%	8%	4%	3%	7%	5%	0%	2%	5%	4%	3%	6%
would cancel my vote	3%	3%	3%	1%	2%	3%	3%	3%	4%	2%	3%	3%	7%	2%	1%	3%	6%	1%	3%	3%	2%	6%	2%	0%	0%	2%	3%	2%	11%
don't know	26%	18%	32%	34%	25%	26%	30%	24%	19%	28%	28%	21%	15%	28%	27%	25%	14%	28%	25%	30%	34%	14%	29%	15%	17%	2%	30%	20%	14%
orefer not to answer	2%	1%	4%	3%	2%	3%	2%	3%	2%	2%	3%	3%	1%	3%	4%	1%	1%	3%	4%	4%	3%	1%	3%	1%	0%	0%	0%	3%	2%

CPO4C: If the Conservative Par	rty of Can	ada wer	e led by	Jean Ch	arest, w	vhich pa	rty wou	ld you b	e likely	to vote	for? Wo	uld it be	for?																
No:22		Ger	nder			Α	ge				Age2		Mot	her Ton	gue			Reg	gion			QC/	ROC	Fede	ral votir	•	tions an DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO4CX																													
Weighted Totals :	997	545	452	89	164	154	173	182	235	253	328	416	232	646	115	72	265	373	62	103	122	265	732	356	184	83	247	72	14
Unweighted Totals :	1038	567	471	76	163	176	191	162	270	239	367	432	258	643	135	73	301	412	79	75	98	301	737	402	176	87	246	73	15
Justin Trudeau's Liberal Party of Canada	31%	32%	31%	27%	28%	36%	36%	24%	35%	27%	36%	30%	26%	31%	46%	36%	27%	40%	21%	23%	26%	27%	33%	81%	5%	0%	2%	4%	0%
Jagmeet Singh's New Democratic Party of Canada	20%	16%	25%	41%	32%	17%	16%	17%	11%	35%	16%	13%	11%	23%	17%	21%	11%	23%	20%	19%	30%	11%	23%	4%	82%	1%	4%	8%	16%
Yves-François Blanchet's Bloc Québécois	8%	9%	7%	5%	4%	10%	7%	11%	11%	5%	8%	11%	35%	0%	1%	0%	32%	0%	0%	0%	0%	32%	0%	1%	0%	90%	2%	0%	0%
Jean Charest's Conservative Party of Canada	28%	31%	24%	13%	26%	28%	26%	33%	32%	21%	27%	32%	23%	29%	30%	28%	24%	25%	49%	48%	18%	24%	29%	12%	7%	6%	81%	7%	10%
Joan Roberts' Green Party of Canada	7%	6%	8%	10%	7%	2%	9%	10%	5%	8%	6%	7%	2%	9%	4%	8%	3%	7%	3%	4%	17%	3%	8%	0%	2%	2%	2%	78%	0%
another party	6%	6%	5%	3%	4%	6%	7%	5%	6%	4%	7%	6%	4%	7%	2%	8%	3%	5%	7%	6%	9%	3%	6%	1%	4%	2%	8%	3%	73%



No:23		Ger	nder			A <sub>l</sub>	ge				Age2		Mot	ther Ton	gue			Reg	gion			QC/	ROC	Feae	ral votin	ig intent (FEI		ong ae	ciaea
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Othe
PO4D																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Jnweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Justin Trudeau's Liberal Party of Canada	22%	27%	17%	18%	19%	23%	27%	17%	26%	19%	25%	22%	22%	22%	27%	26%	23%	25%	14%	13%	23%	23%	22%	73%	6%	2%	1%	8%	0%
.Jagmeet Singh's New Democratic Party of Canada	13%	11%	15%	21%	20%	12%	10%	10%	8%	20%	11%	9%	9%	14%	10%	12%	9%	15%	12%	11%	17%	9%	14%	4%	68%	1%	1%	8%	15%
Yves-François Blanchet's Bloc Québécois	5%	6%	4%	0%	3%	6%	4%	7%	8%	2%	5%	7%	24%	0%	0%	0%	22%	0%	0%	0%	0%	22%	0%	1%	0%	83%	0%	0%	0%
.Jason Kenney's Conservative Party of Canada	18%	23%	13%	7%	16%	23%	15%	20%	20%	13%	18%	20%	9%	20%	18%	20%	9%	16%	31%	36%	15%	9%	20%	3%	4%	2%	60%	5%	17%
Joan Roberts' Green Party of Canada	4%	4%	4%	6%	5%	2%	5%	5%	3%	5%	3%	4%	2%	5%	4%	4%	3%	4%	2%	2%	7%	3%	4%	1%	2%	1%	1%	48%	0%
another party	3%	3%	3%	1%	4%	3%	3%	1%	4%	3%	3%	3%	1%	4%	1%	5%	1%	3%	2%	6%	3%	1%	3%	1%	2%	0%	5%	2%	34%
would not vote	5%	5%	5%	5%	6%	7%	4%	6%	3%	6%	5%	4%	4%	5%	7%	1%	4%	5%	7%	7%	3%	4%	5%	1%	2%	0%	3%	3%	9%
would cancel my vote	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	2%	3%	5%	2%	1%	2%	5%	2%	4%	2%	0%	5%	2%	0%	0%	1%	2%	2%	15%
don't know	26%	18%	33%	38%	24%	19%	29%	27%	23%	29%	24%	25%	22%	27%	28%	30%	22%	28%	25%	20%	30%	22%	27%	16%	16%	9%	27%	21%	7%
prefer not to answer	2%	1%	4%	2%	2%	3%	2%	4%	1%	2%	3%	3%	3%	2%	4%	1%	2%	3%	3%	2%	2%	2%	2%	1%	0%	0%	0%	2%	2%

CPO4D: If the Conservative Pa	rty of Can	ada wei	re led by	Jason K	Cenney,	which p	arty wo	ıld you	be likely	to vote	for? W	ould it b	e for?																
No:24		Ger	nder			A	ge				Age2		Mot	her Ton	gue			Reg	gion			QC/	ROC	Fede	ral votir		tions an DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	AB	вс	QC	ROC	LPC	NDP	BQ	СРС	GPC	Other
CPO4DX																													
Weighted Totals :	1005	563	443	86	170	168	177	169	234	256	346	403	215	675	111	72	245	369	62	120	136	245	760	348	188	81	265	73	14
Unweighted Totals :	1042	585	457	72	165	186	194	151	274	237	380	425	244	668	128	73	282	411	79	91	106	282	760	388	178	86	265	73	15
Justin Trudeau's Liberal Party of Canada	34%	36%	32%	33%	29%	33%	42%	27%	38%	31%	38%	34%	33%	33%	45%	39%	34%	40%	23%	20%	35%	34%	34%	88%	7%	3%	1%	11%	0%
Jagmeet Singh's New Democratic Party of Canada	20%	14%	27%	39%	30%	18%	15%	17%	12%	33%	16%	14%	13%	22%	17%	18%	13%	24%	19%	16%	27%	13%	22%	4%	82%	1%	2%	11%	23%
Yves-François Blanchet's Bloc Québécois	8%	9%	7%	0%	4%	9%	7%	11%	11%	3%	8%	11%	36%	0%	1%	0%	33%	0%	0%	0%	0%	33%	0%	1%	0%	92%	0%	0%	0%
Jason Kenney's Conservative Party of Canada	27%	30%	23%	14%	24%	33%	23%	33%	29%	21%	28%	30%	13%	31%	30%	30%	14%	25%	51%	52%	23%	14%	32%	3%	5%	3%	89%	<b>7</b> %	26%
Joan Roberts' Green Party of Canada	6%	6%	6%	11%	7%	2%	8%	9%	4%	8%	5%	6%	3%	7%	6%	6%	4%	7%	4%	3%	10%	4%	7%	1%	3%	1%	1%	67%	0%
another party	5%	4%	5%	3%	5%	4%	5%	2%	6%	4%	4%	5%	2%	6%	1%	7%	2%	4%	3%	9%	5%	2%	5%	2%	3%	0%	7%	3%	51%



CPO4E: If the Conservative Par	ty of Can	ada wer	re led by	Stephe	n Harpe	r, which	party w	ould yo	u be like	ely to vo	te for? \	Would i	be for.	?															
No:25		Ger	nder			. A	ge				Age2		Mo	ther Ton	gue			Re	gion		.	QC/	ROC	Fede	ral votin	~	tions an DX)	ong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO4E																													
Weighted Totals :	1557	758	800	159	255	249	281	277	337	414	529	614	326	1040	185	108	365	596	102	176	210	365	1192	423	229	90	392	102	22
Unweighted Totals :	1554	766	788	129	234	267	303	244	377	363	570	621	367	977	206	104	419	620	128	130	153	419	1135	469	218	94	382	97	22
Justin Trudeau's Liberal Party of Canada	23%	27%	19%	20%	18%	24%	27%	18%	28%	19%	26%	24%	22%	22%	30%	25%	24%	26%	18%	16%	22%	24%	23%	74%	7%	2%	2%	9%	0%
Jagmeet Singh's New Democratic Party of Canada	13%	12%	14%	22%	19%	12%	10%	11%	8%	20%	11%	10%	8%	16%	6%	16%	8%	15%	9%	8%	20%	8%	15%	3%	69%	1%	1%	7%	13%
Yves-François Blanchet's Bloc Québécois	5%	6%	4%	0%	3%	6%	5%	8%	6%	2%	5%	7%	23%	0%	1%	0%	22%	0%	0%	0%	0%	22%	0%	0%	0%	82%	0%	1%	0%
Stephen Harper's Conservative Party of Canada	25%	29%	22%	16%	24%	29%	24%	26%	28%	21%	27%	27%	18%	27%	29%	15%	17%	26%	41%	48%	16%	17%	28%	8%	6%	7%	75%	9%	29%
Joan Roberts' Green Party of Canada	4%	4%	4%	6%	4%	2%	4%	5%	3%	5%	3%	4%	3%	5%	2%	5%	3%	4%	2%	1%	7%	3%	4%	1%	1%	0%	1%	47%	0%
another party	3%	3%	3%	0%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	1%	6%	3%	2%	5%	0%	5%	3%	3%	2%	4%	1%	2%	4%	36%
I would not vote	5%	4%	5%	6%	6%	5%	4%	6%	4%	6%	4%	5%	3%	5%	4%	3%	5%	6%	8%	4%	2%	5%	5%	0%	1%	2%	4%	1%	0%
I would cancel my vote	3%	2%	3%	1%	2%	4%	2%	3%	3%	2%	3%	3%	6%	2%	2%	2%	5%	2%	3%	2%	3%	5%	2%	1%	2%	0%	1%	5%	20%
I don't know	17%	11%	23%	25%	19%	13%	19%	18%	14%	22%	16%	16%	13%	18%	22%	27%	12%	17%	13%	17%	26%	12%	19%	11%	10%	5%	15%	15%	3%
I prefer not to answer	2%	1%	3%	3%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	3%	0%	1%	2%	1%	3%	2%	1%	2%	0%	0%	0%	0%	1%	0%

CPO4E: If the Conservative Par	ty of Can	ada wer	e led by	Stephe	n Harpe	r, which	party w	ould yo	u be like	ly to vo	te for? \	Would i	be for	?															
No:26		Ger	nder			A	ge				Age2		Mot	ther Ton	igue			Reg	gion			QC/	ROC	Fede	ral votin		tions an DX)	nong de	cided
B1C	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	French	English	Other	Atl.	QC	ON	мв/ѕк	АВ	вс	QC	ROC	LPC	NDP	ВQ	СРС	GPC	Other
CPO4EX																													
Weighted Totals :	1140	614	526	103	182	188	206	198	261	285	395	460	248	760	127	73	281	437	76	130	144	281	859	373	199	84	317	79	17
Unweighted Totals :	1178	634	544	85	178	206	227	182	300	263	433	482	281	743	151	74	321	475	96	100	112	321	857	420	189	88	322	79	18
Justin Trudeau's Liberal Party of Canada	32%	34%	29%	31%	26%	31%	37%	25%	37%	28%	34%	32%	29%	31%	44%	37%	32%	35%	24%	22%	31%	32%	32%	84%	8%	2%	2%	12%	0%
Jagmeet Singh's New Democratic Party of Canada	18%	14%	22%	33%	27%	16%	14%	16%	11%	29%	15%	13%	10%	22%	9%	24%	10%	21%	12%	11%	29%	10%	20%	4%	79%	1%	2%	9%	17%
Yves-François Blanchet's Bloc Québécois	7%	8%	6%	1%	4%	7%	6%	11%	8%	3%	7%	10%	30%	0%	1%	0%	28%	0%	0%	0%	0%	28%	0%	0%	0%	88%	0%	1%	0%
Stephen Harper's Conservative Party of Canada	34%	35%	33%	24%	33%	39%	33%	36%	36%	30%	36%	36%	23%	37%	43%	23%	23%	35%	55%	65%	23%	23%	38%	9%	6%	8%	93%	12%	37%
Joan Roberts' Green Party of Canada	5%	5%	6%	10%	5%	3%	5%	7%	4%	7%	4%	5%	3%	6%	3%	7%	4%	6%	2%	2%	10%	4%	6%	2%	2%	0%	1%	61%	0%
another party	4%	4%	5%	1%	5%	4%	5%	4%	5%	3%	4%	5%	4%	5%	1%	9%	4%	3%	7%	0%	8%	4%	4%	2%	5%	2%	2%	5%	46%



# **OUR SERVICES**

• Leger

Marketing research and polling

- Leger Metrics
   Real-time VOC satisfaction measurement
- Leger Analytics
   Data modeling and analysis
- LegerwebPanel 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

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



## **OUR CREDENTIALS**



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.



Leger is a member of <u>ESOMAR</u> (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 <u>international ICC/ESOMAR</u> code of Market, Opinion and Social Research and Data Analytics.



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