NORTH AMERICAN TRACKER

Leger

April 11th, 2022
EDITION

ACS • AEC

THE CANADIAN PRESS

METHODOLOGICAL APPROACH
METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Canadian Press, conducted this web survey with a representative sample of **1,538 Canadians** over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **April 08th, 2022, to April 10th, 2022**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2016 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level, and presence of children in households.

METHODOLOGICAL APPROACH
METHODOLOGY

The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

METHODOLOGICAL APPROACH
METHODOLOGY
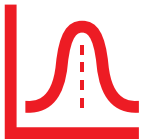
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.5%, 19 times out of 20** for the Canadian sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

METHODOLOGICAL APPROACH
METHODOLOGY

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

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

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

NOTES ON READING THIS REPORT
METHODOLOGY

The numbers presented have been rounded. 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 indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates 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-President at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca.

For any questions related to our services, or to request an interview, please contact us **by clicking here**.
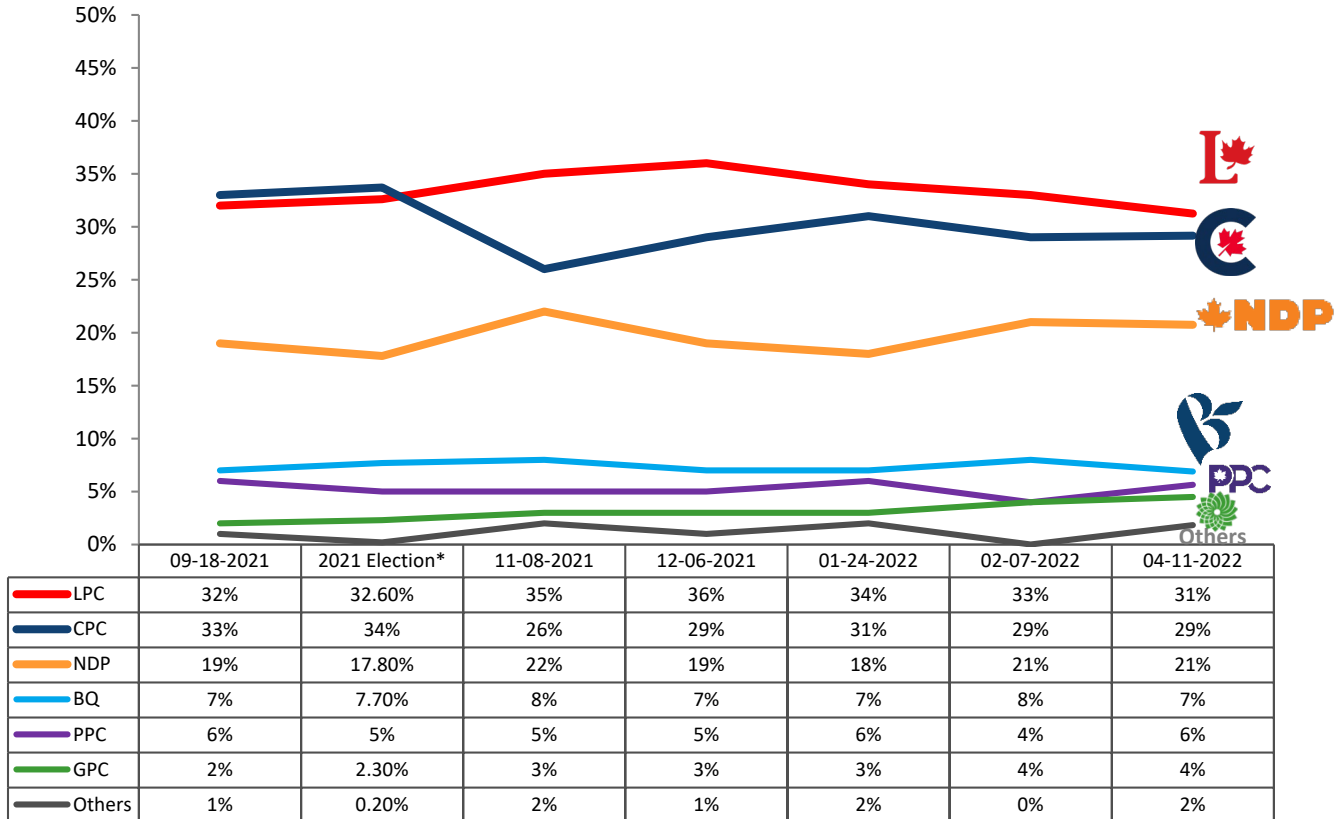
FEDERAL VOTING INTENTIONS

VOTING INTENTIONS - FEDERAL ELECTIONS

CTC37. 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 (n=1,538), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Feb. 7th 2022	Gap
Weighted n=	1,538	1,269	83	299	482	82	146	176	644	625	338	428	503	527	478	258	1,273	
Unweighted n=	1,538	1,278	82	345	500	107	110	134	709	569	380	483	415	534	486	251	1,281	
… Justin Trudeau's Liberal Party of Canada	26%	31%	43%	33%	33%	24%	21%	30%	30%	32%	32%	31%	31%	33%	32%	27%	33%	-2
…Candice Bergen's Conservative Party of Canada	24%	29%	24%	22%	30%	44%	43%	22%	33%	26%	21%	30%	34%	25%	30%	36%	29%	-
… Jagmeet Singh's New Democratic Party of Canada	17%	21%	24%	10%	21%	24%	24%	33%	19%	22%	32%	20%	14%	25%	19%	15%	21%	-
… Yves-François Blanchet's Bloc Québécois	6%	7%	-	29%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-1
… Maxime Bernier's People's Party of Canada	5%	6%	5%	4%	7%	2%	7%	5%	7%	5%	4%	8%	4%	5%	5%	8%	4%	+2
… Amita Kuttner's Green Party of Canada	4%	4%	3%	1%	7%	2%	0%	9%	3%	6%	6%	4%	4%	4%	5%	4%	4%	-
… another party	2%	2%	2%	0%	2%	4%	5%	1%	2%	2%	1%	2%	3%	2%	1%	2%	0%	+2
I would not vote	5%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA

|	09-18-2021	2021 Election*	11-08-2021	12-06-2021	01-24-2022	02-07-2022	04-11-2022
LPC	32%	32.60%	35%	36%	34%	33%	31%
CPC	33%	34%	26%	29%	31%	29%	29%
NDP	19%	17.80%	22%	19%	18%	21%	21%
BQ	7%	7.70%	8%	7%	7%	8%	7%
PPC	6%	5%	5%	5%	6%	4%	6%
GPC	2%	2.30%	3%	3%	3%	4%	4%
Others	1%	0.20%	2%	1%	2%	0%	2%

*Official results from Elections Canada

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2022 FEDERAL BUDGET

OPINIONS ON THE BUDGET (1/2)

CTC942. Based on what you have seen or heard, do you believe that the federal government budget announced on April 7th is a step in the right or the wrong direction?

Base: All respondents (n=1,538)

Right direction — 38%

Wrong direction — 32%

Don't know — 30%
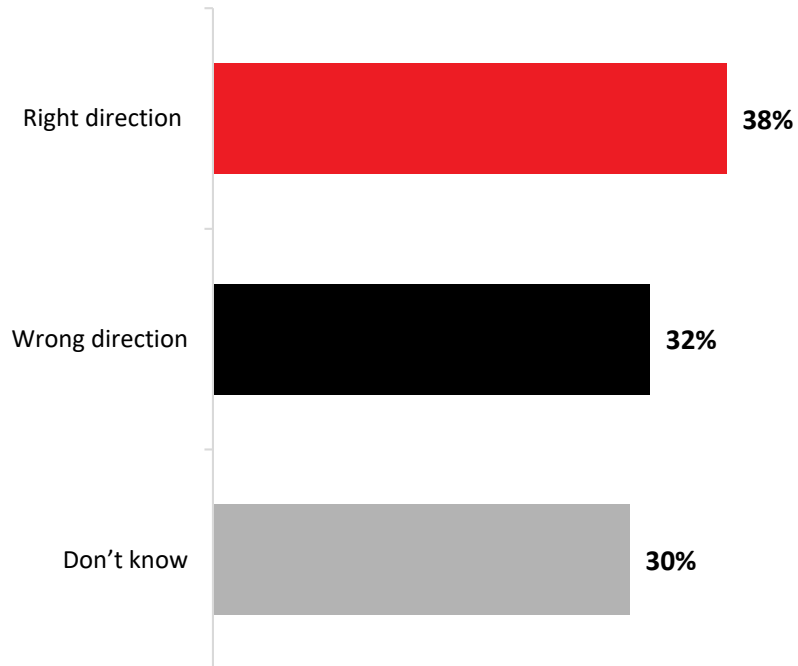
OPINIONS ON THE BUDGET (2/2)

CTC942. Based on what you have seen or heard, do you believe that the federal government budget announced on April 7th is a step in the right or the wrong direction?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310
Right direction	38%	43%	44%	34%	37%	30%	40%	35%	34%	42%	42%	34%	36%
Wrong direction	32%	25%	30%	33%	30%	41%	31%	24%	34%	36%	27%	36%	34%
Don't know	30%	31%	26%	34%	33%	29%	29%	41%	32%	22%	31%	29%	29%

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,538	396	370	263	87	57	71	23
Unweighted n=	1,538	411	377	254	96	49	75	16*
Right direction	38%	69%	18%	47%	39%	22%	9%	12%
Wrong direction	32%	10%	61%	17%	38%	35%	70%	72%
Don't know	30%	21%	21%	36%	23%	43%	21%	17%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

IMPACT OF THE BUDGET ON HOUSEHOLDS (1/3)

CTC943. Do you believe that what was announced in the budget will have a positive or negative impact on you and your household?
Base: All respondents (n=1,538)

Very positive	3%
Somewhat positive	22%
Somewhat negative	18%
Very negative	12%
No impact whatsoever	25%
Don't know	19%

Total Positive: 26%

Total Negative: 30%

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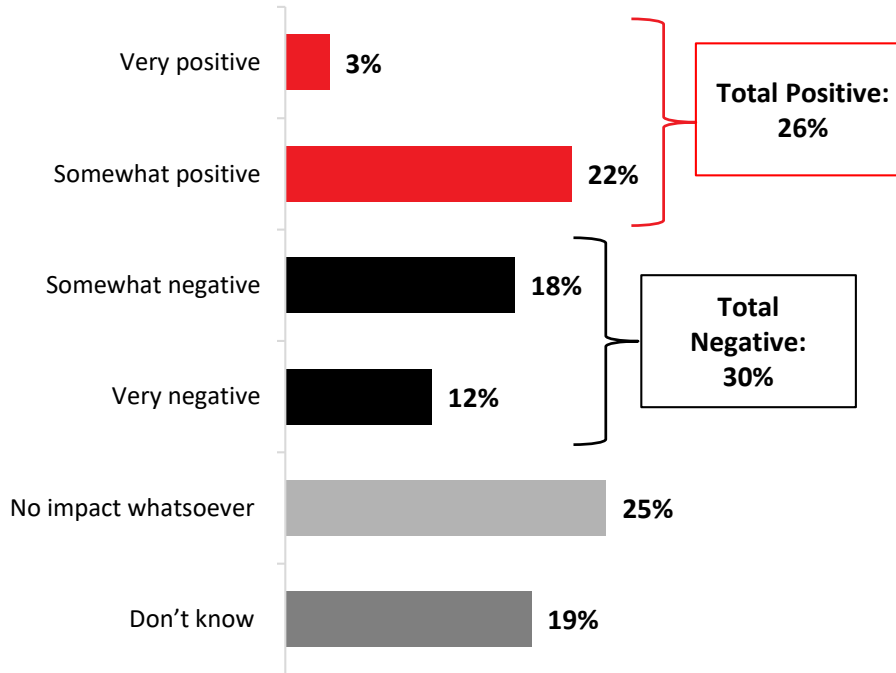
IMPACT OF THE BUDGET ON HOUSEHOLDS (2/3)

CTC943. Do you believe that what was announced in the budget will have a positive or negative impact on you and your household?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310
Total Positive	**26%**	29%	26%	27%	21%	23%	27%	**35%**	23%	**23%**	**30%**	24%	**21%**
Very positive	**3%**	4%	4%	4%	4%	4%	**1%**	5%	4%	**2%**	5%	2%	3%
Somewhat positive	**22%**	25%	22%	23%	17%	19%	26%	**29%**	**19%**	21%	25%	22%	**18%**
Total Negative	**30%**	30%	**22%**	29%	38%	**40%**	29%	**21%**	32%	33%	**26%**	32%	34%
Somewhat negative	**18%**	21%	16%	18%	20%	18%	17%	**13%**	19%	21%	**15%**	**21%**	20%
Very negative	**12%**	8%	**6%**	11%	18%	**22%**	12%	**8%**	14%	12%	11%	11%	14%
No impact whatsoever	**25%**	24%	**37%**	**21%**	19%	20%	24%	**17%**	**21%**	**35%**	23%	27%	26%
Don't know	**19%**	17%	**15%**	22%	22%	18%	20%	**27%**	**24%**	**10%**	21%	16%	19%

IMPACT OF THE BUDGET ON HOUSEHOLDs (3/3)

CTC943. Do you believe that what was announced in the budget will have a positive or negative impact on you and your household?
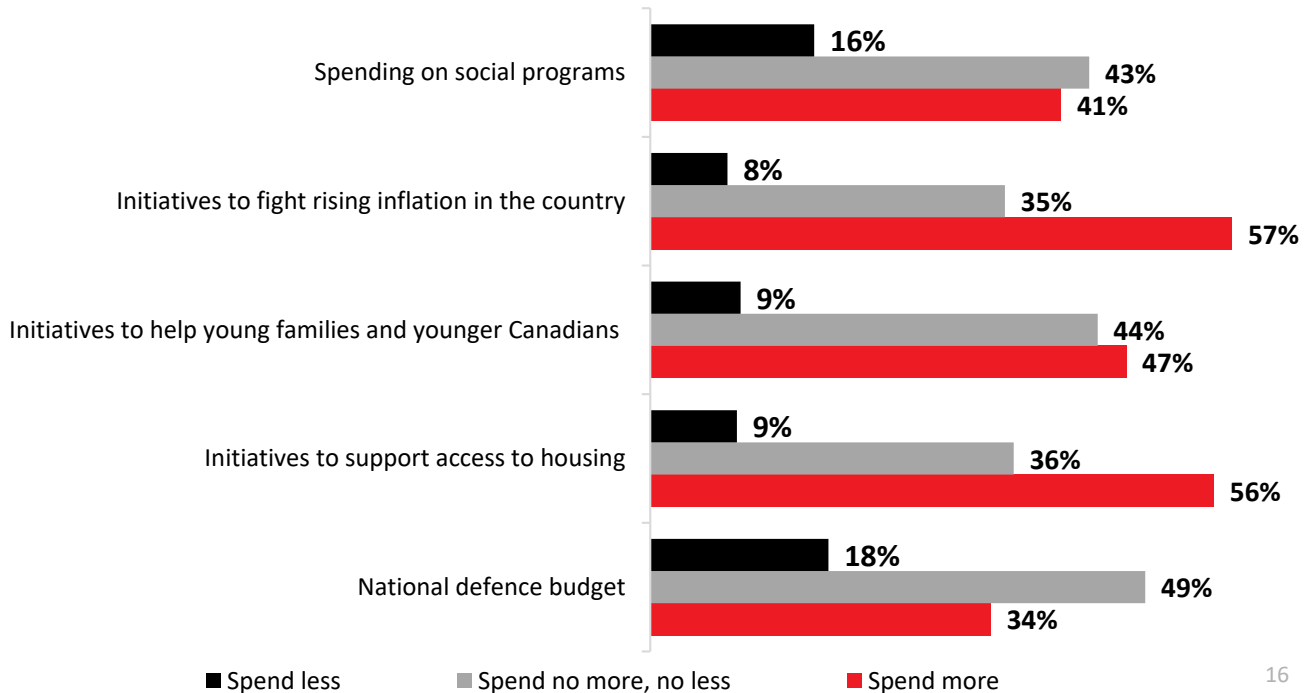Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,538	396	370	263	87	57	71	23
Unweighted n=	1,538	411	377	254	96	49	75	16*
Total Positive	**26%**	**49%**	**15%**	**34%**	**16%**	20%	**12%**	19%
Very positive	3%	8%	2%	2%	1%	3%	2%	0%
Somewhat positive	22%	41%	13%	31%	15%	17%	10%	19%
Total Negative	**30%**	**9%**	**56%**	**17%**	22%	34%	**63%**	56%
Somewhat negative	18%	8%	31%	13%	16%	20%	28%	23%
Very negative	12%	1%	25%	4%	6%	15%	35%	33%
No impact whatsoever	25%	30%	19%	25%	54%	23%	9%	20%
Don't know	19%	12%	10%	25%	8%	23%	17%	4%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

SPENDING ANNOUNCED IN THE BUDGET (1/3)

CTC944. When it comes to the following categories, would you prefer that the federal government spend more or spend less than what was announced in the budget?

Base: All respondents (n=1,538)

Category	Spend less	Spend no more, no less	Spend more
Spending on social programs	16%	43%	41%
Initiatives to fight rising inflation in the country	8%	35%	57%
Initiatives to help young families and younger Canadians	9%	44%	47%
Initiatives to support access to housing	9%	36%	56%
National defence budget	18%	49%	34%

■ Spend less   ■ Spend no more, no less   ■ Spend more

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SPENDING ANNOUNCED IN THE BUDGET (2/3)

CTC944. When it comes to the following categories, would you prefer that the federal government spend more or spend less than what was announced in the budget?
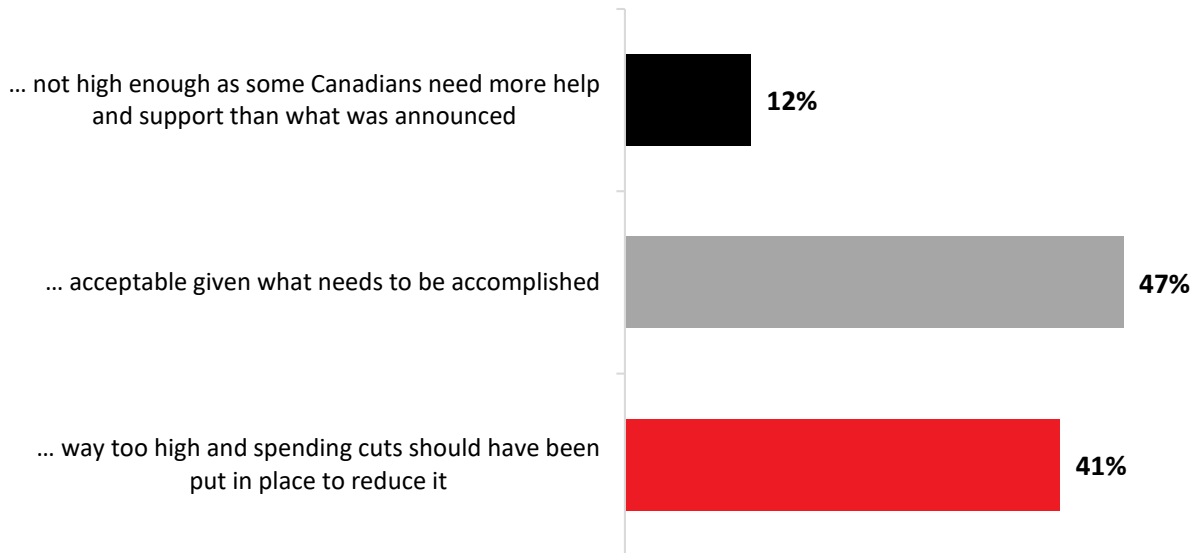
Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310
National defence budget													
Spend more	34%	46%	33%	31%	33%	43%	27%	25%	27%	45%	34%	29%	43%
Spend no more, no less	49%	39%	49%	51%	52%	41%	51%	55%	52%	42%	47%	54%	42%
Spend less	18%	14%	18%	17%	15%	16%	21%	19%	21%	13%	19%	17%	15%
Initiatives to support access to housing													
Spend more	56%	62%	58%	59%	43%	43%	56%	60%	53%	55%	60%	53%	52%
Spend no more, no less	36%	34%	34%	33%	47%	42%	37%	34%	36%	38%	32%	39%	38%
Spend less	9%	4%	8%	8%	11%	15%	8%	7%	12%	7%	8%	9%	10%
Initiatives to help young families and younger Canadians													
Spend more	47%	53%	49%	47%	47%	46%	40%	56%	44%	43%	47%	45%	50%
Spend no more, no less	44%	38%	42%	45%	47%	41%	50%	38%	45%	47%	44%	46%	41%
Spend less	9%	9%	9%	8%	7%	13%	10%	6%	10%	10%	9%	9%	10%
Initiatives to fight rising inflation in the country													
Spend more	57%	66%	59%	60%	53%	53%	48%	60%	56%	57%	58%	56%	59%
Spend no more, no less	35%	29%	33%	33%	38%	35%	45%	36%	35%	34%	35%	36%	33%
Spend less	8%	5%	8%	7%	8%	13%	7%	4%	9%	9%	6%	8%	8%
Spending on social programs													
Spend more	41%	38%	43%	42%	33%	41%	36%	46%	36%	41%	45%	35%	39%
Spend no more, no less	43%	48%	44%	43%	42%	35%	49%	39%	45%	45%	42%	46%	42%
Spend less	16%	14%	12%	15%	26%	25%	14%	15%	19%	15%	13%	19%	19%

SPENDING ANNOUNCED IN THE BUDGET (3/3)

CTC944. When it comes to the following categories, would you prefer that the federal government spend more or spend less than what was announced in the budget?

Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,538	396	370	263	87	57	71	23
Unweighted n=	1,538	411	377	254	96	49	75	16*
National defence budget								
Spend more	34%	34%	40%	30%	45%	25%	39%	38%
Spend no more, no less	49%	55%	44%	48%	43%	47%	29%	14%
Spend less	18%	10%	17%	22%	12%	28%	32%	48%
Initiatives to support access to housing								
Spend more	56%	58%	39%	77%	69%	64%	52%	53%
Spend no more, no less	36%	39%	43%	20%	26%	30%	30%	19%
Spend less	9%	3%	18%	3%	6%	6%	18%	28%
Initiatives to help young families and younger Canadians								
Spend more	47%	51%	38%	59%	43%	57%	44%	22%
Spend no more, no less	44%	46%	46%	36%	49%	35%	38%	56%
Spend less	9%	3%	15%	5%	8%	8%	19%	22%
Initiatives to fight rising inflation in the country								
Spend more	57%	56%	58%	61%	61%	62%	56%	39%
Spend no more, no less	35%	40%	31%	33%	32%	38%	25%	21%
Spend less	8%	3%	12%	6%	7%	0%	19%	39%
Spending on social programs								
Spend more	41%	47%	22%	56%	53%	65%	29%	37%
Spend no more, no less	43%	45%	46%	37%	42%	28%	38%	29%
Spend less	16%	8%	32%	7%	5%	7%	33%	35%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

OPINION ON THE SIZE OF THE DEFICIT (1/2)

CTC945. Do you believe that the size of the federal government deficit is …

Base: All respondents (n=1,538)

… not high enough as some Canadians need more help and support than what was announced — **12%**

… acceptable given what needs to be accomplished — **47%**

… way too high and spending cuts should have been put in place to reduce it — **41%**

OPINION ON THE SIZE OF THE DEFICIT (2/2)

CTC945. Do you believe that the size of the federal government deficit is …
Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310
… way too high and spending cuts should have been put in place to reduce it	41%	40%	43%	41%	41%	48%	35%	37%	42%	43%	37%	43%	48%
… acceptable given what needs to be accomplished	47%	47%	46%	48%	48%	39%	53%	49%	46%	47%	51%	46%	41%
… not high enough as some Canadians need more help and support than what was announced	12%	13%	11%	11%	11%	13%	13%	14%	12%	10%	12%	11%	11%

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,538	396	370	263	87	57	71	23
Unweighted n=	1,538	411	377	254	96	49	75	16*
… way too high and spending cuts should have been put in place to reduce it	41%	21%	70%	21%	39%	39%	68%	77%
… acceptable given what needs to be accomplished	47%	70%	25%	60%	50%	43%	20%	6%
… not high enough as some Canadians need more help and support than what was announced	12%	9%	5%	20%	11%	18%	11%	17%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

CONSERVATIVE LEADERSHIP RACE

BEST LEADER FOR THE CONSERVATIVE PARTY (1/4)

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: All respondents (n=1,538)

	All respondents	Conservative voters (n= 377)
Pierre Poilievre	18%	43%
Jean Charest	16%	18%
Patrick Brown	4%	5%
Leslyn Lewis	3%	2%
Bobby Singh	1%	0%
Roman Baber	1%	1%
Leona Alleslev	1%	0%
Marc Dalton	0%	1%
Joseph Bourgault	0%	0%
Scott Aitchison	0%	0%
Joel Etienne	0%	0%
None of these people	19%	4%
I don't know	37%	24%
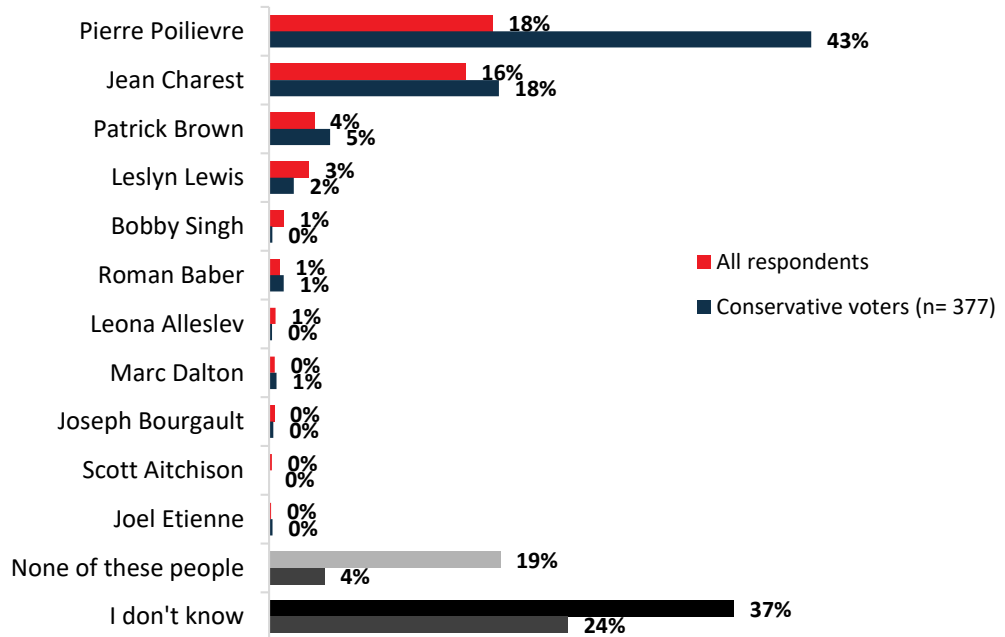
BEST LEADER FOR THE CONSERVATIVE PARTY (2/4)

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310
Pierre Poilievre	18%	15%	16%	19%	19%	29%	11%	12%	22%	18%	15%	19%	22%
Jean Charest	16%	20%	23%	12%	11%	11%	17%	7%	14%	23%	17%	16%	13%
Patrick Brown	4%	2%	1%	8%	2%	0%	1%	3%	3%	5%	4%	3%	4%
Leslyn Lewis	3%	1%	2%	3%	3%	6%	5%	5%	2%	3%	4%	2%	3%
Bobby Singh	1%	2%	2%	1%	1%	1%	0%	3%	1%	0%	1%	1%	1%
Roman Baber	1%	1%	0%	1%	0%	0%	2%	1%	2%	0%	1%	1%	0%
Leona Alleslev	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%
Marc Dalton	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Joseph Bourgault	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	1%
Scott Aitchison	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Joel Etienne	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of these people	19%	20%	17%	19%	12%	21%	19%	22%	19%	15%	19%	17%	18%
Don't know	37%	38%	36%	35%	49%	31%	45%	42%	37%	34%	37%	37%	38%

BEST LEADER FOR THE CONSERVATIVE PARTY (3/4)
- BY VOTING INTENTIONS

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,538	396	370	263	87	57	71	23
Unweighted n=	1,538	411	377	254	96	49	75	16*
Pierre Poilievre	18%	4%	43%	6%	20%	13%	43%	42%
Jean Charest	16%	26%	18%	10%	15%	10%	6%	8%
Patrick Brown	4%	5%	5%	4%	1%	0%	1%	0%
Leslyn Lewis	3%	3%	2%	2%	3%	7%	13%	7%
Bobby Singh	1%	2%	0%	1%	0%	0%	1%	0%
Roman Baber	1%	1%	1%	1%	0%	0%	3%	0%
Leona Alleslev	1%	0%	0%	1%	1%	2%	0%	4%
Marc Dalton	0%	1%	1%	0%	2%	0%	0%	0%
Joseph Bourgault	0%	0%	0%	0%	0%	2%	1%	0%
Scott Aitchison	0%	0%	0%	1%	1%	0%	0%	0%
Joel Etienne	0%	0%	0%	0%	1%	0%	0%	0%
None of these people	19%	22%	4%	28%	21%	14%	9%	23%
Don't know	37%	35%	24%	47%	35%	52%	22%	17%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

BEST LEADER FOR THE CONSERVATIVE PARTY (4/4)
- *EVOLUTION AMONG CONSERVATIVE VOTERS*

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?
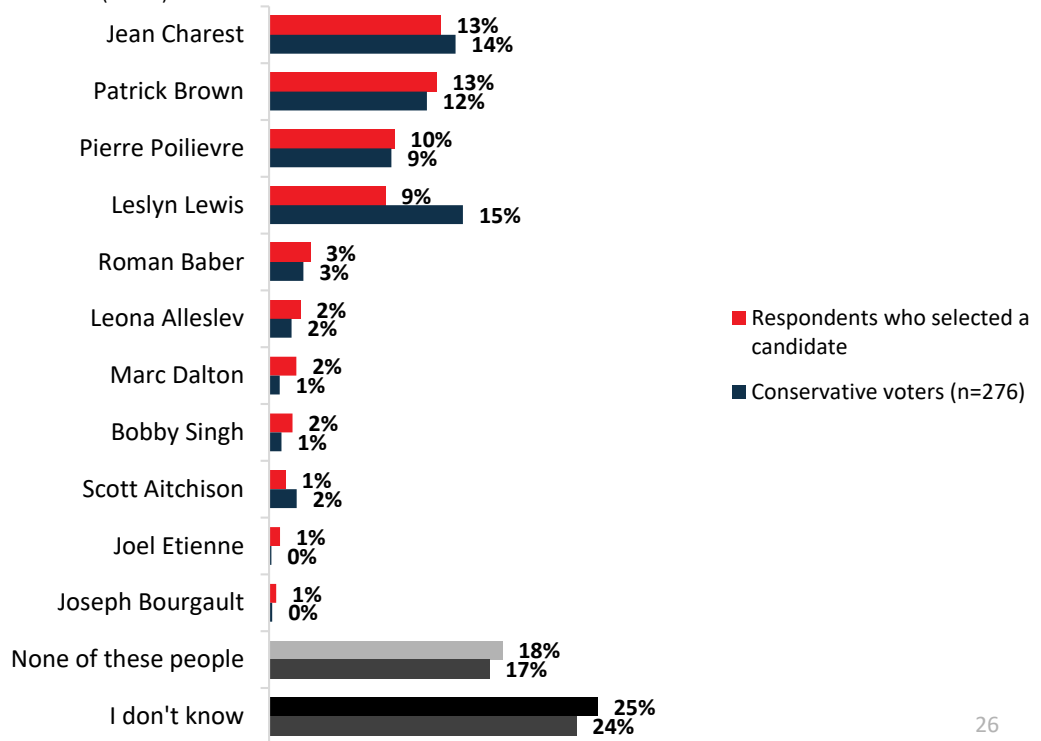
Base: Conservative voters

	TOTAL April 11th, 2022	TOTAL March 10, 2022*	Gap
Weighted n=	370	371	
Unweighted n=	377	358	
Pierre Poilievre	43%	41%	3
Jean Charest	18%	10%	8
Patrick Brown	5%	3%	2
Leslyn Lewis	2%	2%	-
Others	3%	10%	8
Don't know / Refusal / None	28%	33%	5

*A web survey was conducted among 1,591 Canadians 18 years of age or older and eligible to vote in Canada, from March 4th to March 6th, 2022. The participants were asked: "Which of the following public figures would make the best leader for the Conservative Party of Canada?"

SECOND CHOICE FOR LEADER (1/3)

CTC937. The Conservative leadership vote is a ranked ballot. Which individual would be your 2nd choice at this time?

Base: Respondents who selected a candidate (n=716)

Candidate	Respondents who selected a candidate	Conservative voters (n=276)
Jean Charest	13%	14%
Patrick Brown	13%	12%
Pierre Poilievre	10%	9%
Leslyn Lewis	9%	15%
Roman Baber	3%	3%
Leona Alleslev	2%	2%
Marc Dalton	2%	1%
Bobby Singh	2%	1%
Scott Aitchison	1%	2%
Joel Etienne	1%	0%
Joseph Bourgault	1%	0%
None of these people	18%	17%
I don't know	25%	24%

■ Respondents who selected a candidate
■ Conservative voters (n=276)

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SECOND CHOICE FOR LEADER (2/3)

CTC937. The Conservative leadership vote is a ranked ballot. Which individual would be your 2nd choice at this time?
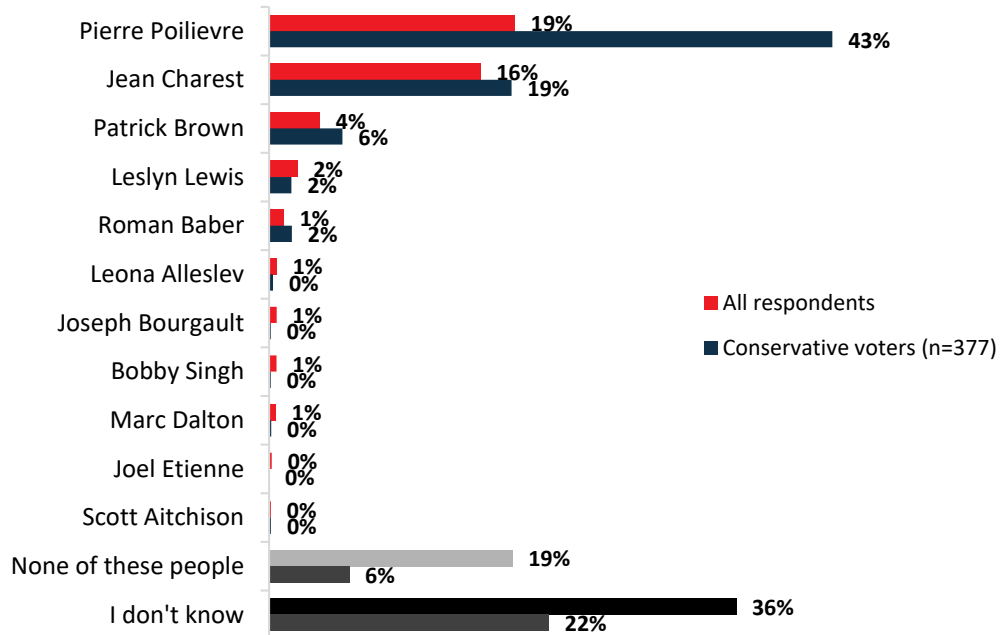Base: Respondents who selected a candidate

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	681	45	168	270	39	82	76	146	232	303	281	256	141
Unweighted n=	716	46	200	293	55	65	57	183	279	254	294	268	151
Jean Charest	13%	18%	11%	18%	10%	7%	8%	16%	12%	13%	12%	16%	11%
Patrick Brown	13%	25%	12%	16%	5%	5%	8%	10%	8%	18%	13%	14%	10%
Pierre Poilievre	10%	5%	13%	9%	8%	8%	10%	10%	8%	11%	11%	8%	10%
Leslyn Lewis	9%	13%	4%	10%	13%	14%	7%	4%	9%	11%	7%	11%	9%
Roman Baber	3%	5%	2%	4%	3%	2%	3%	6%	4%	1%	4%	2%	5%
Leona Alleslev	2%	2%	1%	3%	1%	6%	2%	4%	2%	2%	2%	3%	2%
Marc Dalton	2%	5%	2%	2%	0%	2%	3%	6%	2%	0%	2%	2%	3%
Bobby Singh	2%	0%	5%	1%	0%	1%	0%	2%	3%	0%	1%	3%	0%
Scott Aitchison	1%	3%	1%	2%	0%	0%	0%	1%	3%	0%	0%	2%	2%
Joel Etienne	1%	4%	1%	1%	0%	0%	0%	2%	1%	0%	1%	1%	1%
Joseph Bourgault	1%	0%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	1%
None of these people	18%	1%	20%	14%	20%	21%	33%	17%	19%	18%	20%	16%	17%
Don't know	25%	21%	28%	20%	38%	33%	26%	21%	28%	25%	25%	22%	30%

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SECOND CHOICE FOR LEADER (3/3)
- *BY VOTING INTENTIONS*

CTC937. The Conservative leadership vote is a ranked ballot. Which individual would be your 2nd choice at this time?

Base: Respondents who selected a candidate

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	681	172	265	68	38	19	49	14
Unweighted n=	716	189	276	77	43	16*	55	9*
Jean Charest	13%	14%	14%	17%	10%	23%	7%	0%
Patrick Brown	13%	16%	12%	11%	12%	4%	6%	13%
Pierre Poilievre	10%	7%	9%	5%	15%	27%	20%	10%
Leslyn Lewis	9%	5%	15%	0%	8%	2%	9%	7%
Roman Baber	3%	1%	3%	4%	1%	21%	5%	16%
Leona Alleslev	2%	5%	2%	3%	3%	0%	1%	0%
Marc Dalton	2%	3%	1%	6%	0%	0%	2%	3%
Bobby Singh	2%	4%	1%	2%	0%	0%	2%	0%
Scott Aitchison	1%	0%	2%	1%	1%	4%	3%	0%
Joel Etienne	1%	2%	0%	2%	0%	0%	3%	0%
Joseph Bourgault	1%	1%	0%	1%	2%	0%	0%	0%
None of these people	18%	17%	17%	16%	19%	0%	22%	10%
Don't know	25%	25%	24%	34%	29%	20%	21%	41%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

BEST LEADER TO DEFEAT THE LIBERALS (1/3)

CTC938. Based on what you know so far or what you have heard or seen, which of the following individuals would be the best leader of the Conservative Party to defeat the Liberals in the next election?

Base: All respondents (n=1,538)

	All respondents	Conservative voters (n=377)
Pierre Poilievre	19%	43%
Jean Charest	16%	19%
Patrick Brown	4%	6%
Leslyn Lewis	2%	2%
Roman Baber	1%	2%
Leona Alleslev	1%	0%
Joseph Bourgault	1%	0%
Bobby Singh	1%	0%
Marc Dalton	1%	0%
Joel Etienne	0%	0%
Scott Aitchison	0%	0%
None of these people	19%	6%
I don't know	36%	22%

BEST LEADER TO DEFEAT THE LIBERALS (2/3)

CTC938. Based on what you know so far or what you have heard or seen, which of the following individuals would be the best leader of the Conservative Party to defeat the Liberals in the next election?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310
Pierre Poilievre	19%	15%	16%	20%	22%	31%	13%	13%	21%	21%	16%	20%	24%
Jean Charest	16%	19%	27%	13%	12%	13%	11%	8%	14%	24%	16%	18%	13%
Patrick Brown	4%	1%	1%	8%	0%	1%	2%	4%	3%	4%	4%	3%	4%
Leslyn Lewis	2%	3%	1%	2%	2%	4%	4%	4%	1%	2%	3%	2%	2%
Roman Baber	1%	2%	1%	1%	1%	0%	2%	3%	1%	0%	1%	2%	0%
Leona Alleslev	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%
Joseph Bourgault	1%	0%	1%	1%	0%	0%	1%	2%	1%	0%	0%	1%	1%
Bobby Singh	1%	0%	2%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%
Marc Dalton	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%
Joel Etienne	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Scott Aitchison	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
None of these people	19%	24%	15%	20%	17%	19%	20%	22%	18%	17%	18%	19%	19%
Don't know	36%	34%	34%	35%	45%	29%	46%	42%	39%	29%	38%	34%	35%

BEST LEADER TO DEFEAT THE LIBERALS (3/3)
- BY VOTING INTENTIONS

CTC938. Based on what you know so far or what you have heard or seen, which of the following individuals would be the best leader of the Conservative Party to defeat the Liberals in the next election?

Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,538	396	370	263	87	57	71	23
Unweighted n=	1,538	411	377	254	96	49	75	16*
Pierre Poilievre	19%	6%	43%	5%	20%	23%	48%	47%
Jean Charest	16%	23%	19%	11%	30%	11%	6%	8%
Patrick Brown	4%	5%	6%	5%	1%	1%	1%	0%
Leslyn Lewis	2%	3%	2%	1%	2%	0%	7%	2%
Roman Baber	1%	2%	2%	0%	1%	0%	1%	4%
Leona Alleslev	1%	1%	0%	1%	1%	0%	1%	0%
Joseph Bourgault	1%	1%	0%	1%	1%	0%	1%	0%
Bobby Singh	1%	1%	0%	1%	0%	0%	1%	0%
Marc Dalton	1%	1%	0%	0%	2%	0%	2%	0%
Joel Etienne	0%	0%	0%	1%	1%	0%	0%	0%
Scott Aitchison	0%	0%	0%	0%	0%	0%	0%	0%
None of these people	19%	27%	6%	25%	11%	14%	9%	23%
Don't know	36%	31%	22%	47%	30%	51%	22%	17%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

VOTING INTENTIONS - *IF POILIEVRE WAS THE CPC LEADER*

CTC37. 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 (n=1,538), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	1,276	84	293	487	84	147	180	646	629	338	429	508	529	478	261
Unweighted n=	1,538	1,285	83	340	505	109	112	136	712	573	382	485	418	537	486	254
… Justin Trudeau's Liberal Party of Canada	27%	32%	45%	34%	33%	28%	22%	31%	31%	33%	34%	32%	31%	34%	34%	26%
… Pierre Poilievre's Conservative Party of Canada	24%	29%	26%	19%	32%	45%	39%	20%	30%	27%	22%	29%	33%	24%	31%	34%
… Jagmeet Singh's New Democratic Party of Canada	17%	21%	22%	10%	21%	23%	24%	32%	18%	23%	30%	21%	15%	26%	17%	15%
… Yves-François Blanchet's Bloc Québécois	6%	7%	-	29%	-	-	-	-	-	-	-	-	-	-	-	-
… Maxime Bernier's People's Party of Canada	5%	6%	4%	4%	7%	1%	8%	7%	7%	4%	4%	9%	4%	5%	5%	8%
… Amita Kuttner's Green Party of Canada	3%	4%	3%	3%	5%	1%	0%	7%	3%	5%	6%	3%	3%	4%	4%	4%
… another party	2%	2%	0%	1%	3%	1%	7%	2%	3%	2%	1%	2%	3%	3%	1%	3%
I would not vote	5%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	8%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%		-	-	-	-	-	-	-	-	-	-	-	-	-	-

VOTING INTENTIONS - *IF CHAREST WAS THE CPC LEADER*

CTC37. 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 (n=1,538), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,538	1,253	87	291	475	79	147	175	633	620	339	418	496	521	473	253
Unweighted n=	1,538	1,261	83	337	496	102	111	132	697	564	381	475	405	529	478	247
... Justin Trudeau's Liberal Party of Canada	26%	32%	42%	34%	33%	27%	22%	30%	31%	33%	31%	32%	32%	33%	33%	27%
... Jean Charest's Conservative Party of Canada	19%	23%	24%	15%	26%	42%	26%	18%	25%	21%	17%	20%	30%	19%	25%	28%
... Jagmeet Singh's New Democratic Party of Canada	17%	21%	23%	10%	23%	24%	23%	32%	19%	23%	32%	21%	15%	26%	18%	18%
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	31%	-	-	-	-	-	-	-	-	-	-	-	-
... Maxime Bernier's People's Party of Canada	7%	8%	4%	7%	8%	3%	15%	11%	10%	7%	6%	14%	6%	8%	8%	11%
... Amita Kuttner's Green Party of Canada	4%	5%	3%	2%	7%	1%	1%	8%	4%	5%	7%	4%	4%	5%	5%	5%
... another party	3%	4%	4%	1%	3%	3%	13%	2%	4%	3%	3%	4%	4%	5%	3%	3%
I would not vote	5%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	8%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%		-	-	-	-	-	-	-	-	-	-	-	-	-	-

APPENDIX

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	155	209
Alberta	127	173
Manitoba/Saskatchewan	127	100
Ontario	611	590
Quebec	418	361
Atlantic	100	106

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

GENDER	Unweighted	Weighted
Male	822	747
Female	716	791

AGE	Unweighted	Weighted
Between 18 and 34	460	414
Between 35 and 54	590	530
55 or over	488	594

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	970	1,032
French	374	320
Other	190	179

The sample thus collected has a minimum weighting factor of 0.2126 and a maximum weighting factor of 4.9324. The weighted variance is 0.3899.

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