
NORTH AMERICAN TRACKER

Leger

December 12th, 2022
E D I T I O N



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 **1,526 Canadians and 1,006 Americans** 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 **December 09th, 2022, to December 11th, 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. Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

METHODOLOGICAL APPROACH

METHODOLOGY



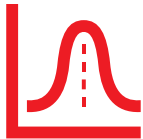
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 $\pm 2.50\%$, **19 times out of 20** for the Canadian sample and of $\pm 3.09\%$, **19 times out of 20** for the American 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

	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party	Bloc Québécois	People's Party of Canada	Green Party of Canada
LEGER SURVEY	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS

2021 Canadian Federal Election*

*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 than 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](#).

The background of the slide features a blurred image of the Canadian flag on the left and the Parliament Hill building in Ottawa on the right. The flag is in sharp focus, showing its red and white colors and the maple leaf. The building is in the background, slightly out of focus, under a blue sky with light clouds.

FEDERAL VOTING INTENTIONS

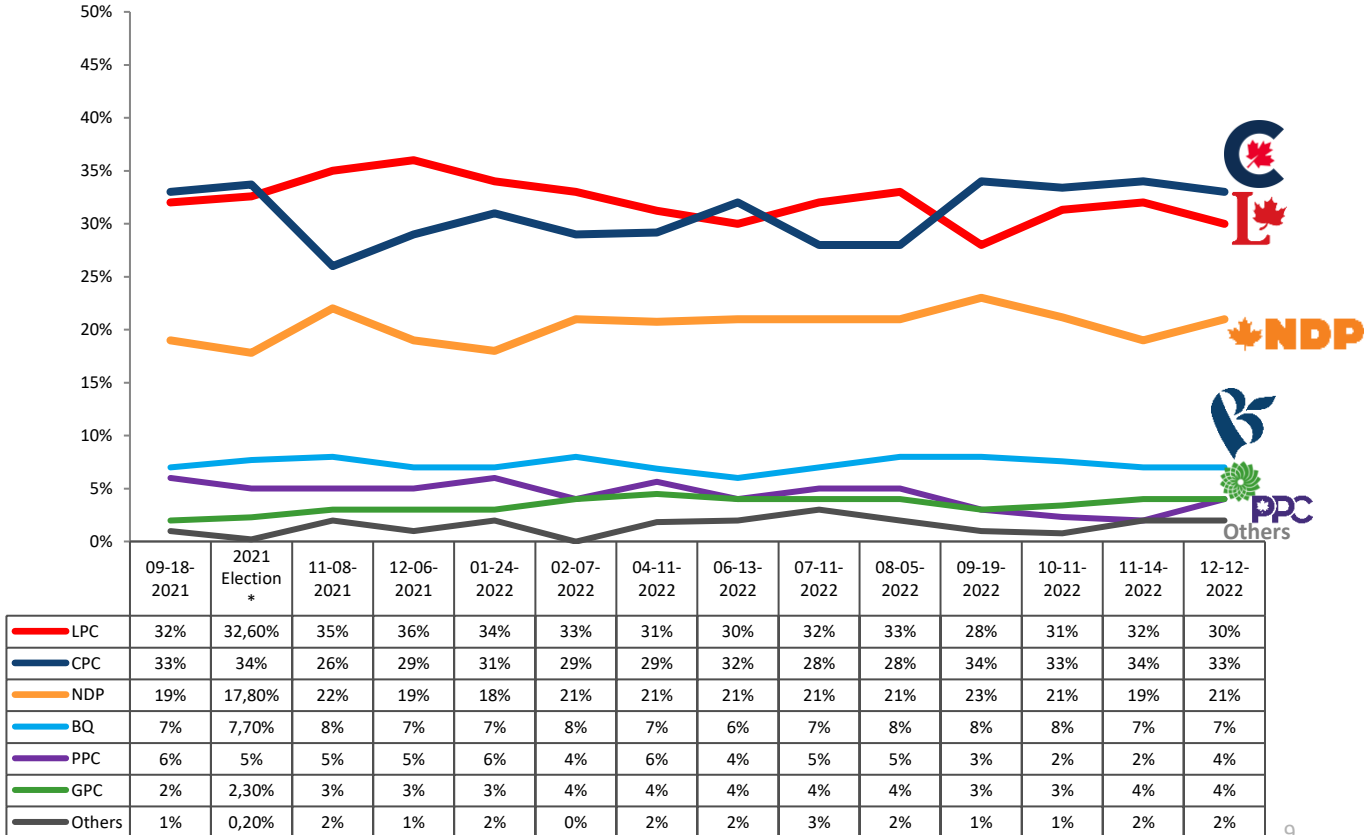
VOTING INTENTIONS - FEDERAL ELECTIONS

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: Respondents who are eligible to vote (n=1,526), 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 Nov. 14th 2022	Gap
Weighted n=	1,526	1,216	76	284	461	73	146	175	616	600	299	383	534	478	497	239	1,245	
Unweighted n=	1,526	1,225	69	330	478	100	110	138	639	586	310	434	481	503	484	236	1,265	
... Pierre Poilievre's Conservative Party of Canada	26%	33%	30%	19%	36%	47%	41%	35%	35%	30%	22%	33%	38%	27%	33%	43%	34%	-1
... Justin Trudeau's Liberal Party of Canada	24%	30%	39%	35%	29%	19%	26%	33%	31%	30%	28%	29%	32%	34%	29%	26%	32%	-2
... Jagmeet Singh's New Democratic Party of Canada	17%	21%	19%	8%	26%	23%	25%	26%	20%	22%	33%	20%	15%	25%	19%	16%	19%	+2
... Yves-François Blanchet's Bloc Québécois	5%	7%	-	29%	-	-	-	-	-	-	-	-	-	-	-	-	7%	-
... Elizabeth May's Green Party of Canada	3%	4%	7%	4%	5%	3%	2%	3%	3%	5%	7%	5%	2%	4%	5%	3%	4%	-
... Maxime Bernier's People's Party of Canada	3%	4%	2%	3%	3%	9%	4%	3%	3%	4%	5%	5%	2%	3%	5%	3%	2%	+2
... another party	1%	2%	3%	2%	2%	0%	2%	0%	1%	3%	2%	2%	2%	2%	2%	1%	2%	-
I would not vote	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA



**BIDEN
HARRIS**

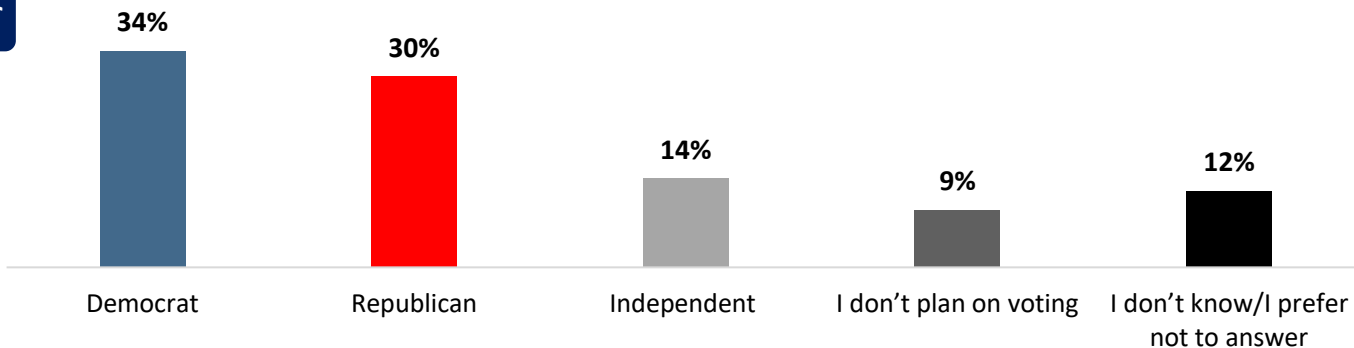


**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

POLITICAL IDENTITY

POL9. How do you plan on voting in the 2024 presidential election?

Base: All respondents (n=1,006)



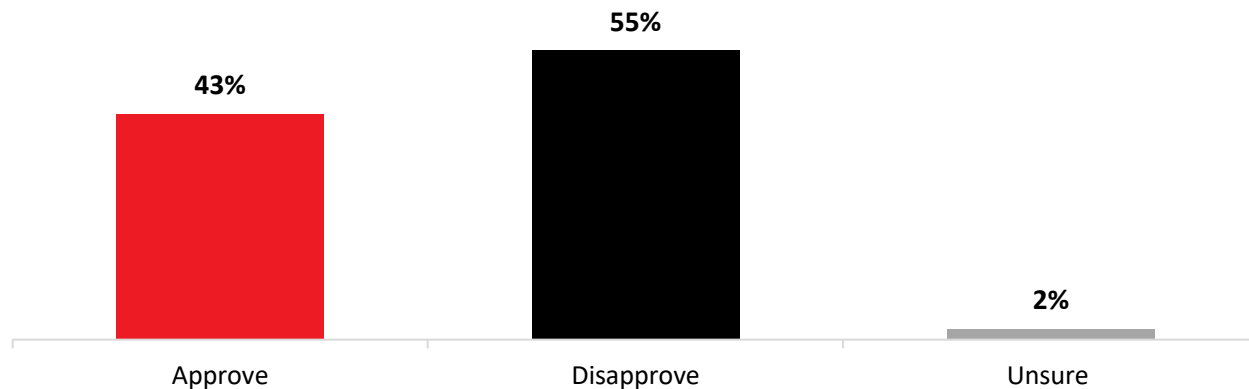
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,006	176	206	384	240	214	385	408	486	520
Unweighted n=	1,006	218	216	328	244	124	381	501	477	529
Democrat	34%	38%	32%	31%	38%	36%	40%	28%	33%	35%
Republican	30%	35%	26%	36%	23%	23%	27%	37%	34%	27%
Independent	14%	10%	16%	13%	18%	19%	9%	16%	13%	15%
I don't plan on voting	9%	7%	15%	7%	10%	14%	11%	5%	8%	11%
I don't know/I prefer not to answer	12%	10%	12%	13%	11%	8%	13%	13%	12%	12%

BIDEN'S APPROVAL RATING (1/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?

Base: All respondents (n=1,006)



BIDEN'S APPROVAL RATING (2/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?

Base: All respondents

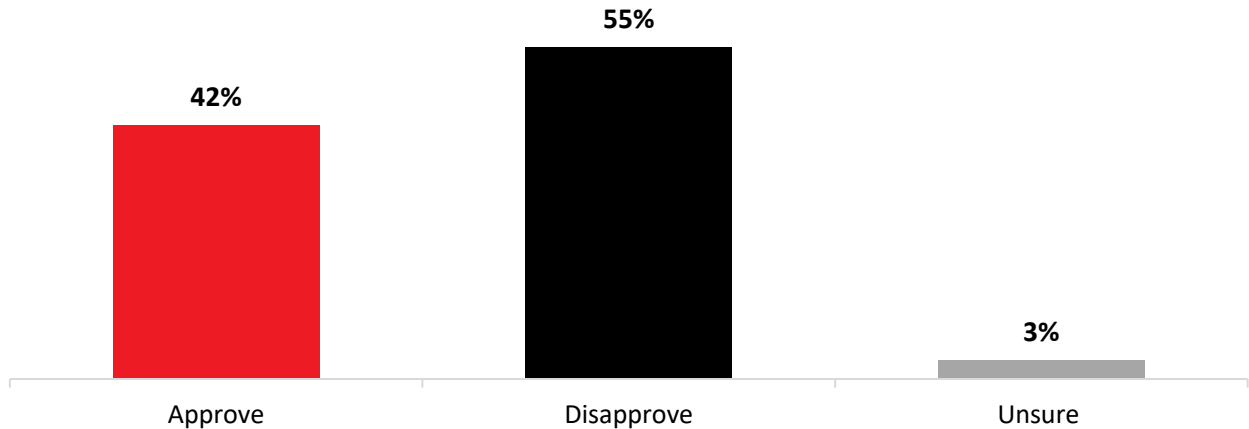
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Nov. 28 th , 2022	Gap
Weighted n=	1,006	176	206	384	240	214	385	408	486	520	374	408	16	1,003	
Unweighted n=	1,006	218	216	328	244	124	381	501	477	529	349	455	35	1,003	
Approve	43%	40%	42%	43%	46%	47%	45%	39%	43%	43%	11%	83%	24%	45%	-2
Disapprove	55%	57%	56%	55%	52%	50%	54%	57%	56%	54%	89%	17%	76%	53%	+2
Unsure	2%	3%	2%	2%	2%	3%	1%	4%	1%	4%	0%	0%	0%	2%	-

HARRIS' APPROVAL RATING (1/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?

Base: All respondents (n=1,006)



HARRIS' APPROVAL RATING (2/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?

Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Nov. 28 th , 2022	Gap
Weighted n=	1,006	176	206	384	240	214	385	408	486	520	374	408	16	1,003	
Unweighted n=	1,006	218	216	328	244	124	381	501	477	529	349	455	35	1,003	
Approve	42%	42%	40%	42%	44%	48%	44%	38%	43%	42%	11%	82%	19%	43%	-1
Disapprove	55%	55%	57%	55%	54%	50%	54%	59%	56%	54%	89%	17%	81%	55%	-
Unsure	3%	3%	2%	3%	2%	2%	3%	4%	2%	4%	0%	1%	0%	2%	+1

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

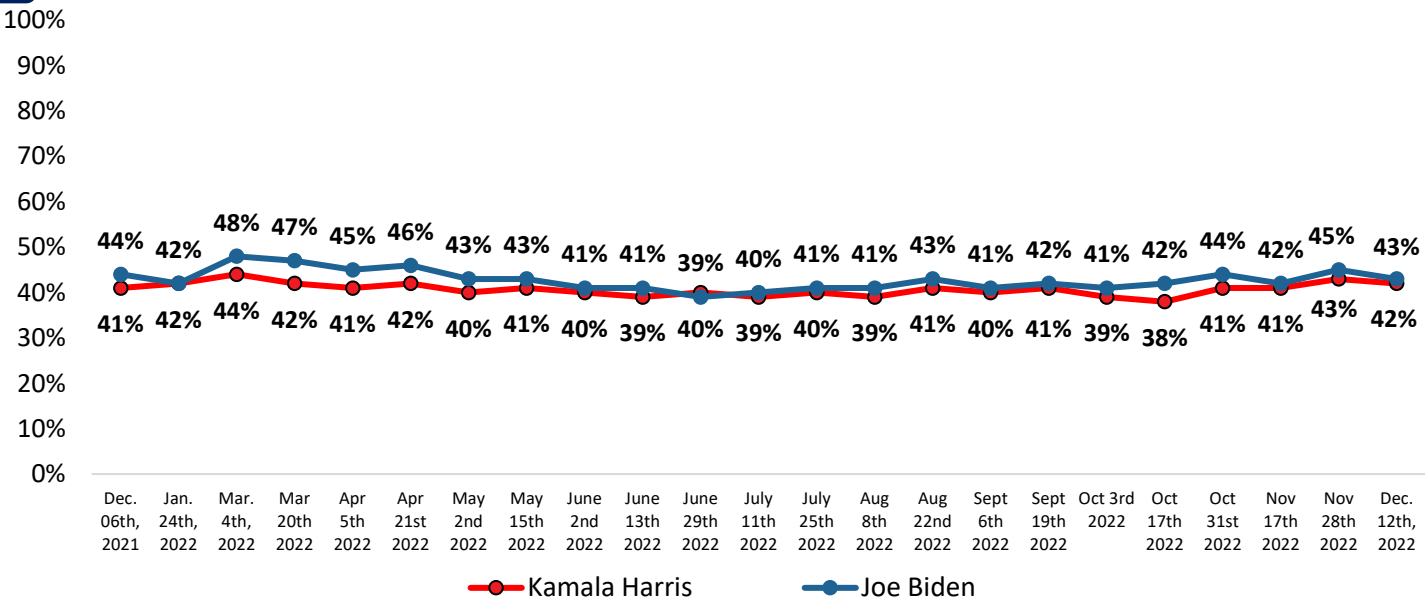
American Survey

CTC631 and CTC632. Overall, do you approve or disapprove of the way Joe Biden/**Kamala Harris** is handling his job as president/**vice president**?

*In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden/**Kamala Harris** is handling his job as president/**vice president**?*






Base: All respondents

% Approve presented



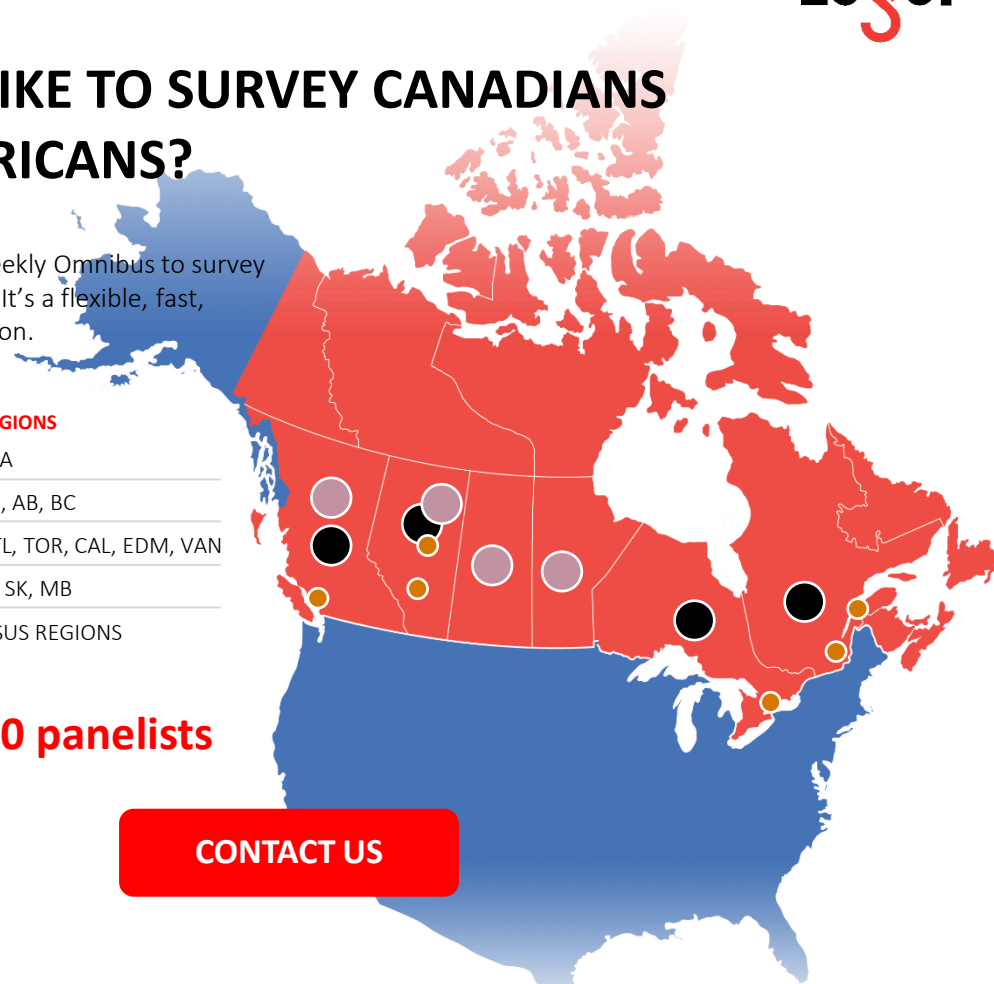
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal

[CONTACT US](#)





Leger

APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	162	212
Alberta	129	170
Manitoba/Saskatchewan	125	98
Ontario	602	591
Quebec	408	352
Atlantic	100	103

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

US Region	Unweighted	Weighted
NorthEast	218	176
MidWest	216	206
South	328	384
West	244	240

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	762	744
Female	764	782

AGE	Unweighted	Weighted
Between 18 and 34	401	398
Between 35 and 54	500	558
55 or over	567	628

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	943	1,017
French	373	301
Other	209	207

The sample thus collected has a minimum weighting factor of 0.1387 and a maximum weighting factor of 4.2366. The weighted variance is 0.3550.

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

The following tables present the demographic distribution of respondents according to gender and age for the United States.

GENDER	Unweighted	Weighted
Male	477	486
Female	520	529

AGE	Unweighted	Weighted
Between 18 and 29	48	79
Between 30 and 39	176	295
Between 40 and 49	199	161
Between 50 and 64	301	251
65 or older	282	221

The sample thus collected has a minimum weighting factor of 0.1444 and a maximum weighting factor of 4.876. The weighted variance is 0.6983.

OUR SERVICES

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

600

EMPLOYEES



185

CONSULTANTS



8

OFFICES

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

OUR COMMITMENTS TO QUALITY



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



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

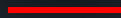


Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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

Leger



We Know Canadians

