
NORTH AMERICAN TRACKER

Leger

February 7th, 2022

EDITION



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 **1,546 Canadians and 1,005 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 **February 04th, 2022, to February 06th, 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



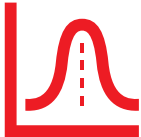
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 $\pm 2.49\%$, **19 times out of 20** for the Canadian sample and of $\pm 3.091\%$, **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

33%	32%	19%	7%	6%	2%
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OFFICIAL RESULTS

2021 Canadian Federal Election*

33.7%	32.6%	17.8%	7.7%	5.0%	2.3%
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*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](#).



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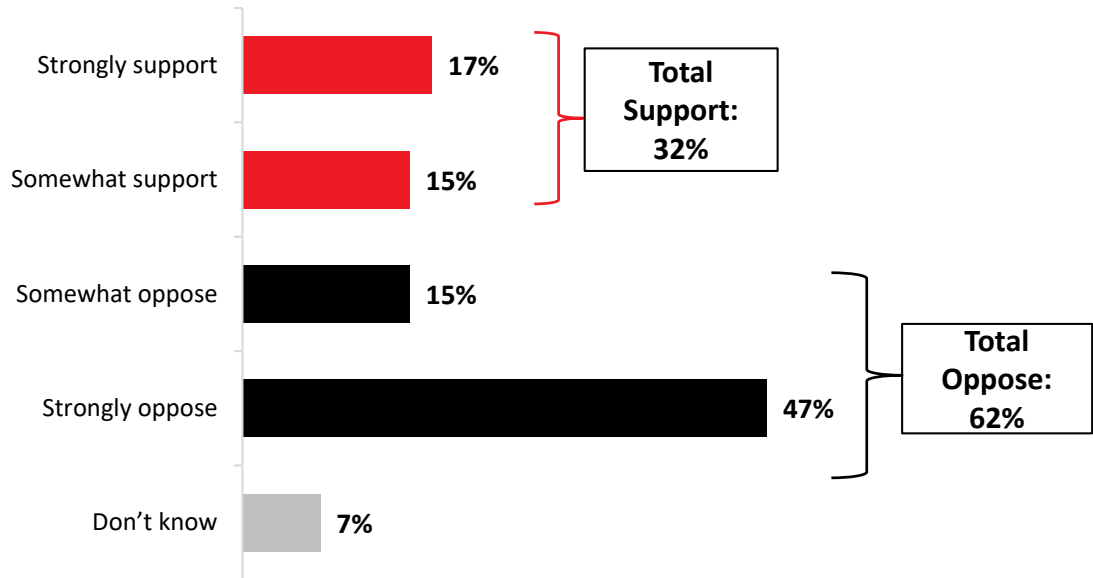
FREEDOM CONVOY

**MANDATE
FREEDOM!**
#HOLDTHELINE

SUPPORT FOR THE CONVOY'S MESSAGE (1/2)

CTC894. Overall, do you support the message the trucker convoy (also known as Freedom Convoy) protests are conveying of no vaccine mandates and less public health measures, or do you oppose the message?

Base: All respondents (n=1,546)



SUPPORT FOR THE CONVOY'S MESSAGE (2/2)

CTC894. Overall, do you support the message the trucker convoy (also known as Freedom Convoy) protests are conveying of no vaccine mandates and less public health measures, or do you oppose the message?

Base: All respondents

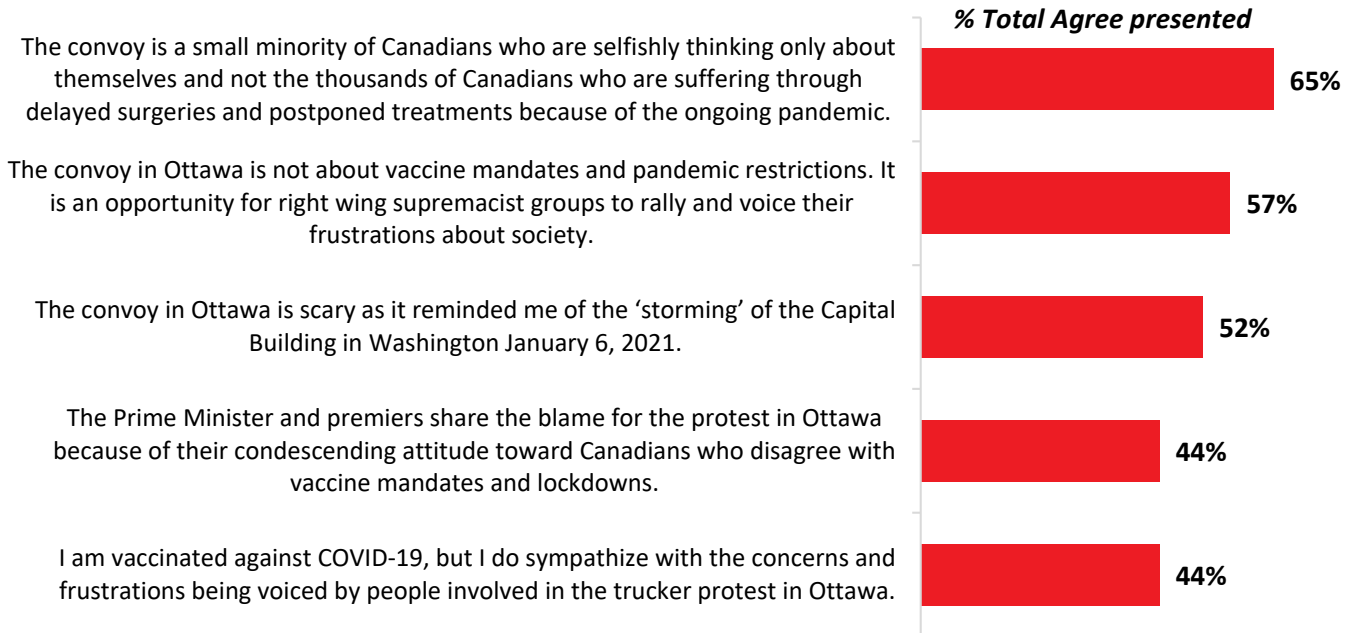
	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vaccination Status	
														Vacc*	Not vacc.
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96
TOTAL SUPPORT	32%	30%	31%	31%	36%	40%	25%	39%	36%	22%	28%	31%	39%	27%	87%
Strongly support	17%	15%	18%	16%	23%	26%	8%	17%	22%	12%	14%	16%	23%	11%	80%
Somewhat support	15%	15%	13%	15%	13%	14%	17%	22%	14%	10%	14%	15%	15%	15%	7%
TOTAL OPPOSE	62%	63%	62%	62%	56%	58%	65%	50%	57%	74%	64%	62%	57%	67%	5%
Somewhat oppose	15%	13%	18%	15%	8%	15%	17%	16%	17%	13%	15%	16%	13%	16%	4%
Strongly oppose	47%	50%	45%	47%	48%	42%	48%	34%	40%	61%	49%	46%	44%	51%	1%
Don't know	7%	6%	6%	7%	8%	3%	10%	11%	7%	4%	8%	7%	5%	7%	8%

*Vaccinated total includes people who received one dose, two doses and two doses plus the booster.

AGREEMENT WITH STATEMENTS ABOUT THE CONVOY (1/2)

CTC893. Please indicate the extent to which you agree or disagree with each of the following statements about the trucker convoy (also known as the Freedom Convoy) protest in Ottawa.

Base: All respondents (n=1,546)



AGREEMENT WITH STATEMENTS ABOUT THE CONVOY (2/2)

CTC893. Please indicate the extent to which you agree or disagree with each of the following statements about the trucker convoy (also known as the Freedom Convoy) protest in Ottawa.

Base: All respondents

														Vaccination Status		
		TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vacc.	Not vacc.
Weighted n=		1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95
Unweighted n=		1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96
% Total Agree presented																
The convoy is a small minority of Canadians who are selfishly thinking only about themselves and not the thousands of Canadians who are suffering through delayed surgeries and postponed treatments because of the ongoing pandemic.		65%	64%	65%	66%	67%	57%	68%	60%	56%	76%	69%	62%	61%	70%	6%
The convoy in Ottawa is not about vaccine mandates and pandemic restrictions. It is an opportunity for right wing supremacist groups to rally and voice their frustrations about society.		57%	61%	56%	57%	62%	49%	64%	49%	54%	66%	60%	54%	58%	62%	9%
The convoy in Ottawa is scary as it reminded me of the 'storming' of the Capital Building in Washington January 6, 2021.		52%	60%	40%	56%	55%	45%	60%	47%	44%	62%	56%	48%	51%	56%	6%
The Prime Minister and premiers share the blame for the protest in Ottawa because of their condescending attitude toward Canadians who disagree with vaccine mandates and lockdowns.		44%	34%	45%	44%	49%	54%	39%	48%	45%	41%	41%	46%	50%	41%	86%
I am vaccinated against COVID-19, but I do sympathize with the concerns and frustrations being voiced by people involved in the trucker protest in Ottawa.		44%	37%	51%	39%	40%	53%	43%	53%	47%	35%	40%	44%	51%	-	-

*Vaccinated total includes people who received one dose, two doses and two doses plus the booster.

FEDERAL VOTING INTENTIONS

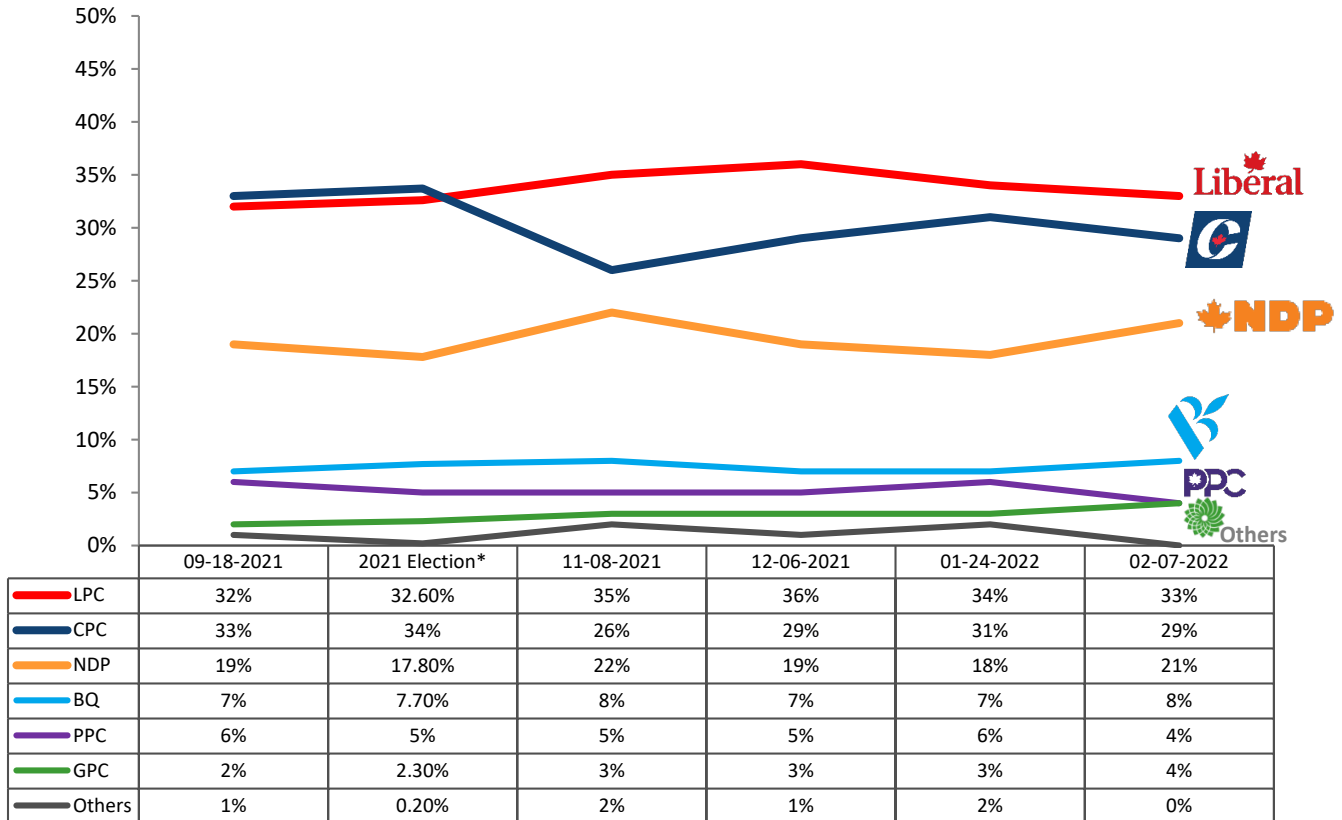
VOTING INTENTIONS - FEDERAL ELECTIONS

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=1,546), 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 Jan. 24 th 2022	Gap
Weighted n=	1,546	1,273	82	296	488	90	145	172	626	648	343	442	489	522	487	254	1,265	
Unweighted n=	1,546	1,281	76	347	502	112	115	129	711	570	405	495	381	544	490	239	1,284	
... Liberal Party of Canada	27%	33%	44%	32%	34%	25%	19%	39%	28%	37%	27%	30%	39%	36%	30%	31%	34%	-1
... Conservative Party of Canada	24%	29%	21%	17%	27%	38%	57%	32%	35%	24%	25%	29%	32%	25%	33%	32%	31%	-2
... New Democratic Party of Canada	18%	21%	24%	10%	27%	29%	20%	21%	18%	24%	33%	21%	14%	23%	21%	19%	18%	+3
... Bloc Québécois	7%	8%	-	35%	-	-	-	-	-	-	-	-	-	-	-	-	7%	+1
... People's Party of Canada	3%	4%	7%	3%	6%	6%	3%	1%	6%	3%	3%	7%	2%	4%	3%	6%	6%	-2
... Green Party of Canada	4%	4%	3%	4%	6%	0%	0%	8%	4%	5%	7%	5%	2%	5%	4%	4%	3%	+1
... another party	0%	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	2%	-2
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA





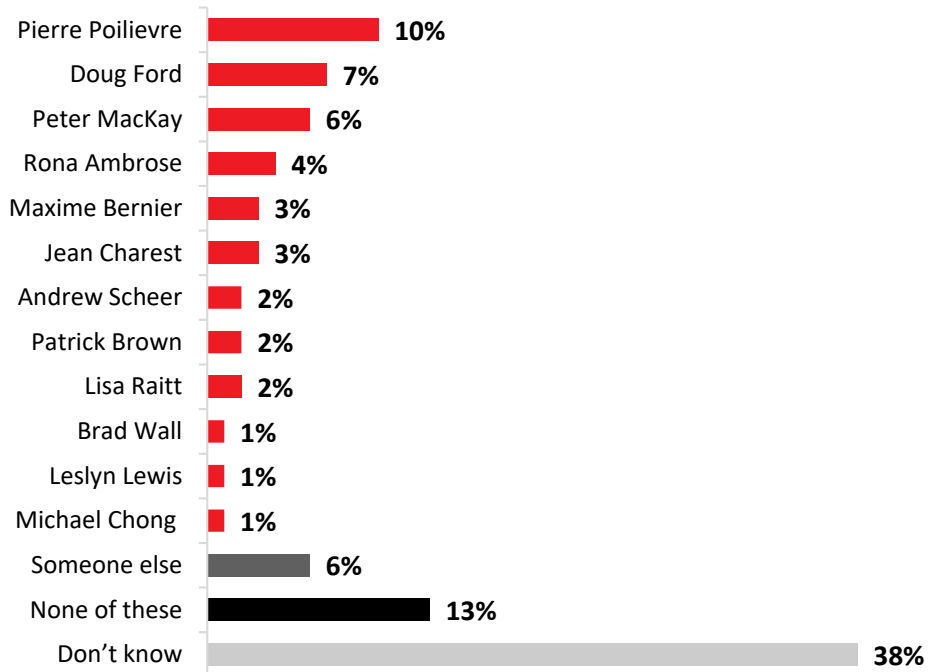
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NEXT CONSERVATIVE LEADER

NEXT LEADER OF THE CONSERVATIVE PARTY (1/3)

CTC897. Which of the following would you prefer to be the next leader of the Conservative Party of Canada (CPC)?

Base: All respondents (n=1,546)



NEXT LEADER OF THE CONSERVATIVE PARTY (2/3)

CTC897. Which of the following would you prefer to be the next leader of the Conservative Party of Canada (CPC)?

Base: All respondents







	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291
Pierre Poilievre	10%	8%	5%	9%	16%	13%	14%	6%	10%	11%	7%	12%	12%
Doug Ford	7%	1%	3%	13%	3%	3%	4%	8%	9%	4%	6%	8%	6%
Peter MacKay	6%	20%	6%	5%	3%	4%	6%	3%	5%	10%	7%	6%	7%
Rona Ambrose	4%	3%	4%	2%	3%	9%	3%	2%	4%	4%	3%	5%	2%
Maxime Bernier	3%	3%	5%	2%	2%	4%	5%	5%	4%	2%	5%	3%	2%
Jean Charest	3%	2%	7%	3%	0%	1%	1%	2%	2%	4%	4%	2%	2%
Andrew Scheer	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	3%	1%
Patrick Brown	2%	0%	1%	5%	1%	1%	1%	2%	2%	2%	2%	3%	2%
Lisa Raitt	2%	1%	1%	2%	3%	3%	1%	1%	3%	3%	2%	0%	
Brad Wall	1%	0%	0%	9%	3%	2%	2%	0%	2%	2%	2%	1%	1%
Leslyn Lewis	1%	1%	1%	2%	3%	1%	0%	2%	2%	1%	1%	2%	2%
Michael Chong	1%	1%	0%	2%	2%	0%	2%	2%	1%	1%	2%	1%	1%
Someone else	6%	3%	9%	5%	5%	6%	5%	5%	6%	5%	5%	6%	6%
None of these	13%	11%	16%	14%	7%	14%	11%	17%	11%	14%	13%	14%	15%
Don't know	38%	44%	38%	35%	41%	36%	43%	40%	40%	34%	39%	34%	41%

NEXT LEADER OF THE CONSERVATIVE PARTY (3/3)

- BY VOTING INTENTIONS

CTC897. Which of the following would you prefer to be the next leader of the Conservative Party of Canada (CPC)?

Base: All respondents

								
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,546	416	370	272	102	56	53	5*
Unweighted n=	1,546	430	367	261	101	56	57	9*
Pierre Poilievre	10%	2%	26%	1%	4%	0%	42%	43%
Doug Ford	7%	8%	10%	7%	5%	11%	1%	0%
Peter MacKay	6%	11%	5%	5%	7%	6%	0%	31%
Rona Ambrose	4%	4%	6%	2%	4%	4%	0%	11%
Maxime Bernier	3%	2%	4%	1%	4%	10%	28%	0%
Jean Charest	3%	5%	1%	3%	9%	2%	2%	0%
Andrew Scheer	2%	1%	4%	2%	5%	5%	0%	0%
Patrick Brown	2%	3%	3%	3%	1%	3%	0%	0%
Lisa Raitt	2%	3%	1%	1%	0%	6%	0%	0%
Brad Wall	1%	1%	3%	2%	0%	0%	0%	0%
Leslyn Lewis	1%	1%	3%	0%	0%	0%	11%	0%
Michael Chong	1%	2%	1%	1%	0%	2%	2%	0%
Someone else	6%	4%	6%	5%	18%	5%	2%	6%
None of these	13%	13%	4%	22%	17%	12%	0%	0%
Don't know	38%	42%	23%	45%	26%	34%	13%	9%

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

**BIDEN
HARRIS**



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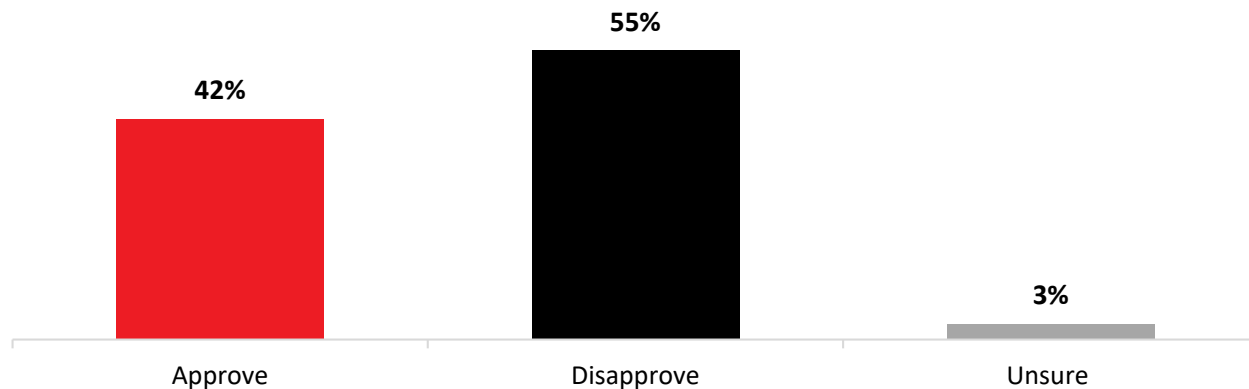
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

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 of the way Joe Biden is handling his job as president?

Base: All respondents (n=1,005)



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

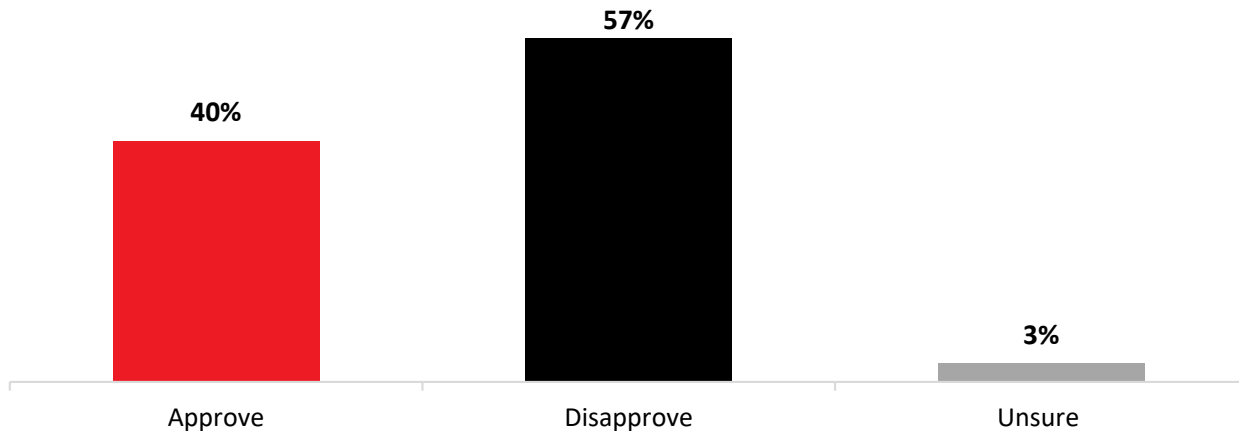
	TOTAL USA	North-East	Mid-West	South	West	18-29	30-39	40-49	50-64	65+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Jan. 24th	Gap
Weighted n=	1,005	180	218	373	234	179	215	207	231	173	487	518	373	405	16	1,000	
Unweighted n=	1,005	210	210	332	253	83	177	230	292	223	491	514	358	423	39	1,000	
Approve	42%	42%	32%	43%	48%	34%	49%	46%	38%	41%	40%	43%	11%	78%	36%	42%	-
Disapprove	55%	55%	64%	54%	48%	59%	49%	51%	60%	57%	59%	52%	89%	21%	64%	56%	+1
Unsure	3%	3%	4%	2%	4%	7%	2%	3%	2%	2%	1%	5%	0%	0%	0%	2%	+1

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=1,005)



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	18-29	30-39	40-49	50-64	65+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Jan. 24th	Gap
Weighted n =	1,005	180	218	373	234	179	215	207	231	173	487	518	373	405	16	1,000	
Unweighted n =	1,005	210	210	332	253	83	177	230	292	223	491	514	358	423	39	1,000	
Approve	40%	39%	30%	43%	46%	38%	45%	46%	34%	37%	38%	42%	11%	74%	27%	42%	-2
Disapprove	57%	58%	67%	54%	50%	55%	53%	51%	63%	61%	61%	53%	88%	25%	73%	56%	+1
Unsure	3%	3%	3%	3%	4%	7%	2%	3%	2%	2%	1%	5%	1%	0%	0%	2%	+1

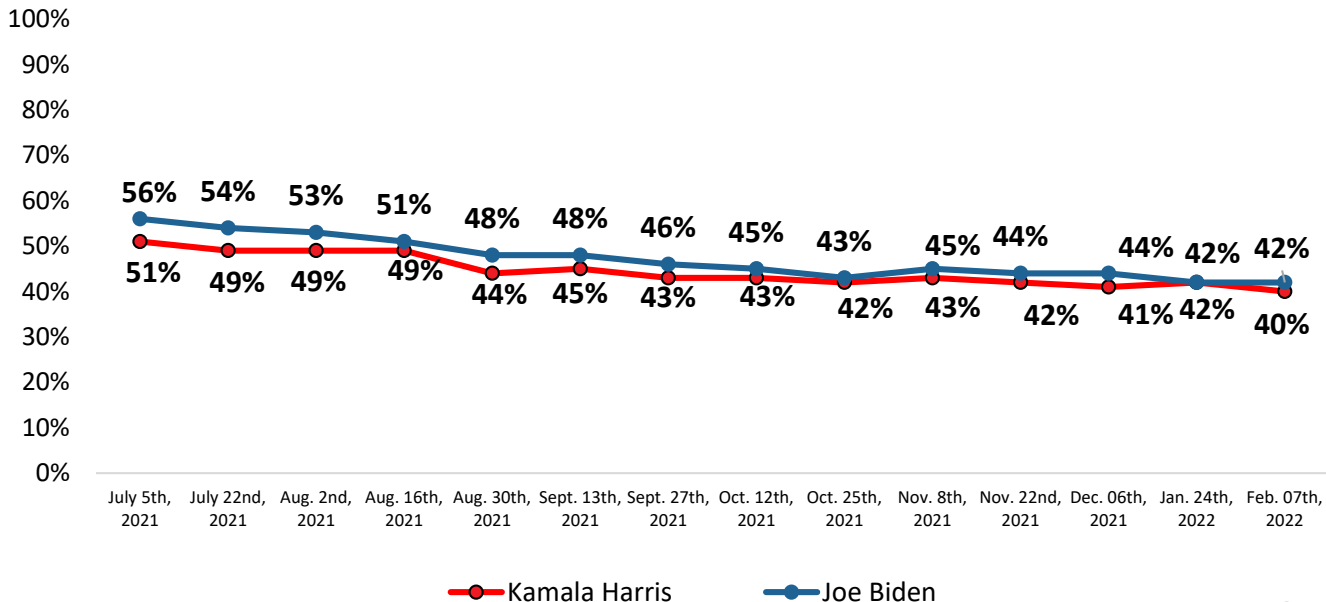
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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

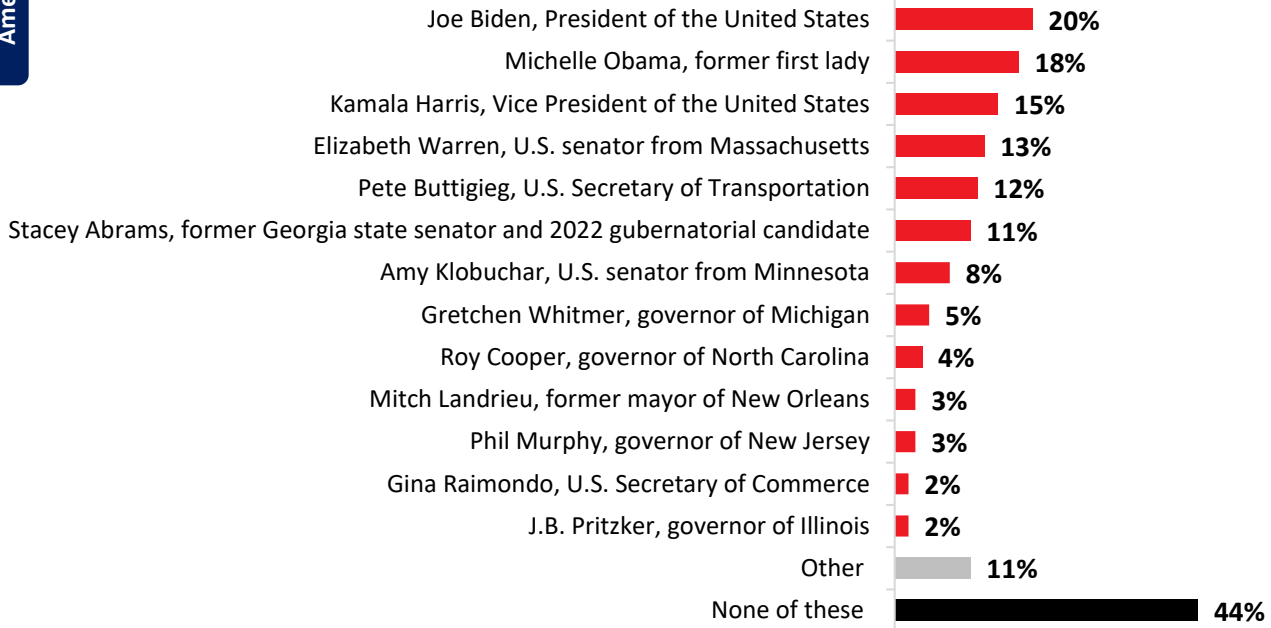


PRESIDENTIAL RACE FOR DEMOCRATS (1/2)

CTC899. Which of the following Democratic politicians/celebrities do you think should run for president in 2024?*

Base: All respondents (n=1,005)

American Survey

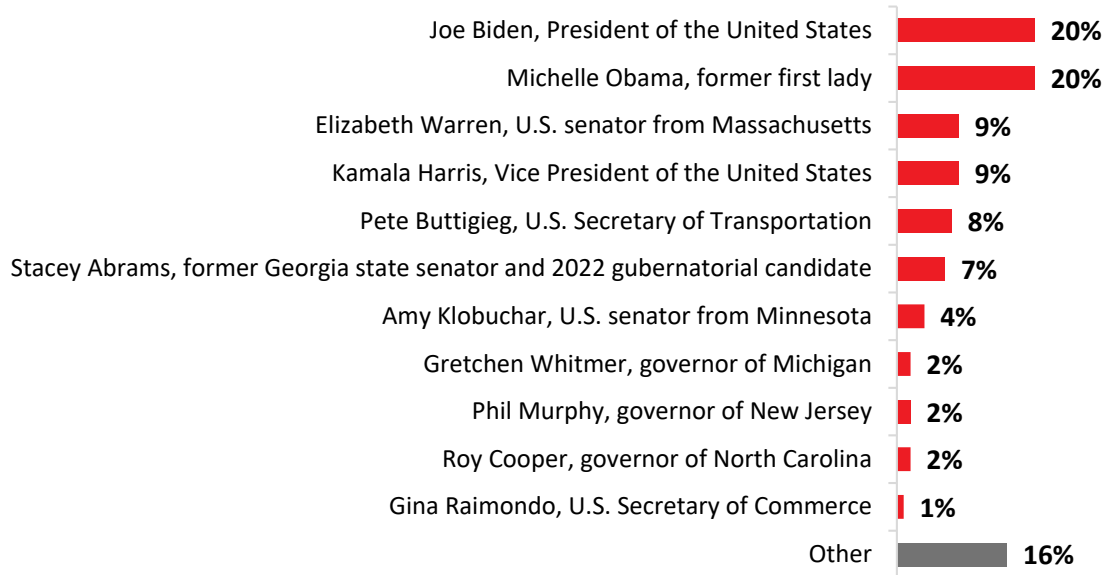


*Since respondents could give more than one answer, the total may exceed 100%.

PRESIDENTIAL RACE FOR DEMOCRATS (2/2)

CTC899B. And which of these would be your preferred Democratic candidate for the 2024 presidential election?

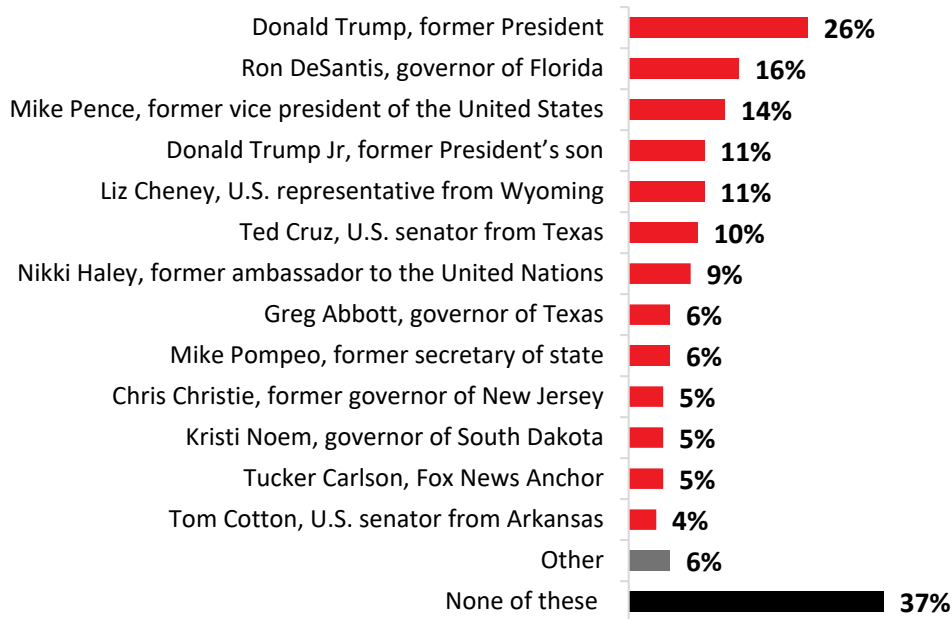
Base: Respondents who selected more than one Democrat politician/celebrities (n=588)



PRESIDENTIAL RACE FOR REPUBLICANS (1/2)

CTC900. And which of the following Republican politicians/celebrities do you think should run for president in 2024?*

Base: All respondents (n=1,005)

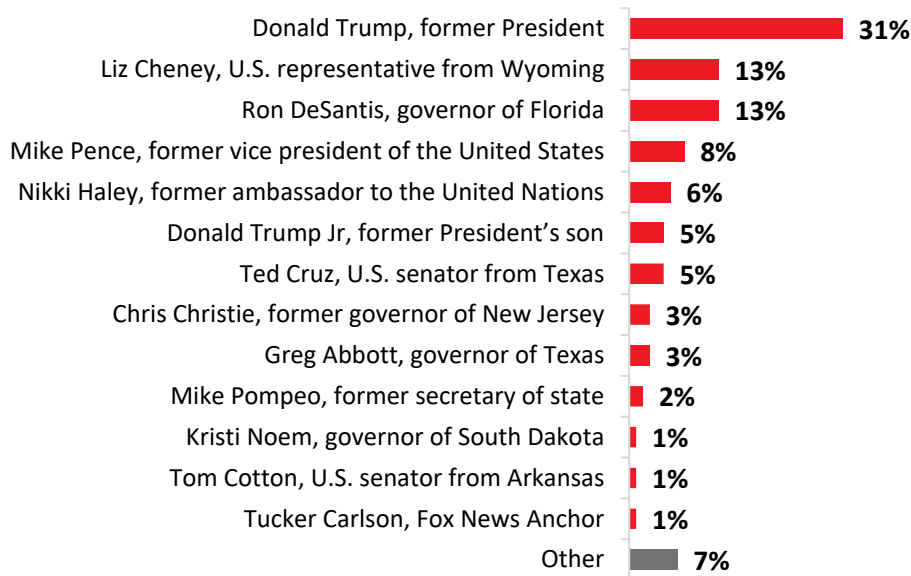


*Since respondents could give more than one answer, the total may exceed 100%.

PRESIDENTIAL RACE FOR REPUBLICANS (2/2)

CTC900B. And which of these would be your preferred Republican candidate for the 2024 presidential election?

Base: Respondents who selected more than one Republican politician/celebrities (n=658)

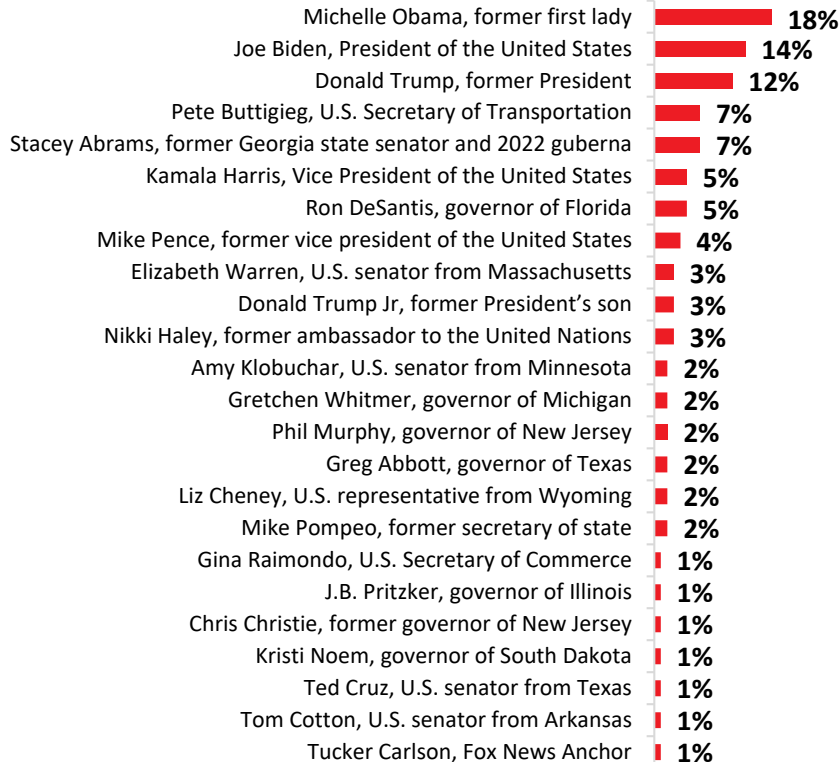


*Since respondents could give more than one answer, the total may exceed 100%.

VOTE IN THE NEXT ELECTION

CTC901. And who would you vote for in a U.S. Presidential election in 2024?

Base: Respondents who selected at least one Democrat and Republican politician/celebrity (n=307)





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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	156	210
Alberta	136	173
Manitoba/Saskatchewan	125	101
Ontario	606	594
Quebec	419	363
Atlantic	104	106

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

US Region	Unweighted	Weighted
NorthEast	210	180
MidWest	210	218
South	332	373
West	253	234

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	853	751
Female	693	795

AGE	Unweighted	Weighted
Between 18 and 34	479	410
Between 35 and 54	606	538
55 or over	461	597

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	948	996
French	369	322
Other	226	227

The sample thus collected has a minimum weighting factor of 0.1619 and a maximum weighting factor of 4.8472. The weighted variance is 0.4233.

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	491	487
Female	514	518

AGE	Unweighted	Weighted
Between 18 and 29	83	179
Between 30 and 39	177	215
Between 40 and 49	230	207
Between 50 and 64	292	292
65 or older	223	173

The sample thus collected has a minimum weighting factor of 0.2050 and a maximum weighting factor of 4.5471. The weighted variance is 0.4620.

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.

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