NORTH AMERICAN TRACKER

Leger

January 24th, 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 **1,525 Canadians** over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **January 21st, 2022, to January 23rd, 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
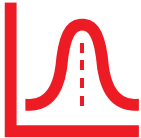
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.51%, 19 times out of 20** for the Canadian sample. The results presented in this study comply with the public opinion research 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.
For any questions related to our services, or to request an interview, please contact us **by clicking here**.
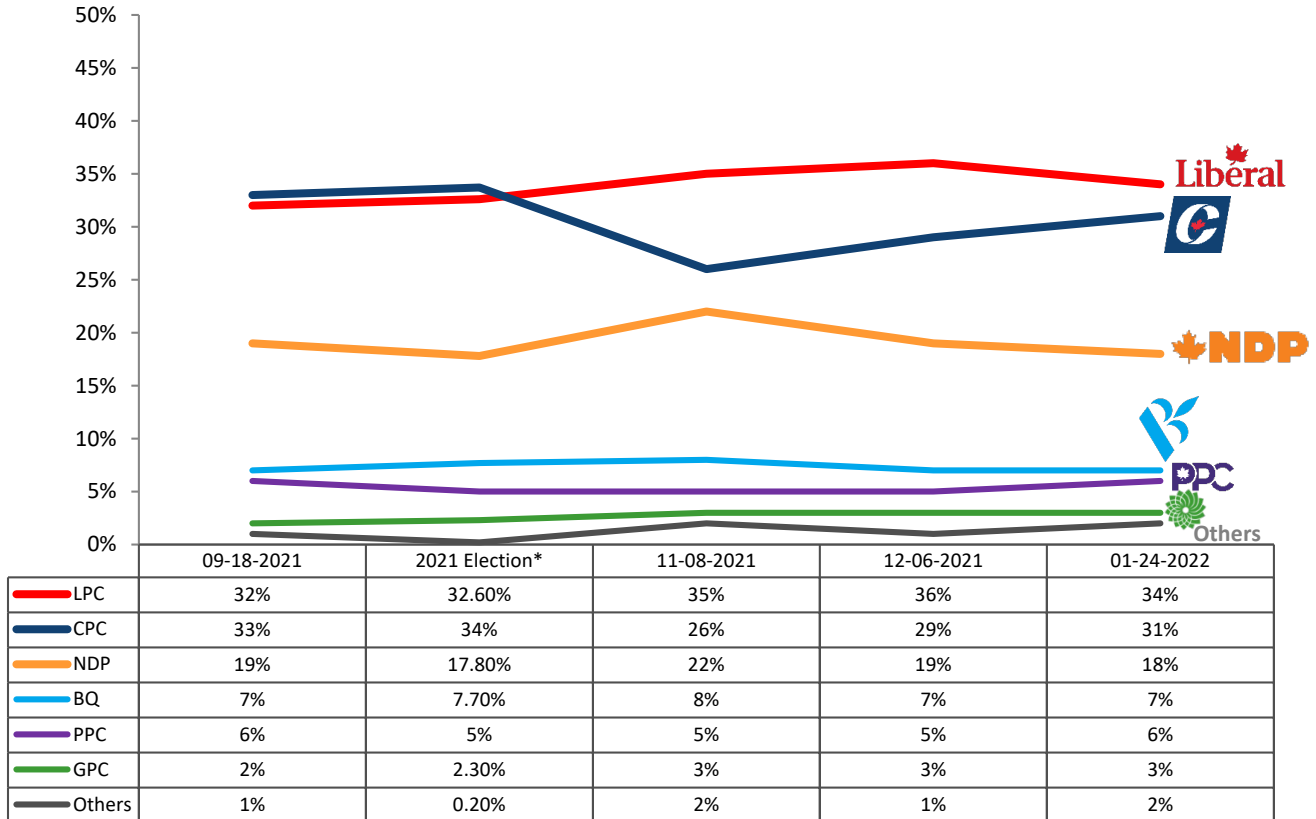
FEDERAL VOTING INTENTIONS

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=1,525), 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+	TOTAL Dec. 6th 2021	Gap
Weighted n=	1,525	1,265	87	298	474	84	148	175	626	639	354	422	489	1,292	
Unweighted n=	1,525	1,284	87	356	498	106	109	128	637	647	332	487	465	1,319	
... Justin Trudeau's Liberal Party of Canada	28%	34%	41%	29%	42%	26%	26%	29%	36%	32%	33%	33%	36%	36%	-2
... Erin O'Toole's Conservative Party of Canada	25%	31%	31%	24%	28%	47%	42%	33%	33%	28%	23%	30%	36%	29%	+2
... Jagmeet Singh's New Democratic Party of Canada	15%	18%	14%	9%	20%	21%	16%	31%	15%	22%	28%	19%	11%	19%	-1
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	30%	-	-	-	-	-	-	-	-	-	7%	-
... Maxime Bernier's People's Party of Canada	5%	6%	10%	6%	5%	4%	11%	3%	6%	6%	6%	9%	4%	5%	+1
... Amita Kuttner's Green Party of Canada	2%	3%	2%	2%	3%	1%	0%	5%	2%	3%	4%	2%	2%	3%	-
... another party	1%	2%	2%	1%	2%	2%	6%	0%	3%	1%	2%	1%	1%	1%	+1
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA

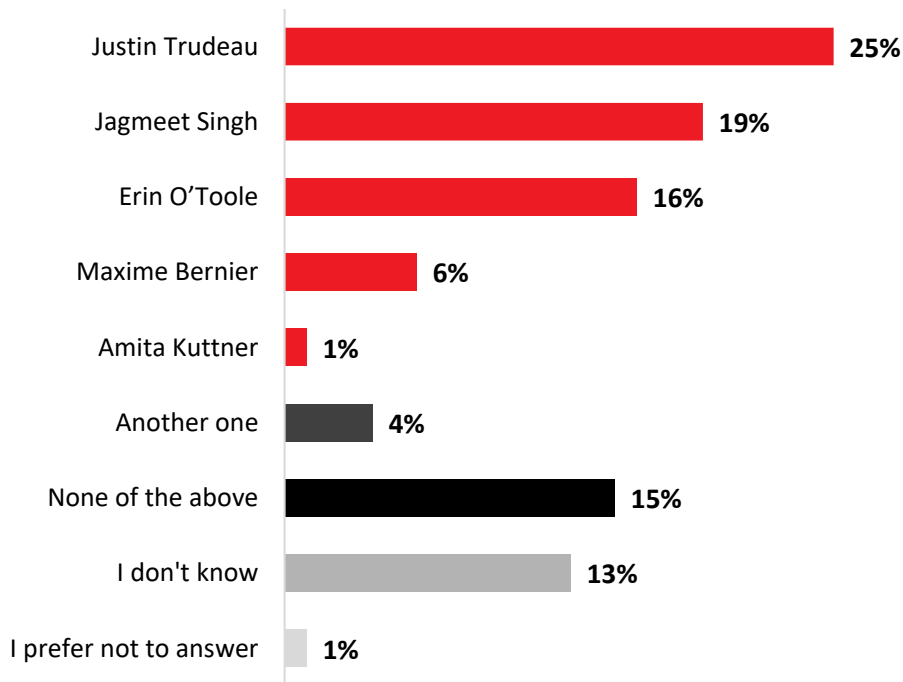|	09-18-2021	2021 Election*	11-08-2021	12-06-2021	01-24-2022
LPC	32%	32.60%	35%	36%	34%
CPC	33%	34%	26%	29%	31%
NDP	19%	17.80%	22%	19%	18%
BQ	7%	7.70%	8%	7%	7%
PPC	6%	5%	5%	5%	6%
GPC	2%	2.30%	3%	3%	3%
Others	1%	0.20%	2%	1%	2%

*Official results from Elections Canada

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (1/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?
Base: All respondents (n=1,525)

Leader	Percentage
Justin Trudeau	25%
Jagmeet Singh	19%
Erin O'Toole	16%
Maxime Bernier	6%
Amita Kuttner	1%
Another one	4%
None of the above	15%
I don't know	13%
I prefer not to answer	1%

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (2/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,525	104	358	585	100	171	207	416	520	589	741	784
Unweighted n=	1,525	100	416	607	126	126	150	387	590	548	739	786
Justin Trudeau	**25%**	31%	27%	28%	18%	20%	21%	21%	22%	31%	28%	23%
Jagmeet Singh	**19%**	19%	12%	23%	23%	14%	22%	31%	17%	11%	15%	22%
Erin O'Toole	**16%**	13%	13%	13%	26%	26%	16%	14%	16%	16%	18%	13%
Maxime Bernier	**6%**	6%	8%	6%	3%	8%	5%	6%	7%	5%	7%	5%
Amita Kuttner	**1%**	2%	0%	1%	1%	0%	3%	2%	1%	1%	1%	1%
Another one	**4%**	2%	9%	2%	3%	2%	6%	2%	3%	6%	5%	4%
None of the above	**15%**	14%	16%	14%	16%	16%	13%	10%	16%	17%	17%	13%
Don't know	**13%**	14%	15%	12%	10%	15%	12%	12%	15%	11%	7%	18%
Prefer not to answer	**1%**	0%	1%	2%	0%	0%	1%	1%	1%	1%	1%	1%

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER - DETAILS BY VOTING INTENTIONS (3/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?
Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,525	429	386	229	90	33	76	21*
Unweighted n=	1,525	436	385	236	104	34	73	16*
Justin Trudeau	25%	74%	9%	4%	12%	2%	0%	0%
Jagmeet Singh	19%	14%	3%	78%	6%	35%	0%	8%
Erin O'Toole	16%	0%	58%	1%	8%	0%	4%	0%
Maxime Bernier	6%	0%	6%	0%	3%	0%	74%	12%
Amita Kuttner	1%	1%	0%	1%	0%	34%	0%	0%
Another one	4%	1%	3%	2%	26%	2%	2%	39%
None of the above	15%	5%	16%	8%	29%	15%	12%	28%
Don't know	13%	4%	6%	7%	15%	12%	9%	12%
Prefer not to answer	1%	0%	0%	0%	1%	0%	0%	0%

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

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

Le**g**er
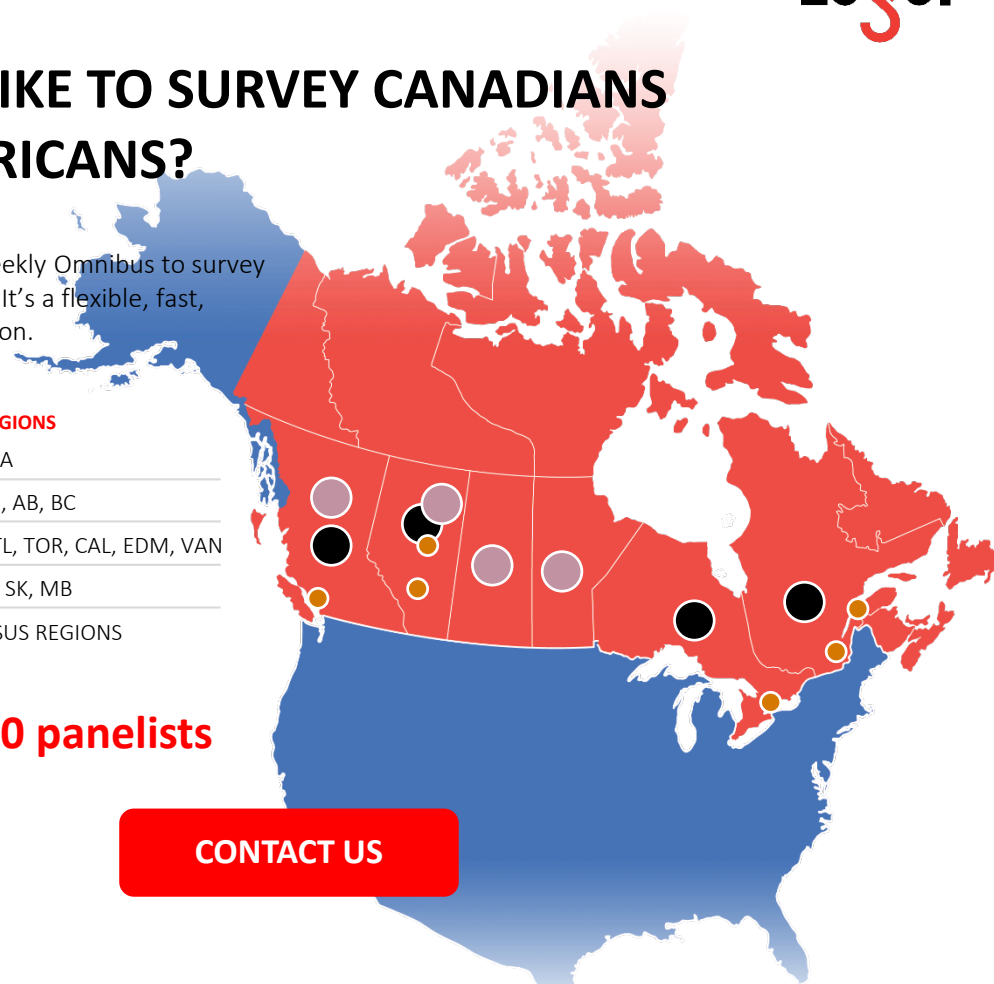
APPENDIX

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	150	207
Alberta	126	171
Manitoba/Saskatchewan	126	100
Ontario	607	585
Quebec	416	358
Atlantic	100	104

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	739	741
Female	786	784

AGE	Unweighted	Weighted
Between 18 and 34	387	416
Between 35 and 54	590	520
55 or over	548	589

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	983	1,051
French	365	317
Other	174	153

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.

We Know Canadians