NORTH AMERICAN TRACKER

Leger

January 23rd, 2023

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 **1,554 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 **January 20th, 2023, to January 22nd, 2023**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2021 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
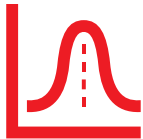
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.49%, 19 times out of 20** for the Canadian sample and of **±3.09%, 19 times out of 20** for the American sample. The results 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	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: Respondents who are eligible to vote (n=1,554), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided vo,ters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Dec. 12th 2022	Gap
Weighted n=	1,554	1,267	83	291	478	82	145	188	633	634	318	419	529	529	474	252	1,216	
Unweighted n=	1,554	1,276	81	342	495	104	110	144	670	606	309	494	473	537	481	247	1,225	
...Pierre Poilievre's Conservative Party of Canada	28%	34%	49%	17%	33%	48%	51%	37%	37%	31%	27%	36%	37%	31%	32%	46%	33%	+1
... Justin Trudeau's Liberal Party of Canada	28%	34%	25%	38%	40%	28%	28%	24%	34%	34%	31%	34%	36%	38%	36%	22%	30%	+4
... Jagmeet Singh's New Democratic Party of Canada	16%	19%	21%	10%	20%	19%	18%	33%	16%	23%	29%	19%	14%	19%	22%	17%	21%	-2
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	7%	-
... Elizabeth May's Green Party of Canada	3%	3%	1%	3%	4%	2%	1%	5%	3%	4%	5%	4%	2%	3%	3%	4%	4%	-1
... Maxime Bernier's People's Party of Canada	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%	4%	-3
... another party	1%	1%	4%	1%	1%	3%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%	-1
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA
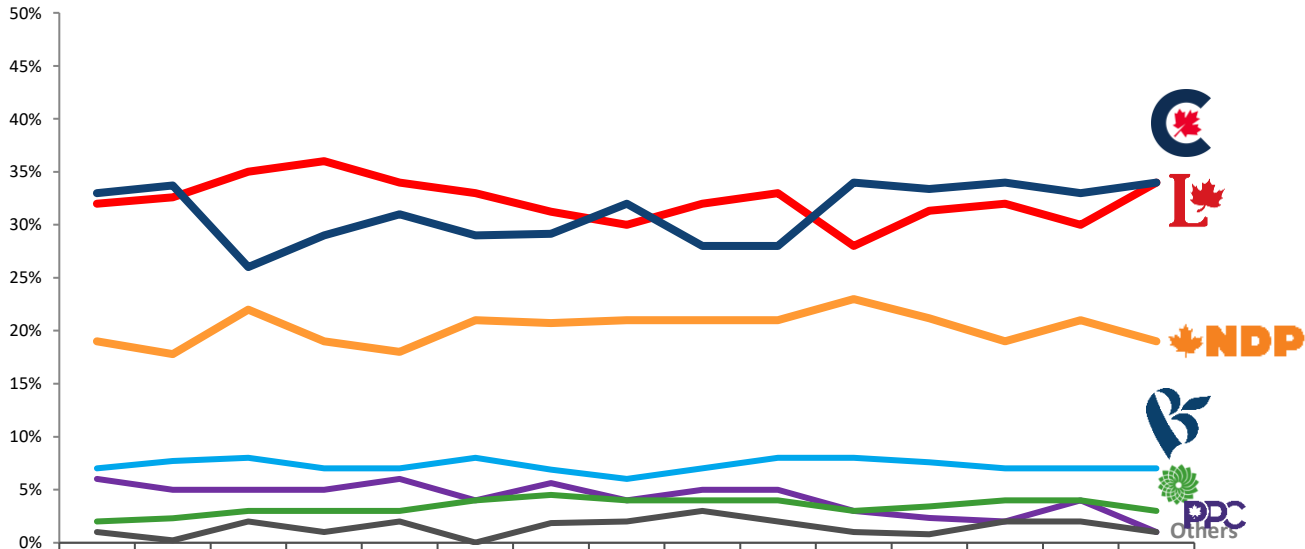
|	09-18-2021	2021 Election*	11-08-2021	12-06-2021	01-24-2022	02-07-2022	04-11-2022	06-13-2022	07-11-2022	08-05-2022	09-19-2022	10-11-2022	11-14-2022	12-12-2022	01-23-2023
LPC	32%	32,60%	35%	36%	34%	33%	31%	30%	32%	33%	28%	31%	32%	30%	34%
CPC	33%	34%	26%	29%	31%	29%	29%	32%	28%	28%	34%	33%	34%	33%	34%
NDP	19%	17,80%	22%	19%	18%	21%	21%	21%	21%	21%	23%	21%	19%	21%	19%
BQ	7%	7,70%	8%	7%	7%	8%	7%	6%	7%	8%	8%	8%	7%	7%	7%
PPC	6%	5%	5%	5%	6%	4%	6%	4%	5%	5%	3%	2%	2%	4%	1%
GPC	2%	2,30%	3%	3%	3%	4%	4%	4%	4%	4%	3%	3%	4%	4%	3%
Others	1%	0,20%	2%	1%	2%	0%	2%	2%	3%	2%	1%	1%	2%	2%	1%

*Official results from Elections Canada

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=1,005)
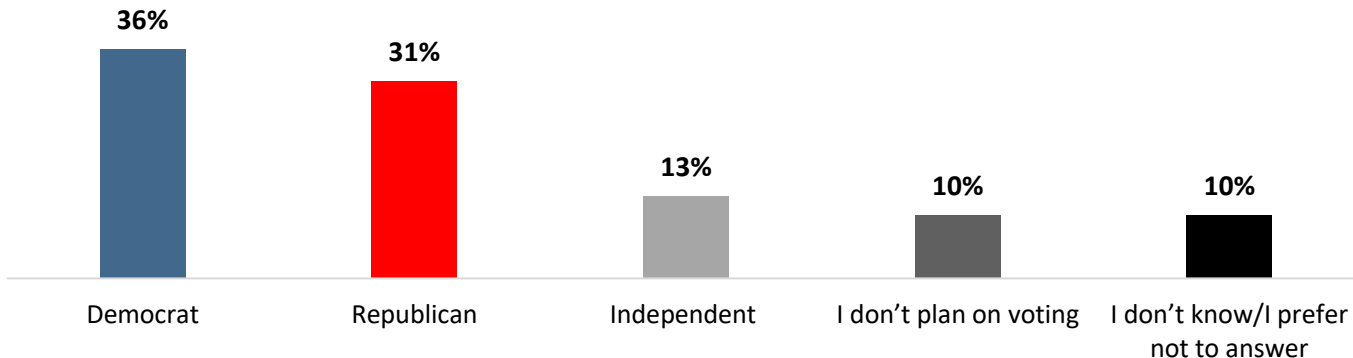
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	TOTAL Dec. 12th, 2022	Gap
Weighted n=	1,005	175	209	383	238	231	371	403	491	514	1,006	
Unweighted n=	1,005	217	224	318	246	144	360	501	476	529	1,006	
Democrat	**36%**	39%	30%	37%	36%	39%	41%	29%	34%	38%	**34%**	+2
Republican	**31%**	32%	26%	36%	25%	22%	27%	39%	36%	25%	**30%**	+1
Independent	**13%**	13%	18%	9%	16%	13%	14%	13%	13%	13%	**14%**	-1
I don't plan on voting	**10%**	7%	13%	9%	12%	18%	9%	7%	9%	11%	**9%**	+1
I don't know/I prefer not to answer	**10%**	9%	13%	9%	11%	8%	10%	12%	7%	13%	**12%**	-2

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=1,005)

	42%	55%	2%
	Approve	Disapprove	Unsure
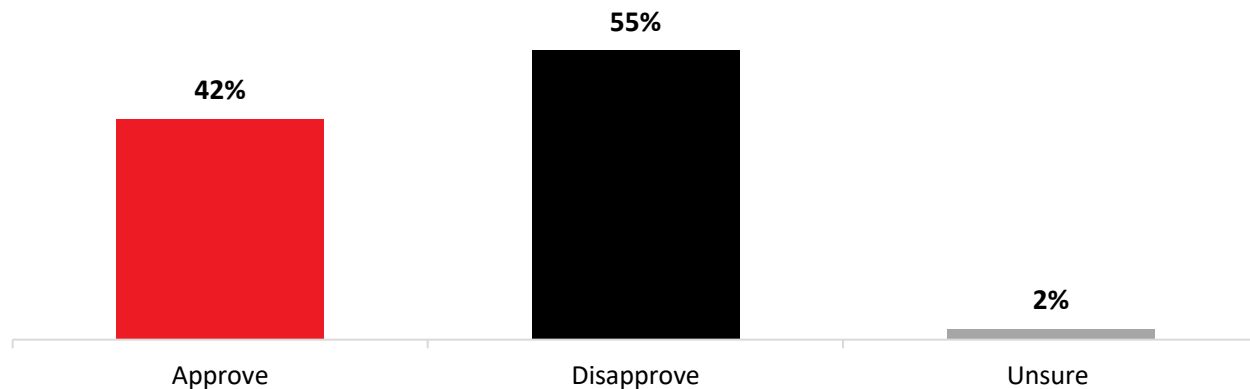
BIDEN'S APPROVAL RATING (2/2)

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 Jan. 09th, 2023	Gap
Weighted n=	1,005	175	209	383	238	231	371	403	491	514	371	407	16	1,000	
Unweighted n=	1,005	217	224	318	246	144	360	501	476	529	339	440	39	1,000	
Approve	42%	42%	42%	39%	47%	45%	45%	38%	41%	43%	12%	79%	20%	43%	-1
Disapprove	55%	54%	56%	59%	50%	51%	53%	60%	57%	54%	88%	21%	80%	54%	+1
Unsure	2%	3%	3%	1%	3%	4%	2%	2%	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=1,005)

Approve	Disapprove	Unsure
40%	57%	3%
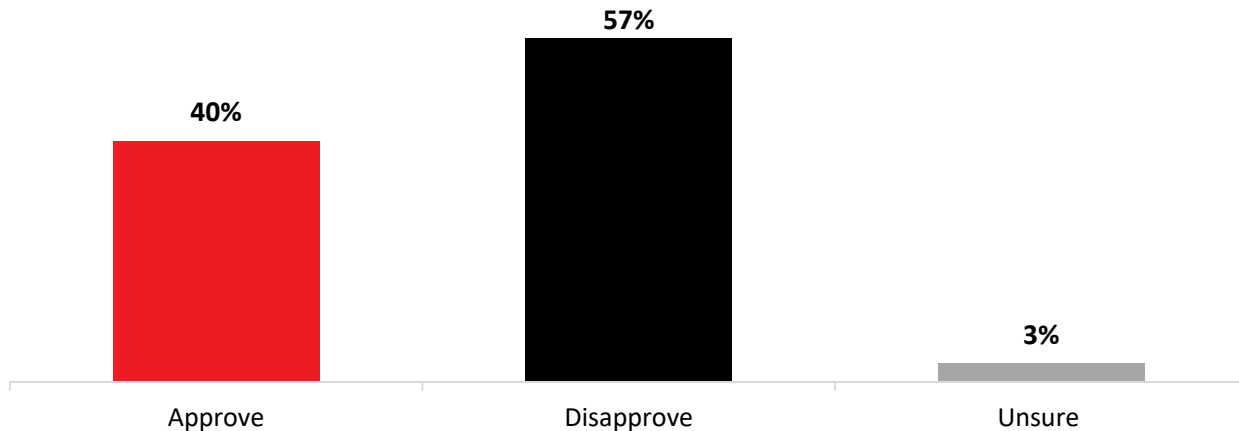
HARRIS' APPROVAL RATING (2/2)

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 Jan. 09th, 2023	Gap
Weighted n=	1,005	175	209	383	238	231	371	403	491	514	371	407	16	1,000	
Unweighted n=	1,005	217	224	318	246	144	360	501	476	529	339	440	39	1,000	
Approve	**40%**	42%	41%	38%	42%	44%	42%	37%	37%	43%	**10%**	**76%**	**13%**	**41%**	**-1**
Disapprove	**57%**	54%	56%	60%	55%	52%	56%	61%	**61%**	**53%**	**89%**	**23%**	**87%**	**56%**	**+1**
Unsure	**3%**	4%	4%	2%	3%	4%	3%	3%	2%	4%	**0%**	**1%**	**0%**	**4%**	**-1**

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

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

— Kamala Harris   — Joe Biden
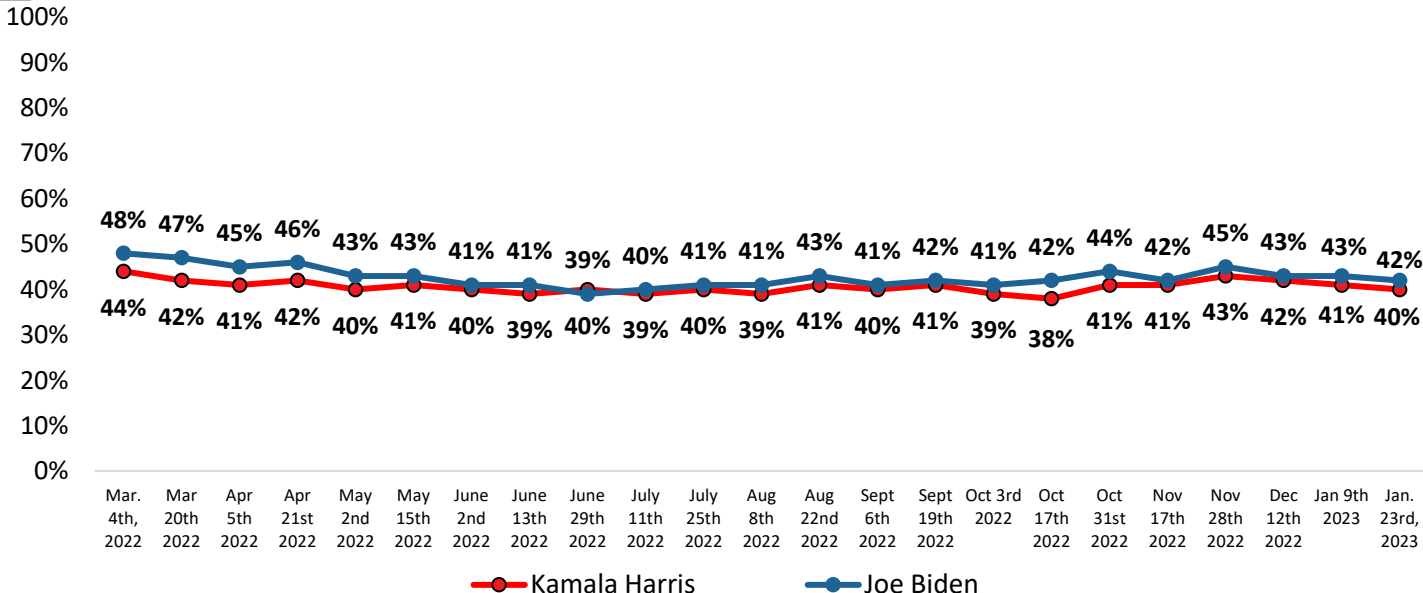
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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
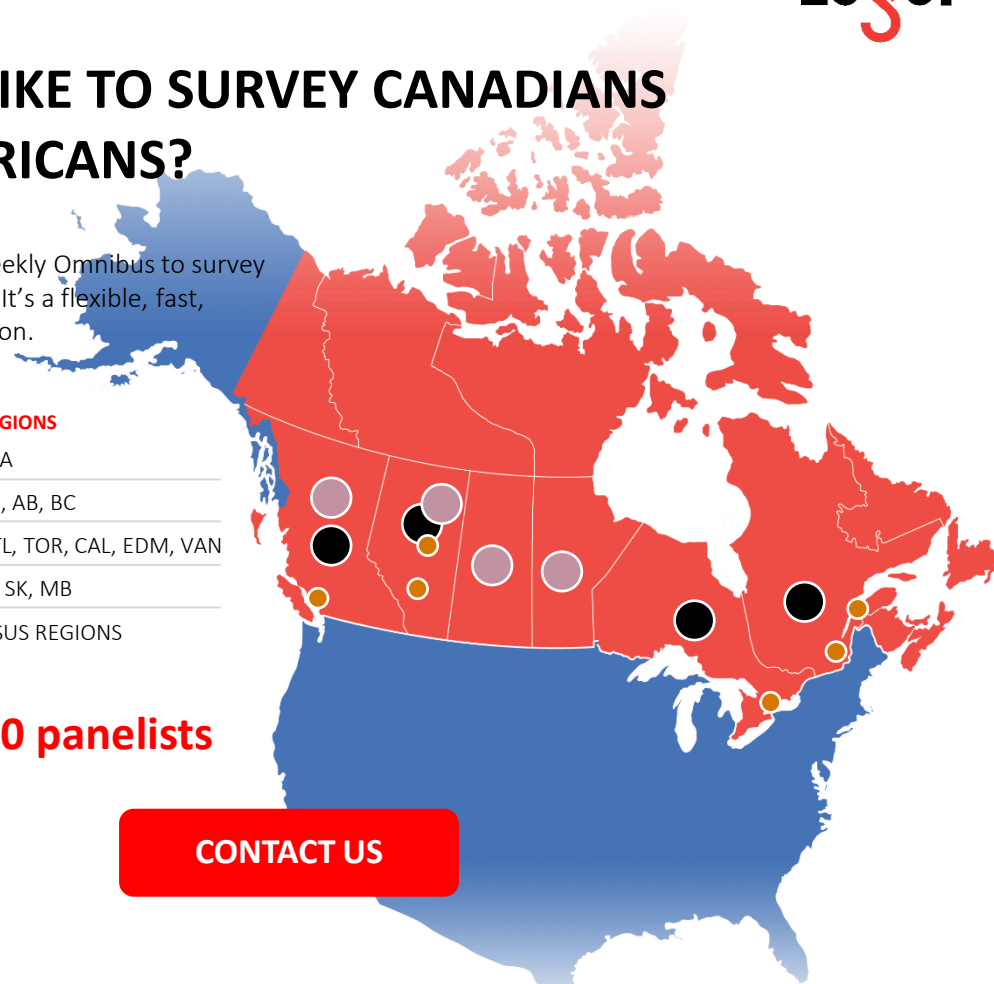
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APPENDIX

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	162	216
Alberta	131	173
Manitoba/Saskatchewan	125	100
Ontario	612	602
Quebec	422	359
Atlantic	102	105

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

US Region	Unweighted	Weighted
NorthEast	217	175
MidWest	224	209
South	318	383
West	246	238

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	788	758
Female	766	758

AGE	Unweighted	Weighted
Between 18 and 34	391	411
Between 35 and 54	592	503
55 or over	571	639

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	976	1,038
French	365	306
Other	213	210

The sample thus collected has a minimum weighting factor of 0.1491 and a maximum weighting factor of 4.8864. The weighted variance is 0.3077.

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	476	491
Female	529	514

AGE	Unweighted	Weighted
Between 18 and 29	65	99
Between 30 and 39	178	278
Between 40 and 49	189	160
Between 50 and 64	294	249
65 or older	279	219

The sample thus collected has a minimum weighting factor of 0.1629 and a maximum weighting factor of 4.9326. The weighted variance is 0.5594.

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  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Community**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

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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.

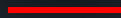Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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.