NORTH AMERICAN TRACKER

Leger

June 13th, 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 **1,528 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 **June 10th, 2022, to June 12th, 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
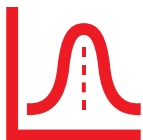
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.5%, 19 times out of 20** for the Canadian sample. The results presented in this study comply with the public opinion research 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**.
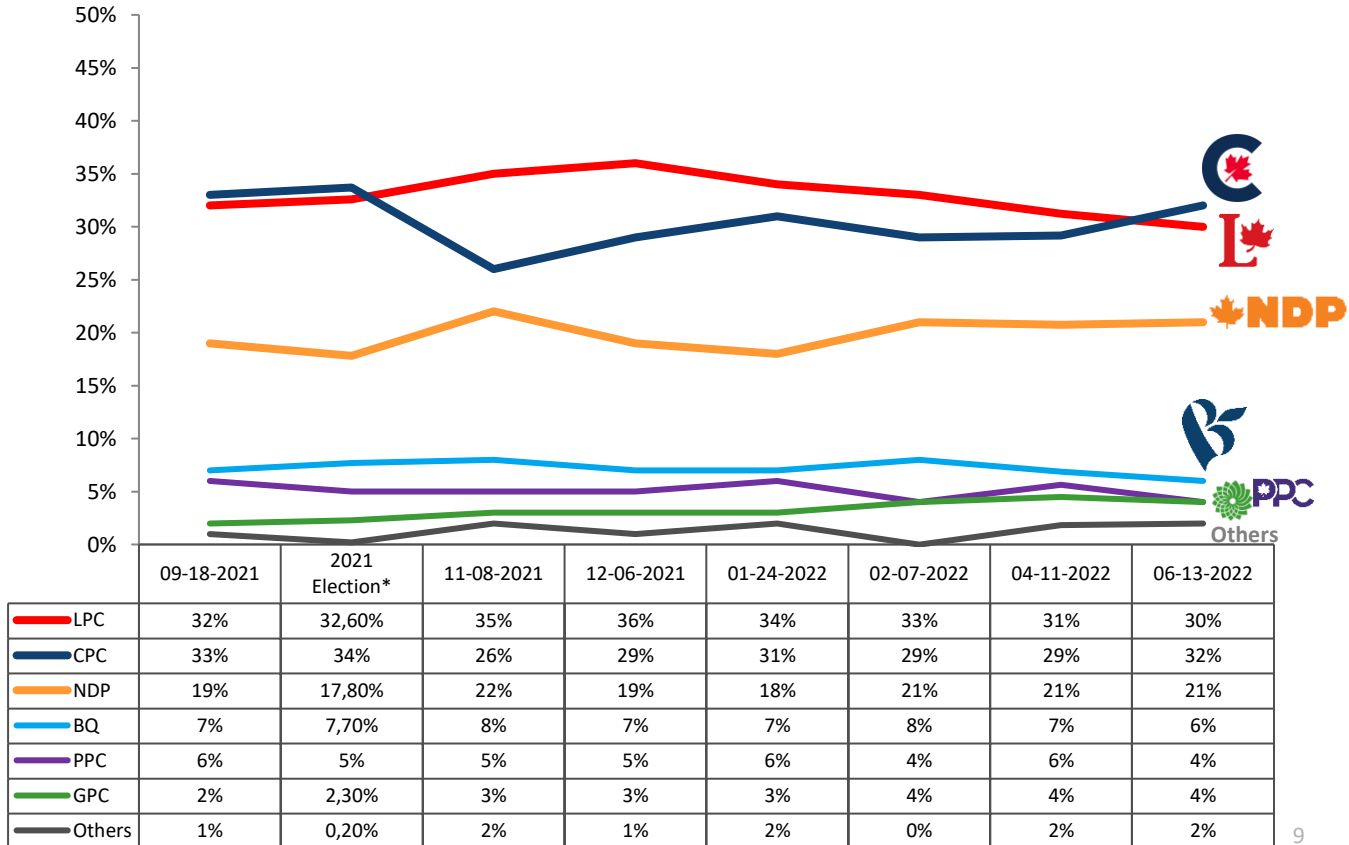
FEDERAL VOTING INTENTIONS

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=1,528), 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 April. 11th 2022	Gap
Weighted n=	1,528	1,242	83	281	489	77	133	179	638	603	331	390	521	484	489	260	1,269	
Unweighted n=	1,528	1,258	79	336	509	100	105	129	659	599	368	456	434	529	478	241	1,278	
...Candice Bergen's Conservative Party of Canada	26%	32%	35%	21%	32%	49%	47%	30%	35%	29%	25%	34%	35%	25%	32%	46%	29%	+3
... Justin Trudeau's Liberal Party of Canada	25%	30%	24%	29%	36%	18%	26%	28%	31%	30%	29%	26%	34%	35%	30%	23%	31%	-1
... Jagmeet Singh's New Democratic Party of Canada	17%	21%	24%	12%	23%	22%	19%	31%	18%	25%	31%	22%	15%	26%	21%	15%	21%	-
... Yves-François Blanchet's Bloc Québécois	5%	6%	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	7%	-1
... Maxime Bernier's People's Party of Canada	4%	4%	9%	4%	4%	7%	8%	2%	5%	4%	7%	6%	2%	3%	5%	6%	6%	-2
... Amita Kuttner's Green Party of Canada	3%	4%	7%	4%	3%	2%	0%	7%	3%	5%	2%	5%	4%	4%	4%	3%	4%	-
... another party	1%	2%	1%	2%	2%	2%	0%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	-
I would not vote	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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
LPC	32%	32,60%	35%	36%	34%	33%	31%	30%
CPC	33%	34%	26%	29%	31%	29%	29%	32%
NDP	19%	17,80%	22%	19%	18%	21%	21%	21%
BQ	7%	7,70%	8%	7%	7%	8%	7%	6%
PPC	6%	5%	5%	5%	6%	4%	6%	4%
GPC	2%	2,30%	3%	3%	3%	4%	4%	4%
Others	1%	0,20%	2%	1%	2%	0%	2%	2%

*Official results from Elections Canada

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=1,528)

	All respondents	Conservative voters (n=389)
Pierre Poilievre	18%	44%
Jean Charest	14%	14%
Patrick Brown	6%	4%
Leslyn Lewis	2%	3%
Roman Baber	1%	2%
Scott Aitchison	1%	1%
None of these people	27%	8%
I don't know	31%	23%
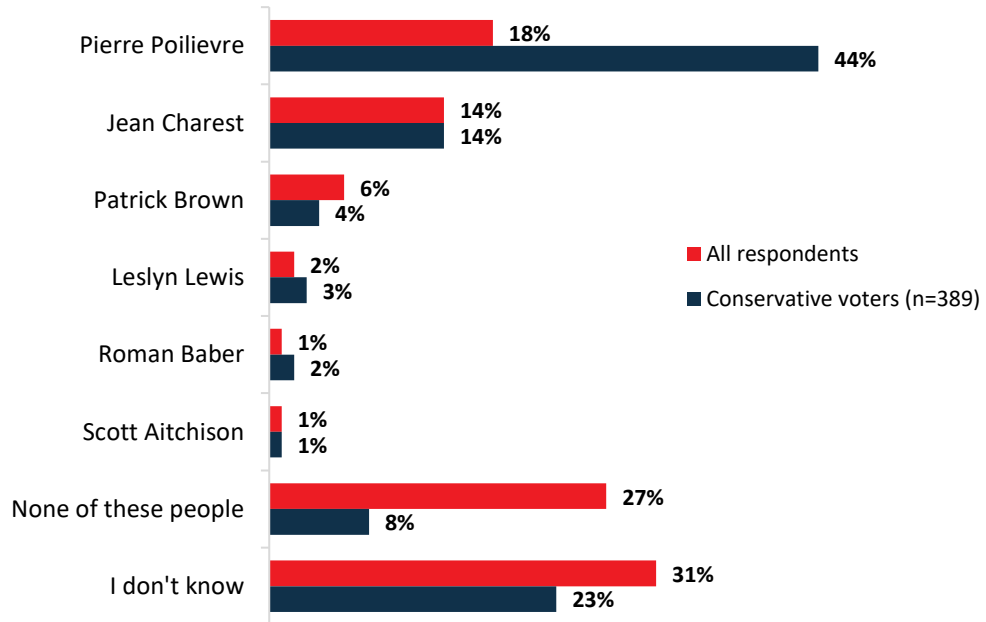
BEST LEADER FOR THE CONSERVATIVE PARTY (2/4)

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=	1,528	103	353	592	98	170	213	408	492	629	610	595	312
Unweighted n=	1,528	102	411	604	125	130	156	442	563	523	649	574	293
Pierre Poilievre	**18%**	14%	16%	17%	26%	**27%**	13%	16%	20%	17%	16%	17%	**23%**
Jean Charest	**14%**	12%	**22%**	12%	15%	**8%**	12%	**9%**	**11%**	**20%**	15%	15%	12%
Patrick Brown	**6%**	**2%**	**1%**	**12%**	**1%**	**1%**	**2%**	5%	6%	6%	6%	6%	4%
Leslyn Lewis	**2%**	4%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%
Roman Baber	**1%**	6%	**0%**	1%	**0%**	1%	1%	2%	1%	1%	1%	1%	2%
Scott Aitchison	**1%**	1%	**0%**	**2%**	1%	1%	0%	**3%**	1%	**0%**	2%	1%	1%
None of these people	**27%**	27%	**35%**	**24%**	19%	31%	24%	29%	27%	26%	30%	26%	24%
Don't know	**31%**	34%	**24%**	29%	36%	27%	**47%**	34%	33%	**27%**	29%	32%	31%

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=	1,528	377	397	266	78	47	56	21*
Unweighted n=	1,528	391	389	271	91	40	56	20*
Pierre Poilievre	18%	6%	44%	6%	8%	4%	57%	44%
Jean Charest	14%	25%	14%	25%	23%	12%	3%	6%
Patrick Brown	6%	11%	4%	11%	0%	3%	0%	7%
Leslyn Lewis	2%	3%	3%	3%	0%	0%	10%	7%
Roman Baber	1%	1%	2%	1%	1%	2%	5%	0%
Scott Aitchison	1%	1%	1%	1%	1%	1%	2%	0%
None of these people	27%	27%	8%	27%	39%	41%	13%	29%
Don't know	31%	26%	23%	26%	28%	37%	9%	7%

*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 June 13th, 2022	TOTAL April 11th, 2022	Gap
Weighted n=	397	370	
Unweighted n=	389	377	
Pierre Poilievre	44%	43%	+1
Jean Charest	14%	18%	-4
Patrick Brown	4%	5%	-1
Leslyn Lewis	3%	2%	+1
Roman Baber	2%	1%	+1
Scott Aitchison	1%	0%	+1
None of these people	8%	4%	+4
Don't know	23%	24%	-1

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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
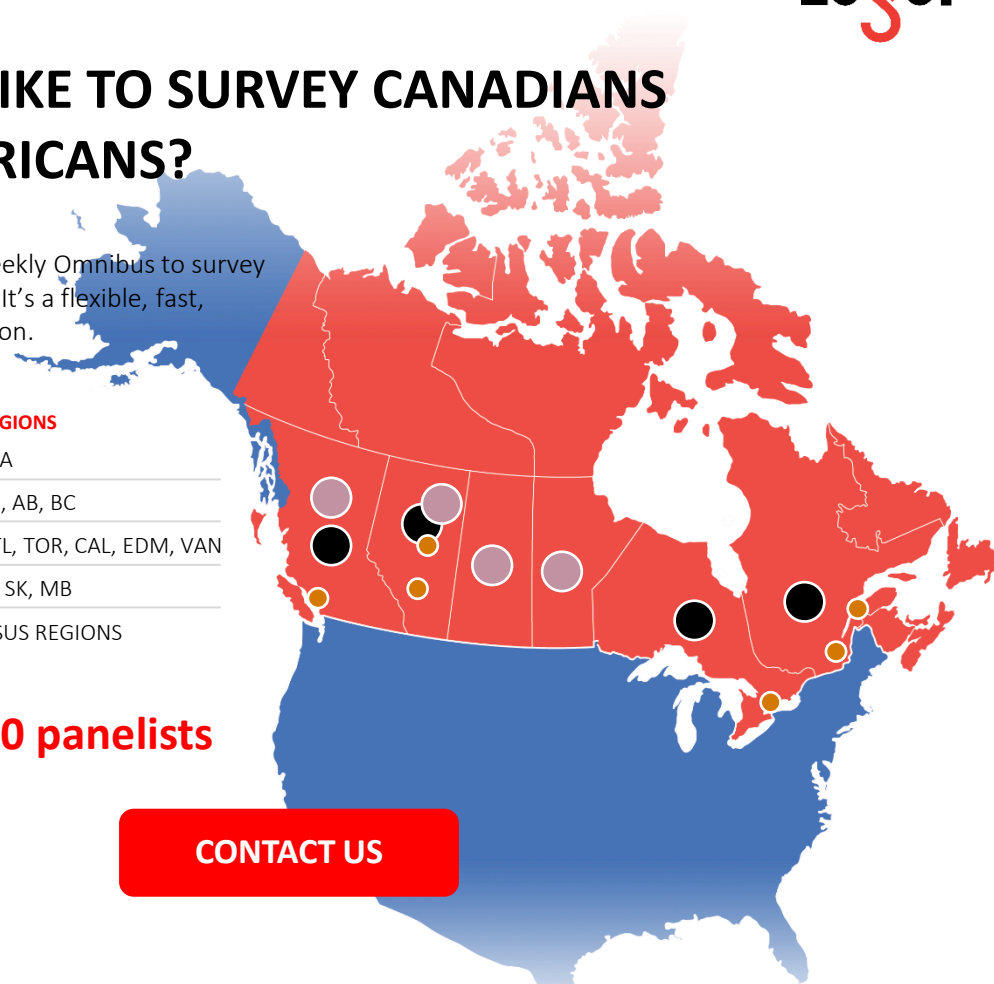
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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	156	213
Alberta	130	170
Manitoba/Saskatchewan	125	98
Ontario	604	592
Quebec	411	353
Atlantic	102	103

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	764	745
Female	764	783

AGE	Unweighted	Weighted
Between 18 and 34	442	408
Between 35 and 54	563	492
55 or over	523	629

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	956	1,020
French	368	314
Other	201	190

The sample thus collected has a minimum weighting factor of 0.1555 and a maximum weighting factor of 4.6325. The weighted variance is 0.3814.

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)

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EMPLOYEES

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CONSULTANTS

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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.

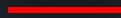Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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.