



NORTH AMERICAN TRACKER

# LeSer

November 27<sup>th</sup>, 2023

EDITION

THE CANADIAN PRESS 

# Methodology

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## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: n= 1,529/  
American Samples: n= 1,001).  
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

November 24 to  
November 26, 2023



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.51\%$ , (19 times out of 20) for the Canadian sample and  $\pm 3.1\%$ , (19 times out of 20) for the American sample



## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and according to **age, gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

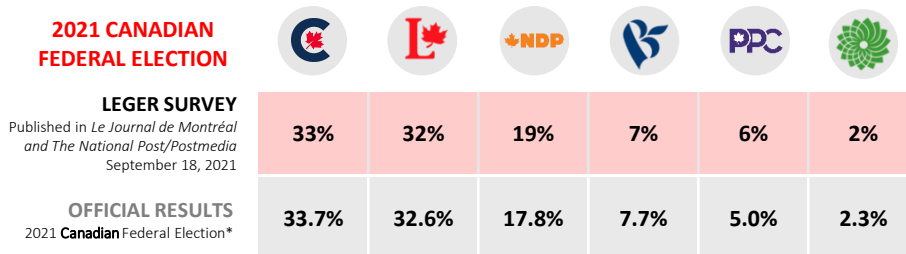
Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Methodology

Leger is the polling firm that has presented the most accurate election survey 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 (New York).

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>



## Key Highlights (1/2)

*Every month, we conduct a survey of Canadians and Americans to explore their views on the economy, finances, and their respective governments. This month, our survey was conducted between November 24 and 26, 2023.*

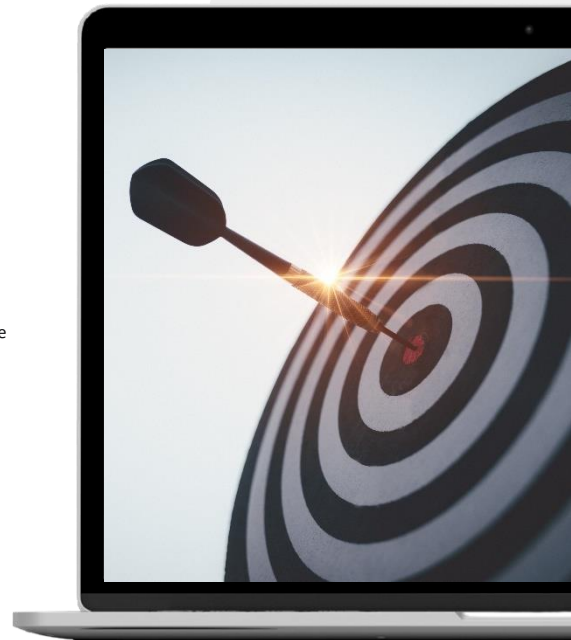
### Some of the key highlights of our survey about Canadian federal politics and the economy include...

#### Voting intentions remain stable

- Pierre Poilievre's Conservative Party remains in the lead with 40% of voting intentions, 14 points ahead of Trudeau's Liberal Party (26%).
- Canadians also think Pierre Poilievre is the leader who would make the best Prime Minister among the federal party leaders (25%), ahead of Justin Trudeau (19%) and Jagmeet Singh (17%). It's worth noting that Pierre Poilievre's support for being the best Prime Minister has dropped by 4 points since October, as 29% of Canadians felt he would make the best Prime Minister in October.
- Less than a third of Canadians are satisfied with the Trudeau government (29%), which has been stable since October.

#### Canadians and Americans are still concerned about the economy, but there are signs of improvement.

- 62% of Canadians consider their household's finances to be good, an increase of 4 points compared to last October. In the U.S., around two thirds of respondents describe their household finances as good (64%).
- Almost two thirds of Canadians (65%) and over half of Americans (55%) believe their respective countries are in a recession.
- 44% of Canadians say they live paycheck to paycheck, down 6 points from October 2023. Among Americans, there has been a 3-point increase in those who say they live paycheck to paycheck, from 44% in October to 47% in November.



## Key Highlights (2/2)

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### Some of the key highlights of our survey about American politics...

- If the Presidential election were to be held today, there would be a small gap between Joe Biden (44%) and Donald Trump (42%).
- Donald Trump is the preferred Republican candidate for president in 2024, receiving the support of more than half (56%) of Republican voters.
- More than half of Americans disapprove of Joe Biden's job as president (55%), while a third approve (35%).



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REPORT

# Federal Voting Intentions and Satisfaction With The Government in Place

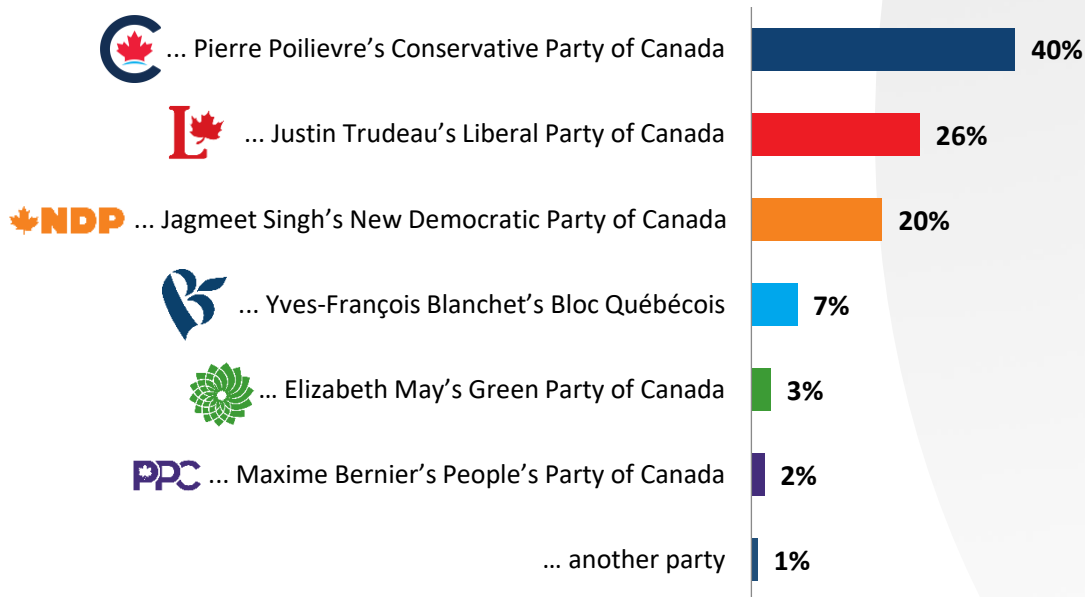
Survey of Canadians



# Voting Intentions - Federal Elections (1/2)

**Q1.** 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 ...*

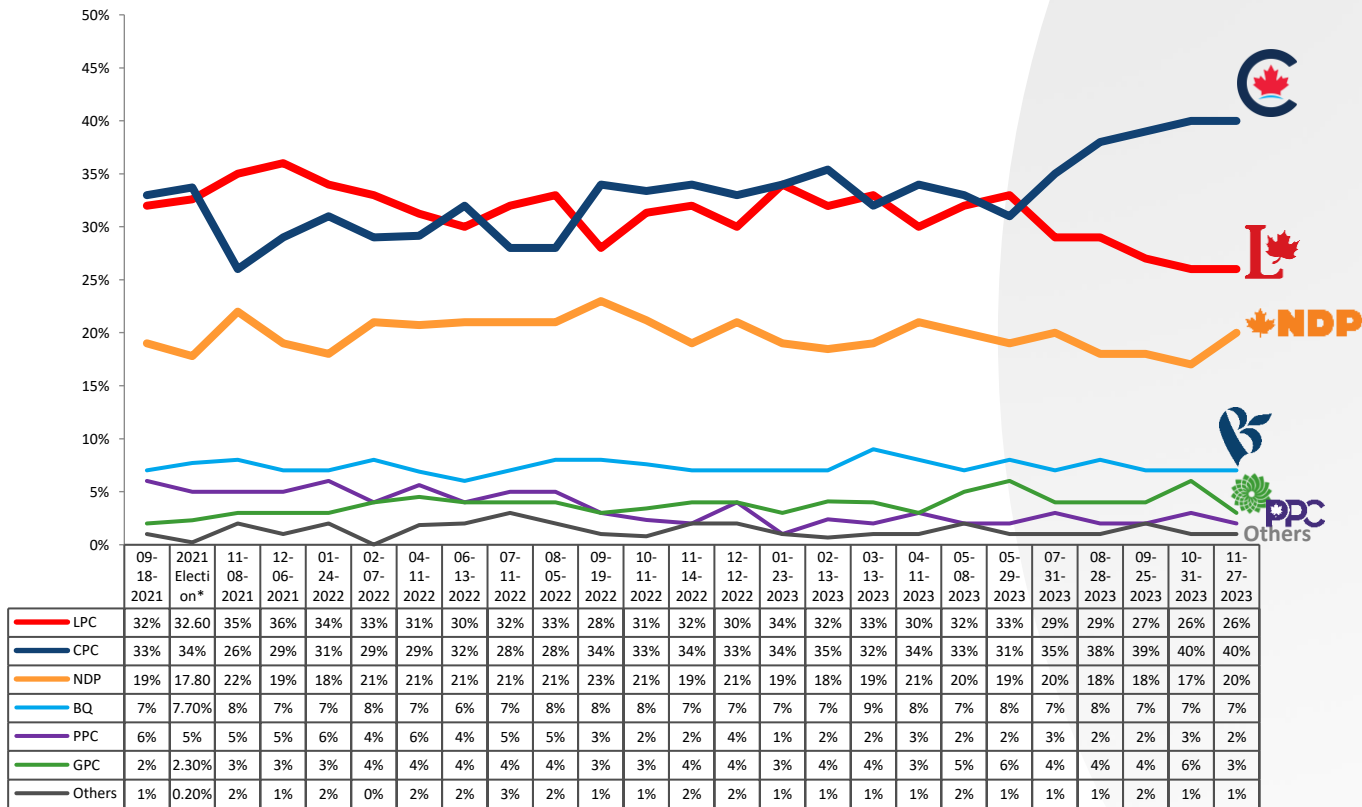
Base: Respondents who are eligible to vote (n=1,220), except for the Bloc Québécois, Quebecers only







# Evolution of Voting Intentions in Canada

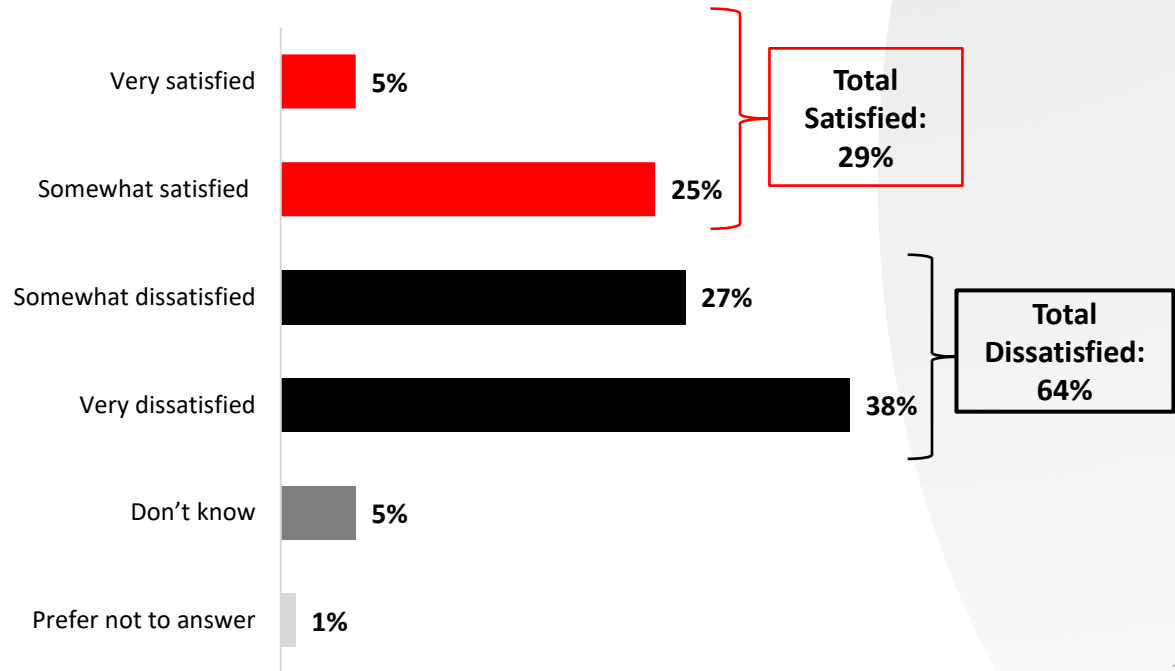


\*Official results from Elections Canada

# Satisfaction With Trudeau's Government (1/2)

**Q2.** Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents (n=1,529)



# Satisfaction With Trudeau's Government (2/2)

**Q2.** Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	TOTAL Oct. 31 <sup>st</sup> , 2023	Gap
Weighted n=	1,529	102	353	592	98	170	212	745	784	407	492	630	583	654	270	1,632	
Unweighted n=	1,529	100	418	601	130	127	153	774	755	397	540	592	623	627	257	1,632	
<b>Total Satisfied</b>	<b>29%</b>	33%	29%	30%	31%	<b>19%</b>	36%	29%	30%	28%	26%	<b>33%</b>	32%	31%	<b>22%</b>	<b>30%</b>	-1
Very satisfied	<b>5%</b>	4%	4%	5%	3%	4%	6%	5%	4%	4%	5%	5%	5%	5%	5%	<b>5%</b>	-
Somewhat satisfied	<b>25%</b>	29%	25%	25%	28%	<b>14%</b>	30%	24%	25%	24%	<b>21%</b>	<b>28%</b>	27%	26%	<b>17%</b>	<b>26%</b>	-1
<b>Total Dissatisfied</b>	<b>64%</b>	64%	64%	64%	67%	73%	58%	65%	64%	64%	65%	64%	61%	64%	<b>72%</b>	<b>63%</b>	+1
Somewhat dissatisfied	<b>27%</b>	25%	<b>33%</b>	27%	23%	<b>18%</b>	26%	25%	28%	<b>33%</b>	24%	25%	29%	25%	25%	<b>24%</b>	+3
Very dissatisfied	<b>38%</b>	39%	<b>31%</b>	37%	44%	<b>55%</b>	33%	40%	36%	<b>31%</b>	41%	39%	<b>32%</b>	39%	<b>46%</b>	<b>39%</b>	-1
Don't know	<b>5%</b>	3%	5%	5%	3%	8%	5%	4%	5%	7%	<b>8%</b>	<b>2%</b>	6%	4%	5%	<b>5%</b>	-
Prefer not to answer	<b>1%</b>	1%	3%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	<b>2%</b>	-1

# Satisfaction With Trudeau's Government

## – *By Voting Intentions*

**Q2.** Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents

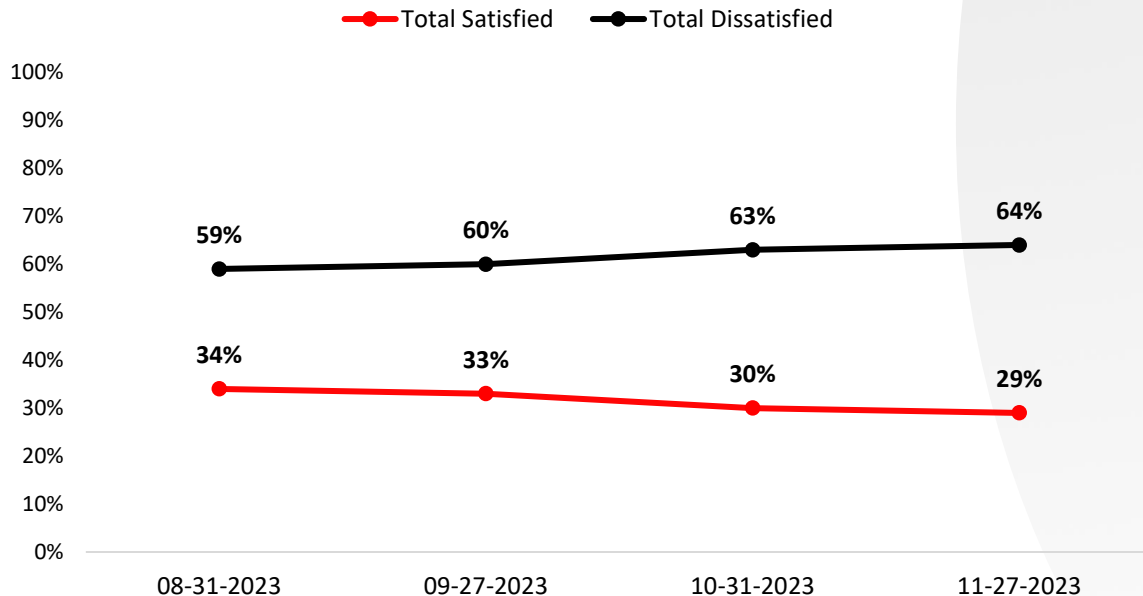


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,529	482	317	248	89	35	29
Unweighted n=	1,529	475	327	227	104	40	30
<b>Total Satisfied</b>	<b>29%</b>	<b>11%</b>	<b>77%</b>	31%	<b>20%</b>	24%	5%
Very satisfied	5%	1%	15%	1%	1%	6%	0%
Somewhat satisfied	25%	9%	62%	30%	18%	18%	5%
<b>Total Dissatisfied</b>	<b>64%</b>	<b>89%</b>	<b>22%</b>	65%	<b>78%</b>	73%	94%
Somewhat dissatisfied	27%	22%	18%	39%	38%	39%	34%
Very dissatisfied	38%	67%	3%	26%	40%	34%	60%
Don't know	5%	0%	1%	3%	1%	3%	2%
Prefer not to answer	1%	0%	0%	0%	1%	0%	0%

## Satisfaction With Trudeau's Government - *Evolution*

**Q2.** Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

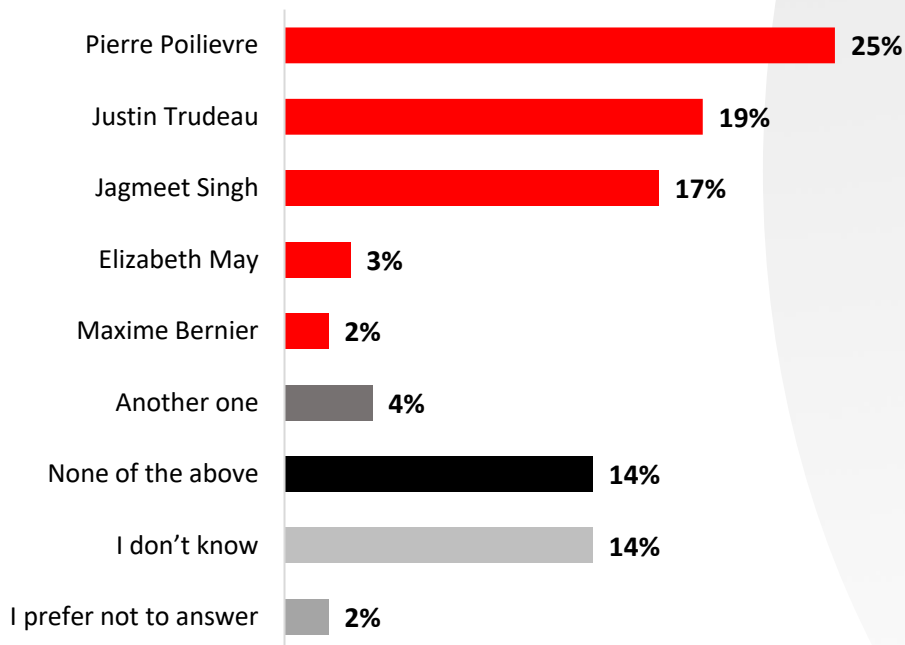
Base: All respondents



## Leader Who Would Make the Best Prime Minister (1/2)

**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,529)



# Leader Who Would Make the Best Prime Minister (2/2)

**Q2A.** 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	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Oct. 31 <sup>st</sup> , 2023	Gap
Weighted n=	1,529	102	353	592	98	170	212	745	784	407	492	630	583	654	270	1,632	
Unweighted n=	1,529	100	418	601	130	127	153	774	755	397	540	592	623	627	257	1,632	
Pierre Poilievre	<b>25%</b>	18%	<b>17%</b>	25%	<b>41%</b>	<b>42%</b>	21%	<b>28%</b>	<b>22%</b>	21%	<b>29%</b>	24%	<b>21%</b>	27%	28%	<b>29%</b>	-4
Justin Trudeau	<b>19%</b>	22%	19%	18%	15%	<b>11%</b>	25%	18%	19%	<b>13%</b>	15%	<b>25%</b>	<b>22%</b>	17%	17%	<b>18%</b>	+1
Jagmeet Singh	<b>17%</b>	27%	<b>11%</b>	18%	19%	13%	<b>25%</b>	17%	17%	<b>28%</b>	15%	<b>12%</b>	19%	16%	16%	<b>15%</b>	+2
Elizabeth May	<b>3%</b>	3%	2%	3%	2%	1%	2%	<b>4%</b>	<b>1%</b>	4%	2%	2%	3%	2%	3%	<b>4%</b>	-1
Maxime Bernier	<b>2%</b>	4%	1%	<b>1%</b>	1%	3%	3%	<b>3%</b>	<b>1%</b>	1%	2%	1%	1%	1%	3%	<b>2%</b>	-
Another one	<b>4%</b>	2%	<b>12%</b>	<b>2%</b>	2%	<b>0%</b>	<b>2%</b>	5%	4%	<b>2%</b>	4%	5%	5%	4%	2%	<b>3%</b>	+1
None of the above	<b>14%</b>	15%	<b>19%</b>	12%	10%	17%	10%	13%	16%	13%	<b>11%</b>	<b>17%</b>	12%	14%	17%	<b>13%</b>	+1
Don't know	<b>14%</b>	<b>7%</b>	16%	<b>18%</b>	9%	10%	10%	<b>11%</b>	<b>18%</b>	17%	17%	<b>11%</b>	15%	15%	12%	<b>15%</b>	-1
Prefer not to answer	<b>2%</b>	1%	3%	3%	1%	2%	2%	2%	3%	2%	4%	2%	2%	3%	1%	<b>2%</b>	-



# Leader Who Would Make the Best Prime Minister

## – *By Voting Intentions*

**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents



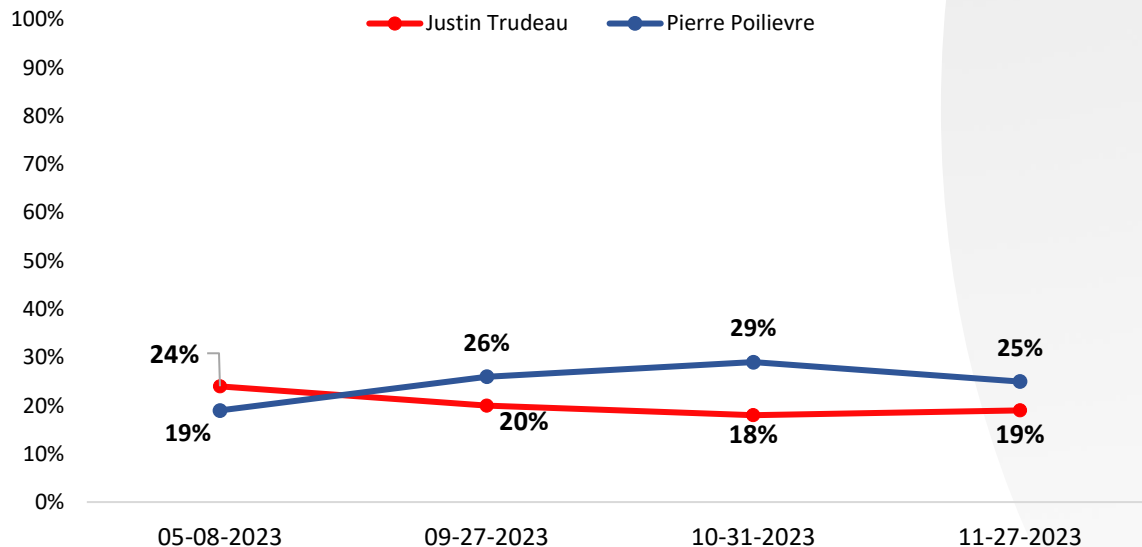
	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
<b>Weighted n=</b>	1,529	482	317	248	89	35	29
<b>Unweighted n=</b>	1,529	475	327	227	104	40	30
Pierre Poilievre	<b>25%</b>	<b>73%</b>	<b>1%</b>	<b>0%</b>	<b>12%</b>	1%	10%
Justin Trudeau	<b>19%</b>	<b>2%</b>	<b>73%</b>	<b>5%</b>	<b>10%</b>	3%	5%
Jagmeet Singh	<b>17%</b>	<b>10%</b>	<b>4%</b>	<b>71%</b>	<b>5%</b>	20%	0%
Elizabeth May	<b>3%</b>	<b>1%</b>	2%	3%	1%	38%	2%
Maxime Bernier	<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	3%	0%	63%
Another one	<b>4%</b>	<b>2%</b>	<b>1%</b>	3%	<b>28%</b>	1%	2%
None of the above	<b>14%</b>	<b>7%</b>	<b>9%</b>	11%	<b>28%</b>	15%	10%
Don't know	<b>14%</b>	<b>4%</b>	<b>8%</b>	<b>7%</b>	12%	22%	8%
Prefer not to answer	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	0%	0%

# Leader Who Would Make the Best Prime Minister

## – Evolution

**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents



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REPORT

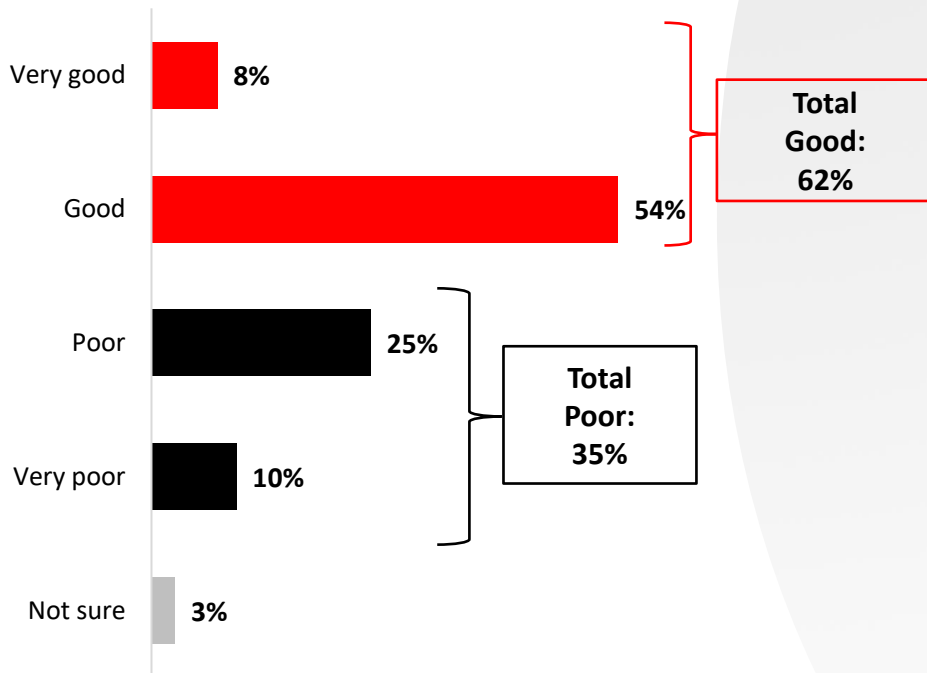
# State of the Economy



# State of Household Finances (1/3)

**Q3.** How would you describe your own household's finances today?

Base: All respondents (n=1,529)



# State of Household Finances (2/3)

## Q3. How would you describe your own household's finances today?



Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Oct. 31 <sup>st</sup> , 2023	Gap
Weighted n=	1,529	102	353	592	98	170	212	745	784	407	492	630	583	654	270	1,632	
Unweighted n=	1,529	100	418	601	130	127	153	774	755	397	540	592	623	627	257	1,632	
<b>Total Good</b>	<b>62%</b>	<b>72%</b>	<b>68%</b>	<b>58%</b>	68%	54%	62%	62%	62%	58%	<b>55%</b>	<b>70%</b>	62%	64%	58%	<b>58%</b>	<b>+4</b>
Very good	<b>8%</b>	6%	<b>11%</b>	7%	8%	4%	8%	<b>9%</b>	<b>6%</b>	6%	6%	<b>10%</b>	8%	8%	6%	<b>7%</b>	<b>+1</b>
Good	<b>54%</b>	<b>66%</b>	57%	51%	60%	49%	54%	52%	56%	52%	<b>49%</b>	<b>60%</b>	54%	56%	52%	<b>51%</b>	<b>+3</b>
<b>Total Poor</b>	<b>35%</b>	<b>24%</b>	<b>29%</b>	<b>40%</b>	32%	41%	36%	36%	34%	38%	<b>42%</b>	<b>28%</b>	35%	33%	39%	<b>39%</b>	<b>-4</b>
Poor	<b>25%</b>	<b>16%</b>	23%	28%	26%	28%	25%	27%	24%	27%	<b>30%</b>	<b>20%</b>	26%	24%	26%	<b>28%</b>	<b>-3</b>
Very poor	<b>10%</b>	8%	<b>6%</b>	12%	6%	13%	11%	10%	10%	11%	12%	8%	9%	9%	13%	<b>11%</b>	<b>-1</b>
Not sure	<b>3%</b>	4%	3%	2%	<b>0%</b>	5%	2%	2%	4%	4%	3%	<b>2%</b>	3%	3%	3%	<b>3%</b>	<b>-</b>

# State of Household Finances (3/3)

**Q3.** How would you describe your own household's finances today?

Base: All respondents

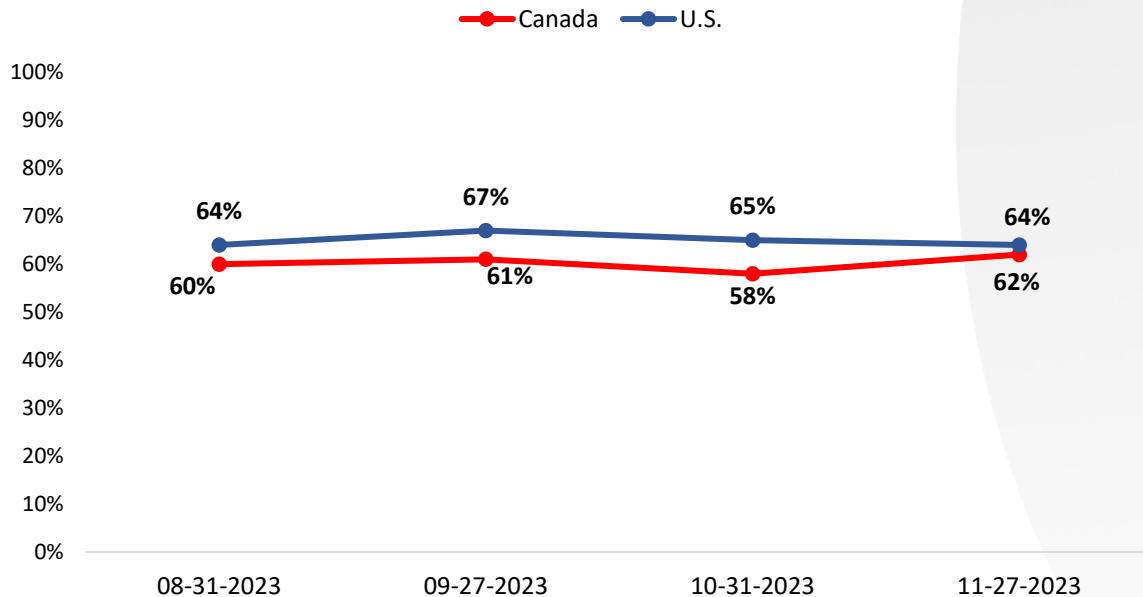
	 Total Canada	 Total USA	Gap
Weighted n=	1,529	1,001	
Unweighted n=	1,529	1,001	
<b>Total Good</b>	62%	64%	2
Very good	8%	15%	7
Good	54%	50%	4
<b>Total Poor</b>	35%	30%	5
Poor	25%	22%	3
Very poor	10%	8%	2
Not sure	3%	5%	2

# State of Household Finances - *Evolution*

**Q3.** How would you describe your own household's finances today?

Base: All respondents

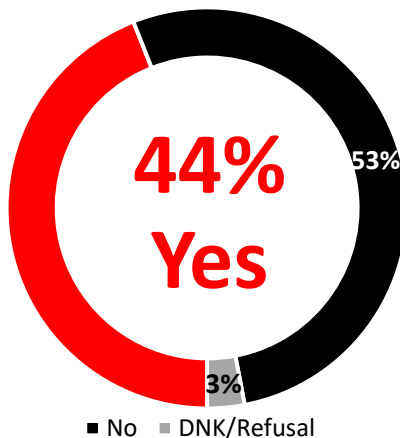
## **% Total Good Presented**



# Living Paycheck to Paycheck (1/2)

## Q4. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,529)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Oct. 31 <sup>st</sup> , 2023	Gap
Weighted n=	1,529	102	353	592	98	170	212	745	784	407	492	630	583	654	270	1,632	
Unweighted n=	1,529	100	418	601	130	127	153	774	755	397	540	592	623	627	257	1,632	
Yes	44%	47%	33%	50%	50%	48%	40%	41%	47%	46%	53%	36%	44%	41%	52%	50%	-6
No	53%	49%	64%	48%	48%	49%	57%	56%	51%	49%	43%	63%	53%	57%	46%	48%	+5
Don't know/Refusal	3%	4%	3%	2%	2%	3%	3%	3%	3%	5%	4%	1%	3%	3%	2%	2%	+1



# Living Paycheck to Paycheck (2/2)

**Q4.** Are you currently living paycheck to paycheck?

Base: All respondents

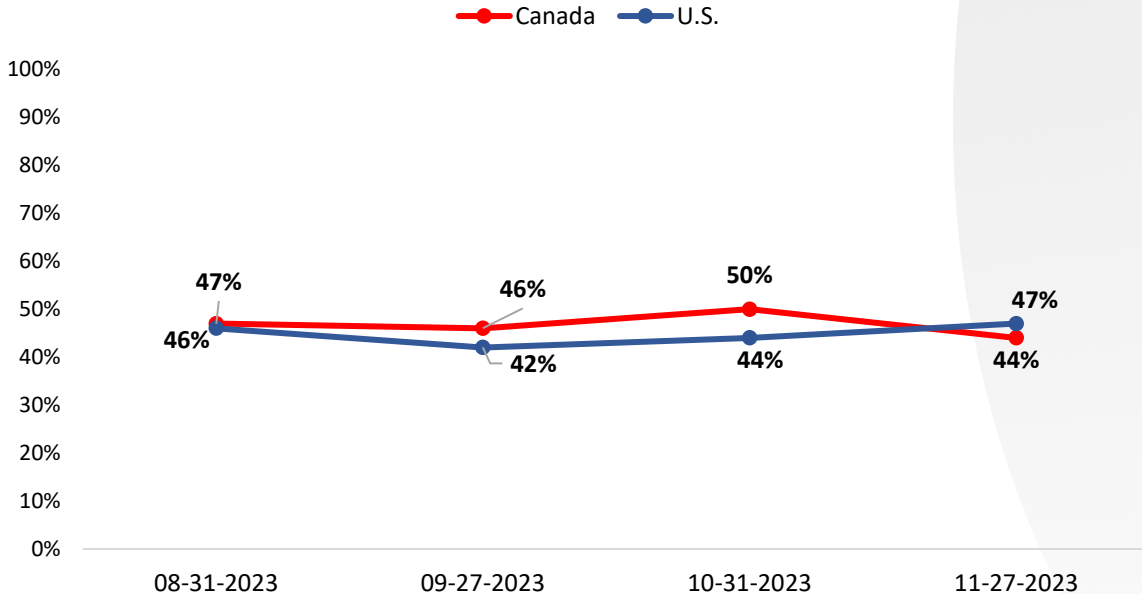
	 Total Canada	 Total USA	Gap
Weighted n=	1,529	1,001	
Unweighted n=	1,529	1,001	
Yes	44%	47%	3
No	53%	48%	5
Don't know/Refusal	3%	5%	2

# Living Paycheck to Paycheck - Evolution

**Q4.** Are you currently living paycheck to paycheck?

Base: All respondents

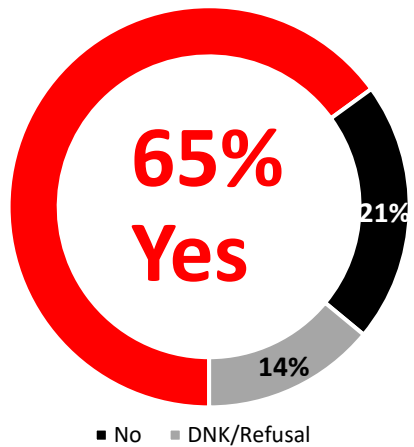
**% Yes Presented**



# Economic Recession in the Country (1/2)

**Q5.** Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,529)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Oct. 31st 2023	Gap
Weighted n=	1,529	102	353	592	98	170	212	745	784	407	492	630	583	654	270	1,632	
Unweighted n=	1,529	100	418	601	130	127	153	774	755	397	540	592	623	627	257	1,632	
Yes	<b>65%</b>	65%	64%	66%	68%	68%	61%	67%	64%	68%	<b>69%</b>	<b>60%</b>	63%	65%	69%	<b>65%</b>	-
No	<b>21%</b>	20%	23%	20%	16%	25%	18%	<b>24%</b>	<b>18%</b>	<b>16%</b>	<b>17%</b>	<b>26%</b>	23%	21%	<b>15%</b>	<b>21%</b>	-
Don't know/Refusal	<b>14%</b>	15%	13%	14%	15%	<b>7%</b>	21%	<b>10%</b>	<b>18%</b>	16%	14%	14%	14%	14%	16%	<b>14%</b>	-

# Economic Recession in the Country (2/2)

**Q5.** Do you believe Canada/the United States is currently in an economic recession?

Base: All respondents

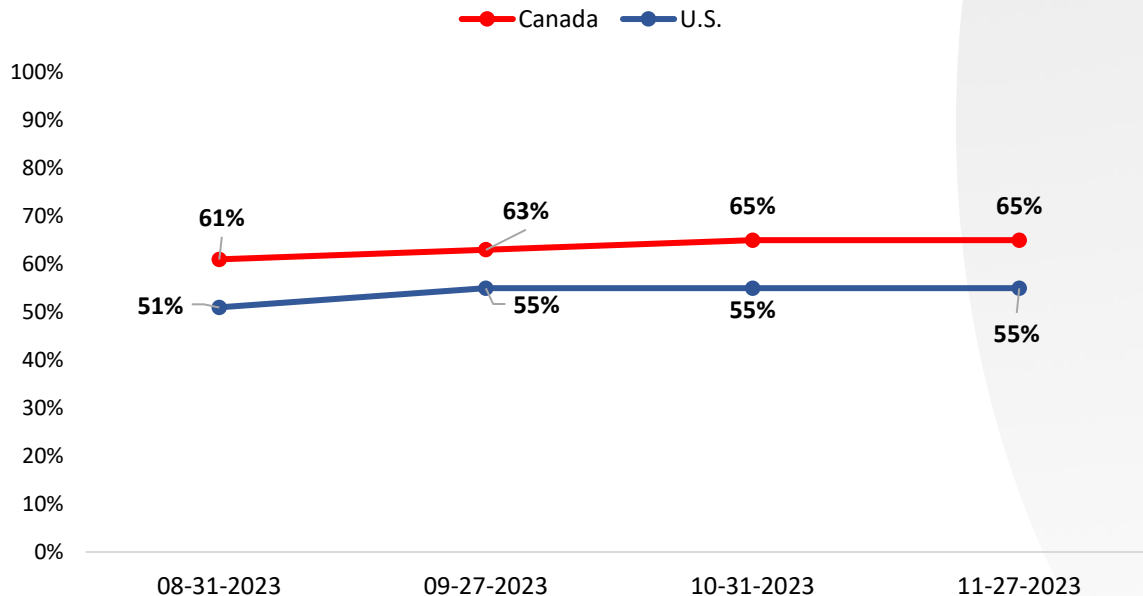
	 <b>Total Canada</b>	 <b>Total USA</b>	<b>Gap</b>
<b>Weighted n=</b>	1,529	1,001	
<b>Unweighted n=</b>	1,529	1,001	
Yes	<b>65%</b>	<b>55%</b>	10
No	<b>21%</b>	<b>31%</b>	10
Don't know/Refusal	14%	14%	-

# Economic Recession in the Country - Evolution

**Q5.** Do you believe Canada/the United States is currently in an economic recession?

Base: All respondents

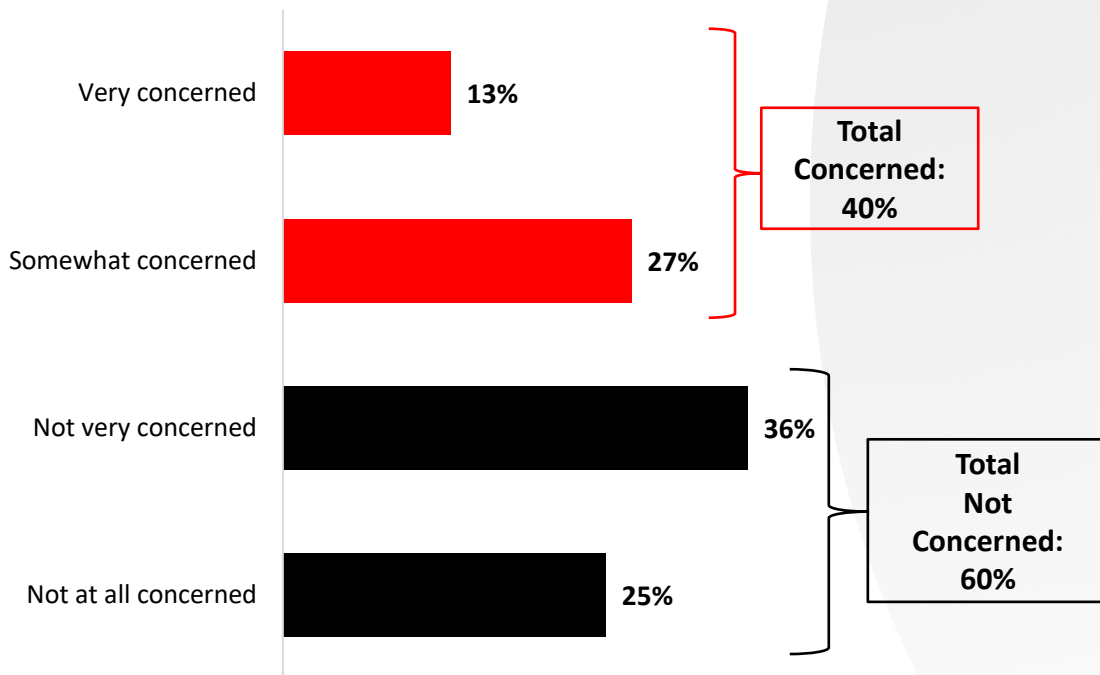
**% Yes Presented**



# Concerns About Losing Job (1/3)

**Q6.** How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=835)



# Concerns About Losing Job (2/3)

**Q6.** How concerned are you about losing your job in the next 12 months?



Base: Respondents who are currently employed

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Oct. 31 <sup>st</sup> 2023	Gap
Weighted n=	771	46	178	303	52	86	106	411	361	252	364	155	305	344	111	821	
Unweighted n=	835	52	234	325	77	60	87	449	386	267	412	156	348	355	121	870	
<b>Total Concerned</b>	<b>40%</b>	43%	<b>26%</b>	41%	29%	53%	50%	<b>44%</b>	<b>34%</b>	<b>46%</b>	40%	<b>28%</b>	41%	40%	35%	<b>40%</b>	-
Very concerned	<b>13%</b>	17%	<b>8%</b>	14%	8%	18%	12%	15%	10%	12%	15%	<b>8%</b>	13%	12%	15%	<b>14%</b>	<b>-1</b>
Somewhat concerned	<b>27%</b>	26%	<b>18%</b>	27%	20%	35%	37%	30%	24%	<b>33%</b>	25%	21%	28%	29%	20%	<b>27%</b>	-
<b>Total Not Concerned</b>	<b>60%</b>	57%	<b>74%</b>	59%	71%	47%	50%	<b>56%</b>	<b>66%</b>	<b>54%</b>	60%	<b>72%</b>	59%	60%	65%	<b>60%</b>	-
Not very concerned	<b>36%</b>	27%	40%	38%	45%	31%	<b>24%</b>	34%	37%	30%	39%	36%	36%	34%	36%	<b>34%</b>	<b>+2</b>
Not at all concerned	<b>25%</b>	30%	<b>34%</b>	21%	27%	16%	26%	22%	29%	24%	<b>21%</b>	<b>35%</b>	23%	26%	29%	<b>26%</b>	<b>-1</b>

# Concerns About Losing Job (3/3)

**Q6.** How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
<b>Weighted n=</b>	771	570	
<b>Unweighted n=</b>	835	567	
<b>Total Concerned</b>	40%	36%	4
Very concerned	13%	12%	1
Somewhat concerned	27%	24%	3
<b>Total Not Concerned</b>	60%	64%	4
Not very concerned	36%	33%	3
Not at all concerned	<b>25%</b>	<b>31%</b>	6

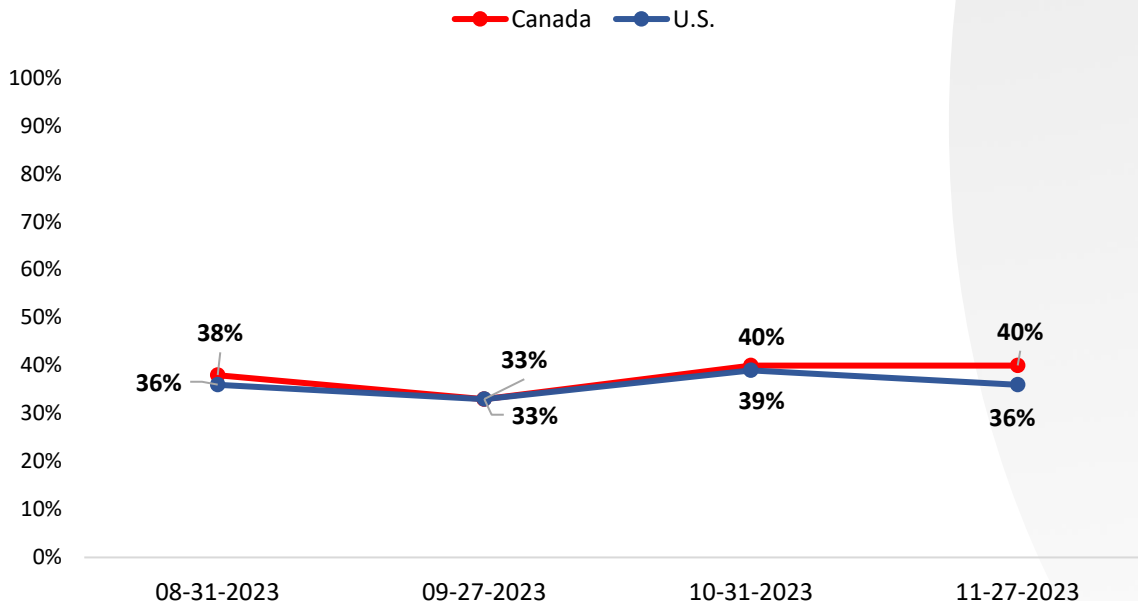


# Concerns About Losing Job – Evolution

**Q6.** How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

## % Total Concerned Presented



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REPORT

# American Politics

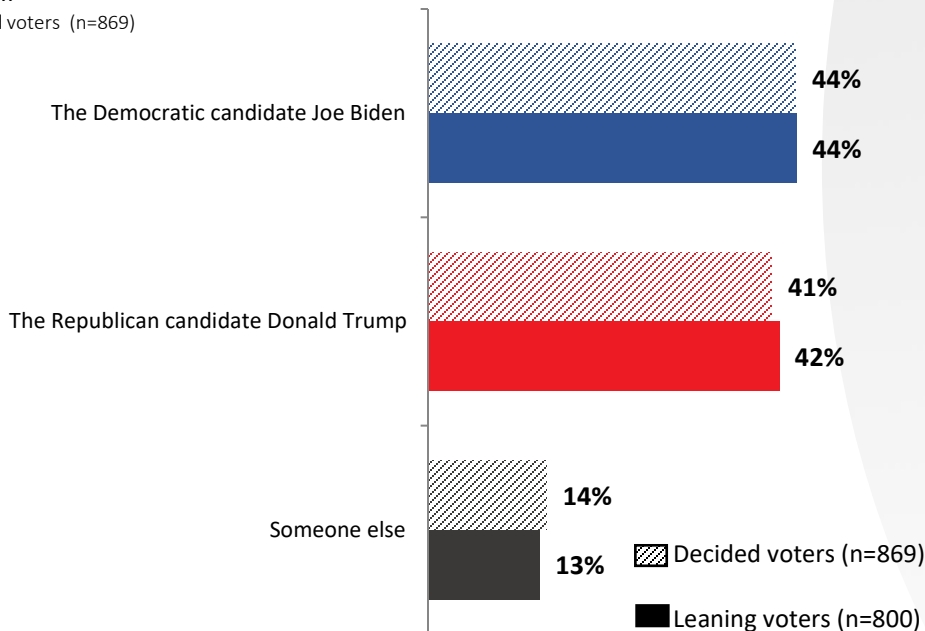
Survey of Americans



# US Voting Intentions (1/2)

**Q8.** If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between...*

Base: Decided voters (n=869)



# US Voting Intentions (2/2)

**Q8.** If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between...*

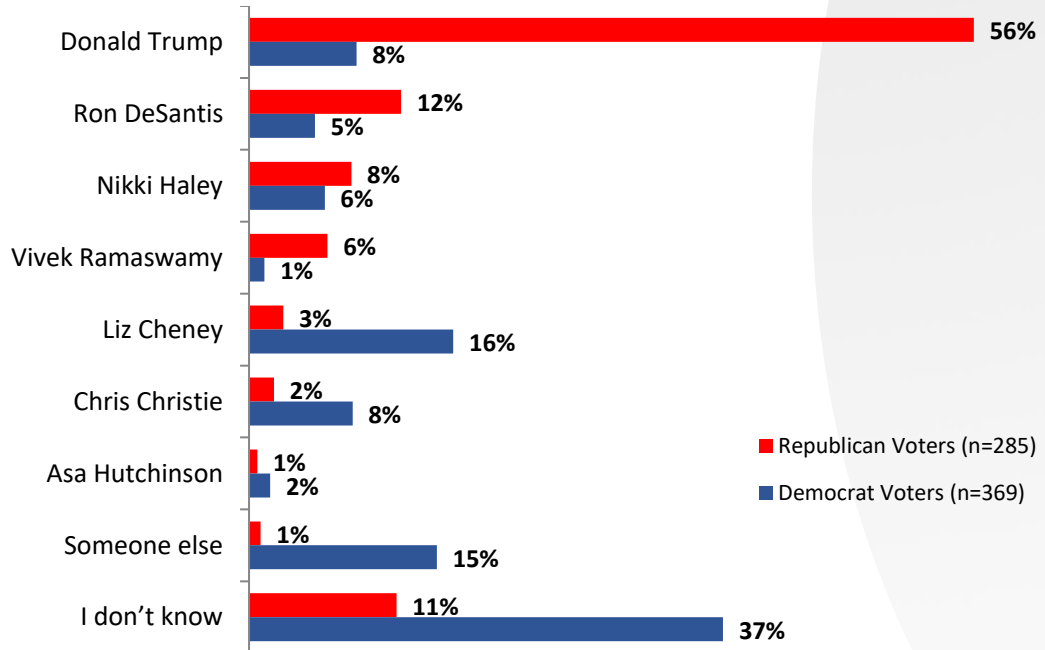
Base: All respondents

	TOTAL U.S.	TOTAL DECIDED VOTERS	TOTAL LEANING VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,001	846	766	142	163	286	176	141	274	352	387	380
Unweighted n=	1,001	869	800	180	195	219	206	85	283	432	396	404
The Democratic candidate Joe Biden	<b>37%</b>	<b>44%</b>	<b>44%</b>	45%	45%	40%	51%	53%	44%	41%	<b>37%</b>	<b>52%</b>
The Republican candidate Donald Trump	<b>35%</b>	<b>41%</b>	<b>42%</b>	36%	40%	<b>50%</b>	37%	36%	43%	44%	<b>50%</b>	<b>35%</b>
Someone else	<b>12%</b>	<b>14%</b>	<b>13%</b>	19%	15%	10%	12%	11%	14%	14%	13%	13%
Can't vote	<b>2%</b>	-	-	-	-	-	-	-	-	-	-	-
Won't vote	<b>8%</b>	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>6%</b>	-	-	-	-	-	-	-	-	-	-	-

# Preferred Republican Candidate – *Republican vs Democrat Voters*

**Q9.** Which candidate would you like to see as the Republican candidate for president in 2024?

Base: All respondents (n=1,001)

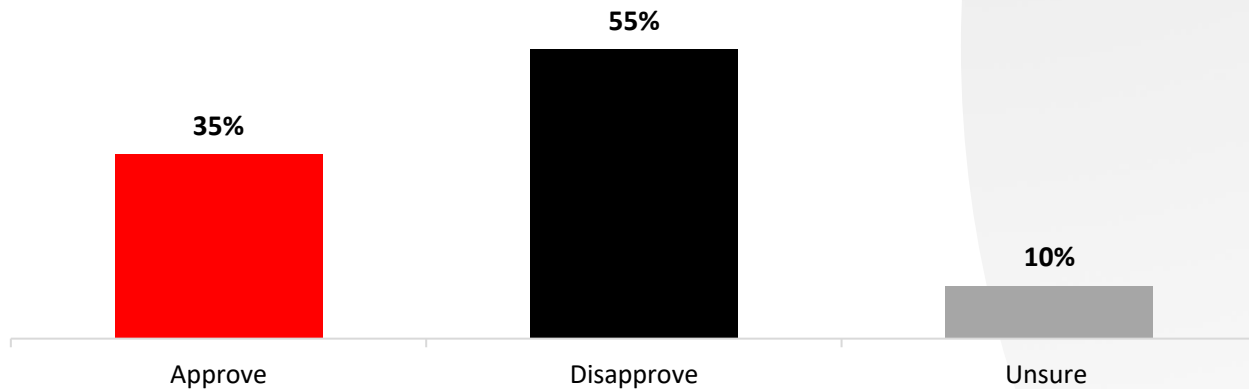


## Biden's Approval Rating (1/2)

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**Q10.** 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=1,001)



# Biden's Approval Rating (2/2)

**Q10.** 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?*

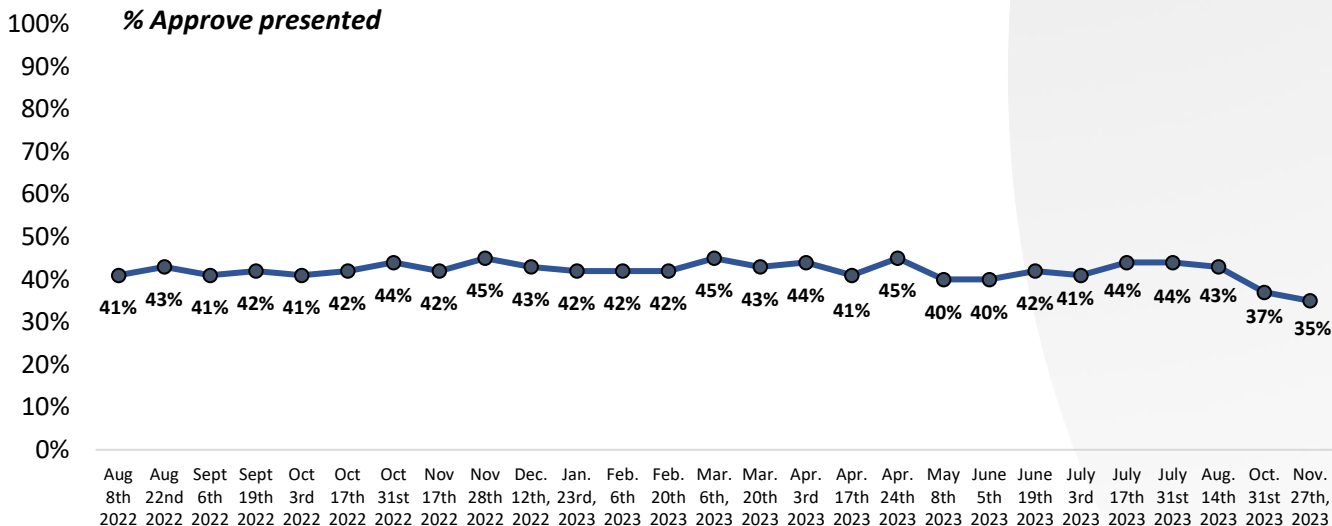
Base: All respondents

	Total United States	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Voted for Trump In 2020	Voted for Biden In 2020	TOTAL Oct 31 <sup>st</sup> 2023	Gap
Weighted n=	1,001	181	210	376	234	229	368	404	485	516	350	374	1,002	
Unweighted n=	1,001	224	240	280	257	130	371	500	470	531	324	413	1,002	
Approve	<b>35%</b>	36%	34%	33%	38%	33%	36%	35%	34%	36%	<b>6%</b>	<b>80%</b>	<b>37%</b>	-2
Disapprove	<b>55%</b>	55%	55%	59%	48%	53%	56%	55%	<b>60%</b>	<b>50%</b>	<b>91%</b>	<b>8%</b>	<b>51%</b>	+4
Unsure	<b>10%</b>	9%	10%	8%	14%	14%	8%	10%	<b>6%</b>	<b>14%</b>	<b>3%</b>	12%	<b>12%</b>	-2

# Biden's Approval Rating – Evolution

**Q10.** 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=1,001)





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REPORT

# Respondent Profile

Subtitle



# Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
<b>Province</b>	<b>1,529</b>	<b>1,529</b>
British Columbia	153	212
Alberta	127	170
Manitoba/Saskatchewan	130	98
Ontario	601	592
Quebec	418	353
Atlantic	100	102

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,001</b>	<b>1,001</b>
NorthEast	224	181
MidWest	240	210
South	280	376
West	257	234

## Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,529</b>	<b>1,529</b>
Male	774	745
Female	755	784
<b>Age</b>	<b>1,529</b>	<b>1,529</b>
18 to 34	397	407
35 to 54	540	492
55+	592	630
<b>Language (Mother tongue)</b>	<b>1,529</b>	<b>1,529</b>
English	951	1,044
French	390	302
Other	186	181

# Weighted and Unweighted Sample (3/3)

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,001</b>	<b>1,001</b>
Male	470	485
Female	531	516
<b>Age</b>	<b>1,001</b>	<b>1,001</b>
Between 18 and 29	60	104
Between 30 and 39	153	271
Between 40 and 49	183	155
Between 50 and 64	345	247
65 or older	260	224

# Our services

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- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
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 | NEW YORK

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