
NORTH AMERICAN TRACKER

Leger

October 11th, 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 **1,534 Canadians and 1,000 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 **October 07th, 2022, to October 10th, 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



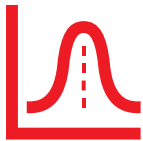
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 $\pm 2.50\%$, **19 times out of 20** for the Canadian sample and of $\pm 3.09\%$, **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%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS

2021 Canadian Federal Election*

*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](#).

FEDERAL VOTING INTENTIONS

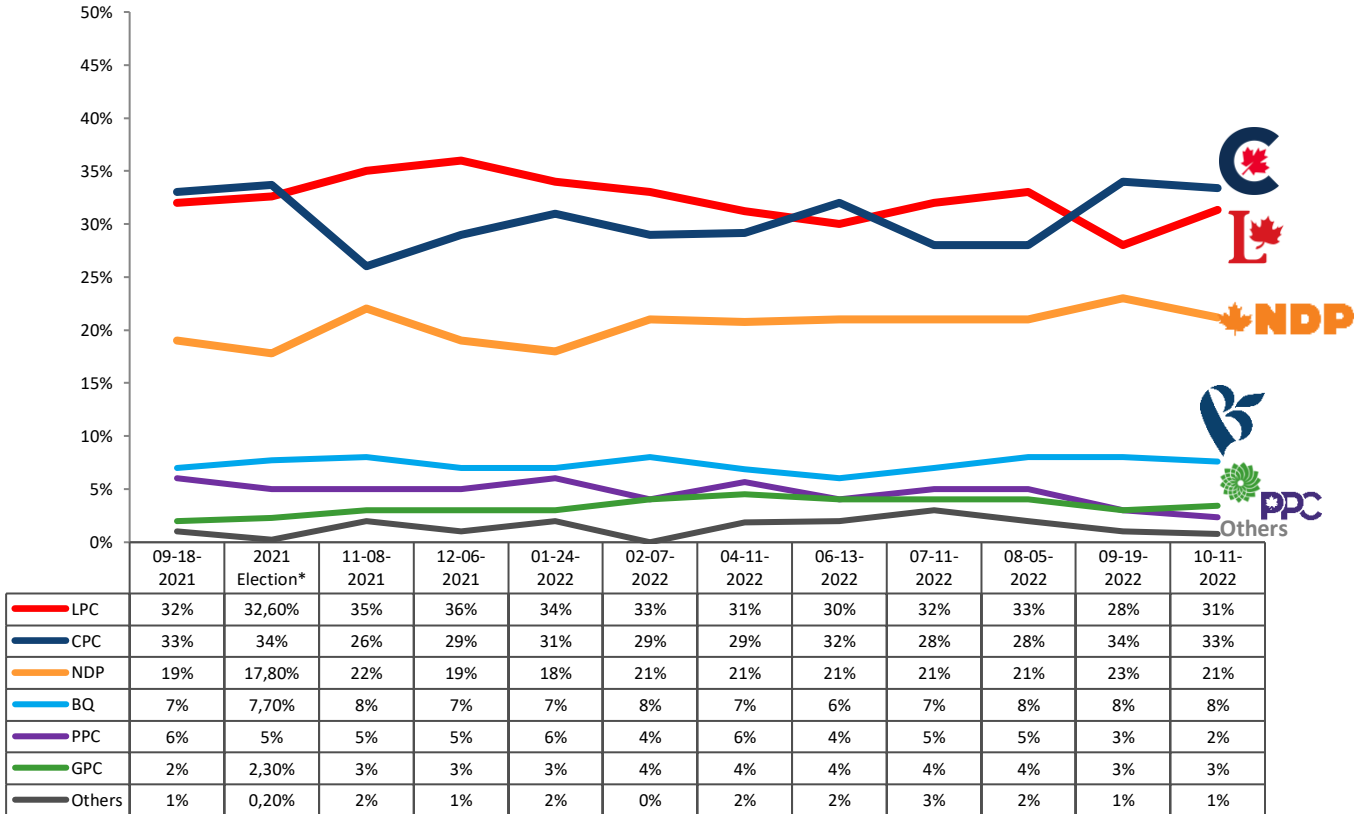
VOTING INTENTIONS - FEDERAL ELECTIONS

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=1,534), 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 Sept. 19th 2022	Gap
Weighted n=	1,534	1,225	79	287	474	78	135	171	620	605	293	402	530	526	468	227	1,204	
Unweighted n=	1,534	1,247	77	345	495	103	104	123	628	619	289	450	508	545	473	226	1,210	
... Pierre Poilievre's Conservative Party of Canada	27%	33%	43%	22%	32%	46%	52%	31%	39%	28%	25%	37%	35%	28%	34%	44%	34%	-1
... Justin Trudeau's Liberal Party of Canada	25%	31%	38%	29%	36%	24%	25%	28%	29%	34%	29%	31%	33%	34%	33%	22%	28%	+3
... Jagmeet Singh's New Democratic Party of Canada	17%	21%	16%	12%	23%	17%	20%	36%	19%	23%	34%	19%	16%	22%	22%	19%	23%	-2
... Yves-François Blanchet's Bloc Québécois	6%	8%	-	31%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-
... Amita Kuttner's Green Party of Canada	3%	3%	2%	4%	4%	4%	0%	5%	3%	4%	3%	3%	4%	4%	3%	2%	3%	-
... Maxime Bernier's People's Party of Canada	2%	2%	1%	2%	4%	5%	1%	0%	2%	2%	2%	4%	2%	3%	2%	2%	3%	-1
... another party	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	-
I would not vote	5%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	11%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN CANADA





Leger



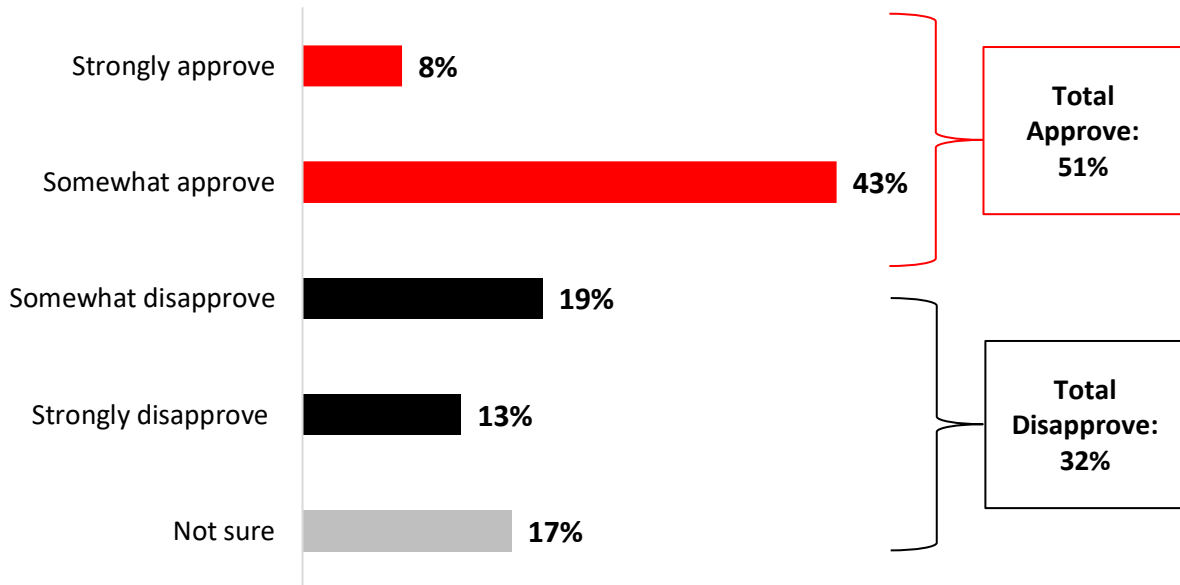
MUNICIPAL POLITICS



APPROVAL OF MAYOR AND COUNCIL (1/2)

CTC1039. Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way they are doing their jobs?

Base: All respondents (n=1,534)



APPROVAL OF MAYOR AND COUNCIL (2/2)

CTC1039. Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way they are doing their jobs?



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
Total Approve	51%	62%	55%	50%	49%	49%	44%	48%	48%	55%	53%	50%	49%	54%	50%
Strongly approve	8%	8%	7%	9%	6%	9%	7%	5%	6%	11%	9%	7%	9%	8%	6%
Somewhat approve	43%	54%	48%	41%	43%	39%	37%	43%	42%	44%	44%	42%	41%	45%	44%
Total Disapprove	32%	26%	25%	32%	39%	35%	42%	26%	34%	34%	35%	30%	34%	32%	29%
Somewhat disapprove	19%	18%	15%	19%	26%	19%	25%	19%	19%	20%	21%	18%	21%	18%	18%
Strongly disapprove	13%	8%	10%	13%	13%	16%	17%	7%	16%	14%	14%	12%	13%	14%	11%
Not sure	17%	13%	20%	17%	13%	16%	14%	26%	17%	11%	13%	21%	16%	14%	21%

APPROVAL OF MAYOR AND COUNCIL (CANADA VS UNITED STATES)

CTC1039. Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way they are doing their jobs?

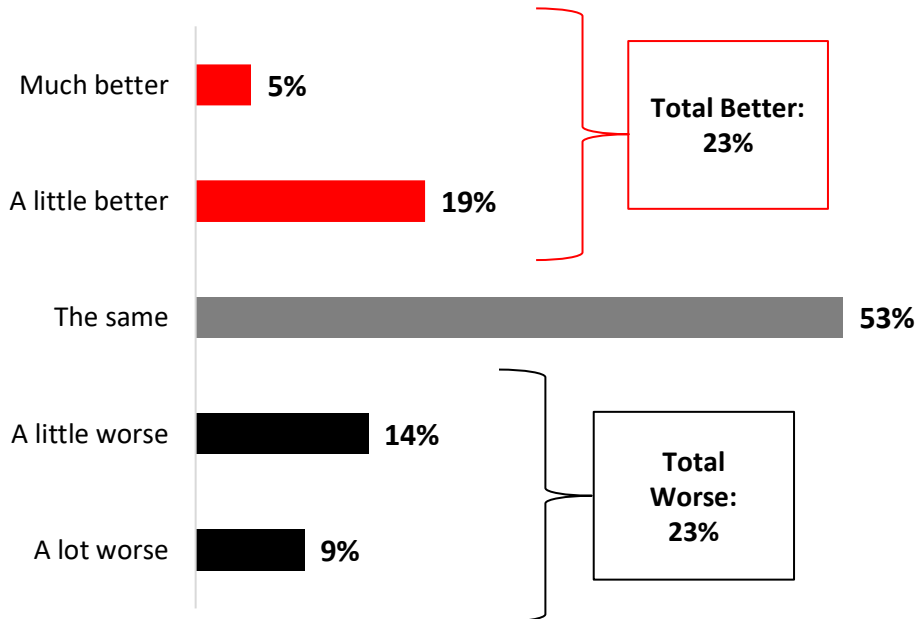
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
Total Approve	51%	45%	6
Strongly approve	8%	11%	3
Somewhat approve	43%	34%	9
Total Disapprove	32%	34%	2
Somewhat disapprove	19%	19%	-
Strongly disapprove	13%	15%	2
Not sure	17%	21%	4

JOB OF MAYOR AND COUNCIL (1/2)

CTC1040. Would you say things are better or worse in your municipality based on the job the mayor and council have done since they were elected?

Base: All respondents (n=1,534)



JOB OF MAYOR AND COUNCIL (2/2)

CTC1040. Would you say things are better or worse in your municipality based on the job the mayor and council have done since they were elected?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
Total Better	23%	27%	27%	24%	16%	15%	24%	27%	20%	24%	26%	21%	26%	21%	23%
Much better	5%	2%	7%	5%	4%	0%	5%	4%	4%	6%	5%	4%	4%	5%	3%
A little better	19%	25%	20%	19%	12%	15%	19%	23%	16%	18%	21%	17%	21%	16%	20%
The same	53%	57%	56%	51%	53%	58%	51%	61%	55%	48%	50%	57%	48%	57%	56%
Total Worse	23%	16%	17%	25%	31%	26%	25%	13%	25%	28%	25%	22%	26%	22%	21%
A little worse	14%	12%	11%	16%	22%	18%	10%	7%	14%	19%	16%	13%	15%	14%	15%
A lot worse	9%	4%	6%	9%	9%	9%	15%	5%	11%	10%	9%	9%	11%	8%	6%

JOB OF MAYOR AND COUNCIL (CANADA VS UNITED STATES)

CTC1040. Would you say things are better or worse in your municipality based on the job the mayor and council have done since they were elected?

Base: All respondents

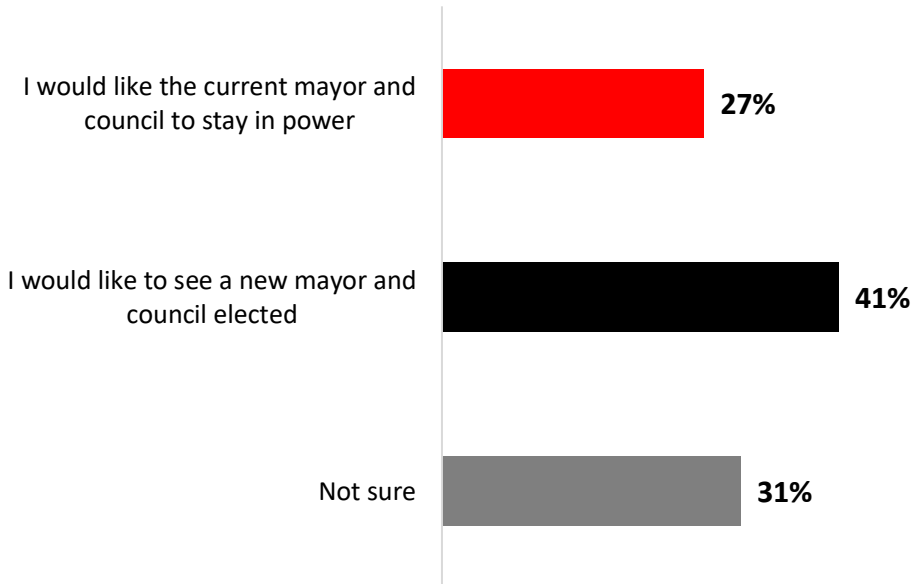


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
Total Better	23%	23%	-
Much better	5%	7%	2
A little better	19%	17%	2
The same	53%	55%	2
Total Worse	23%	22%	1
A little worse	14%	12%	2
A lot worse	9%	10%	1

CHANGE OF MAYOR AND COUNCIL (1/2)

CTC1041. Thinking about your next municipal election, which of the following would you prefer?

Base: All respondents (n=1,534)





CHANGE OF MAYOR AND COUNCIL (2/2)

CTC1041. Thinking about your next municipal election, which of the following would you prefer?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
I would like the current mayor and council to stay in power	27%	33%	36%	25%	23%	24%	21%	22%	24%	33%	28%	27%	27%	27%	30%
I would like to see a new mayor and council elected	41%	29%	36%	47%	49%	29%	49%	38%	41%	44%	45%	38%	42%	44%	36%
Not sure	31%	38%	28%	29%	27%	47%	30%	39%	35%	23%	27%	35%	31%	29%	34%

CHANGE OF MAYOR AND COUNCIL (CANADA VS UNITED STATES)

CTC1041. Thinking about your next municipal election, which of the following would you prefer?






Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
I would like the current mayor and council to stay in power	27%	22%	5
I would like to see a new mayor and council elected	41%	38%	3
Not sure	31%	41%	10

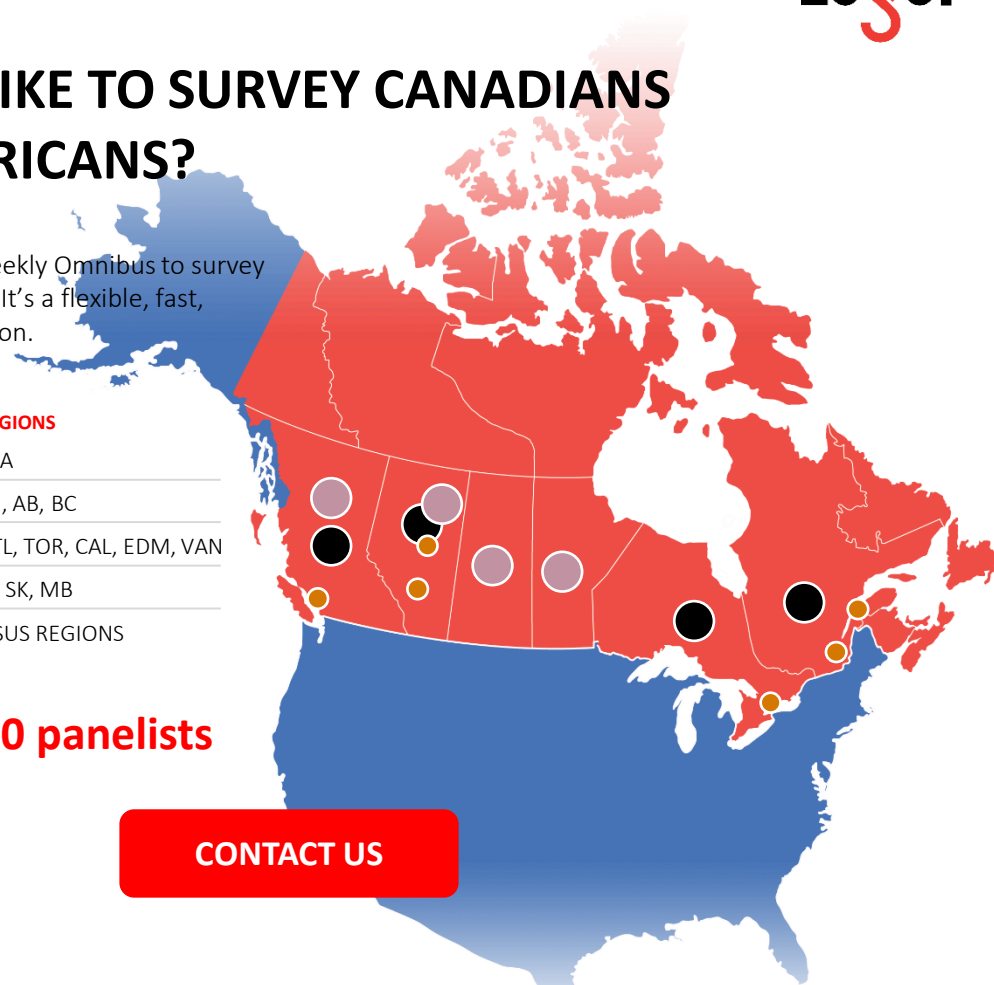
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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](#)





Leger



APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	155	214
Alberta	130	171
Manitoba/Saskatchewan	125	99
Ontario	606	594
Quebec	417	354
Atlantic	101	103

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

US Region	Unweighted	Weighted
NorthEast	200	179
MidWest	228	217
South	312	371
West	260	233

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	747	748
Female	787	786

AGE	Unweighted	Weighted
Between 18 and 34	368	384
Between 35 and 54	557	519
55 or over	609	631

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	941	1,029
French	373	303
Other	218	201

The sample thus collected has a minimum weighting factor of 0.1499 and a maximum weighting factor of 4.7525. The weighted variance is 0.4136.

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	470	486
Female	530	514

AGE	Unweighted	Weighted
Between 18 and 29	70	147
Between 30 and 39	152	202
Between 40 and 49	206	229
Between 50 and 64	290	250
65 or older	282	172

The sample thus collected has a minimum weighting factor of 0.3161 and a maximum weighting factor of 4.4182. The weighted variance is 0.4232.

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.

Leger

We Know Canadians

