

NORTH AMERICAN TRACKER

LeSger

Septembre 27th, 2023

EDITION

THE CANADIAN PRESS 

Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,652/
American Samples: n= 1,000).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

September 22 to
September 24, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.4\%$, (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, number of people in the household, and past vote** in order to ensure a representative sample of the American population.

Methodology



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

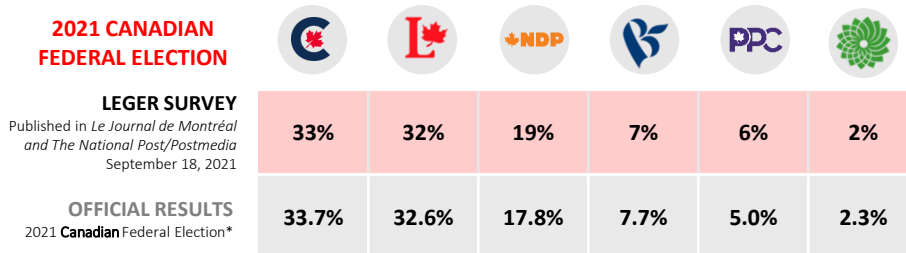
Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

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 September 22 and 24, 2023.

Some of the key highlights of our survey about Canadians and Americans' finances include...

- Nearly half of Canadians (46%) and Americans (42%) are currently living paycheck to paycheck. This represents no significant change since August 2023.
- 63% of Canadians think their country is experiencing an economic recession, in contrast to 55% of Americans who feel the same.
- Among Canadians who are currently employed, one-third (33%) are concerned about losing their job in the next 12 months, and the proportion is the same among Americans (33%).
- Despite the current situation, 61% of Canadians say the state of their household finances is good, while 36% say the state of their household finances is poor. Americans are more optimistic, with 67% saying their household finances are good.



Key Highlights (2/2)

Canadians think that Pierre Poilievre would make the best prime minister

- The Conservative Party of Canada, headed by Pierre Poilievre, is currently leading in voting intentions with 39% support among decided voters. On the other hand, the Liberal Party, led by Justin Trudeau, has 27% support.
- 26% of Canadians believe that Pierre Poilievre would be the best person to serve as the Prime Minister of Canada, while 20% think that Trudeau would be the ideal candidate for the position.



REPORT

Federal Voting Intentions and Satisfaction With The Government in Place

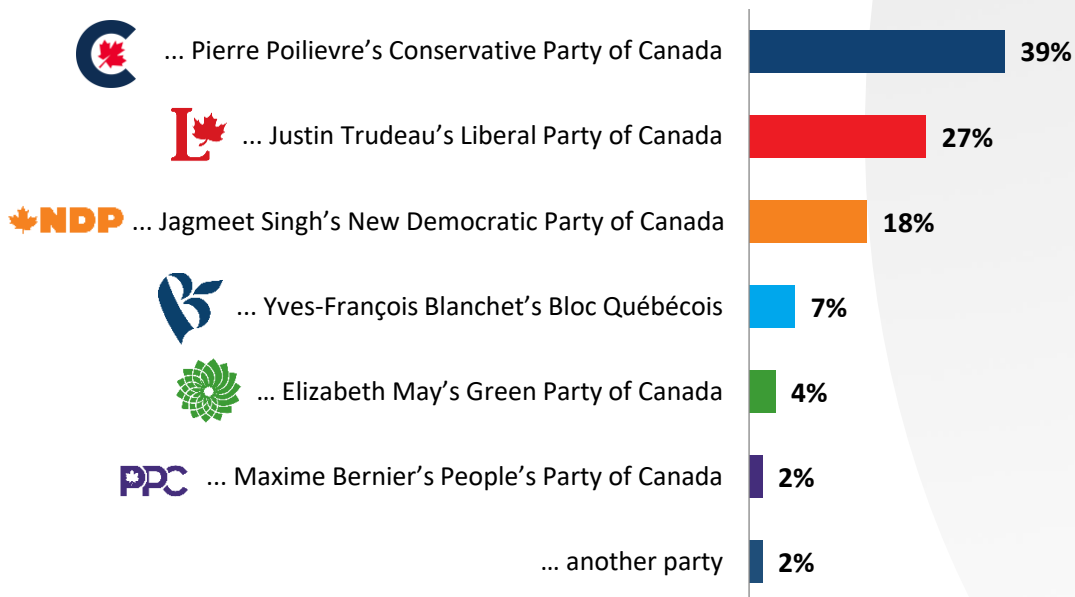
Survey of Canadians



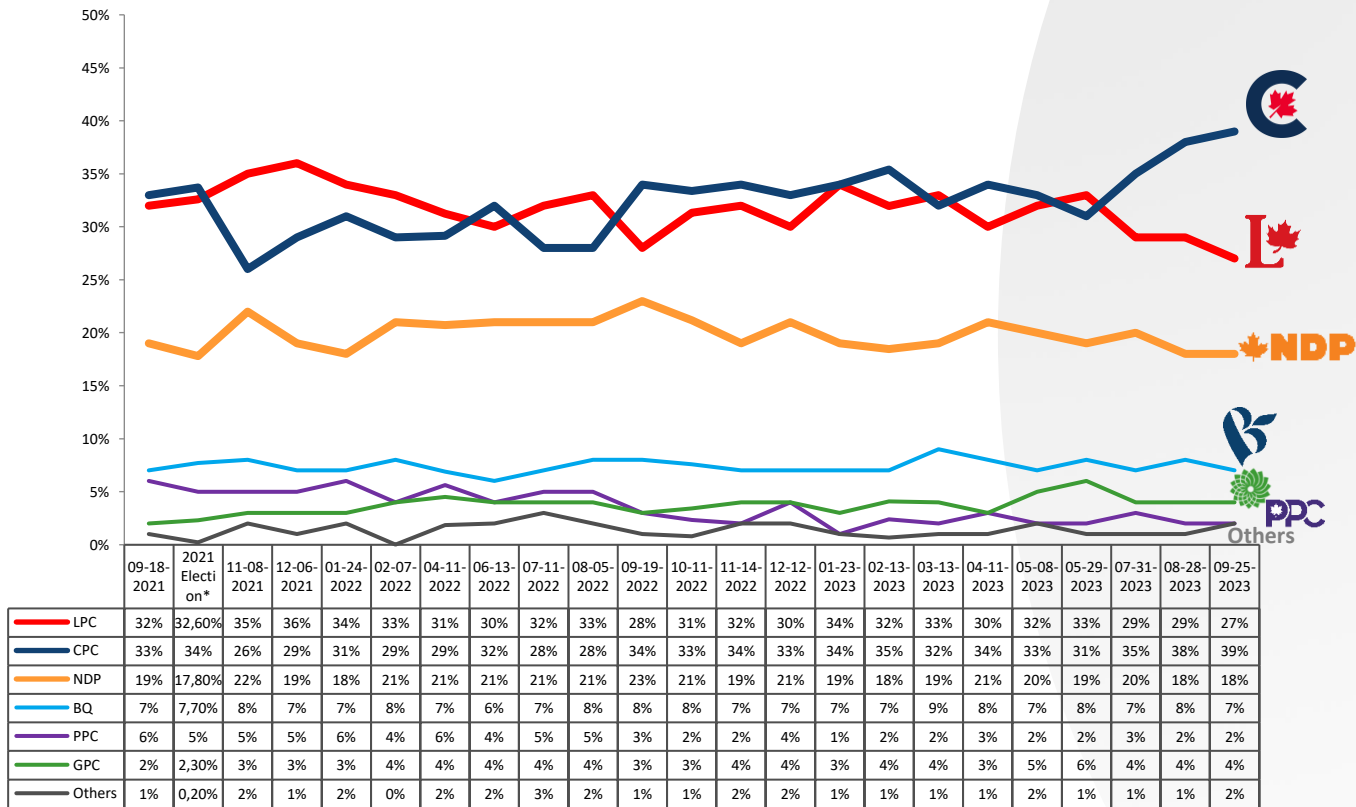
Voting Intentions - Federal Elections (1/2)

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: Decided voters (n=1,358), except for the Bloc Québécois, Quebecers only



Evolution of Voting Intentions in Canada

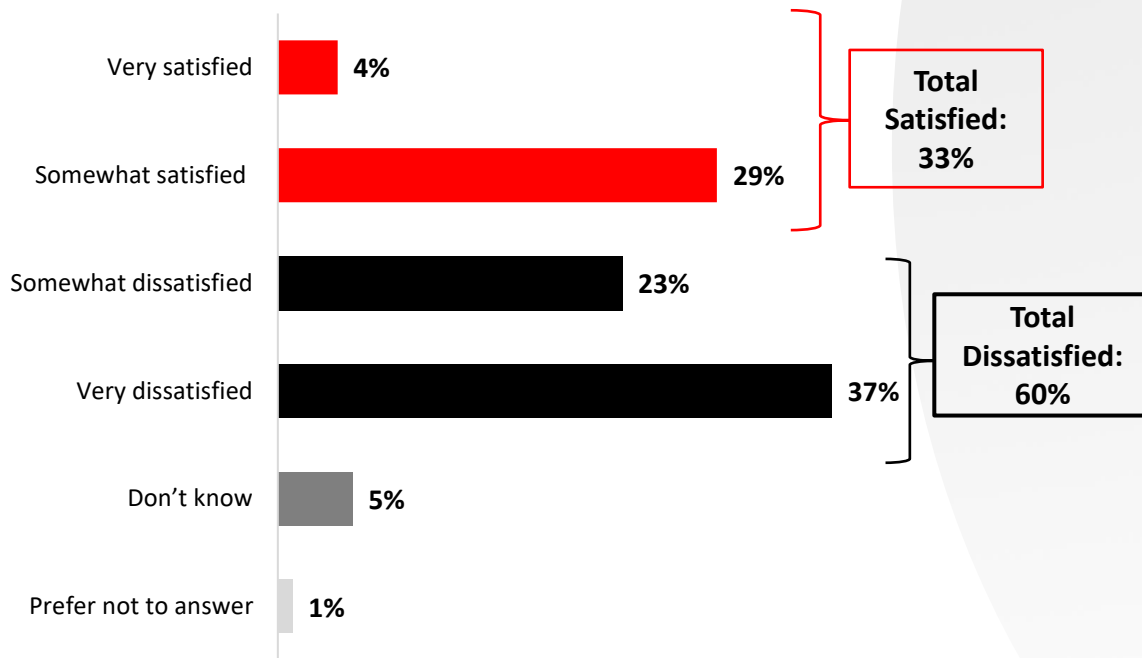


*Official results from Elections Canada

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=1,652)



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 August 31st 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,597	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,597	
Total Satisfied	33%	37%	37%	31%	30%	22%	43%	34%	32%	33%	31%	35%	37%	33%	26%	34%	-1
Very satisfied	4%	5%	4%	4%	7%	2%	4%	6%	3%	6%	4%	3%	6%	3%	2%	5%	-1
Somewhat satisfied	29%	32%	32%	27%	22%	20%	40%	28%	30%	28%	27%	32%	32%	30%	23%	29%	-
Total Dissatisfied	60%	57%	55%	63%	69%	70%	50%	61%	59%	58%	61%	60%	57%	59%	67%	59%	+1
Somewhat dissatisfied	23%	24%	31%	23%	13%	20%	18%	22%	24%	24%	22%	23%	26%	20%	21%	24%	-1
Very dissatisfied	37%	33%	24%	40%	56%	50%	33%	39%	35%	34%	39%	37%	31%	39%	46%	35%	+2
Don't know	5%	5%	7%	5%	1%	7%	3%	4%	7%	7%	6%	4%	4%	7%	5%	6%	-1
Prefer not to answer	1%	0%	1%	1%	0%	2%	3%	1%	2%	1%	1%	1%	1%	1%	2%	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

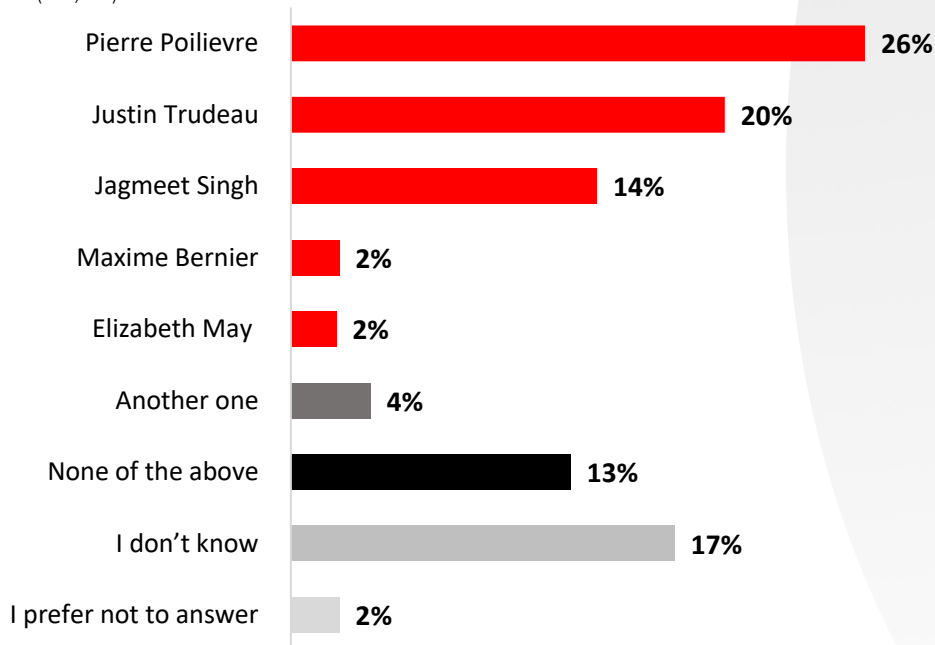


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,652	521	362	242	95	54	32
Unweighted n=	1,652	528	374	230	116	58	33
Total Satisfied	33%	10%	81%	38%	21%	36%	14%
Very satisfied	4%	2%	13%	3%	2%	3%	0%
Somewhat satisfied	29%	8%	68%	36%	19%	33%	14%
Total Dissatisfied	60%	89%	17%	58%	77%	62%	83%
Somewhat dissatisfied	23%	14%	15%	38%	49%	45%	0%
Very dissatisfied	37%	74%	2%	20%	28%	17%	83%
Don't know	5%	1%	1%	4%	1%	2%	3%
Prefer not to answer	1%	0%	0%	0%	1%	0%	0%

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=1,652)



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 May 08 th 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,523	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,523	
Pierre Poilievre	26%	18%	16%	28%	41%	44%	20%	30%	23%	24%	28%	26%	19%	32%	30%	19%	+7
Justin Trudeau	20%	19%	25%	18%	18%	13%	22%	22%	17%	14%	18%	25%	23%	17%	17%	24%	-4
Jagmeet Singh	14%	17%	11%	15%	12%	9%	19%	12%	16%	19%	15%	9%	16%	11%	14%	16%	-2
Elizabeth May	2%	3%	1%	2%	1%	2%	4%	2%	2%	3%	1%	2%	3%	2%	1%	3%	-1
Maxime Bernier	2%	4%	2%	2%	2%	4%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	-
Another one	4%	3%	10%	2%	1%	1%	1%	4%	3%	2%	2%	6%	5%	2%	4%	5%	-1
None of the above	13%	11%	14%	11%	14%	13%	16%	15%	10%	14%	13%	12%	16%	10%	11%	13%	-
Don't know	17%	20%	20%	20%	11%	12%	12%	10%	24%	21%	17%	15%	14%	21%	17%	16%	+1
Prefer not to answer	2%	5%	0%	2%	0%	2%	6%	1%	3%	2%	3%	2%	2%	2%	3%	2%	-

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
Weighted n=	1,652	521	362	242	95	54	32
Unweighted n=	1,652	528	374	230	116	58	33
Pierre Poilievre	26%	74%	3%	1%	8%	1%	19%
Justin Trudeau	20%	3%	73%	9%	13%	2%	0%
Jagmeet Singh	14%	4%	7%	67%	5%	16%	7%
Elizabeth May	2%	1%	1%	2%	1%	34%	0%
Maxime Bernier	2%	1%	1%	1%	4%	4%	61%
Another one	4%	2%	0%	1%	27%	4%	3%
None of the above	13%	7%	7%	11%	27%	12%	11%
Don't know	17%	9%	8%	9%	15%	27%	0%
Prefer not to answer	2%	0%	1%	0%	0%	0%	0%

REPORT

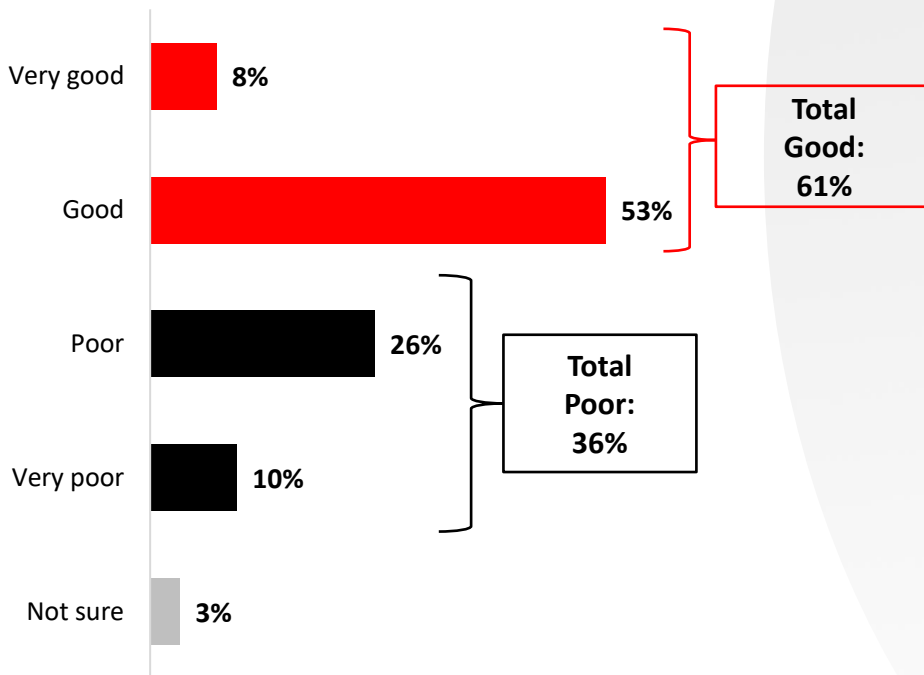
State of the Economy



State of Household Finances (1/3)

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

Base: All respondents (n=1,652)



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 August 31 st 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,597	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,597	
Total Good	61%	53%	69%	57%	56%	65%	60%	64%	58%	57%	55%	68%	61%	61%	57%	60%	+1
Very good	8%	7%	11%	6%	9%	6%	8%	10%	6%	6%	6%	10%	8%	8%	6%	8%	-
Good	53%	47%	58%	51%	47%	58%	52%	54%	52%	51%	48%	58%	54%	53%	51%	52%	+1
Total Poor	36%	42%	28%	40%	40%	31%	37%	33%	39%	40%	42%	29%	36%	36%	37%	36%	-
Poor	26%	31%	22%	29%	20%	23%	28%	24%	28%	31%	29%	21%	25%	26%	27%	27%	-1
Very poor	10%	11%	6%	11%	20%	8%	10%	9%	11%	9%	13%	8%	10%	10%	11%	9%	+1
Not sure	3%	4%	3%	4%	4%	4%	3%	3%	4%	3%	4%	3%	3%	3%	5%	4%	-1

State of Household Finances (3/3)

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

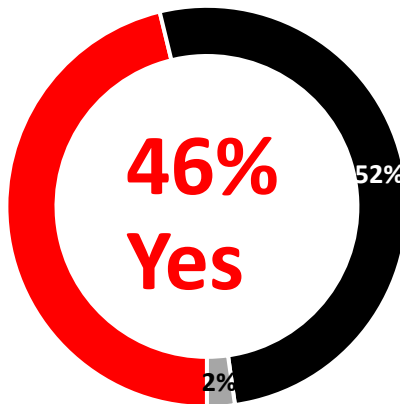
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,652	1,000	
Unweighted n=	1,652	1,000	
Total Good	61%	67%	6
Very good	8%	13%	5
Good	53%	54%	1
Total Poor	36%	28%	8
Poor	26%	22%	4
Very poor	10%	6%	4
Not sure	3%	5%	2

Living Paycheck to Paycheck (1/2)

Q4. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,652)





■ No ■ DNK/Refusal

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 31st 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,597	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,597	
Yes	46%	59%	40%	50%	55%	40%	40%	41%	51%	51%	53%	38%	44%	46%	50%	47%	-1
No	52%	41%	57%	47%	43%	58%	58%	56%	47%	45%	46%	60%	53%	53%	48%	51%	+1
Don't know/Refusal	2%	0%	3%	2%	2%	2%	2%	2%	2%	4%	1%	2%	3%	2%	2%	3%	-1

Living Paycheck to Paycheck (2/2)

Q4. Are you currently living paycheck to paycheck?

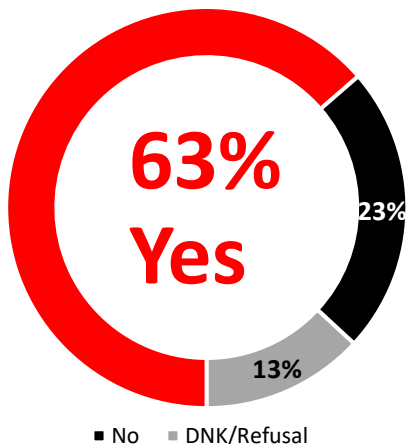
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,652	1,000	
Unweighted n=	1,652	1,000	
Yes	46%	42%	4
No	52%	51%	1
Don't know/Refusal	2%	8%	6

Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,652)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 31st 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,597	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,597	
Yes	63%	63%	64%	65%	61%	61%	60%	58%	69%	66%	68%	58%	62%	66%	64%	61%	+2
No	23%	22%	24%	22%	26%	23%	26%	30%	18%	16%	19%	31%	25%	21%	24%	23%	-
Don't know/Refusal	13%	15%	11%	13%	13%	16%	13%	12%	14%	18%	12%	11%	13%	13%	12%	16%	-3

Economic Recession in the Country (2/2)

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

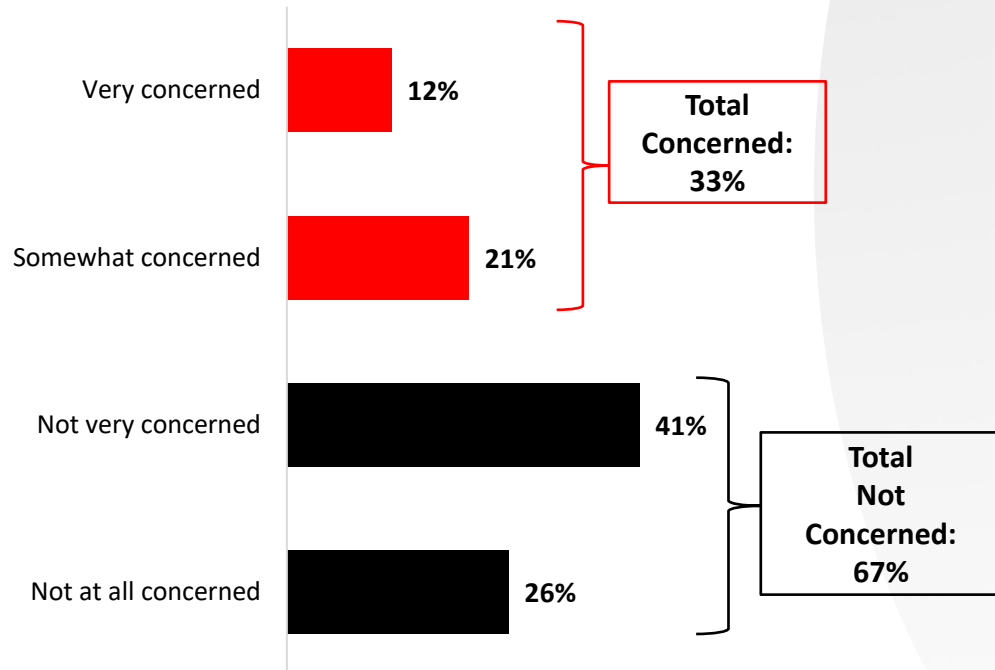
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,652	1,000	
Unweighted n=	1,652	1,000	
Yes	63%	55%	8
No	23%	27%	4
Don't know/Refusal	13%	17%	4

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=925)



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 August 31 st 2023	Gap
Weighted n=	830	48	189	316	49	99	129	421	409	265	406	160	364	330	132	788	
Unweighted n=	925	56	263	352	76	77	101	496	429	257	492	176	425	357	138	823	
Total Concerned	33%	24%	18%	43%	34%	32%	35%	35%	32%	37%	32%	31%	38%	33%	23%	38%	-5
Very concerned	12%	7%	6%	15%	11%	12%	15%	12%	12%	15%	11%	9%	16%	9%	8%	12%	-
Somewhat concerned	21%	17%	12%	28%	22%	20%	20%	23%	20%	22%	21%	21%	21%	24%	14%	26%	-5
Total Not Concerned	67%	76%	82%	57%	66%	68%	65%	65%	68%	63%	68%	69%	62%	67%	77%	62%	+5
Not very concerned	41%	39%	44%	37%	43%	42%	46%	41%	41%	42%	42%	37%	38%	42%	46%	38%	+3
Not at all concerned	26%	38%	38%	20%	24%	26%	19%	24%	27%	21%	26%	32%	24%	26%	32%	23%	+3

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

	 Total Canada	 Total USA	Gap
Weighted n=	830	529	
Unweighted n=	925	540	
Total Concerned	33%	33%	-
Very concerned	12%	14%	2
Somewhat concerned	21%	20%	1
Total Not Concerned	67%	67%	-
Not very concerned	41%	36%	5
Not at all concerned	26%	31%	5

REPORT

American Politics

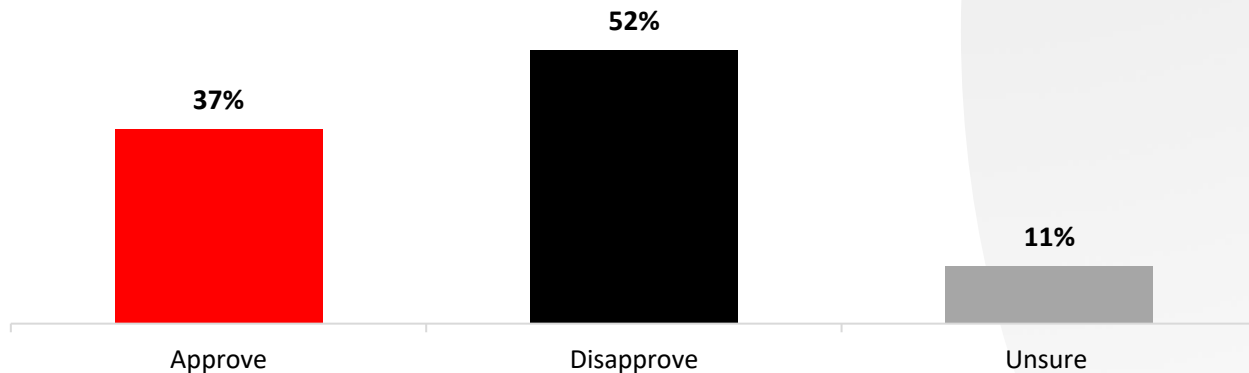
Survey of Americans



Biden's Approval Rating (1/2)

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 (n=1,000)



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?

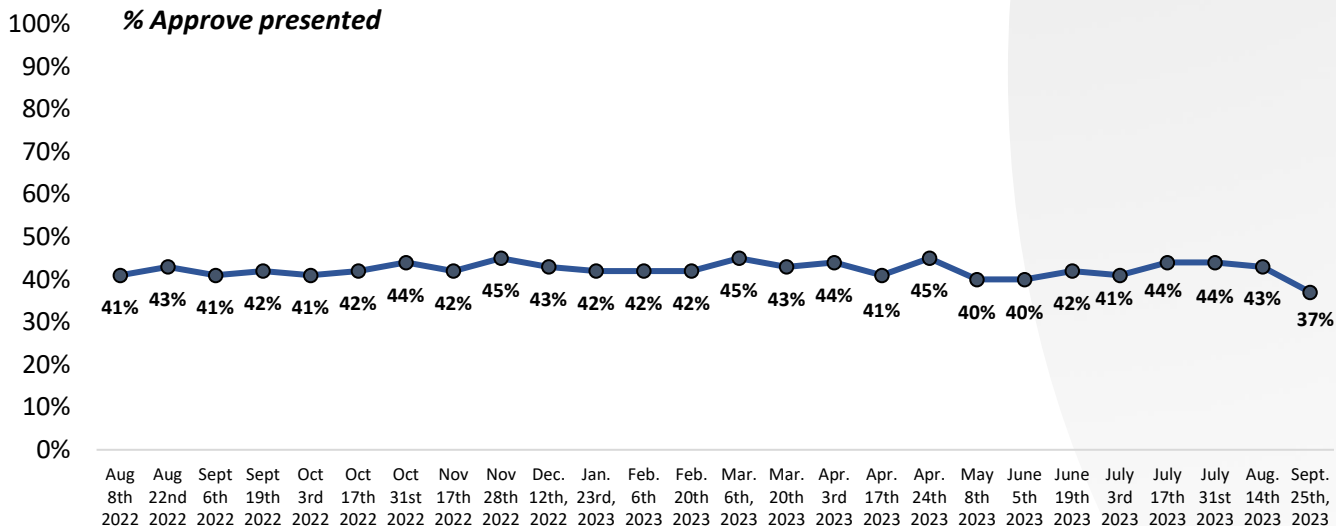
Base: All respondents

	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 August 14 th 2023	Gap
Weighted n=	1,000	175	202	382	241	279	316	405	479	521	384	416	1,002	
Unweighted n=	1,000	232	208	337	223	179	343	478	467	533	347	462	1,002	
Approve	37%	38%	34%	35%	42%	41%	36%	35%	39%	35%	6%	74%	43%	-6
Disapprove	52%	52%	59%	54%	44%	40%	52%	60%	56%	48%	93%	16%	54%	-2
Unsure	11%	10%	7%	11%	15%	19%	11%	6%	5%	17%	1%	10%	3%	+8

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



REPORT

Respondent Profile

Subtitle



Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province	1,652	1,652
British Columbia	176	229
Alberta	152	184
Manitoba/Saskatchewan	142	105
Ontario	640	641
Quebec	436	382
Atlantic	106	111

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

	Unweighted	Weighted
US Region	1,000	1,000
NorthEast	232	175
MidWest	208	202
South	337	382
West	223	241

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
Gender	1,652	1,652
Male	851	804
Female	801	848
Age	1,652	1,652
18 to 34	377	438
35 to 54	622	533
55+	653	681
Language (Mother tongue)	1,652	1,652
English	1,036	1,118
French	397	327
Other	216	202

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
Gender	1,000	1,000
Male	467	479
Female	533	521
Age	1,000	1,000
Between 18 and 29	74	172
Between 30 and 39	166	180
Between 40 and 49	184	159
Between 50 and 64	316	262
65 or older	260	227

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
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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.

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