

NORTH AMERICAN TRACKER

LeGER

December 20th, 2023

EDITION

THE CANADIAN PRESS 

Methodology



Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,622/
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

December 15 to
December 17, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.43\%$, (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



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

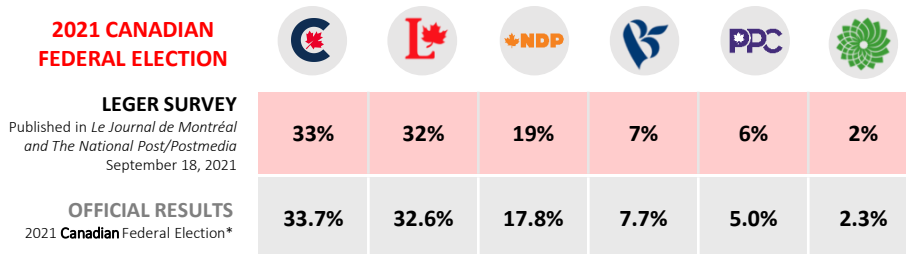
Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

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 December 15 and 17, 2023.

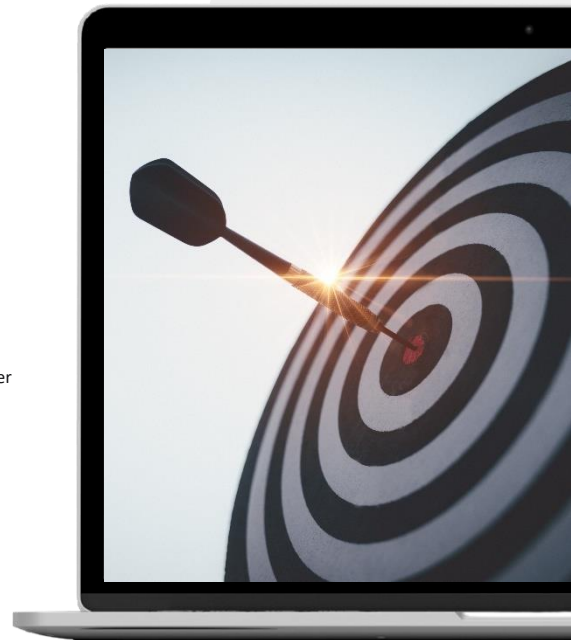
Some of the key highlights of our survey about Canadian federal politics and the economy include...

Voting intentions remain stable

- Pierre Poilievre's Conservative Party remains in the lead. If a federal election were to be held today, 38% of Canadians would vote for the Conservative Party of Canada, a 10 points gap from Justin Trudeau's Liberal Party (28%). But the survey shows the trend of the last four months may have topped off.
- 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 (20%) and Jagmeet Singh (16%), which is stable compared to last month. However, Pierre Poilievre's numbers are down 4 points since October 2023, a statistically significant decline.
- A third of Canadians are satisfied with the Trudeau government (33%), representing a 4-point increase since last month.

Americans have a more favourable view of their economy compared to Canadians

- 60% of Canadians consider their household finances to be good, while 67% of Americans feel the same way.
- Almost two thirds of Canadians (63%), while 54% of Americans believe their respective countries are in a recession.
- Almost half of Canadians (48%) say they live paycheck to paycheck, up 4 points from November 2023. Among Americans, 43% say the same thing.



Key Highlights (2/2)

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

- If the Presidential election were to be held today, there would be a 4-point gap between Joe Biden (46%) and Donald Trump (42%).
- Donald Trump is the preferred Republican candidate for president in 2024, receiving 61% of support from Republican voters.
- Half of Americans disapprove of Joe Biden's job as president (50%), while more than a third approve (39%).



REPORT

Federal Voting Intentions and Satisfaction With The Government in Place

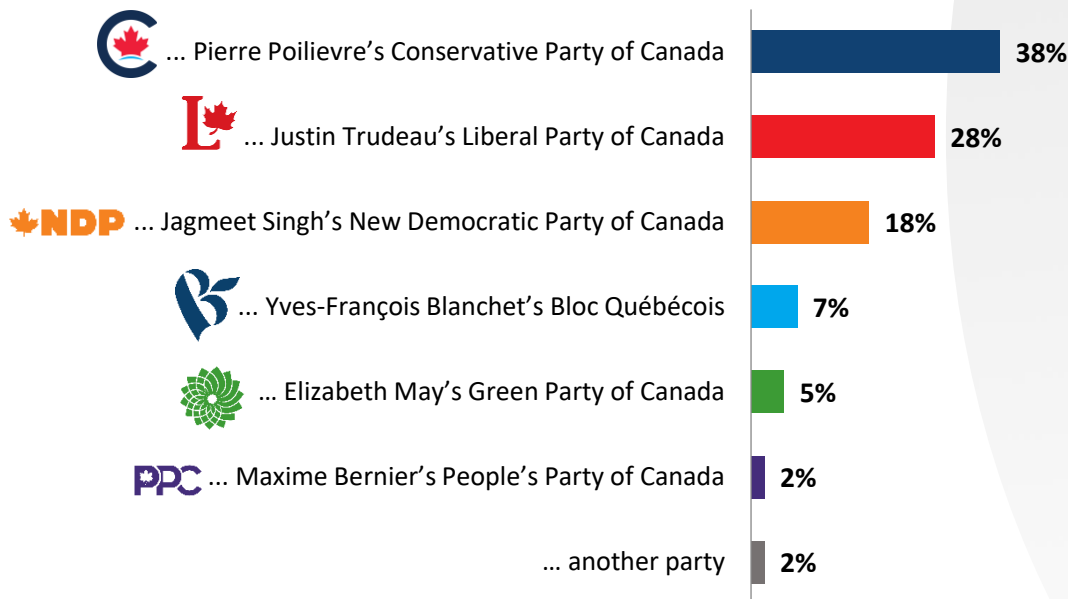
Survey of Canadians



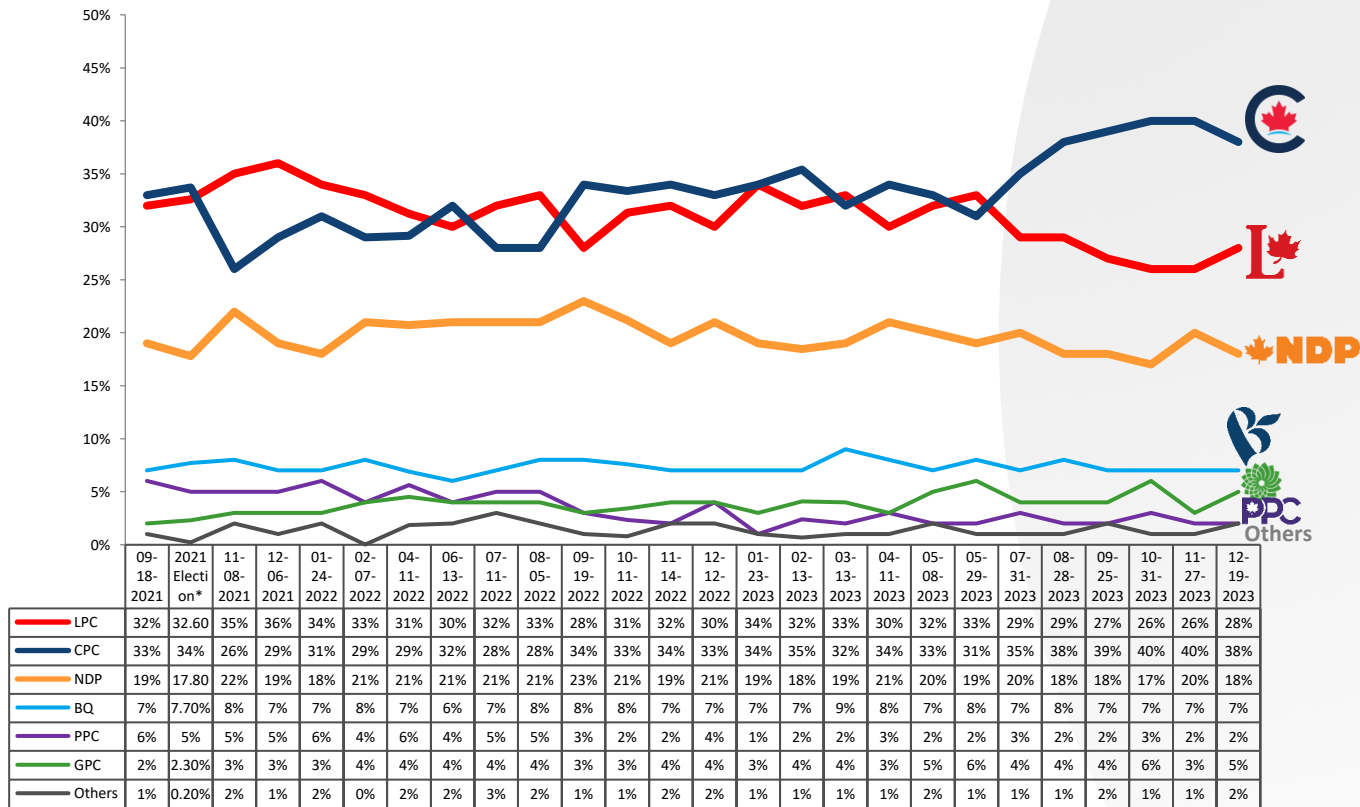
Voting Intentions - Federal Elections (1/2)

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=1,331), except for the Bloc Québécois, Quebecers only



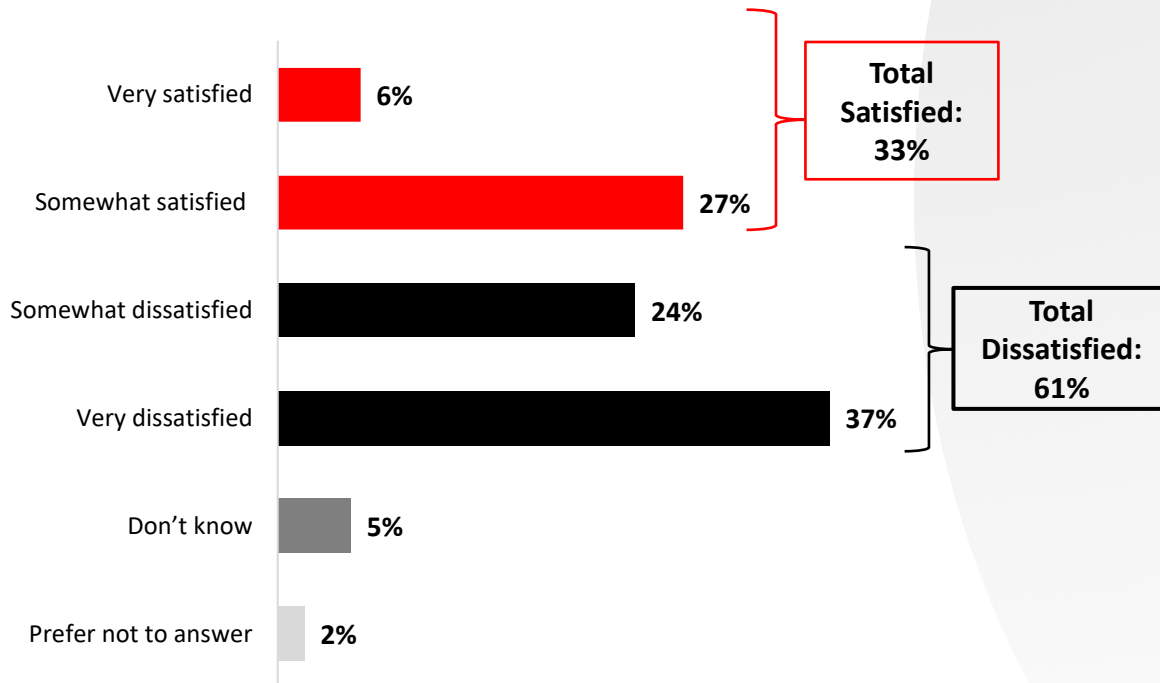
Evolution of Voting Intentions in Canada



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=1,622)



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 Nov. 27 th , 2023	Gap
Weighted n=	1,622	110	377	633	105	175	222	789	833	424	526	673	722	608	285	1,529	
Unweighted n=	1,622	105	437	626	134	155	165	807	815	317	554	751	710	602	303	1,529	
Total Satisfied	33%	42%	33%	30%	23%	32%	38%	35%	31%	34%	32%	32%	36%	31%	29%	29%	+4
Very satisfied	6%	3%	5%	5%	5%	9%	8%	8%	3%	9%	4%	4%	7%	4%	5%	5%	+1
Somewhat satisfied	27%	38%	29%	26%	18%	24%	30%	27%	27%	24%	28%	28%	28%	27%	24%	25%	+2
Total Dissatisfied	61%	52%	59%	61%	74%	61%	59%	59%	62%	54%	61%	65%	57%	63%	65%	64%	-3
Somewhat dissatisfied	24%	13%	32%	22%	25%	12%	29%	22%	25%	27%	21%	23%	24%	26%	20%	27%	-3
Very dissatisfied	37%	39%	27%	39%	49%	49%	30%	37%	37%	27%	39%	41%	34%	37%	45%	38%	-1
Don't know	5%	3%	5%	7%	2%	6%	1%	5%	5%	10%	5%	2%	5%	4%	4%	5%	-
Prefer not to answer	2%	3%	2%	2%	1%	0%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	+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



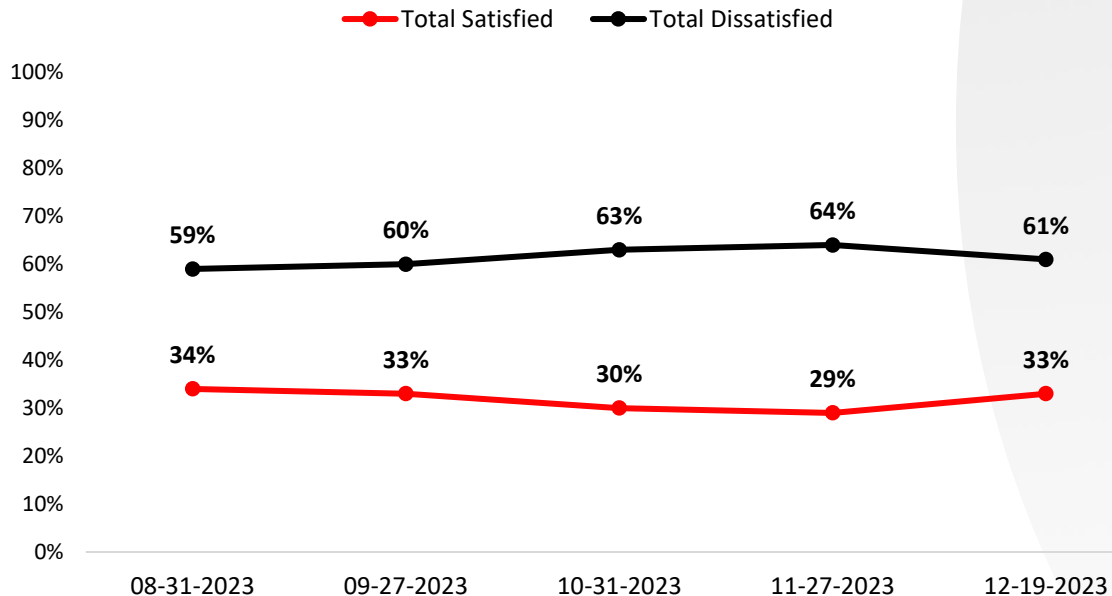
	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,622	504	370	234	90	68	24*
Unweighted n=	1,622	515	387	218	101	64	27*
Total Satisfied	33%	10%	78%	25%	22%	34%	15%
Very satisfied	6%	3%	16%	1%	2%	5%	7%
Somewhat satisfied	27%	8%	62%	24%	21%	28%	8%
Total Dissatisfied	61%	88%	18%	69%	73%	63%	85%
Somewhat dissatisfied	24%	18%	16%	40%	37%	32%	30%
Very dissatisfied	37%	70%	3%	29%	36%	31%	56%
Don't know	5%	1%	3%	6%	4%	3%	0%
Prefer not to answer	2%	0%	0%	0%	0%	0%	0%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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?

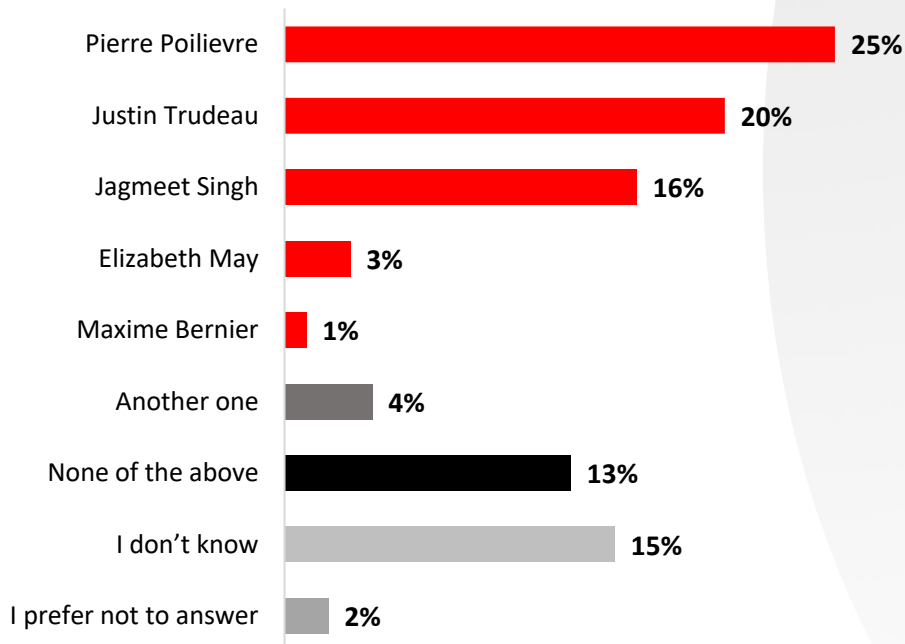
Base: All respondents



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=1,622)



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 Nov. 27 th , 2023	Gap
Weighted n=	1,622	110	377	633	105	175	222	789	833	424	526	673	722	608	285	1,529	
Unweighted n=	1,622	105	437	626	134	155	165	807	815	317	554	751	710	602	303	1,529	
Pierre Poilievre	25%	23%	15%	26%	38%	41%	21%	27%	23%	19%	27%	28%	22%	27%	31%	25%	-
Justin Trudeau	20%	28%	24%	16%	15%	24%	19%	23%	18%	17%	19%	23%	21%	21%	16%	19%	+1
Jagmeet Singh	16%	20%	12%	17%	13%	13%	24%	16%	17%	23%	16%	13%	16%	16%	17%	17%	-1
Elizabeth May	3%	2%	2%	6%	3%	1%	3%	3%	4%	4%	4%	3%	4%	3%	3%	3%	-
Maxime Bernier	1%	0%	3%	1%	3%	1%	0%	1%	1%	2%	1%	1%	2%	1%	1%	2%	-1
Another one	4%	1%	10%	2%	1%	0%	2%	4%	3%	2%	3%	5%	3%	4%	4%	4%	-
None of the above	13%	8%	21%	12%	14%	12%	8%	13%	14%	9%	12%	17%	13%	14%	12%	14%	-1
Don't know	15%	16%	11%	18%	12%	7%	21%	11%	18%	23%	15%	9%	17%	12%	14%	14%	+1
Prefer not to answer	2%	2%	2%	3%	1%	1%	1%	2%	2%	3%	2%	1%	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=	1,622	504	370	234	90	68	24*
Unweighted n=	1,622	515	387	218	101	64	27*
Pierre Poilievre	25%	75%	1%	1%	7%	2%	9%
Justin Trudeau	20%	1%	72%	4%	16%	8%	0%
Jagmeet Singh	16%	8%	6%	73%	8%	8%	19%
Elizabeth May	3%	1%	2%	1%	1%	53%	0%
Maxime Bernier	1%	1%	0%	0%	0%	2%	62%
Another one	4%	1%	4%	2%	25%	2%	0%
None of the above	13%	9%	7%	9%	32%	13%	4%
Don't know	15%	4%	9%	10%	12%	12%	6%
Prefer not to answer	2%	0%	0%	0%	0%	0%	0%

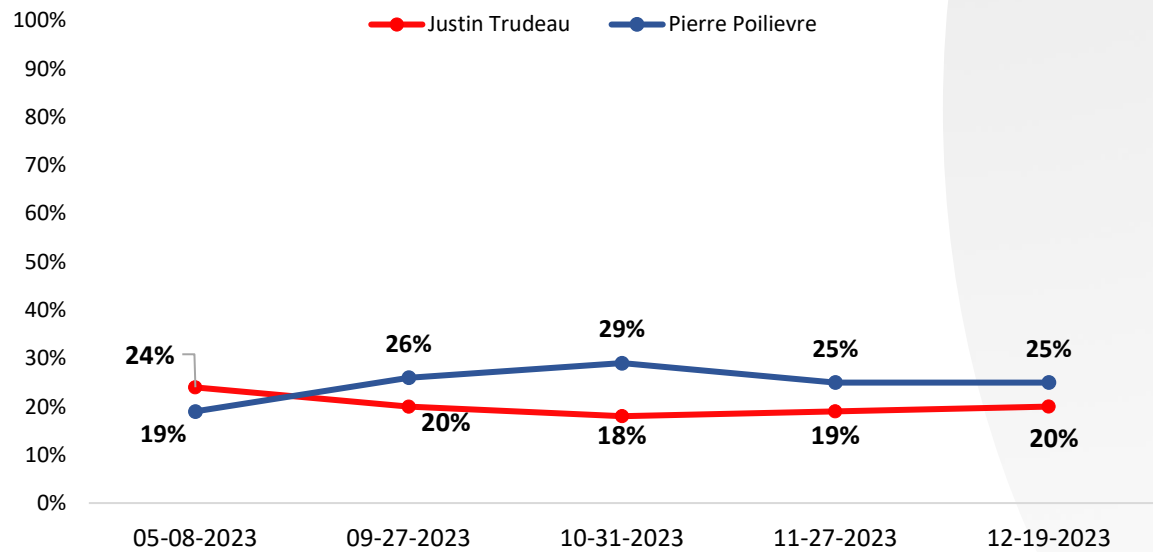
*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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



REPORT

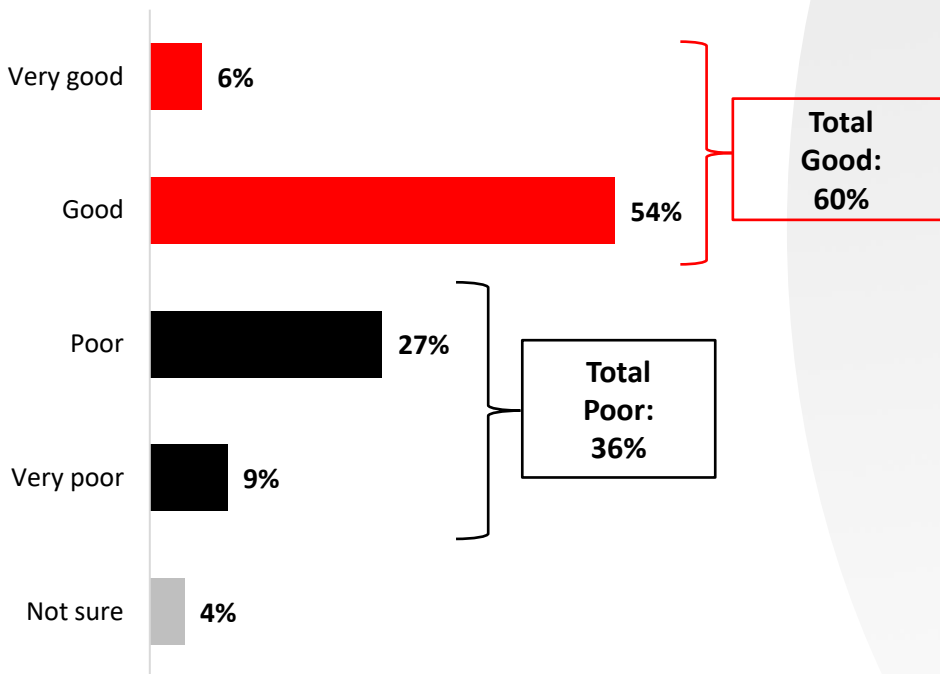
State of the Economy



State of Household Finances (1/3)

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

Base: All respondents (n=1,622)



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 Nov. 27 th , 2023	Gap
Weighted n=	1,622	110	377	633	105	175	222	789	833	424	526	673	722	608	285	1,529	
Unweighted n=	1,622	105	437	626	134	155	165	807	815	317	554	751	710	602	303	1,529	
Total Good	60%	50%	68%	58%	66%	56%	57%	65%	56%	58%	53%	66%	55%	66%	60%	62%	-2
Very good	6%	3%	8%	6%	4%	11%	5%	8%	4%	7%	5%	7%	7%	7%	4%	8%	-2
Good	54%	47%	60%	53%	62%	45%	52%	56%	51%	52%	48%	59%	49%	59%	56%	54%	-
Total Poor	36%	47%	29%	38%	29%	41%	38%	32%	40%	37%	42%	31%	41%	31%	35%	35%	+1
Poor	27%	36%	24%	29%	26%	23%	25%	25%	29%	24%	30%	26%	29%	25%	27%	25%	+2
Very poor	9%	11%	5%	9%	4%	18%	13%	7%	11%	13%	12%	5%	12%	6%	9%	10%	-1
Not sure	4%	3%	3%	4%	5%	3%	5%	3%	5%	5%	4%	3%	4%	3%	4%	3%	+1

State of Household Finances (3/3)

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

Base: All respondents

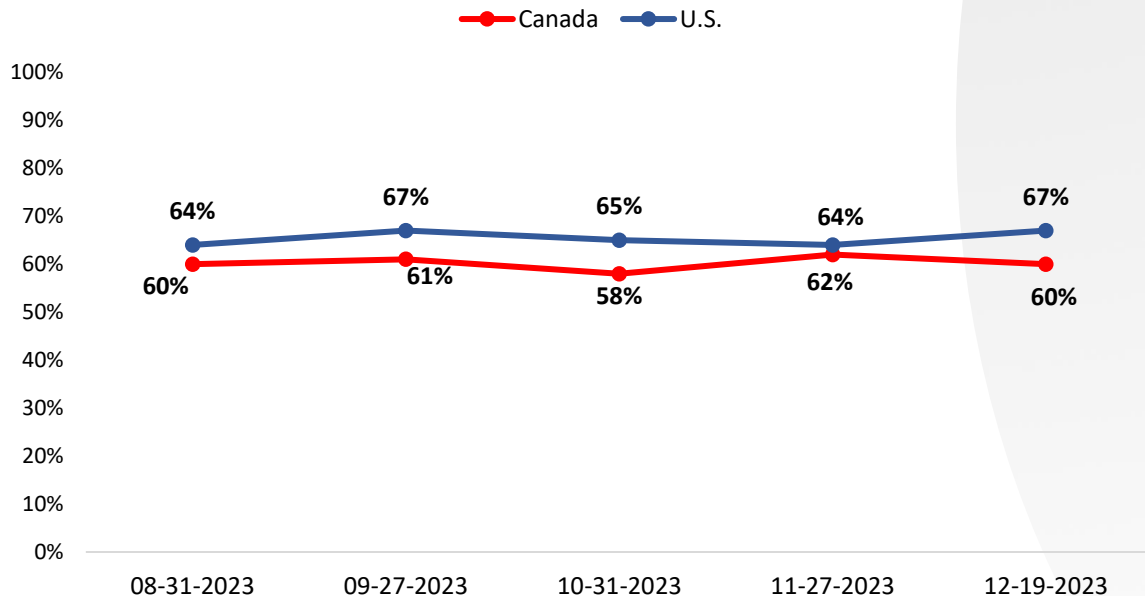
	 Total Canada	 Total USA	Gap
Weighted n=	1,622	1,000	
Unweighted n=	1,622	1,000	
Total Good	60%	67%	7
Very good	6%	16%	10
Good	54%	52%	2
Total Poor	36%	29%	7
Poor	27%	20%	7
Very poor	9%	9%	-
Not sure	4%	4%	-

State of Household Finances - *Evolution*

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

Base: All respondents

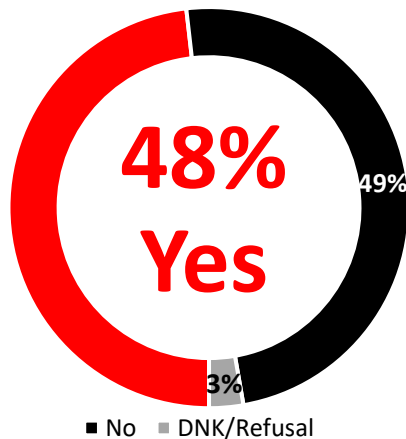
% Total Good Presented



Living Paycheck to Paycheck (1/2)

Q4. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,622)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Nov. 27 th , 2023	Gap
Weighted n=	1,622	110	377	633	105	175	222	789	833	424	526	673	722	608	285	1,529	
Unweighted n=	1,622	105	437	626	134	155	165	807	815	317	554	751	710	602	303	1,529	
Yes	48%	59%	39%	51%	47%	48%	50%	45%	51%	55%	56%	38%	49%	47%	48%	44%	+4
No	49%	36%	59%	45%	51%	48%	50%	53%	45%	40%	42%	61%	49%	50%	48%	53%	-4
Don't know/Refusal	3%	5%	1%	3%	3%	5%	1%	2%	3%	6%	3%	1%	2%	3%	4%	3%	-

Living Paycheck to Paycheck (2/2)

Q4. Are you currently living paycheck to paycheck?

Base: All respondents

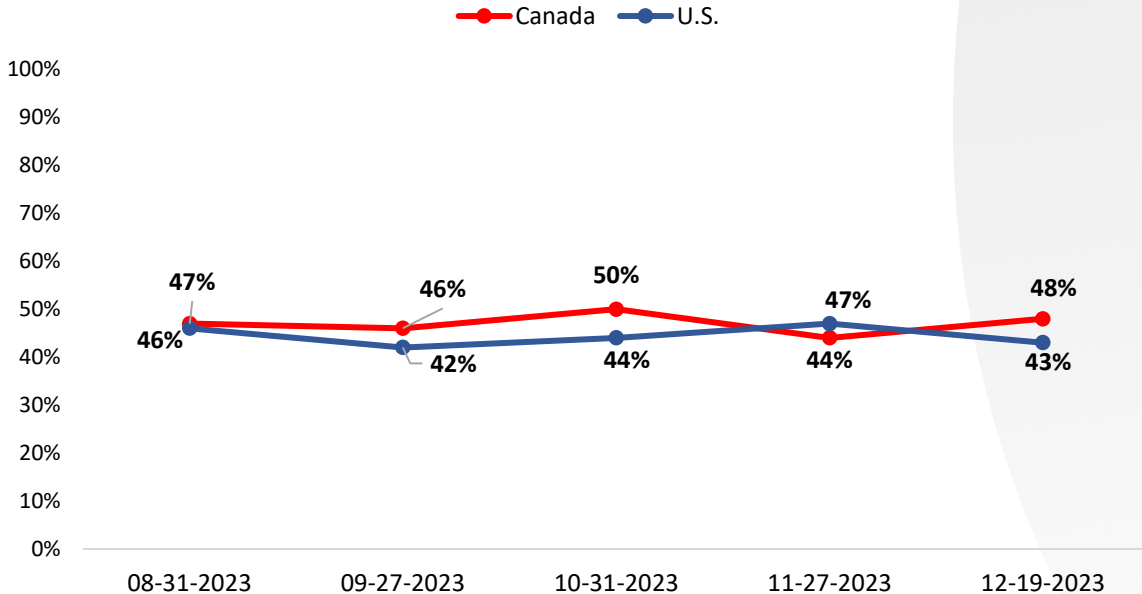
	 Total Canada	 Total USA	Gap
Weighted n=	1,622	1,000	
Unweighted n=	1,622	1,000	
Yes	48%	43%	5
No	49%	52%	3
Don't know/Refusal	3%	5%	2

Living Paycheck to Paycheck - Evolution

Q4. Are you currently living paycheck to paycheck?

Base: All respondents

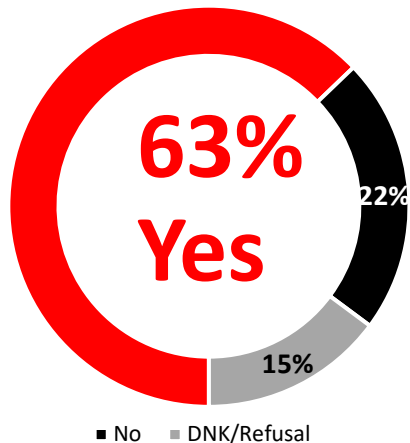
% Yes Presented



Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,622)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Nov. 27 th 2023	Gap
Weighted n=	1,622	110	377	633	105	175	222	789	833	424	526	673	722	608	285	1,529	
Unweighted n=	1,622	105	437	626	134	155	165	807	815	317	554	751	710	602	303	1,529	
Yes	63%	69%	62%	62%	71%	66%	58%	59%	67%	66%	66%	59%	61%	65%	63%	65%	-2
No	22%	17%	24%	22%	19%	21%	26%	29%	16%	14%	24%	26%	25%	21%	19%	21%	+1
Don't know/Refusal	15%	14%	14%	16%	10%	13%	16%	12%	17%	20%	11%	15%	14%	14%	18%	14%	+1

Economic Recession in the Country (2/2)

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

Base: All respondents

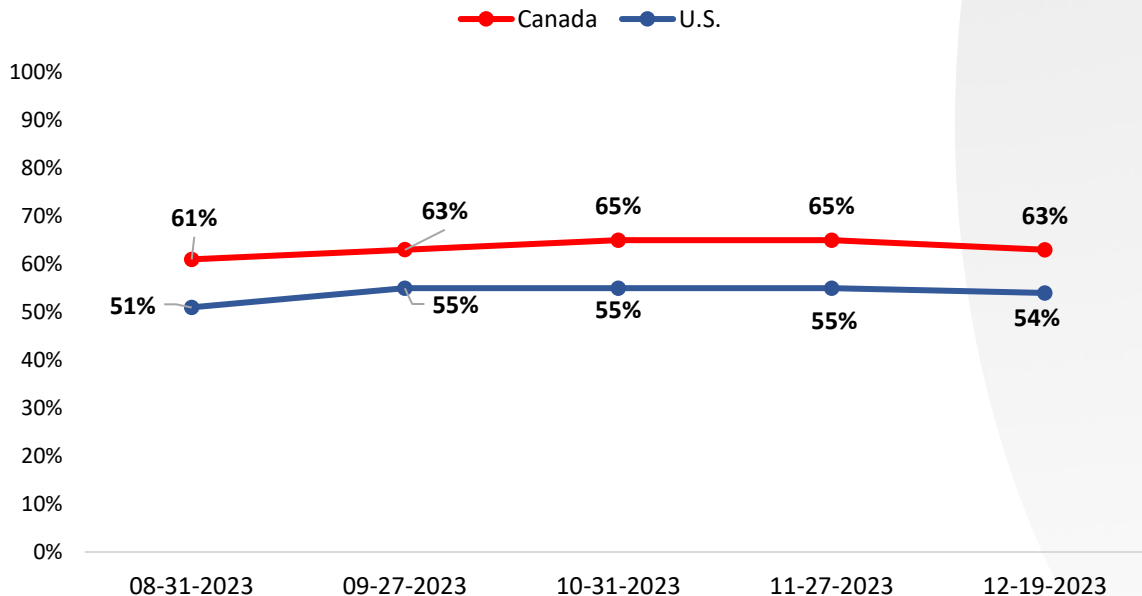
	 Total Canada	 Total USA	Gap
Weighted n=	1,622	1,000	
Unweighted n=	1,622	1,000	
Yes	63%	54%	9
No	22%	30%	8
Don't know/Refusal	15%	16%	1

Economic Recession in the Country - Evolution

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

Base: All respondents

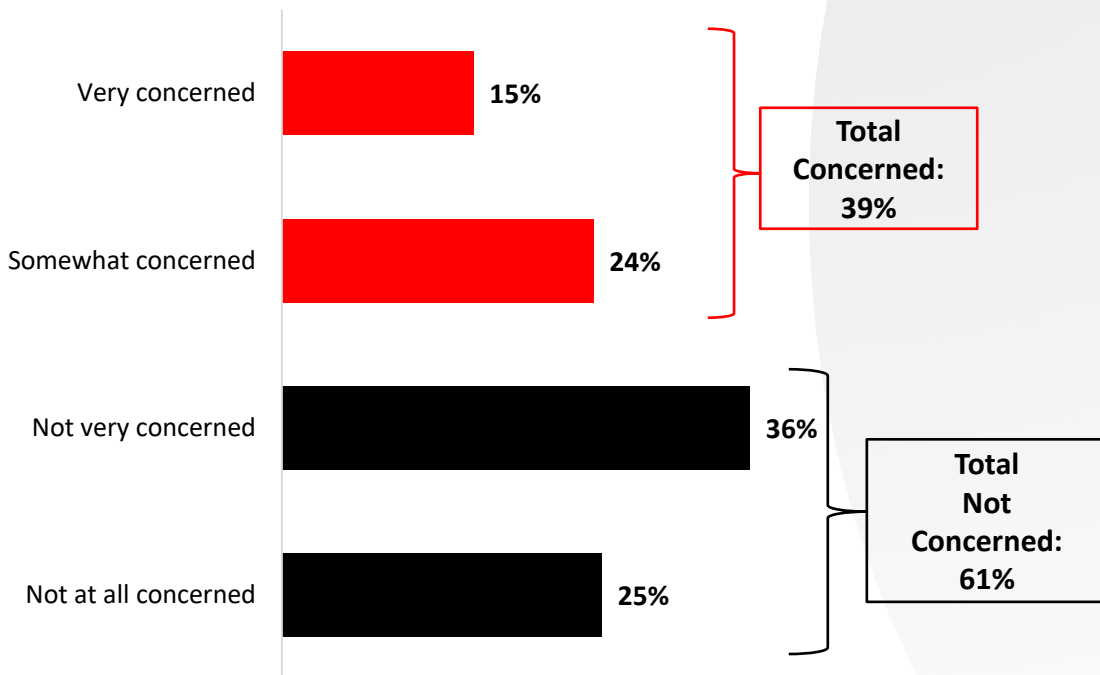
% Yes Presented



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=847)



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 Nov. 27 th 2023	Gap
Weighted n=	835	54	185	328	63	100	106	433	402	274	397	164	389	319	121	771	
Unweighted n=	847	50	251	328	72	68	78	431	416	225	436	186	397	315	129	835	
Total Concerned	39%	36%	25%	43%	37%	42%	51%	39%	39%	49%	36%	30%	43%	39%	26%	40%	-1
Very concerned	15%	17%	7%	16%	8%	23%	20%	15%	15%	20%	15%	7%	18%	13%	8%	13%	+2
Somewhat concerned	24%	20%	18%	27%	29%	19%	30%	24%	24%	29%	21%	23%	25%	26%	18%	27%	-3
Total Not Concerned	61%	64%	75%	57%	63%	58%	49%	61%	61%	51%	64%	70%	57%	61%	74%	60%	+1
Not very concerned	36%	33%	45%	34%	35%	39%	28%	36%	37%	29%	39%	41%	36%	38%	33%	36%	-
Not at all concerned	25%	31%	30%	23%	28%	20%	22%	25%	24%	22%	25%	29%	21%	23%	40%	25%	-

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

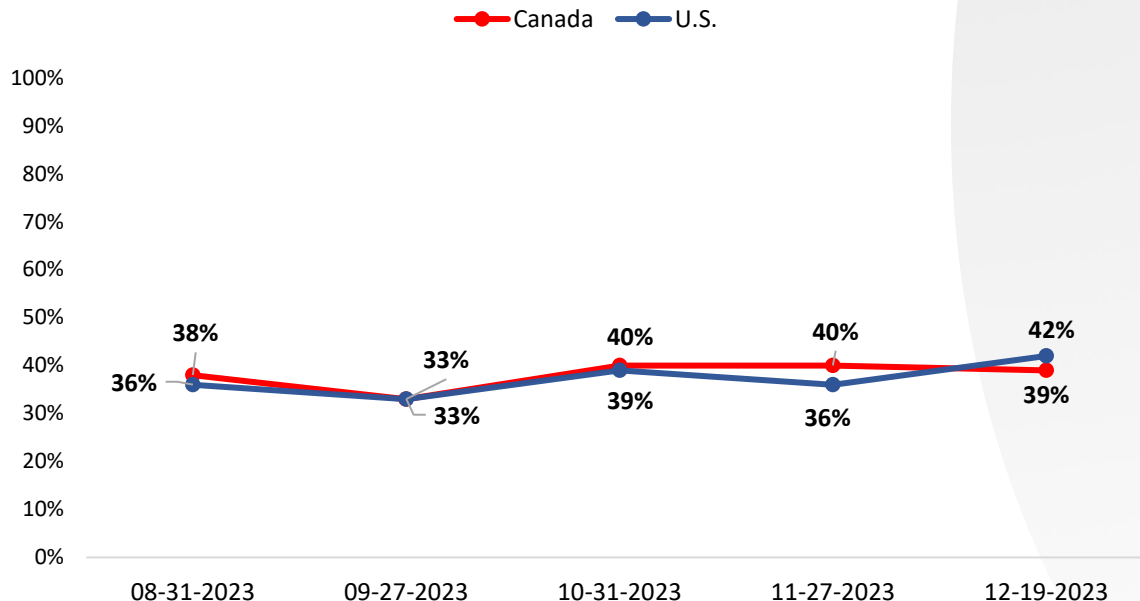
	 Total Canada	 Total USA	Gap
Weighted n=	835	536	
Unweighted n=	847	526	
Total Concerned	39%	42%	3
Very concerned	15%	19%	4
Somewhat concerned	24%	22%	2
Total Not Concerned	61%	58%	3
Not very concerned	36%	31%	5
Not at all concerned	25%	28%	3

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



REPORT

American Politics

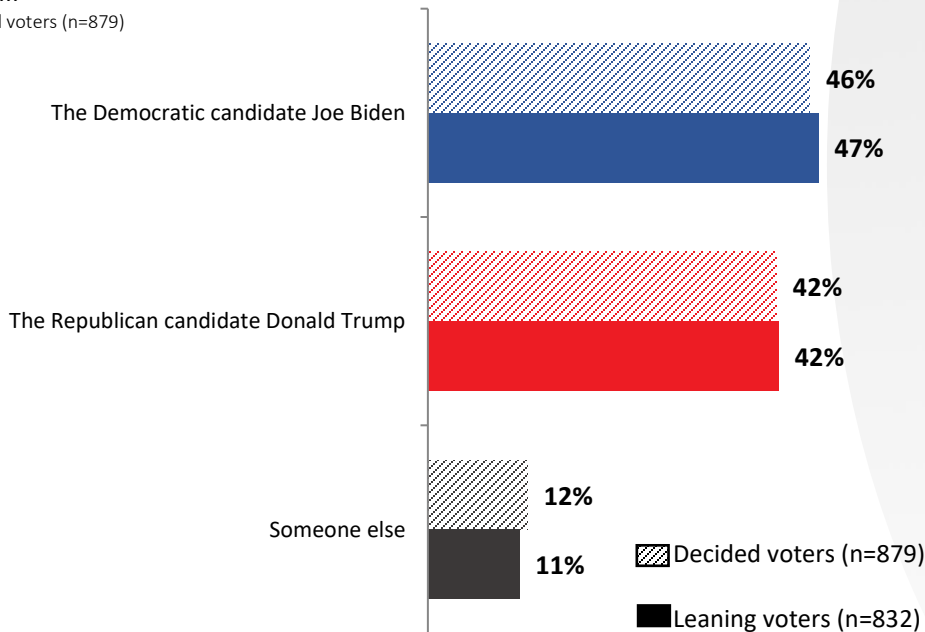
Survey of Americans



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=879)



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...*

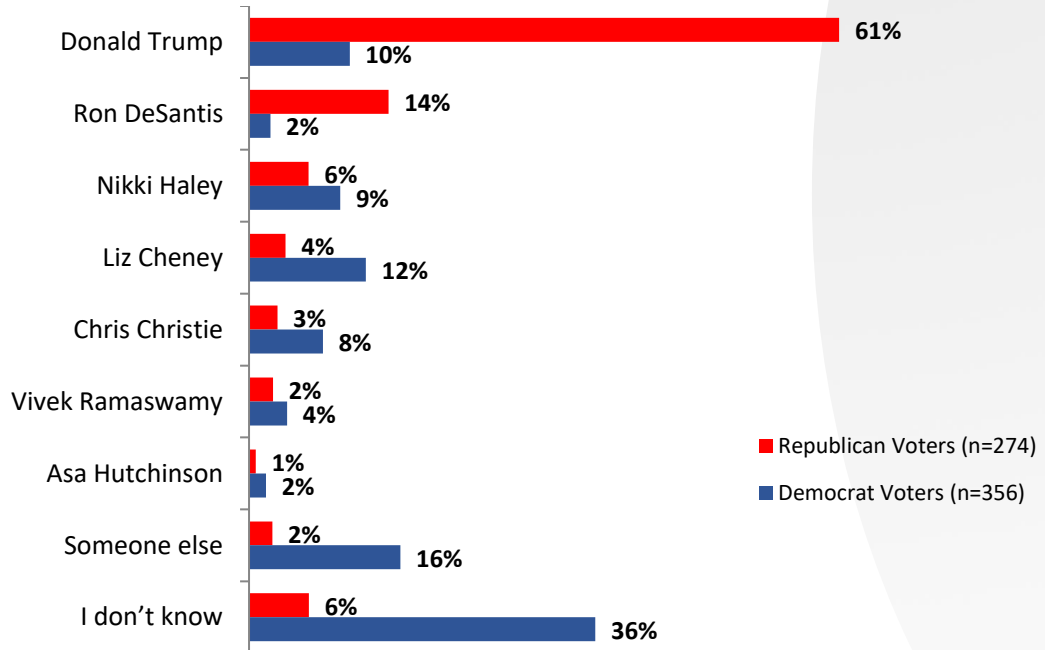
Base: All respondents

	TOTAL U.S.	TOTAL DECIDED VOTERS	TOTAL LEANING VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Nov. 27 th 2023	Gap
Weighted n=	1,000	861	798	146	179	329	207	190	300	371	430	432	846	
Unweighted n=	1,000	879	832	162	212	300	205	123	291	465	417	462	869	
The Democratic candidate Joe Biden	40%	46%	45%	50%	42%	43%	53%	57%	48%	40%	45%	48%	44%	+2
The Republican candidate Donald Trump	36%	42%	41%	34%	47%	45%	38%	36%	41%	46%	46%	38%	41%	+1
Someone else	10%	12%	11%	16%	11%	12%	10%	7%	11%	15%	9%	14%	14%	-2
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-	-	-	-

Preferred Republican Candidate – *Republican vs Democrat Voters*

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

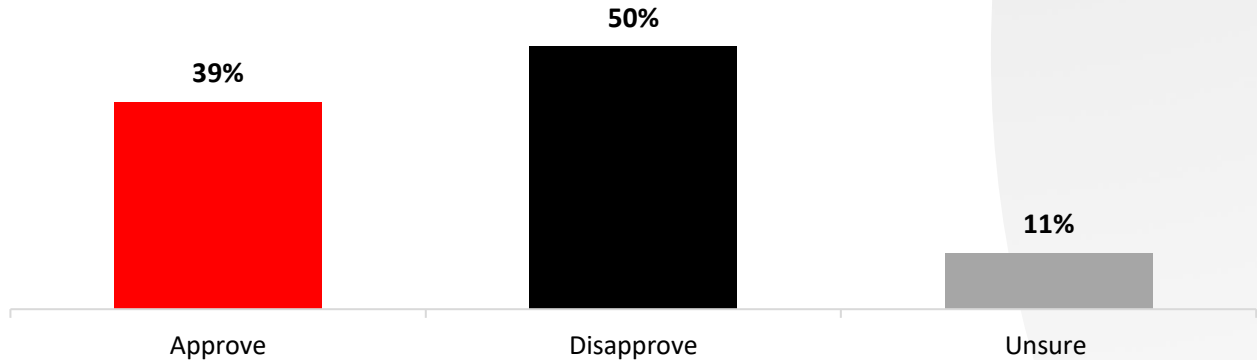
Base: All respondents (n=1,000)



Biden's Approval Rating (1/2)

Q10. Overall, do you approve or disapprove of 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?

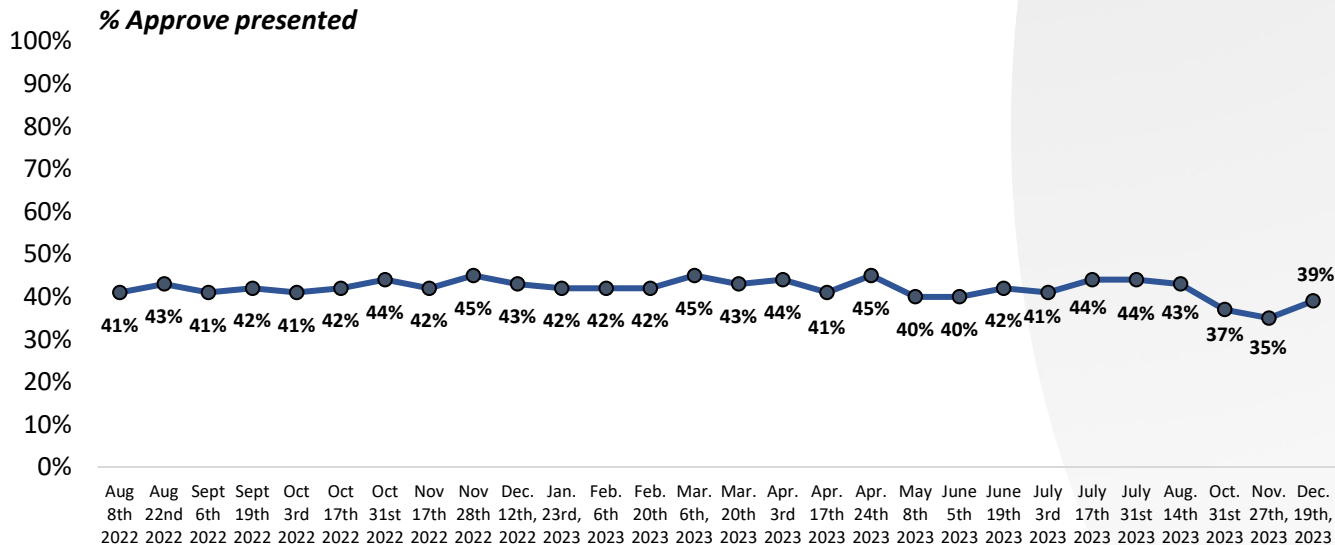
Base: All respondents

	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 st 2023	Gap
Weighted n=	1,000	175	203	383	239	244	359	397	488	512	282	370	1,001	
Unweighted n=	1,000	188	238	341	233	154	345	501	457	543	274	356	1,001	
Approve	39%	39%	38%	34%	49%	35%	44%	39%	41%	38%	10%	77%	35%	+4
Disapprove	50%	47%	55%	52%	44%	48%	44%	57%	53%	47%	89%	13%	55%	-5
Unsure	11%	14%	7%	14%	6%	17%	13%	5%	7%	15%	2%	11%	10%	+1

Biden's Approval Rating – Evolution

Q10. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

Base: All respondents (n=1,001)



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	1,622	1,622
British Columbia	165	222
Alberta	155	175
Manitoba/Saskatchewan	134	105
Ontario	626	633
Quebec	437	377
Atlantic	105	110

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

	Unweighted	Weighted
US Region	1,000	1,000
NorthEast	188	175
MidWest	238	203
South	341	383
West	233	239

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	1,622	1,622
Male	807	789
Female	815	833
Age	1,622	1,622
18 to 34	317	424
35 to 54	554	526
55+	751	673
Language (Mother tongue)	1,622	1,622
English	1,030	1,095
French	389	322
Other	203	204

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	457	488
Female	543	512
Age	1,000	1,000
Between 18 and 29	67	108
Between 30 and 39	178	268
Between 40 and 49	155	156
Between 50 and 64	339	250
65 or older	261	219

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- **Leger Opinion (LEO)**
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- **Leger Communities**
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