Report

CANADIAN POLITICS

Survey of Canadians

NATIONAL POST

April 2024

Leger

Methodology

Method

Online survey
among respondents 18 years
of age or older.
(Canadian sample: n= 1,610).

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

When

April 26 to
April 28, 2024

Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than ±2.44%,
(19 times out of 20) for the
Canadian 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.

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 that 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

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.

4

Key Highlights

Every month, we conduct a survey of Canadians to explore their views on the current government. This month, our survey was conducted between April 26 and 28, 2024.

Some of the key highlights of our survey about Canadian federal politics include…

- Pierre Poilievre's Conservative Party remains in the lead, 21 points ahead of Justin Trudeau's Liberal Party. If a federal election were to be held today, 44% of Canadians would vote for the Conservative Party of Canada, while 23% would vote for Justin Trudeau's Liberal Party. Since last month, the Liberal Party has experienced a decline of three percentage points, while the Conservative Party has gained two points.

- One-third of Canadians think Pierre Poilievre is the leader who would make the best Prime Minister among the federal party leaders (32%), ahead of Justin Trudeau (16%) and Jagmeet Singh (11%). Pierre Poilievre has experienced an increase of three points compared to last month.

- Almost seven out of ten Canadians (69%) are dissatisfied with Trudeau's government, compared to only one-quarter (25%) who are satisfied. The proportion of Canadians who say they are very dissatisfied has jumped by 6 percentage points, going from 40% in March to 46% in April.

- Nearly one in five Canadians (18%) are somewhat or very likely to change the party they currently favor by the next election. Voters of the Conservative Party (21%) and those of the Green Party (29%) are more likely to consider changing parties.

- The main reasons that could lead voters to change parties are new policies put forward by another party that they agree with more (30%), if things in the country start to get generally worse (27%), and new policies put forward by another party that they don't agree with (26%). Conservative voters are more likely to change party due to mistakes made by the party leader (30%). Liberal voters are more likely to do so if a new person leads the party (30%), and Green voters are more likely to do so for strategic voting.

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=1,291), except for the Bloc Québécois, Quebecers only

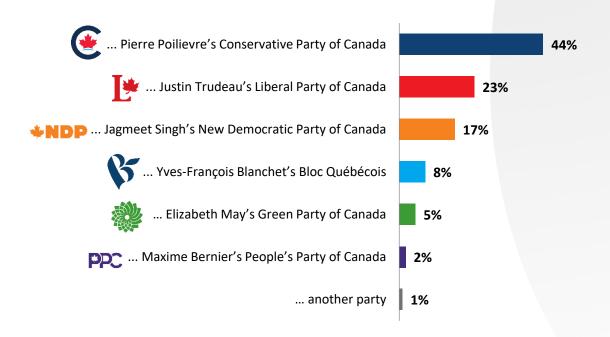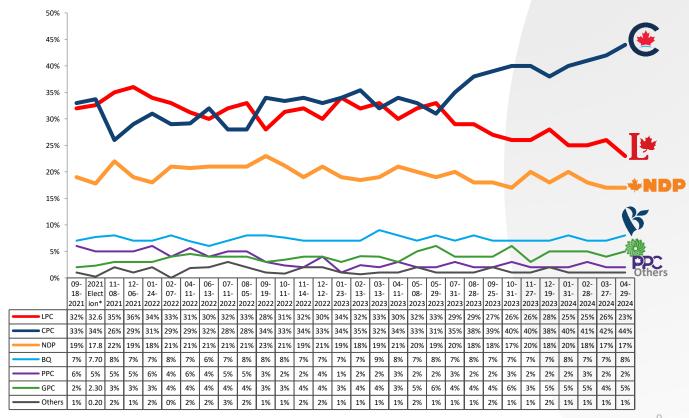| Party	Percentage
... Pierre Poilievre's Conservative Party of Canada	44%
... Justin Trudeau's Liberal Party of Canada	23%
... Jagmeet Singh's New Democratic Party of Canada	17%
... Yves-François Blanchet's Bloc Québécois	8%
... Elizabeth May's Green Party of Canada	5%
... Maxime Bernier's People's Party of Canada	2%
... another party	1%

Voting Intentions - Federal Elections (2/2)

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=1,567), 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 March 28th, 2024	Gap
Weighted n=	1,573	1,277	79	294	487	83	150	184	666	610	314	397	566	535	506	232	1,303	
Unweighted n=	1,567	1,291	81	344	511	101	116	138	662	629	306	413	572	546	500	242	1,305	
…Pierre Poilievre's Conservative Party of Canada	36%	44%	44%	22%	47%	50%	71%	50%	47%	42%	46%	43%	45%	43%	45%	46%	42%	+2
… Justin Trudeau's Liberal Party of Canada	19%	23%	34%	30%	25%	16%	13%	15%	22%	24%	17%	20%	29%	23%	25%	20%	26%	-3
… Jagmeet Singh's New Democratic Party of Canada	14%	17%	17%	8%	19%	19%	13%	27%	14%	19%	20%	21%	12%	21%	15%	13%	17%	-
… Yves-François Blanchet's Bloc Québécois	6%	8%	-	34%	-	-	-	-	-	-	-	-	-	-	-	-	7%	+1
… Elizabeth May's Green Party of Canada	4%	5%	1%	4%	7%	6%	2%	6%	5%	5%	8%	5%	3%	5%	6%	4%	4%	+1
… Maxime Bernier's People's Party of Canada	2%	2%	3%	3%	2%	3%	1%	2%	2%	2%	3%	3%	1%	1%	2%	4%	2%	-
… another party	1%	1%	2%	1%	1%	5%	0%	0%	1%	1%	2%	1%	0%	1%	2%	0%	1%	-
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Evolution of Voting Intentions in Canada

Leger

	09-18-2021	2021 Election*	11-08-2021	12-06-2021	01-24-2022	02-07-2022	04-11-2022	06-13-2022	07-11-2022	08-05-2022	09-19-2022	10-11-2022	11-14-2022	12-12-2022	01-23-2023	02-13-2023	03-13-2023	04-11-2023	05-08-2023	05-29-2023	07-31-2023	08-28-2023	09-25-2023	10-31-2023	11-27-2023	12-19-2023	01-31-2024	02-28-2024	03-27-2024	04-29-2024
LPC	32%	32.6	35%	36%	34%	33%	31%	30%	32%	33%	28%	31%	32%	30%	34%	32%	33%	30%	32%	33%	29%	29%	27%	26%	26%	28%	25%	25%	26%	23%
CPC	33%	34%	26%	29%	31%	29%	29%	32%	28%	28%	34%	33%	34%	33%	34%	35%	32%	34%	33%	31%	35%	38%	39%	40%	40%	38%	40%	41%	42%	44%
NDP	19%	17.8	22%	19%	18%	21%	21%	21%	21%	21%	23%	21%	19%	21%	19%	18%	19%	21%	20%	19%	20%	18%	18%	17%	20%	18%	20%	18%	17%	17%
BQ	7%	7.70	8%	7%	7%	8%	7%	6%	7%	8%	8%	8%	7%	7%	7%	7%	9%	8%	7%	8%	7%	8%	7%	7%	7%	7%	8%	7%	7%	8%
PPC	6%	5%	5%	5%	6%	4%	6%	4%	5%	5%	3%	2%	2%	4%	1%	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%
GPC	2%	2.30	3%	3%	3%	4%	4%	4%	4%	4%	3%	3%	4%	4%	3%	4%	4%	3%	5%	6%	4%	4%	4%	6%	3%	5%	5%	5%	4%	5%
Others	1%	0.20	2%	1%	2%	0%	2%	2%	3%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%

*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=1,610)

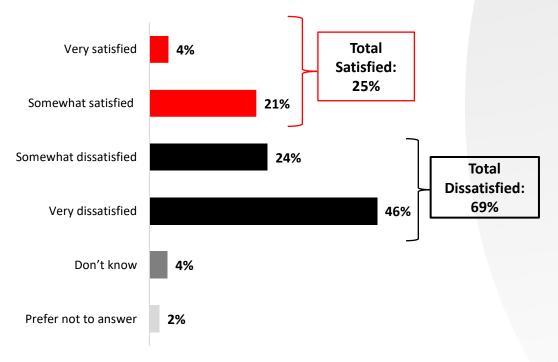|	
Very satisfied	4%
Somewhat satisfied	21%
Somewhat dissatisfied	24%
Very dissatisfied	46%
Don't know	4%
Prefer not to answer	2%

Total Satisfied: 25%

Total Dissatisfied: 69%

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 March 2024	Gap
Weighted n=	*1,610*	*108*	*372*	*623*	*104*	*179*	*224*	*785*	*825*	*429*	*518*	*662*	*672*	*616*	*310*	*1,605*	
Unweighted n=	*1,610*	*105*	*430*	*642*	*130*	*140*	*163*	*780*	*830*	*412*	*531*	*667*	*685*	*606*	*309*	*1,605*	
Total Satisfied	**25%**	31%	29%	26%	23%	17%	20%	26%	24%	24%	25%	26%	28%	25%	19%	**28%**	**-3**
Very satisfied	**4%**	5%	3%	5%	3%	2%	3%	4%	4%	4%	3%	4%	5%	2%	3%	**5%**	**-1**
Somewhat satisfied	**21%**	26%	26%	22%	20%	14%	17%	23%	20%	20%	22%	22%	23%	23%	16%	**23%**	**-2**
Total Dissatisfied	**69%**	63%	62%	69%	71%	78%	77%	70%	69%	65%	69%	72%	65%	70%	76%	**66%**	**+3**
Somewhat dissatisfied	**24%**	22%	30%	24%	17%	11%	27%	24%	23%	23%	25%	23%	24%	24%	22%	**26%**	**-2**
Very dissatisfied	**46%**	42%	32%	45%	54%	67%	50%	46%	45%	42%	44%	49%	41%	46%	54%	**40%**	**+6**
Don't know	**4%**	3%	6%	3%	6%	3%	1%	3%	4%	8%	4%	1%	5%	3%	2%	**4%**	**-**
Prefer not to answer	**2%**	2%	3%	2%	0%	2%	2%	1%	2%	3%	2%	1%	1%	2%	2%	**2%**	**-**

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?
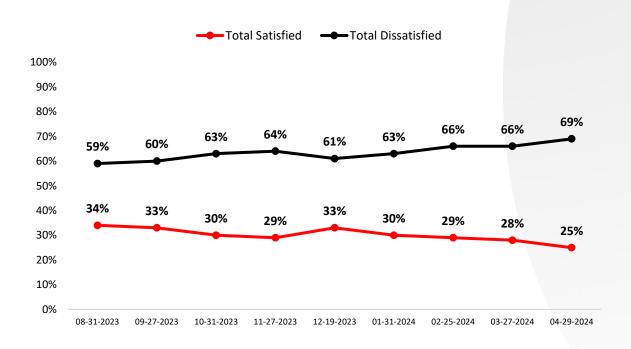
Base: All respondents

	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,610	566	296	214	98	64	28*
Unweighted n=	1,610	481	327	254	128	64	28*
Total Satisfied	25%	5%	79%	32%	13%	18%	8%
Very satisfied	4%	1%	13%	3%	0%	0%	0%
Somewhat satisfied	21%	3%	65%	29%	13%	18%	8%
Total Dissatisfied	69%	94%	21%	66%	86%	77%	90%
Somewhat dissatisfied	24%	12%	18%	47%	37%	45%	27%
Very dissatisfied	46%	82%	3%	19%	48%	32%	63%
Don't know	4%	1%	0%	1%	1%	3%	0%
Prefer not to answer	2%	0%	1%	0%	0%	2%	3%

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?
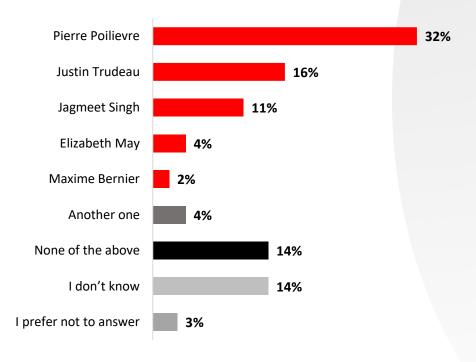Base: All respondents

Chart legend: ● Total Satisfied (red line) ● Total Dissatisfied (black line)

Total Dissatisfied: 59%, 60%, 63%, 64%, 61%, 63%, 66%, 66%, 69%

Total Satisfied: 34%, 33%, 30%, 29%, 33%, 30%, 29%, 28%, 25%

Dates: 08-31-2023, 09-27-2023, 10-31-2023, 11-27-2023, 12-19-2023, 01-31-2024, 02-25-2024, 03-27-2024, 04-29-2024

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=1,610)

Leader	Percentage
Pierre Poilievre	32%
Justin Trudeau	16%
Jagmeet Singh	11%
Elizabeth May	4%
Maxime Bernier	2%
Another one	4%
None of the above	14%
I don't know	14%
I prefer not to answer	3%

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 March 2024	Gap
Weighted n=	1,610	108	372	623	104	179	224	785	825	429	518	662	672	616	310	1,605	
Unweighted n=	1,610	105	430	642	130	140	163	780	830	412	531	667	685	606	309	1,605	
Pierre Poilievre	32%	24%	17%	33%	38%	58%	32%	37%	27%	34%	28%	33%	30%	32%	35%	29%	+3
Justin Trudeau	16%	18%	19%	16%	11%	8%	14%	16%	15%	11%	15%	19%	16%	17%	12%	17%	-1
Jagmeet Singh	11%	13%	8%	12%	13%	9%	17%	11%	12%	12%	15%	8%	13%	11%	8%	17%	-6
Elizabeth May	4%	3%	3%	4%	8%	1%	7%	5%	3%	6%	3%	3%	4%	5%	3%	3%	+1
Maxime Bernier	2%	2%	3%	1%	1%	0%	3%	2%	1%	3%	3%	0%	2%	2%	3%	1%	+1
Another one	4%	1%	11%	2%	5%	3%	1%	4%	4%	3%	4%	5%	4%	3%	5%	3%	+1
None of the above	14%	19%	19%	12%	11%	10%	10%	14%	14%	10%	12%	18%	13%	14%	16%	12%	+2
Don't know	14%	15%	18%	15%	13%	7%	12%	8%	20%	18%	16%	11%	15%	13%	16%	15%	-1
Prefer not to answer	3%	3%	2%	2%	0%	4%	6%	2%	3%	4%	4%	2%	3%	3%	1%	2%	+1

Leader Who Would Make the Best Prime Minister – *By Voting Intentions*

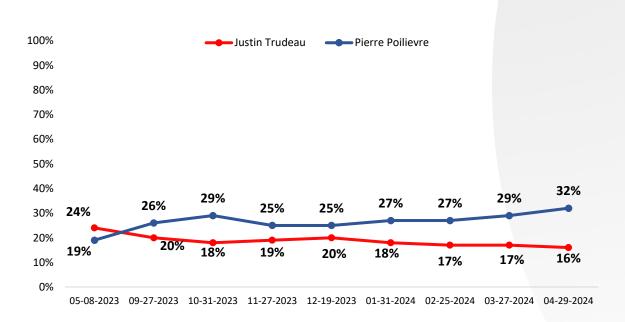**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents

	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,610	566	296	214	98	64	28*
Unweighted n=	1,610	481	327	254	128	64	28*
Pierre Poilievre	**32%**	**83%**	**2%**	**8%**	**10%**	**4%**	11%
Justin Trudeau	**16%**	**1%**	**70%**	**2%**	**5%**	**4%**	4%
Jagmeet Singh	**11%**	**2%**	**4%**	**65%**	**5%**	9%	6%
Elizabeth May	**4%**	**1%**	3%	**2%**	**1%**	**63%**	4%
Maxime Bernier	**2%**	**1%**	**0%**	**0%**	6%	3%	43%
Another one	**4%**	**2%**	4%	2%	**26%**	1%	6%
None of the above	**14%**	**7%**	11%	**9%**	**34%**	9%	9%
Don't know	**14%**	**3%**	**7%**	12%	11%	**7%**	17%
Prefer not to answer	**3%**	**1%**	**0%**	**0%**	2%	**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

Legend: ● Justin Trudeau (red) ● Pierre Poilievre (blue)

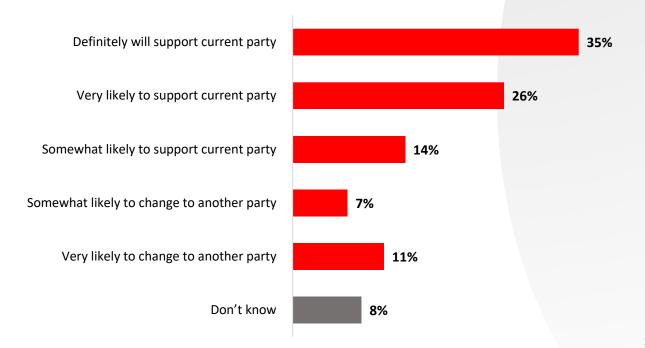|	05-08-2023	09-27-2023	10-31-2023	11-27-2023	12-19-2023	01-31-2024	02-25-2024	03-27-2024	04-29-2024
Justin Trudeau	24%	20%	18%	19%	20%	18%	17%	17%	16%
Pierre Poilievre	19%	26%	29%	25%	25%	27%	27%	29%	32%

Likelihood of Supporting Current Party in the Next Election (1/2)

Q3. The election might not be for another 18 months. How likely are you to vote for the political party you currently favor?
Base: Decided voters (n=1,291)

Response	Percentage
Definitely will support current party	35%
Very likely to support current party	26%
Somewhat likely to support current party	14%
Somewhat likely to change to another party	7%
Very likely to change to another party	11%
Don't know	8%

Likelihood of Supporting Current Party in the Next Election (2/2)

Q3. The election might not be for another 18 months. How likely are you to vote for the political party you currently favor?

Base: Decided voters

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,277	79	294	487	83	150	184	666	610	314	397	566	535	506	232
Unweighted n=	1,291	81	344	511	101	116	138	662	629	306	413	572	546	500	242
Definitely will support current party	**35%**	36%	31%	33%	45%	41%	34%	35%	34%	28%	32%	40%	34%	34%	36%
Very likely to support current party	**26%**	22%	25%	26%	23%	23%	31%	26%	25%	29%	23%	25%	26%	26%	24%
Somewhat likely to support current party	**14%**	11%	11%	15%	18%	11%	15%	14%	14%	17%	15%	11%	14%	12%	16%
Somewhat likely to change to another party	**7%**	12%	7%	8%	2%	2%	5%	6%	8%	7%	7%	6%	7%	7%	5%
Very likely to change to another party	**11%**	15%	15%	9%	6%	17%	6%	12%	10%	12%	13%	9%	11%	11%	12%
Don't know	**8%**	4%	11%	9%	6%	5%	9%	8%	9%	6%	10%	8%	8%	10%	7%

Likelihood of Supporting Current Party in the Next Election – *By Voting Intentions*

Q3. The election might not be for another 18 months. How likely are you to vote for the political party you currently favor?
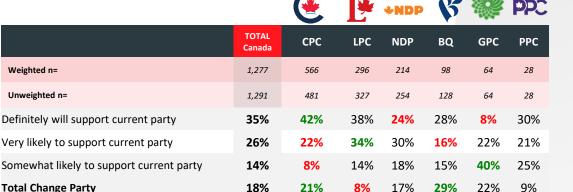Base: Decided voters

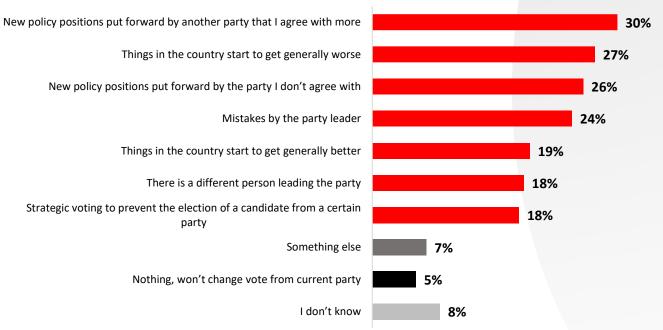|	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	*1,277*	*566*	*296*	*214*	*98*	*64*	*28*
Unweighted n=	*1,291*	*481*	*327*	*254*	*128*	*64*	*28*
Definitely will support current party	**35%**	42%	38%	24%	28%	8%	30%
Very likely to support current party	**26%**	22%	34%	30%	16%	22%	21%
Somewhat likely to support current party	**14%**	8%	14%	18%	15%	40%	25%
Total Change Party	**18%**	21%	8%	17%	29%	22%	9%
Somewhat likely to change to another party	**7%**	5%	6%	13%	7%	7%	9%
Very likely to change to another party	**11%**	17%	2%	4%	22%	14%	0%
Don't know	**8%**	7%	7%	12%	12%	8%	15%

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

Factors Influencing Change in Political Support (1/2)

Q5. What are the reasons that might make you change who you are planning to support in the next election? *Select all that apply*

Base: Respondents who are somewhat likely to support current party, somewhat or very likely to change party, or don't know yet (n=512)

Factor	Percentage
New policy positions put forward by another party that I agree with more	30%
Things in the country start to get generally worse	27%
New policy positions put forward by the party I don't agree with	26%
Mistakes by the party leader	24%
Things in the country start to get generally better	19%
There is a different person leading the party	18%
Strategic voting to prevent the election of a candidate from a certain party	18%
Something else	7%
Nothing, won't change vote from current party	5%
I don't know	8%

Factors Influencing Change in Political Support (2/2)

Q5. What are the reasons that might make you change who you are planning to support in the next election? *Select all that apply*

Base: Respondents who are somewhat likely to support current party, somewhat or very likely to change party, or don't know yet

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*503*	*33*	*128*	*200*	*25*	*53*	*64*	*256*	*247*	*130*	*174*	*198*	*212*	*196*	*93*
Unweighted n=	*512*	*32*	*153*	*210*	*33*	*37*	*47*	*248*	*264*	*131*	*184*	*197*	*220*	*194*	*97*
New policy positions put forward by another party that I agree with more	**30%**	20%	**23%**	34%	37%	14%	**44%**	27%	33%	25%	26%	**36%**	30%	30%	29%
Things in the country start to get generally worse	**27%**	33%	25%	25%	26%	26%	34%	28%	25%	30%	31%	**21%**	26%	31%	21%
New policy positions put forward by the party I don't agree with	**26%**	34%	**19%**	24%	37%	27%	32%	27%	24%	22%	23%	30%	29%	22%	24%
Mistakes by the party leader	**24%**	41%	**15%**	24%	49%	23%	27%	25%	23%	26%	24%	23%	27%	21%	26%
Things in the country start to get generally better	**19%**	17%	24%	16%	16%	13%	24%	16%	22%	26%	17%	16%	22%	16%	18%
There is a different person leading the party	**18%**	40%	**11%**	20%	33%	17%	12%	16%	20%	19%	**13%**	23%	18%	20%	17%
Strategic voting to prevent the election of a candidate from a certain party	**18%**	18%	18%	15%	19%	16%	29%	19%	17%	19%	17%	18%	18%	16%	20%
Something else	**7%**	5%	10%	7%	8%	2%	4%	8%	5%	8%	6%	6%	7%	6%	6%
Nothing, won't change vote from current party	**5%**	3%	8%	3%	2%	15%	**0%**	**8%**	**3%**	5%	5%	5%	4%	7%	4%
I don't know	**8%**	4%	5%	10%	2%	2%	19%	9%	8%	9%	7%	8%	**5%**	8%	**16%**

Factors Influencing Change in Political Support – *By Voting Intentions*

Q5. What are the reasons that might make you change who you are planning to support in the next election? *Select all that apply*

Base: Respondents who are somewhat likely to support current party, somewhat or very likely to change party, or don't know yet

	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	503	207	84	99	55	44	13*
Unweighted n=	512	175	90	124	68	42	13*
New policy positions put forward by another party that I agree with more	30%	33%	30%	28%	19%	34%	28%
Things in the country start to get generally worse	27%	26%	25%	26%	28%	33%	32%
New policy positions put forward by the party I don't agree with	26%	27%	28%	25%	16%	28%	25%
Mistakes by the party leader	24%	30%	15%	26%	12%	29%	7%
Things in the country start to get generally better	19%	19%	17%	19%	23%	17%	21%
There is a different person leading the party	18%	13%	30%	21%	15%	22%	9%
Strategic voting to prevent the election of a candidate from a certain party	18%	16%	13%	19%	16%	37%	15%
Something else	7%	2%	11%	5%	15%	5%	29%
Nothing, won't change vote from current party	5%	7%	1%	5%	12%	0%	0%
I don't know	8%	10%	10%	11%	2%	0%	0%

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

Respondent Profile

Subtitle

Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	**1,610**	**1,610**
British Columbia	163	224
Alberta	140	179
Manitoba/Saskatchewan	130	104
Ontario	642	623
Quebec	430	372
Atlantic	105	108

Weighted and Unweighted Sample (2/2)

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	**1,610**	**1,610**
Male	780	785
Female	830	825
Age	**1,610**	**1,610**
18 to 34	412	429
35 to 54	531	518
55+	667	662
Language (Mother tongue)	**1,610**	**1,610**
English	1,031	1,099
French	376	318
Other	199	188

Our services

- **Leger**
  Marketing research and polling

- **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

Leger

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.