

Report

CANADIAN POLITICS

Survey of Canadians

NATIONAL POST

June 2024



Methodology



Method

Online survey among respondents 18 years of age or older. (Canadian sample: n= 1,607). Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

June 21 to
June 23, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.45\%$, (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 Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: aenns@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



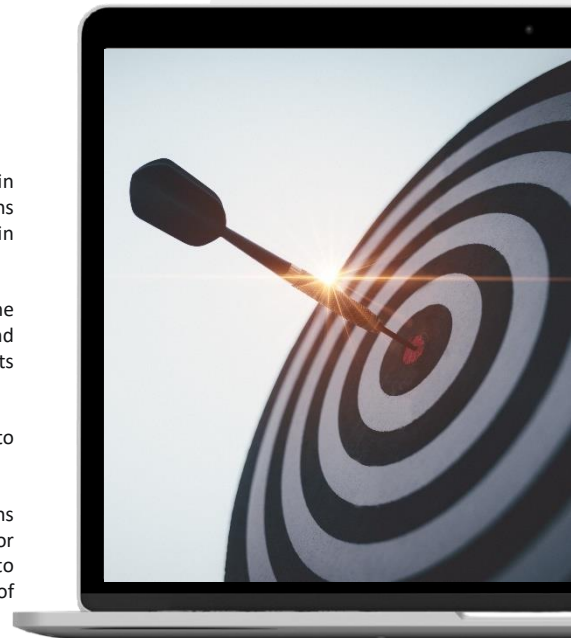
	C	L	NDP	B	PPC	
LEGER SURVEY Published in <i>Le Journal de Montréal</i> and <i>The National Post/Postmedia</i> September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 Canadian Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key Highlights (1/2)

Every month, we conduct a survey of Canadians to explore their views on the current government. This month, our survey was conducted between June 22 and 24, 2024.

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

- Pierre Poilievre's Conservative Party remains in the lead, 14 points ahead of Justin Trudeau's Liberal Party. If a federal election were to be held today, 41% of Canadians would vote for the Conservative Party of Canada, while 27% would vote for Justin Trudeau's Liberal Party. The Liberals experienced a 4-point increase in June.
- A quarter of Canadians (26%) think Pierre Poilievre is the leader who would make the best Prime Minister among the federal party leaders, ahead of Justin Trudeau (19%) and Jagmeet Singh (14%). Pierre Poilievre has experienced a decrease of two points compared to last month, while Justin Trudeau experienced an increase of three points.
- Two-thirds of Canadians (65%) are dissatisfied with Trudeau's government, compared to only a third (29%) who are satisfied.
- Opinions on the NDP-Liberal parliamentary agreement are divided. 38% of Canadians think it has been a good thing for the country, while 37% think it has been a bad thing for Canada, and a quarter (26%) don't know. Conservative voters (75%) are more likely to think this agreement has been a bad thing for the country. Only 60% of NDP supporters say it's been a good thing.
- Since the NDP-Liberal arrangement has been in place, one out of five Canadians (20%) think their impression of the NDP and Jagmeet Singh has improved, 32% think it has worsened and, 36% think it has not changed. NDP voters (41%) and Liberal voters (37%) are more likely to have an improved impression, while Conservative voters are more likely to have a worsened impression (63%).

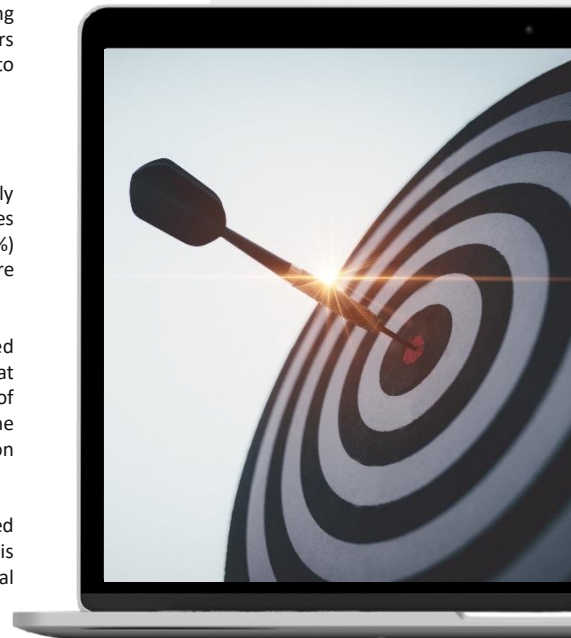


Key Highlights (2/2)

- A majority of Canadians (71%) think it is important to like the leader of the political party they plan on voting for in an election. This proportion is significantly higher among Quebecers (79%), females (74%), liberal voters (79%) and Bloc Québécois voters (90%). Female voters are more likely to agree liking the leader is important compared to males.

Foreign Electoral Interference

- 68% of Canadians generally trust the results of elections in Canada, while 19% generally do not trust them and 12% are unsure. Those proportions are similar to the ones measured in March 2023. Liberal voters (90%) and voters of the Bloc Québécois (90%) are more likely to trust the results of the elections while, Conservative voters (24%) are more likely not to trust them.
- 41% of Canadians believe that the potential foreign electoral interference has limited impact and doesn't significantly affect the overall election results, while 31% think that the potential interference is so significant that it greatly undermines the legitimacy of the election results. Conservative voters (46%) are more likely to believe that the potential foreign interference significantly compromises the legitimacy of the election results.
- Three quarters of Canadians (74%) believe that the names of any MPs allegedly involved in supporting foreign interference in our elections should be made public. This belief is notably higher among Conservative voters (84%), but even 78% of governing Liberal supporters believe the names should be released.



REPORT

Federal Voting Intentions, Government Satisfaction and Foreign Electoral Interference

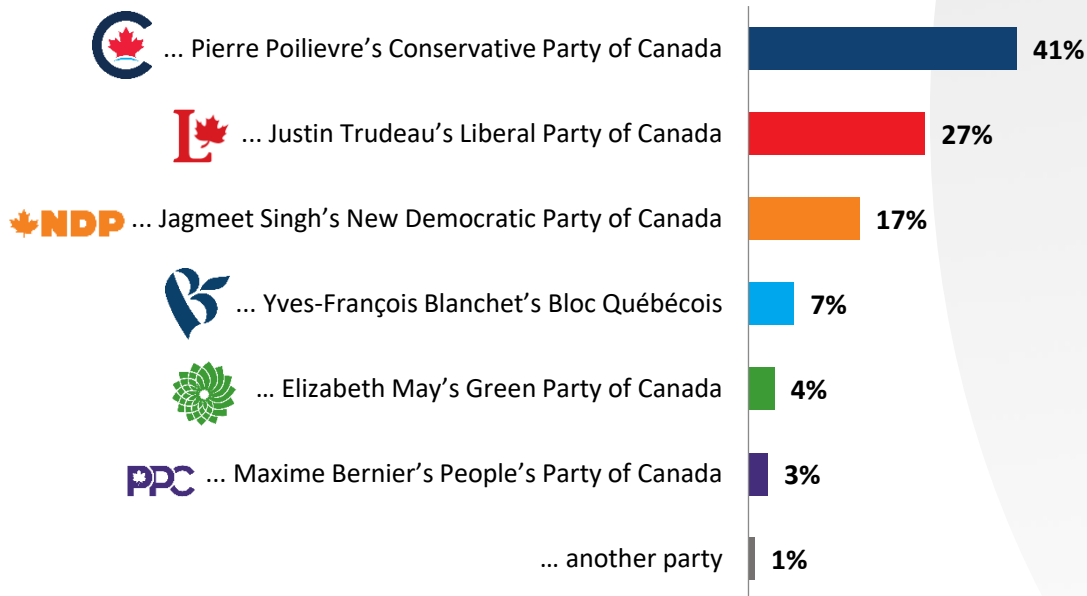
Survey of Canadians



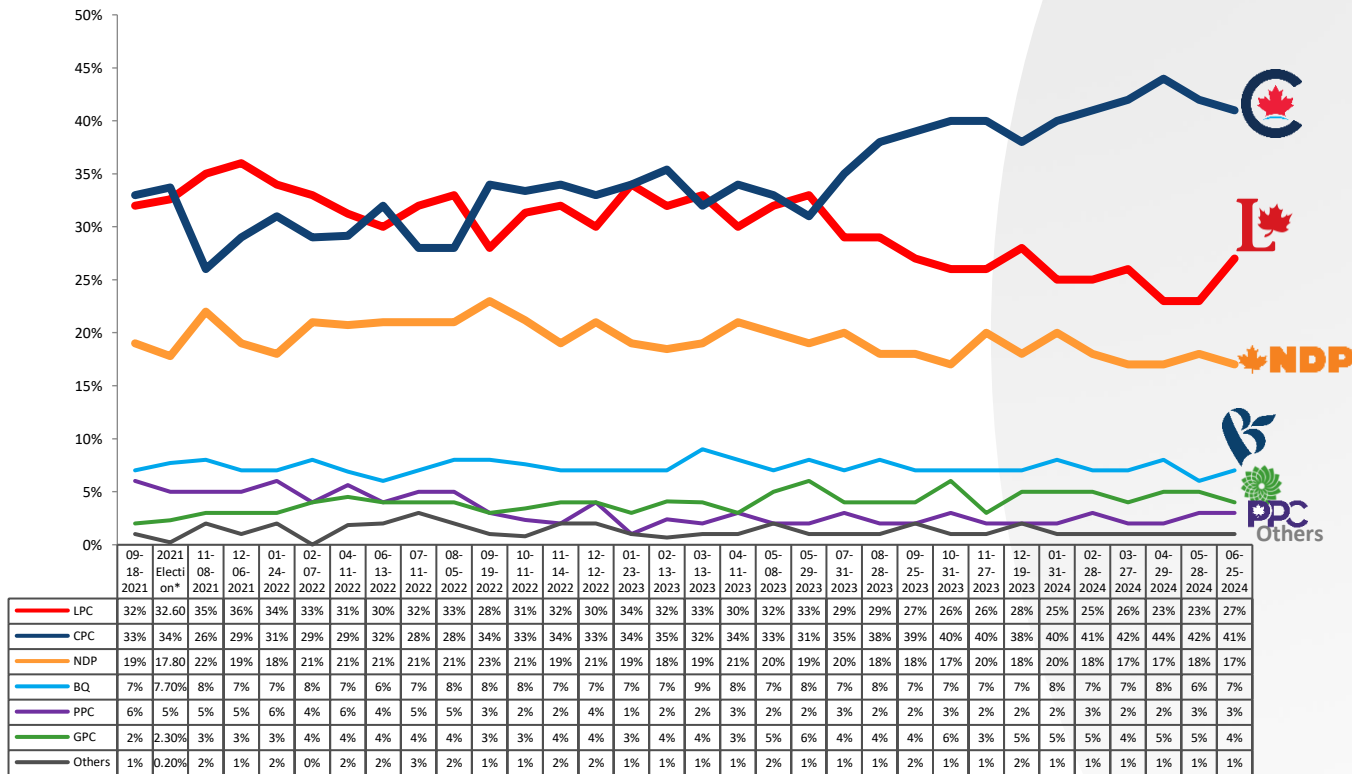
Voting Intentions - Federal Elections (1/2)

Q1. If a federal election 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=1,295), except for the Bloc Québécois, Quebecers only



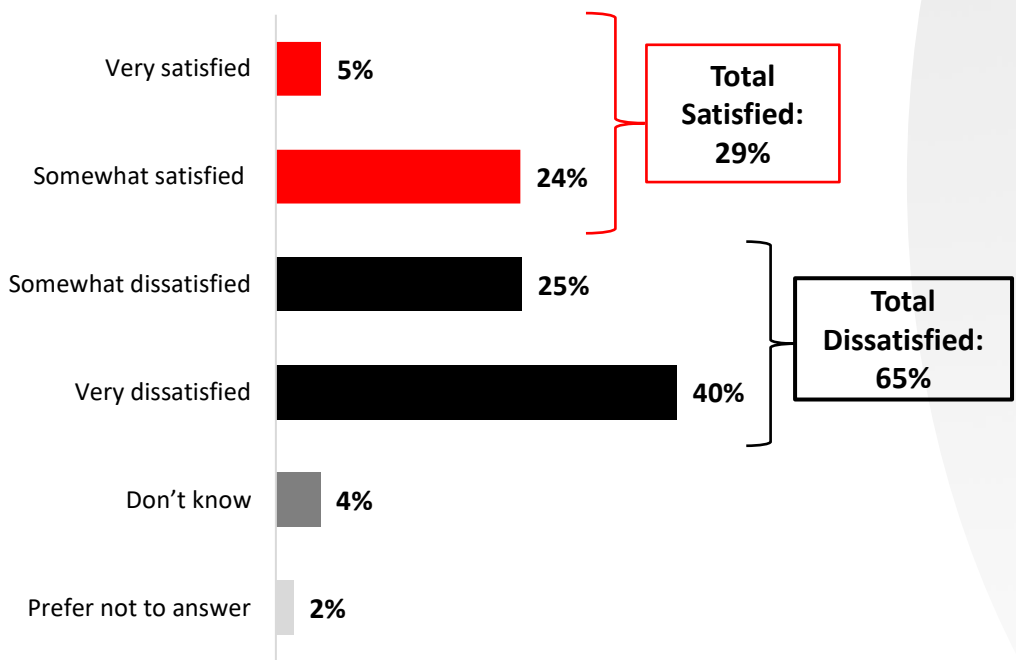
Evolution of Voting Intentions in Canada



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=1,607)



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 May 2024	Gap
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,620	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,620	
Total Satisfied	29%	37%	32%	29%	26%	18%	29%	26%	31%	31%	26%	30%	31%	28%	28%	27%	+2
Very satisfied	5%	8%	4%	5%	2%	3%	4%	5%	4%	5%	3%	6%	5%	4%	5%	4%	+1
Somewhat satisfied	24%	29%	28%	24%	24%	15%	26%	21%	28%	27%	23%	24%	26%	24%	23%	23%	+1
Total Dissatisfied	65%	58%	60%	65%	66%	76%	68%	70%	60%	58%	69%	66%	64%	66%	67%	66%	-1
Somewhat dissatisfied	25%	25%	30%	22%	16%	26%	27%	24%	25%	25%	23%	26%	23%	28%	23%	26%	-1
Very dissatisfied	40%	32%	30%	43%	50%	50%	41%	46%	35%	34%	46%	40%	41%	38%	44%	41%	-1
Don't know	4%	4%	5%	5%	7%	2%	3%	3%	6%	8%	4%	2%	4%	4%	4%	5%	-1
Prefer not to answer	2%	1%	3%	2%	1%	3%	0%	1%	3%	2%	2%	1%	2%	2%	1%	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

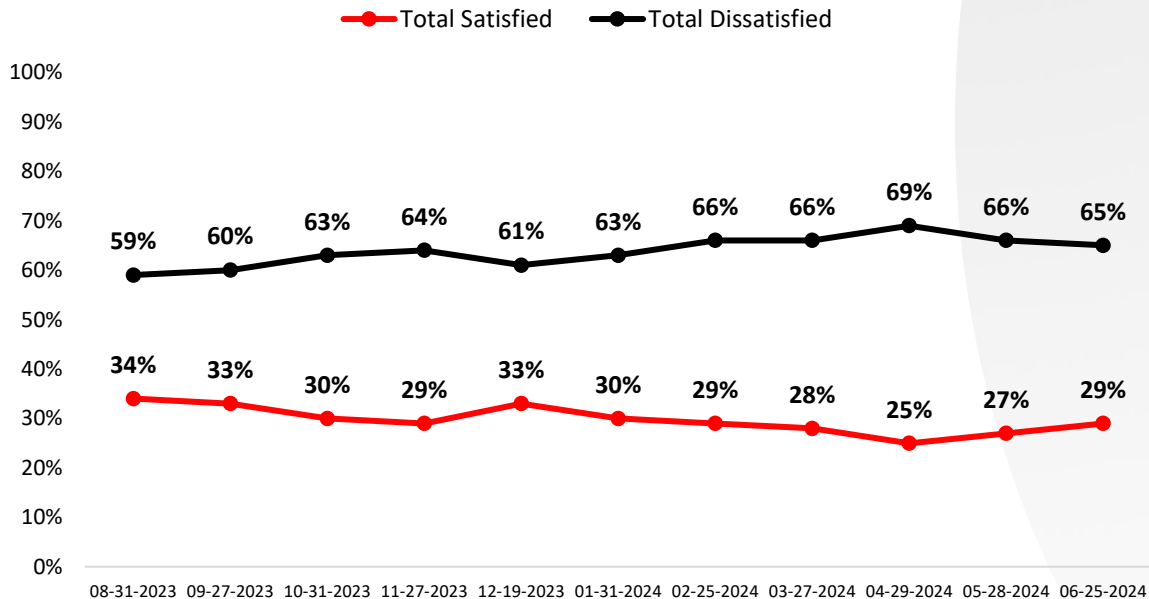


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Total Satisfied	29%	6%	74%	35%	22%	25%	9%
Very satisfied	5%	1%	16%	2%	0%	8%	4%
Somewhat satisfied	24%	5%	58%	33%	22%	17%	5%
Total Dissatisfied	65%	93%	24%	63%	77%	73%	91%
Somewhat dissatisfied	25%	18%	21%	39%	42%	38%	15%
Very dissatisfied	40%	76%	3%	25%	35%	35%	76%
Don't know	4%	1%	1%	1%	1%	2%	0%
Prefer not to answer	2%	0%	1%	0%	0%	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?

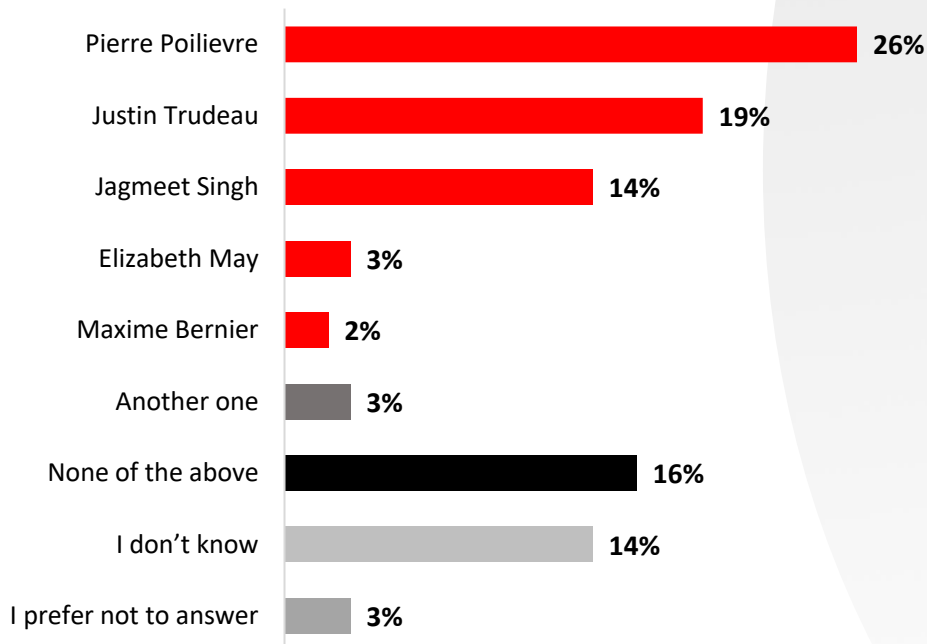
Base: All respondents



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=1,607)



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 2024	Gap
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,620	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,620	
Pierre Poilievre	26%	21%	19%	28%	23%	35%	33%	32%	21%	25%	31%	24%	26%	27%	26%	28%	-2
Justin Trudeau	19%	19%	21%	19%	17%	12%	19%	18%	20%	16%	15%	24%	17%	21%	19%	16%	+3
Jagmeet Singh	14%	15%	9%	15%	17%	19%	15%	15%	14%	18%	15%	12%	16%	13%	14%	16%	-2
Elizabeth May	3%	9%	2%	4%	3%	2%	3%	2%	4%	2%	4%	3%	2%	3%	4%	3%	-
Maxime Bernier	2%	3%	2%	2%	3%	3%	1%	3%	1%	1%	3%	2%	2%	1%	4%	3%	-1
Another one	3%	4%	9%	1%	1%	4%	0%	3%	4%	2%	3%	5%	3%	3%	4%	3%	-
None of the above	16%	15%	20%	14%	18%	15%	12%	17%	14%	14%	15%	17%	16%	15%	16%	14%	+2
Don't know	14%	12%	16%	14%	12%	9%	15%	8%	19%	18%	13%	11%	14%	14%	11%	14%	-
Prefer not to answer	3%	3%	3%	3%	5%	2%	3%	1%	4%	3%	2%	3%	3%	3%	2%	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

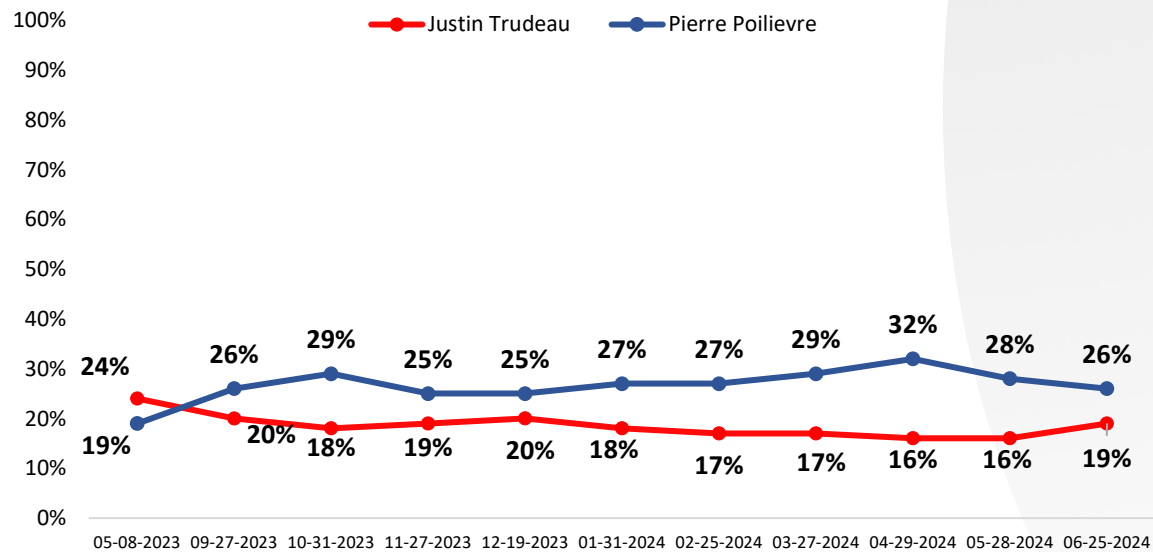


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Pierre Poilievre	26%	74%	2%	0%	11%	3%	16%
Justin Trudeau	19%	1%	70%	6%	15%	0%	3%
Jagmeet Singh	14%	6%	5%	70%	7%	10%	4%
Elizabeth May	3%	0%	3%	2%	1%	62%	1%
Maxime Bernier	2%	1%	0%	0%	2%	1%	49%
Another one	3%	1%	4%	0%	24%	2%	2%
None of the above	16%	11%	10%	9%	30%	15%	20%
Don't know	14%	6%	6%	11%	9%	7%	5%
Prefer not to answer	3%	0%	1%	1%	1%	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?

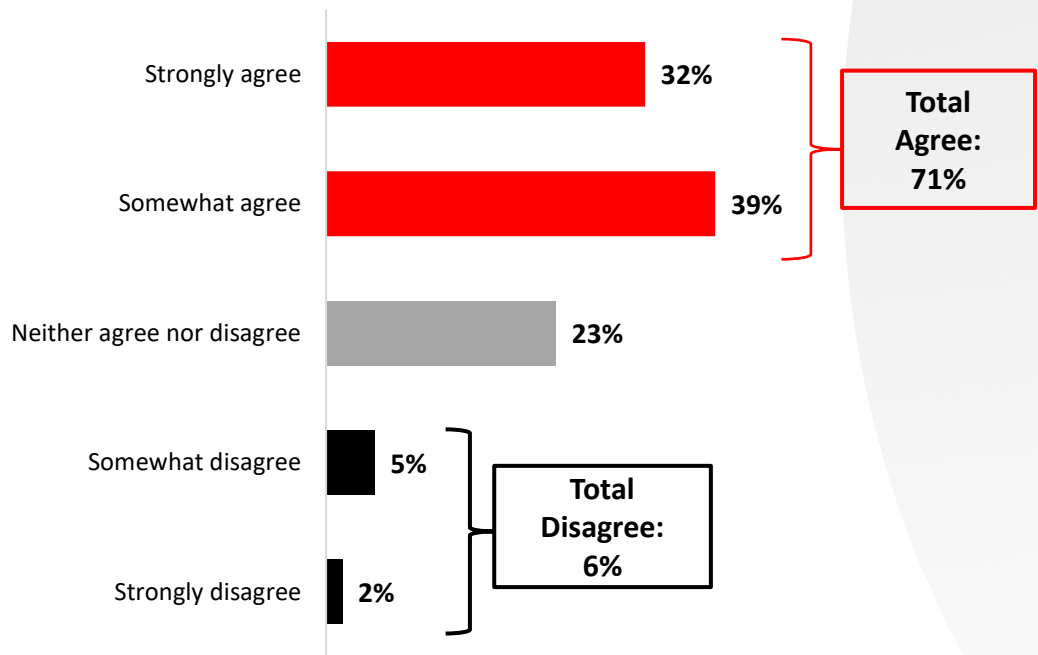
Base: All respondents



Importance of Liking the Leader of the Party for Voting (1/2)

Q5. Do you agree or disagree with the following statement? *It is important for me to like the leader of the political party I am planning to vote for in an election.*

Base: All respondents (n=1,607)



Importance of Liking the Leader of the Party for Voting (2/2)

Q5. Do you agree or disagree with the following statement? *It is important for me to like the leader of the political party I am planning to vote for in an election.*

Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286
Total Agree	71%	78%	79%	68%	59%	68%	70%	68%	74%	67%	74%	71%	70%	72%	75%
Strongly agree	32%	42%	39%	30%	27%	26%	26%	30%	34%	28%	35%	32%	30%	35%	32%
Somewhat agree	39%	36%	40%	38%	32%	42%	44%	38%	40%	39%	39%	39%	40%	37%	43%
Neither agree nor disagree	23%	18%	16%	25%	33%	25%	24%	24%	22%	27%	19%	23%	22%	24%	20%
Total Disagree	6%	4%	5%	7%	7%	7%	6%	8%	5%	6%	7%	6%	8%	5%	5%
Somewhat disagree	5%	3%	4%	6%	5%	4%	5%	6%	4%	5%	5%	4%	7%	3%	4%
Strongly disagree	2%	1%	1%	2%	2%	3%	1%	2%	1%	2%	2%	1%	2%	2%	1%

Importance of Liking the Leader of the Party for Voting – By Voting Intentions

Q5. Do you agree or disagree with the following statement? *It is important for me to like the leader of the political party I am planning to vote for in an election.*

Base: All respondents

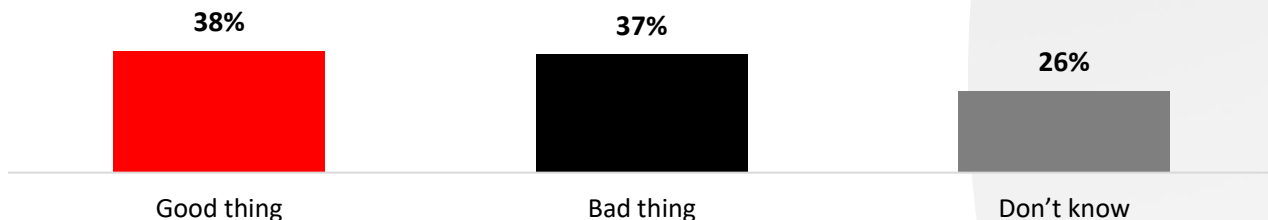


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Total Agree	71%	73%	79%	78%	90%	74%	76%
Strongly agree	32%	34%	36%	32%	57%	22%	28%
Somewhat agree	39%	39%	43%	46%	33%	53%	48%
Neither agree nor disagree	23%	19%	17%	18%	9%	19%	18%
Total Disagree	6%	8%	4%	4%	1%	7%	6%
Somewhat disagree	5%	7%	4%	4%	1%	6%	4%
Strongly disagree	2%	1%	0%	1%	0%	1%	2%

Evaluation of the NDP-Liberal Parliamentary Agreement

Q3. The federal NDP led by Jagmeet Singh has a parliamentary deal with the governing Liberal where they have committed to supporting the minority Liberal government on votes. In return the NDP have received assurance from the Liberal government to support certain policies important to them, such as pharmacare. Do you think this arrangement between the Liberals and the NDP, keeping the Liberal government in power has been a good thing or a bad thing for the country?

Base: All respondents (n=1,607)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286
Good thing	38%	44%	38%	38%	35%	25%	45%	39%	36%	37%	33%	42%	37%	39%	39%
Bad thing	37%	31%	28%	39%	37%	47%	39%	44%	30%	26%	42%	40%	34%	37%	44%
Don't know	26%	24%	34%	23%	29%	28%	15%	17%	34%	37%	25%	18%	29%	25%	17%

Evaluation of the NDP-Liberal Parliamentary Agreement

- By Voting Intentions

Q3. The federal NDP led by Jagmeet Singh has a parliamentary deal with the governing Liberal where they have committed to supporting the minority Liberal government on votes. In return the NDP have received assurance from the Liberal government to support certain policies important to them, such as pharmacare. Do you think this arrangement between the Liberals and the NDP, keeping the Liberal government in power has been a good thing or a bad thing for the country?

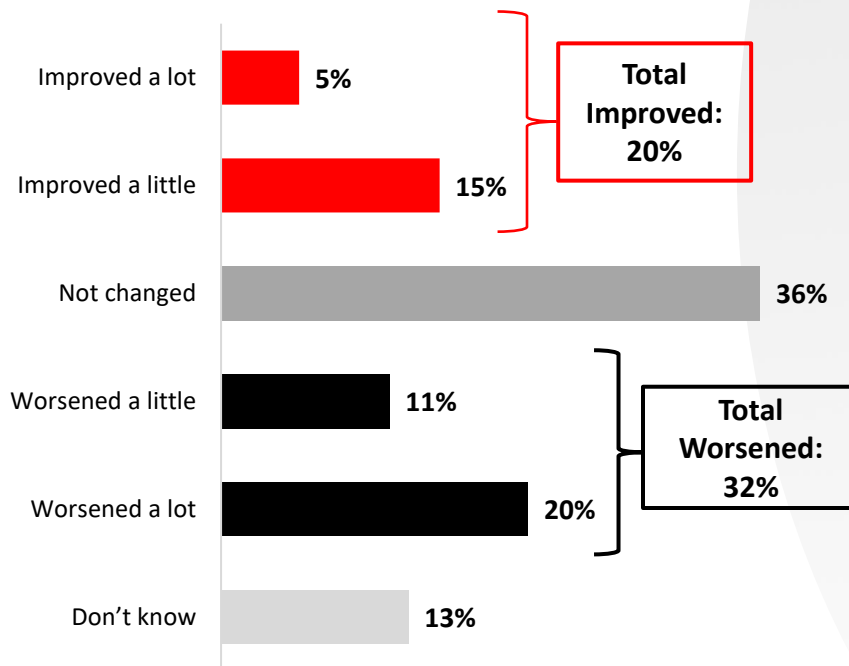
Base: All respondents

	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Good thing	38%	12%	84%	60%	36%	45%	8%
Bad thing	37%	75%	6%	11%	39%	22%	74%
Don't know	26%	13%	10%	29%	25%	32%	18%

Perception of Jagmeet Singh and the NDP (1/2)

Q4. The NDP-Liberal parliamentary arrangement has been in place since 2021. Over this time has your impression of Jagmeet Singh and the NDP improved, worsened or has it not changed over the past 3 years?

Base: All respondents (n=1,607)



Perception of Jagmeet Singh and the NDP (2/2)

Q4. The NDP-Liberal parliamentary arrangement has been in place since 2021. Over this time has your impression of Jagmeet Singh and the NDP improved, worsened or has it not changed over the past 3 years?

Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286
Total Improved	20%	18%	17%	20%	20%	17%	28%	22%	18%	23%	18%	19%	19%	21%	20%
Improved a lot	5%	8%	4%	6%	7%	2%	7%	6%	4%	4%	6%	6%	4%	6%	7%
Improved a little	15%	11%	13%	14%	13%	15%	21%	16%	14%	19%	12%	14%	15%	15%	13%
Not changed	36%	38%	42%	35%	37%	34%	29%	32%	40%	34%	33%	39%	39%	34%	33%
Total Worsened	32%	31%	22%	34%	28%	42%	35%	39%	25%	25%	36%	33%	29%	33%	36%
Worsened a little	11%	14%	9%	12%	5%	11%	14%	12%	10%	11%	12%	11%	12%	11%	10%
Worsened a lot	20%	17%	13%	22%	23%	31%	21%	27%	14%	14%	25%	21%	17%	21%	26%
Don't know	13%	12%	18%	12%	15%	7%	8%	8%	17%	18%	13%	9%	13%	12%	11%

Perception of Jagmeet Singh and the NDP

– By Voting Intentions

Q4. The NDP-Liberal parliamentary arrangement has been in place since 2021. Over this time has your impression of Jagmeet Singh and the NDP improved, worsened or has it not changed over the past 3 years?

Base: All respondents

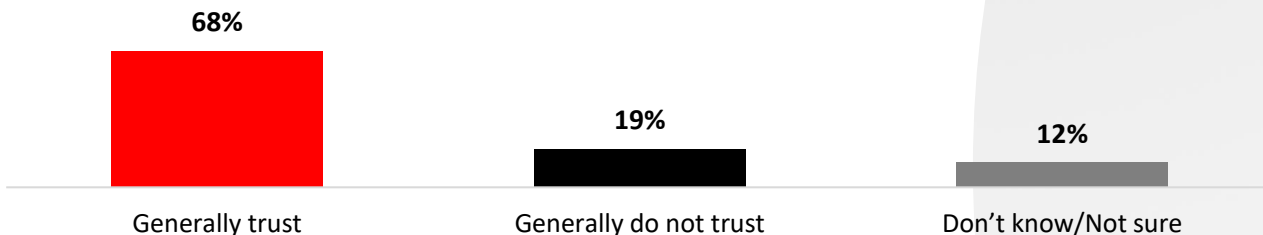


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Total Improved	20%	8%	37%	41%	12%	21%	9%
Improved a lot	5%	1%	11%	14%	1%	9%	2%
Improved a little	15%	7%	27%	27%	11%	12%	7%
Not changed	36%	24%	52%	51%	46%	40%	20%
Total Worsened	32%	63%	9%	7%	32%	32%	72%
Worsened a little	11%	18%	6%	6%	16%	16%	12%
Worsened a lot	20%	45%	2%	2%	16%	16%	59%
Don't know	13%	5%	2%	1%	10%	6%	0%

General Trust in Election Results in Canada

Q6. Would you say that you generally trust the results of elections in Canada?

Base: All respondents (n=1,607)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total March 2023	
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,544	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,544	
Generally trust	68%	79%	69%	65%	68%	65%	74%	73%	64%	55%	62%	82%	67%	69%	74%	69%	-1
Generally do not trust	19%	11%	19%	21%	20%	22%	17%	19%	19%	28%	26%	9%	20%	19%	17%	20%	-1
Don't know / Not sure	12%	10%	12%	14%	12%	12%	9%	8%	16%	17%	13%	9%	13%	12%	10%	11%	+1

General Trust in Election Results in Canada

- *By Voting Intentions*

Q6. Would you say that you generally trust the results of elections in Canada?

Base: All respondents

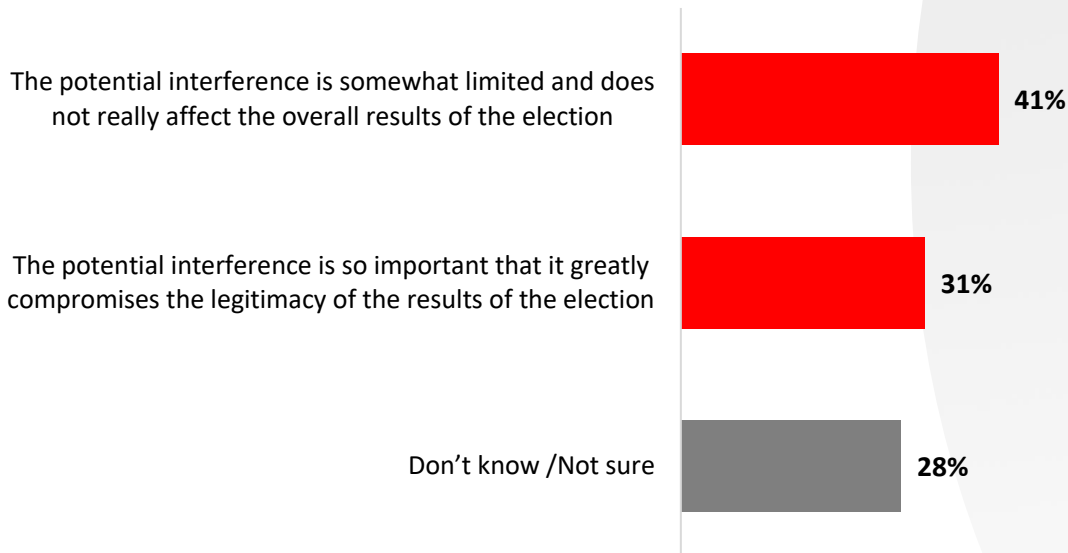


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Generally trust	68%	65%	90%	75%	90%	64%	34%
Generally do not trust	19%	24%	6%	18%	7%	28%	58%
Don't know / Not sure	12%	11%	4%	7%	2%	8%	8%

Impact of Foreign Interference in Past Elections (1/2)

Q7. Based on what you know or have heard regarding possible foreign interference in the 2019 and 2021 elections, do you feel that:

Base: All respondents (n=1,607)



Opinion on Foreign Interference in Past Elections (2/2)

Q7. Based on what you know or have heard regarding possible foreign interference in the 2019 and 2021 elections, do you feel that:

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 2023	
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295	1,544	
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286	1,544	
The potential interference is somewhat limited and does not really affect the overall results of the election	41%	50%	39%	40%	35%	40%	45%	46%	35%	36%	33%	49%	40%	42%	41%	49%	-8
The potential interference is so important that it greatly compromises the legitimacy of the results of the election	31%	20%	29%	34%	30%	32%	33%	36%	27%	33%	39%	24%	30%	32%	32%	33%	-2
Don't know / Not sure	28%	30%	33%	26%	35%	27%	22%	18%	38%	31%	27%	27%	30%	26%	27%	18%	+10

General Trust in Election Results in Canada

- By Voting Intentions

Q7. Based on what you know or have heard regarding possible foreign interference in the 2019 and 2021 elections, do you feel that:

Base: All respondents

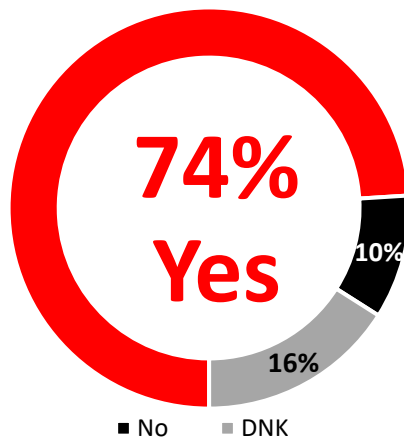


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
The potential interference is somewhat limited and does not really affect the overall results of the election	41%	34%	61%	48%	49%	47%	21%
The potential interference is so important that it greatly compromises the legitimacy of the results of the election	31%	46%	20%	23%	29%	27%	55%
Don't know / Not sure	28%	20%	19%	29%	21%	27%	23%

Disclosure of Names of MPs Involved in Foreign Interference

Q8. A parliamentary committee report on foreign interference was released several weeks ago. This report found that several Members of Parliament—past and present-- knowingly supported foreign interference in Canada’s elections. To date, the names of these MPs have not been made public. Do you feel the names of any MPs that have allegedly been involved in supporting foreign interference in our elections should be made public?

Base: All respondents (n=1,607)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,607	108	371	622	103	179	223	784	823	428	517	662	681	615	295
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	702	605	286
Yes	74%	73%	78%	73%	76%	79%	69%	77%	72%	60%	78%	81%	71%	75%	83%
No	10%	12%	8%	9%	9%	9%	13%	11%	8%	19%	6%	7%	12%	9%	4%
Don't know	16%	15%	15%	18%	15%	12%	18%	12%	20%	22%	16%	12%	17%	16%	12%

Disclosure of Names of MPs Involved in Foreign Interference

- By Voting Intentions

Q8. A parliamentary committee report on foreign interference was released several weeks ago. This report found that several Members of Parliament—past and present-- knowingly supported foreign interference in Canada’s elections. To date, the names of these MPs have not been made public. Do you feel the names of any MPs that have allegedly been involved in supporting foreign interference in our elections should be made public?

Base: All respondents



	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,607	517	343	215	88	52	34
Unweighted n=	1,607	516	365	197	106	60	36
Yes	74%	84%	78%	75%	88%	71%	78%
No	10%	7%	10%	13%	6%	9%	12%
Don't know	16%	9%	12%	12%	6%	20%	10%

REPORT

Respondent Profile

Subtitle



Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	1,607	1,607
British Columbia	171	223
Alberta	139	179
Manitoba/Saskatchewan	133	103
Ontario	631	622
Quebec	427	371
Atlantic	106	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	1,607	1,607
Male	823	784
Female	784	823
Age	1,607	1,607
18 to 34	443	428
35 to 54	466	517
55+	698	662
Language (Mother tongue)	1,607	1,607
English	1,000	1,070
French	377	317
Other	228	218

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

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.