

The logo for Leger, featuring the word "Leger" in a bold, sans-serif font. The letter "e" is stylized with a red dot and a red underline that extends to the left. Below the logo is a solid red horizontal line.

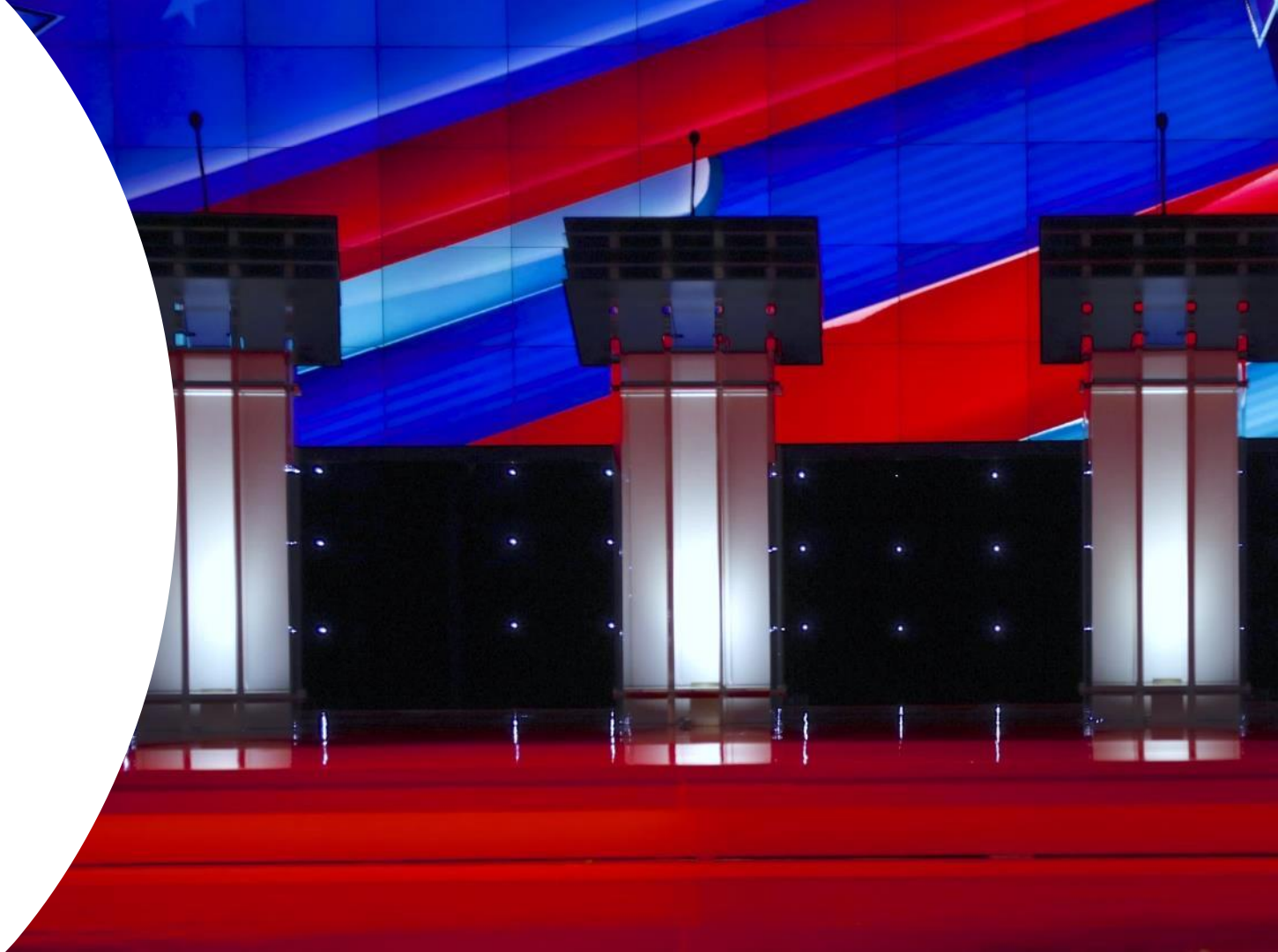
Leger

REPORT

U.S. Politics

Survey of Americans

DATE 2024-10-01



Methodology



Method

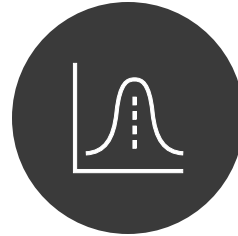
An online survey among 1,010 Americans 18 years of age or older.

Respondents were randomly recruited using LEO's online panel.



When

September 27 to September 29, 2024.



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 3.08\%$, (19 times out of 20).



Weighting

Results were weighted according to **age, gender, region, education, race, 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 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.

Key highlights (1/2)

Some of the key highlights from our U.S. Politics Survey include...

Harris is leading in voting intentions

- If the presidential election were held today, Harris would receive 51% of the votes, and Trump would receive 47%.
- When we asked Americans who they think will win the election in November, Kamala Harris (40%) is slightly ahead of and Donald Trump (39%), but the race is close.

Inflation, illegal immigration, and jobs are the most important issues according to Americans

- Americans consider inflation and prices (60%), illegal immigration (35%), and jobs and the economy (33%) as the most important issues facing the United States. They believe that Donald Trump is better suited to handle these three issues.
- On the other hand, respondents believe that Kamala Harris will do a better job handling issues such as abortion, climate change and the environment, poverty and homelessness, affordability of healthcare, and democracy and fair elections.
- Donald Trump is seen as a strong leader who can earn respect from other countries more than Kamala Harris. However, Kamala Harris is viewed as more reasonable, mentally sharp and honest compared to Donald Trump.
- When it comes to who is most ready to lead, half of Americans believe Donald Trump (51%) is most ready to lead, while the other half believe it is Kamala Harris (49%).

Key highlights (2/2)

Half of Americans have an unfavorable impression of Trump

- Half of Americans (50%) have an unfavorable opinion of Donald Trump, while 41% have a favorable opinion of him, and 4% don't know him well enough to have an opinion. As for his vice-presidential candidate, JD Vance, 25% have a favorable opinion of him, 40% have an unfavorable one, and 30% don't know enough about him. Among Republican voters, 85% have a favorable opinion of Trump and 59% of JD Vance.
- Overall, 44% of Americans have a favorable opinion of Kamala Harris, 41% have an unfavorable opinion, and 10% don't know her well enough to have an opinion. As for the vice-presidential candidate Tim Walz, 36% have a favorable opinion of him, 28% have an unfavorable one, and 31% don't know him well enough. Among Democratic voters, 84% have a favorable opinion of Harris, and 73% have a favorable opinion of Tim Walz.
- Americans are more concerned about Donald Trump's election (43%) than about Kamala Harris' election (34%). Around one in five Americans (17%) are not concerned about either, and 6% are concerned about both. Among Democratic voters, 77% are concerned about Trump's election, and among Republican voters, 69% are concerned about Harris' election.

REPORT

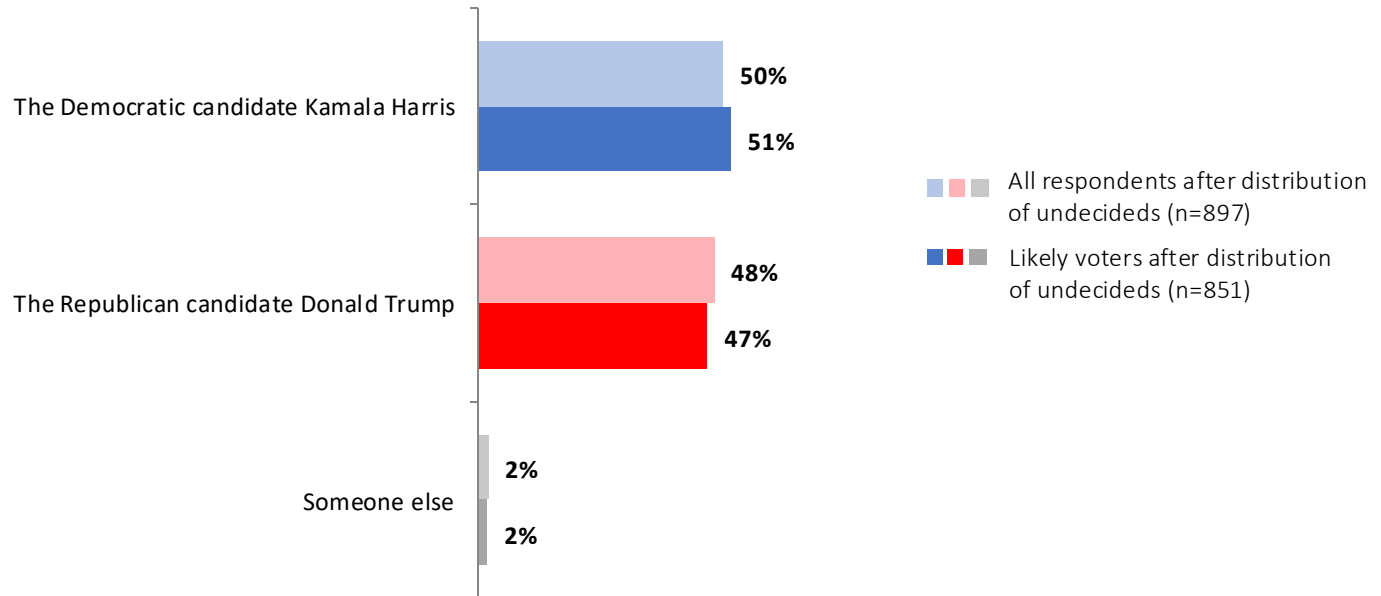
Detailed Results



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 Kamala Harris? *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 after distribution of undecideds (n=897) / Likely voters after distribution of undecideds (n=851)



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 Kamala Harris? *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...*

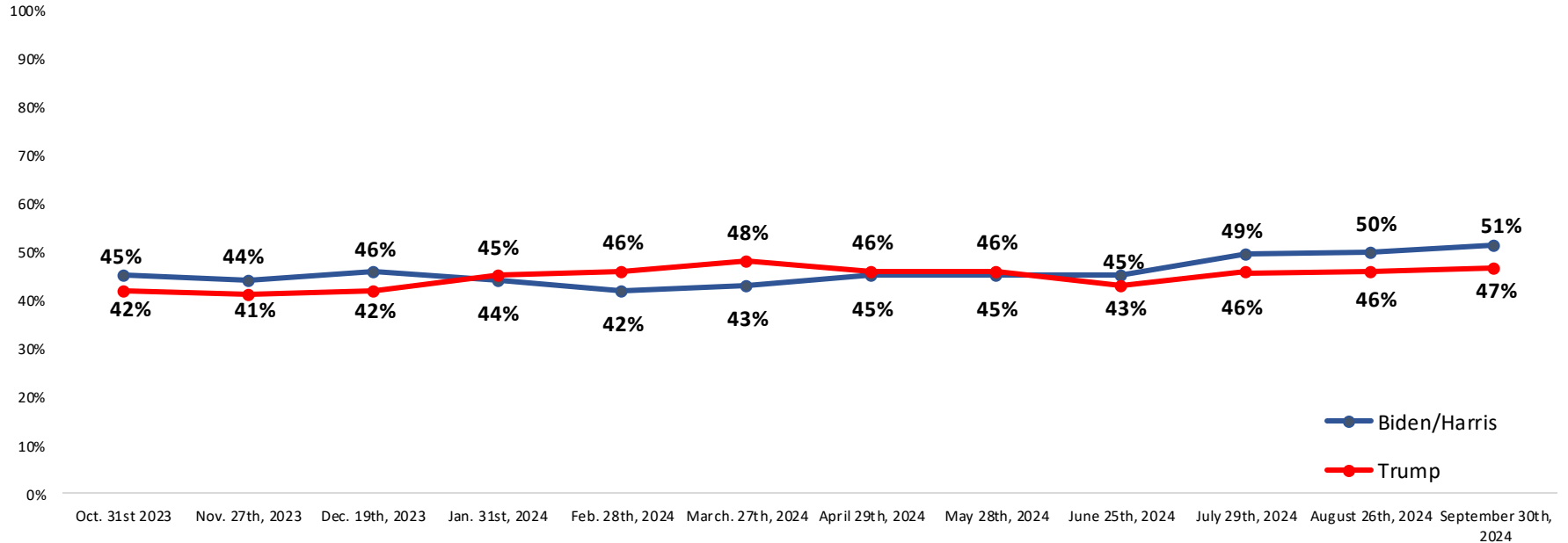
Base: All respondents after distribution of undecideds (n=897) / Likely voters after distribution of undecideds (n=851)

	TOTAL ALL VOTERS	TOTAL LIKELY VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL LIKELY VOTERS August 2024	Gap
Weighted n=	888	837	161	176	311	189	232	256	349	426	411	864	
Unweighted n=	897	851	174	182	297	198	184	277	390	427	424	863	
The Democratic candidate Kamala Harris	50%	51%	57%	53%	52%	45%	57%	53%	47%	48%	56%	50%	+1
The Republican candidate Donald Trump	48%	47%	42%	45%	46%	53%	41%	44%	52%	51%	43%	46%	+1
Someone else	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%	4%	-2
Can't vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

Voting Intentions - Trended

Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Kamala Harris? *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: Likely voters

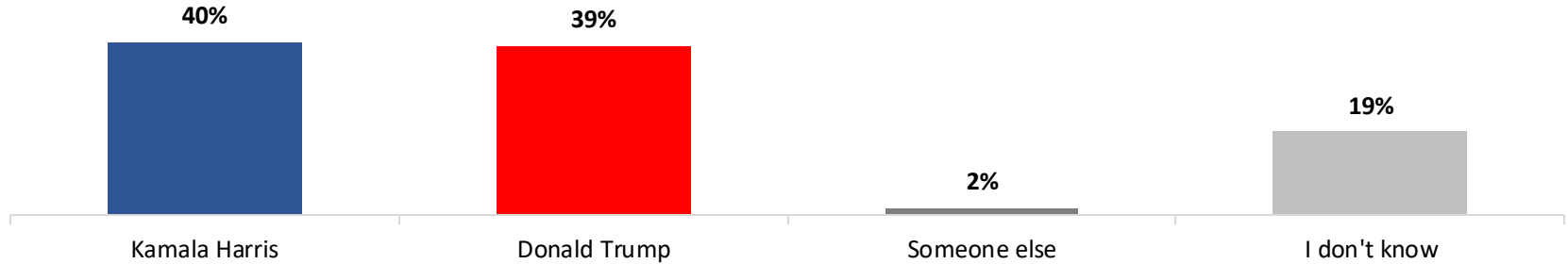


*Before July 29, 2024, Joe Biden was the answer choice appearing in the voting intentions for the Democratic Party.

Predicted Winner of the Election

Q3. In your opinion, who will win the 2024 presidential election?

Base: All respondents (n=1,010)

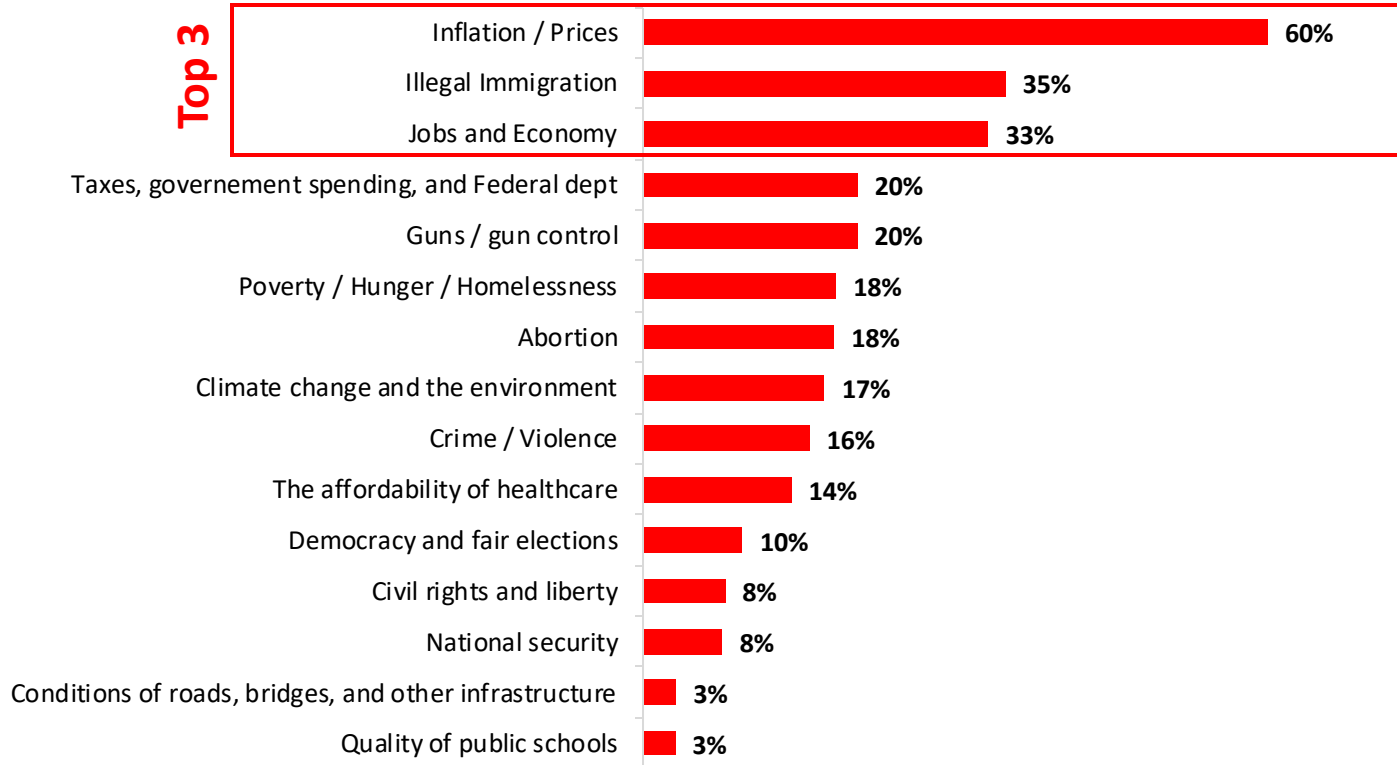


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Kamala Harris	40%	44%	41%	39%	38%	37%	43%	39%	41%	39%	9%	78%	34%
Donald Trump	39%	39%	38%	41%	37%	41%	38%	39%	44%	34%	77%	12%	36%
Someone else	2%	2%	1%	2%	2%	3%	1%	1%	2%	2%	1%	1%	2%
I don't know	19%	14%	20%	18%	24%	19%	17%	22%	13%	25%	13%	9%	27%

Top Three Challenges Facing the United States (1/2)

Q6. What do you think are the three most important problems facing the country today?*

Base: All respondents (n=1,010)



*Total may exceed 100% since respondents could select up to three answers.

Top Three Challenges Facing the United States (2/2)

Q6. What do you think are the three most important problems facing the country today?*

Base: All respondents

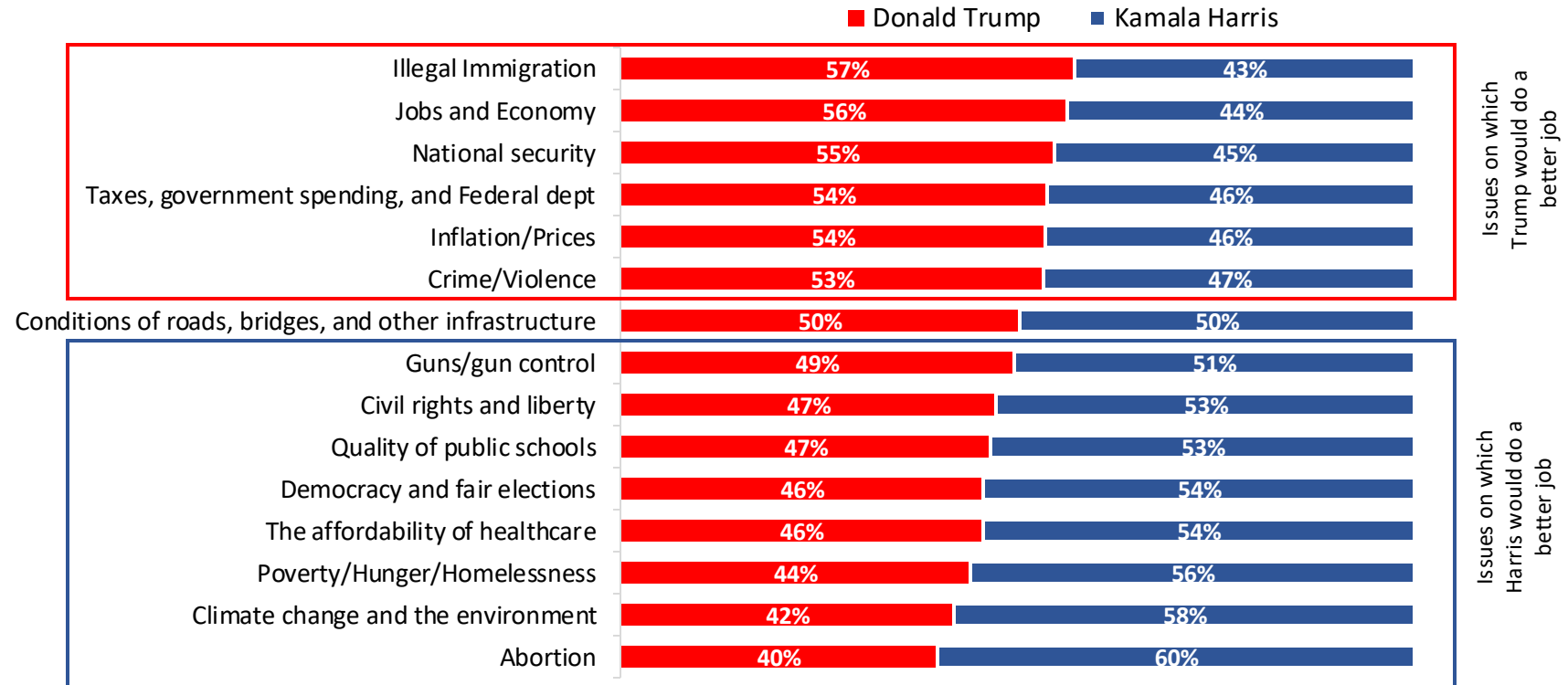
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Inflation / Prices	60%	57%	59%	61%	61%	52%	69%	59%	56%	63%	70%	50%	62%
Illegal Immigration	35%	38%	34%	33%	36%	21%	35%	46%	38%	32%	63%	18%	31%
Jobs and Economy	33%	32%	31%	36%	32%	42%	37%	23%	35%	31%	38%	29%	31%
Taxes, government spending, and Federal dept	20%	15%	22%	22%	22%	20%	20%	21%	26%	15%	24%	14%	24%
Guns / gun control	20%	28%	19%	18%	20%	16%	22%	22%	16%	25%	7%	36%	18%
Poverty / Hunger / Homelessness	18%	15%	15%	20%	22%	22%	20%	14%	13%	23%	11%	20%	21%
Abortion	18%	20%	21%	18%	15%	21%	15%	19%	18%	18%	7%	30%	17%
Climate change and the environment	17%	17%	20%	16%	18%	19%	13%	20%	19%	16%	7%	28%	18%
Crime / Violence	16%	20%	16%	15%	13%	15%	20%	13%	13%	18%	12%	15%	19%
The affordability of healthcare	14%	15%	15%	15%	11%	13%	14%	15%	13%	15%	8%	17%	17%
Democracy and fair elections	10%	12%	11%	8%	8%	8%	5%	15%	9%	10%	10%	13%	7%
Civil rights and liberty	8%	7%	9%	7%	9%	6%	10%	8%	8%	8%	2%	13%	7%
National security	8%	9%	6%	8%	8%	3%	5%	13%	7%	8%	12%	4%	9%
Conditions of roads, bridges, and other infrastructure	3%	1%	3%	5%	2%	5%	3%	2%	4%	2%	1%	4%	4%
Quality of public schools	3%	2%	1%	3%	5%	5%	1%	3%	4%	2%	3%	3%	1%

*Total may exceed 100% since respondents could select up to three answers.

Comparison of Trump and Harris on Key Issues (1/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?

Base: All respondents (n=1,010)



Comparison of Trump and Harris on Key Issues (2/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?

Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Illegal Immigration													
Donald Trump	57%	48%	63%	56%	60%	53%	58%	60%	60%	54%	92%	20%	62%
Kamala Harris	43%	52%	37%	44%	40%	47%	42%	40%	40%	46%	8%	80%	38%
Jobs and Economy													
Donald Trump	56%	49%	57%	57%	60%	58%	54%	57%	58%	55%	93%	17%	60%
Kamala Harris	44%	51%	43%	43%	40%	42%	46%	43%	42%	45%	7%	83%	40%
National security													
Donald Trump	55%	43%	56%	57%	58%	53%	54%	56%	56%	53%	92%	17%	60%
Kamala Harris	45%	57%	44%	43%	42%	47%	46%	44%	44%	47%	8%	83%	40%
Inflation/Prices													
Donald Trump	54%	45%	55%	55%	56%	54%	51%	55%	57%	50%	93%	15%	55%
Kamala Harris	46%	55%	45%	45%	44%	46%	49%	45%	43%	50%	7%	85%	45%
Taxes, government spending, and Federal debt													
Donald Trump	54%	45%	53%	54%	60%	53%	53%	55%	55%	52%	89%	15%	59%
Kamala Harris	46%	55%	47%	46%	40%	47%	47%	45%	45%	48%	11%	85%	41%
Crime/Violence													
Donald Trump	53%	42%	52%	55%	61%	53%	52%	54%	55%	52%	91%	15%	59%
Kamala Harris	47%	58%	48%	45%	39%	47%	48%	46%	45%	48%	9%	85%	41%

Comparison of Trump and Harris on Key Issues (3/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?

Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Conditions of roads, bridges, and other infrastructure													
Donald Trump	50%	43%	48%	52%	54%	47%	51%	52%	52%	48%	90%	13%	52%
Kamala Harris	50%	57%	52%	48%	46%	53%	49%	48%	48%	52%	10%	87%	48%
Guns/gun control													
Donald Trump	49%	38%	47%	52%	56%	49%	48%	51%	50%	49%	86%	11%	55%
Kamala Harris	51%	62%	53%	48%	44%	51%	52%	49%	50%	51%	14%	89%	45%
Civil rights and liberty													
Donald Trump	47%	37%	44%	49%	55%	48%	46%	48%	48%	46%	86%	10%	49%
Kamala Harris	53%	63%	56%	51%	45%	52%	54%	52%	52%	54%	14%	90%	51%
Quality of public schools													
Donald Trump	47%	39%	44%	49%	51%	46%	47%	47%	48%	45%	86%	11%	45%
Kamala Harris	53%	61%	56%	51%	49%	54%	53%	53%	52%	55%	14%	89%	55%
Democracy and fair elections													
Donald Trump	46%	37%	45%	49%	47%	43%	44%	49%	47%	44%	84%	10%	48%
Kamala Harris	54%	63%	55%	51%	53%	57%	56%	51%	53%	56%	16%	90%	52%
The affordability of healthcare													
Donald Trump	46%	38%	45%	48%	48%	46%	43%	47%	47%	44%	86%	9%	46%
Kamala Harris	54%	62%	55%	52%	52%	54%	57%	53%	53%	56%	14%	91%	54%

Comparison of Trump and Harris on Key Issues (4/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?

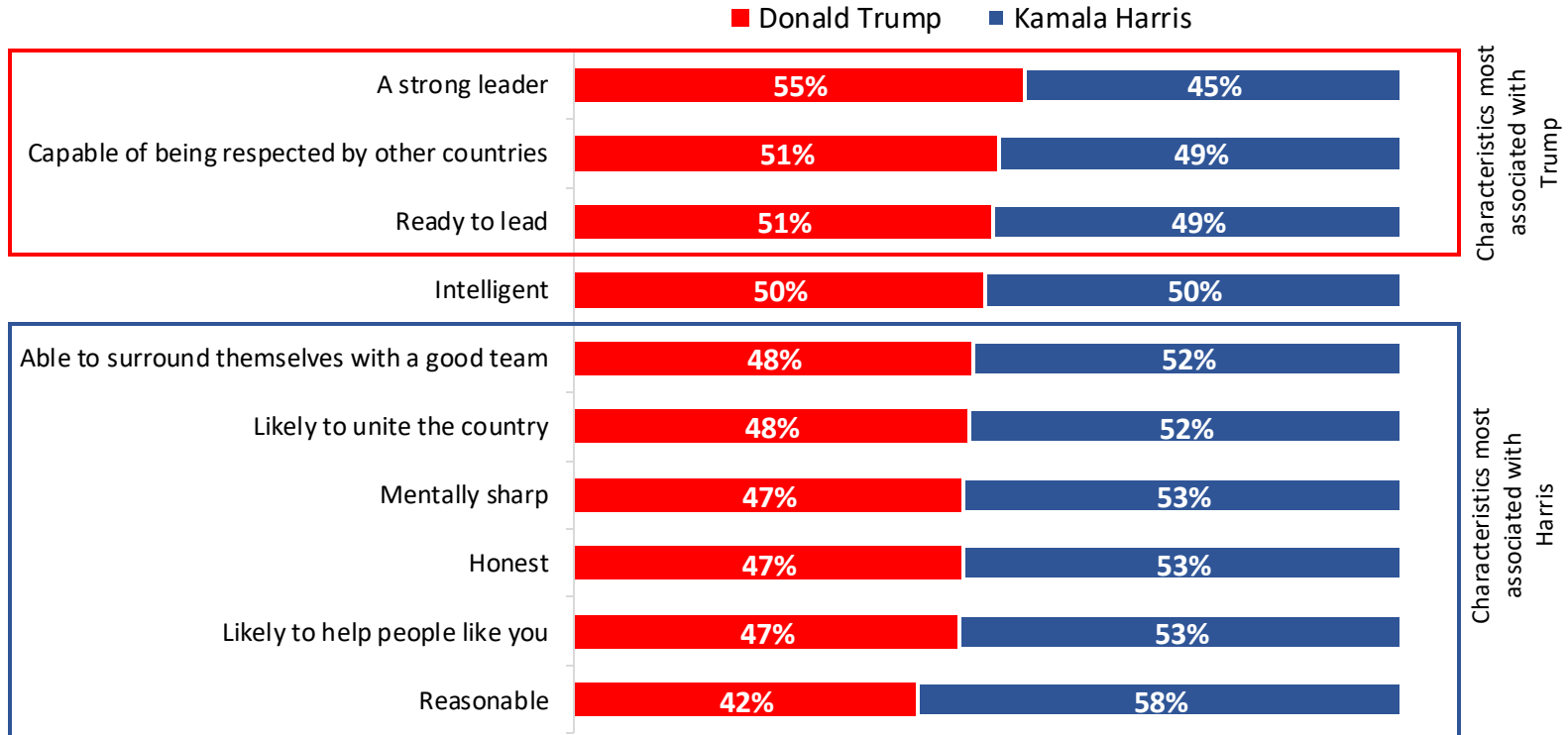
Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Poverty/Hunger/Homelessness													
Donald Trump	44%	37%	47%	44%	46%	41%	45%	46%	45%	43%	82%	10%	44%
Kamala Harris	56%	63%	53%	56%	54%	59%	55%	54%	55%	57%	18%	90%	56%
Climate change and the environment													
Donald Trump	42%	31%	43%	46%	44%	40%	42%	43%	43%	41%	78%	7%	43%
Kamala Harris	58%	69%	57%	54%	56%	60%	58%	57%	57%	59%	22%	93%	57%
Abortion													
Donald Trump	40%	30%	36%	46%	41%	39%	40%	41%	39%	40%	75%	10%	37%
Kamala Harris	60%	70%	64%	54%	59%	61%	60%	59%	61%	60%	25%	90%	63%

Comparison of Characteristics: Trump vs. Harris (1/3)

Q7. Who, between Donald Trump and Kamala Harris, is more...?

Base: All respondents (n=1,010)



Comparison of Characteristics: Trump vs. Harris (2/3)

Q7. Who, between Donald Trump and Kamala Harris, is more...?

Base: All respondents

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
A strong leader													
Donald Trump	55%	47%	55%	55%	59%	52%	55%	56%	59%	51%	93%	15%	58%
Kamala Harris	45%	53%	45%	45%	41%	48%	45%	44%	41%	49%	7%	85%	42%
Capable of being respected by other countries													
Donald Trump	51%	41%	51%	53%	57%	49%	51%	53%	55%	48%	90%	12%	54%
Kamala Harris	49%	59%	49%	47%	43%	51%	49%	47%	45%	52%	10%	88%	46%
Ready to lead													
Donald Trump	51%	42%	50%	52%	56%	45%	53%	53%	53%	49%	90%	11%	55%
Kamala Harris	49%	58%	50%	48%	44%	55%	47%	47%	47%	51%	10%	89%	45%
Intelligent													
Donald Trump	50%	40%	51%	52%	52%	50%	48%	51%	54%	46%	91%	12%	49%
Kamala Harris	50%	60%	49%	48%	48%	50%	52%	49%	46%	54%	9%	88%	51%
Able to surround themselves with a good team													
Donald Trump	48%	39%	50%	48%	54%	45%	47%	52%	51%	45%	88%	12%	48%
Kamala Harris	52%	61%	50%	52%	46%	55%	53%	48%	49%	55%	12%	88%	52%

Comparison of Characteristics: Trump vs. Harris (3/3)

Q7. Who, between Donald Trump and Kamala Harris, is more...?

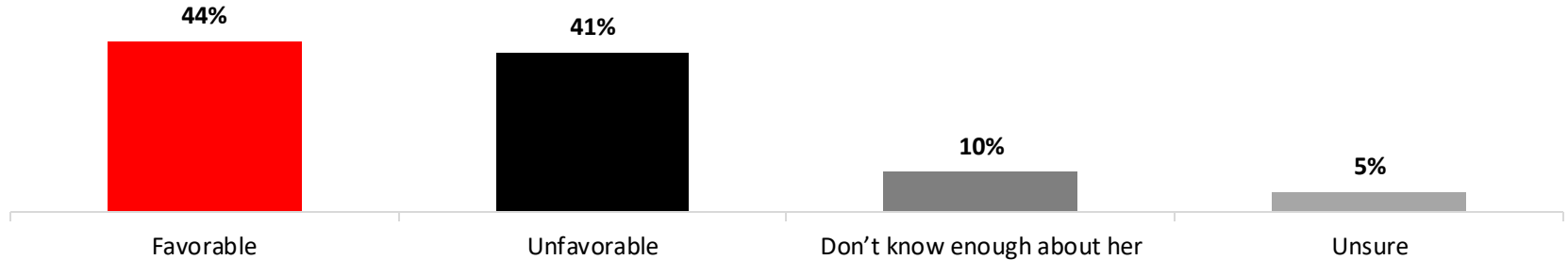
Base: All respondents

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Likely to unite the country													
Donald Trump	48%	41%	47%	49%	52%	47%	46%	50%	52%	44%	87%	13%	46%
Kamala Harris	52%	59%	53%	51%	48%	53%	54%	50%	48%	56%	13%	87%	54%
Honest													
Donald Trump	47%	40%	47%	49%	49%	47%	45%	48%	50%	44%	87%	9%	50%
Kamala Harris	53%	60%	53%	51%	51%	53%	55%	52%	50%	56%	13%	91%	50%
Mentally sharp													
Donald Trump	47%	37%	48%	50%	49%	47%	45%	49%	49%	45%	85%	11%	48%
Kamala Harris	53%	63%	52%	50%	51%	53%	55%	51%	51%	55%	15%	89%	52%
Likely to help people like you													
Donald Trump	47%	39%	44%	49%	51%	47%	42%	50%	51%	43%	87%	9%	48%
Kamala Harris	53%	61%	56%	51%	49%	53%	58%	50%	49%	57%	13%	91%	52%
Reasonable													
Donald Trump	42%	38%	39%	43%	45%	40%	41%	44%	44%	39%	79%	7%	42%
Kamala Harris	58%	62%	61%	57%	55%	60%	59%	56%	56%	61%	21%	93%	58%

Impression of Vice-President Kamala Harris

Q2B. Overall, do you have a favorable or unfavorable impression of current Vice President, Kamala Harris? If you do not know enough about her to have an opinion indicate so.

Base: All respondents (n=1,010)

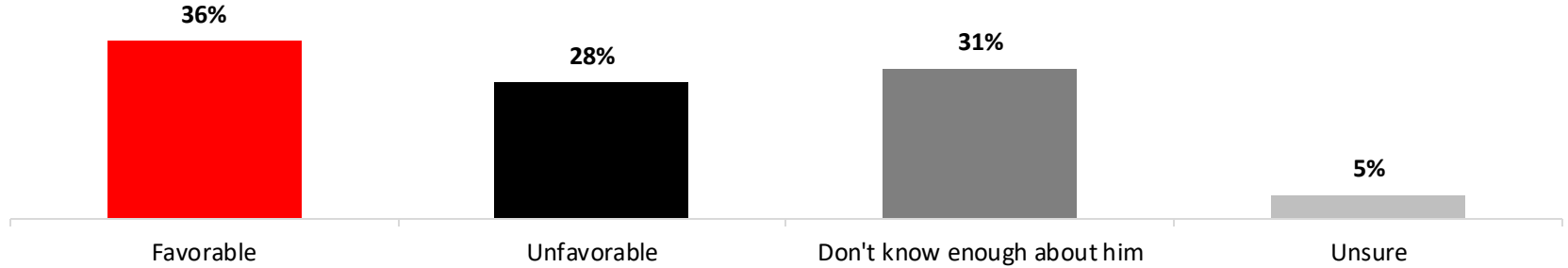


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309	1,032	
Favorable	44%	51%	41%	46%	38%	48%	42%	42%	49%	39%	17%	84%	33%	44%	-
Unfavorable	41%	35%	45%	38%	46%	30%	40%	50%	40%	42%	77%	8%	45%	39%	+2
Don't know enough about her	10%	8%	10%	11%	11%	13%	14%	5%	7%	13%	4%	5%	15%	12%	-2
Unsure	5%	5%	5%	5%	5%	9%	4%	3%	4%	6%	2%	2%	7%	5%	-

Impression of Vice-Presidential Candidate Tim Walz

Q2E. Overall, do you have a favorable or unfavorable impression of Democratic Vice-Presidential candidate Tim Walz?
If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,010)

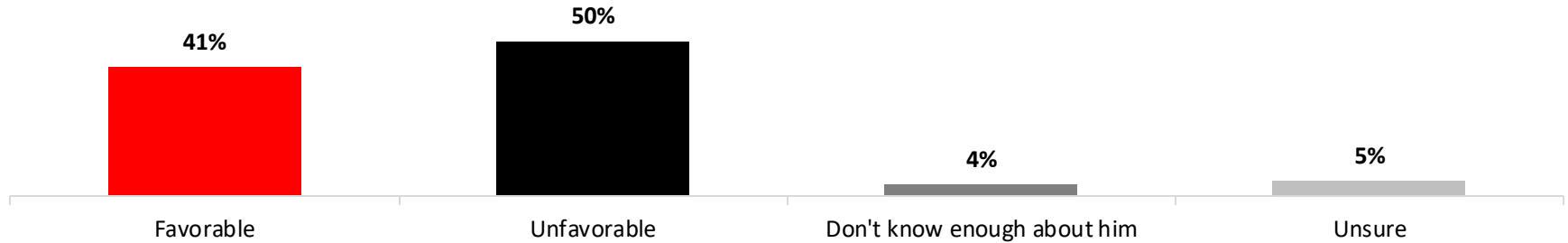


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309	1,032	
Favorable	36%	42%	33%	39%	31%	40%	35%	35%	41%	32%	11%	73%	26%	34%	+2
Unfavorable	28%	22%	33%	26%	31%	23%	23%	36%	32%	24%	63%	7%	22%	27%	+1
Don't know enough about him	31%	32%	28%	28%	35%	32%	38%	24%	22%	39%	22%	18%	48%	34%	-3
Unsure	5%	4%	6%	7%	2%	6%	4%	5%	4%	6%	4%	1%	5%	5%	-

Impression of Presidential Candidate Donald Trump

Q2C. Overall, do you have a favorable or unfavorable impression of Republican Presidential candidate Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,010)

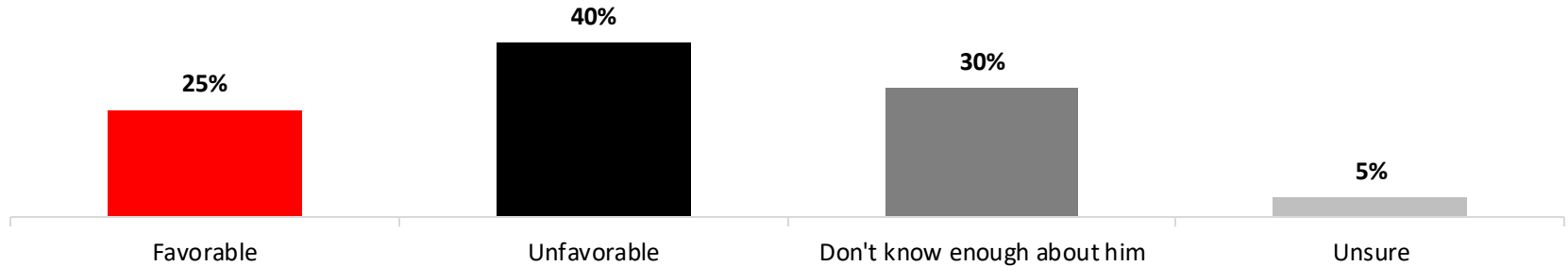


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309	1,032	
Favorable	41%	41%	41%	42%	42%	37%	42%	44%	47%	36%	85%	13%	37%	43%	-2
Unfavorable	50%	54%	51%	48%	48%	49%	49%	51%	46%	54%	13%	85%	50%	47%	+3
Don't know enough about him	4%	3%	2%	5%	5%	8%	4%	1%	4%	4%	1%	1%	4%	5%	-1
Unsure	5%	2%	7%	4%	5%	6%	5%	4%	4%	6%	1%	1%	8%	5%	-

Impression of Vice-Presidential Candidate JD Vance

Q2D. Overall, do you have a favorable or unfavorable impression of Republican Vice-Presidential candidate JD Vance? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,010)

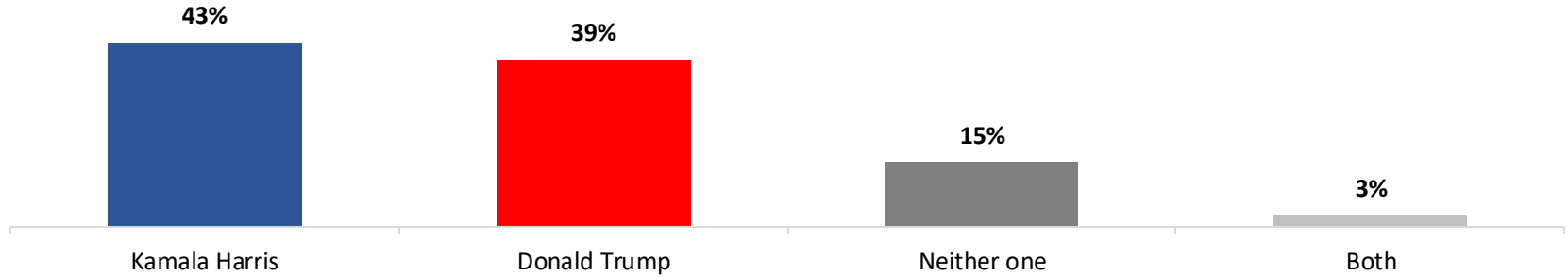


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	1,010	178	209	384	239	306	321	383	495	515	290	339	296	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309	1,032	
Favorable	25%	25%	26%	26%	22%	21%	21%	32%	31%	19%	59%	9%	14%	26%	-1
Unfavorable	40%	45%	40%	40%	38%	38%	40%	43%	42%	39%	12%	73%	35%	35%	+5
Don't know enough about him	30%	28%	30%	27%	36%	34%	36%	22%	23%	37%	25%	16%	45%	34%	-4
Unsure	5%	2%	5%	7%	4%	7%	4%	4%	4%	5%	3%	1%	6%	5%	-

Trump vs. Harris: Impact on Family Futures

Q3B. Who between Donald Trump and Kamala Harris can give you and your family a better future?

Base: All respondents (n=1,010)

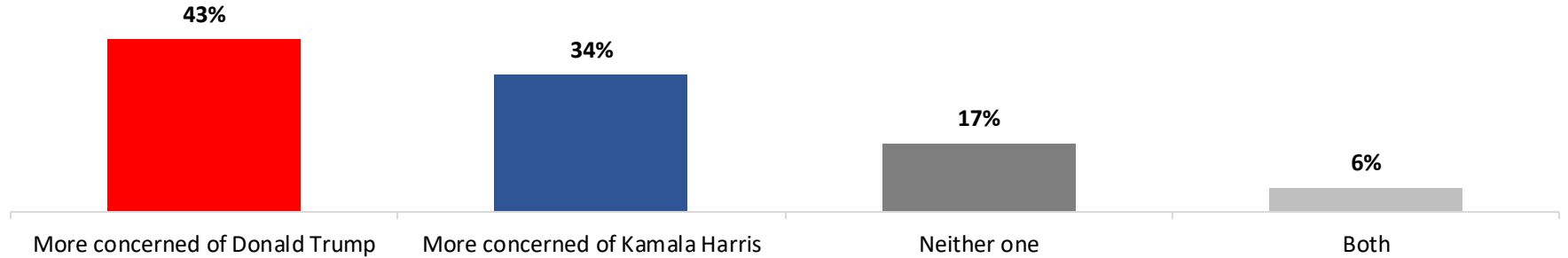


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Kamala Harris	43%	49%	45%	42%	37%	42%	42%	43%	41%	44%	8%	84%	35%
Donald Trump	39%	38%	36%	41%	41%	32%	39%	45%	44%	35%	82%	7%	38%
Neither one	15%	12%	16%	14%	19%	22%	16%	9%	13%	17%	8%	7%	23%
Both	3%	1%	3%	4%	3%	3%	3%	3%	2%	4%	2%	2%	4%

Concerns Regarding the Election of Trump vs. Harris

Q5B. Are you more afraid of Donald Trump's election or Kamala Harris' election?

Base: All respondents (n=1,010)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
More concerned of Donald Trump	43%	51%	41%	42%	39%	45%	41%	42%	46%	40%	15%	77%	38%
More concerned of Kamala Harris	34%	30%	38%	35%	32%	24%	35%	42%	35%	33%	69%	10%	32%
Neither one	17%	12%	17%	17%	22%	24%	18%	11%	15%	19%	13%	11%	18%
Both	6%	7%	3%	6%	8%	7%	6%	5%	5%	7%	3%	2%	12%

REPORT

Detailed Methodology



Weighted and Unweighted Sample

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

	Unweighted	Weighted
US Region	1,010	1,010
Northeast	195	178
Midwest	211	209
South	366	384
West	238	239

The table below presents the age and gender distribution of respondents before and after weighting.

	Unweighted	Weighted
Gender	1,010	1,010
Male	481	495
Female	529	515
Age	1,010	1,010
Between 18 and 34	247	307
Between 35 and 54	337	320
55 or older	426	383

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.