



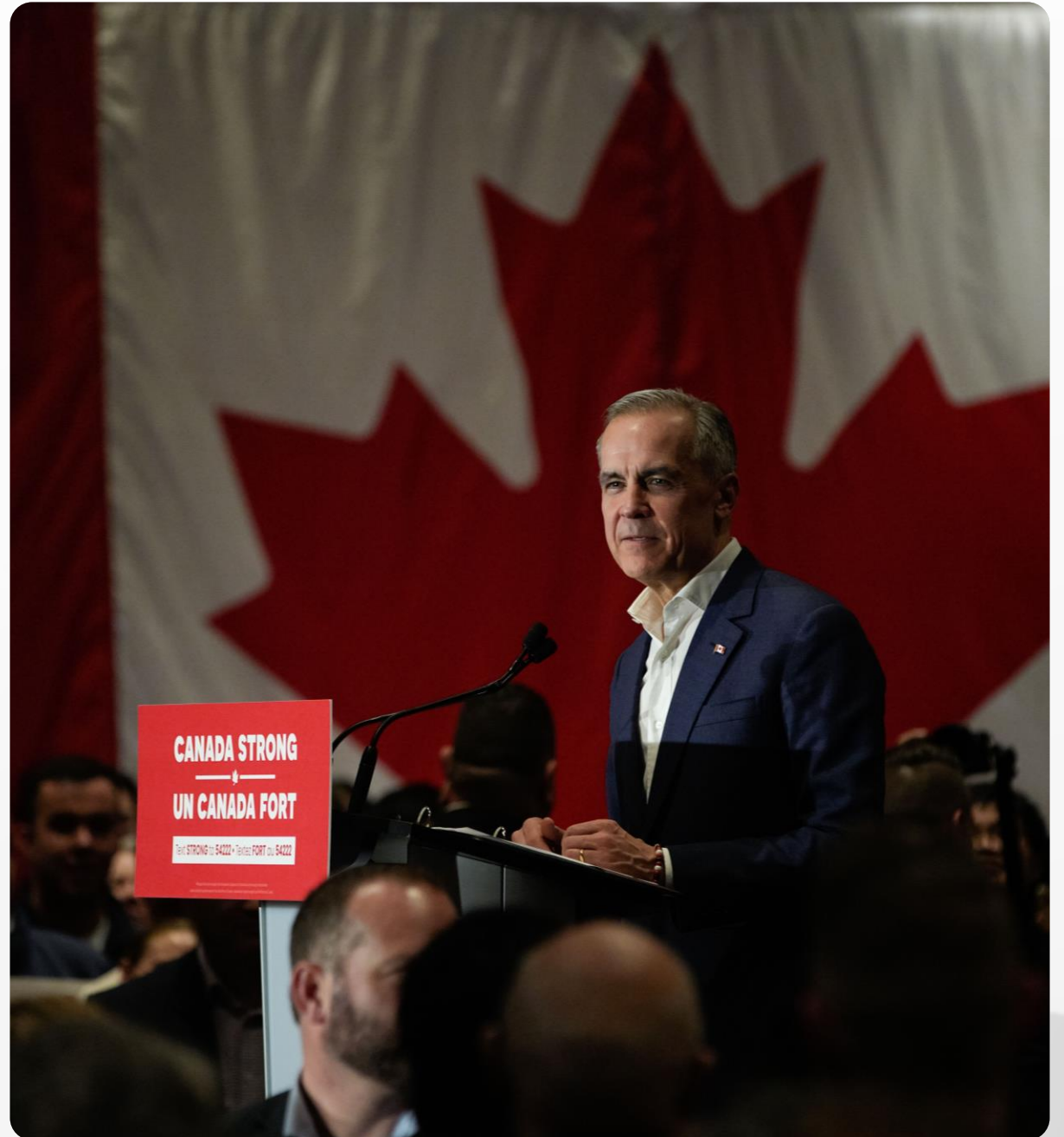
Report

Post-Campaign Survey

Survey of Canadians



Date: 02 / 05 / 2025
Project: 16811-165



Methodology

During the election campaign, we conduct a weekly survey of Canadians to track their voting intentions and gather their views on key federal political issues. This week's survey focused on post-campaign impressions.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,502**).

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

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.

When

Data collection from **April 29 to May 1st, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.53%**.

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 address: aenns@leger360.com or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

Notes

A more detailed methodology is presented in the Appendix.

The Most Accurate Polling Firm in Canada






CANADA 2025

LEGER POLL

PUBLISHED ON
APRIL 26, 2025

FINAL RESULTS

2025 CANADIAN
FEDERAL ELECTION

	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%



UNITED STATES 2024

LEGER POLL

Published on
November 4, 2024

OFFICIALS RESULTS

2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key highlights: Post-Election

Some of **the key highlights** of our survey ...

1

Over half of Canadians (53%) had already decided who to vote for before the campaign even began. This proportion is even higher among Conservative voters (68%). Meanwhile, 15% made their decision during the final weekend (7%) or on election day itself (8%).

2

Trump's tariffs (29%) were the top issue influencing Canadian voters, followed by inflation (11%) and health care (7%).

3

Among Canadians who did not vote, the most common reasons were the **belief that their vote wouldn't make a difference (33%) and a general indifference toward the entire process (30%).**

4

Half of Canadians (52%) are satisfied with the outcome of the federal election, and a similar proportion (51%) prefers the next election to take place as scheduled, in four years. Conservative voters (40%) are more likely to want another federal election as soon as possible.

5

Two-thirds of Canadians (65%) trust that the election results are accurate. However, 16% say they trust them only somewhat, and 13% do not trust them at all.

Detailed Results

Among Canadians who voted



Voter Profile

Q1. Who did you vote for in the Canadian federal election that ended on Monday?

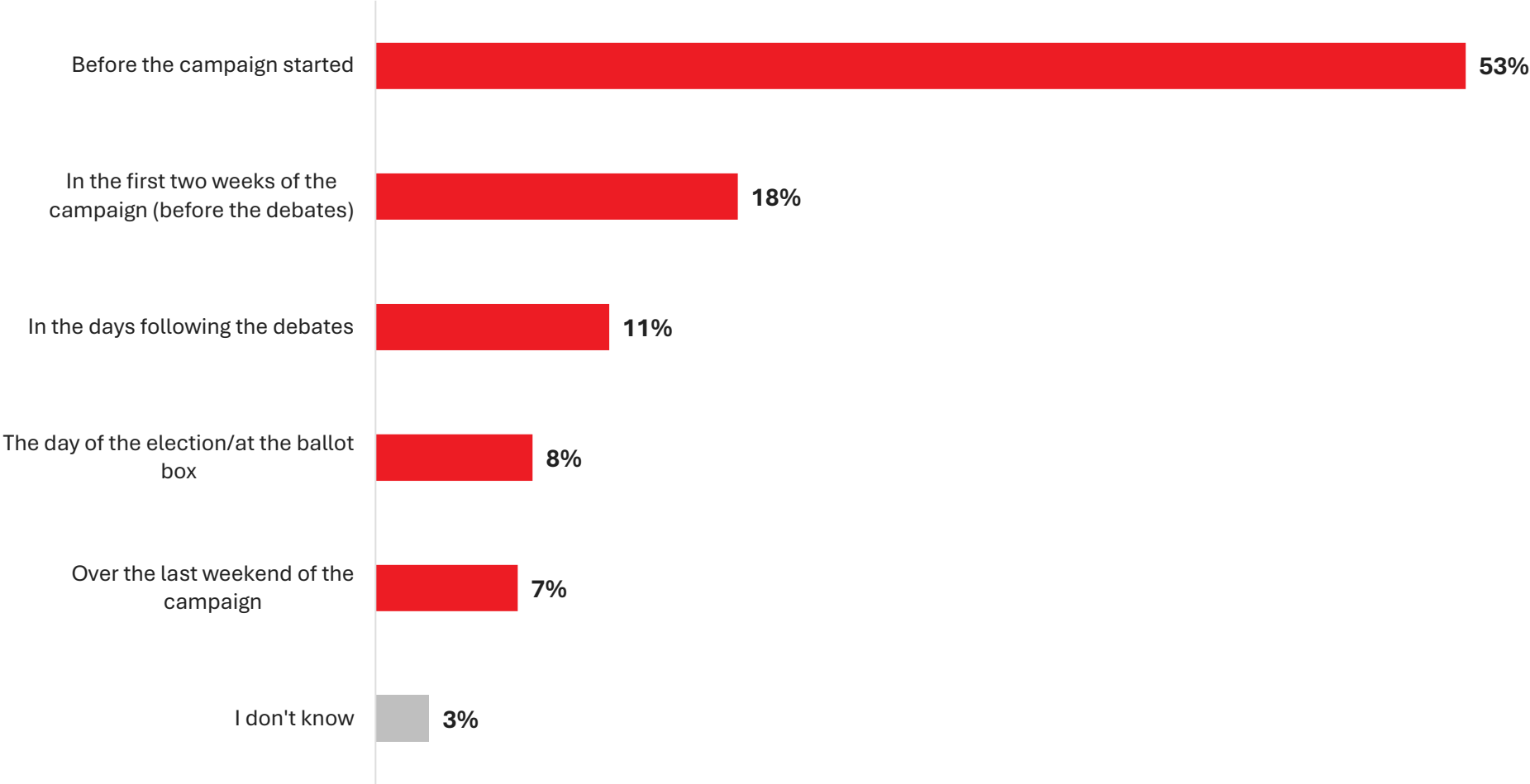
Base: Respondents who voted for a party in the 2025 federal election (n=1,333), excluding those who canceled their vote or preferred not to answer (n=1,229)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	French	English	Other	Elem. /High-school	Coll.	Univ.
Weighted n=	1,197	71	272	468	68	145	173	599	594	307	366	524	498	468	217	233	857	106	312	498	385
Unweighted n=	1,229	69	286	478	74	146	176	622	604	310	378	541	533	466	219	271	852	106	249	372	607
...Mark Carney's Liberal Party of Canada	44%	55%	43%	49%	35%	28%	42%	39%	48%	45%	39%	45%	48%	43%	35%	35%	45%	48%	42%	40%	50%
...Pierre Poilievre's Conservative Party of Canada	41%	38%	23%	44%	56%	64%	41%	47%	35%	38%	44%	42%	36%	41%	53%	28%	45%	42%	42%	46%	35%
...Jagmeet Singh's New Democratic Party of Canada	6%	4%	5%	5%	10%	6%	13%	5%	8%	10%	7%	4%	8%	7%	2%	4%	7%	8%	6%	6%	8%
...Yves-François Blanchet's Bloc Québécois	6%	-	28%	-	-	-	-	6%	6%	5%	7%	7%	6%	6%	7%	31%	0%	2%	8%	7%	5%
...Elizabeth May's Green Party of Canada	1%	1%	0%	1%	0%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	0%	2%	0%	1%
...Maxime Bernier's People's Party of Canada	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%
...another party	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%

Timing of Vote Decision (1/3)

Q4. When did you make up your mind about who you voted for?

Base: Respondents who voted in the 2025 federal election (n=1,333)



Timing of Vote Decision (2/3)

Q4. When did you make up your mind about who you voted for?


Base: Respondents who voted in the 2025 federal election (n=1,333)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
<i>Weighted n=</i>	1,308	86	303	507	80	152	180	638	666	322	409	577	541	505	242
<i>Unweighted n=</i>	1,333	80	312	520	85	153	183	659	671	324	421	588	572	504	241
Before the campaign started	53%	44%	48%	54%	61%	60%	57%	59%	49%	40%	55%	60%	54%	53%	55%
In the first two weeks of the campaign (before the debates)	18%	23%	19%	18%	15%	18%	13%	16%	19%	19%	17%	18%	16%	20%	17%
In the days following the debates	11%	6%	12%	14%	5%	6%	14%	11%	12%	16%	11%	9%	12%	11%	9%
The day of the election/at the ballot box	8%	17%	12%	6%	7%	6%	4%	5%	10%	12%	8%	5%	9%	7%	8%
Over the last weekend of the campaign	7%	5%	7%	7%	3%	9%	8%	7%	7%	9%	6%	6%	7%	7%	6%
I don't know	3%	5%	3%	1%	9%	1%	4%	2%	3%	4%	3%	2%	2%	2%	4%

Timing of Vote Decision (3/3)

Q4. When did you make up your mind about who you voted for?

Base: Respondents who voted in the 2025 federal election (n=1,333)



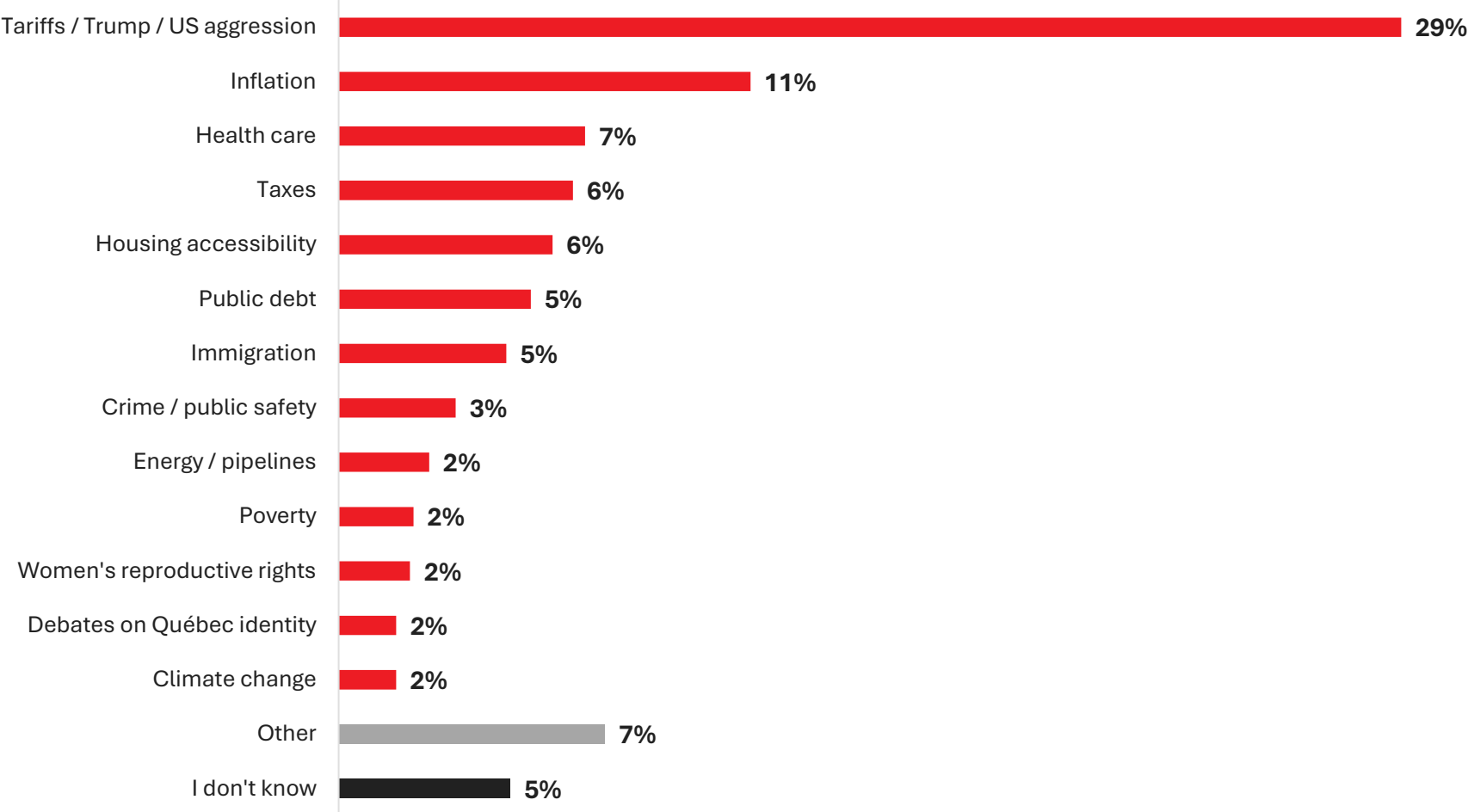
	Total Canada	LPC	CPC	NDP	BQ	GPC
<i>Weighted n=</i>	1,308	521	496	76	75	14*
<i>Unweighted n=</i>	1,333	582	420	102	90	16*
Before the campaign started	53%	45%	68%	56%	47%	43%
In the first two weeks of the campaign (before the debates)	18%	28%	11%	11%	14%	19%
In the days following the debates	11%	13%	10%	9%	14%	6%
The day of the election/at the ballot box	8%	5%	5%	17%	10%	14%
Over the last weekend of the campaign	7%	6%	5%	7%	12%	18%
I don't know	3%	2%	1%	0%	3%	0%

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

Most Important Issue Influencing Vote (1/3)

Q5. In the end, which is the following issues or topic was most important in driving your vote?

Base: Respondents who voted in the 2025 federal election (n=1,333)



Only the main mentions are shown in this chart. Mentions accounting for less than 2% are not presented.

Most Important Issue Influencing Vote (2/3)

Q5. In the end, which of the following issues or topics was most important in driving your vote?

Base: Respondents who voted in the 2025 federal election (n=1,333)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,308	86	303	507	80	152	180	638	666	322	409	577	541	505	242
Unweighted n=	1,333	80	312	520	85	153	183	659	671	324	421	588	572	504	241
Tariffs / Trump / US aggression	29%	29%	33%	31%	22%	22%	28%	30%	29%	16%	24%	40%	29%	30%	28%
Inflation	11%	7%	8%	12%	14%	17%	11%	10%	13%	15%	12%	9%	11%	11%	11%
Health care	7%	9%	5%	6%	16%	4%	7%	5%	8%	7%	6%	8%	6%	7%	7%
Taxes	6%	12%	3%	8%	3%	7%	6%	9%	4%	10%	7%	4%	6%	7%	7%
Housing accessibility	6%	5%	4%	7%	4%	6%	7%	6%	6%	10%	6%	3%	6%	7%	2%
Public debt	5%	7%	8%	3%	2%	11%	4%	7%	4%	2%	5%	7%	6%	5%	6%
Immigration	5%	3%	5%	6%	5%	3%	3%	5%	5%	5%	7%	3%	5%	4%	4%
Crime / public safety	3%	6%	1%	3%	9%	0%	6%	4%	2%	1%	3%	5%	3%	4%	2%
Energy / pipelines	2%	0%	1%	2%	2%	10%	3%	3%	2%	0%	2%	4%	1%	2%	5%
Poverty	2%	0%	3%	3%	3%	1%	1%	2%	2%	4%	1%	1%	3%	1%	2%
Women's reproductive rights	2%	3%	4%	1%	3%	1%	1%	0%	3%	4%	3%	0%	2%	2%	2%
Debates on Québec identity	2%	0%	7%	0%	0%	0%	0%	2%	1%	1%	1%	2%	2%	1%	2%
Climate change	2%	0%	2%	1%	1%	1%	4%	1%	2%	3%	1%	1%	2%	1%	1%
Other	7%	8%	8%	6%	7%	7%	10%	6%	8%	7%	10%	6%	6%	8%	9%
I don't know	5%	8%	6%	3%	10%	4%	4%	2%	7%	7%	5%	3%	5%	3%	7%

Most Important Issue Influencing Vote (3/3)

Q5. In the end, which of the following issues or topics was most important in driving your vote?

Base: Respondents who voted in the 2025 federal election (n=1,333)



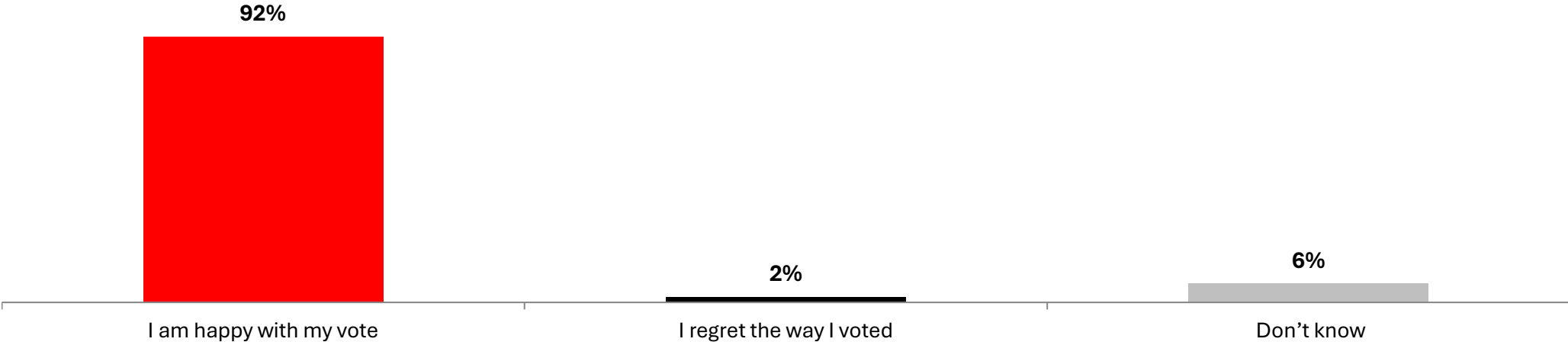
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,308	521	496	76	75	14*
Unweighted n=	1,333	582	420	102	90	16*
Tariffs / Trump / US aggression	29%	55%	11%	10%	15%	25%
Inflation	11%	7%	16%	11%	2%	13%
Health care	7%	5%	5%	18%	9%	18%
Taxes	6%	2%	13%	1%	0%	0%
Housing accessibility	6%	5%	6%	10%	5%	23%
Public debt	5%	1%	11%	0%	2%	0%
Immigration	5%	2%	7%	0%	9%	0%
Crime / public safety	3%	1%	7%	2%	1%	0%
Energy / pipelines	2%	0%	6%	0%	1%	0%
Poverty	2%	2%	2%	7%	4%	0%
Women's reproductive rights	2%	4%	0%	2%	4%	0%
Debates on Québec identity	2%	0%	0%	0%	25%	0%
Climate change	2%	2%	0%	4%	6%	0%
Other	7%	4%	7%	16%	13%	6%
I don't know	5%	4%	1%	4%	3%	3%

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

Satisfaction With Voting Decision (1/2)

Q6. Now that you know the outcome of the federal election, how do you feel about your choice?

Base: Respondents who voted in the 2025 federal election (n=1,333)








	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,308	86	303	507	80	152	180	638	666	322	409	577	541	505	242
<i>Unweighted n=</i>	1,333	80	312	520	85	153	183	659	671	324	421	588	572	504	241
I am happy with my vote	92%	91%	91%	94%	89%	88%	90%	94%	89%	89%	92%	93%	92%	94%	88%
I regret the way I voted	2%	2%	2%	1%	0%	3%	3%	2%	2%	3%	1%	1%	2%	2%	2%
Don't know	6%	6%	6%	5%	11%	9%	7%	4%	9%	8%	7%	5%	6%	4%	10%

Satisfaction With Voting Decision (2/2)

Q6. Now that you know the outcome of the federal election, how do you feel about your choice?

Base: Respondents who voted in the 2025 federal election (n=1,333)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,308	521	496	76	75	14*
Unweighted n=	1,333	582	420	102	90	16*
I am happy with my vote	92%	96%	94%	89%	95%	80%
I regret the way I voted	2%	1%	2%	6%	3%	11%
Don't know	6%	3%	4%	5%	2%	8%

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

Detailed Results

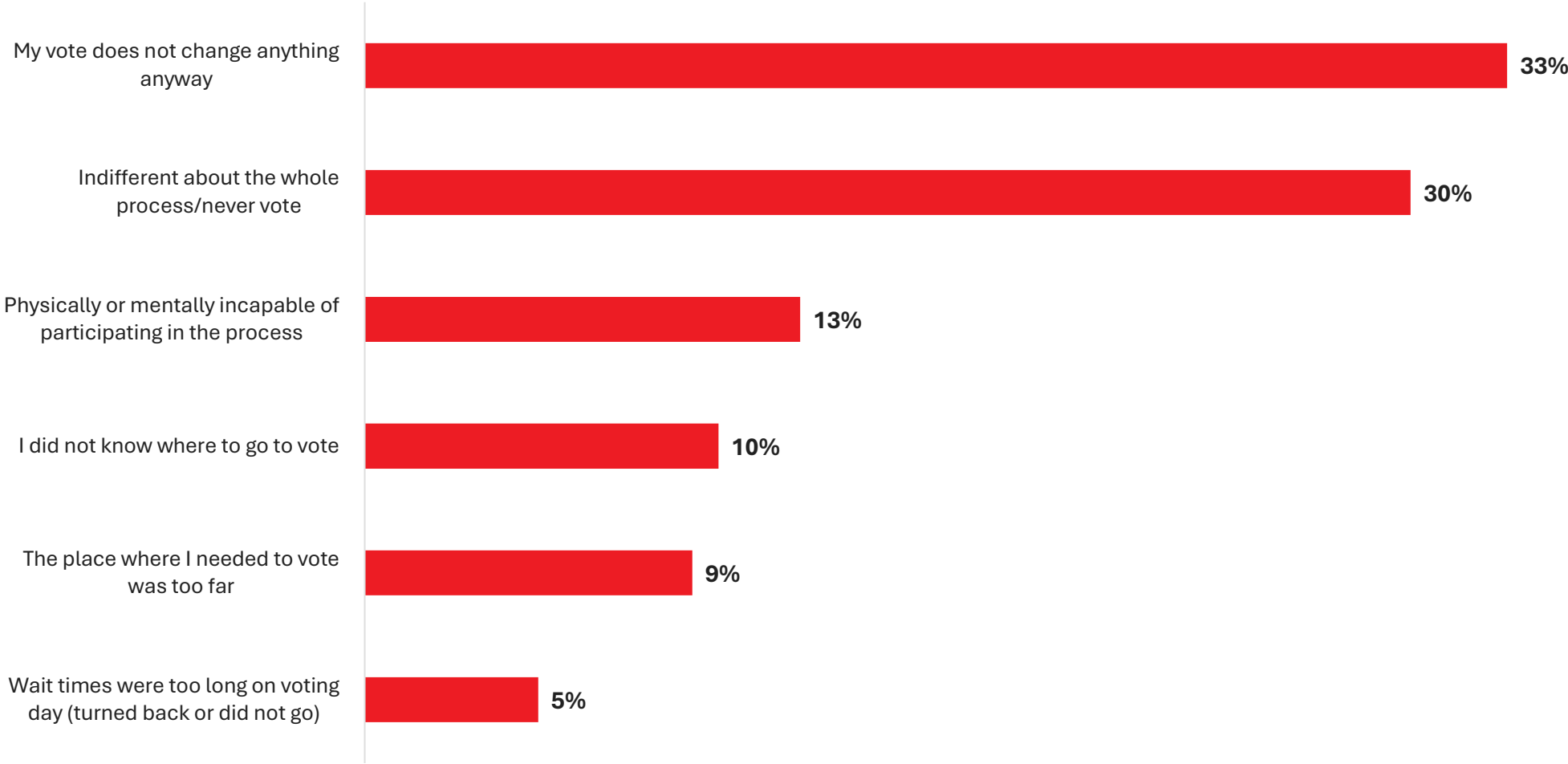
Main reason for not voting



Main Reasons for Not Voting (1/2)

Q2. Which of the following federal political parties would be your second choice?

Base: Respondents who did not vote in the 2025 federal election (n=152)



Due to the small sample size, detailed results are not presented.

Detailed Results

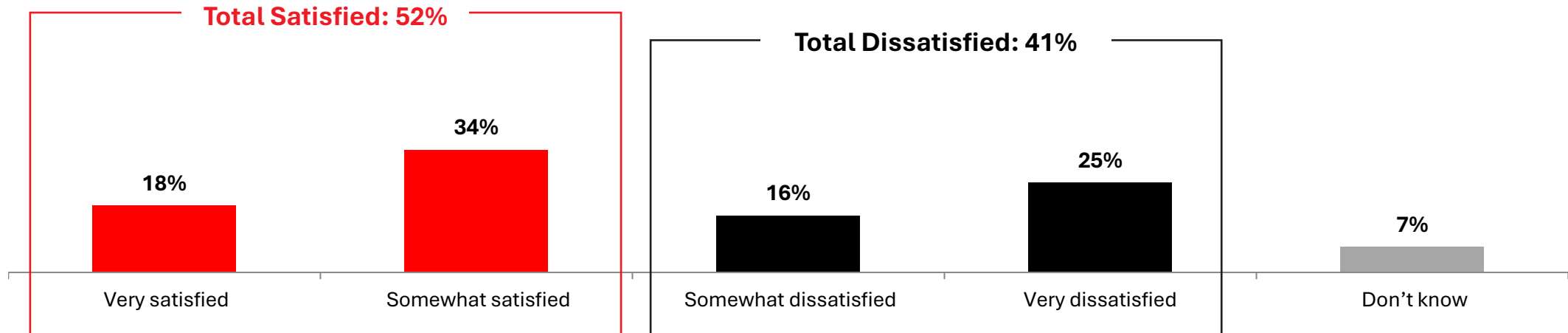
Perceptions of the Election



Satisfaction With Federal Election Results (1/2)

Q7. Are you satisfied or dissatisfied with the result of the federal election?

Base: All respondents (n=1,502)








	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,502	101	347	581	97	167	209	732	765	401	483	618	624	570	274
Unweighted n=	1,502	90	351	586	99	166	210	737	761	388	487	627	650	556	271
TOTAL SATISFIED	52%	55%	56%	53%	47%	39%	57%	49%	56%	57%	46%	54%	58%	49%	47%
Very satisfied	18%	22%	16%	23%	18%	9%	16%	16%	21%	21%	15%	20%	21%	18%	12%
Somewhat satisfied	34%	33%	40%	30%	30%	30%	41%	33%	35%	36%	31%	35%	37%	30%	35%
TOTAL DISSATISFIED	41%	39%	35%	41%	48%	56%	35%	45%	36%	36%	44%	41%	34%	44%	48%
Somewhat dissatisfied	16%	17%	19%	15%	18%	16%	11%	18%	14%	17%	15%	16%	13%	20%	14%
Very dissatisfied	25%	22%	15%	26%	30%	40%	25%	28%	22%	19%	29%	26%	21%	24%	34%
I don't know	7%	7%	9%	7%	5%	5%	8%	6%	8%	7%	10%	5%	8%	7%	4%

Satisfaction With Federal Election Results (2/2)

Q7. Are you satisfied or dissatisfied with the result of the federal election?

Base: All respondents (n=1,502)

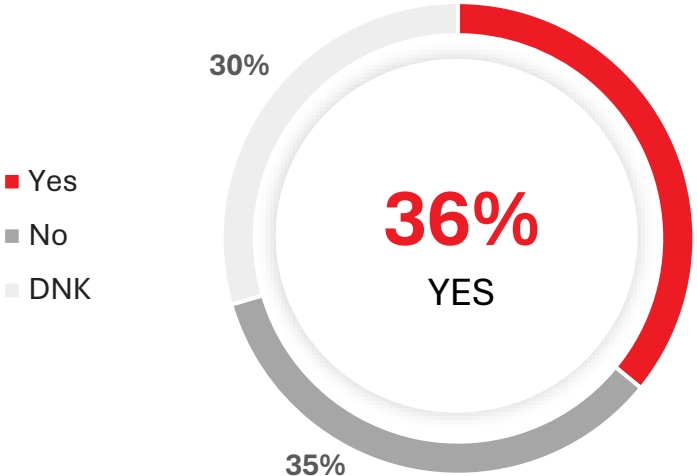
						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,502	521	496	76	75	14
Unweighted n=	1,502	582	420	102	90	16*
TOTAL SATISFIED	52%	94%	15%	64%	51%	52%
Very satisfied	18%	40%	4%	13%	5%	0%
Somewhat satisfied	34%	54%	11%	51%	46%	52%
TOTAL DISSATISFIED	41%	4%	84%	30%	45%	36%
Somewhat dissatisfied	16%	4%	24%	18%	32%	18%
Very dissatisfied	25%	1%	59%	12%	12%	18%
I don't know	7%	1%	2%	6%	5%	12%

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

Confidence in Prime Minister’s Ability to Resolve Trade Conflict (1/2)

Q8. Do you believe that Prime Minister Mark Carney will be able to solve the trade conflict with the United States?

Base: All respondents (n=1,502)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,502	101	347	581	97	167	209	732	765	401	483	618	624	570	274
Unweighted n=	1,502	90	351	586	99	166	210	737	761	388	487	627	650	556	271
Yes	36%	34%	38%	41%	24%	25%	35%	36%	36%	36%	29%	42%	41%	35%	28%
No	35%	29%	31%	33%	43%	47%	33%	39%	31%	32%	38%	33%	31%	34%	42%
I don't know	30%	37%	31%	26%	33%	28%	32%	26%	33%	32%	33%	25%	29%	30%	29%

Confidence in Prime Minister's Ability to Resolve Trade Conflict (2/2)

Q8. Do you believe that Prime Minister Mark Carney will be able to solve the trade conflict with the United States?

Base: All respondents (n=1,502)

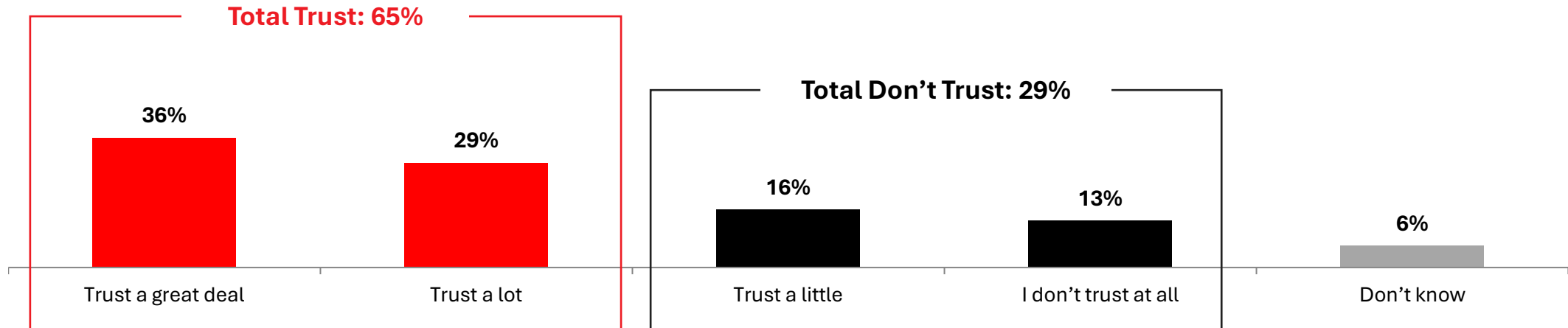
						
	Total CANADA	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,502	521	496	76	75	14
Unweighted n=	1,502	582	420	102	90	16*
Yes	36%	73%	10%	38%	16%	18%
No	35%	4%	65%	20%	43%	21%
I don't know	30%	23%	25%	42%	42%	61%

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

Trust in Accuracy of 2025 Election Results (1/2)

Q9. How much do you trust that the 2025 Canadian election results are accurate?

Base: All respondents (n=1,502)








	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,502	101	347	581	97	167	209	732	765	401	483	618	624	570	274
Unweighted n=	1,502	90	351	586	99	166	210	737	761	388	487	627	650	556	271
TOTAL TRUST	65%	59%	77%	62%	56%	53%	70%	66%	64%	61%	59%	72%	66%	67%	61%
Trust a great deal	36%	33%	42%	36%	22%	28%	41%	38%	34%	30%	35%	41%	38%	39%	29%
Trust a lot	29%	25%	35%	26%	34%	26%	30%	28%	30%	31%	25%	31%	28%	29%	32%
TOTAL DON'T TRUST	29%	37%	17%	32%	33%	44%	24%	29%	29%	34%	34%	22%	28%	28%	33%
Trust a little	16%	25%	8%	16%	23%	24%	15%	16%	16%	21%	18%	12%	16%	16%	15%
I don't trust at all	13%	12%	9%	16%	10%	20%	8%	13%	13%	14%	16%	11%	12%	12%	18%
I don't know	6%	4%	6%	6%	11%	3%	6%	5%	7%	5%	7%	6%	7%	5%	6%

Trust in Accuracy of 2025 Election Results (2/2)

Q9. How much do you trust that the 2025 Canadian election results are accurate?

Base: All respondents (n=1,502)

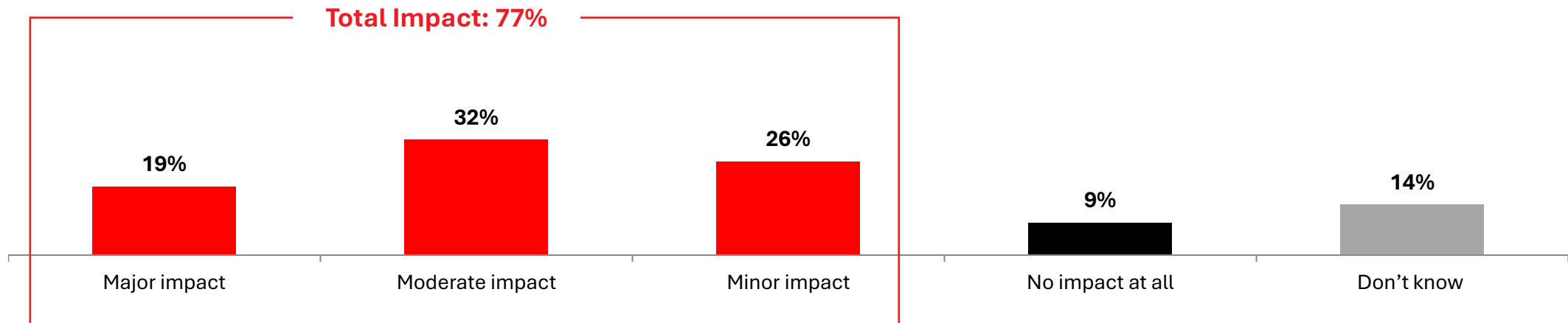
						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,502	521	496	76	75	14
Unweighted n=	1,502	582	420	102	90	16*
TOTAL TRUST	65%	96%	44%	74%	86%	58%
Trust a great deal	36%	63%	17%	46%	50%	32%
Trust a lot	29%	33%	27%	29%	36%	25%
TOTAL DON'T TRUST	29%	3%	52%	21%	11%	37%
Trust a little	16%	3%	27%	12%	8%	31%
I don't trust at all	13%	0%	25%	9%	4%	6%
I don't know	6%	1%	5%	4%	3%	5%

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

Impact of Misinformation on Election Outcome (1/2)

Q10. What impact, if any, do you think false or misinformation had on the outcome of this election?

Base: All respondents (n=1,502)








	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,502	101	347	581	97	167	209	732	765	401	483	618	624	570	274
Unweighted n=	1,502	90	351	586	99	166	210	737	761	388	487	627	650	556	271
TOTAL IMPACT	77%	69%	79%	76%	76%	86%	73%	80%	74%	81%	77%	74%	78%	76%	75%
Major impact	19%	17%	16%	19%	24%	29%	15%	19%	19%	20%	23%	15%	19%	19%	20%
Moderate impact	32%	30%	38%	31%	30%	31%	26%	31%	33%	38%	31%	28%	32%	32%	28%
Minor impact	26%	22%	25%	26%	23%	27%	32%	30%	22%	22%	23%	31%	27%	26%	27%
No impact at all	9%	10%	6%	9%	7%	5%	15%	9%	8%	4%	9%	12%	9%	10%	8%
Don't know	14%	21%	14%	15%	16%	9%	12%	11%	18%	15%	14%	14%	13%	14%	17%

Impact of Misinformation on Election Outcome (2/2)

Q10. What impact, if any, do you think false or misinformation had on the outcome of this election?

Base: All respondents (n=1,502)

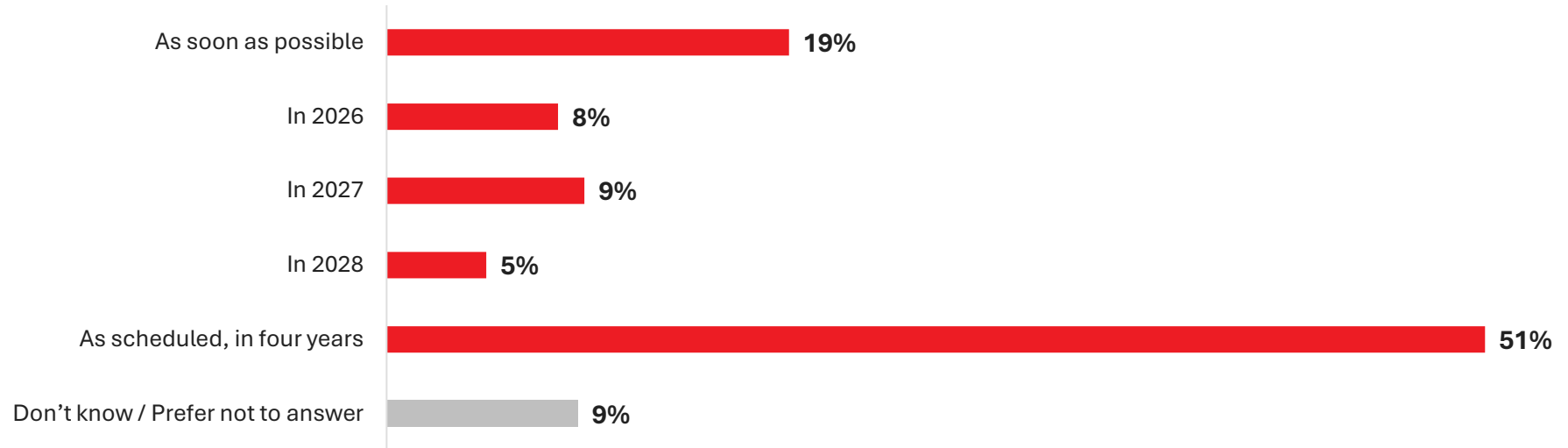
						
	Total Canada	LPC	CPC	NDP	BQ	GPC
<i>Weighted n=</i>	1,502	521	496	76	75	14
<i>Unweighted n=</i>	1,502	582	420	102	90	16*
TOTAL IMPACT	77%	74%	83%	87%	88%	91%
Major impact	19%	7%	33%	18%	8%	5%
Moderate impact	32%	34%	29%	36%	51%	35%
Minor impact	26%	33%	21%	33%	28%	51%
No impact at all	9%	12%	6%	6%	4%	0%
Don't know	14%	14%	11%	7%	8%	9%

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

Preferred Timing for Next Federal Election (1/2)

Q11. When do you feel Canada should have another federal election?

Base: All respondents (n=1,502)



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,502	101	347	581	97	167	209	732	765	401	483	618	624	570	274
<i>Unweighted n=</i>	1,502	90	351	586	99	166	210	737	761	388	487	627	650	556	271
As soon as possible	19%	16%	11%	20%	19%	35%	17%	20%	17%	19%	21%	17%	17%	19%	23%
In 2026	8%	4%	7%	8%	8%	11%	9%	9%	7%	6%	10%	7%	7%	7%	13%
In 2027	9%	14%	10%	8%	11%	6%	10%	11%	7%	13%	8%	8%	10%	8%	8%
In 2028	5%	2%	7%	4%	2%	6%	4%	6%	3%	7%	5%	2%	4%	6%	4%
As scheduled, in four years	51%	57%	56%	50%	50%	37%	53%	48%	54%	46%	46%	58%	53%	53%	44%
Don't know / Prefer not to answer	9%	7%	9%	10%	9%	6%	8%	6%	12%	9%	10%	8%	9%	8%	9%

Preferred Timing for Next Federal Election (2/2)

Q11. When do you feel Canada should have another federal election?

Base: All respondents (n=1,502)



	Total Canada	LPC	CPC	NDP	BQ	GPC
<i>Weighted n=</i>	1,502	521	496	76	75	14
<i>Unweighted n=</i>	1,502	582	420	102	90	16*
As soon as possible	19%	2%	40%	8%	9%	16%
In 2026	8%	2%	15%	7%	5%	4%
In 2027	9%	4%	14%	9%	13%	15%
In 2028	5%	6%	5%	1%	3%	0%
As scheduled, in four years	51%	82%	18%	69%	64%	51%
Don't know / Prefer not to answer	9%	5%	7%	5%	7%	14%

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

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,502)

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

Gender

	Unweighted	Weighted
Male	737	732
Female	761	765

Language (Mother Tongue)

	Unweighted	Weighted
French	331	296
English	1,037	1,067
Other	134	138

Age

	Unweighted	Weighted
18 to 34	388	401
35 to 54	487	483
55+	627	618

Province

	Unweighted	Weighted
British Columbia	210	209
Alberta	166	167
Manitoba/Saskatchewan	99	97
Ontario	586	581
Quebec	351	347
Atlantic	90	101

Voter Profile

Q1. Who did you vote for in the Canadian federal election that ended on Monday?

Base: Respondents who voted for a party in the 2025 federal election, excluding those who canceled their vote or preferred not to answer (n=1,229)

	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,197	521	496	76	75	14*
Unweighted n=	1,229	582	420	102	90	16*
Gender						
Man	49%	45%	58%	41%	49%	47%
Woman	51%	55%	42%	59%	51%	53%
Age						
18-34	27%	27%	23%	39%	19%	45%
35-54	32%	28%	33%	32%	33%	34%
55+	41%	46%	44%	28%	48%	21%
Region						
BC	14%	14%	14%	29%	-	21%
AB	11%	8%	19%	12%	-	18%
SK/MB	6%	5%	8%	9%	-	0%
ON	39%	44%	41%	30%	-	48%
QC	23%	22%	13%	16%	100%	8%
ATL.	7%	8%	5%	4%	-	5%
Area						
Urban area	42%	46%	36%	53%	41%	23%
Suburban area	38%	39%	39%	41%	39%	42%
Rural area	18%	14%	23%	6%	21%	35%
Language						
French	20%	16%	13%	13%	96%	14%
English	71%	74%	78%	76%	2%	86%
Other	9%	10%	9%	11%	2%	0%
Education						
Elementary/Highschool	27%	25%	26%	24%	32%	54%
College	42%	38%	46%	36%	45%	16%
University	31%	37%	27%	40%	24%	30%

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

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

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)

300
employees

185
consultants

8
offices

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TORONTO | WINNIPEG
EDMONTON | CALGARY |
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