

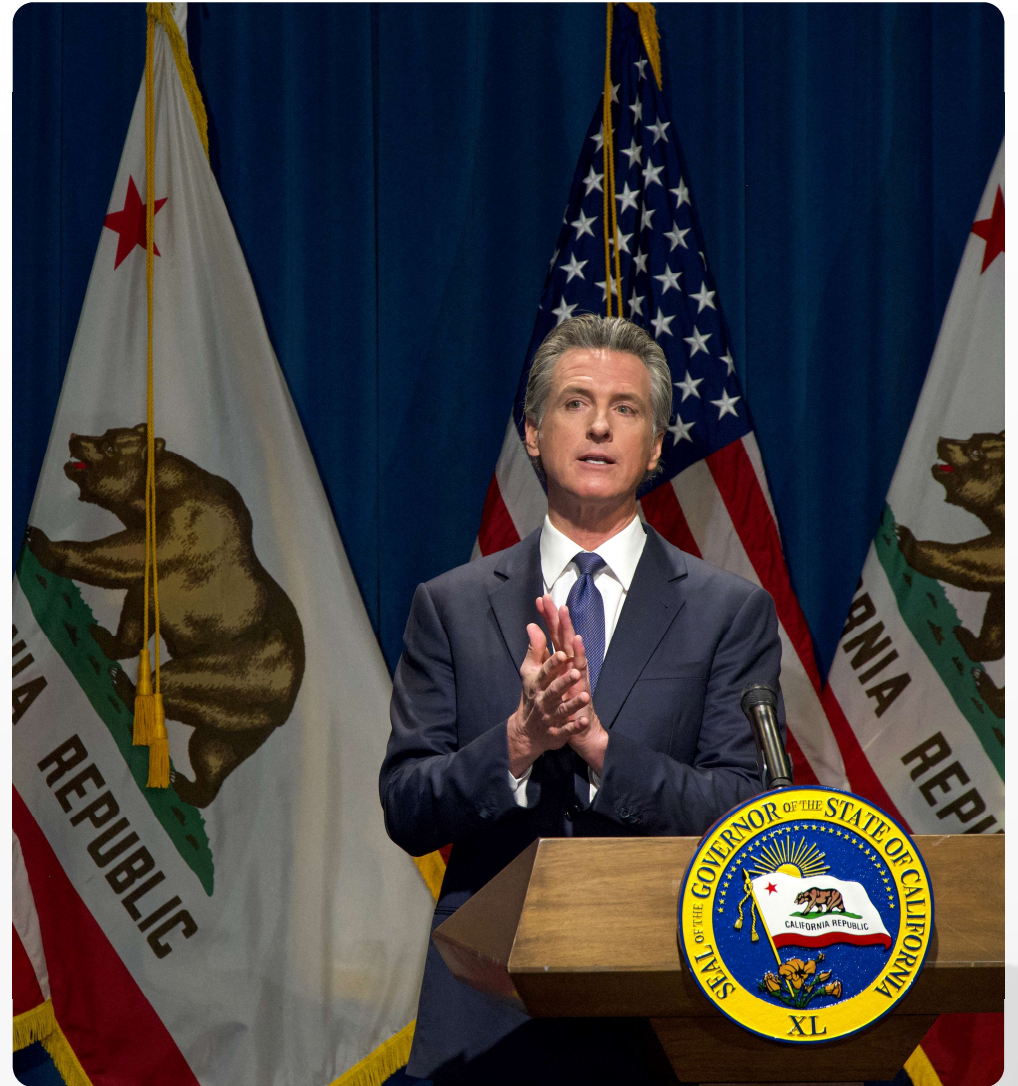


Report

Political Survey of Americans

International Relations, Trump and Newsom

Date: 09/01/2025
Project: 16811-187



Methodology

Method

Online survey among respondents 18 years of age or older.
(Sample: **n= 1,014**).

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

Weighting

Results were weighted according to **age, gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population.

🔍 Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **August 29 to August 31, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±3.1%**, (19 times out of 20) for the American sample.

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

The **Most Accurate** Polling Firm in Canada



CANADA 2025

	LEGER POLL Published on April 26, 2025	OFFICIALS RESULTS 2025 Canada Federal Election
	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

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

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

International Relations and Trade

When asked about the United States' closest ally, Americans mostly cite Great Britain (17%), followed by Israel (14%) and Canada (12%). Still, large shares say "none" (18%) or "don't know" (24%). Democrats are more likely than Republicans to see Canada as the closest ally (19%).

Canada is generally seen as a strong trade partner. Two-thirds (66%) describe the relationship as good or very good, and only 9% call it bad. Democrats are more likely than Republicans to describe Canada as a "good" partner (80%).

Opinion of World Leaders

Western leaders receive the most positive ratings. Mark Carney (33%), Emmanuel Macron (30%), Claudia Sheinbaum (29%), and Keir Starmer (29%) rank highest. At the bottom, only 12% have a good opinion of Xi Jinping and 10% of Vladimir Putin.

Political Identity and Voting Patterns

When asked who they would vote for in the 2028 presidential election, decided voters were nearly split: 48% chose the Democratic candidate, 46% chose the Republican candidate, and 6% opted for someone else. Democrats perform strongest in the Northeast (63%), while Republicans lead in the South (54%) and among older voters (52%).

When looking at potential nominees, Republican voters clearly prefer J.D. Vance (50%), while others like Rubio or Cruz remain far behind. However, in the full electorate, almost four in ten (38%) say they don't know yet.

On the Democratic side, Kamala Harris (30%) leads among democratic voters, followed by Gavin Newsom (24%). Still, over one in three voters remain undecided (36%).

In head-to-head matchups, Newsom would edge out Trump (48% vs 44%), tie with Vance (47% vs 46%), and beat Rubio (49% vs 44%).

Opinion and Approval of Trump and Vance

Donald Trump's image is still negative but improving. 39% hold a favorable view, compared to 48% unfavorable. Currently, 39% approve of the way Donald Trump is handling his job, while 50% disapprove. JD Vance remains less known nationally. 34% view him favorably, 39% unfavorably, and one in five do not know enough about him (21%).

Most Americans do not support awarding Trump the Nobel Peace Prize. Only 23% agree he deserves it, while 54% say no. Republicans are split (51%), but Democrats overwhelmingly reject the idea (7%).

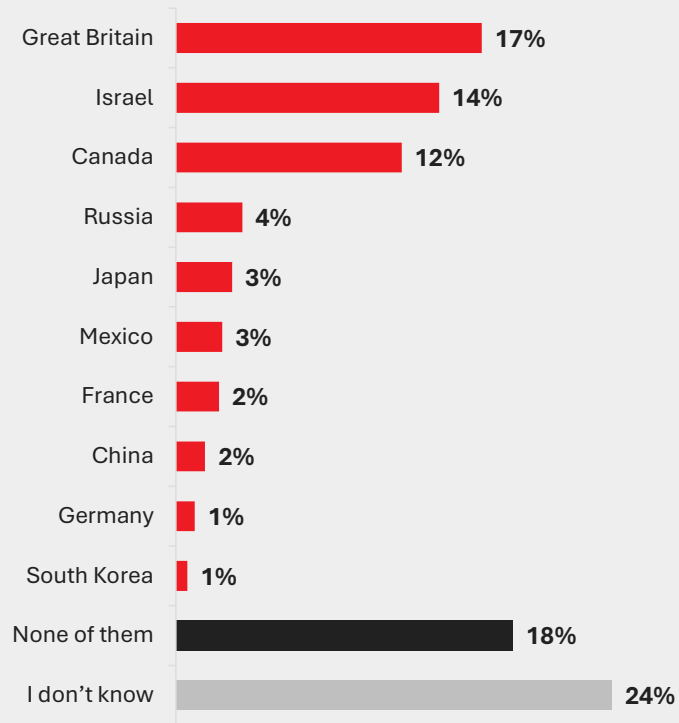
International Relations and Trade



Perceived Closest Ally to the United States (1/2)

Q8. Currently, which of the countries listed below do you feel is the closest ally and friend to the United States?

Base: All respondents (n=1,014)



Perceived Closest Ally to the United States (2/2)

Q8. Currently, which of the countries listed below do you feel is the closest ally and friend to the United States?

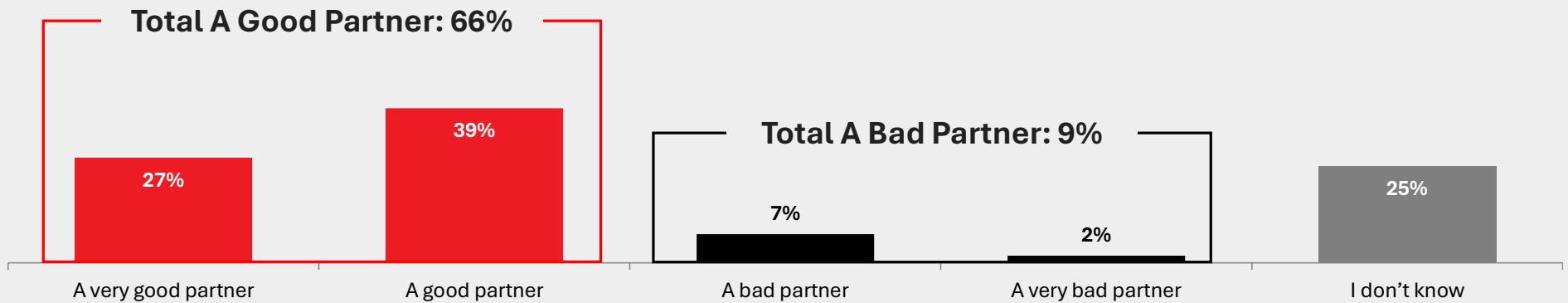
Base: All respondents (n=1,014)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302
Great Britain	17%	19%	19%	14%	17%	9%	14%	24%	23%	10%	22%	15%	15%
Israel	14%	10%	12%	15%	18%	12%	13%	17%	16%	13%	24%	7%	15%
Canada	12%	12%	18%	10%	11%	13%	13%	11%	14%	10%	10%	19%	10%
Russia	4%	5%	4%	3%	3%	8%	3%	2%	5%	3%	2%	4%	3%
Japan	3%	3%	2%	3%	4%	3%	4%	2%	3%	3%	4%	2%	4%
Mexico	3%	3%	1%	2%	6%	6%	3%	0%	4%	1%	1%	3%	2%
France	2%	1%	3%	2%	4%	1%	4%	2%	1%	3%	4%	0%	2%
China	2%	1%	2%	2%	0%	4%	1%	0%	2%	2%	2%	3%	0%
Germany	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	1%	2%	1%
South Korea	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%
None of them	18%	17%	17%	22%	14%	15%	18%	21%	16%	21%	14%	21%	23%
I don't know	24%	28%	21%	24%	22%	27%	26%	20%	14%	33%	17%	23%	25%

Perception of Canada as a Trading Partner with the United States (1/2)

Q9. How do you feel Canada is as a trading partner with the United States?

Base: All respondents (n=1,014)



Perception of Canada as a Trading Partner with the United States (1/2)

Q9. How do you feel Canada is as a trading partner with the United States?

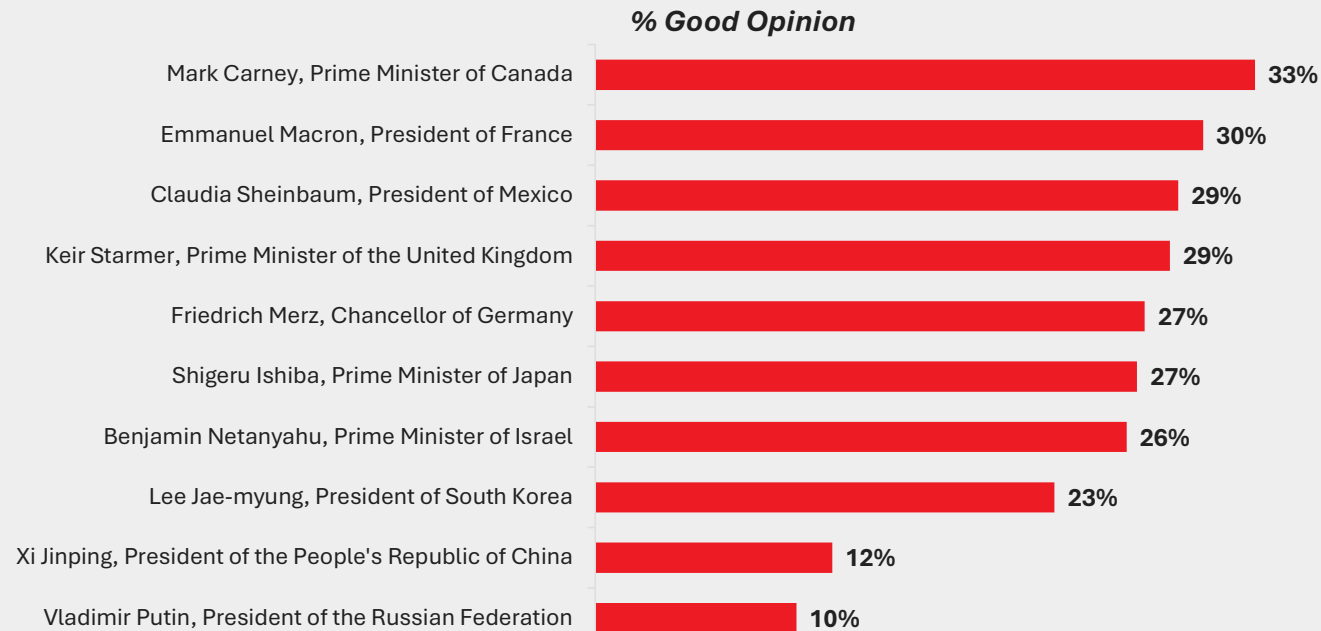
Base: All respondents (n=1,014)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302
Total A Good Partner	66%	68%	70%	65%	64%	66%	59%	72%	74%	59%	64%	80%	66%
A very good partner	27%	23%	27%	27%	29%	31%	22%	28%	32%	22%	15%	45%	26%
A good partner	39%	44%	42%	38%	35%	35%	37%	44%	42%	37%	49%	34%	40%
Total A Bad Partner	9%	10%	7%	11%	8%	9%	7%	11%	10%	9%	17%	3%	7%
A bad partner	7%	6%	5%	10%	6%	8%	4%	10%	8%	6%	14%	3%	5%
A very bad partner	2%	4%	2%	1%	2%	1%	3%	1%	1%	2%	3%	1%	2%
I don't know	25%	22%	23%	24%	28%	25%	33%	17%	17%	32%	19%	17%	27%

Opinion of Political Leaders (1/2)

Q10. Do you have a good opinion, a bad opinion, or you don't know the following political leaders well enough to have an opinion?

Base: All respondents (n=1,014)



NOTE: At the time of the last measurement, Justin Trudeau was still serving as Prime Minister of Canada. Mark Carney was not in office. The percentage of good opinion of Justin Trudeau was 24% on January 20, 2025. The comparison is presented for indicative purposes only, to provide context for the current results.

Opinion of Political Leaders (2/2)

Q10. Do you have a good opinion, a bad opinion, or you don't know the following political leaders well enough to have an opinion?

Base: All respondents (n=1,014)

% Good Opinion	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302
Mark Carney, Prime Minister of Canada	33%	29%	39%	35%	26%	25%	31%	39%	36%	30%	32%	51%	25%
Emmanuel Macron, President of France	30%	29%	33%	31%	27%	19%	29%	39%	36%	25%	28%	45%	27%
Claudia Sheinbaum, President of Mexico	29%	22%	27%	32%	31%	26%	26%	34%	36%	22%	25%	44%	25%
Keir Starmer, Prime Minister of the United Kingdom	29%	26%	32%	29%	26%	22%	25%	36%	34%	24%	33%	39%	22%
Friedrich Merz, Chancellor of Germany	27%	28%	30%	27%	25%	21%	23%	36%	35%	20%	32%	35%	22%
Shigeru Ishiba, Prime Minister of Japan	27%	26%	25%	30%	25%	24%	21%	34%	35%	19%	35%	28%	26%
Benjamin Netanyahu, Prime Minister of Israel	26%	24%	24%	30%	25%	15%	24%	36%	32%	21%	50%	17%	19%
Lee Jae-myung, President of South Korea	23%	19%	21%	25%	23%	20%	18%	28%	30%	16%	28%	25%	22%
Xi Jinping, President of the People's Republic of China	12%	18%	11%	10%	11%	16%	15%	6%	16%	8%	12%	18%	8%
Vladimir Putin, President of the Russian Federation	10%	7%	11%	11%	10%	13%	14%	4%	13%	7%	17%	7%	9%

NOTE: At the time of the last measurement, Justin Trudeau was still serving as Prime Minister of Canada. Mark Carney was not in office. The percentage of good opinion of Justin Trudeau was 24% on January 20, 2025. The comparison is presented for indicative purposes only, to provide context for the current results.

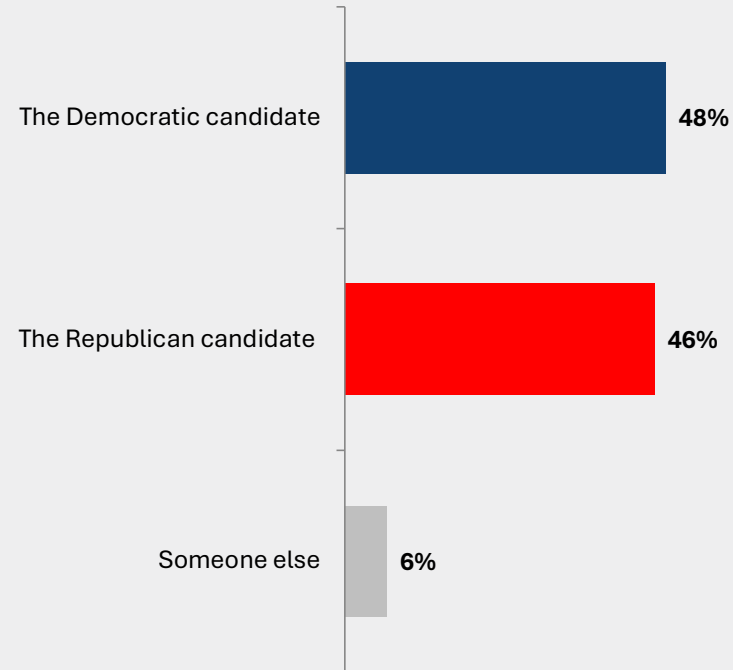
Political Identity and Voting Patterns



Voting Intentions for the 2028 Presidential Election (1/2)

Q2A. If the 2028 presidential election were held today, would you vote for the Republican candidate or the Democratic candidate?

Base: Decided voters (n=822)



Voting Intentions for the 2028 Presidential Election (2/2)

Q2A. If the 2028 presidential election were held today, would you vote for the Republican candidate or the Democratic candidate?

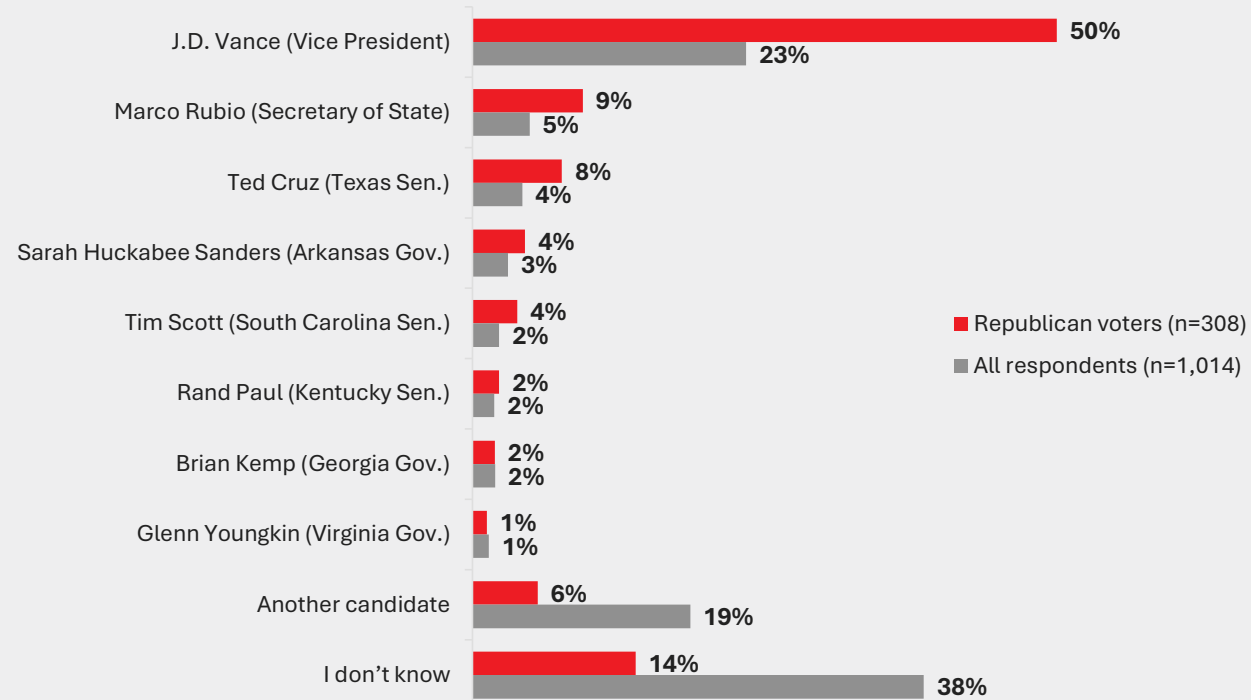
Base: All respondents (n=1,014) / Decided voters (n=822)

	TOTAL ALL VOTERS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total DECIDED VOTERS July 30 th 2025	Gap
<i>Weighted n=</i>	1,014	798	134	171	322	171	208	252	338	396	401	792	
<i>Unweighted n=</i>	1,014	822	150	171	331	170	138	257	427	394	428	807	
The Democratic candidate	38%	48%	63%	50%	41%	47%	53%	47%	45%	44%	51%	49%	-1
The Republican candidate	36%	46%	32%	42%	54%	45%	38%	44%	52%	48%	44%	45%	+1
Someone else	5%	6%	5%	8%	5%	7%	9%	8%	3%	8%	5%	5%	+1
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	
Won't vote	6%	-	-	-	-	-	-	-	-	-	-	-	
Don't know	14%	-	-	-	-	-	-	-	-	-	-	-	

Preferred Republican Candidate for the 2028 U.S. Presidential Election (1/2)

Q3. Which candidate would you like to see as the republican candidate for president in 2028?

Base: All respondents



Preferred Republican Candidate for the 2028 U.S. Presidential Election (2/2)

Q3. Which candidate would you like to see as the republican candidate for president in 2028?

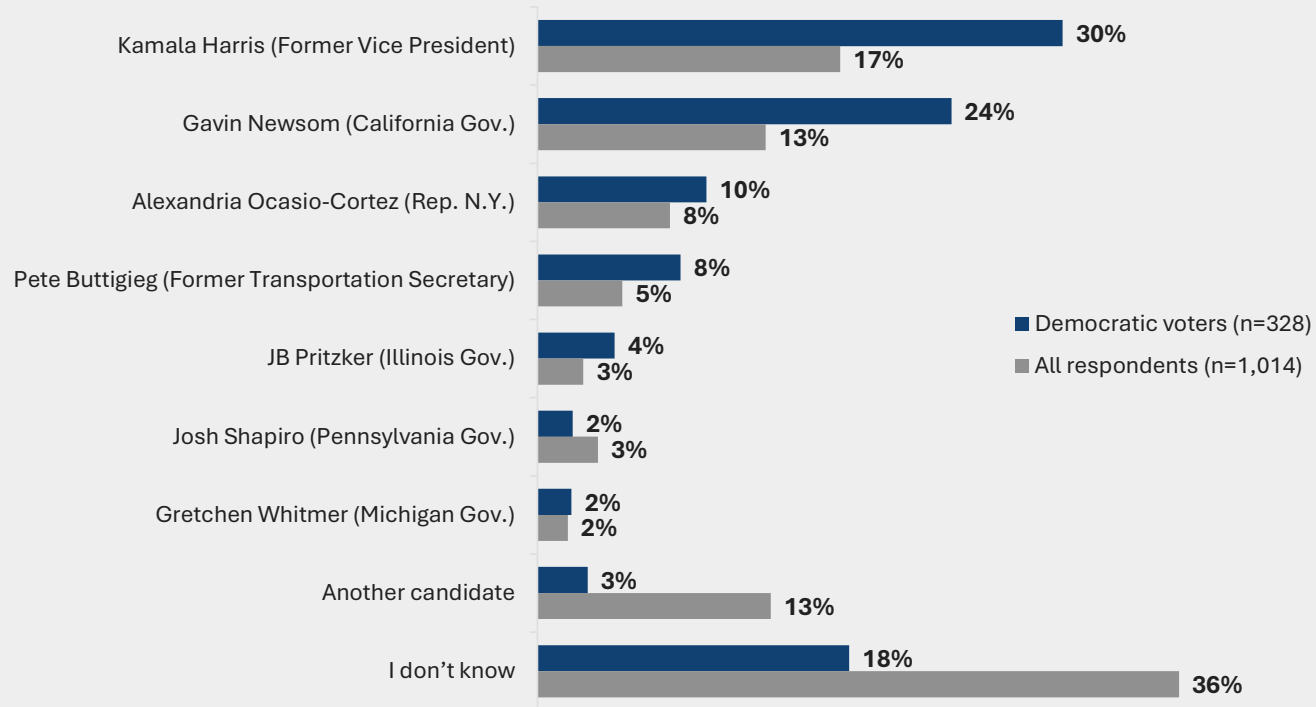
Base: All respondents (n=1,014)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302
J.D. Vance (Vice President)	23%	21%	24%	26%	20%	21%	22%	26%	27%	20%	50%	10%	17%
Marco Rubio (Secretary of State)	5%	5%	4%	4%	6%	3%	4%	7%	5%	5%	9%	3%	3%
Ted Cruz (Texas Sen.)	4%	4%	5%	6%	2%	4%	7%	3%	5%	3%	8%	3%	3%
Sarah Huckabee Sanders (Arkansas Gov.)	3%	4%	4%	2%	3%	1%	5%	3%	3%	3%	4%	3%	3%
Tim Scott (South Carolina Sen.)	2%	1%	2%	4%	1%	3%	2%	2%	3%	2%	4%	2%	2%
Brian Kemp (Georgia Gov.)	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%
Rand Paul (Kentucky Sen.)	2%	0%	2%	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%
Glenn Youngkin (Virginia Gov.)	1%	0%	1%	2%	2%	1%	3%	0%	1%	2%	1%	1%	2%
Another candidate	19%	17%	18%	18%	21%	22%	13%	21%	19%	18%	6%	27%	23%
I don't know	38%	47%	38%	33%	42%	41%	42%	34%	32%	44%	14%	48%	43%

Preferred Democratic Candidate for the 2028 U.S. Presidential Election (1/2)

Q4. Which candidate would you like to see as the democratic candidate for president in 2028?

Base: All respondents



Preferred Democratic Candidate for the 2028 U.S. Presidential Election (2/2)

Q4. Which candidate would you like to see as the democratic candidate for president in 2028?

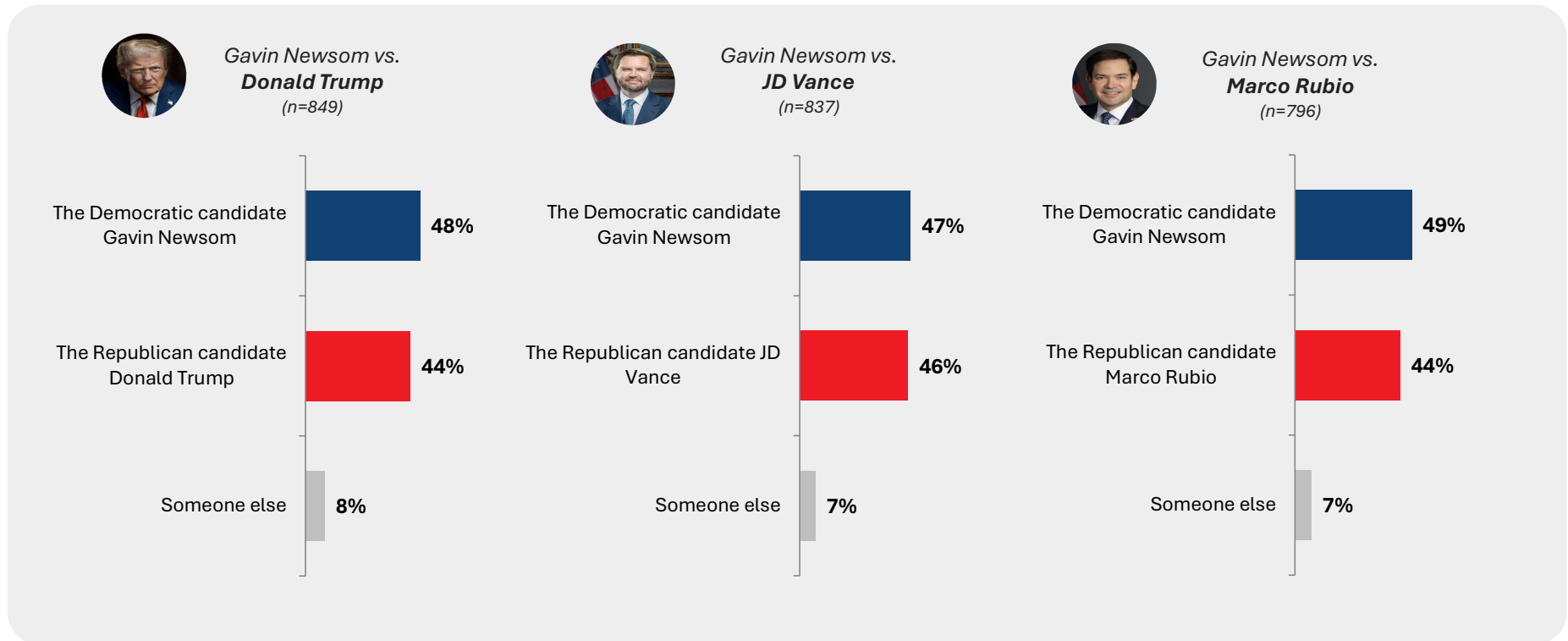
Base: All respondents (n=1,014)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302
Kamala Harris (Former Vice President)	17%	25%	16%	19%	10%	27%	14%	13%	17%	17%	13%	30%	9%
Gavin Newsom (California Gov.)	13%	10%	13%	12%	17%	14%	8%	16%	15%	11%	7%	24%	13%
Alexandria Ocasio-Cortez (Rep. N.Y.)	8%	8%	6%	7%	9%	11%	7%	6%	10%	5%	7%	10%	9%
Pete Buttigieg (Former Transportation Secretary)	5%	5%	7%	4%	4%	2%	5%	7%	4%	6%	3%	8%	5%
Josh Shapiro (Pennsylvania Gov.)	3%	4%	3%	4%	3%	2%	3%	5%	3%	3%	6%	2%	3%
JB Pritzker (Illinois Gov.)	3%	3%	5%	2%	2%	1%	3%	3%	3%	2%	2%	4%	2%
Gretchen Whitmer (Michigan Gov.)	2%	2%	3%	1%	1%	0%	2%	2%	2%	1%	2%	2%	2%
Another candidate	13%	7%	14%	16%	12%	11%	13%	15%	14%	12%	20%	3%	20%
I don't know	36%	35%	33%	36%	42%	31%	44%	33%	31%	42%	41%	18%	37%

Voting Intentions in a Hypothetical 2028 Matchup (1/4)

Q5. If the Democratic Party were led by **Gavin Newsom** and the Republican Party were led by ... in the 2028 presidential election, which candidate would you intend to vote for? Would it be...?

Base: Decided voters (n=varies)



Voting Intentions in a Hypothetical 2028 Matchup – *Gavin Newsom vs. Donald Trump* (2/4)

Q5. If the Democratic Party were led by **Gavin Newsom** and the Republican Party were led by **Donald Trump** in the 2028 presidential election, which candidate would you intend to vote for? Would it be...?

Base: All respondents (n=1,014) / Decided voters (n=849)

Gavin Newsom vs. Donald Trump	TOTAL ALL VOTERS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,014	811	129	183	316	183	200	260	352	406	405	289	273	217
<i>Unweighted n=</i>	1,014	849	153	186	332	178	132	267	450	413	436	287	302	235
The Democratic candidate Gavin Newsom	39%	48%	61%	49%	41%	52%	60%	45%	45%	44%	53%	7%	93%	47%
The Republican candidate Donald Trump	35%	44%	32%	39%	51%	43%	35%	44%	48%	47%	40%	87%	4%	37%
Someone else	6%	8%	7%	12%	8%	5%	5%	11%	8%	9%	7%	6%	3%	16%
I don't know	11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-

Voting Intentions in a Hypothetical 2028 Matchup – *Gavin Newsom vs. JD Vance* (3/4)

Q5. If the Democratic Party were led by **Gavin Newsom** and the Republican Party were led by **JD Vance** in the 2028 presidential election, which candidate would you intend to vote for? Would it be...?

Base: All respondents (n=1,014) / Decided voters (n=837)

<i>Gavin Newsom vs. JD Vance</i>	TOTAL ALL VOTERS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,014	794	132	174	315	174	193	254	347	399	395	291	274	205
<i>Unweighted n=</i>	1,014	837	154	180	328	175	130	264	443	412	425	289	303	222
The Democratic candidate Gavin Newsom	37%	47%	58%	49%	40%	50%	57%	44%	44%	44%	50%	6%	91%	48%
The Republican candidate JD Vance	36%	46%	30%	43%	56%	43%	37%	48%	50%	50%	42%	91%	5%	40%
Someone else	5%	7%	12%	8%	4%	7%	6%	8%	6%	6%	7%	3%	4%	12%
I don't know	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Voting Intentions in a Hypothetical 2028 Matchup – *Gavin Newsom vs. Marco Rubio* (4/4)

Q5. If the Democratic Party were led by **Gavin Newsom** and the Republican Party were led by **Marco Rubio** in the 2028 presidential election, which candidate would you intend to vote for? Would it be...?

Base: All respondents (n=1,014) / Decided voters (n=796)

Gavin Newsom vs. Marco Rubio	TOTAL ALL VOTERS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,014	755	119	174	282	179	182	240	332	379	375	277	266	189
<i>Unweighted n=</i>	1,014	796	143	177	301	175	120	249	427	391	405	274	295	209
The Democratic candidate Gavin Newsom	37%	49%	66%	47%	43%	50%	62%	45%	45%	46%	52%	6%	94%	49%
The Republican candidate Marco Rubio	33%	44%	29%	44%	52%	42%	32%	44%	51%	48%	41%	90%	3%	37%
Someone else	5%	7%	4%	9%	6%	8%	5%	12%	4%	6%	7%	4%	3%	14%
I don't know	17%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-

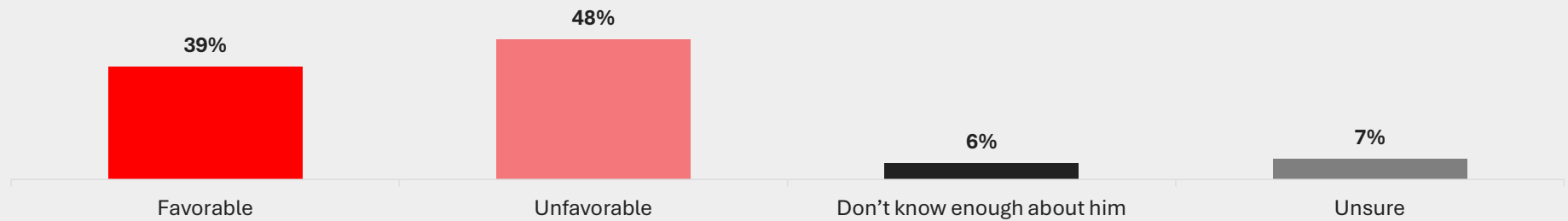
Perception of Donald Trump and JD Vance



Opinion of Donald Trump

Q4. Overall, do you have a favorable or unfavorable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,014)

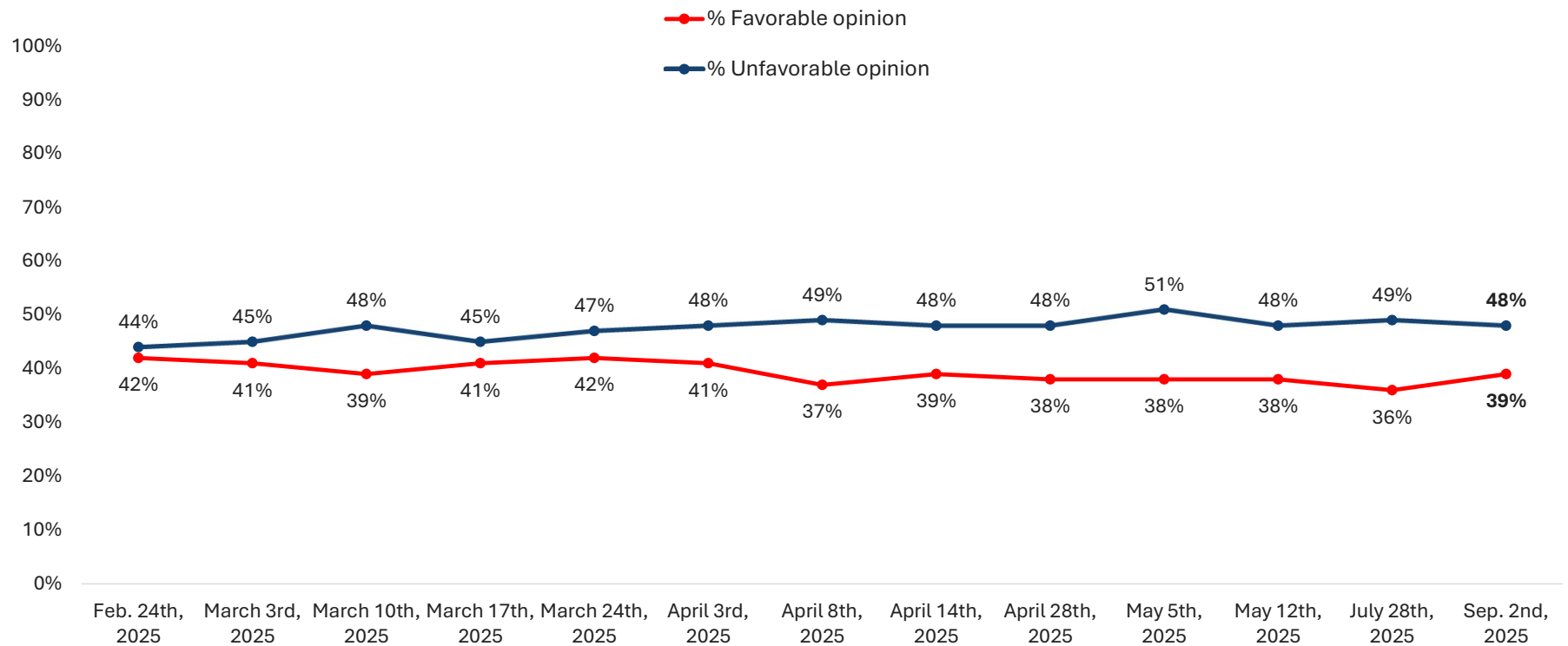


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total July 30 th 2025	Gap
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298	1,007	
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302	1,007	
Favorable	39%	26%	36%	46%	40%	29%	40%	45%	44%	34%	85%	9%	30%	36%	+3
Unfavorable	48%	60%	53%	42%	46%	57%	43%	47%	45%	52%	11%	85%	55%	49%	-1
I don't know enough about him	6%	9%	5%	4%	6%	6%	9%	2%	6%	6%	2%	2%	8%	6%	=
Unsure	7%	6%	5%	8%	9%	8%	8%	5%	5%	9%	3%	4%	7%	8%	-1

Opinion of Donald Trump – *Evolution*

Q4. Overall, do you have a favorable or unfavorable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

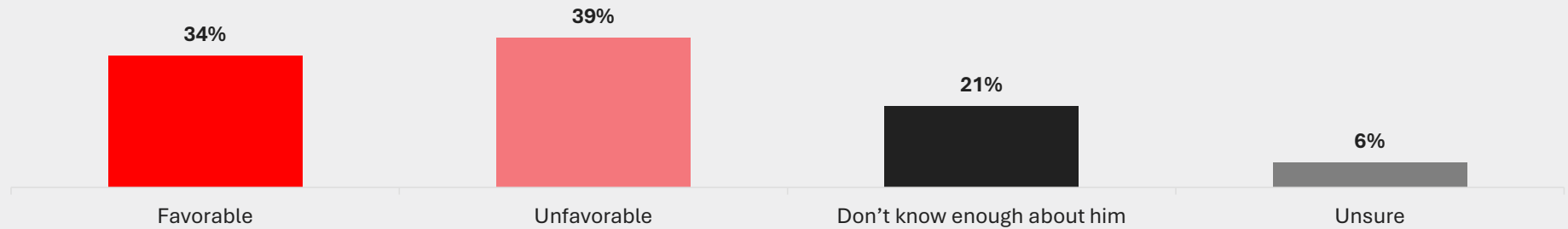
Base: All respondents



Opinion of JD Vance

Q4. Overall, do you have a favorable or unfavorable impression of Vice-President JD Vance? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,014)

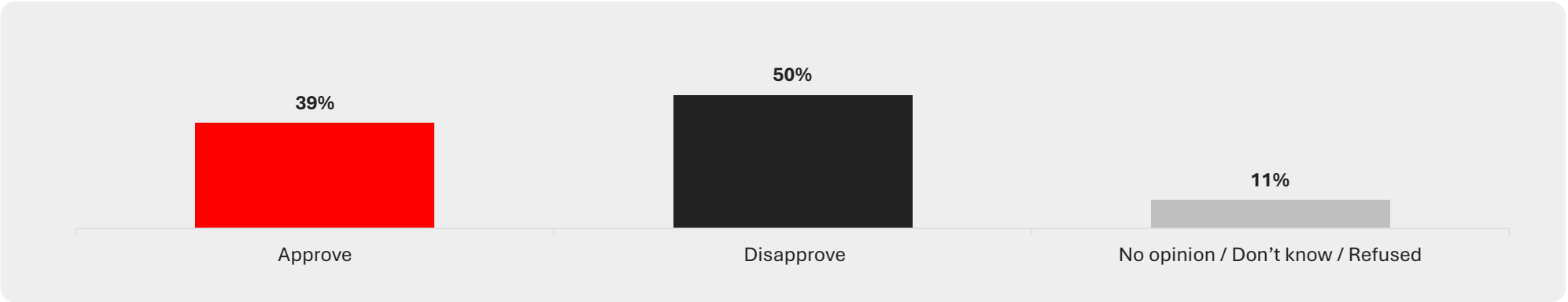


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total July 30 th 2025	Gap
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298	1,007	
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302	1,007	
Favorable	34%	26%	33%	39%	33%	27%	31%	41%	40%	29%	73%	13%	25%	33%	+1
Unfavorable	39%	42%	39%	35%	41%	43%	33%	40%	37%	40%	9%	71%	42%	39%	=
I don't know enough about him	21%	24%	21%	19%	21%	23%	29%	13%	19%	23%	13%	12%	25%	21%	=
Unsure	6%	8%	6%	7%	4%	7%	7%	6%	5%	8%	5%	3%	8%	7%	-1

Approval of Donald Trump's Job Performance

Q6. Do you approve or disapprove of the way Donald Trump is handling his job as President?

Base: All respondents (n=1,014)

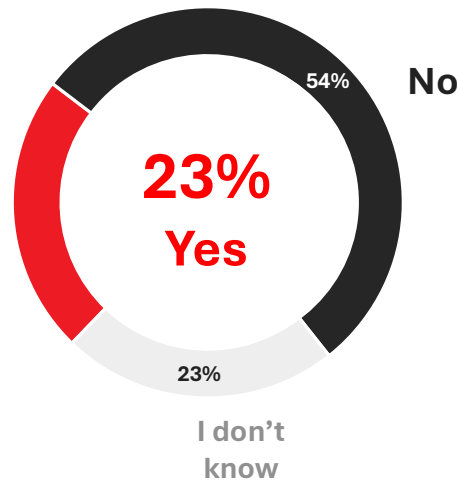


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total July 30 th 2025	Gap
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298	1,007	
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302	1,007	
Approve	39%	28%	36%	47%	38%	30%	40%	46%	45%	34%	86%	8%	31%	37%	+2
Disapprove	50%	59%	53%	45%	47%	58%	46%	48%	46%	53%	11%	89%	55%	51%	-1
No opinion / Don't know / Refused	11%	13%	10%	8%	14%	12%	15%	6%	9%	13%	4%	2%	14%	12%	-1

Support for Awarding President Trump the Nobel Peace Prize Based on His Foreign Policy Efforts

Q7. Based on what you have read, heard, or seen regarding President's Trumps efforts to bring an end to the conflicts in the Middle East and Ukraine, do you feel he should receive the Nobel Peace Prize?

Base: All respondents (n=1,014)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,014	175	217	384	239	273	341	399	487	527	308	306	298
Unweighted n=	1,014	194	218	389	213	179	341	494	467	547	308	328	302
Yes	23%	17%	18%	27%	25%	20%	21%	27%	28%	19%	51%	7%	16%
No	54%	56%	63%	50%	50%	59%	51%	53%	50%	57%	25%	84%	60%
I don't know	23%	26%	19%	22%	25%	20%	28%	20%	22%	24%	24%	9%	24%

Respondent Profile

Respondent profiles

(Base n=1,014)

The table below presents the distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	467	487
Female	547	527

Region

	Unweighted	Weighted
Northeast	194	175
Midwest	218	217
South	389	384
West	213	239

Age

	Unweighted	Weighted
18 to 34	179	273
35 to 54	341	341
55+	494	399

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.

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Marketing research and polling

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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)

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employees

185
consultants

8
offices

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