

FEDERAL VOTING INTENTIONS

Survey among Canadians

Leger

THE CANADIAN PRESS 

DATE 2022-09-19



METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Canadian Press, conducted this web survey with a representative sample of **1,522 Canadians** over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **September 16th, 2022, to September 18th, 2022**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2016 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level, and presence of children in households.

METHODOLOGICAL APPROACH

METHODOLOGY



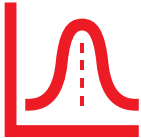
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

METHODOLOGICAL APPROACH

METHODOLOGY



A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error $\pm 2.51\%$, **19 times out of 20** for the Canadian sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

METHODOLOGICAL APPROACH

METHODOLOGY

Leger is the polling firm that has presented the most accurate 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 (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal* and *The National Post/Postmedia*
September 18, 2021

LEGER SURVEY	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS
2021 Canadian Federal Election*

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

NOTES ON READING THIS REPORT

METHODOLOGY



The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com.

For any questions related to our services, or to request an interview, please contact us [by clicking here](#).

FEDERAL VOTING INTENTIONS

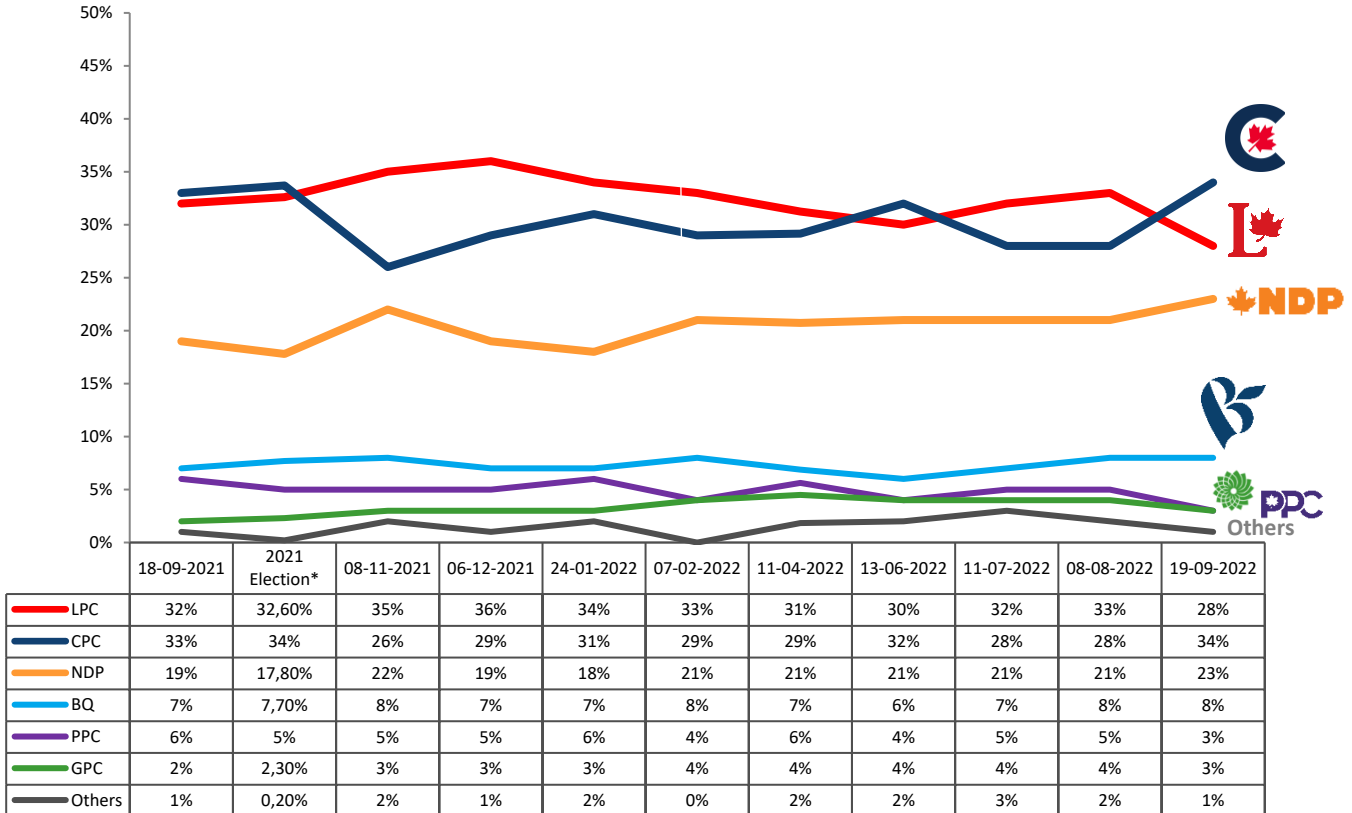
VOTING INTENTIONS - FEDERAL ELECTIONS

CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...*

Base: Respondents who are eligible to vote (n=1,489), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 8 th 2022	Gap
Weighted n=	1,493	1,204	78	273	470	73	143	168	622	582	296	393	515	491	492	215	1,207	
Unweighted n=	1,489	1,210	78	329	481	94	106	122	643	567	284	465	461	512	483	208	1,219	
... Pierre Poilievre's Conservative Party of Canada	27%	34%	25%	25%	34%	36%	51%	36%	37%	31%	24%	40%	35%	31%	34%	42%	28%	+6
... Justin Trudeau's Liberal Party of Canada	23%	28%	40%	28%	32%	31%	14%	24%	29%	28%	23%	21%	37%	28%	30%	25%	33%	-5
... Jagmeet Singh's New Democratic Party of Canada	19%	23%	24%	8%	24%	29%	29%	34%	20%	26%	37%	24%	14%	28%	21%	14%	21%	+2
... Yves-François Blanchet's Bloc Québécois	6%	8%	-	34%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-
... Maxime Bernier's People's Party of Canada	2%	3%	3%	3%	4%	1%	1%	3%	3%	3%	6%	4%	0%	2%	3%	4%	5%	-2
... Amita Kuttner's Green Party of Canada	3%	3%	5%	2%	4%	4%	4%	3%	3%	4%	5%	3%	2%	3%	3%	3%	4%	-1
... another party	1%	1%	2%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	2%	-1
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

EVOLUTION OF VOTING INTENTIONS IN CANADA

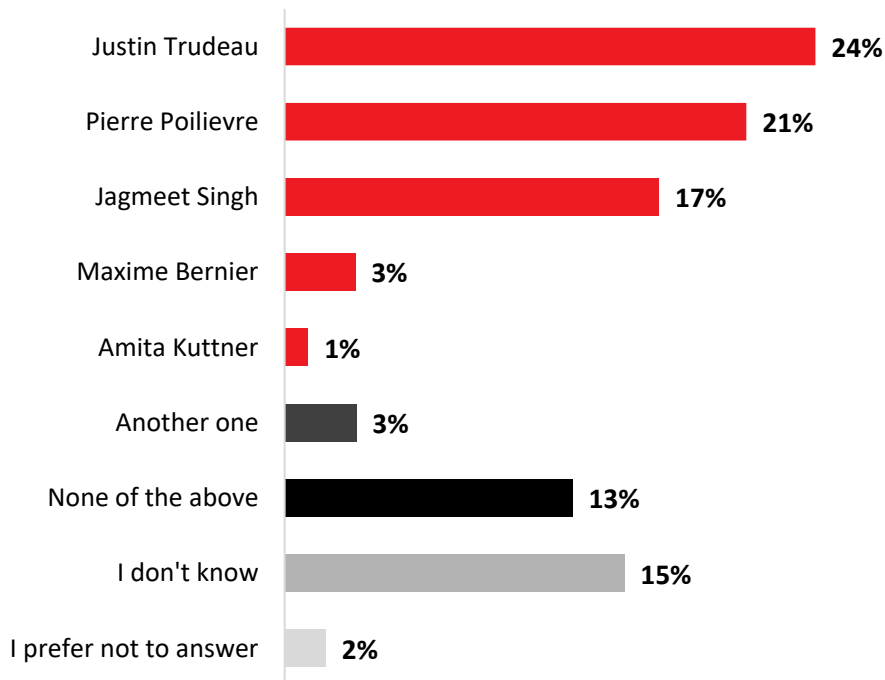


*Official results from Elections Canada

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (1/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,522)



LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (2/3)

CTC696. 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	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,522	102	351	589	98	169	212	391	505	626	742	780	623	611	275
Unweighted n=	1,522	102	411	603	125	127	154	382	587	553	770	752	645	598	266
Justin Trudeau	24%	35%	22%	28%	28%	12%	20%	21%	18%	30%	27%	22%	24%	26%	21%
Pierre Poilievre	21%	12%	15%	20%	23%	40%	21%	15%	24%	23%	24%	18%	19%	21%	28%
Jagmeet Singh	17%	20%	7%	18%	17%	20%	27%	27%	18%	11%	15%	19%	19%	17%	12%
Maxime Bernier	3%	1%	4%	3%	1%	3%	3%	4%	4%	2%	4%	3%	3%	4%	2%
Amita Kuttner	1%	2%	0%	1%	0%	2%	2%	2%	1%	1%	1%	1%	1%	0%	2%
Another one	3%	1%	10%	2%	2%	1%	0%	2%	3%	4%	4%	3%	4%	2%	4%
None of the above	13%	16%	19%	12%	12%	6%	10%	9%	12%	16%	14%	12%	13%	14%	10%
Don't know	15%	12%	20%	15%	14%	12%	16%	18%	19%	11%	10%	21%	16%	13%	19%
Prefer not to answer	2%	1%	2%	2%	3%	4%	1%	2%	2%	2%	2%	2%	2%	2%	1%

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER - DETAILS BY VOTING INTENTIONS (3/3)






CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents

		Liberal	CPC	NDP	BQ	GPC	PPC
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,522	342	408	276	92	39	36
Unweighted n=	1,522	367	402	256	105	38	33
Justin Trudeau	24%	80%	11%	6%	11%	7%	0%
Pierre Poilievre	21%	2%	71%	3%	1%	0%	3%
Jagmeet Singh	17%	5%	2%	78%	3%	12%	4%
Maxime Bernier	3%	0%	3%	0%	4%	4%	71%
Amita Kuttner	1%	0%	0%	0%	0%	41%	1%
Another one	3%	3%	1%	1%	24%	0%	8%
None of the above	13%	5%	6%	7%	40%	12%	10%
Don't know	15%	5%	6%	5%	18%	21%	3%
Prefer not to answer	2%	0%	0%	0%	0%	5%	0%

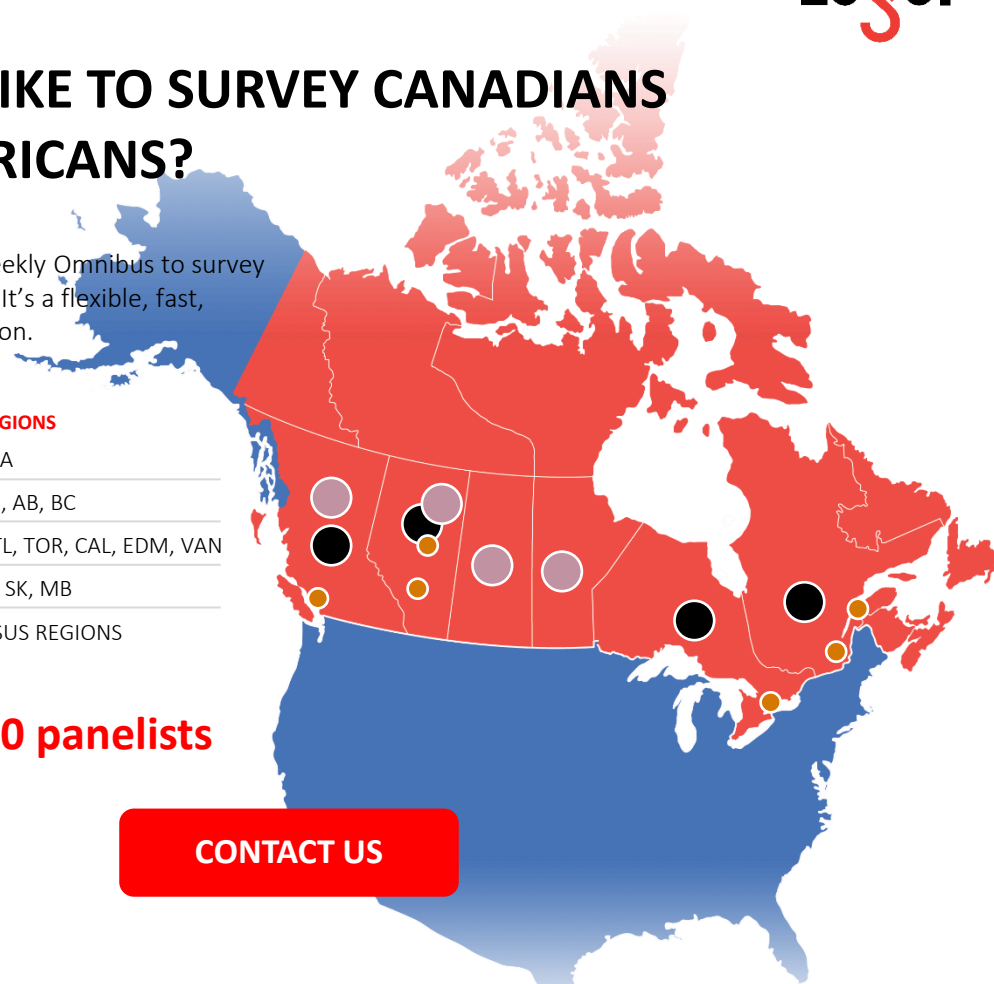
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal

[CONTACT US](#)



APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	154	212
Alberta	127	169
Manitoba/Saskatchewan	125	98
Ontario	603	589
Quebec	411	351
Atlantic	102	102

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

GENDER	Unweighted	Weighted
Male	770	742
Female	752	780

AGE	Unweighted	Weighted
Between 18 and 34	382	391
Between 35 and 54	587	505
55 or over	553	626

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	974	1,037
French	357	300
Other	189	182

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Community**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International research**
Worldwide Independent Network (WIN)

600

EMPLOYEES



185

CONSULTANTS



8

OFFICES

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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.

Leger

We Know Canadians

