



NORTH AMERICAN TRACKER

Leger

August 31st, 2023
E D I T I O N

THE CANADIAN PRESS 

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 **1,597 Canadians and 1,001 Americans** 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 **August 25, 2023, to August 27, 2023**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2021 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



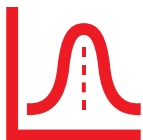
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 of $\pm 2.5\%$, **19 times out of 20** for the Canadian sample and of $\pm 3.096\%$, **19 times out of 20** for the American 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 (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



LEGER SURVEY

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

	33%	32%	19%	7%	6%	2%
	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](#).

KEY HIGHLIGHTS (1 OF 2)

Leger's North American Tracker is back. Every month, we will conduct a survey of Canadians and Americans to explore their views on the economy, finances, and their respective governments. This month, our survey was conducted between August 23 and 27, 2023.

Some of the key highlights of our survey about Canadians and Americans' finances include...

- Nearly half of Canadians (47%) and Americans (46%) are currently living paycheck to paycheck.
- 61% of Canadians think their country is experiencing an economic recession, in contrast to 51% of Americans who feel the same.
- Among Canadians who are currently employed, more than one-third (38%) are concerned about losing their job in the next 12 months. This concern is more pronounced among Canadians aged 18 to 34 (47%) and Ontarians (46%). Meanwhile, 36% of Americans share the same concern about job loss in the next year.
- Despite the current situation, 60% of Canadians say the state of their household finances is good, while 36% say the state of their household finances is poor. Americans are more optimistic, with 64% saying their household finances are good.

KEY HIGHLIGHTS (2 OF 2)

The Conservative Party of Canada's popularity is increasing.

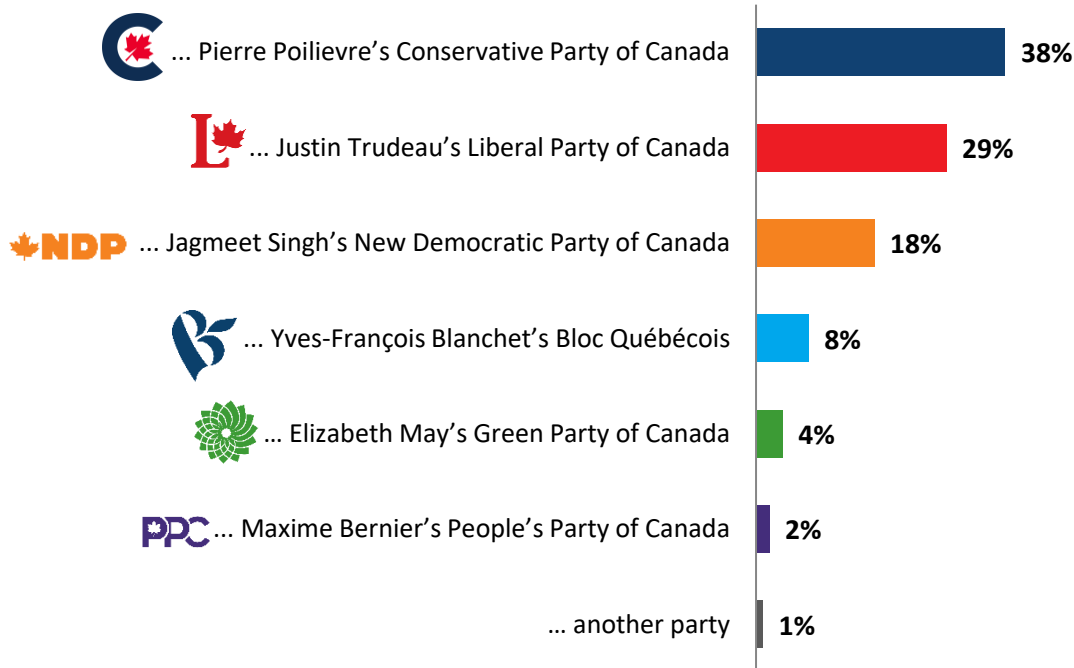
- Pierre Poilievre's Conservative Party of Canada is leading with 38% support among decided voters, followed by the Liberal Party led by Justin Trudeau with 29%.
- 59% of Canadians say they are dissatisfied with the government led by Justin Trudeau, with over one-third (35%) saying they are very dissatisfied.

FEDERAL VOTING INTENTIONS

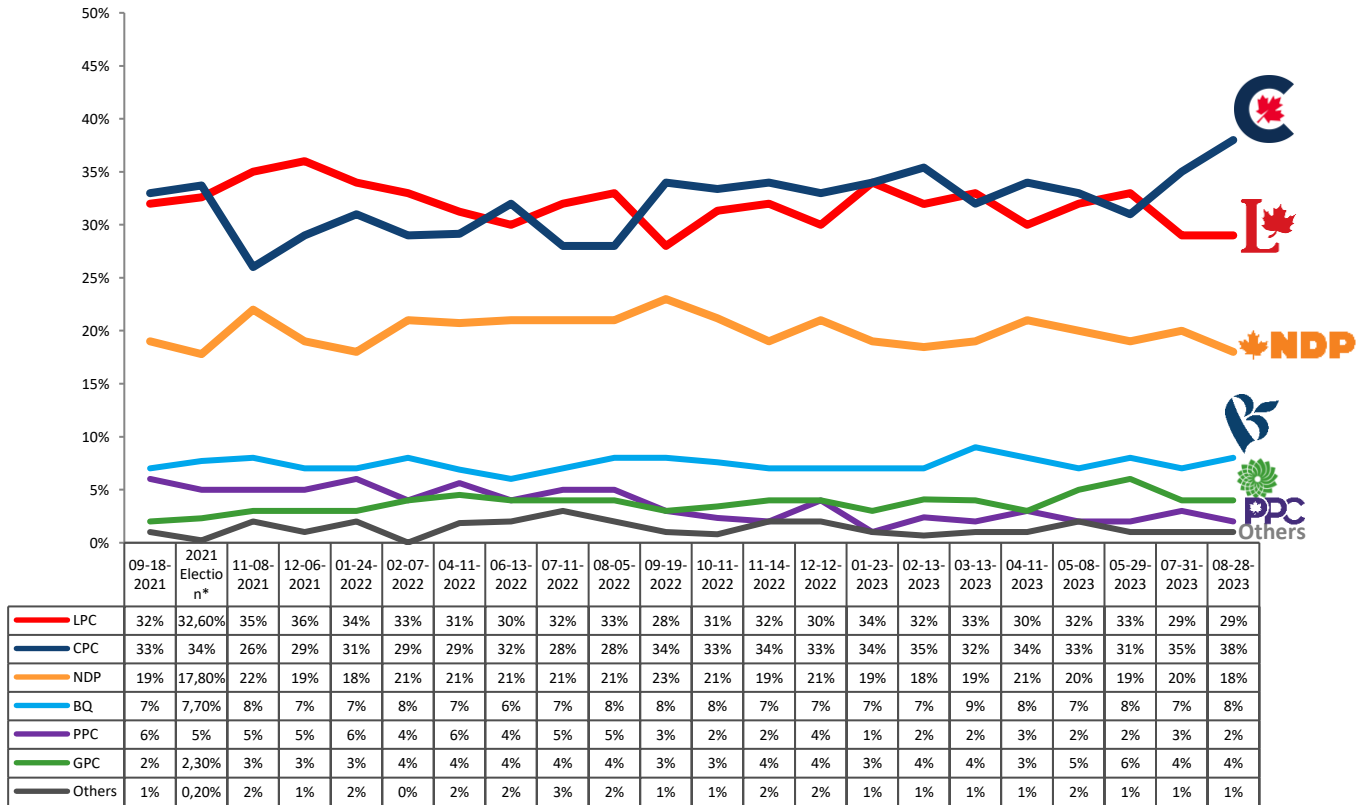
VOTING INTENTIONS - FEDERAL ELECTIONS (1/2)

Q1. 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: Decided voters (n=1,270), except for the Bloc Québécois, Quebecers only



EVOLUTION OF VOTING INTENTIONS IN CANADA



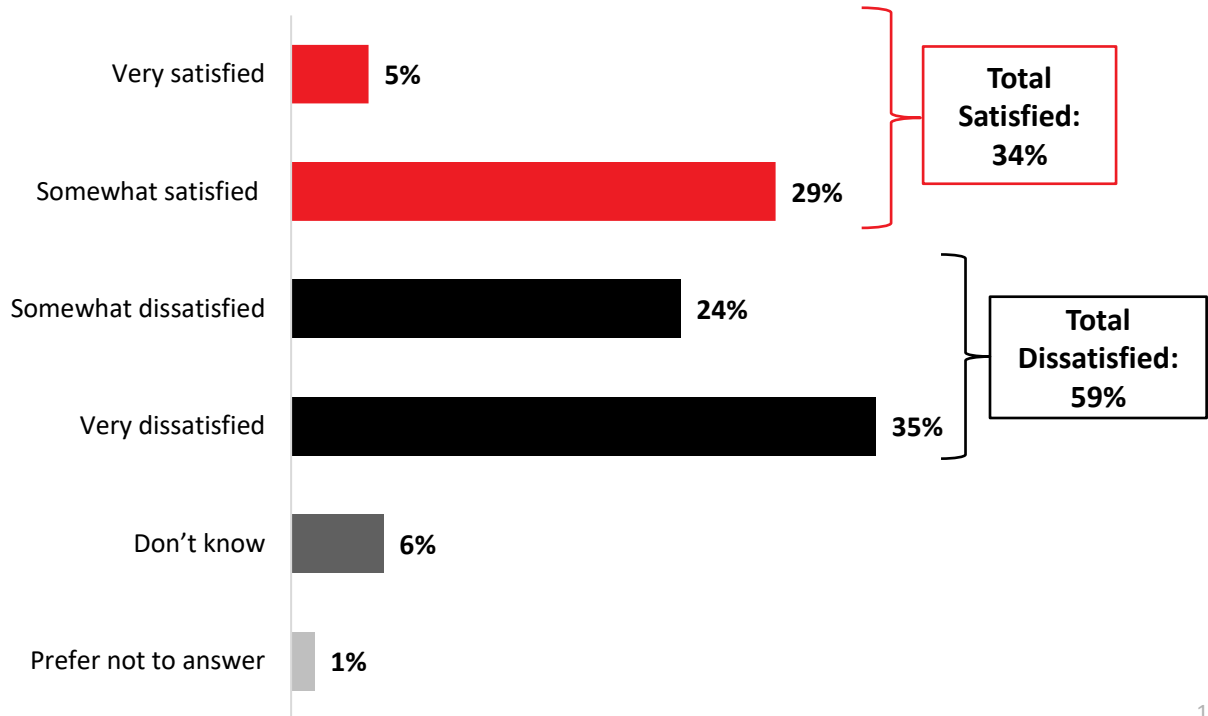
*Official results from Elections Canada

SATISFACTION WITH THE GOVERNMENT IN PLACE

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=1,597)



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	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Total July 31 st , 2023	Gap
Weighted n=	1,597	108	369	619	102	177	222	424	515	658	778	819	736	554	283	1,602	
Unweighted n=	1,597	105	416	628	135	154	159	396	523	678	780	817	724	563	290	1,602	
Total Satisfied	34%	31%	35%	33%	38%	26%	40%	34%	31%	36%	33%	35%	37%	33%	30%	35%	-1
Very satisfied	5%	5%	4%	5%	8%	2%	5%	5%	4%	5%	6%	4%	6%	3%	5%	6%	-1
Somewhat satisfied	29%	26%	31%	28%	30%	24%	35%	29%	27%	31%	27%	31%	31%	31%	24%	30%	-1
Total Dissatisfied	59%	59%	56%	60%	55%	69%	56%	56%	61%	59%	61%	57%	56%	61%	64%	58%	+1
Somewhat dissatisfied	24%	28%	28%	21%	17%	17%	30%	28%	23%	21%	25%	22%	23%	26%	22%	23%	+1
Very dissatisfied	35%	31%	27%	39%	38%	51%	26%	28%	38%	38%	36%	35%	33%	35%	42%	35%	-
Don't know	6%	4%	8%	6%	6%	3%	4%	7%	7%	4%	5%	6%	6%	5%	5%	5%	+1
Prefer not to answer	1%	6%	2%	1%	0%	2%	0%	3%	1%	1%	1%	2%	1%	1%	2%	1%	-

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	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,597	356	471	216	103	51	24*	13*
Unweighted n=	1,597	381	468	221	110	51	26*	13*
Total Satisfied	34%	84%	11%	37%	16%	31%	9%	20%
Very satisfied	5%	17%	1%	3%	0%	0%	0%	0%
Somewhat satisfied	29%	67%	10%	34%	16%	31%	9%	20%
Total Dissatisfied	59%	15%	88%	60%	75%	69%	88%	80%
Somewhat dissatisfied	24%	14%	19%	37%	39%	36%	14%	40%
Very dissatisfied	35%	1%	68%	23%	36%	33%	74%	40%
Don't know	6%	2%	1%	3%	7%	0%	2%	0%
Prefer not to answer	1%	0%	1%	0%	1%	0%	0%	0%

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



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ANALYST

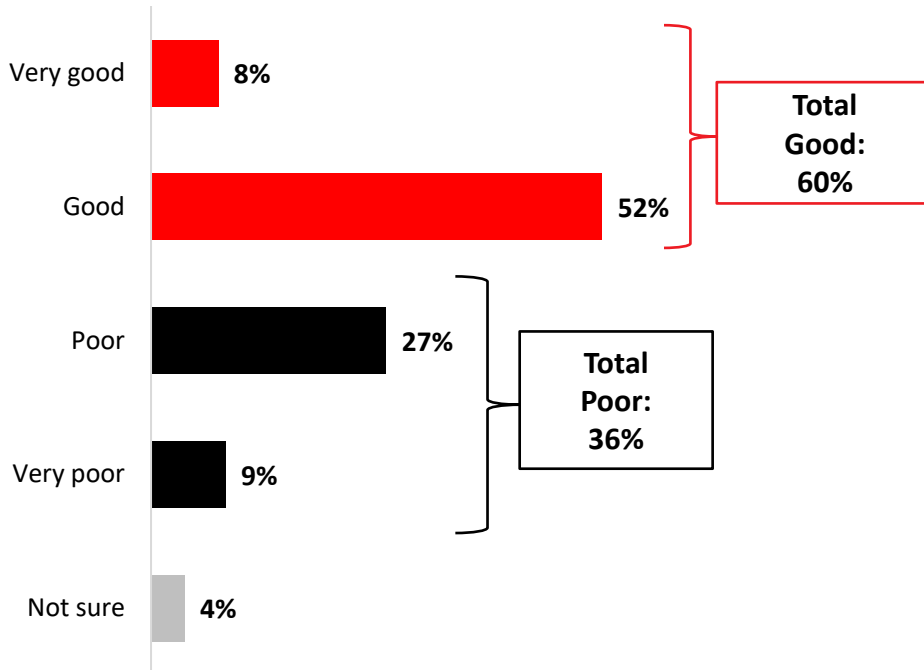


STATE OF THE ECONOMY

STATE OF HOUSEHOLD FINANCES (1/2)

Q3. How would you describe your own household's finances today?

Base: All respondents (n=1,597)



STATE OF HOUSEHOLD FINANCES (2/2)

Q3. How would you describe your own household's finances today?

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=	1,597	108	369	619	102	177	222	424	515	658	778	819	736	554	283
Unweighted n=	1,597	105	416	628	135	154	159	396	523	678	780	817	724	563	290
Total Good	60%	57%	70%	58%	55%	63%	53%	55%	54%	69%	62%	58%	60%	63%	57%
Very good	8%	8%	7%	8%	7%	10%	7%	6%	5%	11%	9%	7%	8%	7%	9%
Good	52%	49%	63%	49%	49%	53%	46%	49%	49%	58%	53%	51%	52%	56%	48%
Total Poor	36%	39%	26%	38%	41%	35%	44%	40%	43%	28%	35%	37%	37%	34%	38%
Poor	27%	27%	20%	29%	37%	23%	35%	29%	31%	23%	28%	27%	28%	27%	28%
Very poor	9%	12%	6%	9%	4%	12%	9%	11%	11%	5%	7%	10%	9%	7%	10%
Not sure	4%	4%	4%	5%	4%	2%	3%	5%	3%	4%	3%	5%	3%	3%	5%

STATE OF HOUSEHOLD FINANCES (CANADA VS UNITED STATES)

Q3. How would you describe your own household's finances today?

Base: All respondents

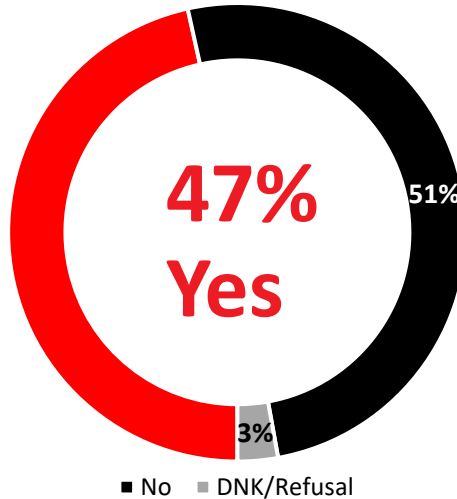


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,597	1,001	
Unweighted n=	1,597	1,001	
Total Good	60%	64%	4
Very good	8%	14%	6
Good	52%	50%	2
Total Poor	36%	31%	5
Poor	27%	24%	3
Very poor	9%	7%	2
Not sure	4%	5%	1

LIVING PAYCHECK TO PAYCHECK

Q4. Are you currently living paycheck to paycheck?

Base: All respondents (n=1,597)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,597	108	369	619	102	177	222	424	515	658	778	819	736	554	283
Unweighted n=	1,597	105	416	628	135	154	159	396	523	678	780	817	724	563	290
Yes	47%	55%	38%	50%	53%	47%	42%	53%	57%	34%	42%	51%	47%	44%	48%
No	51%	44%	60%	45%	45%	53%	54%	42%	41%	64%	54%	47%	49%	55%	49%
Don't know/Refusal	3%	1%	2%	4%	2%	0%	3%	6%	2%	1%	4%	2%	3%	1%	4%

LIVING PAYCHECK TO PAYCHECK (CANADA VS UNITED STATES)

Q4. Are you currently living paycheck to paycheck?

Base: All respondents

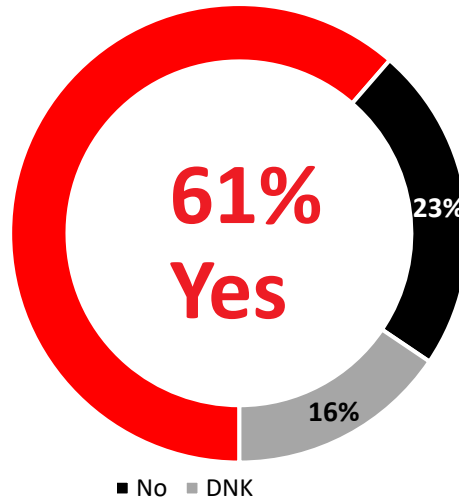


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,597	1,001	
Unweighted n=	1,597	1,001	
Yes	47%	46%	1
No	51%	48%	3
Don't know/Refusal	3%	7%	4

ECONOMIC RECESSION IN THE COUNTRY

Q5. Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,597)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,597	108	369	619	102	177	222	424	515	658	778	819	736	554	283
Unweighted n=	1,597	105	416	628	135	154	159	396	523	678	780	817	724	563	290
Yes	61%	55%	65%	62%	56%	63%	59%	67%	64%	56%	58%	65%	57%	65%	66%
No	23%	24%	21%	20%	24%	27%	30%	14%	23%	29%	28%	18%	27%	19%	21%
Don't know	16%	21%	14%	18%	20%	10%	11%	19%	13%	15%	14%	17%	15%	16%	13%

ECONOMIC RECESSION IN THE COUNTRY (CANADA VS UNITED STATES)

Q5. Do you believe Canada/**the United States** is currently in an economic recession?

Base: All respondents

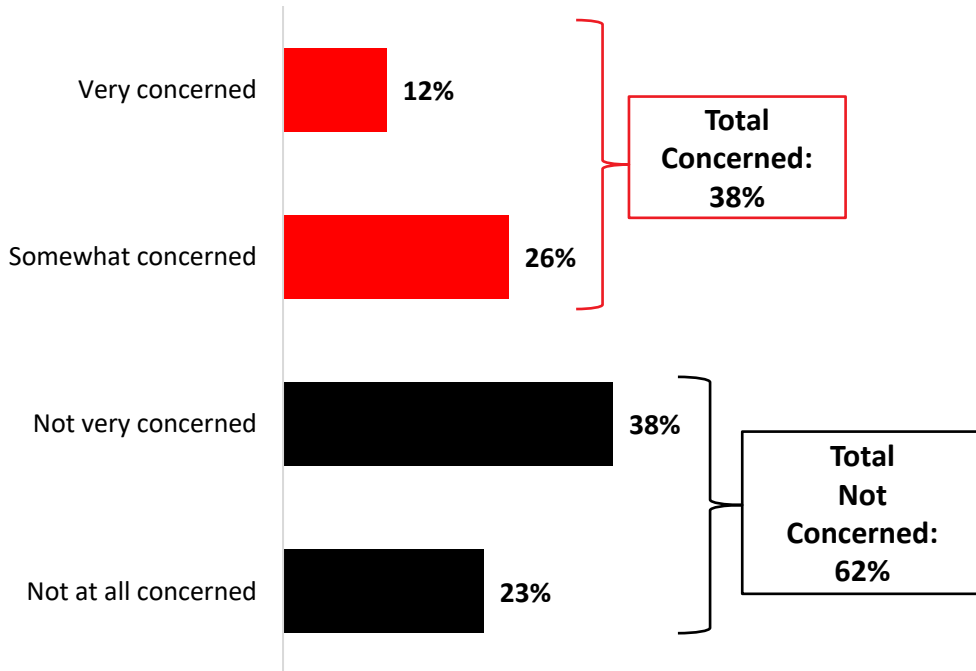


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,597	1,001	
Unweighted n=	1,597	1,001	
Yes	61%	51%	10
No	23%	27%	4
Don't know	16%	22%	6

CONCERNS ABOUT LOSING JOB (1/2)

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=823)



CONCERNS ABOUT LOSING JOB (2/2)

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	788	48	176	304	51	103	106	273	385	130	411	377	378	288	116
Unweighted n=	823	57	222	313	72	84	75	269	410	144	423	400	389	301	127
Total Concerned	38%	39%	22%	46%	37%	46%	35%	47%	35%	31%	43%	33%	40%	39%	33%
Very concerned	12%	14%	8%	13%	12%	19%	7%	18%	11%	4%	13%	11%	15%	9%	10%
Somewhat concerned	26%	25%	14%	33%	25%	27%	28%	29%	24%	26%	30%	22%	25%	29%	23%
Total Not Concerned	62%	61%	78%	54%	63%	54%	65%	53%	65%	69%	57%	67%	60%	61%	67%
Not very concerned	38%	36%	45%	35%	44%	36%	39%	34%	42%	38%	36%	41%	37%	42%	35%
Not at all concerned	23%	25%	33%	19%	19%	18%	26%	19%	24%	32%	21%	26%	24%	19%	32%

CONCERNS ABOUT LOSING JOB (CANADA VS UNITED STATES)

Q6. How concerned are you about losing your job in the next 12 months?






Base: Respondents who are currently employed



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	788	567	
Unweighted n=	823	569	
Total Concerned	38%	36%	2
Very concerned	12%	11%	1
Somewhat concerned	26%	25%	1
Total Not Concerned	62%	64%	2
Not very concerned	38%	34%	4
Not at all concerned	23%	30%	7

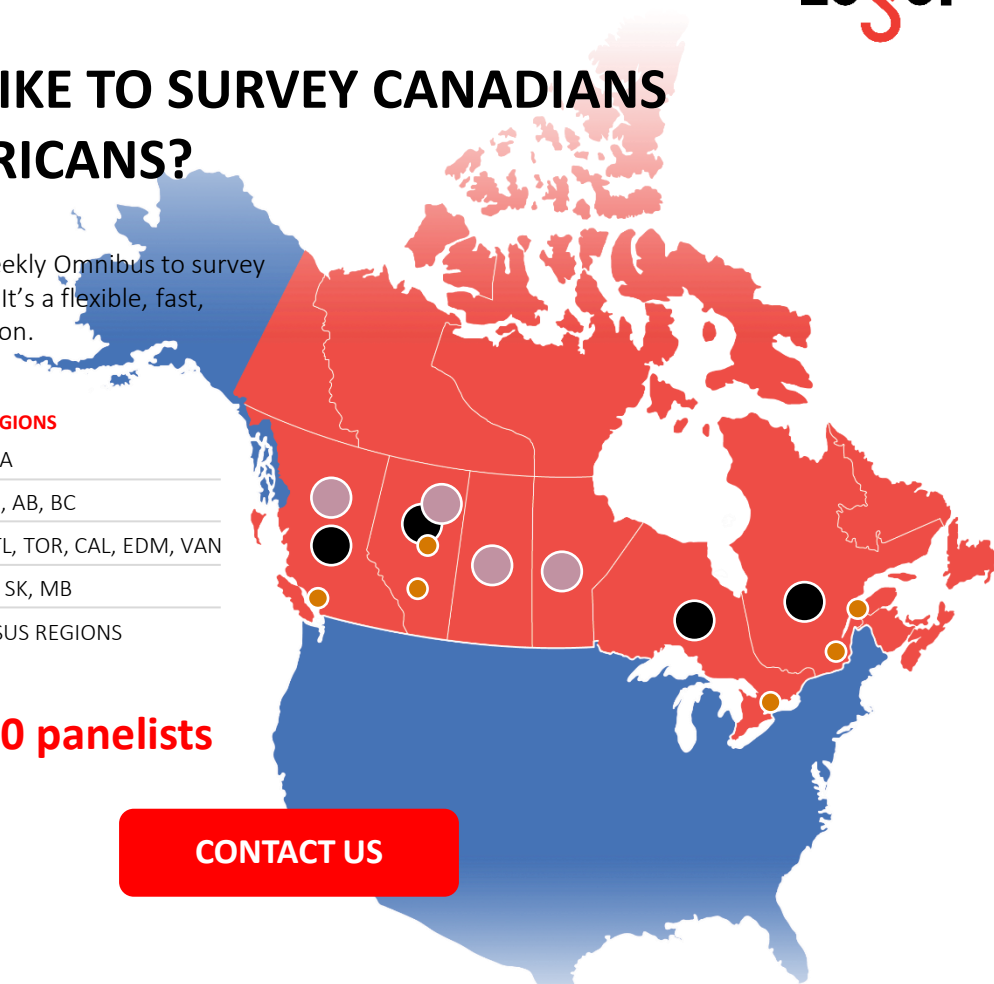
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Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

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

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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	159	222
Alberta	154	177
Manitoba/Saskatchewan	135	102
Ontario	628	619
Quebec	416	369
Atlantic	105	108

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

US Region	Unweighted	Weighted
NorthEast	219	179
MidWest	234	210
South	317	377
West	231	235

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	780	778
Female	817	819

AGE	Unweighted	Weighted
Between 18 and 34	396	424
Between 35 and 54	523	515
55 or over	678	658

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,012	1,055
French	366	315
Other	216	223

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

The following tables present the demographic distribution of respondents according to gender and age for the United States.

GENDER	Unweighted	Weighted
Male	470	489
Female	531	512

AGE	Unweighted	Weighted
Between 18 and 29	63	98
Between 30 and 39	178	270
Between 40 and 49	189	162
Between 50 and 64	314	251
65 or older	257	220

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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.



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We Know Canadians

