



Leger

REPORT

Approval of Justin Trudeau

Survey of Canadians



THE
CANADIAN
PRESS

DATE 2023-11-15

Methodology



Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,612)
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

November 10th to
November 12th, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.44\%$, (19 times out of 20) for the Canadian sample.



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.

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 Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey 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

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights (1/2)

From November 10 to 12, 2023, we surveyed Canadians to know more about their opinion on Justin Trudeau and other party leaders, their approval of Trudeau, and their satisfaction with the Liberal government's handling of various issues.

Some of the key highlights of our survey on the approval of Justin Trudeau include...

- Satisfaction with Justin Trudeau's government remains low, with only 30% of Canadians saying they are satisfied, compared with 63% who are dissatisfied. Over a quarter of Canadians (27%) think that Pierre Poilievre would make the best Prime Minister, putting him well ahead of Justin Trudeau (17%). Additionally, 61% of Canadians have a negative impression of Trudeau, while 45% feel the same way about Poilievre.
- The Liberal government's handling of affordable housing and coping with high inflation received the highest dissatisfaction rates among current issues, with 81% and 75% respectively.
- 51% of Canadian voters would like Justin Trudeau to resign before the next election to make way for a new leader. This percentage is consistent with results obtained in July 2022, which showed that 49% of Canadians wanted Trudeau to step down. Among Conservative voters, the percentage of those who would like Trudeau to resign before the next election is even higher, at 72%. Additionally, 72% of Canadians think that after 9 years and three mandates, it is time to try something different with a new prime minister.



Key highlights (2/2)

- Among those who want Justin Trudeau to resign, 34% think so because they feel his government is not helping enough with the affordability/high-inflation crisis, 25% because of his management of public finances, 25% because of his broken promises, 23% because of his many ethical issues, 22% because he's not helping enough with access to affordable housing, and 20% because they are just tired of him.
- In the event that the election results show a close race between the Liberals led by Trudeau and the Conservatives led by Poilievre, a majority of NDP voters (59%) would still support their party regardless of who is leading in the polls. However, 28% of NDP voters would switch to the Liberal Party in an attempt to prevent the Conservatives from winning, while only 3% of NDP voters would vote for the Conservatives to block the Liberals.
- Changing the leader of the Liberal Party will not have a significant impact on the voters' intentions. Among NDP voters, 35% say there would be a high or fairly high probability of voting Liberal, and among Canadians who have voted Liberal in the past, but do not intend to vote Liberal in the next election, this proportion is at 39%.



REPORT

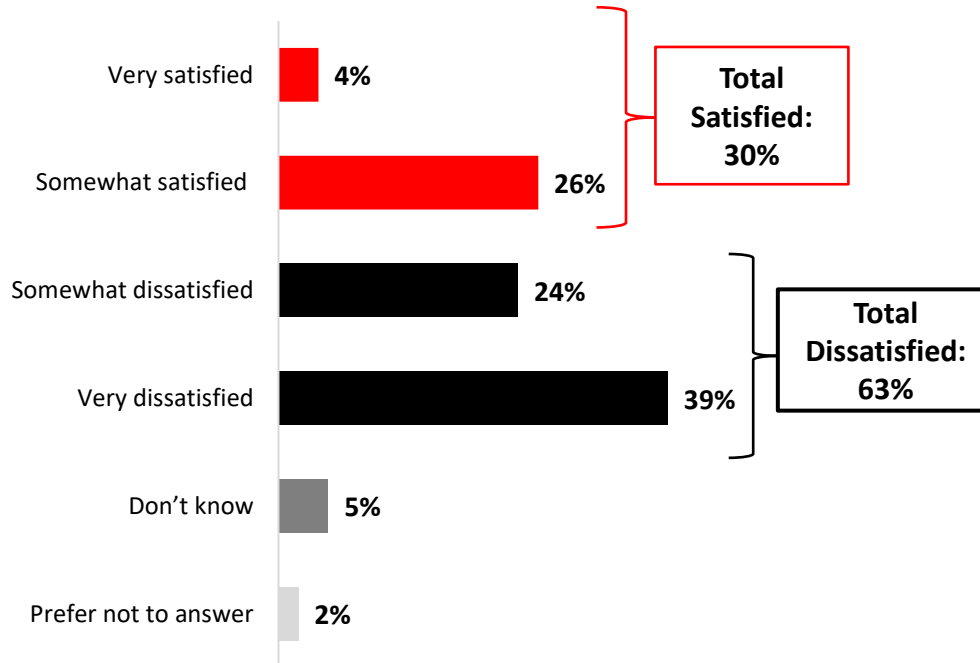
Detailed Results



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=1,612)



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

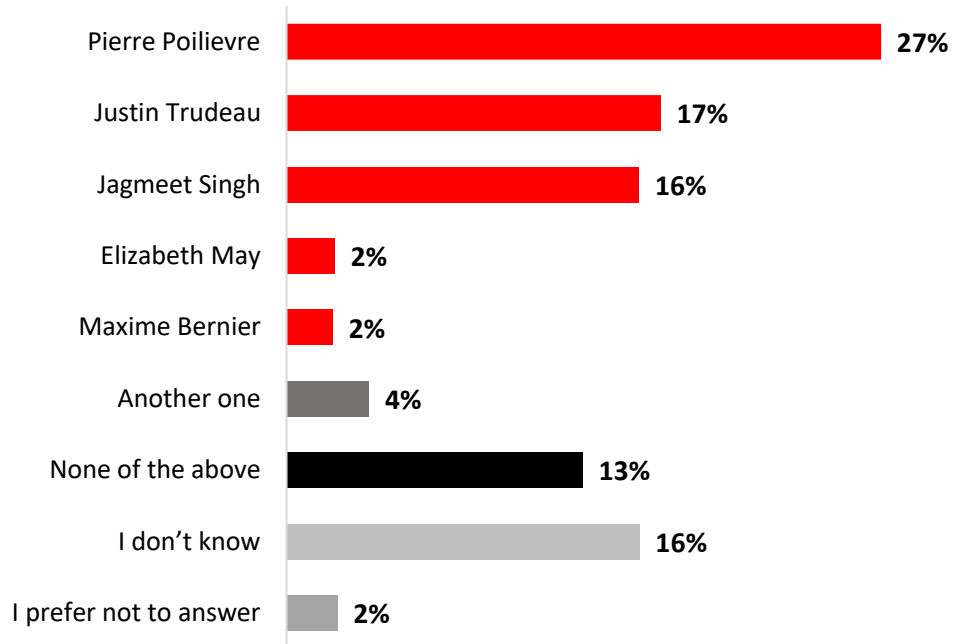


	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC	TOTAL Oct. 31 st , 2023	Gap
Weighted n=	1,612	108	372	624	104	179	224	786	826	430	519	663	679	625	274	493	321	241	96	49	34	1,632	
Unweighted n=	1,612	100	437	638	135	132	170	807	805	380	571	661	709	591	286	480	350	222	109	53	31	1,632	
Total Satisfied	30%	31%	34%	29%	26%	25%	31%	31%	29%	28%	28%	33%	33%	30%	26%	8%	82%	35%	25%	27%	9%	30%	-
Very satisfied	4%	6%	5%	4%	4%	2%	2%	5%	3%	3%	3%	5%	6%	3%	3%	0%	16%	1%	1%	0%	2%	5%	-1
Somewhat satisfied	26%	25%	29%	25%	23%	22%	29%	25%	27%	25%	25%	28%	28%	27%	23%	8%	66%	33%	24%	27%	7%	26%	-
Total Dissatisfied	63%	67%	56%	63%	66%	68%	65%	64%	62%	59%	63%	65%	60%	62%	71%	91%	16%	60%	72%	70%	88%	63%	-
Somewhat dissatisfied	24%	31%	30%	22%	19%	15%	26%	22%	26%	26%	22%	24%	25%	23%	20%	18%	13%	43%	38%	35%	20%	24%	-
Very dissatisfied	39%	36%	27%	41%	48%	52%	39%	42%	36%	33%	41%	41%	35%	39%	51%	73%	3%	17%	34%	36%	68%	39%	-
Don't know	5%	1%	6%	6%	6%	5%	2%	4%	6%	11%	6%	1%	5%	6%	2%	1%	2%	4%	1%	2%	3%	5%	-
Prefer not to answer	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	0%	0%	2%	2%	0%	0%	2%	-

Leader Who Would Make the Best Prime Minister (1/2)

Q2A. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,612)



Leader Who Would Make the Best Prime Minister (2/2)

Q2A. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents

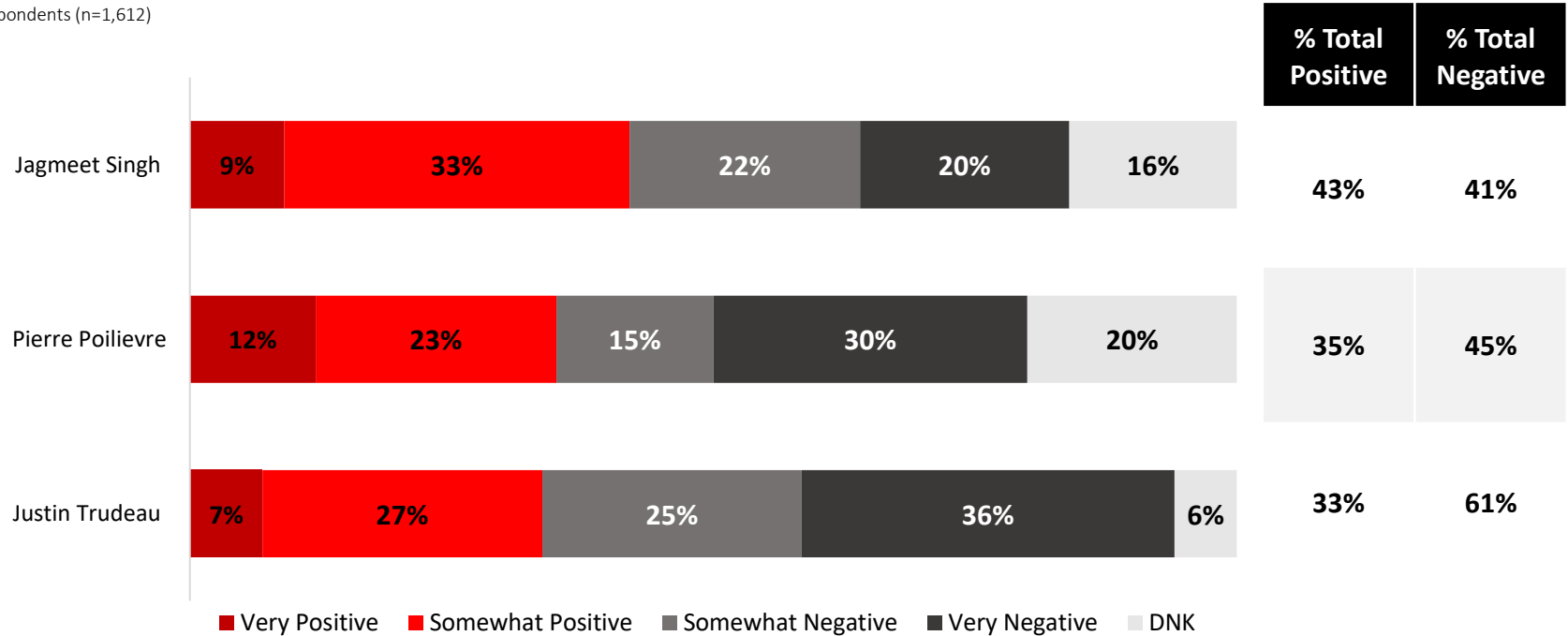


	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC	TOTAL Oct. 31 st , 2023	Gap
Weighted n=	1,612	108	372	624	104	179	224	786	826	430	519	663	679	625	274	493	321	241	96	49	34	1,632	
Unweighted n=	1,612	100	437	638	135	132	170	807	805	380	571	661	709	591	286	480	350	222	109	53	31	1,632	
Pierre Poilievre	27%	18%	17%	29%	34%	46%	25%	33%	22%	27%	26%	29%	26%	27%	33%	79%	1%	3%	5%	9%	10%	29%	-2
Justin Trudeau	17%	23%	19%	18%	9%	10%	17%	17%	17%	11%	14%	23%	19%	17%	14%	1%	70%	3%	8%	12%	0%	18%	-1
Jagmeet Singh	16%	22%	10%	17%	20%	15%	21%	16%	16%	22%	17%	11%	16%	17%	16%	7%	7%	73%	5%	4%	10%	15%	+1
Elizabeth May	2%	2%	2%	3%	2%	0%	2%	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%	1%	1%	35%	5%	4%	-2
Maxime Bernier	2%	2%	3%	1%	4%	3%	2%	3%	1%	1%	4%	1%	2%	2%	3%	1%	0%	0%	6%	2%	54%	2%	-
Another one	4%	0%	12%	2%	1%	1%	1%	5%	3%	2%	3%	5%	4%	4%	5%	1%	4%	2%	33%	0%	0%	3%	+1
None of the above	13%	11%	17%	12%	10%	16%	12%	13%	14%	12%	13%	14%	15%	13%	10%	6%	9%	9%	23%	26%	7%	13%	-
Don't know	16%	20%	19%	16%	13%	8%	17%	9%	23%	18%	18%	13%	14%	17%	16%	3%	6%	8%	19%	11%	14%	15%	+1
Prefer not to answer	2%	2%	2%	2%	6%	2%	3%	3%	2%	4%	2%	1%	3%	2%	2%	0%	0%	0%	0%	0%	0%	2%	-

Impression of the Leader (1/2)

Q3. Do you have a positive or negative impression of the following:

Base: All respondents (n=1,612)



Impression of the Leader (2/2)

Q3. Do you have a positive or negative impression of the following:

Base: All respondents

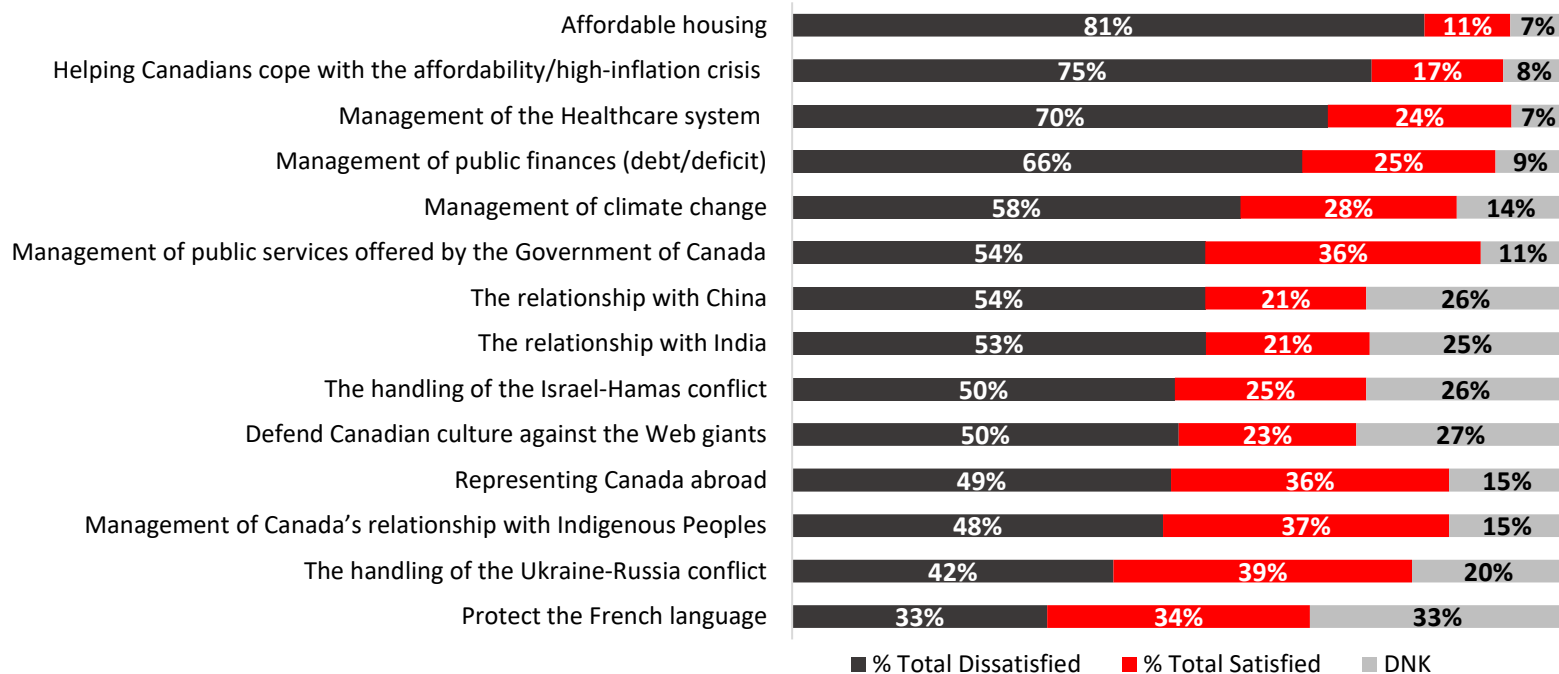


	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,612	108	372	624	104	179	224	786	826	430	519	663	679	625	274	493	321	241	96	49	34
Unweighted n=	1,612	100	437	638	135	132	170	807	805	380	571	661	709	591	286	480	350	222	109	53	31
Jagmeet Singh																					
Total Positive	43%	45%	42%	42%	42%	39%	48%	39%	46%	44%	42%	42%	44%	43%	39%	25%	61%	93%	33%	45%	17%
Total Negative	41%	33%	36%	44%	44%	47%	42%	49%	34%	34%	41%	47%	41%	41%	47%	67%	28%	5%	51%	43%	70%
Pierre Poilievre																					
Total Positive	35%	20%	27%	37%	49%	47%	31%	41%	29%	35%	36%	34%	34%	34%	39%	81%	12%	8%	19%	17%	42%
Total Negative	45%	52%	51%	45%	34%	36%	49%	47%	44%	34%	43%	55%	47%	46%	43%	12%	74%	75%	70%	72%	39%
Justin Trudeau																					
Total Positive	33%	36%	42%	32%	31%	23%	32%	33%	34%	29%	34%	36%	34%	35%	29%	7%	88%	42%	32%	31%	11%
Total Negative	61%	63%	52%	62%	64%	72%	64%	65%	58%	60%	61%	62%	60%	60%	67%	92%	11%	55%	67%	67%	89%

Satisfaction With the Handling of Certain Issues (1/2)

Q4. How satisfied are you with the way Justin Trudeau and his government are handling the following issues?

Base: All respondents (n=1,612)



Satisfaction With the Handling of Certain Issues (2/2)

Q4. How satisfied are you with the way Justin Trudeau and his government are handling the following issues?

Base: All respondents

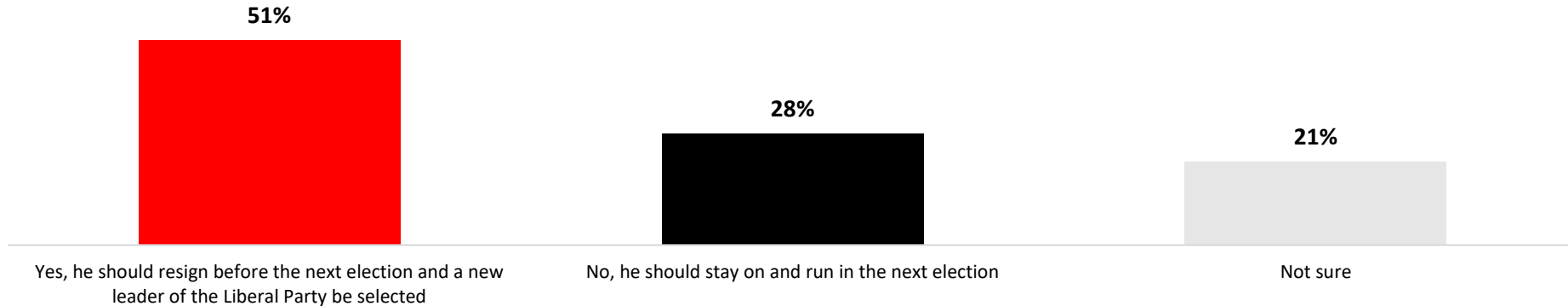


% Total Dissatisfied Presented	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,612	108	372	624	104	179	224	786	826	430	519	663	679	625	274	493	321	241	96	49	34
Unweighted n=	1,612	100	437	638	135	132	170	807	805	380	571	661	709	591	286	480	350	222	109	53	31
Affordable housing	81%	76%	79%	82%	81%	79%	87%	81%	81%	80%	81%	82%	81%	82%	80%	93%	57%	88%	87%	90%	87%
Helping Canadians cope with the affordability/high-inflation crisis	75%	73%	69%	75%	76%	79%	80%	75%	74%	69%	78%	76%	73%	76%	77%	91%	43%	81%	77%	86%	89%
Management of the Healthcare system	70%	76%	70%	69%	65%	72%	71%	68%	71%	65%	71%	72%	67%	70%	75%	85%	38%	73%	80%	68%	81%
Management of public finances (debt/deficit)	66%	57%	62%	64%	69%	74%	71%	67%	64%	63%	65%	68%	62%	67%	72%	91%	30%	55%	74%	54%	95%
Management of climate change	58%	47%	59%	59%	53%	64%	54%	62%	54%	59%	54%	60%	56%	58%	63%	74%	28%	57%	79%	80%	70%
Management of public services offered by the Government of Canada	54%	51%	55%	51%	56%	61%	52%	55%	52%	49%	52%	57%	51%	52%	64%	79%	15%	43%	70%	48%	77%
The relationship with China	54%	49%	50%	51%	54%	62%	60%	58%	49%	44%	53%	60%	53%	52%	60%	76%	26%	46%	63%	44%	74%
The relationship with India	53%	47%	47%	53%	55%	61%	62%	59%	48%	45%	53%	59%	51%	53%	61%	76%	27%	46%	59%	44%	78%
The handling of the Israel-Hamas conflict	50%	43%	48%	51%	52%	50%	50%	53%	46%	49%	50%	50%	50%	48%	52%	65%	23%	50%	52%	40%	74%
Defend Canadian culture against the Web giants	50%	46%	51%	47%	53%	50%	55%	56%	44%	45%	50%	53%	47%	49%	59%	68%	22%	48%	65%	47%	69%
Representing Canada abroad	49%	35%	45%	48%	52%	60%	53%	54%	43%	40%	51%	52%	46%	48%	59%	78%	10%	38%	61%	39%	64%
Management of Canada's relationship with Indigenous Peoples	48%	41%	41%	52%	55%	52%	48%	52%	45%	52%	49%	45%	48%	47%	55%	67%	18%	52%	45%	49%	66%
The handling of the Ukraine-Russia conflict	42%	28%	36%	44%	51%	46%	42%	44%	40%	44%	44%	38%	40%	41%	47%	62%	13%	34%	41%	28%	77%
Protect the French language	33%	25%	54%	27%	28%	25%	23%	37%	28%	36%	30%	32%	31%	33%	36%	41%	14%	20%	82%	32%	54%

Resignation of Justin Trudeau

Q5. Justin Trudeau has been leader of the Liberal Party of Canada since 2013 and Prime Minister of Canada since 2015. Do you think he should resign before the next election and let someone else lead the Liberal Party and the country?

Base: All respondents (n=1,612)

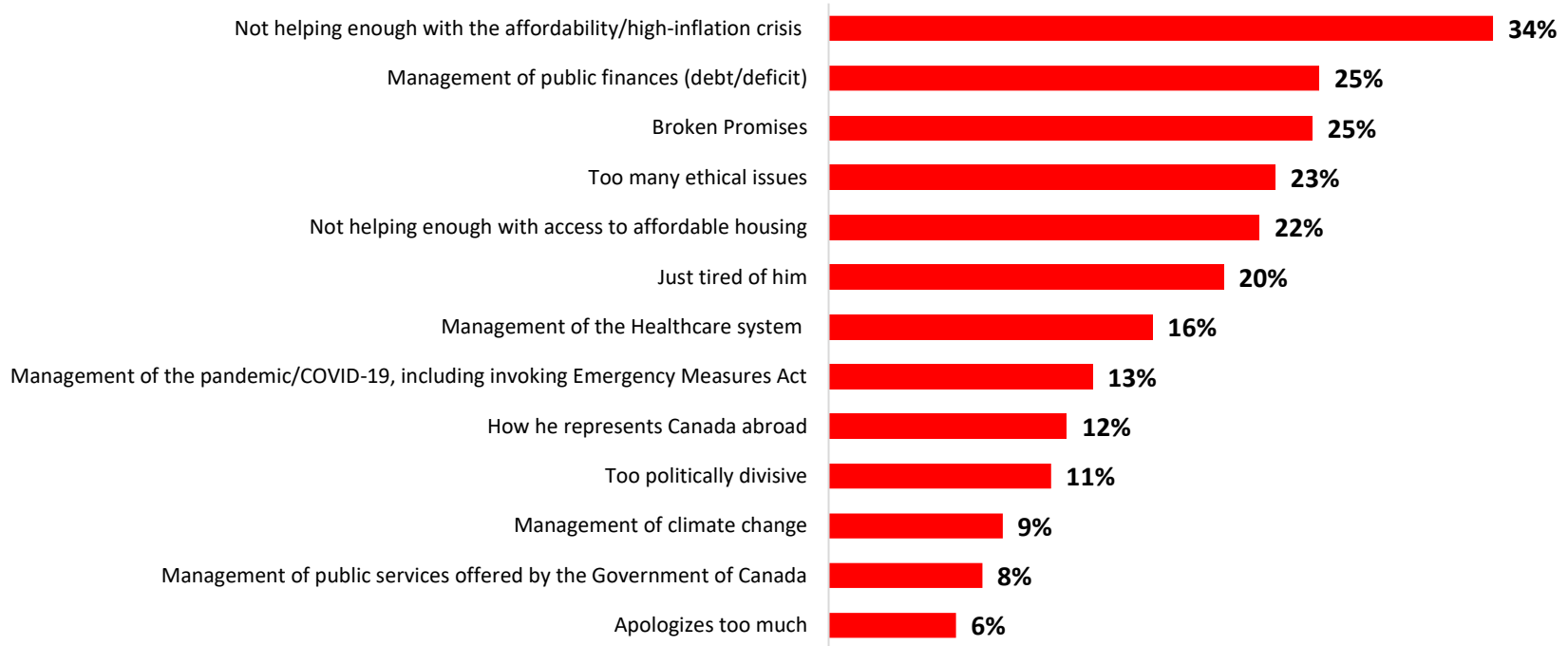


	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC	TOTAL July 2022	Gap
Weighted n=	1,612	108	372	624	104	179	224	786	826	430	519	663	679	625	274	493	321	241	96	49	34	1,501	
Unweighted n=	1,612	100	437	638	135	132	170	807	805	380	571	661	709	591	286	480	350	222	109	53	31	1,501	
Yes	51%	49%	43%	55%	58%	56%	49%	53%	50%	50%	52%	51%	48%	53%	56%	72%	24%	47%	52%	60%	72%	49%	+2
No	28%	32%	32%	25%	23%	28%	29%	29%	26%	24%	27%	31%	28%	29%	29%	17%	58%	32%	31%	26%	21%	30%	-2
Not sure	21%	19%	25%	20%	19%	16%	22%	18%	24%	26%	21%	17%	24%	19%	15%	11%	18%	21%	17%	14%	7%	21%	-

Reason to Want Justin Trudeau's Resignation (1/2)

Q6. What is/are the main reason(s) why you feel that way about Justin Trudeau?*

Base: Respondents who believe Justin Trudeau should resign (n=827)



* As respondents could give more than one answer, the total may exceed 100% / Answers with 5% or less are not shown

Reason to Want Justin Trudeau's Resignation (2/2)

Q6. What is/are the main reason(s) why you feel that way about Justin Trudeau?

Base: Respondents who believe Justin Trudeau should resign



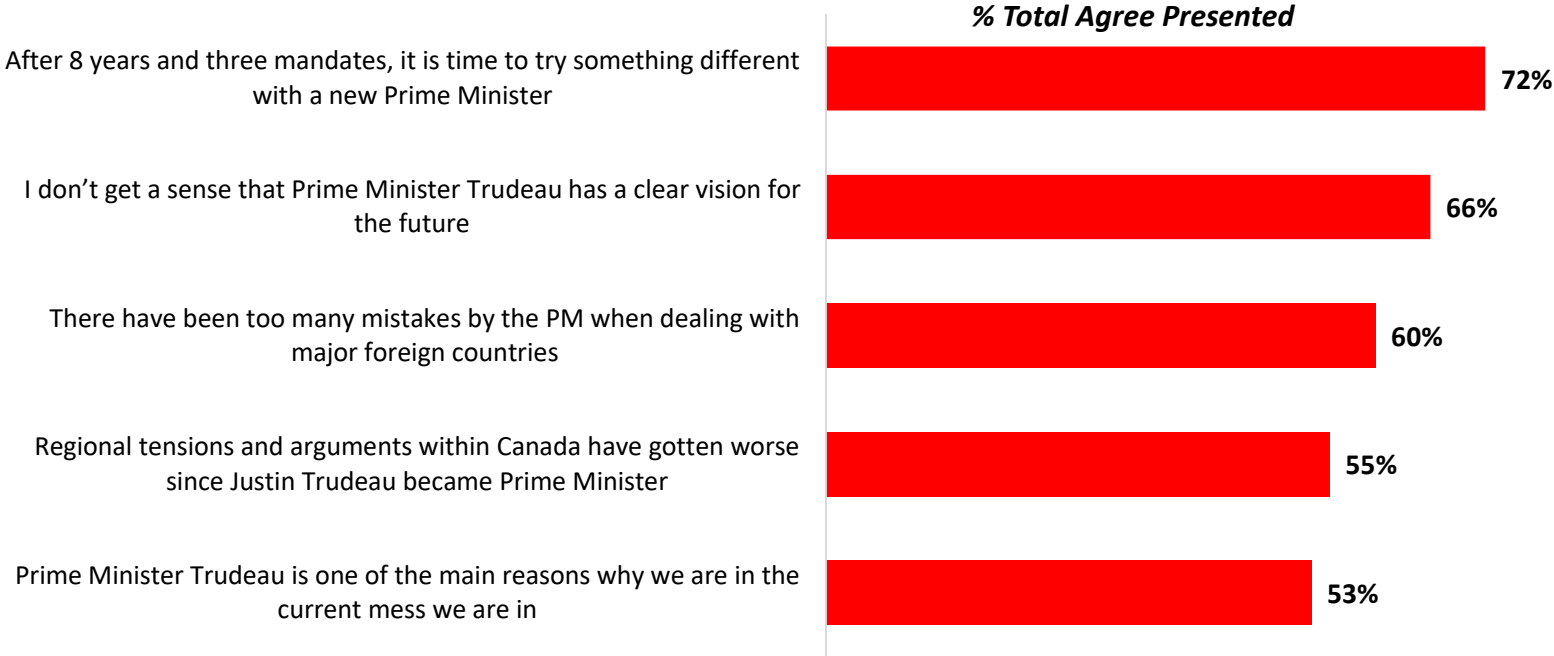
	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	825	53	161	340	60	100	110	415	410	214	270	342	329	328	155	357	76	113	50	30	24
Unweighted n=	827	49	195	347	73	71	92	441	386	189	292	346	357	306	154	343	100	108	56	36	19*
Not helping enough with the affordability/high-inflation crisis	34%	39%	27%	37%	24%	30%	40%	28%	39%	36%	39%	29%	35%	33%	30%	35%	19%	45%	27%	37%	18%
Management of public finances (debt/deficit)	25%	24%	31%	21%	27%	27%	26%	26%	24%	19%	26%	28%	21%	26%	30%	36%	7%	15%	28%	15%	14%
Broken Promises	25%	26%	19%	25%	26%	29%	26%	26%	23%	24%	21%	28%	26%	22%	29%	26%	13%	30%	20%	36%	18%
Too many ethical issues	23%	17%	13%	23%	28%	33%	27%	28%	18%	16%	26%	24%	22%	22%	27%	27%	22%	22%	10%	16%	38%
Not helping enough with access to affordable housing	22%	39%	20%	25%	7%	13%	23%	19%	25%	34%	19%	16%	21%	25%	16%	19%	22%	33%	14%	14%	26%
Just tired of him	20%	20%	14%	21%	26%	15%	28%	18%	22%	20%	18%	22%	17%	20%	25%	18%	28%	17%	21%	14%	17%
Management of the Healthcare system	16%	19%	20%	17%	14%	15%	11%	11%	22%	14%	16%	18%	15%	18%	16%	16%	12%	22%	11%	7%	14%
Management of the pandemic/COVID-19, including invoking Emergency Measures Act	13%	13%	12%	12%	11%	27%	10%	12%	15%	12%	16%	12%	10%	14%	19%	20%	3%	4%	10%	13%	34%
How he represents Canada abroad	12%	2%	16%	12%	7%	18%	8%	13%	11%	8%	14%	13%	9%	12%	17%	13%	7%	3%	30%	24%	17%
Too politically divisive	11%	6%	10%	8%	21%	16%	17%	15%	7%	8%	12%	13%	14%	11%	7%	14%	17%	10%	8%	7%	17%
Management of climate change	9%	9%	10%	9%	9%	9%	5%	11%	7%	6%	7%	12%	7%	12%	5%	9%	7%	9%	12%	22%	8%
Management of public services offered by the Government of Canada	8%	5%	12%	9%	3%	6%	5%	9%	7%	8%	8%	8%	9%	9%	3%	6%	6%	6%	15%	16%	3%
Apologizes too much	6%	6%	7%	4%	5%	9%	3%	11%	7%	4%	5%	4%	8%	5%	7%	5%	12%	3%	8%	11%	0%

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

Level of Agreement on Trudeau's Management (1/2)

Q7. Please indicate if you agree or disagree with the following statements:

Base: All respondents (n=1,612)



Level of Agreement on Trudeau's Management (2/2)

Q7. Please indicate if you agree or disagree with the following statements:

Base: All respondents

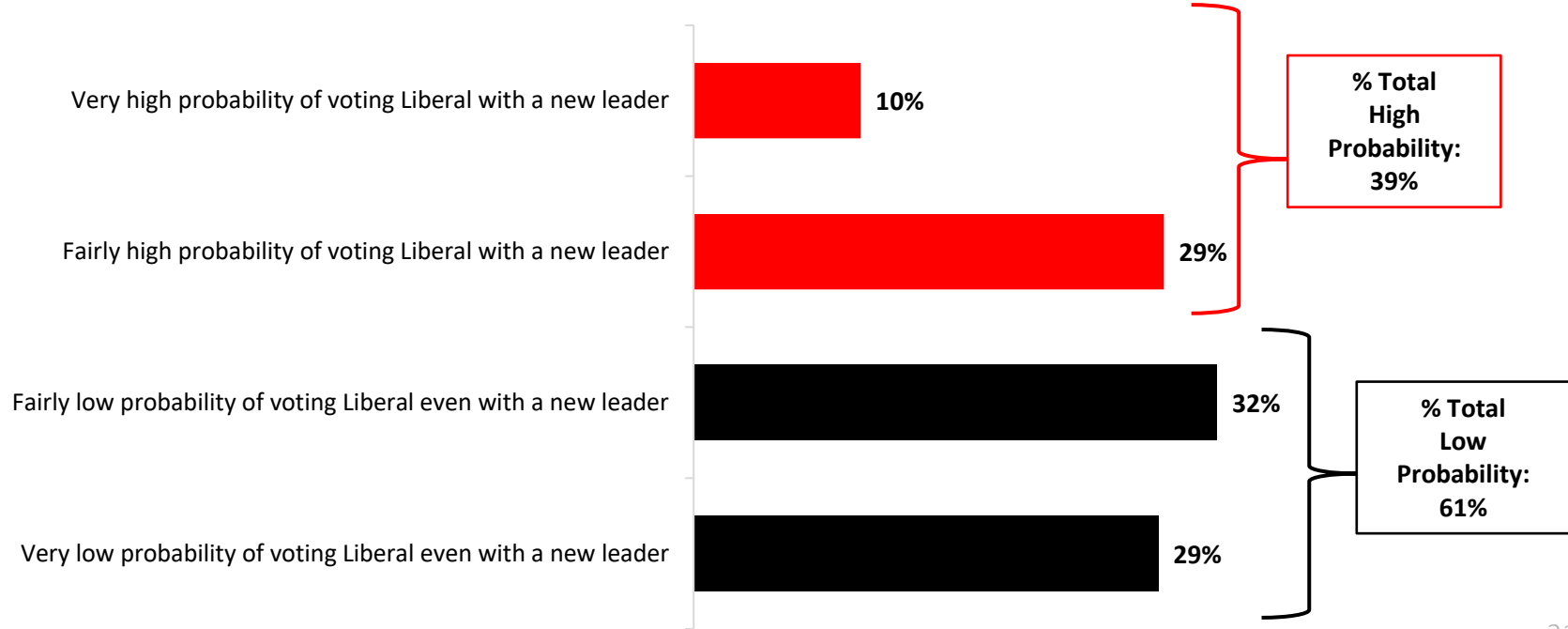


<i>% Total Agree Presented</i>	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,612	108	372	624	104	179	224	786	826	430	519	663	679	625	274	493	321	241	96	49	34
Unweighted n=	1,612	100	437	638	135	132	170	807	805	380	571	661	709	591	286	480	350	222	109	53	31
After 8 years and three mandates, it is time to try something different with a new Prime Minister	72%	70%	68%	73%	72%	79%	71%	73%	70%	71%	73%	71%	71%	69%	81%	94%	35%	78%	75%	70%	89%
I don't get a sense that Prime Minister Trudeau has a clear vision for the future	66%	66%	60%	66%	69%	73%	69%	70%	62%	66%	63%	69%	65%	65%	73%	90%	29%	66%	73%	63%	86%
There have been too many mistakes by the PM when dealing with major foreign countries	60%	50%	55%	60%	65%	73%	57%	64%	55%	56%	60%	61%	58%	59%	68%	87%	24%	52%	65%	55%	82%
Regional tensions and arguments within Canada have gotten worse since Justin Trudeau became Prime Minister	55%	58%	43%	56%	64%	69%	56%	61%	50%	51%	56%	57%	53%	54%	65%	84%	27%	47%	48%	49%	69%
Prime Minister Trudeau is one of the main reasons why we are in the current mess we are in	53%	44%	42%	56%	62%	65%	56%	56%	51%	51%	55%	53%	50%	52%	65%	86%	14%	38%	47%	52%	75%

Impact of a New Leader on Voting Intentions (1/2)

- Among respondents who voted Liberal in the past, but do not plan on voting for them in the next election

Q8. What is the possibility that you may go back to supporting the liberals if Prime Minister Trudeau was replaced by a new leader?
 Base: Respondents who voted for the Liberal Party either in 2015, 2019 or 2021, but don't have the intention of voting Liberal at the next election (n=401)



Impact of a New Leader on Voting Intentions (2/2)

- Among respondents who voted Liberal in the past, but do not plan on voting for them in the next election

Q8. What is the possibility that you may go back to supporting the liberals if Prime Minister Trudeau was replaced by a new leader?

Base: Respondents who voted for the Liberal Party either in 2015, 2019 or 2021, but don't have the intention of voting Liberal at the next election



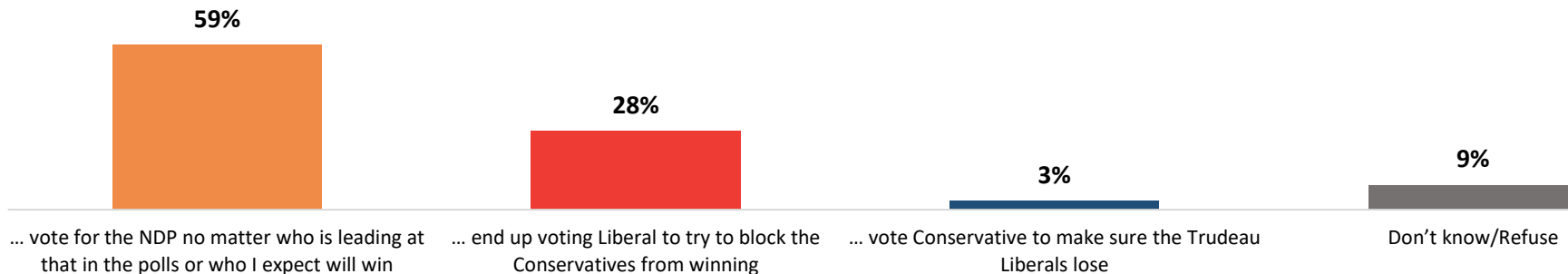
	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	CPC	NDP	BQ	GPC	PPC
Weighted n=	387	33	92	153	23	23	64	192	195	100	117	170	170	158	52	146	104	21	20	4
Unweighted n=	401	37	109	153	32	21*	49	200	201	101	136	164	183	156	56	149	105	24*	19*	5*
Total High Probability	39%	39%	41%	38%	30%	37%	44%	40%	39%	49%	38%	34%	39%	43%	34%	20%	45%	45%	66%	34%
Very high probability	10%	11%	12%	11%	11%	0%	8%	10%	11%	14%	5%	12%	11%	9%	11%	7%	10%	0%	45%	19%
Fairly high	29%	28%	29%	27%	19%	37%	36%	30%	28%	34%	34%	23%	28%	34%	22%	13%	36%	45%	20%	15%
Total Low Probability	61%	61%	59%	62%	70%	63%	56%	60%	61%	51%	62%	66%	61%	57%	66%	80%	55%	55%	34%	66%
Fairly low	32%	24%	34%	30%	51%	26%	36%	28%	37%	29%	32%	34%	36%	31%	22%	35%	38%	22%	24%	36%
Very low	29%	37%	25%	32%	19%	37%	20%	33%	25%	23%	29%	32%	25%	27%	44%	45%	16%	32%	10%	29%

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

Voting strategy among NDP Voters

Q9. Come election time, if the race was fairly tight between Trudeau’s Liberals and Poilievre’s Conservatives, which course of action would you be more likely to take?

Base: NDP voters (n=222)



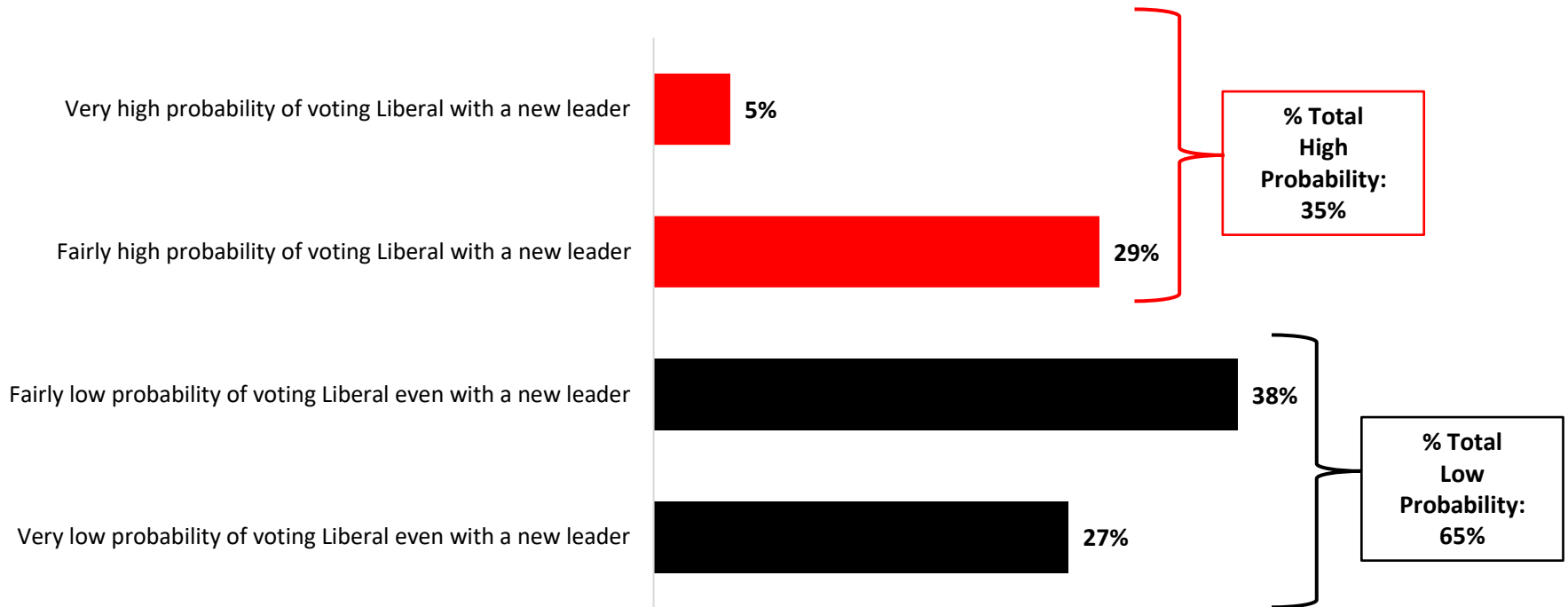
	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	241	18	37	87	16	31	52	112	129	87	85	69	99	96	38
Unweighted n=	222	14*	49	83	19*	21*	36	104	118	71	88	63	100	82	34
... vote for the NDP no matter who is leading at that in the polls or who I expect will win	59%	56%	61%	59%	48%	65%	61%	67%	53%	55%	63%	60%	66%	54%	68%
... end up voting Liberal to try to block the Conservatives from winning	28%	42%	30%	29%	32%	13%	30%	26%	30%	30%	30%	25%	25%	36%	21%
... vote Conservative to make sure the Trudeau Liberals lose	3%	2%	0%	3%	3%	3%	6%	3%	3%	0%	5%	5%	4%	3%	0%
DNK/Refuse	9%	0%	9%	9%	17%	18%	4%	3%	14%	15%	2%	10%	5%	7%	12%

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

Impact of a New Leader on Voting Intentions – Among NDP Voters (1/2)

Q10. And what is the possibility that you may vote Liberal next time around if Justin Trudeau was replaced by a new leader?

Base: NDP voters (n=222)



Impact of a New Leader on Voting Intentions – Among NDP Voters (2/2)

Q10. And what is the possibility that you may vote Liberal next time around if Justin Trudeau was replaced by a new leader?

Base: NDP voters

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	241	18	37	87	16	31	52	112	129	87	85	69	99	96	38
Unweighted n=	222	14*	49	83	19*	21*	36	104	118	71	88	63	100	82	34
Total High Probability	35%	44%	43%	31%	60%	24%	30%	34%	35%	41%	25%	38%	35%	33%	35%
Very high probability	5%	4%	9%	2%	20%	0%	6%	2%	8%	7%	3%	5%	7%	0%	5%
Fairly high	29%	40%	34%	28%	41%	24%	24%	32%	27%	34%	21%	33%	28%	32%	31%
Total Low Probability	65%	56%	57%	69%	40%	76%	70%	66%	65%	59%	75%	62%	65%	67%	65%
Fairly low	39%	38%	37%	35%	15%	61%	40%	38%	39%	42%	50%	20%	35%	39%	47%
Very low	27%	19%	20%	34%	25%	14%	30%	29%	25%	17%	25%	42%	31%	29%	18%

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

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province		
British Columbia	170	224
Alberta	132	179
Manitoba/Saskatchewan	135	104
Ontario	638	624
Quebec	437	372
Atlantic	100	108

Weighted and Unweighted Sample (2/3)

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

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

	Unweighted	Weighted
Gender		
Male	807	786
Female	805	826
Age		
18 to 34	380	430
35 to 54	571	519
55+	661	663
Language (Mother tongue)		
English	996	1,071
French	391	318
Other	222	221

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.