



# Leger

THE LARGEST CANADIAN-OWNED  
POLLING, MARKET RESEARCH  
AND ANALYTICS FIRM

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# Methodology



An online survey.



1512 Canadians, 18+ (those who selected “I don’t know” are excluded from the results for comparative purposes).



Completed between July 7th and July 10<sup>th</sup>, 2023, using Leger’s online panel.



No margin of error can be associated with a non-probability sample (i.e. a web panel in this case).

For comparative purposes, though, a probability sample of 1512 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20.

## Leger’s online panel

Leger’s online panel has more than 400,000 members nationally and has a retention rate of 90%.

## Quality control

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients’ needs with honesty, total confidentiality, and integrity.

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

# Voting Intentions – Federal Election

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1512	1199	78	287	456	77	132	168	617	581	309	378	512
Unweighted n=	1512	1224	82	334	478	103	102	125	663	561	288	439	497
...Pierre Poilievre's Conservative Party of Canada	29%	37%	35%	25%	39%	46%	59%	32%	43%	31%	31%	37%	42%
... Justin Trudeau's Liberal Party of Canada	22%	28%	36%	28%	30%	24%	14%	34%	25%	32%	25%	29%	30%
... Jagmeet Singh's New Democratic Party of Canada	13%	17%	14%	9%	19%	20%	19%	22%	14%	20%	25%	18%	11%
... Yves-François Blanchet's Bloc Québécois	6%	7%	0%	31%	0%	0%	0%	0%	8%	7%	5%	5%	10%
... Elizabeth May's Green Party of Canada	4%	5%	6%	4%	5%	2%	4%	9%	5%	6%	8%	5%	3%
... Maxime Bernier's People's Party of Canada	3%	3%	7%	2%	4%	5%	1%	3%	3%	3%	3%	5%	3%
... another party	1%	2%	3%	1%	2%	3%	2%	0%	1%	2%	2%	2%	1%
I would not vote	6%	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%	-	-	-	-	-	-	-	-	-	-	-	-

**Q2** 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: All (n=1512).

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*We know Canadians*

