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NORTH AMERICAN TRACKER

# Leger

August 8<sup>th</sup>, 2022  
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 **1,509 Canadians and 1,002 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 05<sup>th</sup>, 2022, to August 7<sup>th</sup>, 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. Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

## METHODOLOGICAL APPROACH

### METHODOLOGY



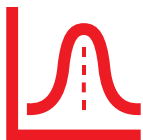
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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  $\pm 2.52\%$ , **19 times out of 20** for the Canadian sample and of  $\pm 3.09\%$ , **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 (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

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

**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](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca).

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

A background image showing a Canadian flag waving in the foreground on the left, and the Parliament Hill building in Ottawa, Canada, in the background. The sky is blue with some clouds.

# FEDERAL VOTING INTENTIONS

## VOTING INTENTIONS - FEDERAL ELECTIONS

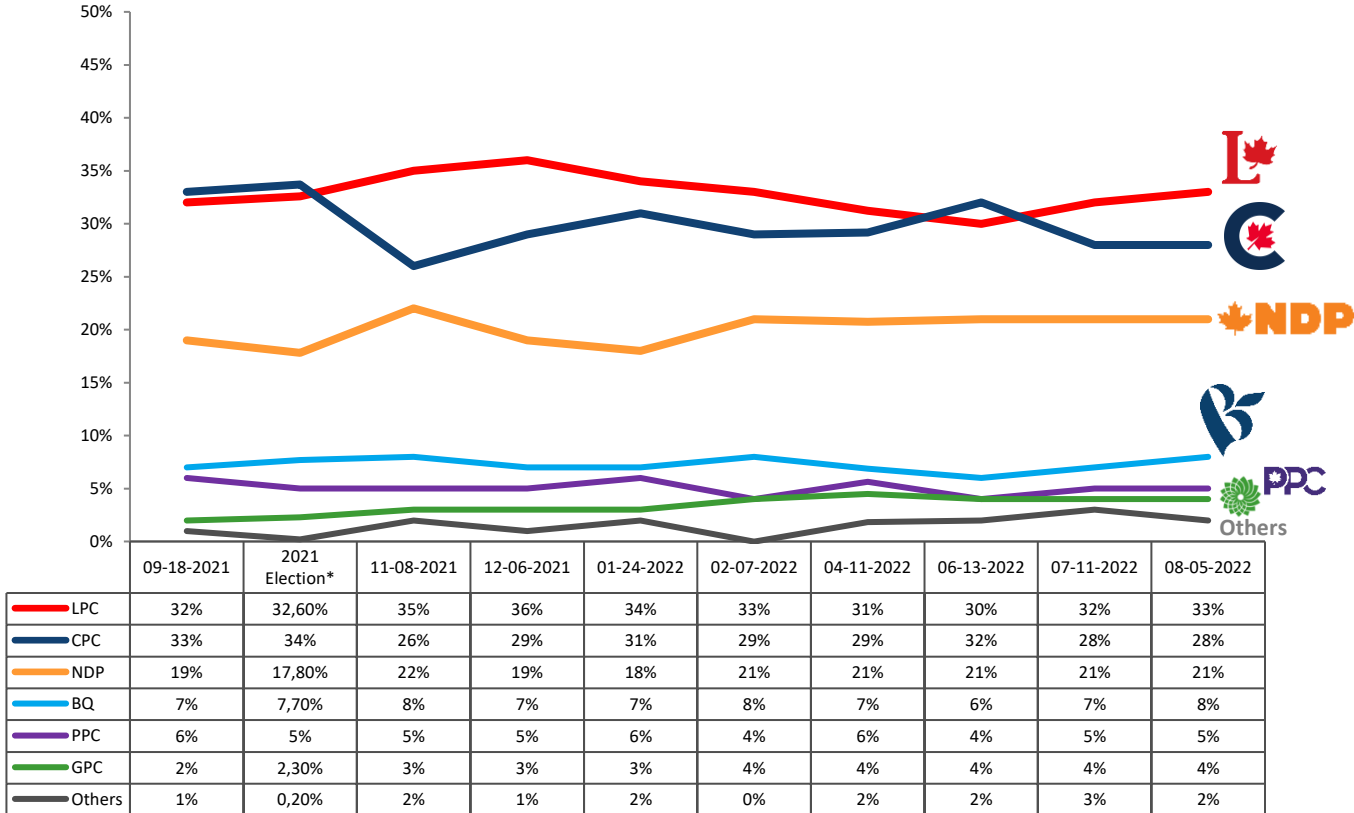
CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties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

Base: Respondents who are eligible to vote (n=1,481), 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 July 11 <sup>th</sup> 2022	Gap
Weighted n=	1,484	1,207	76	280	459	75	142	175	596	611	312	380	515	522	437	241	1,243	
Unweighted n=	1,481	1,219	77	330	482	101	106	123	629	590	358	436	425	536	438	239	1,264	
... Justin Trudeau's Liberal Party of Canada	27%	33%	36%	31%	34%	28%	26%	37%	32%	33%	27%	32%	37%	34%	33%	28%	32%	+1
... Candice Bergen's Conservative Party of Canada	23%	28%	27%	20%	28%	43%	37%	26%	31%	25%	20%	30%	32%	26%	27%	35%	28%	-
... Jagmeet Singh's New Democratic Party of Canada	17%	21%	19%	9%	26%	21%	21%	28%	18%	24%	34%	21%	13%	23%	21%	16%	21%	-
... Yves-François Blanchet's Bloc Québécois	6%	8%	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	7%	+1
... Maxime Bernier's People's Party of Canada	4%	5%	15%	3%	5%	3%	9%	3%	7%	4%	9%	5%	3%	4%	5%	9%	5%	-
... Amita Kuttner's Green Party of Canada	3%	4%	2%	3%	5%	3%	2%	5%	2%	5%	5%	4%	3%	5%	3%	3%	4%	-
... another party	1%	2%	1%	1%	1%	2%	6%	0%	2%	2%	2%	2%	2%	1%	2%	4%	3%	-1
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



# EVOLUTION OF VOTING INTENTIONS IN CANADA





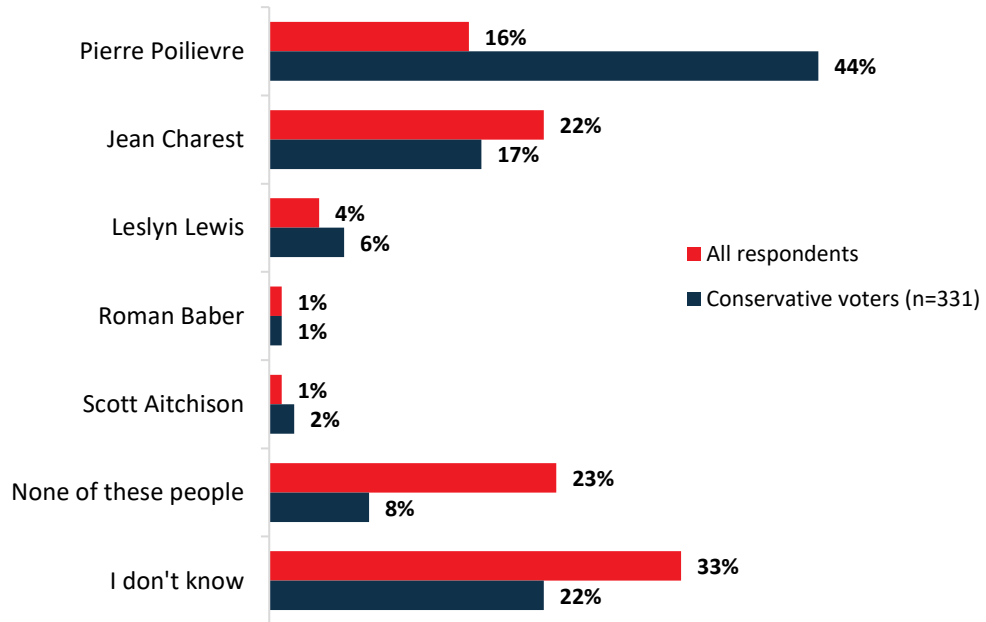
**Leger**

# CONSERVATIVE LEADERSHIP RACE

# BEST LEADER FOR THE CONSERVATIVE PARTY (1/4)

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: All respondents (n=1,509)



## BEST LEADER FOR THE CONSERVATIVE PARTY (2/4)

### - AMONG CONSERVATIVE VOTERS

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: Conservative voters

	TOTAL CANADA	ROC	QC	ATL	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	336	280	55	21*	130	32	53	46	61	112	162	134	118	84
Unweighted n=	331	269	62	23*	135	44	39	28*	69	127	135	134	122	74
Pierre Poilievre	44%	44%	48%	23%	44%	49%	46%	48%	39%	47%	45%	45%	43%	45%
Jean Charest	17%	15%	25%	34%	17%	9%	15%	5%	16%	10%	21%	11%	23%	17%
Leslyn Lewis	6%	7%	1%	0%	6%	14%	6%	10%	7%	5%	7%	6%	6%	7%
Roman Baber	1%	1%	2%	5%	1%	0%	0%	1%	2%	3%	0%	1%	2%	1%
Scott Aitchison	2%	1%	3%	0%	1%	0%	0%	4%	1%	1%	2%	3%	1%	0%
None of these people	8%	7%	15%	15%	8%	10%	0%	2%	14%	6%	7%	8%	4%	12%
Don't know	22%	25%	7%	22%	23%	18%	33%	30%	22%	27%	19%	26%	21%	17%

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

## BEST LEADER FOR THE CONSERVATIVE PARTY (3/4)

### - BY VOTING INTENTIONS

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: All respondents



	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,509	394	336	253	92	47	66	21*
Unweighted n=	1,509	406	331	257	92	49	61	23*
Pierre Poilievre	16%	3%	44%	8%	8%	8%	40%	13%
Jean Charest	22%	40%	17%	19%	26%	10%	4%	10%
Leslyn Lewis	4%	2%	6%	4%	3%	6%	14%	7%
Roman Baber	1%	1%	1%	1%	1%	0%	5%	7%
Scott Aitchison	1%	0%	2%	2%	0%	4%	2%	0%
None of these people	23%	22%	8%	34%	45%	24%	11%	53%
Don't know	33%	32%	22%	33%	16%	48%	23%	10%

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

# BEST LEADER FOR THE CONSERVATIVE PARTY (4/4)

## - EVOLUTION AMONG CONSERVATIVE VOTERS

CTC936. The people listed below have indicated their intention to run to be leader of the Conservative Party of Canada. Based on what you know or have heard so far, which of these individuals do you feel would make the best leader for the Conservative Party?

Base: Conservative voters

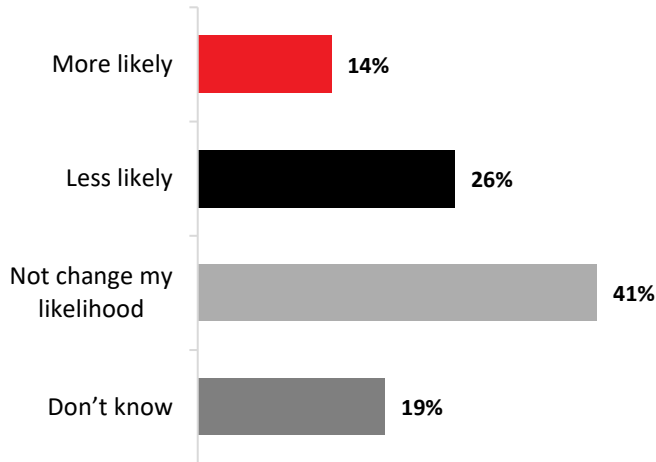
	Total August 8th, 2022	Total June 13th, 2022	Gap
Weighted n=	336	397	
Unweighted n=	331	389	
Pierre Poilievre	44%	44%	-
Jean Charest	17%	14%	3
Leslyn Lewis	6%	3%	3
Roman Baber	1%	2%	1
Scott Aitchison	2%	1%	1
None of these people	8%	8%	-
Don't know	22%	23%	1

# IMPACT OF THE LEADER ON THE PROBABILITY OF VOTING CONSERVATIVE (1/3)

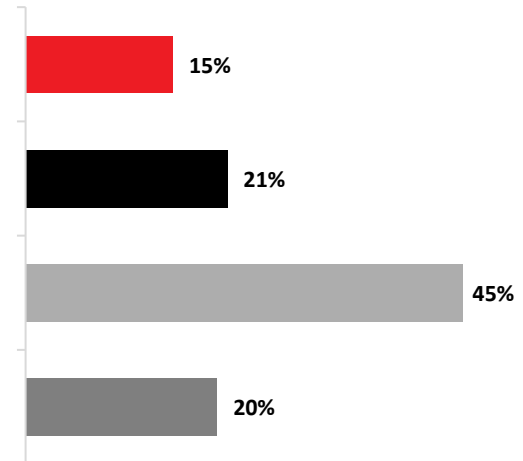
CTC1015. If [Pierre Poilievre/Jean Charest] were elected leader of the Conservative Party of Canada, would that make you more likely, less likely or not change the likelihood of you supporting that party in the next election?

Base: All respondents (n=1,509)

## Pierre Poilievre



## Jean Charest



# IMPACT OF THE LEADER ON THE PROBABILITY OF VOTING CONSERVATIVE (2/3)

CTC1015. If [Pierre Poilievre/Jean Charest] were elected leader of the Conservative Party of Canada, would that make you more likely, less likely or not change the likelihood of you supporting that party in the next election?

Base: All respondents







	TOTAL CANADA	ROC	QC	ATL	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,509	1,161	348	102	584	97	168	210	402	486	621	635	548	308
Unweighted n=	1,509	1,102	407	100	601	125	125	151	454	546	509	652	544	297
<b>Pierre Poilievre</b>														
More likely	14%	14%	11%	12%	13%	16%	24%	10%	12%	16%	13%	11%	15%	16%
Less likely	26%	26%	28%	22%	28%	26%	18%	27%	22%	23%	32%	26%	27%	26%
Not change my likelihood	41%	40%	45%	42%	36%	33%	43%	50%	43%	38%	41%	42%	40%	41%
Don't know	19%	20%	16%	24%	23%	26%	15%	13%	23%	22%	14%	20%	18%	17%
<b>Jean Charest</b>														
More likely	15%	14%	17%	16%	15%	16%	14%	12%	11%	13%	19%	15%	16%	14%
Less likely	21%	18%	28%	11%	16%	20%	27%	20%	17%	24%	21%	19%	21%	25%
Not change my likelihood	45%	45%	44%	48%	44%	32%	42%	55%	49%	39%	47%	46%	45%	42%
Don't know	20%	22%	11%	25%	25%	32%	17%	13%	24%	24%	14%	20%	18%	20%



# IMPACT OF THE LEADER ON THE PROBABILITY OF VOTING CONSERVATIVE (3/3)

CTC1015. If [Pierre Poilievre/Jean Charest] were elected leader of the Conservative Party of Canada, would that make you more likely, less likely or not change the likelihood of you supporting that party in the next election?

Base: All respondents

								
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,509	394	336	253	92	47	66	21*
Unweighted n=	1,509	406	331	257	92	49	61	23*
<b>Pierre Poilievre</b>								
More likely	14%	4%	37%	6%	2%	3%	49%	16%
Less likely	26%	37%	14%	34%	35%	20%	13%	21%
Not change my likelihood	41%	43%	37%	47%	55%	57%	24%	46%
Don't know	19%	16%	12%	13%	7%	20%	15%	17%
<b>Jean Charest</b>								
More likely	15%	19%	17%	13%	17%	6%	14%	5%
Less likely	21%	12%	31%	17%	28%	4%	50%	52%
Not change my likelihood	45%	54%	35%	55%	53%	70%	23%	32%
Don't know	20%	14%	16%	14%	2%	20%	13%	11%

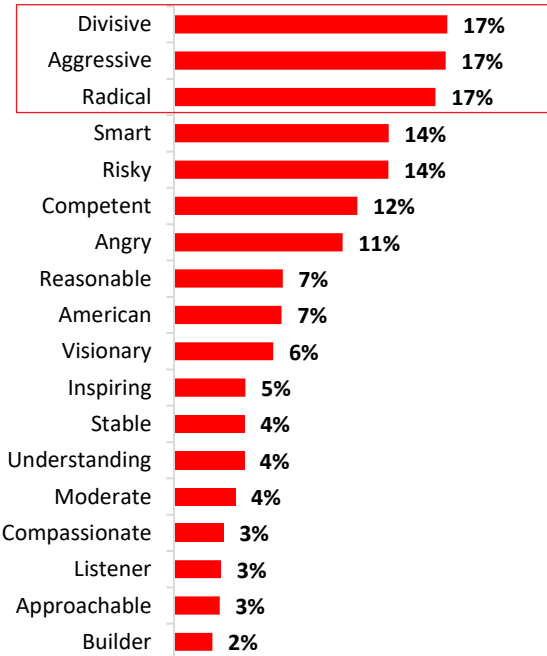
\*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

# CHARACTERISTICS ASSOCIATED WITH THE CANDIDATES (1/3)

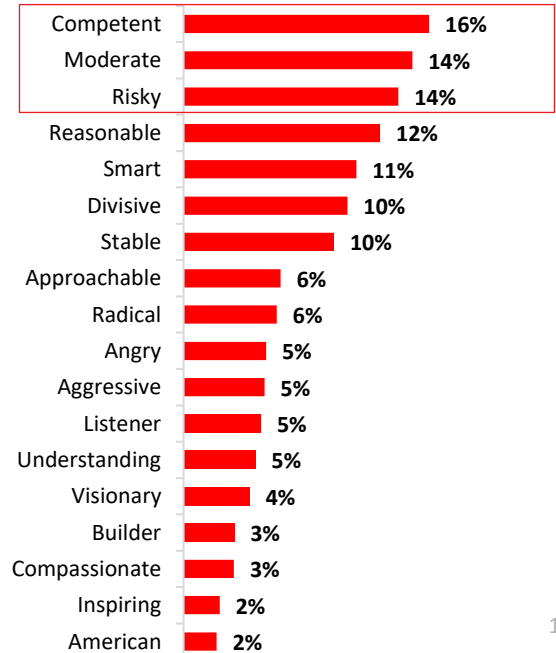
CTC1016. Which of the following characteristics do you most strongly associate with the Conservative leadership candidate [Pierre Poilievre/Jean Charest]? *Please select up to 3 characteristics from the list below*

Base: All respondents (n=1,509)

## Pierre Poilievre



## Jean Charest



# CHARACTERISTICS ASSOCIATED WITH THE CANDIDATES – TOP ANSWERS (2/3)

CTC1016. Which of the following characteristics do you most strongly associate with the Conservative leadership candidate [Pierre Poilievre/Jean Charest]? *Please select up to 3 characteristics from the list below\**







Base: All respondents

	TOTAL CANADA	ROC	QC	ATL	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	
Weighted n=	1,509	1,161	348	102	584	97	168	210	402	486	621	635	548	308	
Unweighted n=	1,509	1,102	407	100	601	125	125	151	454	546	509	652	544	297	
<b>Pierre Poilievre</b>															
Divisive	17%	18%	16%	16%	18%	12%	21%	19%	13%	13%	23%	21%	16%	13%	
Aggressive	17%	19%	10%	15%	19%	19%	22%	21%	13%	14%	22%	19%	15%	18%	
Radical	17%	14%	23%	12%	15%	20%	13%	13%	10%	12%	24%	18%	15%	16%	
<b>Jean Charest</b>															
Competent	16%	15%	17%	18%	15%	9%	18%	15%	9%	14%	21%	19%	14%	13%	
Moderate	14%	15%	13%	18%	15%	15%	14%	13%	8%	13%	20%	16%	13%	15%	
Risky	14%	10%	24%	6%	9%	13%	17%	9%	8%	14%	17%	11%	15%	17%	

# CHARACTERISTICS ASSOCIATED WITH THE CANDIDATES – TOP ANSWERS (3/3)

CTC1016. Which of the following characteristics do you most strongly associate with the Conservative leadership candidate [Pierre Poilievre/Jean Charest]? Please select up to 3 characteristics from the list below\*

Base: All respondents

								
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,509	394	336	253	92	47	66	21*
Unweighted n=	1,509	406	331	257	92	49	61	23*
<b>Pierre Poilievre</b>								
Divisive	17%	28%	8%	24%	20%	15%	3%	15%
Aggressive	17%	19%	20%	22%	18%	23%	5%	22%
Radical	17%	24%	11%	17%	35%	13%	5%	14%
<b>Jean Charest</b>								
Competent	16%	21%	18%	12%	16%	12%	4%	2%
Moderate	14%	22%	16%	12%	18%	16%	6%	13%
Risky	14%	6%	24%	12%	27%	6%	16%	34%

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



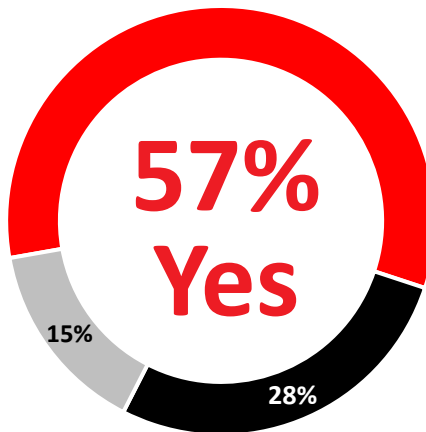
**Leger**

# ECONOMIC SITUATION

# RECESSION IN THE COUNTRY

CTC985. Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,509)



■ No ■ Don't know

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total July 11 <sup>th</sup> 2022	Gap
Weighted n=	1,509	102	348	584	97	168	210	402	486	621	635	548	308	1,538	
Unweighted n=	1,509	100	407	601	125	125	151	454	546	509	652	544	297	1,538	
Yes	57%	58%	52%	58%	56%	67%	55%	58%	63%	52%	57%	59%	55%	59%	-2
No	28%	23%	35%	25%	22%	25%	31%	22%	23%	35%	29%	27%	27%	27%	+1
Don't know	15%	19%	13%	17%	22%	8%	14%	20%	14%	12%	14%	14%	19%	14%	+1

# RECESSION IN THE COUNTRY – *By Voting Intentions*

CTC985. Do you believe Canada is currently in an economic recession?

Base: All respondents



	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,509	394	336	253	92	47	66	21*
Unweighted n=	1,509	406	331	257	92	49	61	23*
Yes	57%	48%	66%	64%	46%	63%	77%	83%
No	28%	40%	26%	21%	43%	9%	15%	10%
Don't know	15%	12%	8%	15%	11%	28%	9%	6%

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

# RECESSION IN THE COUNTRY (CANADA VS UNITED STATES)

CTC985. Do you believe Canada/**the United States** is currently in an economic recession?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,509	1,002	
Unweighted n=	1,509	1,002	
Yes	57%	62%	5
No	28%	19%	9
Don't know	15%	19%	4





**Leger**

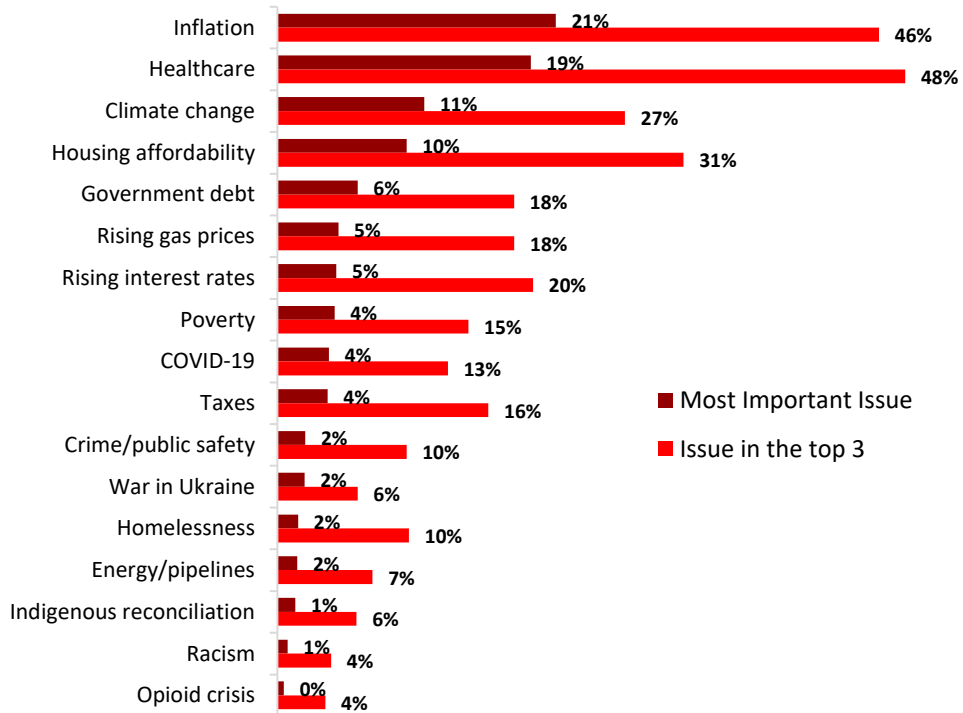
A photograph of a diverse group of people at a protest. In the foreground, a woman with long brown hair is shouting into a white megaphone. Behind her, other people are visible, some holding up signs and others pointing. The scene is set outdoors with a clear sky.

**BIGGEST ISSUE FACING THE COUNTRY**

# BIGGEST ISSUE FACING THE COUNTRY (1/3)

CTC967. What is the number one issue facing Canada today? What is the second most important issue? The third most important issue?

Base: All respondents (n=1,509)



# BIGGEST ISSUE FACING THE COUNTRY (2/3)

CTC967. What is the number one issue facing Canada today?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total June 13 <sup>th</sup> , 2022	Gap
<b>% Most important issue</b>	Weighted n= 1,509	102	348	584	97	168	210	402	486	621	635	548	308	1,528	
	Unweighted n= 1,509	100	407	601	125	125	151	454	546	509	652	544	297	1,528	
Inflation	21%	16%	18%	24%	28%	26%	16%	22%	25%	18%	20%	22%	24%	24%	-3
Healthcare	19%	33%	19%	20%	21%	8%	20%	12%	16%	27%	18%	19%	23%	13%	+6
Climate change	11%	9%	18%	9%	5%	15%	6%	14%	10%	11%	13%	10%	10%	11%	-
Housing affordability	10%	7%	6%	11%	4%	7%	21%	14%	11%	6%	12%	10%	6%	11%	+1
Government debt	6%	8%	4%	5%	9%	12%	5%	4%	5%	8%	6%	4%	10%	5%	+1
Rising gas prices	5%	4%	7%	4%	3%	5%	4%	5%	5%	4%	3%	5%	6%	11%	-6
Rising interest rates	5%	2%	7%	3%	6%	2%	8%	5%	5%	4%	4%	5%	4%	5%	-
Poverty	4%	6%	4%	5%	3%	5%	4%	4%	4%	5%	5%	4%	4%	5%	-1
COVID-19	4%	5%	4%	3%	6%	5%	4%	4%	4%	3%	3%	4%	3%	4%	-
Taxes	4%	4%	3%	5%	4%	4%	2%	4%	5%	3%	4%	4%	4%	4%	-
Crime/public safety	2%	0%	3%	1%	3%	1%	5%	2%	2%	2%	2%	2%	2%	2%	-
War in Ukraine	2%	0%	3%	3%	0%	2%	1%	1%	1%	4%	2%	3%	1%	2%	-
Homelessness	2%	2%	0%	3%	0%	0%	2%	1%	2%	1%	2%	2%	0%	1%	+1
Energy/pipelines	2%	1%	1%	1%	3%	4%	1%	2%	2%	1%	1%	2%	1%	1%	+1
Indigenous reconciliation	1%	2%	1%	2%	1%	0%	1%	2%	1%	1%	2%	1%	1%	1%	-
Racism	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	-
Opioid crisis	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	-1

# BIGGEST ISSUE FACING THE COUNTRY (3/3)

CTC967. What is the number one issue facing Canada today?

Base: All respondents



% Most important issue		TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
		Weighted n=	Unweighted n=						
	Weighted n=	1,509	394	336	253	92	47	66	21*
	Unweighted n=	1,509	406	331	257	92	49	61	23*
Inflation		21%	16%	26%	19%	16%	13%	23%	22%
Healthcare		19%	24%	17%	22%	21%	9%	11%	14%
Climate change		11%	14%	5%	13%	30%	19%	1%	5%
Housing affordability		10%	12%	7%	13%	1%	19%	15%	10%
Government debt		6%	3%	14%	1%	3%	2%	13%	25%
Rising gas prices		5%	4%	6%	2%	10%	0%	10%	0%
Rising interest rates		5%	6%	5%	1%	5%	6%	1%	5%
Poverty		4%	4%	4%	7%	4%	6%	1%	0%
COVID-19		4%	5%	3%	5%	2%	1%	2%	0%
Taxes		4%	3%	6%	1%	4%	3%	7%	0%
Crime/public safety		2%	2%	3%	2%	0%	3%	2%	2%
War in Ukraine		2%	2%	2%	2%	1%	3%	2%	0%
Homelessness		2%	1%	1%	2%	0%	4%	0%	7%
Energy/pipelines		2%	1%	2%	2%	2%	0%	8%	0%
Indigenous reconciliation		1%	1%	1%	2%	0%	8%	2%	0%
Racism		1%	1%	0%	2%	0%	0%	0%	2%
Opioid crisis		0%	0%	0%	2%	0%	2%	0%	2%

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

# BIGGEST ISSUE FACING THE COUNTRY (CANADA VS UNITED STATES)

CTC967. What is the number one issue facing Canada/**the United States** today?

Base: All respondents

% <i>Most important issue</i>		TOTAL CANADA	TOTAL USA	Gap
		Weighted n=	1,509	1,002
	Unweighted n=	1,509	1,002	
Inflation		21%	20%	1
Healthcare		19%	5%	14
Climate change		11%	9%	2
Housing affordability		10%	4%	6
Government debt		6%	4%	2
Rising gas prices		5%	5%	-
Rising interest rates		5%	2%	3
Poverty		4%	3%	1
COVID-19		4%	6%	2
Taxes		4%	1%	3
Crime/public safety		2%	6%	4
War in Ukraine		2%	2%	-
Homelessness		2%	2%	-
Energy/pipelines		2%	1%	1
Indigenous reconciliation		1%	1%	-
Racism		1%	3%	2
Opioid crisis		0%	0%	-



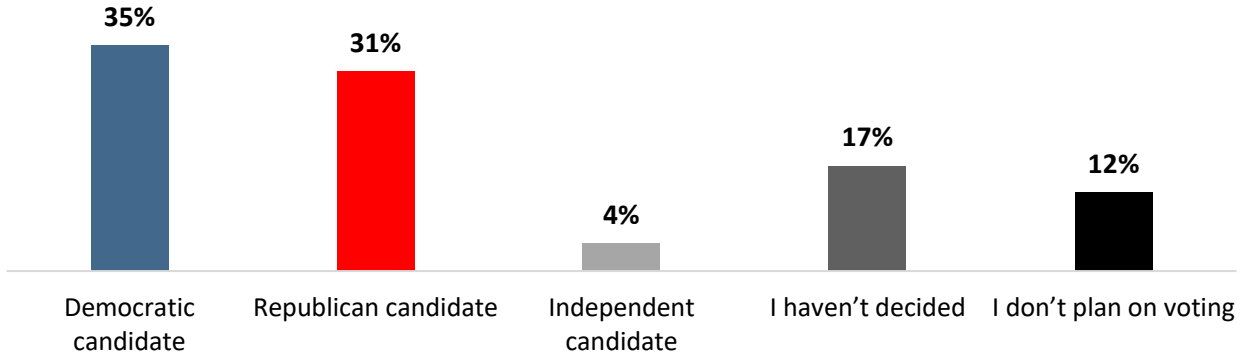
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# U.S POLITICS

# MIDTERM ELECTION FOR THE HOUSE OF REPRESENTATIVES

Q3. Who do you plan to vote for in the November midterm elections for the House of Representatives?

Base: All respondents (n=1,002)

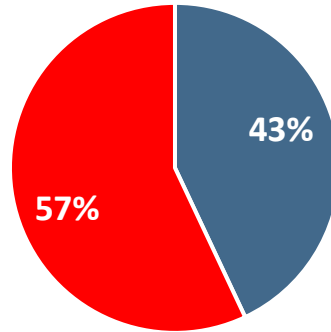


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	179	217	372	233	226	408	368	487	515
Unweighted n=	1,002	211	208	316	267	144	354	504	476	526
Democratic candidate	35%	42%	28%	34%	39%	36%	40%	30%	40%	31%
Republican candidate	31%	32%	36%	33%	24%	18%	25%	46%	35%	28%
Independent candidate	4%	3%	6%	3%	5%	8%	4%	2%	4%	4%
I haven't decided	17%	13%	16%	16%	21%	21%	14%	16%	12%	21%
I don't plan on voting	12%	10%	14%	14%	11%	17%	16%	5%	9%	15%

# MIDTERM ELECTION FOR THE HOUSE OF REPRESENTATIVES -AMONG UNDECIDED, NON-VOTERS AND INDEPENDENT

Q4. If there are only two candidates for the November midterm elections for the House of Representatives, who would you vote for?

Base: Respondents who are undecided, non-voters or who will vote independent (n=307)



■ Democratic candidate   ■ Republican candidate

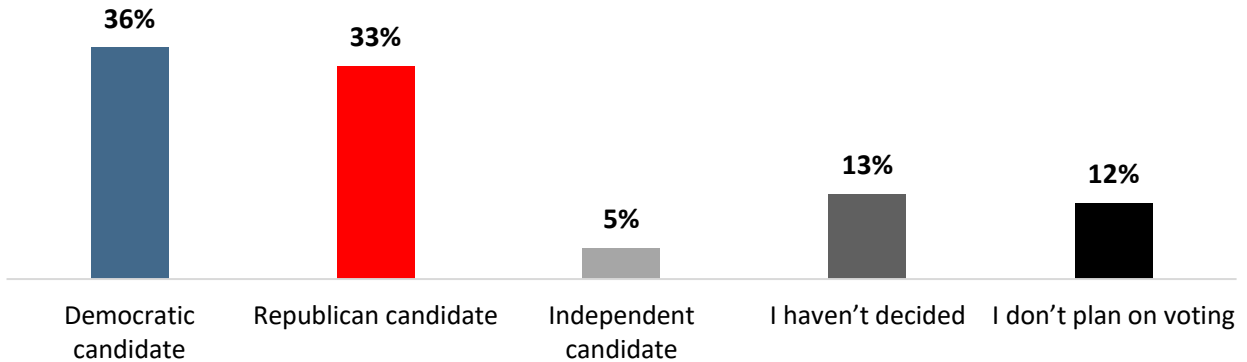
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	333	47	77	122	86	104	141	87	125	208
Unweighted n=	307	60	71	90	86	67	115	125	131	176
Democratic candidate	43%	38%	35%	43%	52%	44%	42%	42%	41%	43%
Republican candidate	57%	62%	65%	57%	48%	56%	58%	58%	59%	57%



# MIDTERM ELECTION FOR THE HOUSE OF CONGRESS

Q5. Who do you plan to vote for in the November midterm elections for the House of Congress?

Base: All respondents (n=1,002)



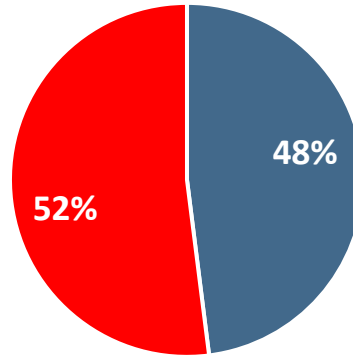
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	179	217	372	233	226	408	368	487	515
Unweighted n=	1,002	211	208	316	267	144	354	504	476	526
Democratic candidate	36%	43%	29%	36%	40%	37%	41%	31%	41%	32%
Republican candidate	33%	31%	37%	36%	28%	21%	29%	46%	37%	31%
Independent candidate	5%	3%	10%	2%	5%	6%	5%	4%	4%	6%
I haven't decided	13%	14%	12%	12%	15%	15%	12%	14%	10%	17%
I don't plan on voting	12%	8%	12%	13%	12%	20%	14%	5%	9%	15%

American Survey

# MIDTERM ELECTION FOR THE HOUSE OF CONGRESS -AMONG UNDECIDED, NON-VOTERS AND INDEPENDENT

Q6. If there are only two candidates for the November midterm elections for the House of Congress, who would you vote for?

Base: Respondents who are undecided, non-voters or who will vote independent (n=284)



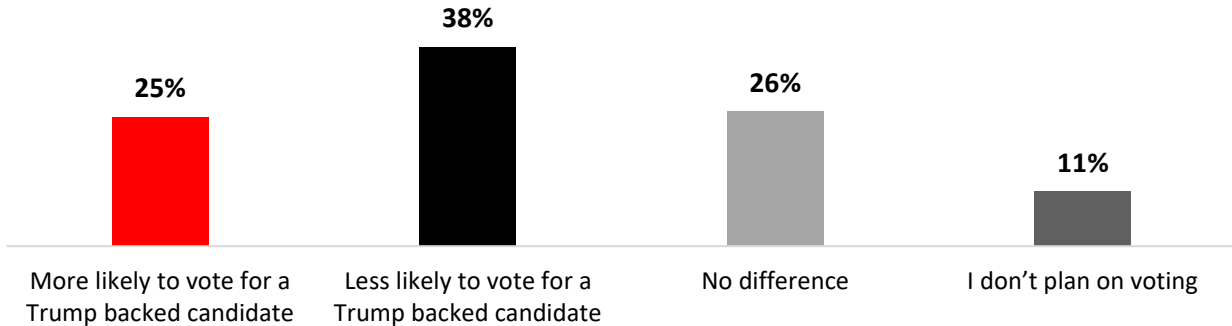
■ Democratic candidate   ■ Republican candidate

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	302	46	76	104	76	93	126	84	109	193
Unweighted n=	284	59	68	81	76	61	107	116	117	167
Democratic candidate	48%	43%	33%	55%	56%	46%	52%	44%	46%	49%
Republican candidate	52%	57%	67%	45%	44%	54%	48%	56%	54%	51%

# IMPACT OF TRUMP'S ENDORSEMENT

Q7. If a candidate for the November midterm elections is backed by Donald Trump, would that make you more likely, less likely or make no difference to how you plan to vote?

Base: All respondents (n=1,002)



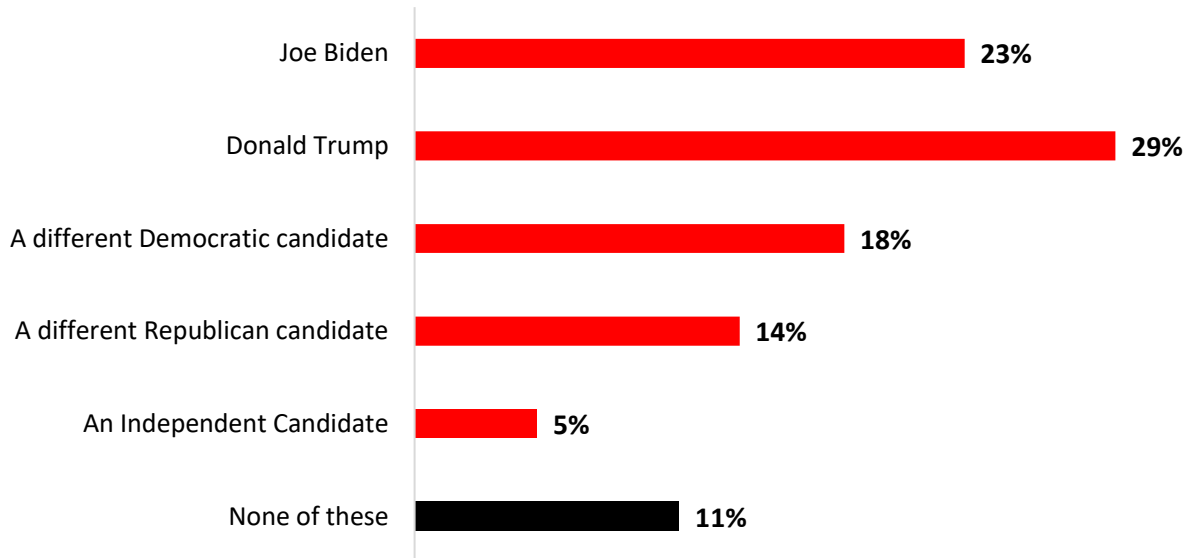
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other
Weighted n=	1,002	179	217	372	233	226	408	368	487	515	372	404	16
Unweighted n=	1,002	211	208	316	267	144	354	504	476	526	339	456	38
More likely to vote for a Trump backed candidate	25%	25%	26%	27%	21%	23%	24%	28%	25%	25%	54%	7%	0%
Less likely to vote for a Trump backed candidate	38%	41%	34%	37%	43%	35%	39%	41%	38%	39%	8%	74%	69%
No difference	26%	26%	29%	24%	27%	23%	26%	28%	29%	24%	36%	17%	28%
I don't plan on voting	11%	8%	11%	12%	10%	19%	12%	4%	8%	13%	1%	3%	3%

American Survey

## 2024 PRESIDENT OF THE UNITED STATES (1/2)

Q9. Who would you like to vote for as President of the United States in 2024?

Base: All respondents (n=1,002)



# 2024 PRESIDENT OF THE UNITED STATES (2/2)

## Q9. Who would you like to vote for as President of the United States in 2024?






Base: All respondents

American Survey

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other
Weighted n=	1,002	179	217	372	233	226	408	368	487	515	372	404	16
Unweighted n=	1,002	211	208	316	267	144	354	504	476	526	339	456	38
Joe Biden	23%	26%	17%	21%	28%	22%	28%	17%	23%	23%	1%	52%	0%
Donald Trump	29%	24%	40%	32%	19%	25%	29%	32%	29%	29%	65%	3%	0%
A different Democratic candidate	18%	18%	15%	20%	18%	24%	16%	16%	21%	15%	2%	36%	5%
A different Republican candidate	14%	17%	12%	12%	15%	9%	6%	24%	14%	13%	27%	3%	38%
An Independent Candidate	5%	5%	8%	4%	4%	1%	8%	4%	4%	6%	1%	4%	51%
None of these	11%	10%	7%	11%	16%	18%	12%	5%	8%	14%	2%	2%	6%

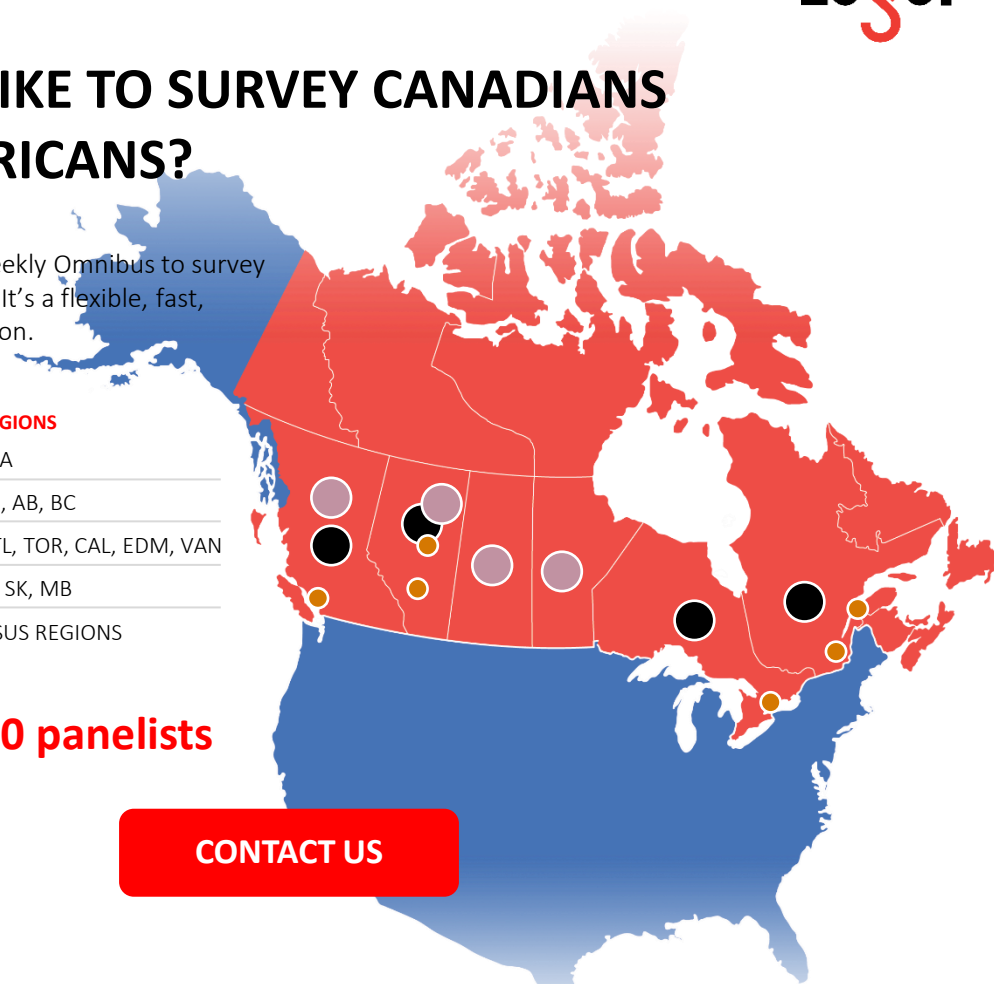
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# APPENDIX

## DETAILED METHODOLOGY

### WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	151	210
Alberta	125	168
Manitoba/Saskatchewan	125	97
Ontario	601	584
Quebec	407	348
Atlantic	100	102

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

US Region	Unweighted	Weighted
NorthEast	211	179
MidWest	208	217
South	316	372
West	267	233



## 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	736
Female	739	773

AGE	Unweighted	Weighted
Between 18 and 34	454	402
Between 35 and 54	546	486
55 or over	509	621

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	937	993
French	359	310
Other	211	204

The sample thus collected has a minimum weighting factor of 0.1898 and a maximum weighting factor of 4.2856. The weighted variance is 0.4091.

## 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	476	487
Female	526	515

AGE	Unweighted	Weighted
Between 18 and 29	73	117
Between 30 and 39	178	276
Between 40 and 49	180	186
Between 50 and 64	282	251
65 or older	282	172

The sample thus collected has a minimum weighting factor of 0.1309 and a maximum weighting factor of 5.3167. The weighted variance is 0.5521.

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