



NORTH AMERICAN TRACKER

# LeSer

May 28<sup>th</sup>, 2024

EDITION

THE CANADIAN PRESS 

# Methodology

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## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: n= 1,620/  
American Samples: n= 1,003).  
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

May 24 to  
May 26, 2024



## 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 and  $\pm 3.09\%$ , (19 times out of 20) for the American 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 and according to **age, gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population.

# Methodology

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## 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

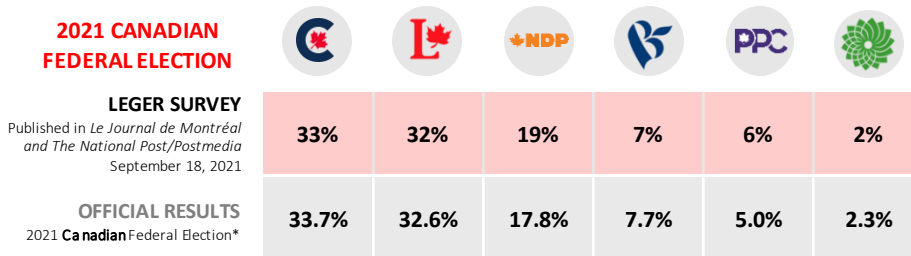
Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: [aenns@leger360.com](mailto:aenns@leger360.com)

*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>



## Key Highlights (1/2)

Every month, we conduct a survey of Canadians and Americans to explore their views on the economy, finances, and politics. This month, our survey was conducted between May 24 and 26, 2024.

### Some of the key highlights of our survey about the economy include...

- 61% of Canadians consider their household finances to be good, while 54% of Americans feel the same way. It is stable when compared to last month.
- Nearly six out of ten Canadians (58%) and 57% of Americans believe their respective country is in recession. For Canada, this represents a decrease of 4 points since last month (62%).
- Almost half of Canadians (46%) say they live paycheque to paycheque, while 57% of Americans say the same thing.

### Some of the key highlights of our survey about American politics...

- If the Presidential election were to be held today, Trump would secure 46% of the votes, while Biden would secure 45%, making them statistically head-to-head.
- A larger proportion of Americans (41%) think that Trump will win the 2024 presidential election, while a third (33%) think Joe Biden will win.
- More than half of Americans (55%) think that things were better under Trump's presidency, while 45% think that things are better under Joe Biden's presidency.
- Six democrat voters out of ten (58%) would have preferred the Democratic Party to choose a candidate other than Joe Biden. This proportion is higher (72%) among democrat voters aged 18 to 34 years old.



## Key Highlights (2/2)

- One-third of Republican voters (33%) would have preferred the Republican Party to choose a candidate other than Donald Trump. This proportion is higher (47%) among Republican voters aged 18 to 34 years old.
- Eight Republican voters out of ten (81%) mentioned that their vote is more for Donald Trump, while 19% mentioned it being more a vote against Joe Biden. On the other hand, 69% of the Democratic voters mentioned that their vote was more of a vote for Biden, and 31% mentioned that it was more of a vote against Donald Trump. Democrat voters aged 55 or older (38%) are more likely to say their vote is more of a vote against Donald Trump than for Joe Biden.



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REPORT

# American Politics

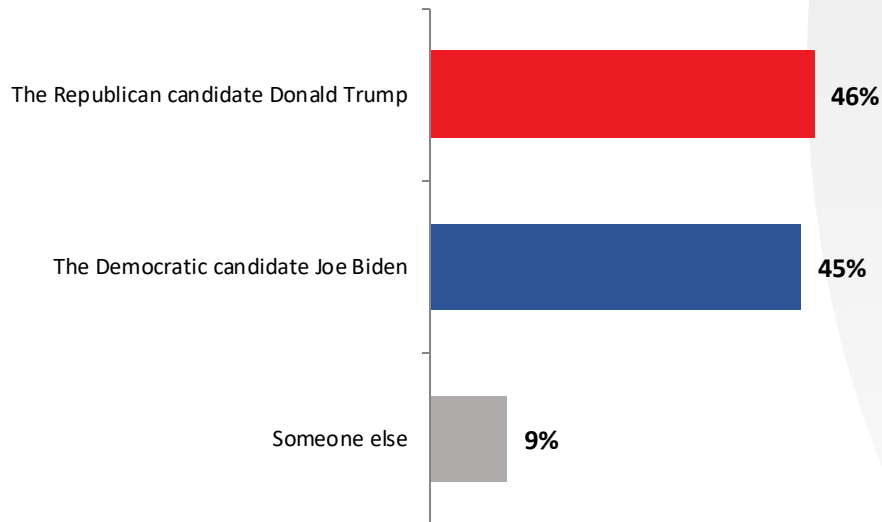
Survey of Americans



## US Voting Intentions (1/2)

**Q8.** If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between...*

Base: Decided voters who will vote or probably vote in the next election (n=819)





# US Voting Intentions (2/2)

**Q8.** If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Joe Biden? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between...*

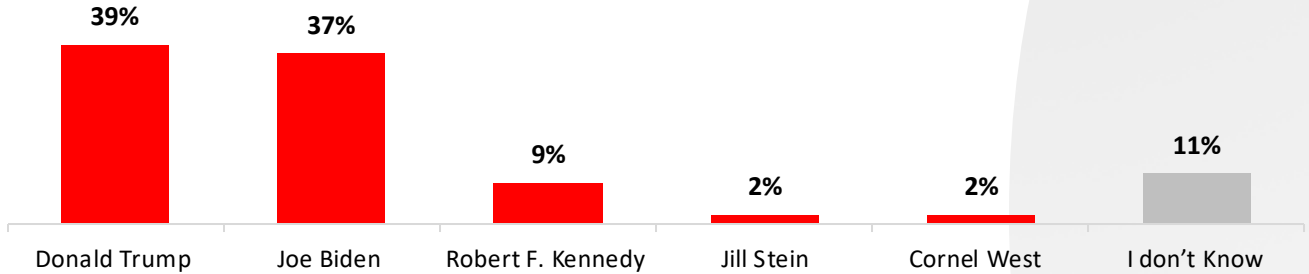
Base: Respondents who will vote or probably vote in the next election

	TOTAL VOTERS WHO ARE LIKELY TO VOTE	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL Decided Voters April 2024	Gap
Weighted n=	883	825	158	159	312	195	227	249	348	413	411	829	
Unweighted n=	869	819	174	144	293	208	179	277	363	423	396	831	
The Republican candidate Donald Trump	<b>43%</b>	<b>46%</b>	40%	46%	47%	50%	43%	46%	49%	49%	44%	<b>46%</b>	-
The Democratic candidate Joe Biden	<b>42%</b>	<b>45%</b>	<b>53%</b>	43%	42%	43%	46%	45%	43%	43%	46%	<b>45%</b>	-
Someone else	<b>9%</b>	<b>9%</b>	7%	10%	11%	8%	11%	8%	8%	8%	11%	<b>9%</b>	-
Can't vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	<b>2%</b>	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>4%</b>	-	-	-	-	-	-	-	-	-	-	-	-

# Voter Preferences for 2024 Presidential Candidates

**Q24.** If the 2024 presidential election were held today, which candidate would you vote for?

Base: Respondents who will vote or probably vote in the next election (n=869)

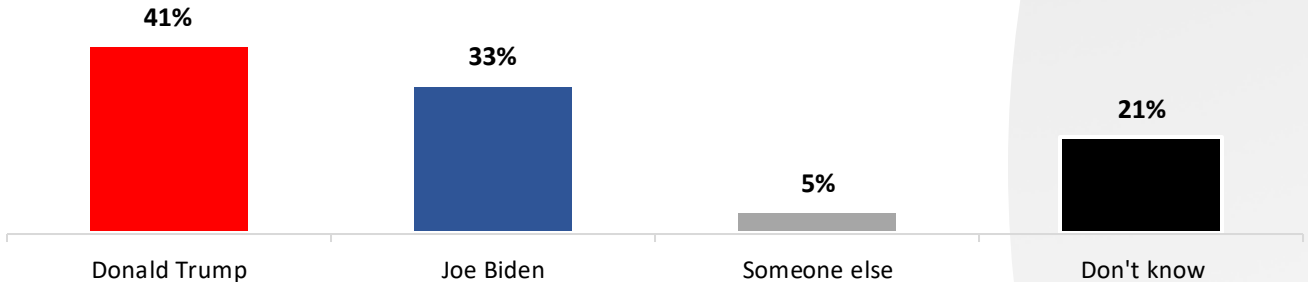


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepe ndent	TOTAL April 2024	Gap
Weighted n=	883	163	178	329	213	258	265	360	434	449	284	298	258	887	
Unweighted n=	869	181	158	308	222	198	293	378	439	430	276	290	269	887	
Donald Trump	<b>39%</b>	33%	38%	39%	43%	<b>29%</b>	39%	<b>46%</b>	<b>44%</b>	<b>34%</b>	<b>80%</b>	<b>5%</b>	35%	<b>41%</b>	<b>-2</b>
Joe Biden	<b>37%</b>	<b>45%</b>	36%	35%	34%	33%	39%	39%	38%	36%	<b>7%</b>	<b>77%</b>	<b>29%</b>	<b>38%</b>	<b>-1</b>
Robert F. Kennedy	<b>9%</b>	7%	7%	<b>12%</b>	7%	<b>15%</b>	8%	<b>6%</b>	9%	9%	8%	8%	13%	<b>7%</b>	<b>+2</b>
Jill Stein	<b>2%</b>	1%	2%	1%	3%	3%	2%	1%	1%	3%	<b>0%</b>	2%	3%	<b>2%</b>	<b>-</b>
Cornel West	<b>2%</b>	4%	2%	1%	1%	3%	2%	1%	2%	2%	1%	2%	3%	<b>1%</b>	<b>+1</b>
I don't Know	<b>11%</b>	10%	15%	10%	11%	<b>18%</b>	10%	<b>8%</b>	<b>7%</b>	<b>16%</b>	<b>5%</b>	<b>6%</b>	<b>18%</b>	<b>11%</b>	<b>-</b>

# Predicted Winner of the Next Election

**Q19.** In your opinion, who will win the 2024 presidential election?

Base: All respondents (n=1,003)

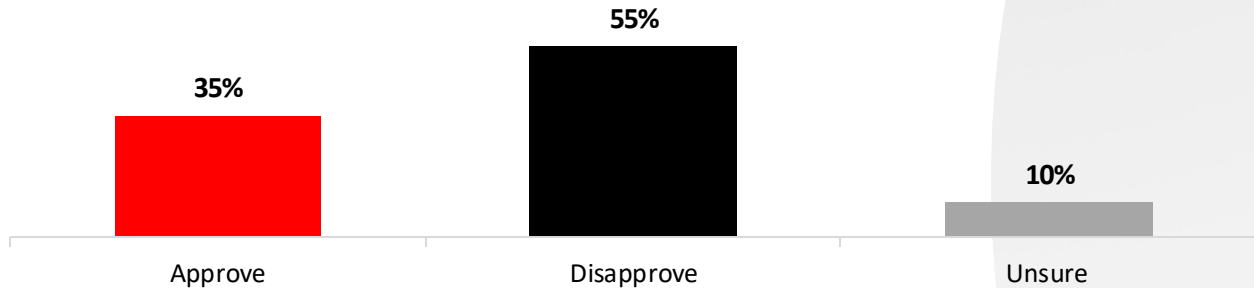


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Inde pendent	TOTAL April 2024	Gap
Weighted n=	1,003	177	208	382	237	308	309	385	491	512	295	327	299	1,008	
Unweighted n=	1,003	197	189	370	247	243	353	407	494	509	290	318	321	1,008	
Donald Trump	<b>41%</b>	38%	39%	41%	45%	43%	36%	43%	<b>45%</b>	<b>37%</b>	<b>78%</b>	<b>14%</b>	39%	<b>39%</b>	+2
Joe Biden	<b>33%</b>	37%	33%	33%	29%	32%	34%	32%	35%	30%	<b>8%</b>	<b>67%</b>	<b>26%</b>	<b>33%</b>	-
Someone else	<b>5%</b>	4%	8%	5%	5%	<b>11%</b>	5%	<b>1%</b>	4%	7%	4%	<b>3%</b>	<b>8%</b>	<b>8%</b>	-3
Don't know	<b>21%</b>	20%	20%	22%	21%	<b>14%</b>	24%	24%	<b>16%</b>	<b>26%</b>	<b>10%</b>	<b>16%</b>	<b>27%</b>	<b>20%</b>	+1

# Biden's Approval Rating

**Q10.** Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

Base: All respondents (n=1,003)



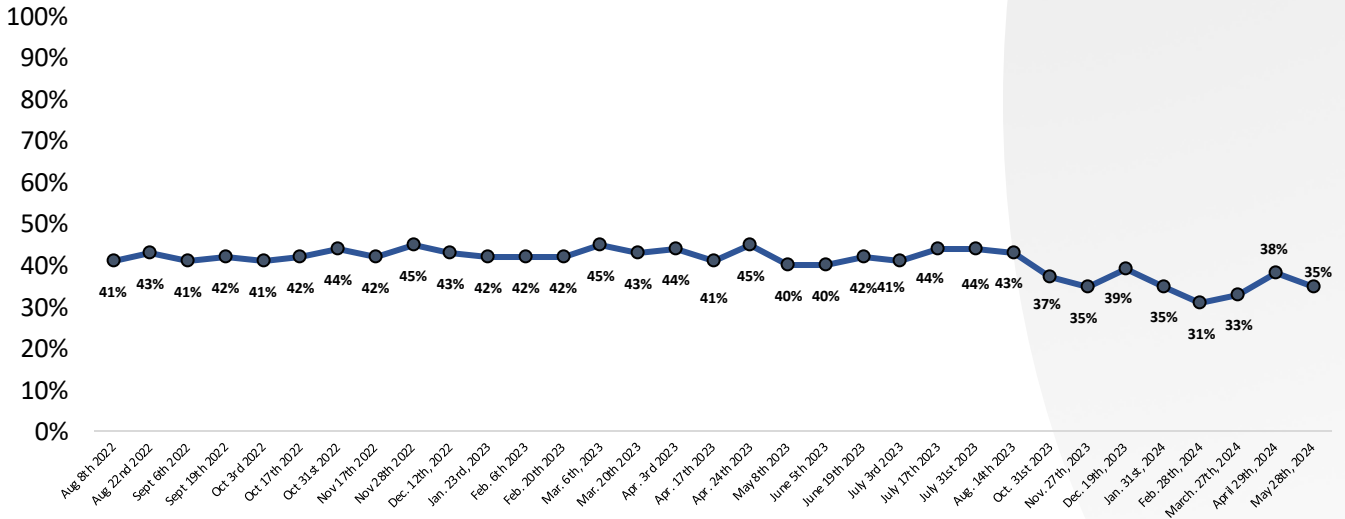
	Total United States	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Voted for Biden In 2020	Voted for Trump In 2020	TOTAL April 2024	Gap
Weighted n=	1,003	177	208	382	237	308	309	385	491	512	404	372	1,008	
Unweighted n=	1,003	197	189	370	247	243	353	407	494	509	399	352	1,008	
Approve	35%	43%	31%	32%	39%	32%	37%	36%	39%	32%	69%	8%	38%	-3
Disapprove	55%	48%	59%	57%	53%	55%	52%	57%	54%	55%	20%	89%	51%	+4
Unsure	10%	8%	10%	12%	9%	13%	11%	7%	7%	13%	11%	3%	11%	-1

# Biden's Approval Rating – Evolution

**Q10.** Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

Base: All respondents

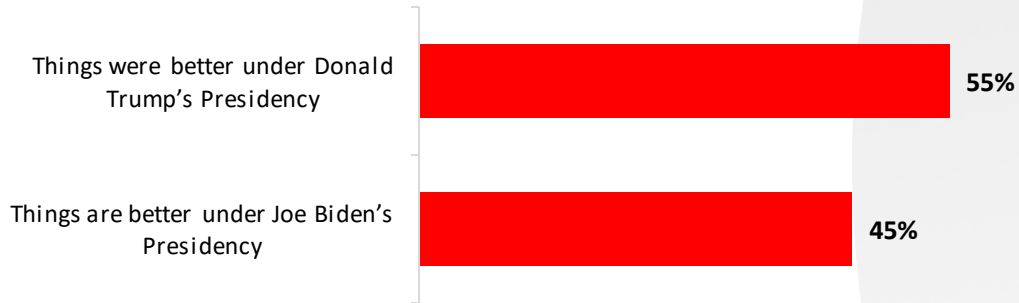
*% Approve presented*



# Comparison Trump and Biden Presidencies

**Q4.** Do you believe that things were better under Donald Trump's Presidency, that is between 2017 and 2021 or do you believe that things are better under Joe Biden's Presidency since 2021?

Base: All respondents(n=1,003)

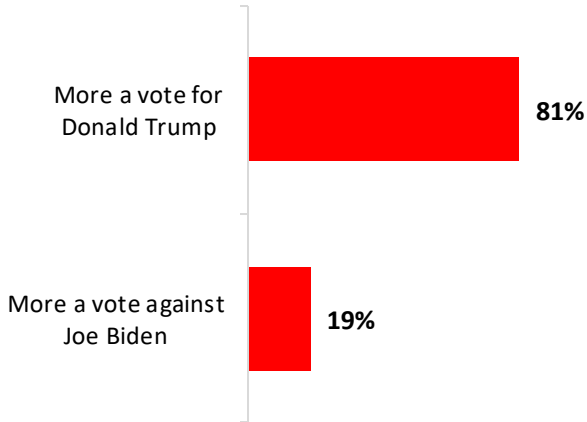


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,003	177	208	382	237	308	309	385	491	512	295	327	299
Unweighted n=	1,003	197	189	370	247	243	353	407	494	509	290	318	321
Things were better under Donald Trump's Presidency	55%	50%	57%	57%	53%	56%	55%	55%	56%	54%	92%	14%	57%
Things are better under Joe Biden's Presidency	45%	50%	43%	43%	47%	44%	45%	45%	44%	46%	8%	86%	43%

# Motivation for Voting Choices (1/2)

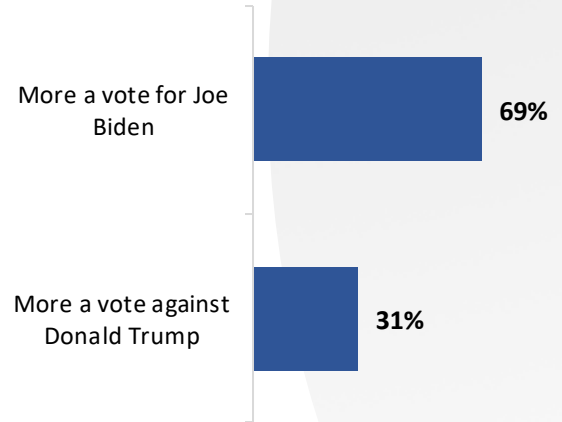
**Q1A.** Is your choice more a vote for Donald Trump or more a vote against Joe Biden?

Base: Republican voters (n=367)



**Q1B.** Is your choice more a vote for Joe Biden or more a vote against Donald Trump?

Base: Democrat voters (n=364)



# Motivation for Voting Choices (2/2)

**Q1A.** Is your choice more a vote for Donald Trump or more a vote against Joe Biden?

Base: Republican voters

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	382	63	73	148	97	97	115	170	202	180
Unweighted n=	367	71	62	137	97	74	124	169	199	168
More a vote for Donald Trump	<b>81%</b>	76%	81%	85%	79%	86%	82%	78%	84%	79%
More a vote against Joe Biden	<b>19%</b>	24%	19%	15%	21%	14%	18%	22%	16%	21%

**Q1B.** Is your choice more a vote for Joe Biden or more a vote against Donald Trump?

Base: Democrat voters

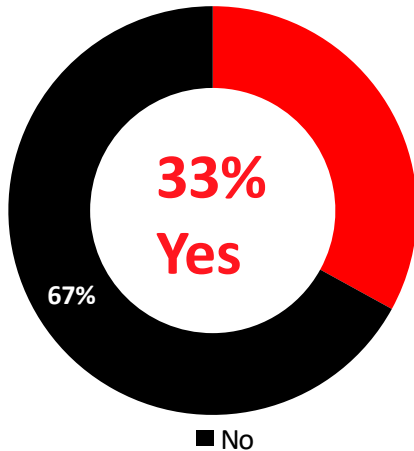
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	367	83	69	131	84	105	113	149	180	187
Unweighted n=	364	90	64	118	92	83	121	160	186	178
More a vote for Joe Biden	<b>69%</b>	69%	61%	71%	70%	71%	75%	<b>62%</b>	68%	69%
More a vote against Donald Trump	<b>31%</b>	31%	39%	29%	30%	29%	25%	<b>38%</b>	32%	31%



## Preference for Alternative Presidential Candidates (1/2)

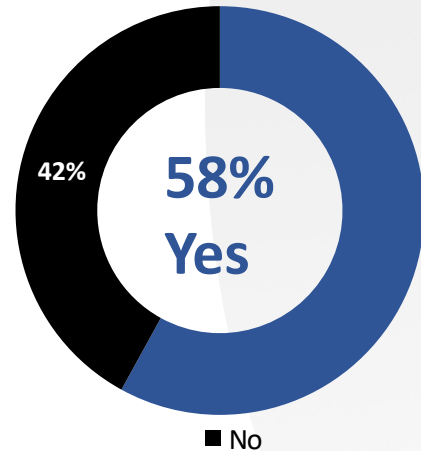
**Q2A.** Would you have preferred the Republican Party to choose a candidate other than Donald Trump?

Base: Republican voters (n=367)



**Q2B.** Would you have preferred the Democratic Party to choose a candidate other than Joe Biden?

Base: Democrat voters (n=364)



# Preference for Alternative Presidential Candidates (2/2)

**Q2A.** Would you have preferred the Republican Party to choose a candidate other than Donald Trump?

Base: Republican voters

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	382	63	73	148	97	97	115	170	202	180
Unweighted n=	367	71	62	137	97	74	124	169	199	168
Yes	<b>33%</b>	34%	26%	35%	35%	<b>47%</b>	36%	<b>23%</b>	31%	36%
No	<b>67%</b>	66%	74%	65%	65%	<b>53%</b>	64%	<b>77%</b>	69%	64%

**Q2B.** Would you have preferred the Democratic Party to choose a candidate other than Joe Biden?

Base: Democrat voters

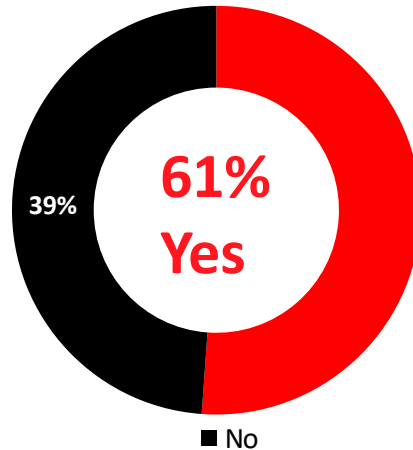
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	367	83	69	131	84	105	113	149	180	187
Unweighted n=	364	90	64	118	92	83	121	160	186	178
Yes	<b>58%</b>	55%	58%	58%	63%	<b>72%</b>	56%	<b>51%</b>	57%	60%
No	<b>42%</b>	45%	42%	42%	37%	<b>28%</b>	44%	<b>49%</b>	43%	40%

# Identification with the MAGA Movement

## - Among Republican Voters

**Q3.** Donald Trump has created the Make America Great Again (MAGA) movement. Do you consider yourself part of the MAGA movement?

Base: Republican voters (n=367)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	382	63	73	148	97	97	115	170	202	180
Unweighted n=	367	71	62	137	97	74	124	169	199	168
Yes	61%	55%	57%	64%	62%	65%	60%	58%	63%	58%
No	39%	45%	43%	36%	38%	35%	40%	42%	37%	42%

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REPORT

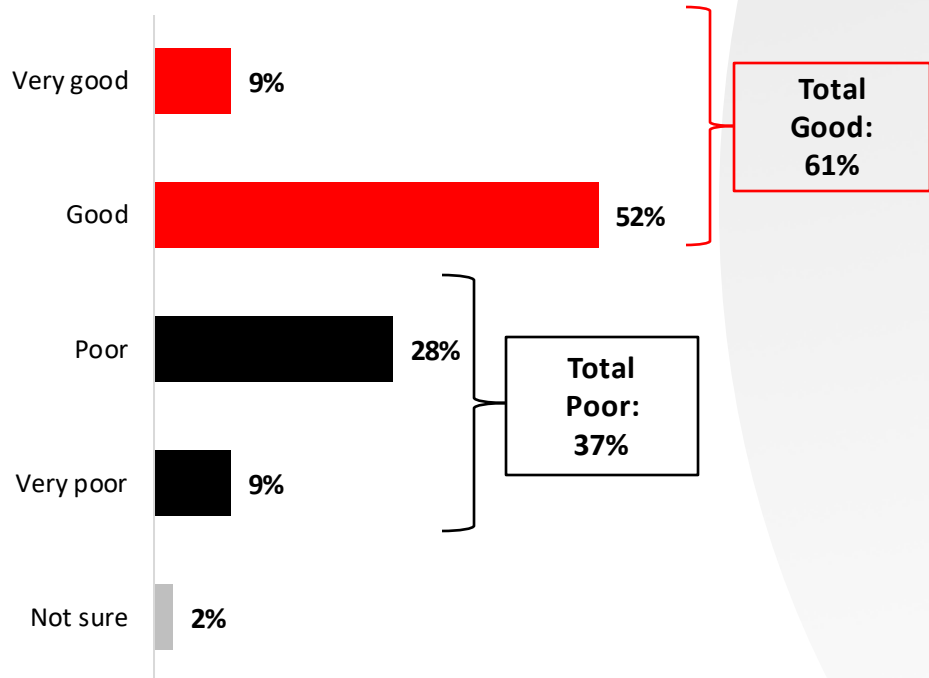
# State of the Economy



# State of Household Finances (1/3)

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

Base: All respondents (n=1,620)



# State of Household Finances (2/3)

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



Base: All respondents

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 2024	Gap
Weighted n=	1,620	109	374	628	104	180	224	789	831	432	520	667	728	566	310	1,610	
Unweighted n=	1,620	106	443	620	137	149	165	754	866	386	503	731	718	576	312	1,610	
<b>Total Good</b>	<b>61%</b>	66%	<b>71%</b>	59%	55%	55%	54%	61%	60%	<b>56%</b>	<b>54%</b>	<b>69%</b>	62%	61%	59%	<b>62%</b>	<b>-1</b>
Very good	<b>9%</b>	<b>4%</b>	11%	9%	12%	8%	6%	10%	8%	7%	7%	<b>12%</b>	9%	11%	7%	<b>9%</b>	-
Good	<b>52%</b>	62%	<b>60%</b>	49%	43%	48%	47%	51%	52%	49%	<b>46%</b>	<b>58%</b>	53%	51%	52%	<b>54%</b>	<b>-2</b>
<b>Total Poor</b>	<b>37%</b>	32%	<b>28%</b>	38%	42%	44%	43%	37%	37%	41%	<b>44%</b>	<b>29%</b>	35%	37%	39%	<b>34%</b>	<b>+3</b>
Poor	<b>28%</b>	20%	<b>23%</b>	28%	31%	<b>37%</b>	31%	<b>31%</b>	<b>25%</b>	31%	<b>33%</b>	<b>22%</b>	27%	30%	28%	<b>26%</b>	<b>+2</b>
Very poor	<b>9%</b>	13%	<b>5%</b>	10%	11%	6%	13%	<b>6%</b>	<b>12%</b>	9%	<b>12%</b>	<b>7%</b>	9%	7%	12%	<b>8%</b>	<b>+1</b>
Not sure	<b>2%</b>	1%	1%	3%	3%	1%	3%	2%	3%	3%	2%	2%	3%	2%	2%	<b>4%</b>	<b>-2</b>

# State of Household Finances (3/3)

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

Base: All respondents

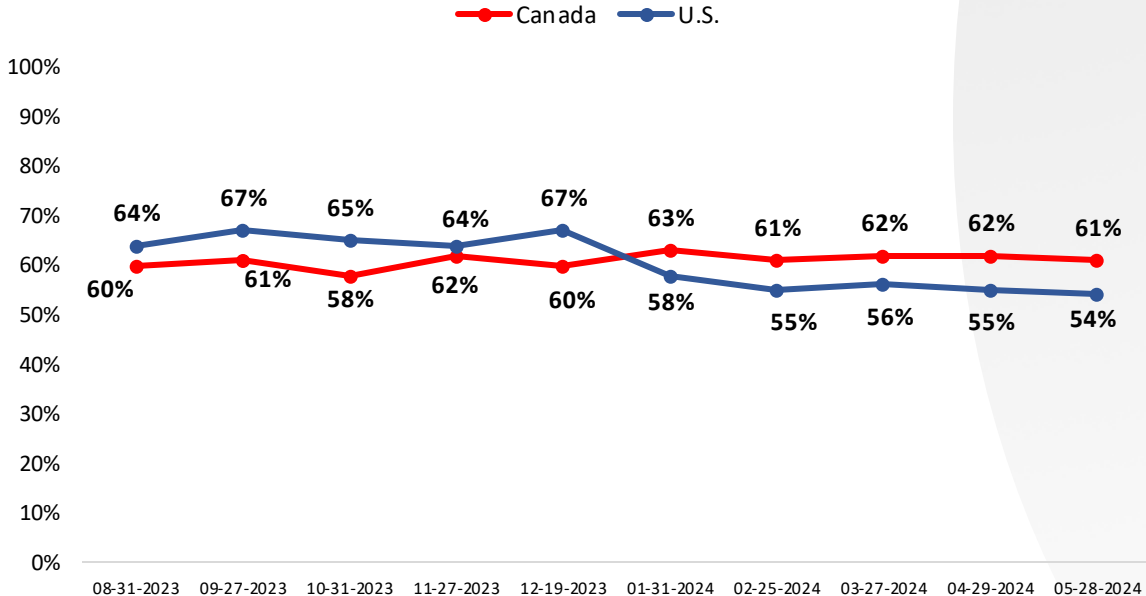
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,620	1,003	
Unweighted n=	1,620	1,003	
<b>Total Good</b>	<b>61%</b>	<b>54%</b>	7
Very good	9%	12%	3
Good	<b>52%</b>	<b>43%</b>	9
<b>Total Poor</b>	<b>37%</b>	<b>42%</b>	5
Poor	28%	30%	2
Very poor	<b>9%</b>	<b>12%</b>	3
Not sure	2%	4%	2

# State of Household Finances - Evolution

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

Base: All respondents

## % Total Good Presented

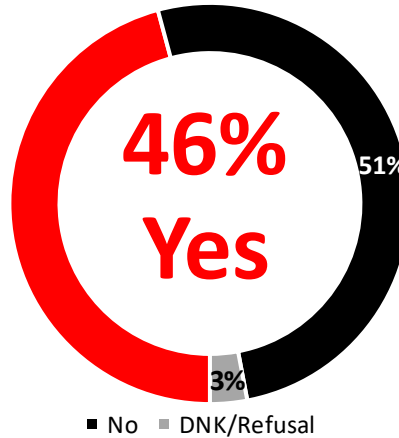




# Living Paycheque to Paycheque (1/2)

**Q4.** Are you currently living paycheque to paycheque?

Base: All respondents (n=1,620)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 2024	Gap
Weighted n=	1,620	109	374	628	104	180	224	789	831	432	520	667	728	566	310	1,610	
Unweighted n=	1,620	106	443	620	137	149	165	754	866	386	503	731	718	576	312	1,610	
Yes	<b>46%</b>	56%	<b>37%</b>	47%	<b>59%</b>	55%	45%	<b>42%</b>	<b>50%</b>	<b>55%</b>	<b>53%</b>	<b>36%</b>	44%	44%	<b>54%</b>	<b>46%</b>	-
No	<b>51%</b>	42%	<b>61%</b>	50%	<b>39%</b>	45%	52%	<b>56%</b>	<b>46%</b>	<b>42%</b>	<b>44%</b>	<b>62%</b>	53%	53%	<b>44%</b>	<b>51%</b>	-
Don't know/Refusal	<b>3%</b>	2%	2%	4%	2%	<b>0%</b>	4%	2%	3%	3%	4%	2%	3%	2%	3%	<b>2%</b>	+1

# Living Paycheque to Paycheque (2/2)

**Q4.** Are you currently living paycheque to paycheque?

Base: All respondents

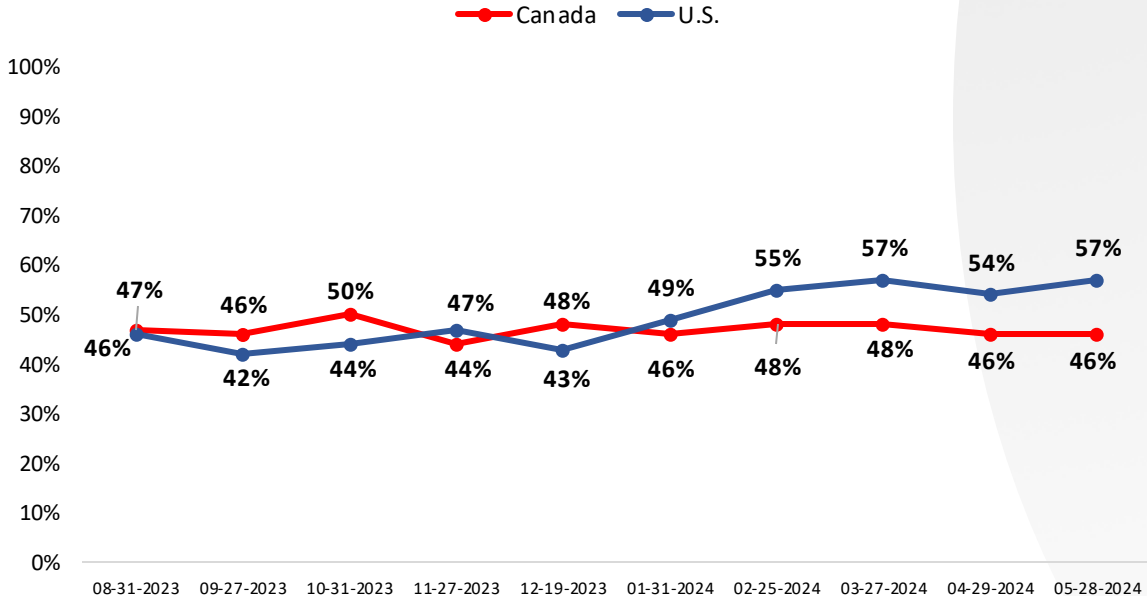
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
<b>Weighted n=</b>	1,620	1,003	
<b>Unweighted n=</b>	1,620	1,003	
Yes	<b>46%</b>	<b>57%</b>	11
No	<b>51%</b>	<b>38%</b>	13
Don't know/Refusal	<b>3%</b>	<b>5%</b>	2

# Living Paycheque to Paycheque - Evolution

**Q4.** Are you currently living paycheque to paycheque?

Base: All respondents

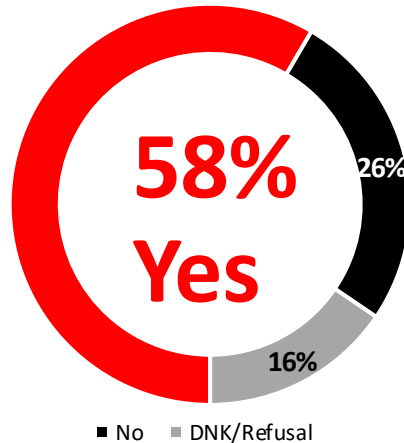
**% Yes Presented**



# Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,620)





	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 2024	Gap
Weighted n=	1,620	109	374	628	104	180	224	789	831	432	520	667	728	566	310	1,610	
Unweighted n=	1,620	106	443	620	137	149	165	754	866	386	503	731	718	576	312	1,610	
Yes	<b>58%</b>	60%	56%	59%	66%	<b>68%</b>	<b>48%</b>	<b>53%</b>	<b>63%</b>	61%	<b>66%</b>	<b>51%</b>	58%	59%	59%	<b>62%</b>	-4
No	<b>26%</b>	22%	28%	25%	19%	24%	<b>34%</b>	<b>35%</b>	<b>18%</b>	<b>19%</b>	<b>22%</b>	<b>34%</b>	27%	26%	25%	<b>24%</b>	+2
Don't know/Refusal	<b>16%</b>	18%	16%	16%	15%	<b>9%</b>	17%	<b>12%</b>	<b>19%</b>	<b>20%</b>	13%	15%	15%	16%	16%	<b>14%</b>	+2

# Economic Recession in the Country (2/2)

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

Base: All respondents

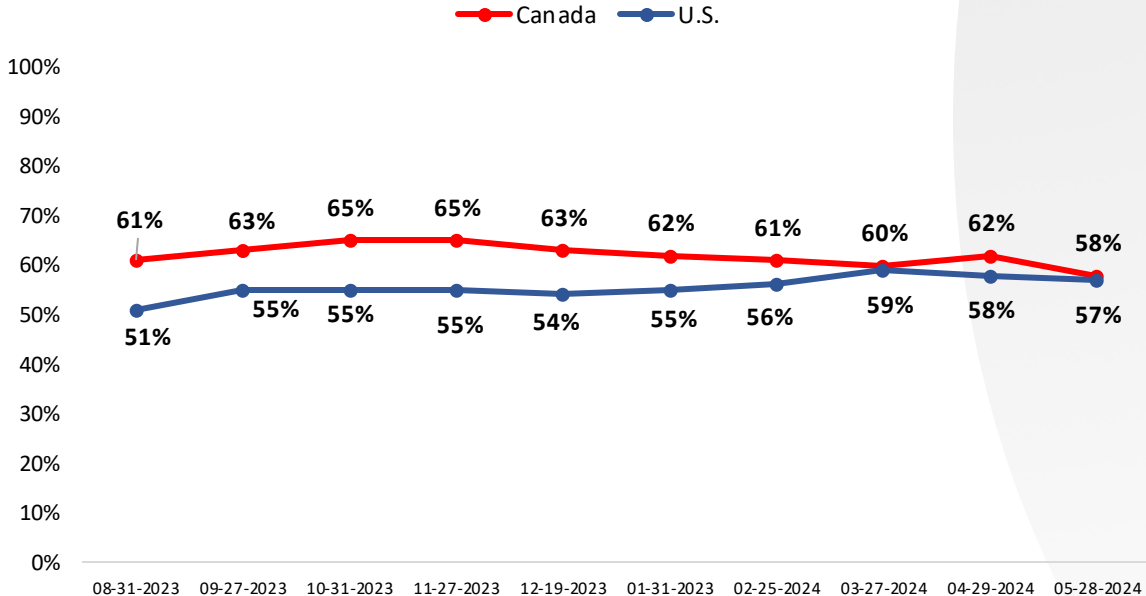
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,620	1,003	
Unweighted n=	1,620	1,003	
Yes	58%	57%	1
No	26%	27%	1
Don't know/Refusal	16%	16%	-

# Economic Recession in the Country - Evolution

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

Base: All respondents

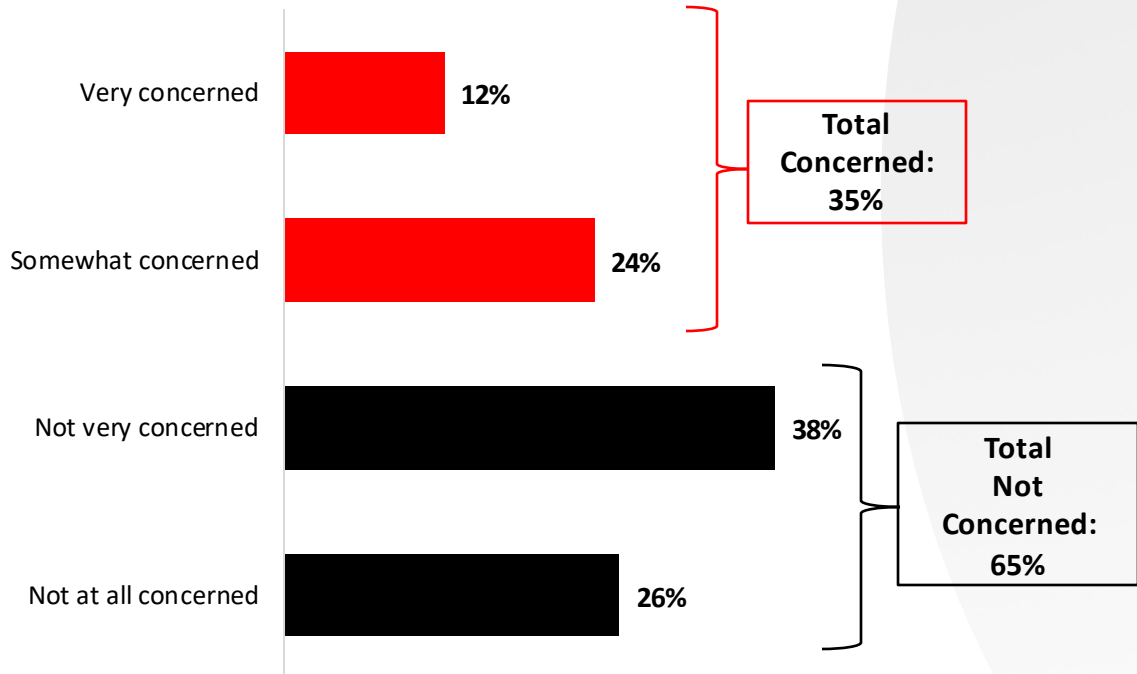
**% Yes Presented**



# Concerns About Losing Job (1/3)

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

Base: Respondents who are currently employed (n=853)



# Concerns About Losing Job (2/3)

**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	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 2024	Gap
Weighted n=	849	57	191	332	50	102	118	444	406	297	394	158	382	323	138	849	
Unweighted n=	853	53	244	326	66	82	82	435	418	279	402	172	386	328	133	881	
<b>Total Concerned</b>	<b>35%</b>	26%	<b>22%</b>	35%	46%	42%	<b>53%</b>	<b>43%</b>	<b>28%</b>	<b>44%</b>	31%	29%	36%	39%	<b>26%</b>	<b>38%</b>	-3
Very concerned	<b>12%</b>	15%	<b>7%</b>	12%	14%	9%	19%	<b>14%</b>	<b>9%</b>	<b>19%</b>	<b>9%</b>	<b>6%</b>	14%	11%	<b>5%</b>	<b>12%</b>	-
Somewhat concerned	<b>24%</b>	<b>11%</b>	<b>15%</b>	23%	32%	32%	34%	<b>28%</b>	<b>19%</b>	25%	23%	23%	22%	28%	21%	<b>26%</b>	-2
<b>Total Not Concerned</b>	<b>65%</b>	74%	<b>78%</b>	65%	54%	58%	<b>47%</b>	<b>57%</b>	<b>72%</b>	<b>56%</b>	69%	71%	64%	61%	<b>74%</b>	<b>62%</b>	+3
Not very concerned	<b>38%</b>	51%	41%	37%	35%	39%	34%	35%	42%	34%	42%	38%	42%	<b>30%</b>	46%	<b>36%</b>	+2
Not at all concerned	<b>26%</b>	23%	<b>37%</b>	28%	19%	20%	<b>13%</b>	<b>22%</b>	<b>30%</b>	22%	27%	33%	22%	30%	28%	<b>26%</b>	-



# Concerns About Losing Job (3/3)

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

Base: Respondents who are currently employed

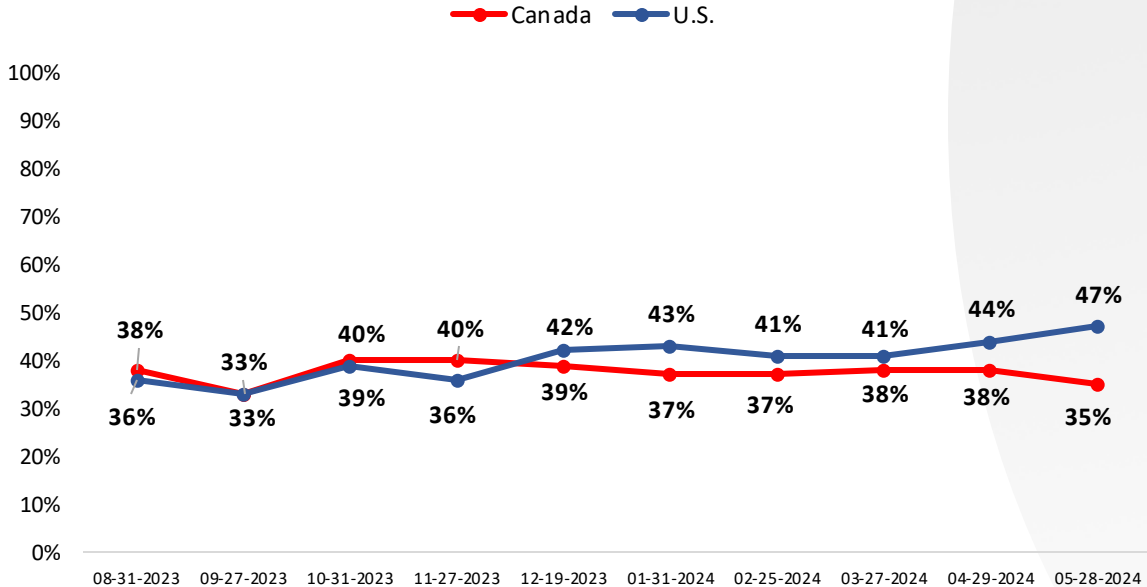
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	849	497	
Unweighted n=	853	503	
<b>Total Concerned</b>	<b>35%</b>	<b>47%</b>	12
Very concerned	<b>12%</b>	<b>20%</b>	8
Somewhat concerned	24%	27%	3
<b>Total Not Concerned</b>	<b>65%</b>	<b>53%</b>	12
Not very concerned	<b>38%</b>	<b>28%</b>	10
Not at all concerned	26%	25%	1

# Concerns About Losing Job – Evolution

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

Base: Respondents who are currently employed

## % Total Concerned Presented



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REPORT

# Respondent Profile

Subtitle



# Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
<b>Province</b>	<b>1,620</b>	<b>1,620</b>
British Columbia	165	224
Alberta	149	180
Manitoba/Saskatchewan	137	104
Ontario	620	628
Quebec	443	374
Atlantic	106	109

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,003</b>	<b>1,003</b>
NorthEast	197	177
MidWest	189	208
South	370	382
West	247	237

## 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
<b>Gender</b>	<b>1,620</b>	<b>1,620</b>
Male	754	789
Female	866	831
<b>Age</b>	<b>1,620</b>	<b>1,620</b>
18 to 34	386	432
35 to 54	503	520
55+	731	667
<b>Language (Mother tongue)</b>	<b>1,620</b>	<b>1,620</b>
English	1,016	1,091
French	391	320
Other	210	205

## Weighted and Unweighted Sample (3/3)

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,003</b>	<b>1,003</b>
Male	494	491
Female	509	512
<b>Age</b>	<b>1,003</b>	<b>1,003</b>
Between 18 and 29	110	202
Between 30 and 39	221	176
Between 40 and 49	180	160
Between 50 and 64	268	248
65 or older	224	217

# Our services

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- **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

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