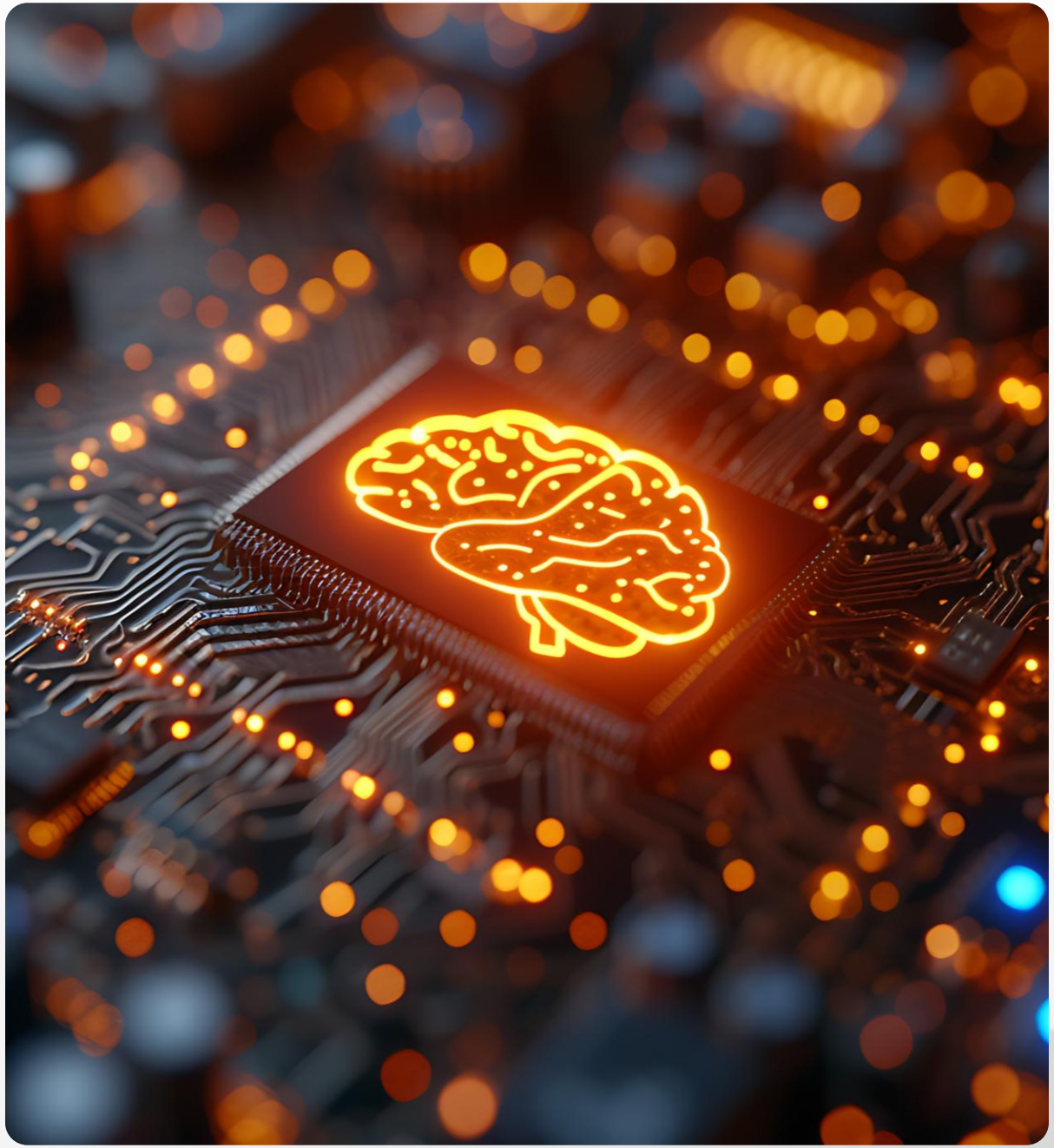
Report

Views on Artificial Intelligence

A survey of Canadians



August 25, 2025

Methodology

This week, we surveyed Canadians on their use, attitudes and feelings towards artificial intelligence.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,518**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

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.

When

Data collection from **August 22 to August 25, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.52%**, (19 times out of 20) for the sample.

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 address: aenns@leger360.com, Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com or Jennifer Mcleod Macey, Senior Vice-President Public affairs Central at Jmcleodmacey@leger360.com

Notes

A more detailed methodology is presented in the Appendix.

The Most Accurate Polling Firm in Canada

CANADA 2025

	LEGER POLL Published on April 26, 2025	OFFICIALS RESULTS 2025 Canada Federal Election
L	43%	43.7%
C	39%	41.3%
NDP	8%	6.3%
B	6%	6.3%
GREEN PARTY	2%	1.2%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
BC NDP	46%	45%
C	42%	43%
greens	9%	8%
Others	3%	4%

UNITED STATES 2024

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
	49%	50%
	49%	48%
Others	2%	2%

Key Highlights (1/2)

Some of **the key highlights** of our survey...

Use and Satisfaction of AI Tools

- **Nearly six in ten Canadians (57%) have already used an AI tool**, a sharp increase from 47% in March 2025. Younger Canadians are leading the way: 83% of those aged 18–34 have tried AI, compared to just 34% of those 55 and older. Usage is split between work/school contexts (27%) and personal contexts (46%).
- Overall satisfaction of AI tools is high: **three-quarters (75%) of users rate their experience as good or excellent**. Positive ratings are especially strong among younger adults (86% of 18–34-year-olds).
- **Chatbots/assistants such as ChatGPT are by far the most used (73%)**, followed by AI-enhanced search engines (53%) and social media features (29%). Productivity apps (25%) and image generators (20%) also have significant uptake.

Opinion and Cognitive Impact of AI tools

- Canadians are divided: **34% say AI is good for society, 36% believe it is harmful, and 31% are unsure**. Those results are similar to those of March 2025 (32% perceived them as good for society and 35% as bad). Canadians who have used an AI tool (49%) and younger respondents (45% of those 18–34) are more positive.
- **Nearly half of AI users (46%) also worry that reliance on AI could make people intellectually lazy or weaken cognitive skills**. Concern is highest among Canadians who think AI is bad for society (67%) and 18-34 years old (52%).

Key Highlights (2/2)

Some of **the key highlights** of our survey...

Trust in AI

- Trust varies widely by context. **A majority trust AI for simple household tasks (64%) (an increase of 11 percentage points since March 2025) or educational support (48%)**, but only about one in three would rely on it for health advice (36%) or financial or legal guidance (respectively 32 and 31%). Replacing teachers ranks lowest (18%).
- **Canadians express strong concerns:** 83% have privacy worries, 83% fear society will becoùme too dependent, and 78% believe AI threatens jobs, spreads false information during elections, or lacks the emotions and empathy to make good decisions. **However, Canadians also see some benefits**: 60% say AI improves efficiency, 44% think it reduces human error, and 42% find its content accurate.
- In addition, **the vast majority of Canadians (85%) believe AI should be regulated by governments to ensure ethical and safe use**, with 57% strongly in favor of such regulation. Support is stronger among older Canadians (87% of those 55+).
- **When AI tools cause harm, Canadians primarily hold AI companies responsible (57%),** while fewer assign blame to the user (18%) or the government (11%). Canadians who have used an AI tool are more likely to hold the government accountable (22%).

Areas of Expected Improvement

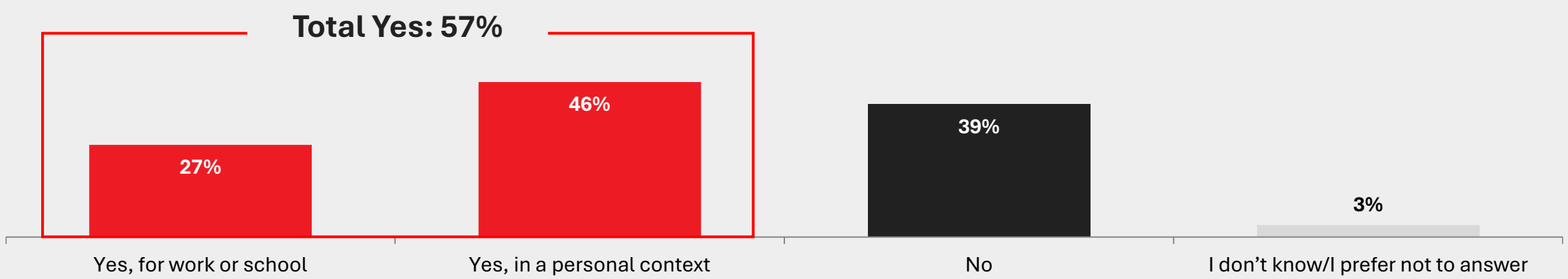
- **Canadians are most optimistic about AI improving everyday convenience (51%) and workplace productivity (42%).** Smaller proportions see potential benefits in entertainment (31%), education (27%), or healthcare (26%). Fewer (23%) believe AI will contribute to environmental progress.

Use of Artificial Intelligence

Use of AI Tools

Q1. Have you ever used an AI (artificial intelligence) tool?

Base: All respondents (n=1,518)

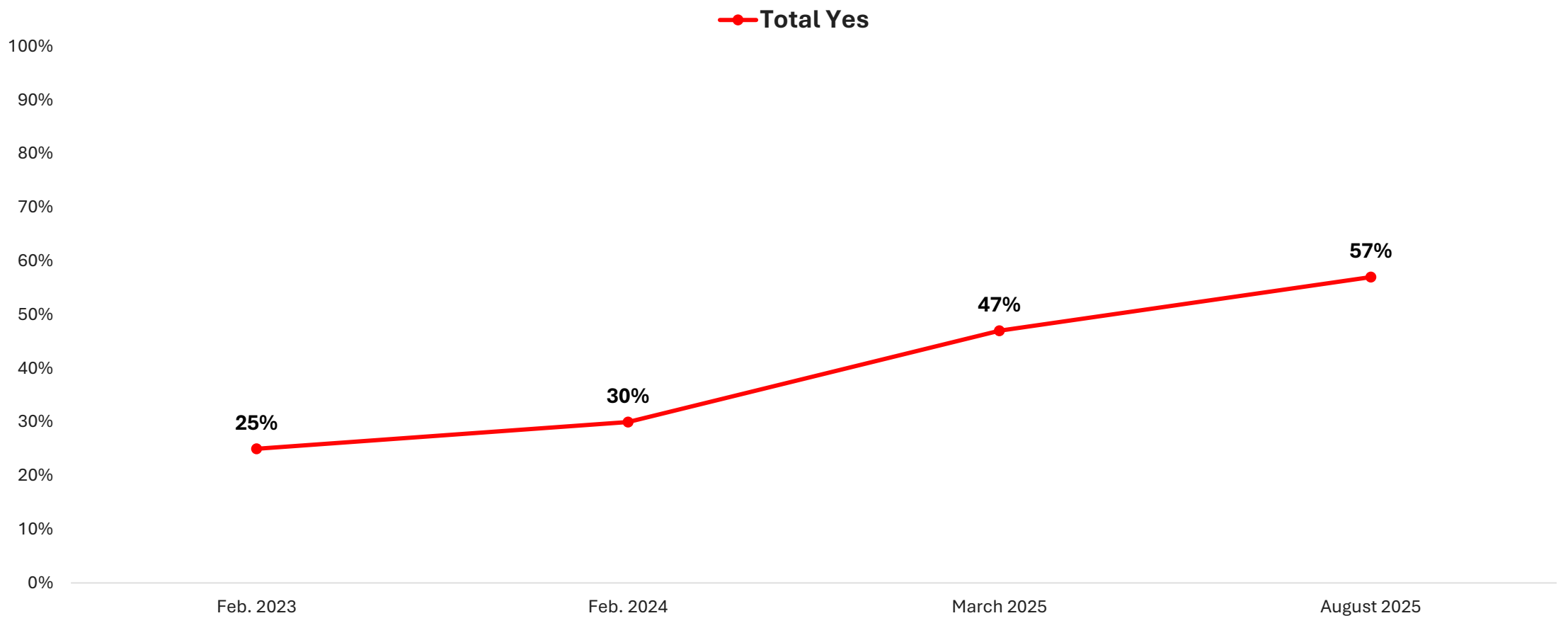


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 31st 2025	Gap
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*1,628*	
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*1,628*	
TOTAL YES	**57%**	46%	55%	60%	57%	57%	58%	58%	56%	**83%**	**66%**	**34%**	**47%**	*+10*
Yes, for work or school	**27%**	21%	**23%**	30%	25%	23%	**36%**	28%	26%	**52%**	**33%**	**7%**	**23%**	*+4*
Yes, in a personal context	**46%**	**34%**	45%	48%	48%	48%	45%	48%	44%	**62%**	**51%**	**32%**	**36%**	*+10*
No	**39%**	50%	43%	**35%**	37%	42%	40%	39%	40%	**17%**	**31%**	**60%**	**48%**	*-9*
DK/Refusal	**3%**	3%	2%	5%	6%	**1%**	3%	3%	4%	**1%**	3%	**6%**	**4%**	*-1*

Use of AI Tools – *Evolution*

Q1. Have you ever used an AI (artificial intelligence) tool?

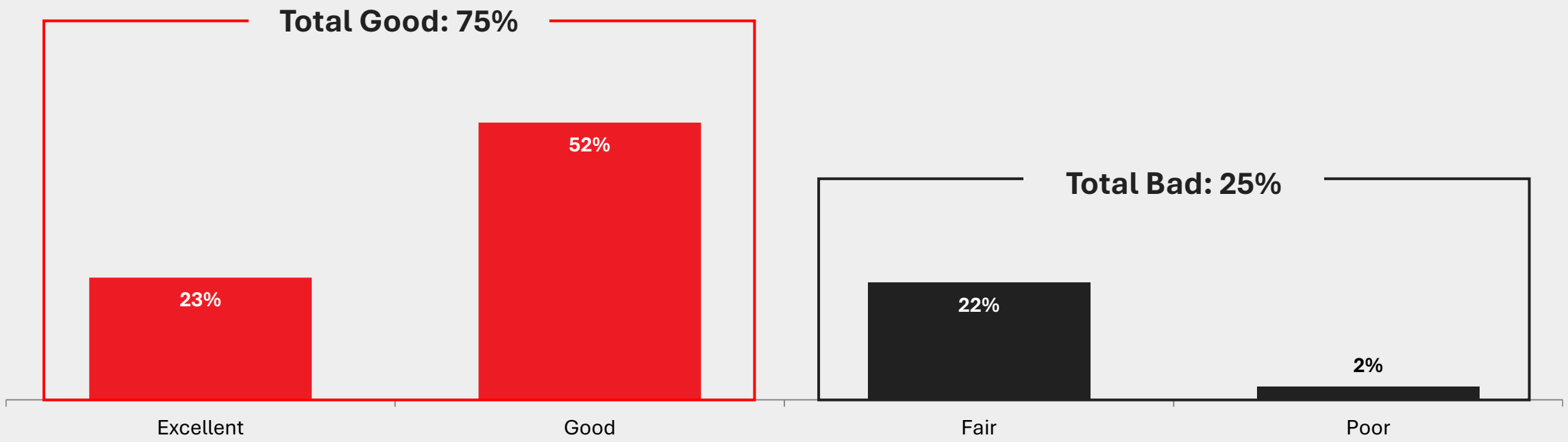
Base: All respondents



User Satisfaction Ratings for AI Tools (1/2)

Q2. How would you rate your experience with AI-powered services or tools?

Base: Respondents who have used AI tools (n=874)



User Satisfaction Ratings for AI Tools (2/2)

Q2. How would you rate your experience with AI-powered services or tools?

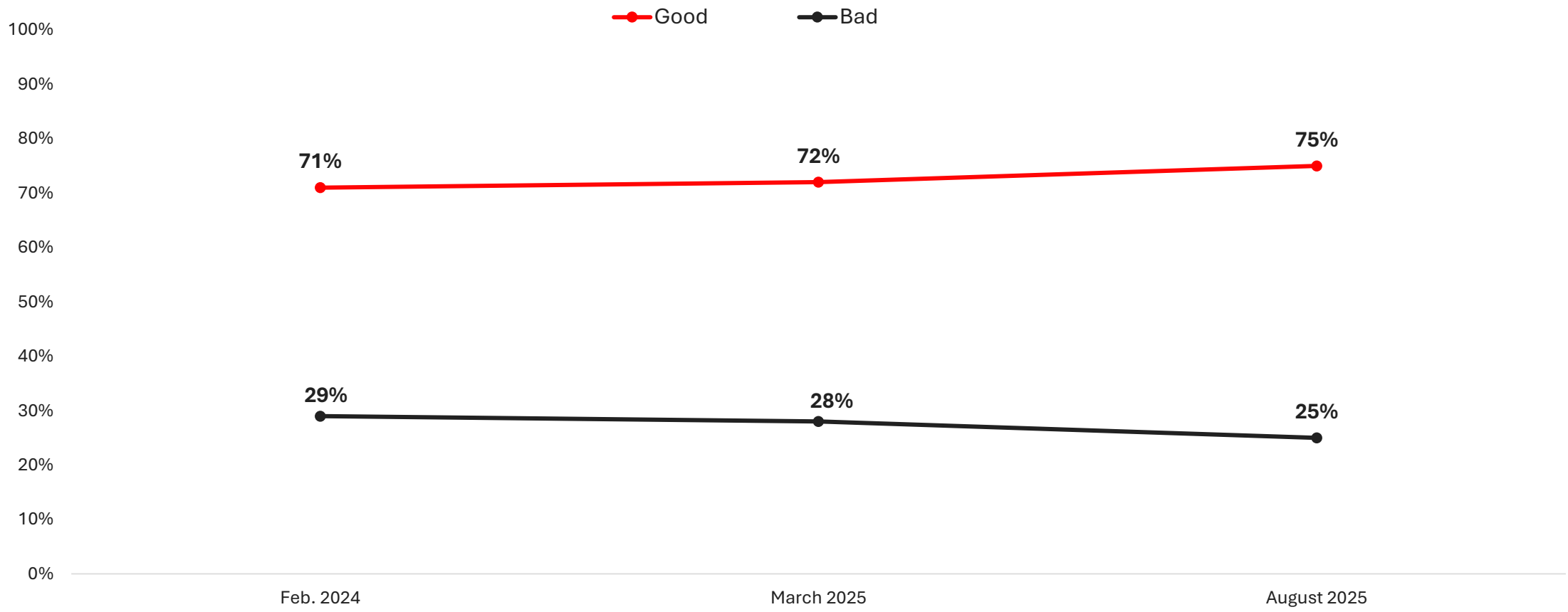
Base: Respondents who have used AI tools (n=874)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 31st 2025	Gap
Weighted n=	*868*	*48*	*194*	*355*	*56*	*95*	*121*	*431*	*436*	*333*	*321*	*214*	*772*	
Unweighted n=	*874*	*44*	*220*	*374*	*68*	*69*	*99*	*426*	*448*	*256*	*338*	*280*	*802*	
TOTAL GOOD	**75%**	70%	**82%**	74%	71%	71%	75%	76%	75%	**86%**	72%	**64%**	**72%**	*+3*
Excellent	**23%**	39%	25%	24%	21%	17%	16%	24%	23%	**28%**	23%	**15%**	**19%**	*+4*
Good	**52%**	**31%**	58%	50%	50%	54%	58%	52%	53%	**58%**	49%	49%	**52%**	=
TOTAL BAD	**25%**	30%	**18%**	26%	29%	29%	25%	24%	25%	**14%**	28%	**36%**	**28%**	*-3*
Fair	**22%**	23%	**16%**	23%	27%	26%	24%	22%	23%	**13%**	25%	**32%**	**24%**	*-2*
Poor	**2%**	7%	2%	3%	2%	2%	2%	3%	2%	**1%**	3%	4%	**4%**	*-2*

User Satisfaction Ratings for AI Tools – *Evolution*

Q2. How would you rate your experience with AI-powered services or tools?

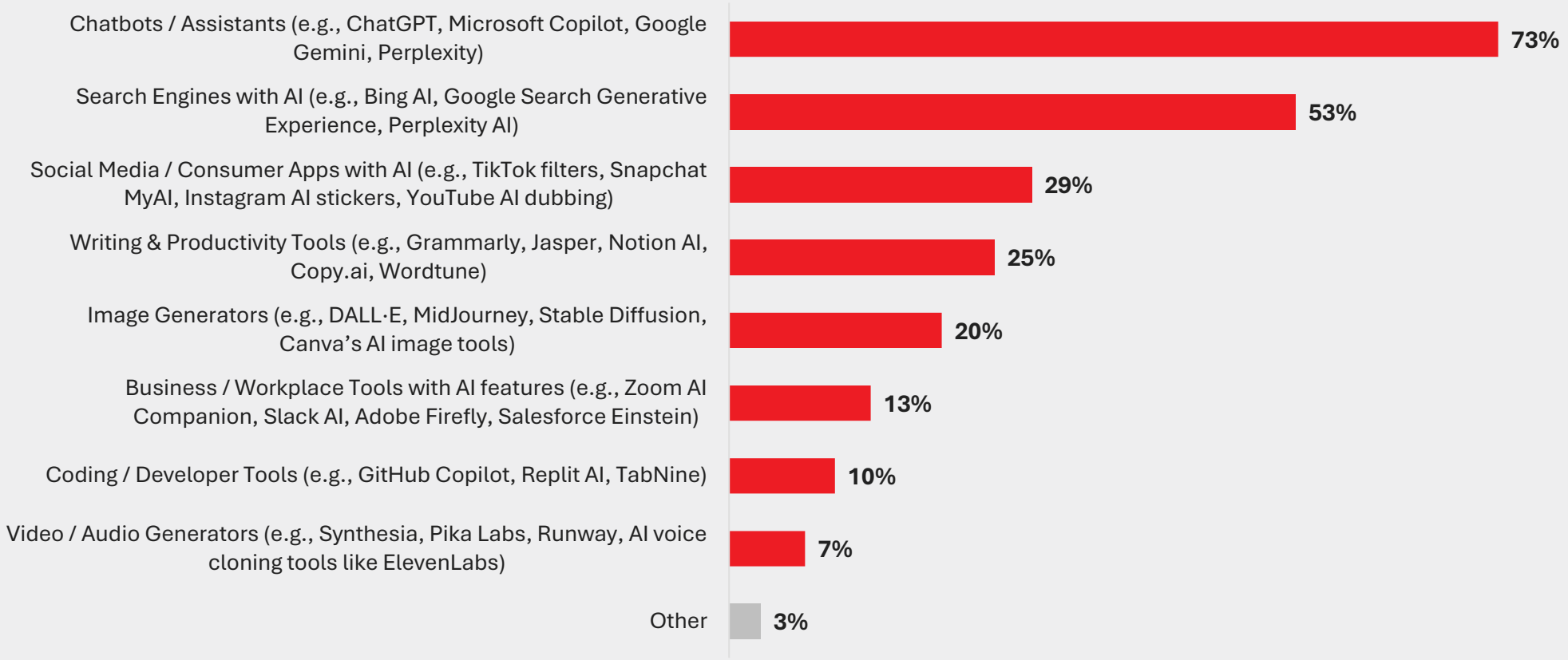
Base: Respondents who have used AI tools



AI Tools Tried (1/2)

Q3. Which tool(s) have you tried? *Select all that apply.*

Base: Respondents who have tried AI tools and rate their experience with AI as excellent, good or fair (n=845)



AI Tools Tried (2/2)

Q3. Which tool(s) have you tried? *Select all that apply.*

Base: Respondents who have tried AI tools and rate their experience with AI as excellent, good or fair (n=845)

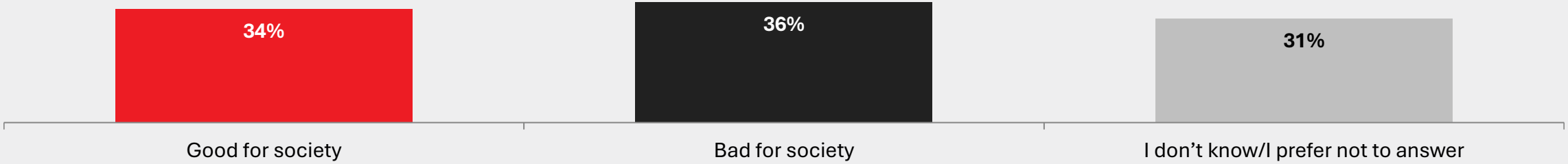
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	*846*	*44*	*190*	*346*	*55*	*93*	*119*	*419*	*427*	*329*	*312*	*205*
Unweighted n=	*845*	*40*	*216*	*361*	*66*	*66*	*96*	*409*	*436*	*252*	*327*	*266*
Chatbots / Assistants (e.g., ChatGPT, Microsoft Copilot, Google Gemini, Perplexity)	**73%**	63%	74%	72%	70%	75%	73%	74%	72%	76%	**78%**	**59%**
Search Engines with AI (e.g., Bing AI, Google Search Generative Experience, Perplexity AI)	**53%**	37%	**46%**	53%	59%	**69%**	57%	**58%**	**49%**	**47%**	55%	**61%**
Social Media / Consumer Apps with AI (e.g., TikTok filters, Snapchat MyAI, Instagram AI stickers, YouTube AI dubbing)	**29%**	33%	23%	29%	31%	27%	33%	**24%**	**33%**	**38%**	**24%**	**22%**
Writing & Productivity Tools (e.g., Grammarly, Jasper, Notion AI, Copy.ai, Wordtune)	**25%**	27%	**9%**	**30%**	35%	23%	32%	26%	24%	**31%**	**20%**	23%
Image Generators (e.g., DALL·E, MidJourney, Stable Diffusion, Canva's AI image tools)	**20%**	14%	19%	21%	31%	13%	23%	**24%**	**16%**	**25%**	18%	**15%**
Business / Workplace Tools with AI features (e.g., Zoom AI Companion, Slack AI, Adobe Firefly, Salesforce Einstein)	**13%**	10%	**8%**	14%	8%	22%	17%	14%	12%	11%	16%	13%
Coding / Developer Tools (e.g., GitHub Copilot, Replit AI, TabNine)	**10%**	22%	9%	10%	9%	6%	10%	**13%**	**7%**	**14%**	9%	**5%**
Video / Audio Generators (e.g., Synthesia, Pika Labs, Runway, AI voice cloning tools like ElevenLabs)	**7%**	5%	5%	10%	7%	**1%**	9%	**10%**	**4%**	10%	8%	**2%**
Other	**3%**	5%	4%	2%	1%	2%	4%	2%	4%	**1%**	5%	4%

Opinion of AI Tools

Opinion of AI Tools

Q5. Overall, do you think AI tools are...

Base: All respondents (n=1,518)

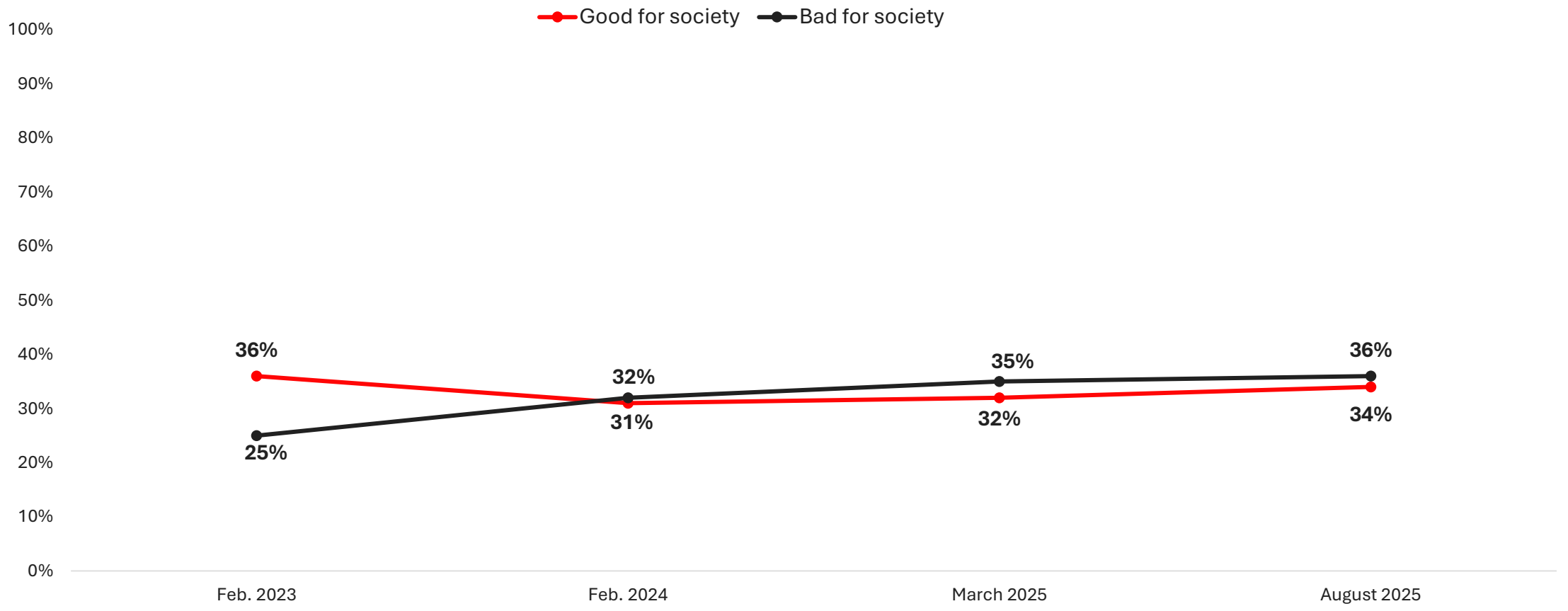


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Used an AI tool	Never used an AI tool	Total March 31st 2025	Gap
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*868*	*597*	*1,628*	
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*874*	*588*	*1,628*	
Good for society	**34%**	27%	37%	33%	**25%**	40%	32%	**39%**	**28%**	**45%**	36%	**25%**	**49%**	**14%**	**32%**	*+2*
Bad for society	**36%**	34%	33%	35%	42%	36%	40%	**32%**	**39%**	35%	37%	35%	**29%**	**47%**	**35%**	*+1*
I don't know/I prefer not to answer	**31%**	39%	31%	32%	33%	24%	28%	29%	32%	**21%**	27%	**40%**	**23%**	**39%**	**33%**	*-2*

Opinion of AI Tools – *Evolution*

Q5. Overall, do you think AI tools are...

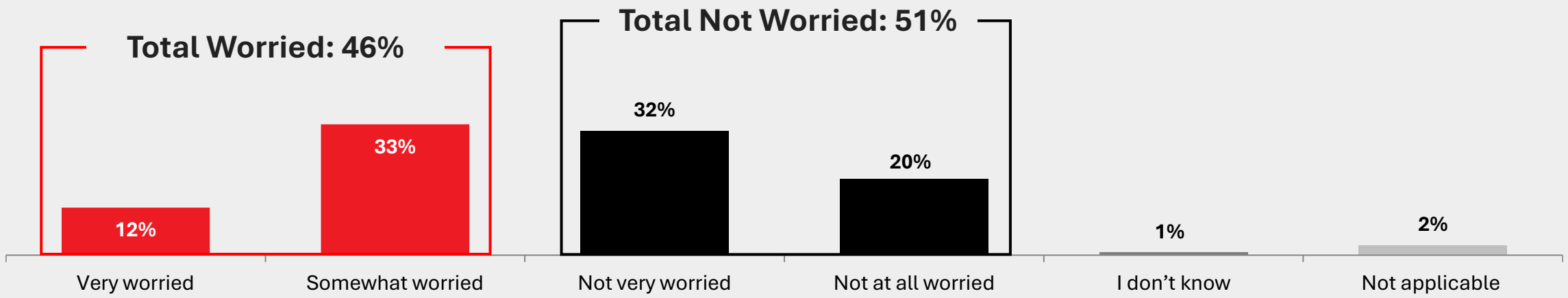
Base: All respondents (n=1,518)



Concerns About AI and Cognitive Abilities (1/2)

Q4. To what extent are you worried that using AI in your daily life might make you intellectually lazy or lead to a decline in your cognitive skills?

Base: Those who have used an AI tool (n=874)



Concerns About AI and Cognitive Abilities (2/2)

Q4. To what extent are you worried that using AI in your daily life might make you intellectually lazy or lead to a decline in your cognitive skills?

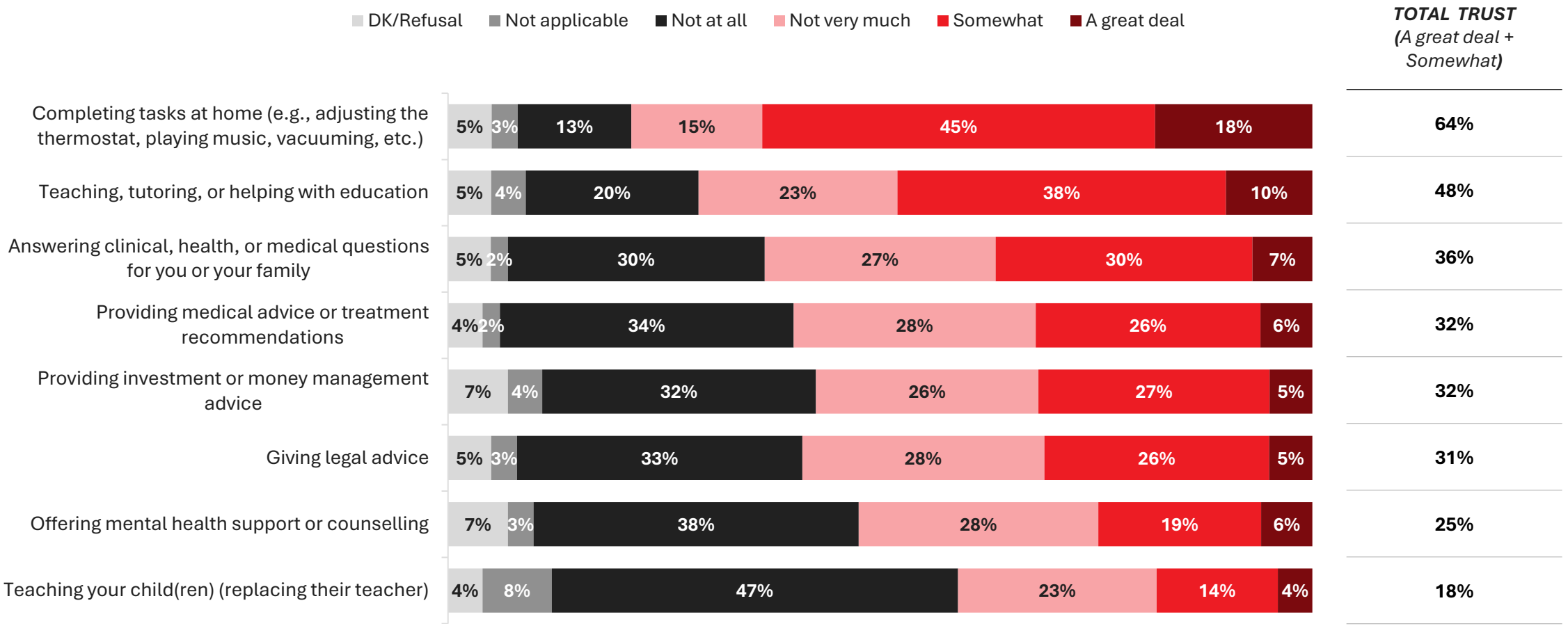
Base: Those who have used an AI tool (n=874)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Think AI is good for society	Think AI is bad for society
Weighted n=	*868*	*48*	*194*	*355*	*56*	*95*	*121*	*431*	*436*	*333*	*321*	*214*	*421*	*251*
Unweighted n=	*874*	*44*	*220*	*374*	*68*	*69*	*99*	*426*	*448*	*256*	*338*	*280*	*430*	*247*
TOTAL WORRIED	**46%**	43%	39%	**51%**	42%	40%	48%	43%	48%	**52%**	45%	**37%**	**36%**	**66%**
Very worried	**12%**	13%	9%	14%	7%	10%	14%	11%	13%	16%	12%	**7%**	**6%**	**28%**
Somewhat worried	**33%**	30%	30%	36%	35%	29%	34%	32%	35%	36%	33%	30%	31%	39%
TOTAL NOT WORRIED	**51%**	54%	57%	48%	54%	55%	48%	54%	49%	**44%**	53%	**60%**	**62%**	**30%**
Not very worried	**32%**	32%	36%	30%	36%	28%	30%	31%	32%	32%	30%	35%	**37%**	**18%**
Not at all worried	**20%**	22%	20%	18%	18%	27%	18%	22%	17%	**12%**	23%	**25%**	**26%**	**12%**
Don’t know / Refusal	**1%**	**0%**	1%	0%	1%	**0%**	3%	0%	1%	**0%**	1%	1%	**0%**	2%
Not applicable	**2%**	4%	4%	1%	4%	6%	1%	3%	2%	**5%**	**1%**	2%	2%	2%

Trust in AI Tools (1/2)

Q6. To what extent would you trust an AI tool in each of the following situations?

Base: All respondents (n=1,518)



Trust in AI Tools (2/2)

Q6. To what extent would you trust an AI tool in each of the following situations?

Base: All respondents (n=1,518)

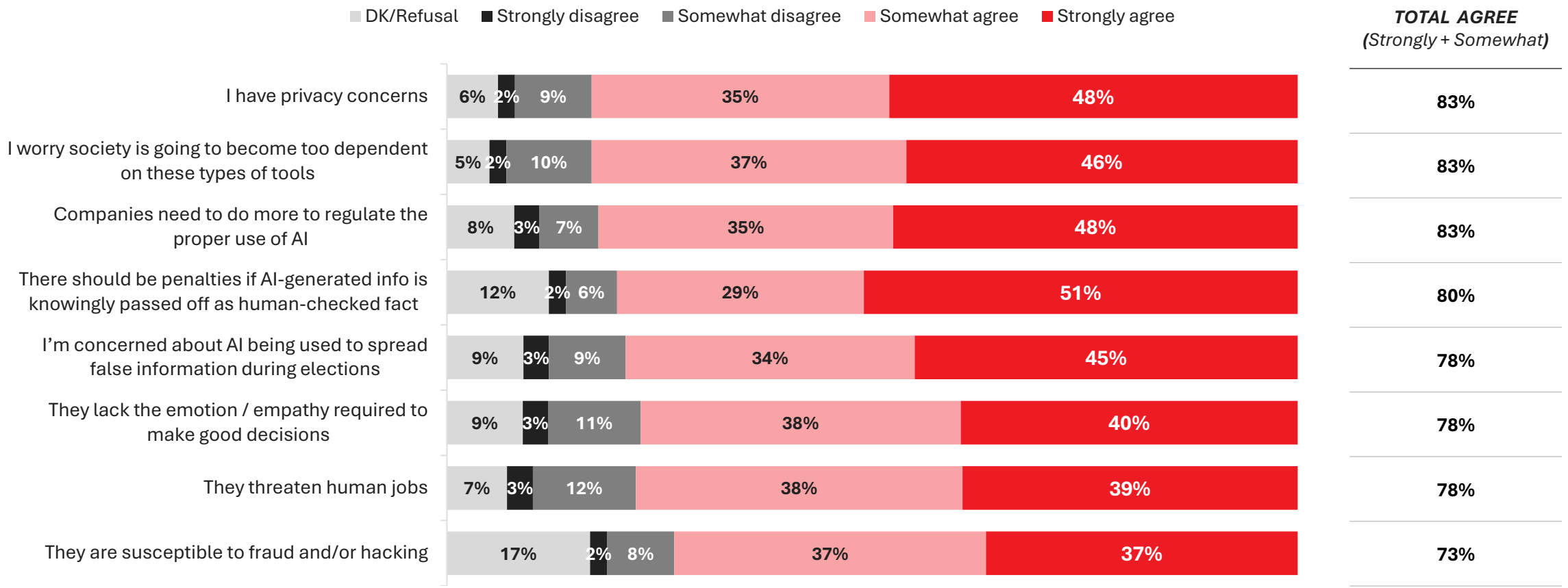
% *TOTAL TRUST*	**Total CANADA**	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	**Total March 31st 2025**	Gap
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*1,628*	
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*1,628*	
Completing tasks at home (e.g., adjusting the thermostat, playing music, vacuuming, etc.)	**64%**	62%	59%	66%	58%	69%	61%	**68%**	**59%**	**70%**	66%	**57%**	**53%**	*+11*
Teaching, tutoring, or helping with education*	**48%**	46%	**42%**	**53%**	48%	48%	46%	**52%**	**45%**	51%	52%	**44%**	**-**	-
Answering clinical, health, or medical questions for you or your family	**36%**	31%	34%	39%	37%	37%	33%	**41%**	**32%**	**43%**	36%	**32%**	**34%**	*+2*
Providing medical advice or treatment recommendations*	**32%**	27%	**26%**	**37%**	**22%**	40%	29%	**37%**	**27%**	**42%**	31%	**27%**	**-**	-
Providing investment or money management advice*	**32%**	**22%**	32%	35%	**23%**	32%	32%	33%	31%	**45%**	32%	**23%**	**-**	-
Giving legal advice*	**31%**	30%	35%	31%	23%	34%	28%	**34%**	**28%**	35%	**36%**	**25%**	**-**	-
Offering mental health support or counselling*	**25%**	27%	25%	26%	**16%**	24%	22%	**28%**	**21%**	**35%**	26%	**17%**	**-**	-
Teaching your child(ren) (replacing their teacher)	**18%**	13%	17%	20%	20%	15%	21%	**24%**	**13%**	**25%**	20%	**12%**	**14%**	*+4*

**New items*

Perceptions and Concerns about Artificial Intelligence Tools (1/4)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

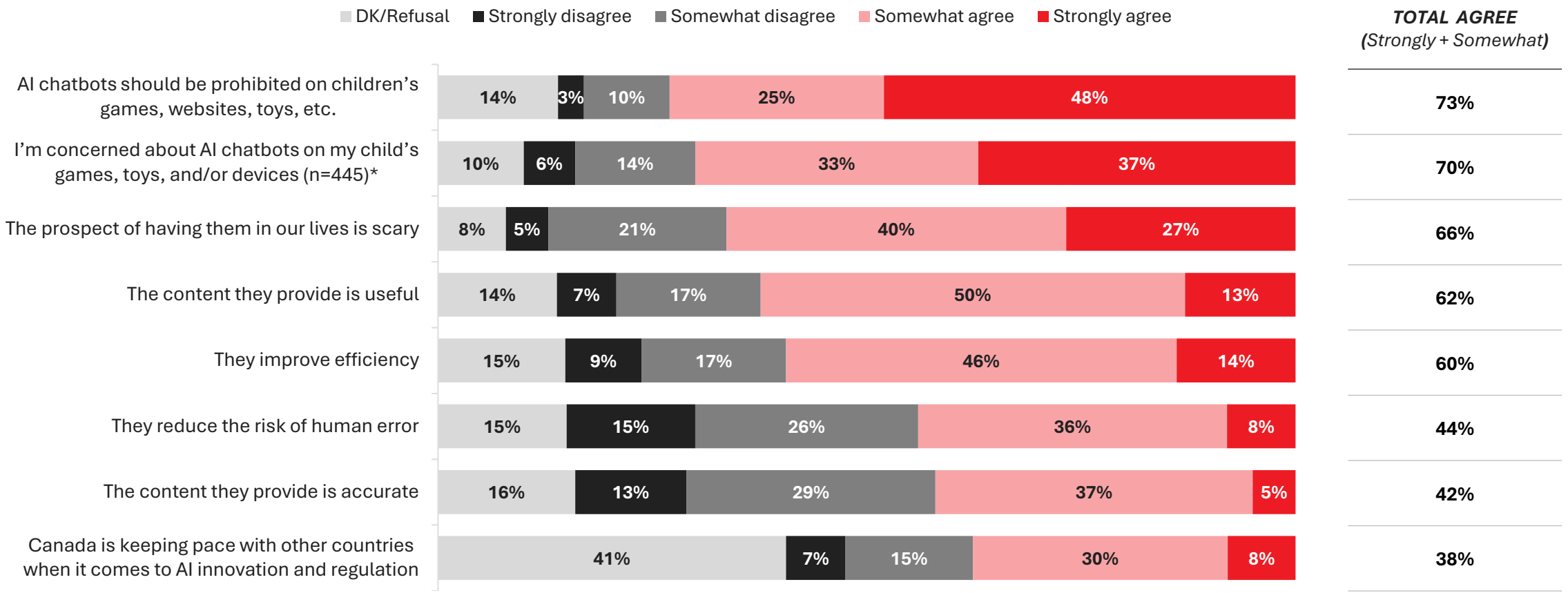
Base: All respondents (n=1,518)



Perceptions and Concerns about Artificial Intelligence Tools (2/4)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents (n=1,518)



*Statement presented to parents of children only.

Perceptions and Concerns about Artificial Intelligence Tools (3/4)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents (n=1,518)

% *TOTAL AGREE*	**Total CANADA**	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	**Total March 31st 2025**	Gap
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*1,628*	
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*1,628*	
I have privacy concerns	**83%**	**91%**	84%	82%	**90%**	79%	82%	81%	85%	**75%**	84%	**87%**	**84%**	*-1*
I worry society is going to become too dependent on these types of tools	**83%**	89%	83%	82%	86%	78%	84%	**80%**	**86%**	**77%**	84%	**86%**	**84%**	*-1*
Companies need to do more to regulate the proper use of AI*	**83%**	83%	81%	84%	81%	78%	85%	82%	83%	**77%**	84%	**86%**	**-**	-
There should be penalties if AI-generated info is knowingly passed off as human-checked fact*	**80%**	84%	77%	80%	83%	82%	83%	81%	80%	**74%**	79%	**85%**	**-**	-
I'm concerned about AI being used to spread false information during elections*	**78%**	81%	76%	77%	80%	78%	**86%**	80%	76%	**69%**	78%	**85%**	**-**	-
They lack the emotion / empathy required to make good decisions	**78%**	79%	77%	76%	**86%**	77%	79%	78%	78%	**73%**	79%	80%	**76%**	*+2*
They threaten human jobs	**78%**	76%	74%	79%	**86%**	79%	74%	76%	79%	74%	77%	80%	**79%**	*-1*
They are susceptible to fraud and/or hacking	**73%**	80%	71%	73%	70%	74%	76%	74%	72%	**67%**	**77%**	74%	**73%**	=

**New items*

Perceptions and Concerns about Artificial Intelligence Tools (4/4)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents (n=1,518)

% *TOTAL AGREE*	**Total CANADA**	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	**Total March 31st 2025**	Gap
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*1,628*	
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*1,628*	
AI chatbots should be prohibited on children's games, websites, toys, etc.*	**73%**	77%	69%	76%	75%	**64%**	78%	**70%**	**76%**	76%	72%	72%	**-**	-
I'm concerned about AI chatbots on my child's games, toys, and/or devices (n=445)**	**70%**	68%	63%	72%	69%	81%	65%	69%	70%	**61%**	**74%**	72%	**-**	-
The prospect of having them in our lives is scary	**66%**	72%	63%	**71%**	69%	57%	63%	**63%**	**70%**	63%	63%	**71%**	**71%**	*-5*
The content they provide is useful	**62%**	53%	65%	65%	55%	58%	63%	63%	62%	**71%**	65%	**55%**	**63%**	*-1*
They improve efficiency	**60%**	**47%**	61%	62%	50%	61%	61%	**66%**	**54%**	**69%**	**65%**	**50%**	**63%**	*-3*
They reduce the risk of human error	**44%**	**33%**	46%	46%	44%	44%	43%	**49%**	**40%**	**53%**	47%	**36%**	**45%**	*-1*
The content they provide is accurate	**42%**	42%	**48%**	42%	41%	38%	38%	44%	40%	**51%**	**47%**	**32%**	**42%**	=
Canada is keeping pace with other countries when it comes to AI innovation and regulation*	**38%**	42%	**47%**	39%	**27%**	**26%**	31%	**42%**	**34%**	**51%**	39%	**28%**	**-**	-

**New items*

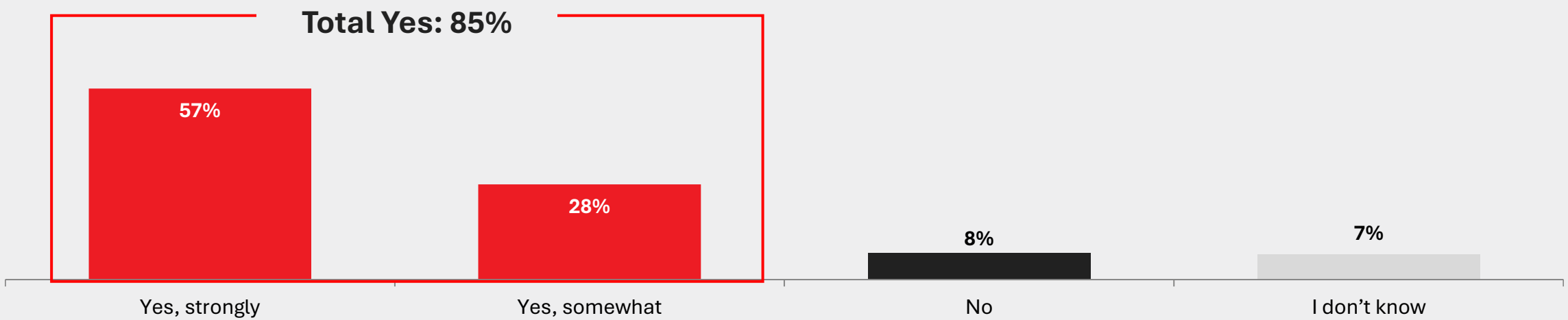
**Statement presented to parents of children only.

Oversight and Opportunities for AI in Society

Regulations of AI Tools

Q8. Do you believe AI tools should be regulated by governments to ensure they are used ethically and safely?

Base: All respondents (n=1,518)

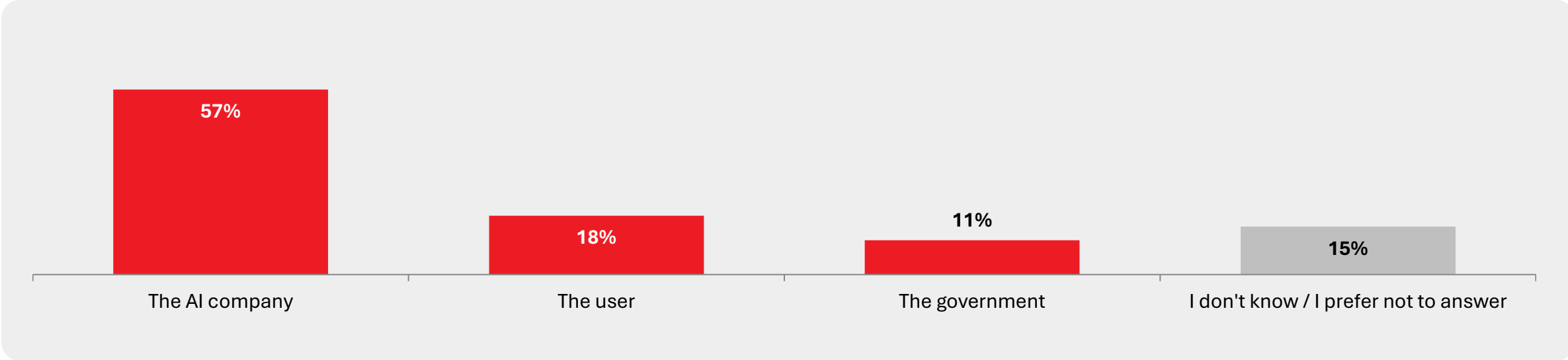


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Used an AI tool	Never used an AI tool
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*868*	*597*
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*874*	*588*
TOTAL YES	**85%**	88%	**89%**	85%	78%	77%	86%	86%	84%	83%	82%	**87%**	**88%**	**81%**
Yes, strongly	**57%**	**67%**	58%	57%	49%	**46%**	60%	56%	57%	**49%**	**52%**	**65%**	**54%**	**62%**
Yes, somewhat	**28%**	20%	31%	28%	29%	31%	26%	29%	27%	**34%**	30%	**23%**	**34%**	**20%**
No	**8%**	9%	6%	8%	5%	12%	7%	9%	6%	**11%**	9%	**5%**	8%	8%
I don't know	**7%**	4%	5%	7%	**17%**	11%	8%	**5%**	**10%**	5%	9%	8%	**4%**	**11%**

Perceived Responsibility When AI Tools Cause Harm

Q9. If an AI tool causes harm (e.g., financial loss, bad medical advice, reputational damage, etc.), who should be held responsible?

Base: All respondents (n=1,518)

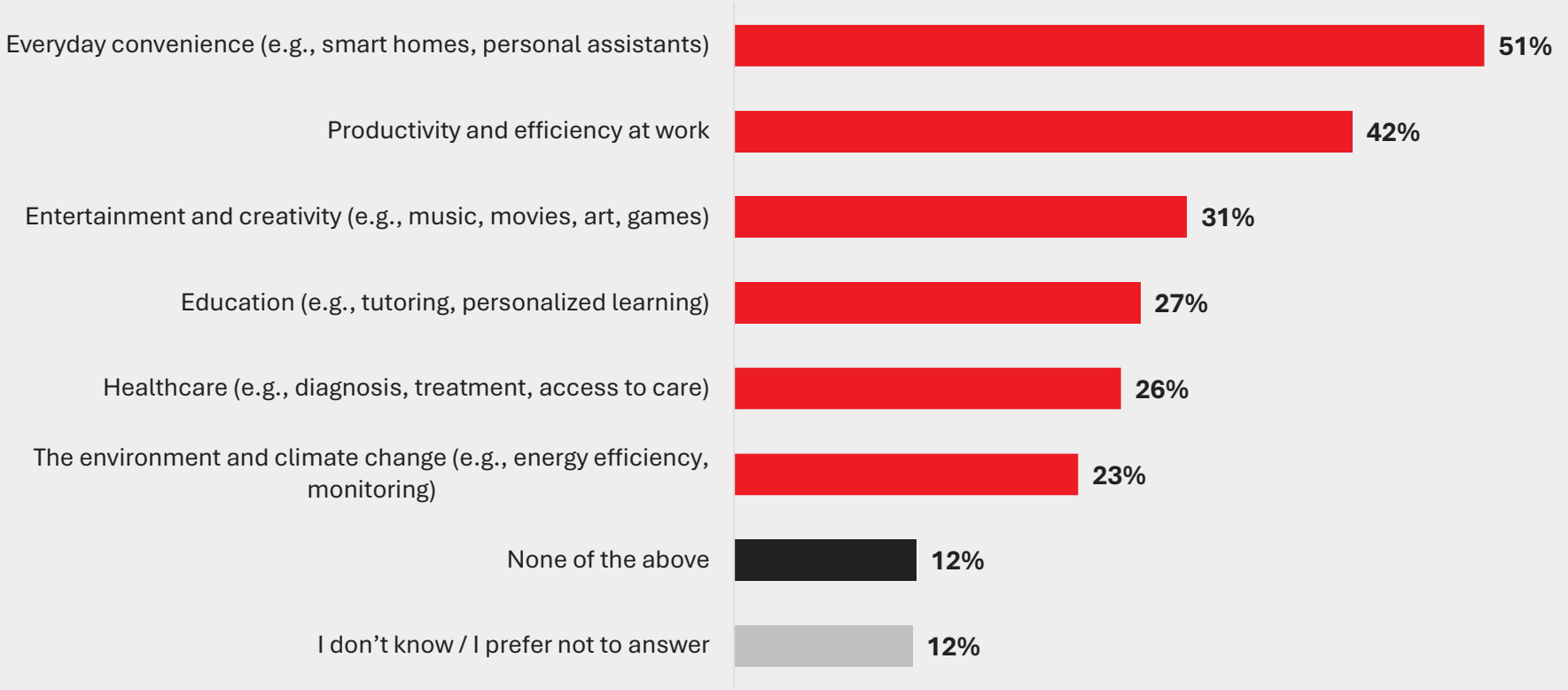


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Used an AI tool	Never used an AI tool
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*868*	*597*
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*874*	*588*
The AI company	**57%**	65%	55%	58%	53%	61%	52%	59%	54%	**46%**	55%	**65%**	55%	59%
The user	**18%**	11%	**22%**	17%	19%	15%	20%	20%	17%	22%	20%	**14%**	**22%**	**13%**
The government	**11%**	12%	10%	11%	12%	11%	10%	10%	11%	**15%**	12%	**6%**	11%	10%
I don’t know/I prefer not to answer	**15%**	12%	13%	15%	16%	13%	19%	**11%**	**18%**	16%	13%	15%	**12%**	**17%**

Perceived Areas Where AI Tools Will Bring the Most Societal Improvements (1/2)

Q10. Which areas of society, if any, do you think AI tools will most improve in the future? *Please select all that apply**.

Base: All respondents (n=1,518)



**Since respondents could select more than one answer, the total may exceed 100%.*

Perceived Areas Where AI Tools Will Bring the Most Societal Improvements (2/2)

Q10. Which areas of society, if any, do you think AI tools will most improve in the future? *Please select all that apply**.

Base: All respondents (n=1,518)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Think AI is good for society	Think AI is bad for society
Weighted n=	*1,518*	*102*	*352*	*589*	*98*	*167*	*209*	*738*	*780*	*401*	*490*	*627*	*421*	*251*
Unweighted n=	*1,518*	*101*	*403*	*601*	*128*	*128*	*157*	*740*	*778*	*297*	*484*	*737*	*430*	*247*
Everyday convenience (e.g., smart homes, personal assistants)	**51%**	43%	47%	53%	44%	50%	57%	51%	51%	49%	**56%**	48%	**68%**	**36%**
Productivity and efficiency at work	**42%**	**28%**	43%	42%	33%	45%	46%	**50%**	**34%**	45%	45%	**37%**	**65%**	**23%**
Entertainment and creativity (e.g., music, movies, art, games)	**31%**	23%	35%	33%	27%	26%	26%	31%	30%	30%	33%	30%	**44%**	**21%**
Education (e.g., tutoring, personalized learning)	**27%**	26%	**20%**	30%	32%	27%	32%	30%	25%	31%	28%	25%	**46%**	**15%**
Healthcare (e.g., diagnosis, treatment, access to care)	**26%**	24%	25%	27%	25%	25%	28%	**33%**	**20%**	24%	30%	25%	**42%**	**13%**
The environment and climate change (e.g., energy efficiency, monitoring)	**23%**	16%	22%	**28%**	**13%**	21%	20%	25%	22%	**19%**	26%	24%	**35%**	**13%**
None of the above	**12%**	17%	11%	12%	15%	14%	10%	13%	12%	9%	13%	14%	**1%**	**28%**
I don't know / I prefer not to answer	**12%**	17%	11%	11%	19%	8%	14%	**8%**	**16%**	**7%**	**8%**	**18%**	**3%**	12%

**Since respondents could select more than one answer, the total may exceed 100%.*

Respondent Profile

Respondent profiles

(Base n=1,518)

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

Gender

	Unweighted	Weighted
Male	**740**	**738**
Female	**778**	**780**

Language (Mother Tongue)

	Unweighted	Weighted
French	**384**	**300**
English	**1,008**	**1,078**
Other	**126**	**139**

Age

	Unweighted	Weighted
18 to 34	**297**	**401**
35 to 54	**484**	**490**
55+	**627**	**737**

Province

	Unweighted	Weighted
British Columbia	**157**	**209**
Alberta	**128**	**167**
Manitoba/Saskatchewan	**128**	**98**
Ontario	**601**	**589**
Quebec	**403**	**353**
Atlantic	**101**	**102**

Our Credentials

Canada

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Europe

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.

America

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

International

Leger is a member of the Worldwide Independent Network of Market Research (WIN), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

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)

300
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Data-driven intelligence for a changing world.

leger360.com

Images credits : Shutterstock.com / Adobe Stock