

Report

FEDERAL POLITICS

Leger

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March 22, 2019



METHODOLOGY

METHODOLOGY



Web survey using computer-assisted Web interviewing (CAWI) technology.



From March 19 to March 20, 2019



1,513 Canadians, 18 years of age or older, who have the right to vote in Canada, randomly recruited from LegerWeb's online panel.



Using data from the 2016 Census, results were weighted according to age, gender, mother tongue, region and level of education in order to ensure a representative sample of the population.



No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1,513 respondents would have a margin of error of $\pm 2.52\%$, 19 times out of 20.

METHODOLOGY

Notes on Reading this Report

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.

In this report, 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.

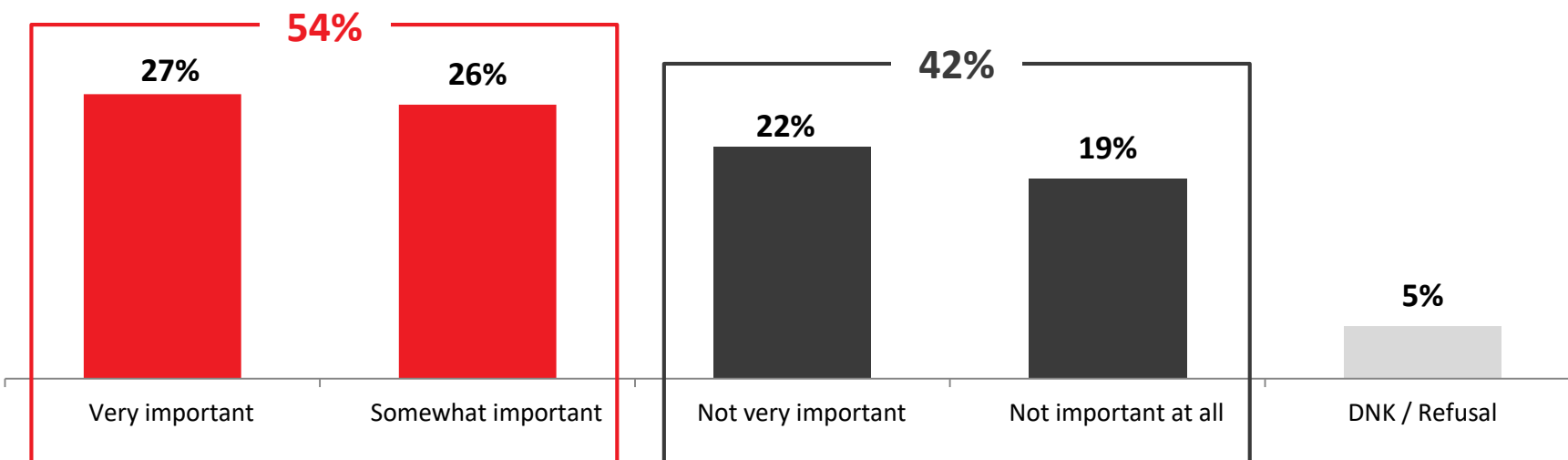
A more detailed methodology is presented in the annex.

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

CANADIANS' OPINION ABOUT THE IMPORTANCE OF CANADA BEING KNOWN AND SEEN AS A BILINGUAL COUNTRY

Q8. The Government of Canada recently indicated it wishes to modernize the Official Languages Act. Regardless of what the Government may or may not change, is it important or not to you that Canada be known and seen as a bilingual country?

Base: All respondents (n=1,513)



	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n =	1,513	104	353	582	99	170	206	735	778	413	516	584
Unweighted n =	1,513	100	402	502	101	181	227	787	726	389	572	552
NET IMPORTANT	54%	45%	80%	48%	45%	40%	42%	50%	57%	56%	53%	52%
Very important	27%	22%	55%	21%	17%	15%	17%	26%	28%	27%	27%	28%
Somewhat important	26%	23%	24%	28%	28%	26%	26%	24%	28%	29%	26%	24%
NET NOT IMPORTANT	42%	42%	17%	48%	50%	53%	52%	46%	38%	36%	40%	46%
Not very important	22%	23%	11%	25%	22%	30%	27%	26%	19%	22%	23%	22%
Not important at all	19%	19%	5%	22%	28%	23%	25%	20%	18%	14%	17%	25%
I don't know	4%	10%	2%	3%	5%	5%	6%	3%	5%	6%	5%	1%
Refusal	1%	2%	2%	1%	1%	2%	0%	1%	1%	2%	1%	0%

CANADIANS' OPINION ABOUT THE IMPORTANCE OF CANADA BEING KNOWN AND SEEN AS A BILINGUAL COUNTRY – BY VOTING INTENTIONS

Q8. The Government of Canada recently indicated it wishes to modernize the Official Languages Act. Regardless of what the Government may or may not change, is it important or not to you that Canada be known and seen as a bilingual country?

Base: Respondents who intend to vote for the LPC, the NDP, the CPC, the PPC or the GPC

	TOTAL	CPC	LPC	NDP	GPC	PPC
Weighted n =	1,513	468	387	178	122	42
Unweighted n =	1,513	459	409	171	128	43
NET IMPORTANT	54%	40%	68%	63%	59%	46%
Very important	27%	15%	40%	29%	32%	21%
Somewhat important	26%	25%	28%	34%	27%	24%
NET NOT IMPORTANT	42%	58%	29%	34%	39%	54%
Not very important	22%	27%	21%	20%	21%	28%
Not important at all	19%	31%	8%	14%	19%	26%
I don't know	4%	2%	3%	3%	1%	0%
Refusal	1%	0%	0%	0%	1%	0%

APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LegerWeb's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older and have the right to vote in Canada.

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	227	206
Alberta	181	170
Saskatchewan	55	46
Manitoba	46	53
Ontario	502	582
Quebec	402	353
New Brunswick	23	33
Nova Scotia	30	41
Prince-Edward-Island	14	11
Newfoundland and Labrador	33	19

DETAILED METHODOLOGY

Weighted and Unweighted Sample

The following tables present the demographic distribution of respondents according to gender, age, language (mother tongue), level of education and household income.

GENDER	Unweighted	Weighted
Male	787	735
Female	726	778

AGE	Unweighted	Weighted
Between 18 and 34	389	413
Between 35 and 55	572	516
55 or over	552	584

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	985	854
French	335	312
Other	191	345

EDUCATION	Unweighted	Weighted
Primary/secondary school	388	456
College	523	634
University	593	412

The sample thus collected has a minimum weighting factor of 0.165 and a maximum weighting factor of 4.536. The weighted variance is 0.322.

SURVEY

[ASK ALL]

[SINGLE MENTION]

Q0QC. In which province or territory do you live?

Label	Value	Attribute	Termination
British Columbia	1		
Alberta	2		
Saskatchewan	3		
Manitoba	4		
Ontario	5		
Quebec	6		
New Brunswick	7		
Nova Scotia	8		
Prince-Edward-Island	9		
Newfoundland and Labrador	10		
Northwest Territories	11		
Yukon	12		
Nunavut	13		

AT Q0QCG

A series of questions were then inserted here in order to identify where respondents were from more specifically.

SURVEY

[ASK ALL]

[SINGLE MENTION]

SEXE. Please indicate your sex:

Note: As indicated by Statistics Canada, transgender, transsexual, and intersex Canadians should indicate the sex (male or female) with which they most associate themselves.

Label	Value	Attribute	Termination
Male	1		
Female	2		

[ASK ALL]

[SINGLE MENTION]

AGE. How old are you?

Label	Value	Attribute	Termination
Under 18	0		TERMINATE
Between 18 and 24	1		
Between 25 and 34	2		
Between 35 and 44	3		
Between 45 and 54	4		
Between 55 and 64	5		
Between 65 and 74	6		
75 or older	7		
I prefer not to answer	99		TERMINATE

SURVEY

[ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

ELI1. Are you at least 18 years old and eligible to vote in Canada?

Label	Value	Attribute	Termination
Yes	1		
No	2		TERMINATE

[ASK ALL]

[SINGLE MENTION]

[LABEL ORDER : In order]

Q8. The Government of Canada recently indicated it wishes to modernize the Official Languages Act. Regardless of what the Government may or may not change, is it important or not to you that Canada be known and seen as a bilingual country?

Label	Value	Attribute	Termination
Very important	1		
Somewhat important	2		
Not very important	3		
Not important at all	4		
Don't know	98	F	
Prefer not to answer	99	F	

SURVEY

[ASK ALL]

[SINGLE MENTION]

SCOL. What is the last year of education that you have completed?

Label	Value	Attribute	Termination
Elementary (7 years or less)	1		
High school, general or vocational (8 to 12 years)	2		
College (pre-university, technical training, certificate, accreditation or advanced diploma)	3		
University certificates and diplomas	4		
University Bachelor (including classical studies)	5		
University Master's degree	6		
University Doctorate (PhD)	7		
I prefer not to answer	9		

SURVEY

[ASK ALL]

[SINGLE MENTION]

LANGU. What is the language you first learned at home in your childhood and that you still understand?

Label	Value	Attribute	Termination
French	1		
English	2		
Other	3		
English and French	7		
French and other	4		
English and other	5		
Other and other	6		
I prefer not to answer	9		

[ASK ALL]

[SINGLE MENTION]

ENFAN. Are there any children who are UNDER 18 YEARS OF AGE living in your household?

(IF SO): Are any of them 12 YEARS OLD AND OLDER or LESS THAN 12 years old?

Label	Value	Attribute	Termination
Yes: 12 years of age and OLDER ONLY	1		
Yes: 12 years of age and older AND younger than 12 years old	2		
Yes: YOUNGER than 12 years old ONLY	3		
No children under 18 years old at all in the household	4		
I prefer not to answer	9		

SURVEY

[ASK ALL]

[SINGLE MENTION]

OCCUP

What is your current main occupation?

N.B. WE ARE TALKING ABOUT PAYING JOBS ONLY.

Even if you are on a sabbatical, maternity/paternity, illness or work-related accident leave, please select your OCCUPATION.

Label	Value	Attribute	Termination
OFFICE WORKER (Cashier, office clerk, accounting clerk, secretary, etc.)	1		
PERSONNEL SPECIALIZED IN SALES (Insurance agent, salesperson, sales clerk, real estate agent, real estate broker, sales rep, etc.)	2		
PERSONNEL SPECIALIZED IN SERVICES (Security agent, taxi driver, hairdresser, cook, clergy member, military force member, police officer, firefighter, etc.)	3		
MANUAL WORKERS (Farmer, packer, day labourer, miner, fisherman, forest worker, etc.)	4		
SKILLED, SEMI-SKILLED WORKERS (Bricklayer, truck driver, electrician, machine operator, mechanic, painter, plumber, etc.)	5		
SCIENCE AND TECHNOLOGIES WORKERS (Computer operator, programmer-analyst, technician, audio-technician, lab technician, etc)	6		
PROFESSIONALS (Archeologist, architect, artist, lawyer, banker, biologist, chemist, accountant, consultant, foreman, dentist, designer, etc.)	7		
MANAGERS/ADMINISTRATORS/OWNERS (Director, editor, entrepreneur, executive, manager, businessperson, politician, president, etc.)	8		
HOMEMAKER	9		
STUDENT (Full-time or whose studies take up most of his/her time)	10		
RETIRED (Pre-retired or annuitant)	11		
UNEMPLOYED (Unemployment, welfare)	12		
Other	96		
(DO NOT READ) I prefer not to answer	99		

SURVEY

[ASK ALL]

[SINGLE MENTION]

REVEN. Among the following categories, which one best reflects the total INCOME, before taxes, of all the members of your household in 2018?

Label	Value	Attribute	Termination
\$19,999 or less	1		
Between \$20,000 and \$39,999	2		
Between \$40,000 and \$59,999	3		
Between \$60,000 and \$79,999	4		
Between \$80,000 and \$99,999	5		
\$100,000 or more	6		
I prefer not to answer	9		

CROSSED TABLES

The Government of Canada recently indicated it wishes to modernize the Official Languages Act. Regardless of what the Government may or may not change, is it important or not to you that Canada be known and seen as a bilingual country?

BB1	No:23	Gender		Age 1					Age 2			Language			Province					Education			Kids				
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +	18-34	35-54	55+	French	English	Others	Atl.	QC	ON	MB/SK	AB	BC	Elem/H S	Coll.	Univ.	Yes	No
CP8																											
Weighted Totals :	1513	735	778	164	249	245	271	264	320	413	516	584	312	854	345	104	353	582	99	170	206	456	634	412	406	1094	
Unweighted Totals :	1513	787	726	181	208	260	312	251	301	389	572	552	335	985	191	100	402	502	101	181	227	388	523	593	436	1066	
NET IMPORTANT	54%	50%	57%	56%	57%	56%	51%	48%	55%	56%	53%	52%	81%	44%	51%	45%	80%	48%	45%	40%	42%	46%	55%	61%	62%	50%	
Very important	27%	26%	28%	28%	27%	29%	25%	25%	30%	27%	27%	28%	58%	19%	20%	22%	55%	21%	17%	15%	17%	22%	30%	31%	31%	26%	
Somewhat important	26%	24%	28%	28%	29%	27%	25%	23%	25%	29%	26%	24%	23%	26%	31%	23%	24%	28%	28%	26%	26%	25%	25%	30%	31%	24%	
NET NOT IMPORTANT	42%	46%	38%	34%	38%	39%	42%	49%	44%	36%	40%	46%	15%	50%	44%	42%	17%	48%	50%	53%	52%	47%	41%	36%	33%	45%	
Not very important	22%	26%	19%	25%	21%	22%	25%	19%	24%	22%	23%	22%	9%	25%	28%	23%	11%	25%	22%	30%	22%	26%	21%	21%	20%	23%	
Not important at all	19%	20%	18%	9%	17%	17%	17%	30%	20%	14%	17%	25%	6%	25%	16%	19%	5%	22%	28%	23%	25%	22%	20%	15%	13%	22%	
NET DNK/Refusal	5%	4%	6%	11%	6%	5%	7%	2%	1%	8%	6%	2%	4%	5%	5%	13%	4%	4%	5%	7%	6%	6%	4%	3%	5%	5%	
I don't know	4%	3%	5%	9%	3%	5%	6%	2%	1%	6%	5%	1%	2%	4%	5%	10%	2%	3%	5%	5%	6%	5%	4%	2%	4%	4%	
I prefer not to answer	1%	1%	1%	2%	2%	1%	1%	1%	0%	2%	1%	0%	2%	1%	0%	2%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	

The Government of Canada recently indicated it wishes to modernize the Official Languages Act. Regardless of what the Government may or may not change, is it important or not to you that Canada be known and seen as a bilingual country?

Federal voting intentions with leaners

	Total	LPC	NPD	BQ	CPC	GPC	PPC	Another party	would not vote	would cancel my vote	I don't know	I prefer not to answer
CP8												
Weighted Totals :	1513	387	178	48	468	122	42	13	68	43	117	27
Unweighted Totals :	1513	409	171	50	459	128	43	12	58	36	121	26
NET IMPORTANT	54%	68%	63%	80%	40%	59%	46%	28%	33%	53%	53%	29%
Very important	27%	40%	29%	71%	15%	32%	21%	7%	16%	27%	24%	6%
Somewhat important	26%	28%	34%	9%	25%	27%	24%	21%	17%	26%	28%	24%
NET NOT IMPORTANT	42%	29%	34%	15%	58%	39%	54%	57%	50%	45%	29%	33%
Not very important	22%	21%	20%	13%	27%	21%	28%	24%	21%	19%	19%	25%
Not important at all	19%	8%	14%	2%	31%	19%	26%	33%	29%	26%	10%	8%
NET DNK/Refusal	5%	3%	3%	5%	2%	1%	0%	14%	17%	2%	18%	37%
I don't know	4%	3%	3%	3%	2%	1%	0%	8%	15%	2%	16%	9%
I prefer not to answer	1%	0%	0%	1%	0%	1%	0%	6%	2%	0%	2%	29%

OUR CREDENTIALS



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.



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400
EMPLOYEES



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CONSULTANTS



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