POSTMEDIA-LEGER POLL

IN COLLABORATION WITH

Leger

P POSTMEDIA

Report

Favourite Province & The Federation

August 2022

We know Canadians

METHODOLOGY

Methodology

Study Population
- Canadian residents, ages 18 and older.

Data Collection
- A total of n=1516 online surveys were conducted via Leger's online LEO panel.
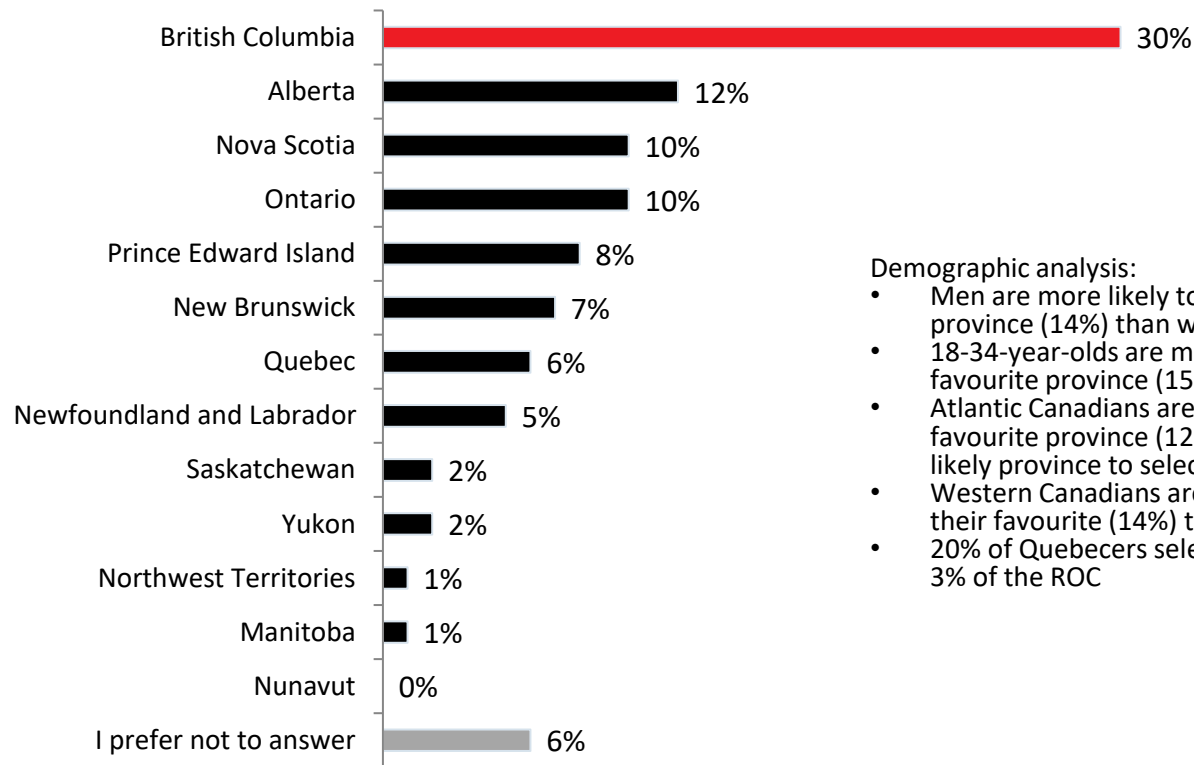- Interviews were conducted from August 19 to August 21, 2022.

Statistical Analysis
- As a non-probability online survey, a margin of error is technically not to be reported.
- If the data were collected through a probability sample, the margin of error would be (n=1516) ±2.5%, 19 times out of 20.
- Using data from the 2021 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.

BC tops Canadians' list as favourite province/territory apart from their own

CPM1: What is your most favourite province or territory in Canada, apart from your own province? (n=1516)
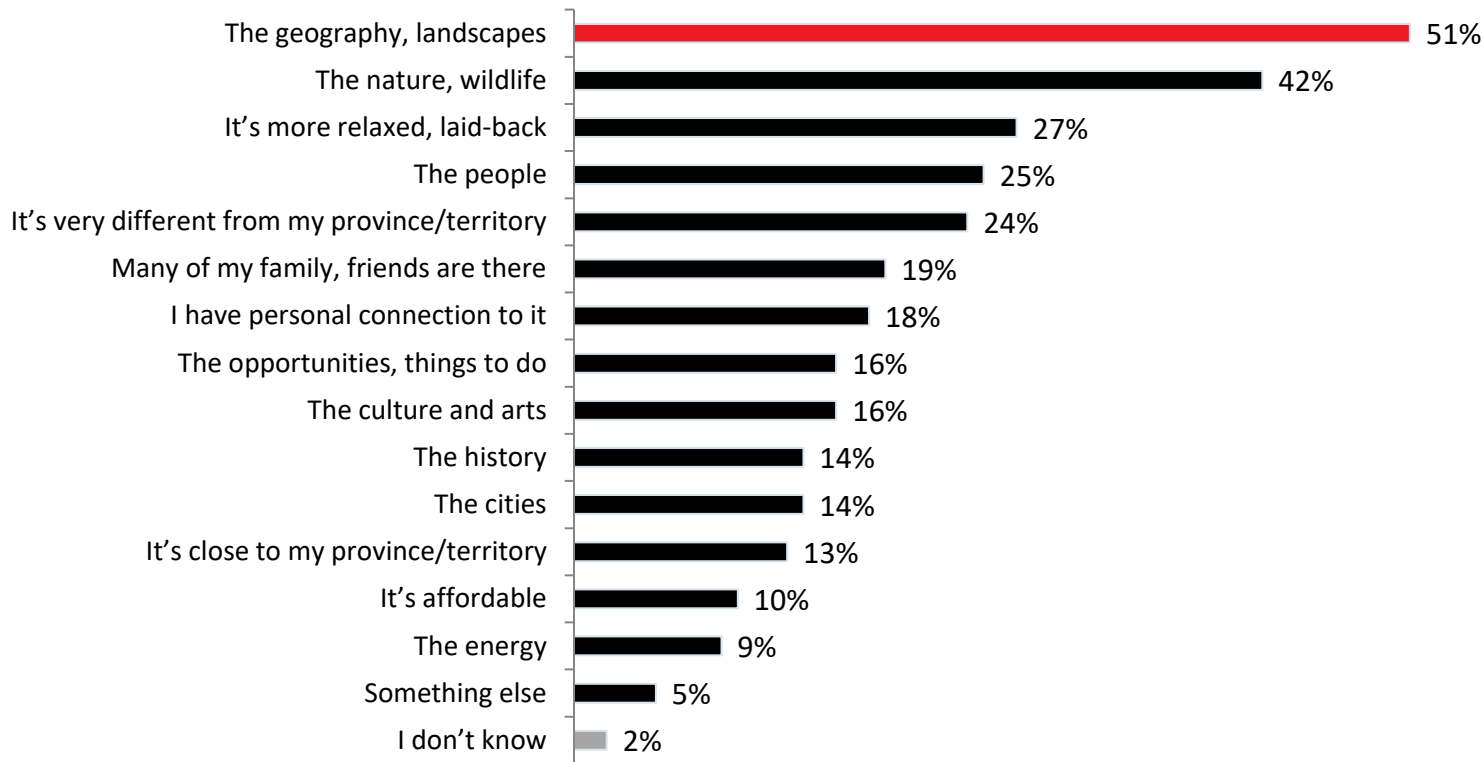
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Province/Territory	Percentage
British Columbia	30%
Alberta	12%
Nova Scotia	10%
Ontario	10%
Prince Edward Island	8%
New Brunswick	7%
Quebec	6%
Newfoundland and Labrador	5%
Saskatchewan	2%
Yukon	2%
Northwest Territories	1%
Manitoba	1%
Nunavut	0%
I prefer not to answer	6%

Demographic analysis:
- Men are more likely to say Alberta is their favourite province (14%) than women (10%)
- 18-34-year-olds are more likely to say Alberta is their favourite province (15%) than those 55+ (9%)
- Atlantic Canadians are least likely to select BC as their favourite province (12%), this compared to the most likely province to select BC, Alberta (67%)
- Western Canadians are more likely to select Ontario as their favourite (14%) than Eastern Canadians (8%)
- 20% of Quebecers selected New Brunswick compared to 3% of the ROC

Over half of Canadians cite 'landscapes' as reason for choosing their favourite province

CPM2: What is it about that province/territory that makes it your favourite? (n=1428)

Reason	Percentage
The geography, landscapes	51%
The nature, wildlife	42%
It's more relaxed, laid-back	27%
The people	25%
It's very different from my province/territory	24%
Many of my family, friends are there	19%
I have personal connection to it	18%
The opportunities, things to do	16%
The culture and arts	16%
The history	14%
The cities	14%
It's close to my province/territory	13%
It's affordable	10%
The energy	9%
Something else	5%
I don't know	2%

Reasons for selecting favourite province: By Province Selected

CPM2: What is it about that province/territory that makes it your favourite? (n=1428)
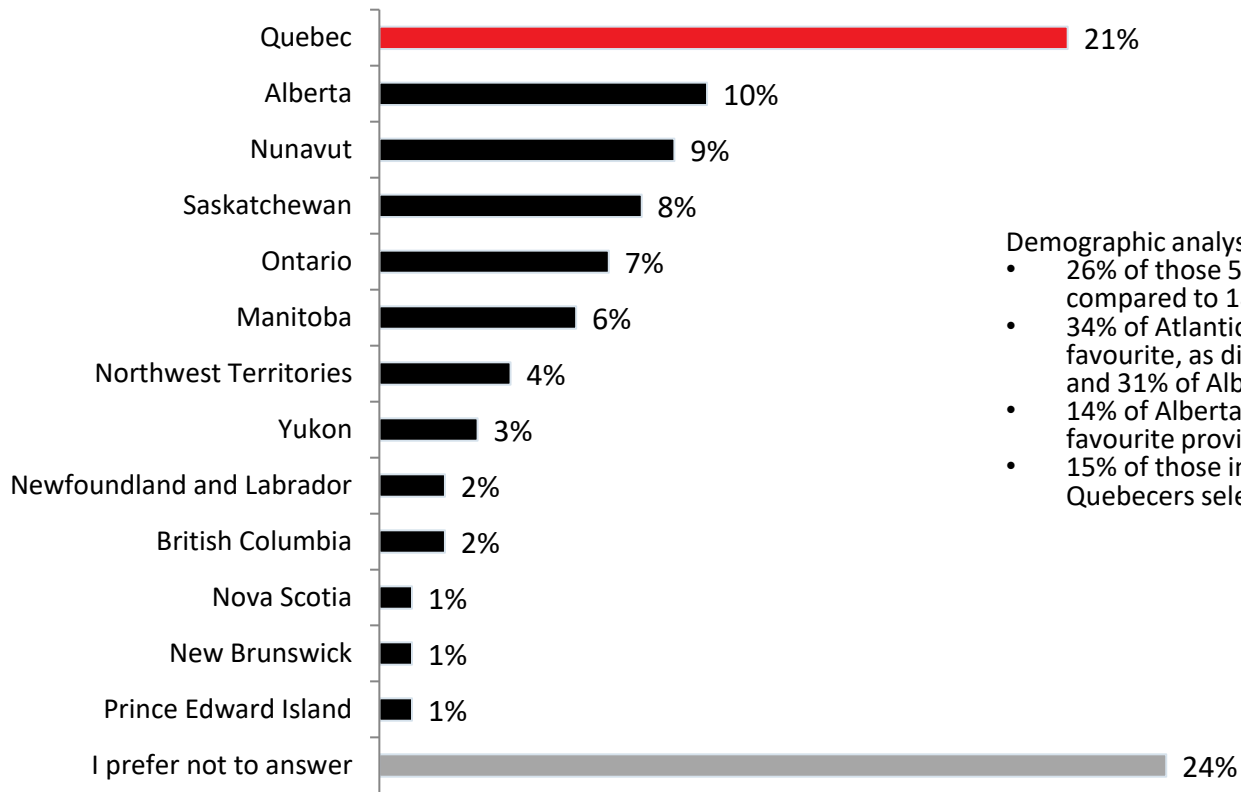
	Province Selected as Favourite Province:									
	BC	AB	*SK	*MB	ON	QC	NB	NS	PEI	NL
N=	468	186	21	18	150	105	92	145	118	70
The geography, landscapes	**65%**	**47%**	12%	19%	22%	25%	**46%**	**57%**	**61%**	**73%**
The nature, wildlife	**60%**	**49%**	20%	15%	21%	13%	42%	31%	28%	42%
It's more relaxed, laid-back	20%	18%	34%	6%	7%	9%	36%	**50%**	**43%**	**60%**
The people	11%	22%	35%	30%	14%	21%	**55%**	39%	29%	**61%**
It's very different from my province/territory	24%	25%	22%	3%	15%	22%	14%	24%	32%	39%
Many of my family, friends are there	18%	18%	30%	**55%**	**33%**	15%	25%	13%	5%	23%
I have personal connection to it	18%	21%	**49%**	33%	17%	24%	20%	12%	6%	26%
The opportunities, things to do	16%	24%	4%	0%	**30%**	17%	10%	13%	7%	9%
The culture and arts	13%	10%	11%	6%	20%	**45%**	9%	11%	16%	26%
The history	6%	9%	12%	5%	8%	**39%**	18%	24%	19%	28%
The cities	15%	14%	14%	14%	28%	23%	5%	10%	4%	7%
It's close to my province/territory	10%	11%	15%	10%	24%	22%	30%	6%	5%	5%
It's affordable	1%	16%	16%	12%	9%	9%	22%	12%	17%	19%
The energy	8%	8%	8%	3%	21%	17%	2%	9%	6%	13%
Something else	4%	5%	10%	3%	5%	15%	2%	6%	3%	4%

*Small sample size

Quebec tops Canadians' list as least favourite province/territory apart from their own

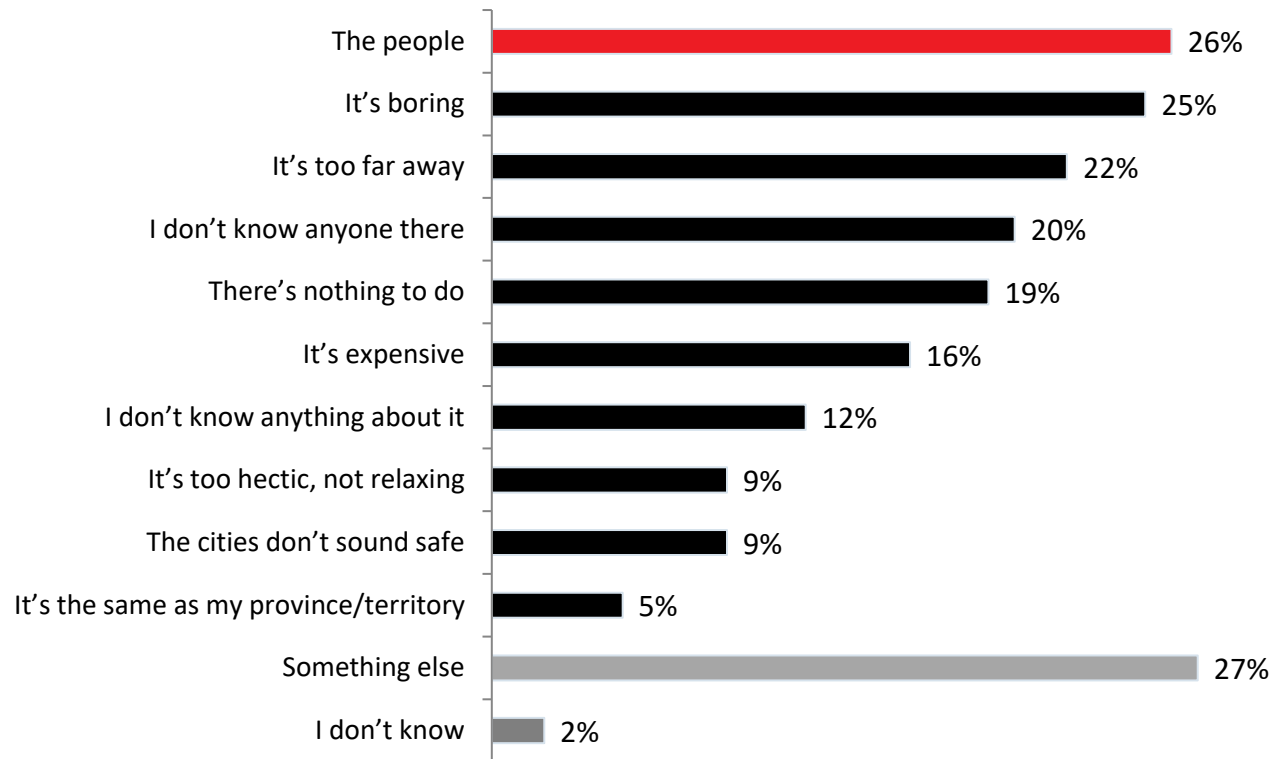CPM3: What is your least favourite province or territory in Canada, apart from your own province? (n=1516)

Quebec: 21%
Alberta: 10%
Nunavut: 9%
Saskatchewan: 8%
Ontario: 7%
Manitoba: 6%
Northwest Territories: 4%
Yukon: 3%
Newfoundland and Labrador: 2%
British Columbia: 2%
Nova Scotia: 1%
New Brunswick: 1%
Prince Edward Island: 1%
I prefer not to answer: 24%

Demographic analysis:
- 26% of those 55+ said Quebec is their least favourite compared to 18% of those 18-34 and 35-54
- 34% of Atlantic Canadians selected Quebec as their least favourite, as did 26% of Ontarians, 25% of those in BC and 31% of Albertans and those in MB/SK
- 14% of Albertans selected Saskatchewan as their least favourite province
- 15% of those in BC, 11% of Ontarians, and 13% of Quebecers selected Alberta as their least favourite

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Canadians cite 'the people' and 'it's boring' as top reasons for choosing their least favourite province

CPM4: What is it about that province/territory that makes it your least favourite? (n=1149)

Reason	Percentage
The people	26%
It's boring	25%
It's too far away	22%
I don't know anyone there	20%
There's nothing to do	19%
It's expensive	16%
I don't know anything about it	12%
It's too hectic, not relaxing	9%
The cities don't sound safe	9%
It's the same as my province/territory	5%
Something else	27%
I don't know	2%

Reasons for selecting least favourite province: By Province Selected

CPM4: What is it about that province/territory that makes it your least favourite? (n=1149)

	Province Selected as Least Favourite Province:									
	*BC	AB	SK	MB	ON	QC	*NB	*NS	*PEI	*NL
N=	25	155	125	91	107	322	16	20	12	35
The people	33%	**47%**	4%	9%	**30%**	**49%**	12%	13%	19%	8%
It's boring	4%	19%	**60%**	**59%**	11%	7%	**50%**	24%	26%	19%
It's too far away	31%	8%	18%	8%	7%	8%	18%	15%	**49%**	**35%**
There's nothing to do	2%	9%	**46%**	**35%**	5%	2%	23%	15%	21%	**51%**
It's expensive	**78%**	10%	0%	2%	45%	17%	0%	13%	6%	7%
It's too hectic, not relaxing	28%	9%	0%	3%	**36%**	11%	12%	5%	11%	1%
The cities don't sound safe	24%	11%	8%	8%	17%	9%	17%	16%	18%	1%
It's the same as my province/territory	0%	2%	7%	8%	11%	5%	0%	**30%**	6%	0%
I don't know anything about it	7%	3%	15%	19%	3%	6%	0%	5%	**28%**	20%
I don't know anyone there	3%	10%	15%	21%	15%	15%	12%	15%	23%	**31%**
Something else	32%	44%	11%	15%	18%	43%	7%	2%	9%	20%

*Small sample size

Less than 2 in 10 Canadians strongly feel Alberta or Quebec have been successful in their efforts to change the status quo of Canadian governance

CPM5. Using a scale where 1 means not very successful and 10 means very successful, based on what you have read, heard or seen; how would you rate either provinces' successfulness in their efforts to change the status quo of how Canada is governed? (n=1516)

	Very Likely to Succeed *Top Box (8, 9 or 10 out of 10)*	Not likely to Succeed *Bottom Box (1, 2 or 3 out of 10)*	Don't know	Mean (ranking out of 10)
Alberta	13%	22%	28%	5.0
Quebec	19%	18%	25%	5.5

Successfulness in Changing the Status Quo: By Region

CPM5. Using a scale where 1 means not very successful and 10 means very successful, based on what you have read, heard or seen; how would you rate either provinces' successfulness in their efforts to change the status quo of how Canada is governed? (n=1516)

| | Very Likely to Succeed Top Box (8, 9 or 10 out of 10) | | | | Not likely to Succeed Bottom Box (1, 2 or 3 out of 10) | | | |
	Western Canada	Eastern Canada	AB	QC	Western Canada	Eastern Canada	AB	QC
Alberta	11%	14%	9%	13%	33%	17%	**43%**	12%
Quebec	22%	17%	**35%**	17%	21%	17%	21%	15%

Nearly 3 in 10 Canadians strongly feel Quebec is a threat to national unity

CPM6. Using a scale where 1 means not a threat and 10 means a very serious threat, based on what you have read, heard or seen; how would you rate either provinces' threat to national unity in Canada? (n=1516)

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	Very Serious Threat Top Box (8, 9 or 10 out of 10)	Not a Threat Bottom Box (1, 2 or 3 out of 10)	Don't know	Mean (ranking out of 10)
Alberta	16%	25%	20%	5.0
Quebec	29%	17%	17%	6.1

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Threat to National Unity: By Region

CPM6. Using a scale where 1 means not a threat and 10 means a very serious threat, based on what you have read, heard or seen; how would you rate either provinces' threat to national unity in Canada? (n=1516)

	Very Serious Threat Top Box (8, 9 or 10 out of 10)				Not a Threat Bottom Box (1, 2 or 3 out of 10)			
	Western Canada	Eastern Canada	AB	QC	Western Canada	Eastern Canada	AB	QC
Alberta	14%	16%	17%	14%	27%	25%	**32%**	28%
Quebec	31%	28%	30%	20%	13%	18%	16%	**31%**

Just over 1 in 10 Canadians support the positions taken by Alberta or Quebec in their efforts to change provincial-federal relations

CPM6. Using a scale where 1 means strongly oppose and 10 means strongly support, based on what you have read, heard or seen; do you generally support or oppose the positions taken by either province in their efforts to make changes to the relationship between the provinces and the federal government? (n=1516)

	Strongly Support Top Box (8, 9 or 10 out of 10)	Strongly Oppose Bottom Box (1, 2 or 3 out of 10)	Don't know	Mean (ranking out of 10)
Alberta	16%	23%	28%	5.1
Quebec	12%	31%	25%	4.4

Support for Positions on Changes to Prov-Fed Relations: By Region

CPM6. Using a scale where 1 means strongly oppose and 10 means strongly support, based on what you have read, heard or seen; do you generally support or oppose the positions taken by either province in their efforts to make changes to the relationship between the provinces and the federal government? (n=1516)

	Strongly Support *Top Box (8, 9 or 10 out of 10)*				Strongly Oppose *Bottom Box (1, 2 or 3 out of 10)*			
	Western Canada	Eastern Canada	AB	QC	Western Canada	Eastern Canada	AB	QC
Alberta	**19%**	15%	27%	15%	27%	21%	29%	19%
Quebec	6%	14%	7%	26%	**39%**	28%	**41%**	16%

RESPONDENT PROFILE

RESPONDENT PROFILE

	Weighted
n=	1516
Gender	(%)
Male	49
Female	51
Age	
18 to 34	27
35 to 54	32
55 years of age or older	41
Household Income	
Less than $40,000	22
$40,000 to less than $80,000	30
$80,000 or more	38

	Weighted
n=	1516
Region	(%)
British Columbia	14
Alberta	11
MB/SK	6
Ontario	39
Quebec	23
ATLANTIC	7

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We know Canadians