Leger

POSTMEDIA-LEGER POLL

February 8, 2022

Report

Canadians & Sir John A. Macdonald – Poll Results

February 2022

Le**g**er

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We know Canadians

METHODOLOGY

METHODOLOGICAL APPROACH

Study Population
- Canadian residents, ages 18 and older.

Data Collection
- A total of n=1546 online surveys were conducted via Leger's online LEO panel.
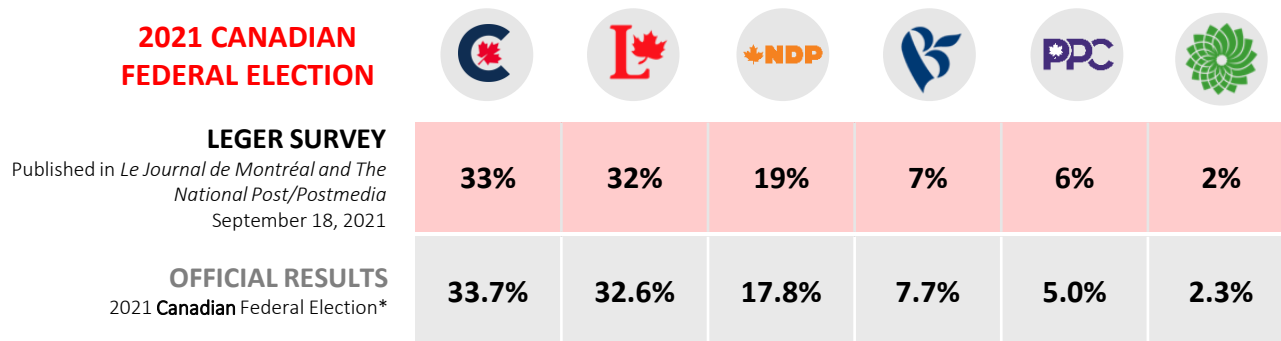- Interviews were conducted from February 4-6, 2022.

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=1546) ±2.5%, 19 times out of 20.
- Using data from the 2016 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.

METHODOLOGICAL APPROACH

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	C	L	NDP	B	PPC	
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 Canadian Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

NOTES ON READING THIS REPORT

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 that 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 Andrew Enns, Executive Vice-President at the following e-mail address: aenns@leger360.com

For any questions related to our services, or to request an interview, please contact us **by clicking here**.

Two-thirds of Canadians can correctly identify Sir John A. Macdonald as Canada's first Prime Minister

Response	Percentage
Sir John A Macdonald	66%
William Lyon Mackenzie-King	3%
Wilfred Laurier	2%
Sir Charles Tupper	1%
Jacques Cartier	1%
Alexander MacKenzie	1%
None of these individuals	12%
Don't know	15%

Q1 Please identify from the list below Canada's 1st Prime Minister. Base: *All respondents (n=1546)*
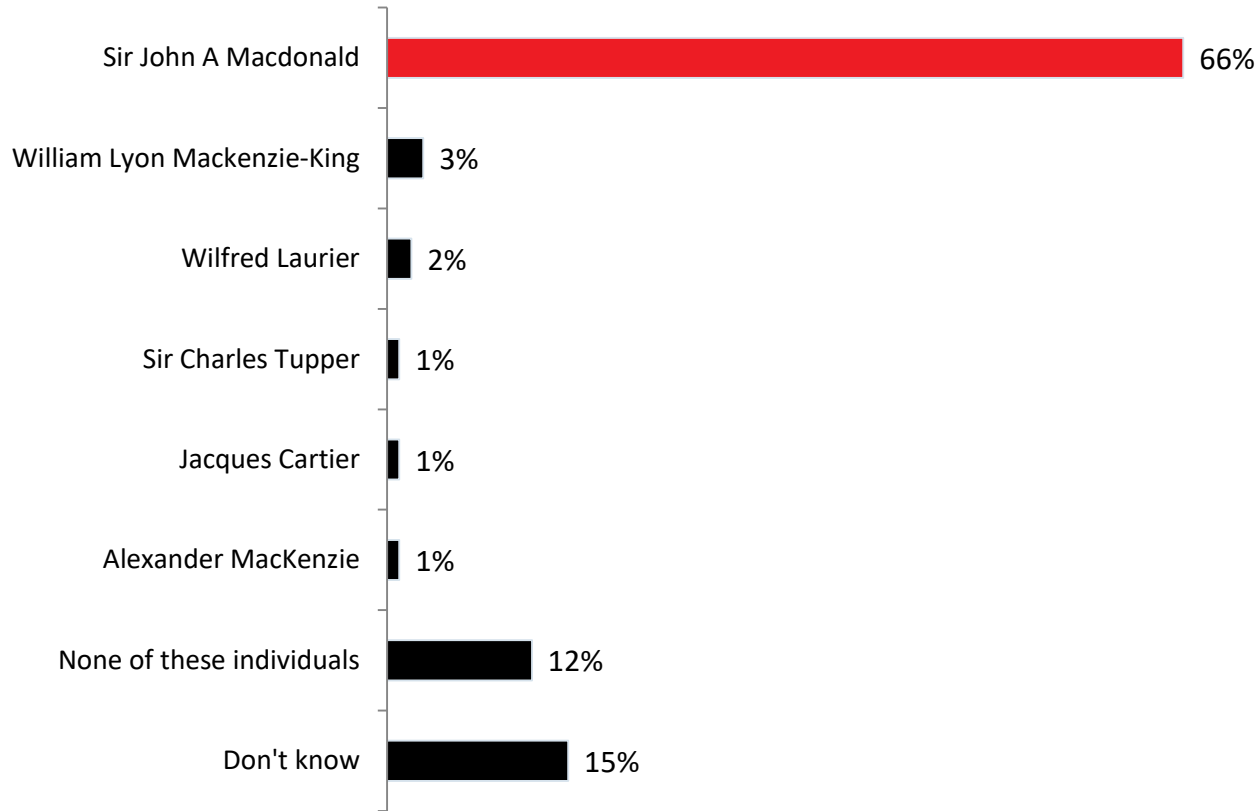
Across the Country

	Overall	Atlantic	Quebec	Ontario	Manitoba/ Saskatchewan	Alberta	British Columbia
n=	1546	104	419	606	125	136	156
Sir John A Macdonald	66%	55%	37%	79%	73%	76%	73%
William Lyon Mackenzie-King	3%	3%	3%	2%	6%	1%	3%
Wilfred Laurier	2%	3%	4%	1%	0%	1%	2%
Sir Charles Tupper	1%	0%	2%	0%	2%	0%	2%
Jacques Cartier	1%	2%	0%	2%	0%	0%	1%
Alexander MacKenzie	1%	1%	0%	0%	0%	3%	0%
None of these individuals	12%	9%	40%	3%	1%	1%	3%
Don't know	15%	27%	13%	12%	17%	19%	16%

Q1 Please identify from the list below Canada's 1st Prime Minister. Base: *All respondents (n=1546)*

Demographically

	Overall	Males	Females	18-34	35-54	55 plus	Caucasian	BIPOC
n=	1546	853	693	479	606	461	1185	333
Sir John A Macdonald	**66%**	67%	65%	58%	68%	70%	67%	61%
William Lyon Mackenzie-King	**3%**	3%	3%	4%	2%	2%	3%	2%
Wilfred Laurier	**2%**	3%	1%	2%	2%	2%	2%	2%
Sir Charles Tupper	**1%**	1%	1%	2%	1%	1%	1%	2%
Jacques Cartier	**1%**	1%	1%	2%	1%	0%	0%	4%
Alexander MacKenzie	**1%**	1%	0%	1%	1%	0%	0%	1%
None of these individuals	**12%**	10%	13%	11%	9%	14%	13%	5%
Don't know	**15%**	14%	16%	**20%**	16%	**11%**	13%	**23%**

Q1 Please identify from the list below Canada's 1st Prime Minister. Base: *All respondents (n=1546)*

A little over half of Canadians know enough about Sir John A. to have an impression of him. Of those, 67% have a favourable impression.

Overall Awareness: **57%** **50%** **19%** **38%**

	Macdonald	Riel	Macphail	Douglas
NET AWARE n =	927	830	331	613
NET TOTAL FAVOURABLE	**67%**	**76%**	**75%**	**85%**
Very Favourable	21%	22%	31%	38%
Somewhat Favourable	46%	54%	44%	47%
NET TOTAL UNFAVOURABLE	**33%**	**24%**	**24%**	**15%**
Somewhat Unfavourable	22%	17%	17%	10%
Very Unfavourable	11%	7%	7%	5%

Q2. Please indicate whether you have a favour or unfavourable impression of the following Canadian historical figures. If you do not know enough about the person just indicate so. Base: All respondents (n=1546)

NET TOTAL FAVOURABLE IMPRESSIONS – *REGIONAL RESULTS*

	Overall	Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	BC
NET TOTAL FAV. Macdonald	**67%**	74%	62%	69%	74%	73%	**56%**
NET TOTAL FAV. Riel	**76%**	70%	**90%**	75%	70%	71%	64%
NET TOTAL FAV. Macphail	**75%**	68%	70%	77%	72%	79%	79%
NET TOTAL FAV. Douglas	**85%**	88%	76%	86%	79%	92%	87%

NET TOTAL FAVOURABLE IMPRESSIONS – *DEMOGRAPHIC RESULTS*

	Overall	Male	Female	18-34	35-54	55+	Caucasian	BIPOC
NET TOTAL FAV. Macdonald	67%	70%	63%	61%	66%	72%	67%	65%
NET TOTAL FAV. Riel	76%	75%	77%	69%	76%	79%	76%	73%
NET TOTAL FAV. Macphail	75%	72%	79%	63%	76%	91%	80%	65%
NET TOTAL FAV. Douglas	85%	85%	86%	69%	85%	93%	87%	79%

A plurality of Canadians want a balanced approach that emphasizes both the positives and negatives of Canadian historical figures

I feel embarrassed that we once held these individuals in such high esteem. References to their historical role in Canada should be greatly reduced — 11%

I feel its important the whole story of these individuals—good and bad—be told, but we should not try to pretend they did not have a positive role in Canada's history — 44%

I feel its wrong to attempt to re-write or ignore history in an effort to downplay the importance of certain historical figures just because their actions at the time do not look good by today's standards — 30%

I don't know how I feel — 15%

Q3. There has been media coverage of late regarding historic figures in Canada that have been memorialized in different ways such as with statues, names of buildings or bridges, that upon closer scrutiny of their conduct, are found to have taken actions that are questionable and out-dated in nature, by today's standards. How do you feel when you are made aware of these situations? Base: *All respondents (n=1546)*
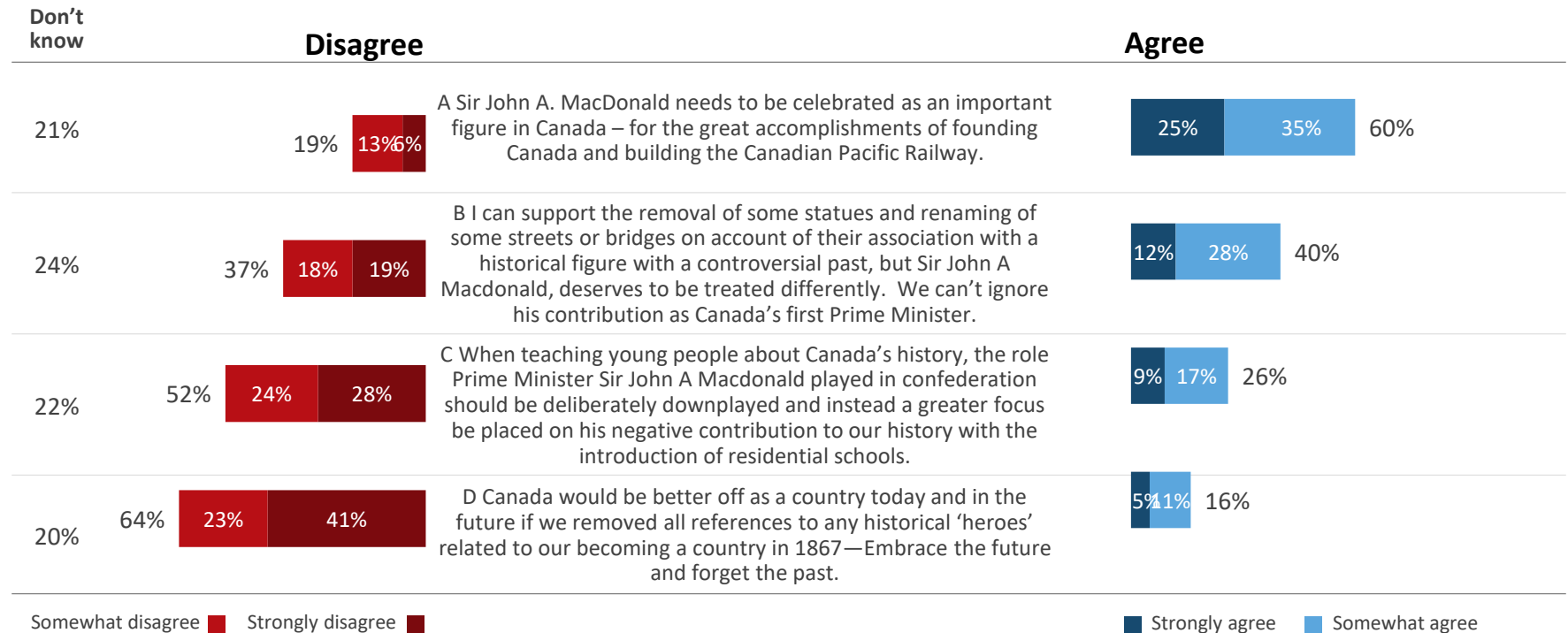
Re-Evaluating Historical Figures – *REGIONAL RESULTS*

	Overall	Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	BC
n =	1546	104	419	606	125	136	156
Feel embarrassed. References to their historical role in Canada should be greatly reduced	**11%**	10%	14%	11%	12%	9%	12%
tell the whole story of these individuals—good and bad—be told, but we should not try to pretend they did not have a positive role in Canada's history	**44%**	38%	44%	44%	37%	46%	46%
Its wrong to attempt to re-write or ignore history in an effort to downplay the importance of certain historical figures just because their actions at the time do not look good by today's standards	**30%**	33%	24%	30%	34%	33%	30%

Re-Evaluating Historical Figures – *DEMOGRAPHIC RESULTS*

![Leger logo]

	Overall	Males	Females	18-34	35-54	55 plus	Caucasian	BIPOC
n =	1546	853	693	479	606	461	1185	333
Feel embarrassed. References to their historical role in Canada should be greatly reduced	**11%**	10%	13%	19%	8%	9%	10%	18%
Tell the whole story of these individuals—good and bad—be told, but we should not try to pretend they did not have a positive role in Canada's history	**44%**	44%	43%	41%	44%	45%	43%	45%
Its wrong to attempt to re-write or ignore history in an effort to downplay the importance of certain historical figures just because their actions at the time do not look good by today's standards	**30%**	30%	33%	21%	29%	37%	32%	22%

6 in 10 Canadians feel Sir John's A's legacy should be celebrated. However, one quarter of Canadians feel his historical role should be downplayed when teaching to young people.

Don't know	Disagree		Agree

A Sir John A. MacDonald needs to be celebrated as an important figure in Canada – for the great accomplishments of founding Canada and building the Canadian Pacific Railway.
- Don't know: 21%
- Disagree: 19% (13% 6%)
- Agree: 25% 35% 60%

B I can support the removal of some statues and renaming of some streets or bridges on account of their association with a historical figure with a controversial past, but Sir John A Macdonald, deserves to be treated differently. We can't ignore his contribution as Canada's first Prime Minister.
- Don't know: 24%
- Disagree: 37% (18% 19%)
- Agree: 12% 28% 40%

C When teaching young people about Canada's history, the role Prime Minister Sir John A Macdonald played in confederation should be deliberately downplayed and instead a greater focus be placed on his negative contribution to our history with the introduction of residential schools.
- Don't know: 22%
- Disagree: 52% (24% 28%)
- Agree: 9% 17% 26%

D Canada would be better off as a country today and in the future if we removed all references to any historical 'heroes' related to our becoming a country in 1867—Embrace the future and forget the past.
- Don't know: 20%
- Disagree: 64% (23% 41%)
- Agree: 5% 11% 16%

Somewhat disagree ■   Strongly disagree ■

■ Strongly agree   ■ Somewhat agree

Q4 Below are a few statements about one such historical figure, Sir John A MacDonald, Canada's first Prime Minister. Please indicate how strongly you agree or disagree with each statement. Base: All respondents (n=1546)
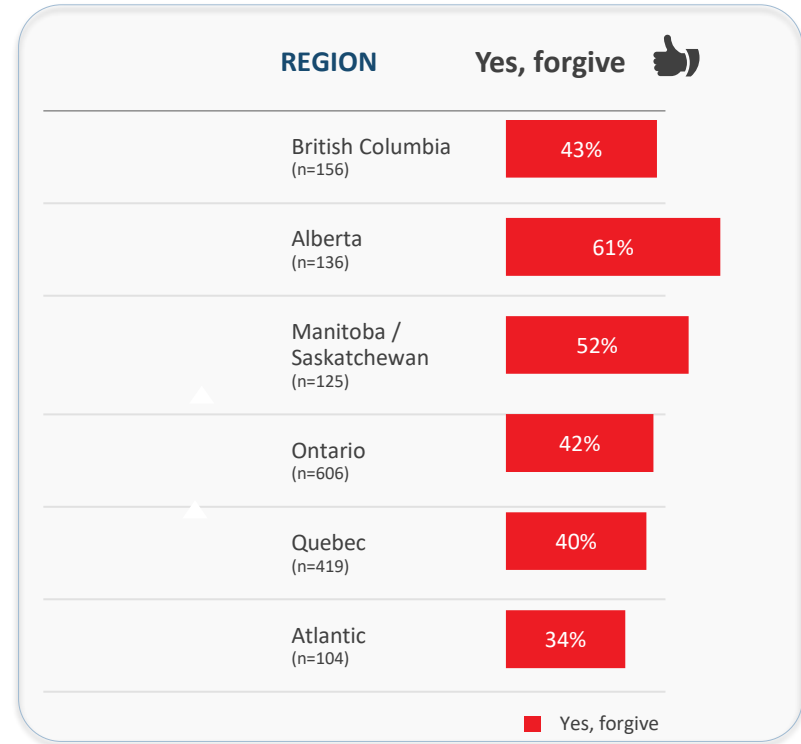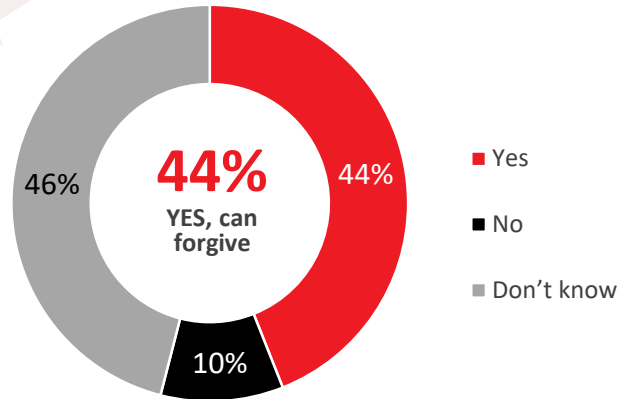
Attitudes Toward Sir John A. – *REGIONAL RESULTS*

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TOTAL AGREE	n =	Overall	Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	BC
		1546	104	419	606	125	136	156
Sir John A. MacDonald needs to be celebrated as an important figure in Canada.		60%	**53%**	**53%**	64%	60%	65%	58%
Sir John A Macdonald, deserves to be treated differently. We can't ignore his contribution as Canada's first Prime Minister.		40%	44%	39%	42%	41%	35%	37%
The role Prime Minister Sir John A Macdonald played in confederation should be deliberately downplayed and instead a greater focus be placed on his negative contribution to our history.		26%	31%	29%	24%	**16%**	31%	25%
Canada would be better off as a country today and in the future if we removed all references to any historical 'heroes'.		16%	14%	20%	16%	7%	17%	16%

Attitudes Toward Sir John A. – *DEMOGRAPHIC RESULTS*

	Overall	Males	Females	18-34	35-54	55 plus	Caucasian	BIPOC
TOTAL AGREE n =	1546	853	693	479	606	461	1185	333
Sir John A. MacDonald needs to be celebrated as an important figure in Canada.	**60%**	66%	**54%**	**46%**	60%	**70%**	62%	54%
Sir John A Macdonald, deserves to be treated differently. We can't ignore his contribution as Canada's first Prime Minister.	**40%**	44%	**36%**	40%	36%	43%	39%	42%
The role Prime Minister Sir John A Macdonald played in confederation should be deliberately downplayed and instead a greater focus be placed on his negative contribution to our history.	**26%**	28%	25%	**36%**	26%	**20%**	24%	**35%**
Canada would be better off as a country today and in the future if we removed all references to any historical 'heroes'.	**16%**	20%	13%	**23%**	16%	**12%**	14%	**26%**

44% of Canadians are prepared to forgive the past discretions of historical figures. Only 10% say they cannot.

TOTAL

44%
YES, can forgive

46%
44%
10%

- ■ Yes
- ■ No
- ■ Don't know

REGION	Yes, forgive 👍
British Columbia (n=156)	43%
Alberta (n=136)	61%
Manitoba / Saskatchewan (n=125)	52%
Ontario (n=606)	42%
Quebec (n=419)	40%
Atlantic (n=104)	34%

■ Yes, forgive

Q5 Is it possible for you to forgive the actions of certain historical figures in Canada and accept the good things they did in the development of Canada along with the bad? Base: All respondents (n=1546).

Inclination to Forgive – *DEMOGRAPHIC RESULTS*

	Overall	Males	Females	18-34	35-54	55 plus	Caucasian	BIPOC
n =	1546	853	693	479	606	461	1185	333
Yes, forgive	**44%**	53%	**35%**	**37%**	45%	48%	47%	35%
No, cannot forgive	**10%**	8%	12%	**19%**	8%	6%	9%	**15%**
Depends	**46%**	39%	**53%**	45%	47%	46%	45%	50%

RESPONDENT PROFILE

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	156	210
Alberta	136	173
Manitoba/Saskatchewan	125	101
Ontario	606	594
Quebec	419	363
Atlantic	104	106

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	853	751
Female	693	795

AGE	Unweighted	Weighted
Between 18 and 34	479	410
Between 35 and 54	606	538
55 or over	461	597

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	948	996
French	369	322
Other	226	227

The sample thus collected has a minimum weighting factor of 0.1440 and a maximum weighting factor of 4.8087. The weighted variance is 0.4448.

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

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.

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

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.