

Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

Report

Is Canada “Broken”?

January 2023

DATE 2023-01-30 PROJECT NUMBER 82823-006

Leger


We know Canadians





METHODOLOGY


Methodology

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

 From January 20-22, 2023

 1554 Canadian residents, 18 years of age or older, randomly recruited from LEO's online panel.

 Using data from the 2021 Census, results were weighted according to region, age and gender within Canada, as well as by education and presence of children in the household in order to ensure a representative sample of the population.

 For comparison purposes, a probability sample of 1522 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements. For additional information regarding this poll please contact Andrew Enns with Leger at aenns@leger360.com

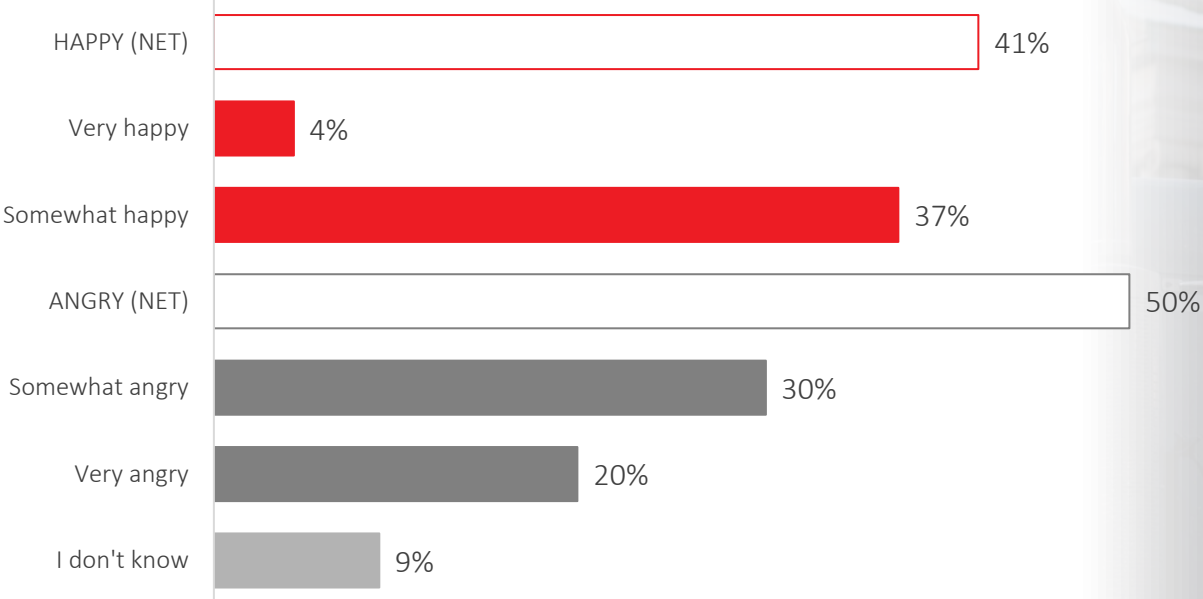


DETAILED RESULTS

Half of Canadians are angry with the way Canada is being managed today. In fact, 20% are very angry.

Q1. How would you describe how you are feeling right now when thinking how Canada is being managed today?

Base: All respondents (n=1554)



Who is angriest? It's not necessarily men, but it is more likely to be Westerners, especially Albertans (compared to Ontario, Quebec, and the Atlantic).

Q1. How would you describe how you are feeling right now when thinking how Canada is being managed today?

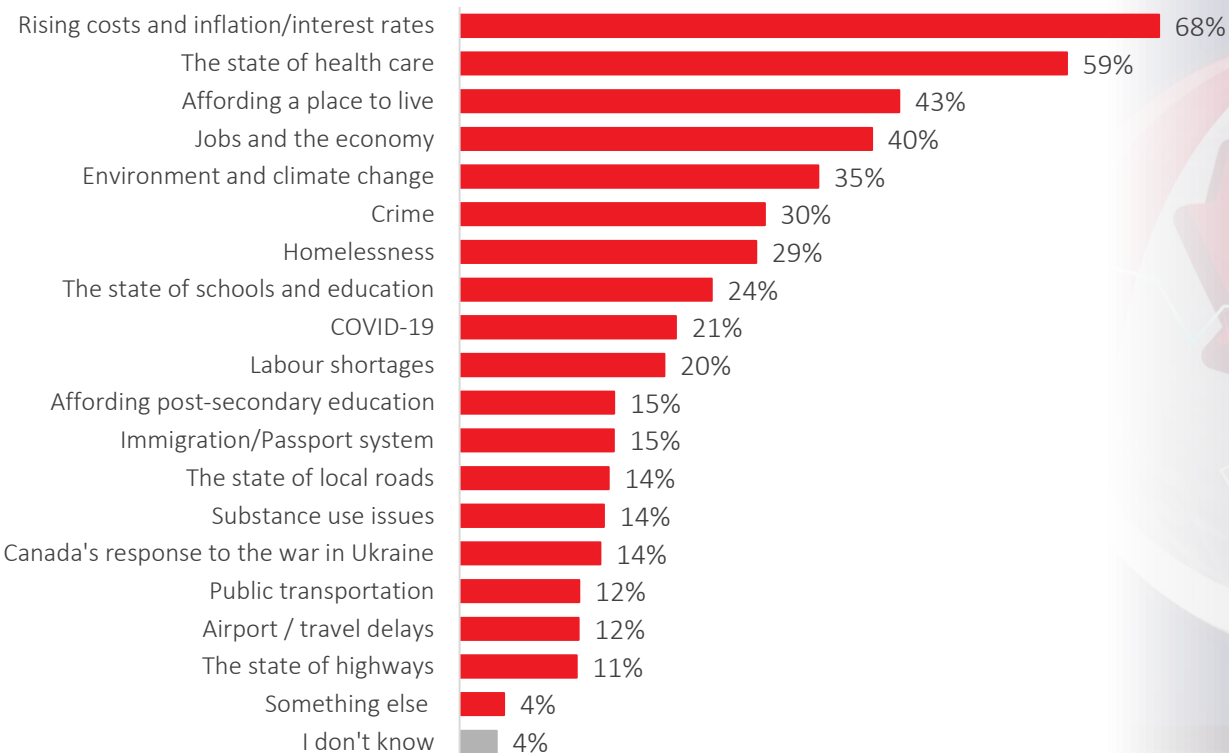
Base: All respondents (n=1554)

	Gender		Age			Region								
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1554	788	766	391	592	571	418	162	131	125	1136	612	422	102
NET: Happy	41%	44%	39%	40%	42%	43%	39%	46%	29%	40%	43%	42%	44%	42%
Very happy	4%	6%	3%	4%	5%	4%	4%	7%	2%	3%	4%	4%	6%	1%
Somewhat happy	37%	39%	36%	35%	37%	39%	34%	39%	27%	37%	38%	38%	38%	42%
NET: Angry	50%	48%	51%	49%	50%	49%	54%	49%	61%	55%	47%	49%	47%	45%
Somewhat angry	30%	26%	33%	35%	29%	27%	31%	30%	31%	33%	30%	30%	30%	28%
Very angry	20%	22%	17%	14%	22%	22%	23%	19%	30%	22%	18%	19%	17%	17%
I don't know	9%	7%	11%	11%	8%	8%	7%	5%	11%	5%	10%	10%	9%	13%

Rising costs and inflation/interest rates is the issue that is impacting Canadians most, along with the state of health care.

Q2. Thinking about the issues that impact you and your family, which of the following is the most important to you?

Base: All respondents (n=1554)



Women (vs. men) are statistically more likely to express the importance of most issues to them and their families. Eastern Canadians are more concerned about climate change and labour shortages than their Western counterparts, while Ontarians are still worried about COVID-19.

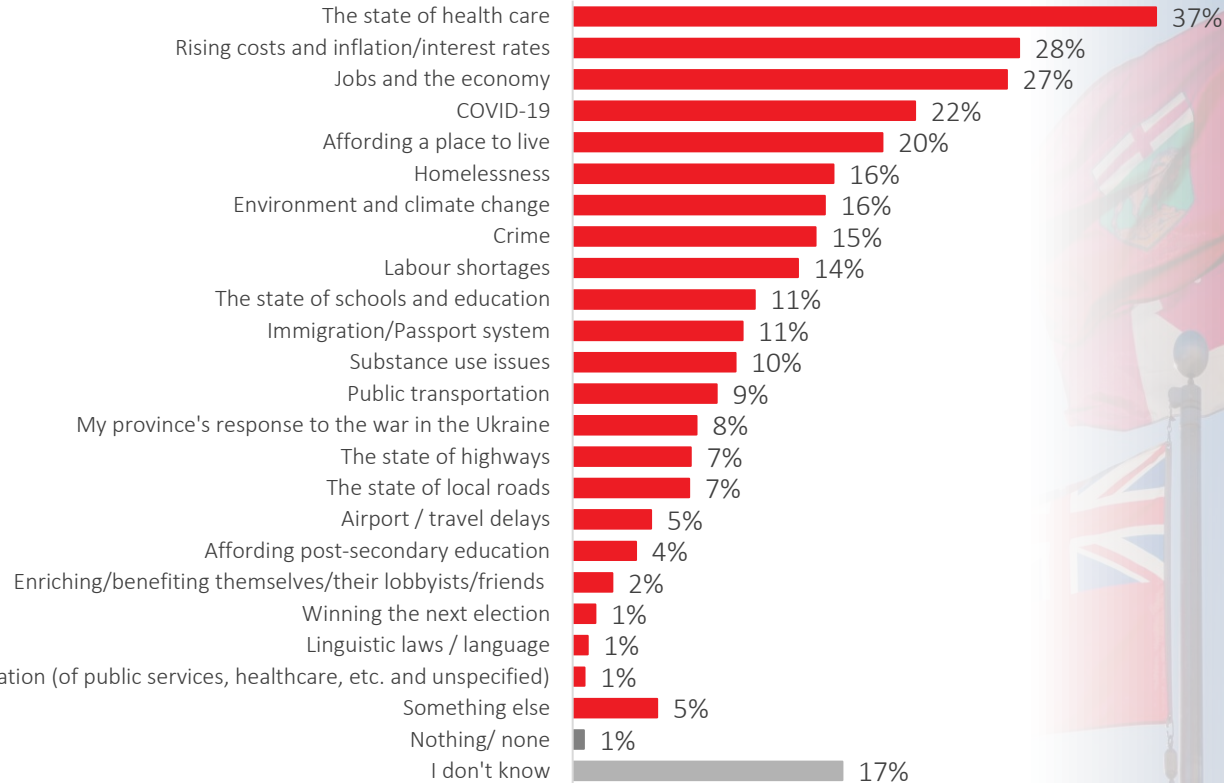
Q2. Thinking about the issues that impact you and your family, which of the following is the most important to you?

Base: All respondents (n=1554)

	Gender			Age			Region							
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1554	788	766	391	592	571	418	162	131	125	1136	612	422	102
Rising costs & inflation/interest rates	68%	62%	73%	60%	71%	70%	68%	65%	73%	70%	68%	68%	64%	74%
The state of health care	59%	55%	63%	48%	53%	70%	55%	52%	61%	53%	61%	57%	65%	62%
Affording a place to live	43%	34%	50%	47%	44%	38%	42%	44%	39%	45%	43%	46%	37%	44%
Jobs and the economy	40%	38%	42%	43%	44%	35%	42%	34%	50%	46%	39%	42%	35%	37%
Environment and climate change	35%	30%	39%	37%	26%	40%	30%	35%	28%	25%	37%	35%	38%	42%
Crime	30%	24%	35%	19%	28%	38%	31%	33%	27%	34%	29%	34%	22%	23%
Homelessness	29%	24%	34%	25%	26%	34%	28%	28%	28%	27%	29%	33%	19%	40%
The state of schools and education	24%	20%	28%	25%	25%	24%	24%	22%	28%	21%	25%	24%	26%	23%
COVID-19	21%	19%	23%	20%	18%	24%	18%	19%	16%	18%	22%	28%	14%	20%
Labour shortages	20%	16%	24%	20%	18%	21%	15%	14%	15%	19%	22%	18%	28%	26%
Affording post-secondary education	15%	11%	18%	22%	16%	10%	13%	13%	14%	13%	16%	18%	11%	19%
Immigration/Passport system	15%	14%	16%	15%	13%	16%	16%	14%	18%	18%	14%	14%	17%	7%
The state of local roads	14%	14%	15%	12%	13%	17%	13%	12%	12%	14%	15%	14%	16%	20%
Substance use issues	14%	12%	16%	15%	13%	14%	17%	22%	12%	15%	13%	14%	9%	17%
Canada's response to war in Ukraine	14%	15%	12%	12%	14%	15%	13%	10%	15%	18%	14%	13%	14%	17%
Public transportation	12%	12%	11%	17%	11%	9%	10%	8%	10%	14%	12%	15%	10%	7%
Airport / travel delays	12%	12%	12%	12%	9%	13%	16%	13%	17%	20%	10%	11%	7%	14%
The state of highways	11%	12%	11%	11%	11%	12%	9%	7%	11%	12%	12%	11%	14%	12%
Something else	4%	5%	3%	2%	5%	6%	5%	7%	4%	3%	4%	4%	4%	2%

The state of health care, along with rising costs and inflation/interest rates, and jobs/the economy are where Canadians feel their provincial government is focusing their attention.

Q3. What issue(s) do you believe that government and decision makers in your province are focused on the most?
Base: All respondents (n=1554)



Regionally, Western Canadians feel their provincial government is focused on homelessness, crime, and substance abuse issues, while Easterners believe their provincial decision-makers are more focused on labour shortages, immigration/passport issues, and their response to the war in Ukraine. Quebecers also see a focus on COVID-19 and the state of schools and education.

Q3. What issue(s) do you believe that government and decision makers in your province are focused on the most?

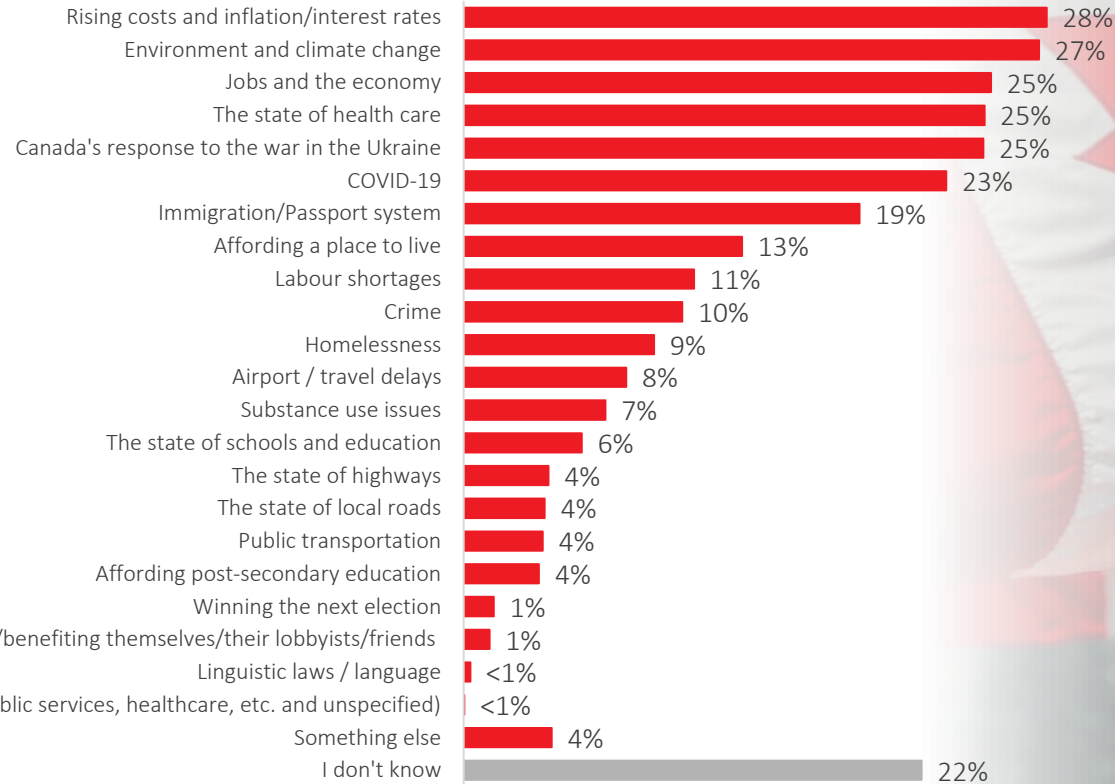
Base: All respondents (n=1554)

TOP 16 RESPONSES

	Total	Gender		Age			Region							
		Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1554	788	766	391	592	571	418	162	131	125	1136	612	422	102
The state of health care	37%	37%	36%	21%	33%	49%	37%	36%	43%	29%	36%	30%	43%	50%
Rising costs and inflation/interest rates	28%	30%	27%	23%	27%	32%	31%	26%	35%	35%	27%	25%	31%	28%
Jobs and the economy	27%	28%	27%	19%	31%	29%	28%	26%	29%	30%	27%	26%	31%	22%
COVID-19	22%	18%	25%	24%	20%	21%	18%	21%	12%	22%	23%	20%	27%	24%
Affording a place to live	20%	18%	21%	15%	18%	24%	22%	32%	14%	15%	18%	21%	14%	18%
Homelessness	16%	15%	18%	14%	14%	20%	24%	38%	11%	14%	13%	14%	9%	21%
Environment and climate change	16%	15%	17%	11%	16%	19%	18%	22%	14%	18%	15%	14%	16%	14%
Crime	15%	17%	14%	12%	15%	18%	21%	29%	11%	21%	13%	14%	12%	5%
Labour shortages	14%	14%	15%	11%	13%	17%	10%	10%	9%	12%	16%	11%	24%	18%
The state of schools and education	11%	13%	10%	8%	10%	15%	10%	8%	11%	11%	12%	10%	16%	12%
Immigration/Passport system	11%	8%	13%	11%	11%	11%	7%	7%	3%	11%	12%	9%	20%	7%
Substance use issues	10%	10%	11%	9%	9%	12%	18%	28%	11%	10%	7%	8%	6%	3%
Public transportation	9%	10%	8%	12%	9%	7%	9%	14%	4%	9%	9%	9%	10%	3%
My province's response to war in Ukraine	8%	5%	10%	9%	8%	7%	5%	4%	4%	9%	9%	9%	10%	6%
The state of highways	7%	9%	6%	8%	7%	8%	6%	6%	2%	10%	8%	10%	5%	10%
The state of local roads	7%	10%	5%	7%	7%	8%	7%	7%	6%	7%	8%	6%	8%	16%

Canadians believe the federal government is focusing most on rising costs and inflation/interest rates, environment/climate change, jobs/the economy, the state of health care, and our response to the war in Ukraine.

Q4. What issue(s) do you believe that government and decision makers in the federal government are focused on the most?
Base: All respondents (n=1554)



Regionally, Western Canadians feel the federal government is focused on substance abuse issues, while Easterners believe the feds are more focused on labour shortages (especially among Quebecers). Older Canadians (aged 55+) are more likely to believe that the federal government is focused on many of these issues.

Q4. What issue(s) do you believe that government and decision makers in the federal government are focused on the most?

Base: All respondents (n=1554)

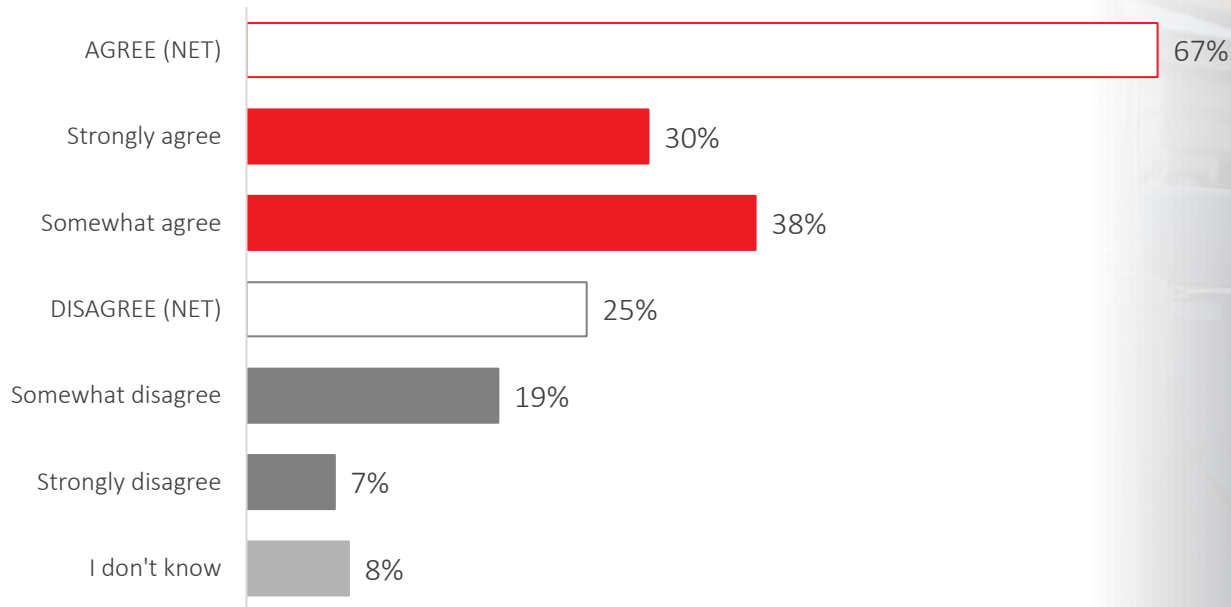
TOP 14 RESPONSES

	TOP 14 RESPONSES													
	Total	Gender		Age			Region							
n=	1554	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
Rising costs and inflation/interest rates	28%	29%	26%	17%	26%	36%	26%	29%	21%	28%	28%	28%	27%	33%
Environment and climate change	27%	29%	26%	15%	24%	38%	29%	21%	39%	27%	26%	28%	24%	26%
Jobs and the economy	25%	23%	26%	19%	25%	29%	25%	29%	22%	22%	25%	23%	28%	25%
The state of health care	25%	25%	25%	15%	20%	35%	24%	24%	24%	23%	25%	23%	26%	32%
Canada's response to the war in Ukraine	25%	23%	26%	20%	24%	28%	26%	22%	34%	20%	24%	23%	25%	28%
COVID-19	23%	21%	24%	22%	21%	24%	21%	24%	18%	22%	23%	22%	24%	28%
Immigration/Passport system	19%	19%	18%	17%	16%	22%	16%	14%	16%	21%	20%	18%	22%	24%
Affording a place to live	13%	13%	13%	8%	16%	14%	13%	15%	14%	9%	13%	16%	8%	15%
Labour shortages	11%	10%	11%	9%	8%	14%	8%	7%	7%	11%	12%	8%	19%	12%
Crime	10%	10%	11%	8%	10%	12%	11%	16%	5%	9%	10%	11%	10%	9%
Homelessness	9%	8%	10%	7%	9%	10%	10%	14%	4%	12%	8%	10%	4%	14%
Airport / travel delays	8%	9%	7%	4%	8%	10%	9%	8%	9%	10%	7%	9%	5%	5%
Substance use issues	7%	6%	7%	8%	5%	7%	11%	17%	6%	7%	5%	5%	5%	3%
The state of schools and education	6%	5%	6%	6%	7%	5%	5%	3%	6%	6%	6%	6%	6%	4%

Two-thirds agree with the statement made by a Canadian politician who stated that "it feels like everything is broken in this country right now."

Q5. Recently a Canadian politician stated that "it feels like everything is broken in this country right now." To what extent do you agree or disagree with this statement?

Base: All respondents (n=1554)



It's not just the angry old man from Alberta who agrees that the country is "broken". Women are statistically more likely to agree here, while men disagree, and it's the 18-54 age group that is driving this feeling of brokenness. Yes, those in the West are more in agreement, but this sentiment is seen across the country.

Q5. Recently a Canadian politician stated that "it feels like everything is broken in this country right now." To what extent do you agree or disagree with this statement?

Base: All respondents (n=1554)

	Gender		Age			Region								
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1554	788	766	391	592	571	418	162	131	125	1136	612	422	102
NET: Agree	67%	64%	70%	70%	73%	61%	70%	65%	73%	74%	66%	70%	59%	69%
Strongly agree	30%	27%	32%	29%	35%	26%	36%	30%	41%	39%	27%	32%	19%	25%
Somewhat agree	38%	37%	38%	42%	37%	35%	34%	36%	32%	35%	39%	38%	39%	45%
NET: Disagree	25%	28%	22%	20%	19%	33%	26%	34%	20%	19%	25%	22%	30%	24%
Somewhat disagree	19%	19%	18%	16%	15%	23%	17%	21%	16%	12%	19%	16%	25%	16%
Strongly disagree	7%	9%	4%	4%	4%	10%	9%	13%	4%	7%	5%	5%	5%	8%
I don't know	8%	8%	8%	10%	8%	6%	4%	1%	7%	6%	9%	8%	11%	7%

Detailed Methodology

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 450,000 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 panelists 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.

Detailed Methodology

Weighted and Unweighted Sample

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

Region	Unweighted	Weighted
British Columbia	216	162
Alberta	172	131
MB/SK	100	125
Ontario	602	612
Quebec	359	422
Atlantic Canada	104	102

GENDER	Unweighted	Weighted
Male	788	757
Female	766	797

AGE	Unweighted	Weighted
Between 18 and 34	391	414
Between 35 and 55	592	501
55 or over	571	640

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
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 | PHILADELPHIA

OUR CREDENTIALS



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.

Leger

We know Canadians

