

Report

RELATIONSHIP BETWEEN CANADA AND THE U.S.

LE JOURNAL DE MONTRÉAL LE JOURNAL DE QUÉBEC

NATIONAL POST

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METHODOLOGY

METHODOLOGICAL APPROACH



METHOD

A web-based survey was conducted with a representative sample of 1,527 Canadians and 1,006 Americans. Respondents had to be able to speak either English or French and were randomly recruited using LEO's online panel.



WHEN?

Data was collected from 17 to 19 March 2023.



MARGIN OF ERROR

Typically, a margin of error on a non-probability sample drawn from a panel is not provided, but for comparison, the margin of error for a sample of 1,527 respondents is $\pm 2.5\%$, 19 times out of 20 and a sample of 1,006 respondents is $\pm 3.1\%$, 19 times out of 20.



WEIGHTING

Results were weighted by gender, age, mother tongue, region, education and presence of children in the household to ensure a representative sample of the Canadian and U.S. population.



SIGNIFICANT DIFFERENCES

Numbers in **green** and **red** in the sub-group tables indicate greater significant difference from the overall.



ROUNDED DATA

Note that numbers have been rounded. However, numbers before rounding are used to calculate the amounts presented. Thus, the sums may not correspond to the manual addition of the numbers presented.



QUESTIONS?

If you have any questions regarding the data presented in this report, please contact Andrew Enns, Executive Vice-President, Central Canada at the following email address: aenns@leger360.com

A more detailed methodology is presented in the Appendix.

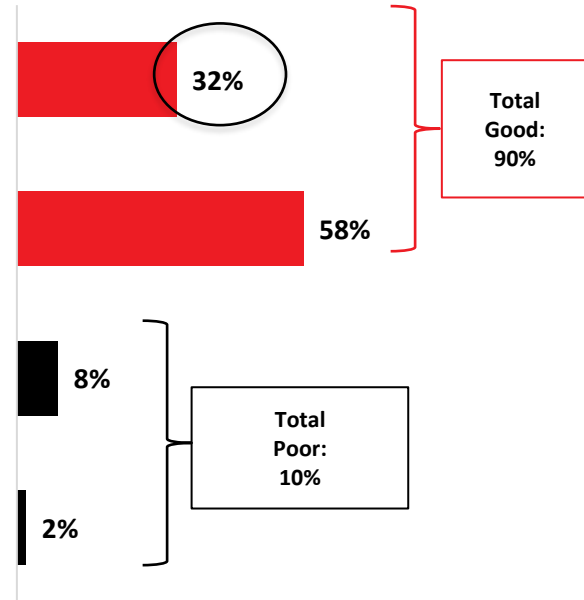
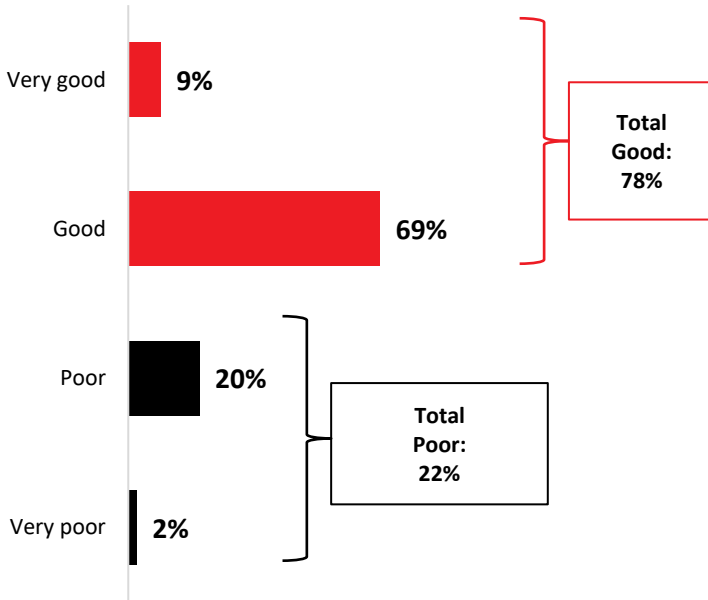
An illustration of a hand holding a red and white megaphone. The hand is wearing a brown suit sleeve. The megaphone is pointing towards the right, with several blue lightning bolt shapes radiating from its opening, symbolizing a powerful announcement or broadcast. The background is split into a dark teal left side and a light yellow right side.

DETAILED RESULTS

RELATIONSHIP BETWEEN CANADA AND THE U.S.

Q1. In general, how would you describe the relationship between the United States and Canada?

Base : Total respondents (Canada n=1,527/ United States n=1,006)




RELATIONSHIP BETWEEN CANADA AND THE U.S.

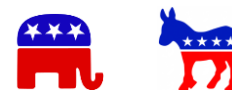
– DETAILED RESULTS


Q1. In general, how would you describe the relationship between the United States and Canada?

Base : Total respondents (Canada n=1,527/ United States n=1,006) *small base size (n<30) results indicative only and not sig tested



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
 n weighted =	1527	103	352	591	98	170	213	407	491	628	369	414	227	95
n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Total Good	78%	85%	83%	78%	68%	67%	79%	80%	77%	78%	91%	68%	84%	85%
Total Poor	22%	15%	17%	22%	32%	33%	21%	20%	23%	22%	9%	32%	16%	15%

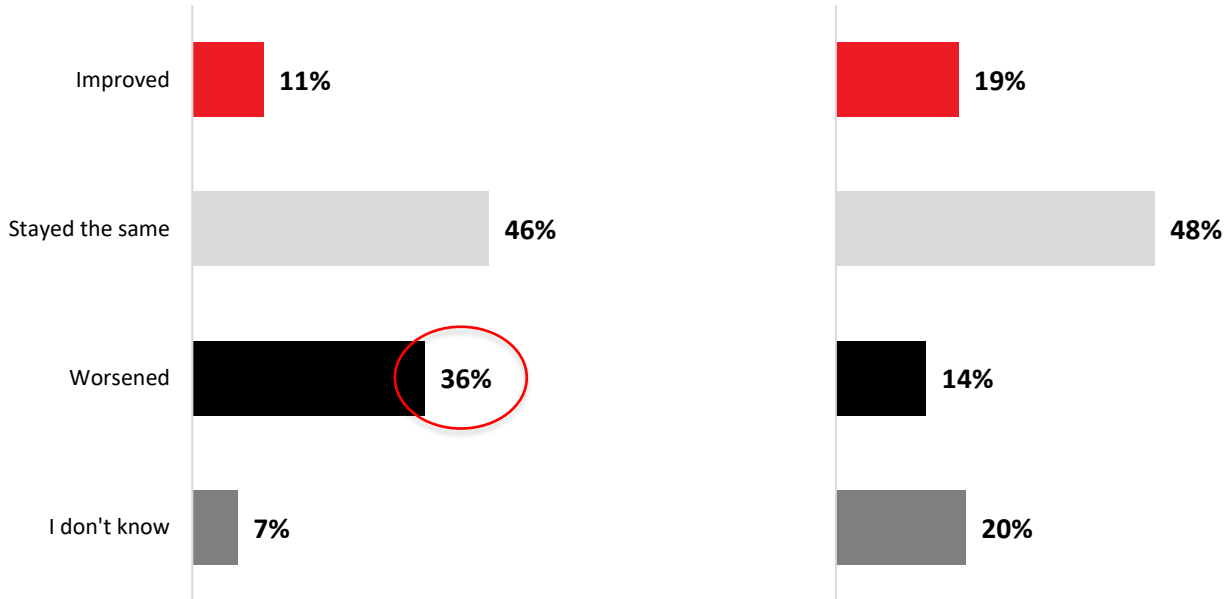


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Trump	Biden	Independent
 n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Total Good	90%	91%	89%	86%	95%	99%	85%	91%	85%	97%	99%
Total Poor	10%	9%	11%	14%	5%	1%	15%	9%	15%	3%	1%

EVOLUTION OF THE RELATIONSHIP BETWEEN THE TWO COUNTRIES

Q2. Would you say that the relationship between the United States and Canada has improved, stayed the same or worsened over the past 10 years?

Base : Total respondents (Canada n=1,527/ United States n=1,006)



EVOLUTION OF THE RELATIONSHIP BETWEEN THE TWO COUNTRIES – DETAILED RESULTS

Q2. Would you say that the relationship between the United States and Canada has improved, stayed the same or worsened over the past 10 years? Base : Total respondents (Canada n=1,527/United States n=1,006) *small base size (n<30) results indicative only and not sig tested



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n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Improved	11%	14%	11%	11%	10%	5%	12%	12%	10%	11%	20%	6%	10%	13%
Stayed the same	46%	50%	49%	47%	47%	36%	45%	51%	48%	42%	48%	42%	51%	45%
Worsened	36%	30%	32%	35%	38%	48%	40%	28%	34%	43%	29%	47%	32%	36%
I don't know	7%	6%	8%	7%	5%	10%	4%	9%	8%	5%	3%	5%	7%	6%

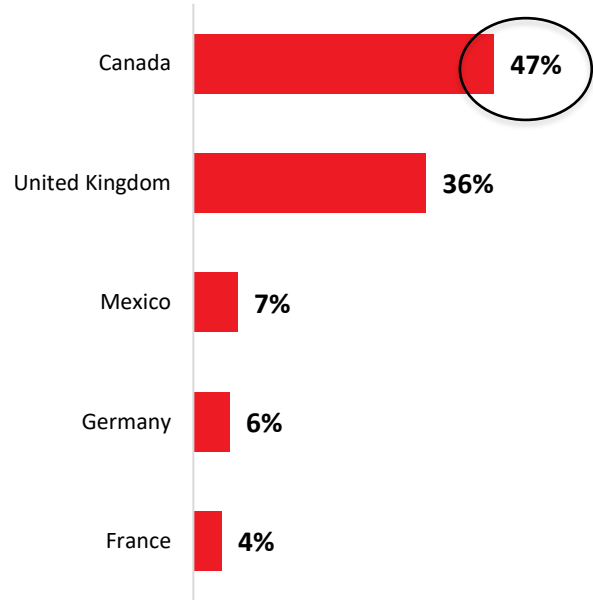
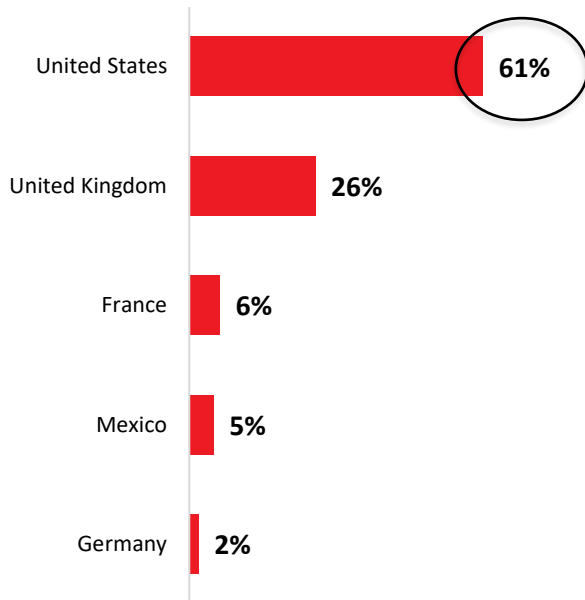


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n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Improved	19%	29%	8%	19%	20%	22%	24%	13%	16%	23%	2%
Stayed the same	48%	53%	51%	43%	51%	49%	43%	52%	46%	54%	60%
Worsened	14%	8%	15%	18%	10%	2%	13%	18%	24%	6%	5%
I don't know	20%	10%	26%	21%	19%	27%	19%	17%	15%	17%	33%

ONE'S CLOSEST ALLY...

Q3. Who do you feel is the closest ally of Canada between the United States, the United Kingdom, France, Germany or Mexico?/Who do you feel is the closest ally of the United States between Canada, the United Kingdom, France, Germany or Mexico?

Base : Total respondents (Canada n=1,527/ United States n=1,006)




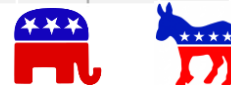
THE CLOSEST ALLY... – DETAILED RESULTS


Q3. Who do you feel is the closest ally of Canada between the United States, the United Kingdom, France, Germany or Mexico?/Who do you feel is the closest ally of the United States between Canada, the United Kingdom, France, Germany or Mexico?

Base : Total respondents (Canada n=1,527/United States n=1,006) *small base size (n=<30) results indicative only and not sig tested



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n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
United States	61%	65%	66%	59%	59%	61%	58%	58%	60%	63%	65%	64%	55%	71%
United Kingdom	26%	20%	13%	32%	25%	29%	32%	26%	27%	26%	25%	26%	35%	7%
France	6%	7%	16%	3%	2%	3%	4%	9%	6%	5%	4%	4%	5%	14%
Mexico	5%	5%	4%	4%	9%	6%	5%	5%	5%	5%	4%	4%	4%	5%
Germany	2%	2%	1%	2%	5%	1%	1%	3%	3%	1%	2%	2%	1%	2%

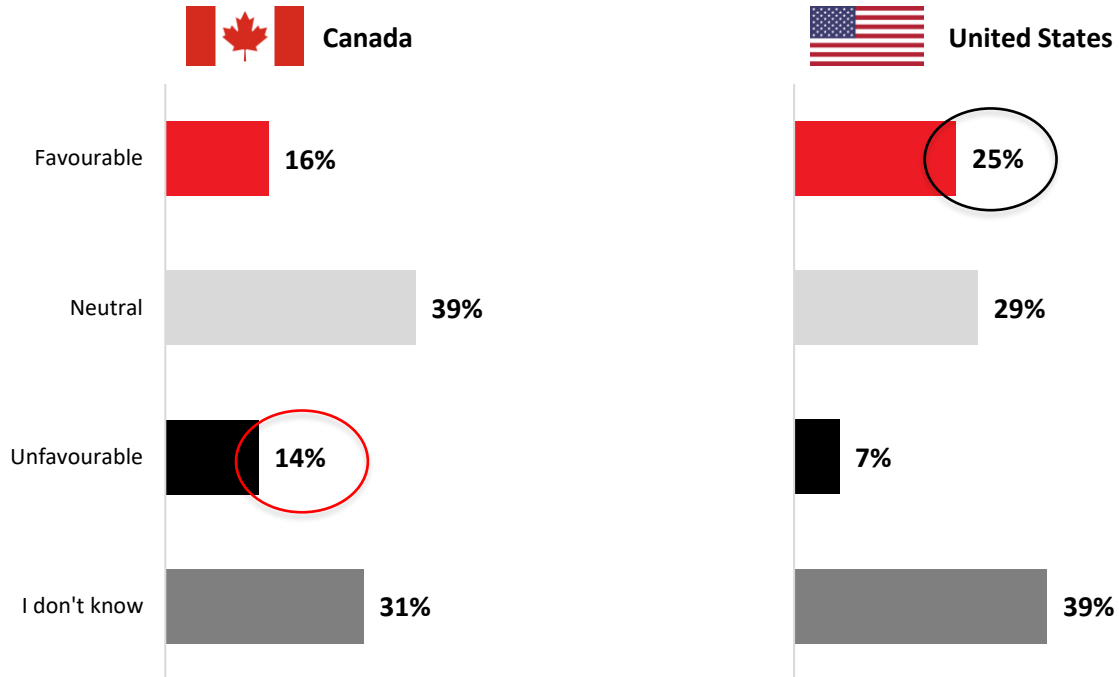


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 n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Canada	47%	54%	45%	42%	50%	52%	46%	45%	41%	53%	32%
United Kingdom	36%	37%	37%	32%	41%	36%	32%	40%	43%	33%	11%
Mexico	7%	1%	7%	13%	1%	7%	9%	6%	9%	3%	27%
Germany	6%	6%	7%	6%	5%	3%	7%	5%	6%	5%	19%
France	4%	2%	5%	6%	3%	2%	6%	4%	2%	6%	11%

OPINION OF CAN-US-MEX TRADE AGREEMENT

Q4. [CANADA] Overall, would you say the latest Canada-USA-Mexico (CUSMA) trade agreement is mostly favorable, neutral, or unfavorable to Canada?

Q4. [US] Overall, would you say the latest Canada-USA-Mexico (CUSMA) trade agreement is mostly favorable, neutral, or unfavorable to the United States? Base : Total respondents (Canada n=1,527/ United States n=1,006)




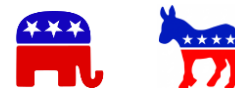
OPINION OF CUSMA – DETAILED RESULTS


Q4. Overall, would you say the latest Canada-USA-Mexico (CUSMA) trade agreement is mostly favorable, neutral, or unfavorable to Canada/to the United States?

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n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Favourable	16%	13%	16%	14%	12%	24%	18%	17%	15%	16%	26%	12%	16%	17%
Neutral	39%	41%	42%	41%	35%	29%	37%	40%	36%	40%	46%	35%	38%	41%
Unfavourable	14%	11%	12%	14%	13%	20%	17%	11%	13%	17%	8%	26%	9%	16%
I don't know	31%	35%	30%	31%	39%	27%	28%	31%	36%	27%	20%	27%	36%	26%

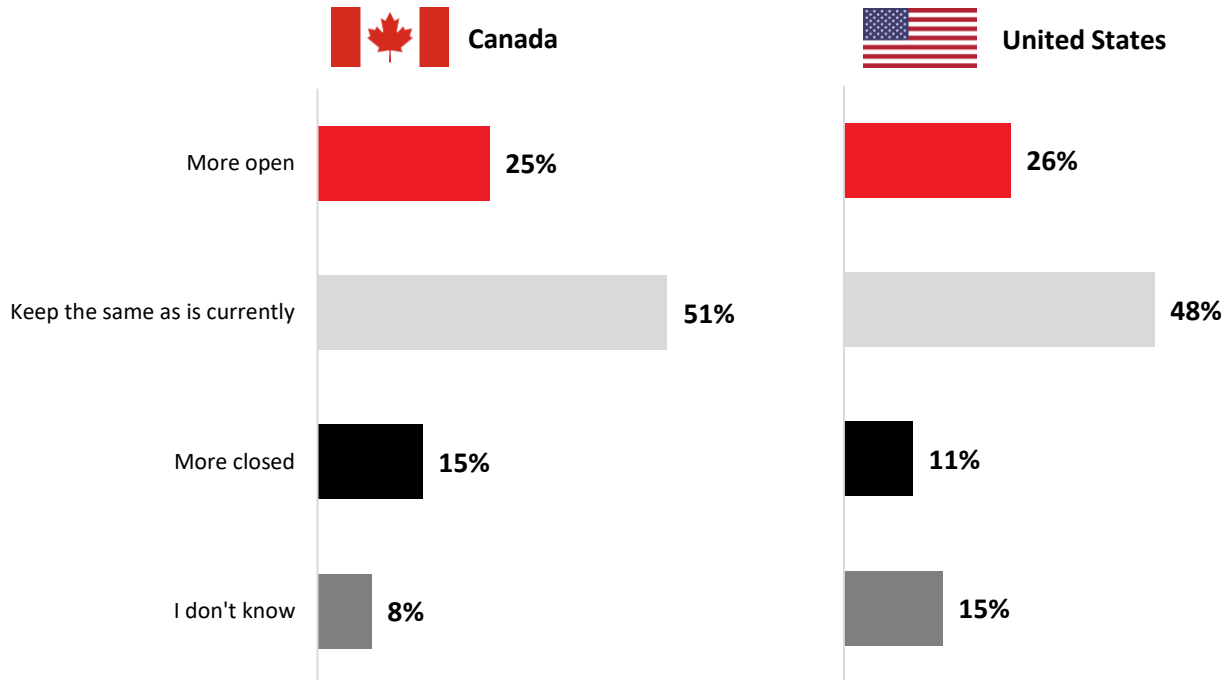


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Favourable	25%	31%	19%	26%	26%	27%	30%	21%	28%	27%	13%
Neutral	29%	26%	33%	29%	27%	33%	31%	25%	27%	29%	42%
Unfavourable	7%	5%	5%	9%	7%	3%	6%	10%	11%	3%	20%
I don't know	39%	38%	44%	36%	41%	38%	33%	45%	33%	41%	25%

IMPRESSIONS OF THE BORDER SITUATION

Q5. Do you want the borders between the United States and Canada to be more open, kept the same or more closed than what is currently the case between the two countries?

Base : Total respondents (Canada n=1,527/ United States n=1,006)




BORDER BETWEEN THE TWO COUNTRIES

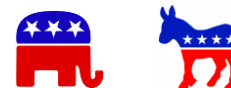
– DETAILED RESULTS


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	n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
More open		25%	19%	22%	26%	26%	33%	26%	26%	27%	24%	22%	34%	23%	21%
Keep the same as is currently		51%	60%	43%	54%	44%	47%	60%	54%	53%	49%	64%	43%	58%	36%
More closed		15%	13%	27%	12%	19%	12%	8%	8%	11%	24%	12%	17%	10%	38%
I don't know		8%	7%	8%	8%	11%	8%	7%	12%	9%	4%	3%	5%	8%	5%

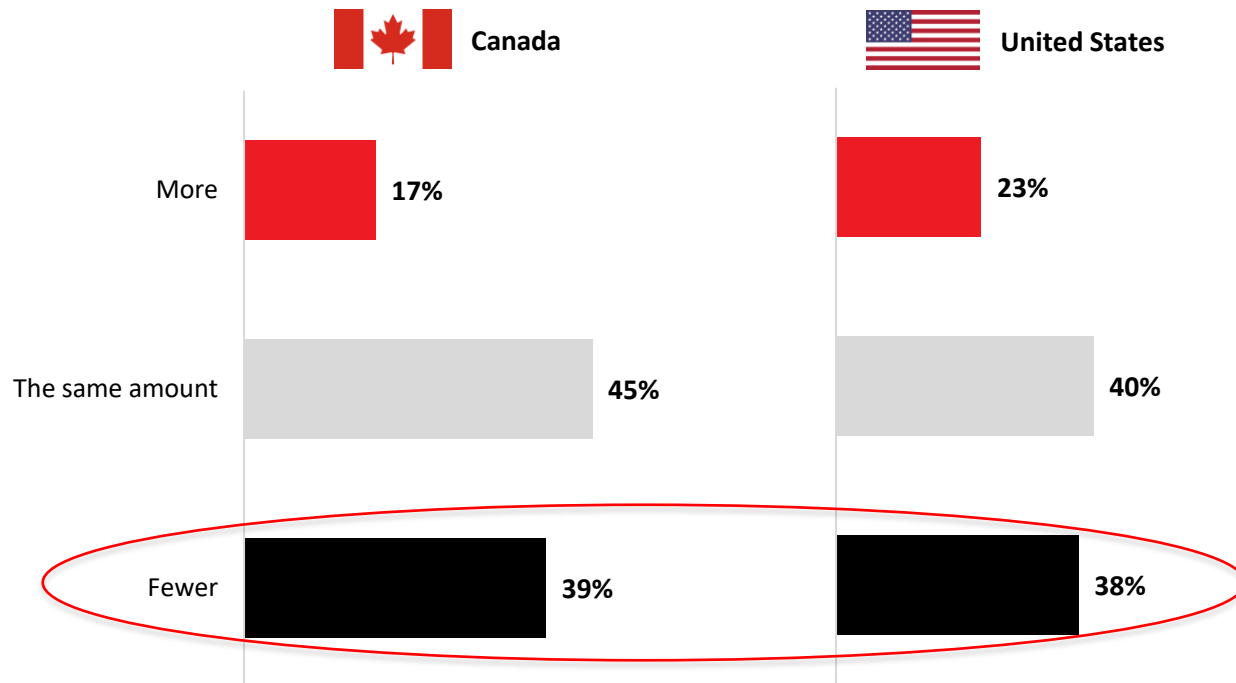


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	n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
More open		26%	31%	23%	24%	28%	29%	34%	18%	22%	30%	60%
Keep the same as is currently		48%	46%	47%	48%	51%	46%	35%	60%	48%	52%	23%
More closed		11%	9%	10%	11%	11%	6%	12%	11%	21%	4%	2%
I don't know		15%	14%	20%	17%	11%	20%	18%	11%	9%	14%	16%

SHOULD YOUR COUNTRY ACCEPT MORE OR FEWER IMMIGRANTS

Q6. Would you like Canada/the United States to accept more, the same amount or fewer immigrants than in the past?

Base : Total respondents (Canada n=1,527/ United States n=1,006)



ACCEPTING IMMIGRANTS COMPARED TO PAST

– DETAILED RESULTS

Q6. Would you like Canada/the United States to accept more, the same amount or fewer immigrants than in the past?

Base : Total respondents (Canada n=1,527/United States n=1,006) *small base size (n<30) results indicative only and not sig tested



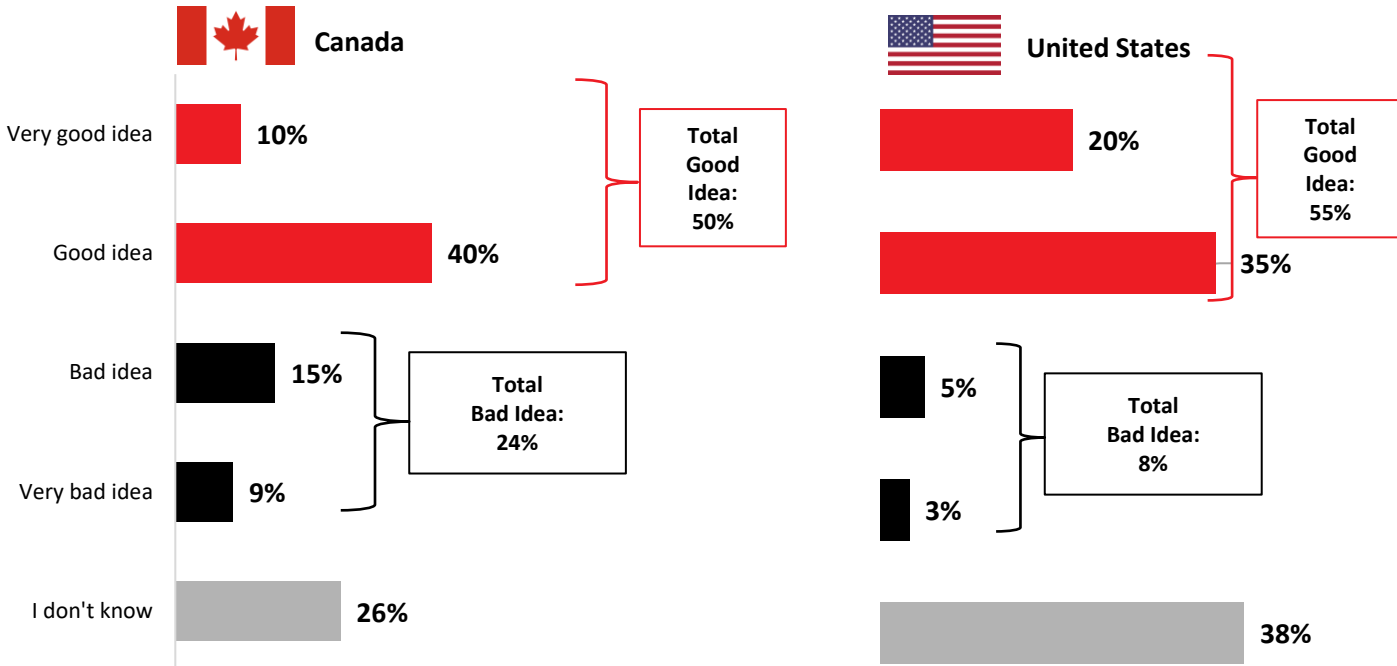
		TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
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	n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
More		17%	18%	16%	15%	15%	20%	21%	22%	14%	15%	26%	10%	23%	10%
The same amount		45%	53%	44%	44%	41%	42%	46%	54%	43%	39%	56%	34%	52%	38%
Fewer		39%	29%	40%	42%	44%	38%	33%	23%	43%	46%	18%	56%	25%	52%

		TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Trump	Biden	Independent
	n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
	n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
More		23%	13%	26%	26%	21%	30%	31%	13%	13%	31%	50%
The same amount		40%	51%	41%	33%	43%	50%	44%	33%	26%	46%	27%
Fewer		38%	36%	32%	42%	36%	20%	25%	54%	61%	23%	23%

CANADA & HUMANITARIAN MISSION TO HAITI

Q7. Do you think it is a good or bad idea that Canada leads a mission to address the humanitarian and security crisis in Haiti?

Base : Total respondents (Canada n=1,527/ United States n=1,006)




HUMANITARIAN MISSION TO HAITI


– DETAILED RESULTS

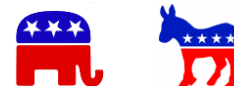
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n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Total Good Idea	50%	56%	49%	53%	44%	41%	49%	58%	50%	44%	64%	38%	61%	55%
Total Bad Idea	24%	19%	27%	22%	28%	30%	22%	16%	23%	31%	18%	38%	11%	29%

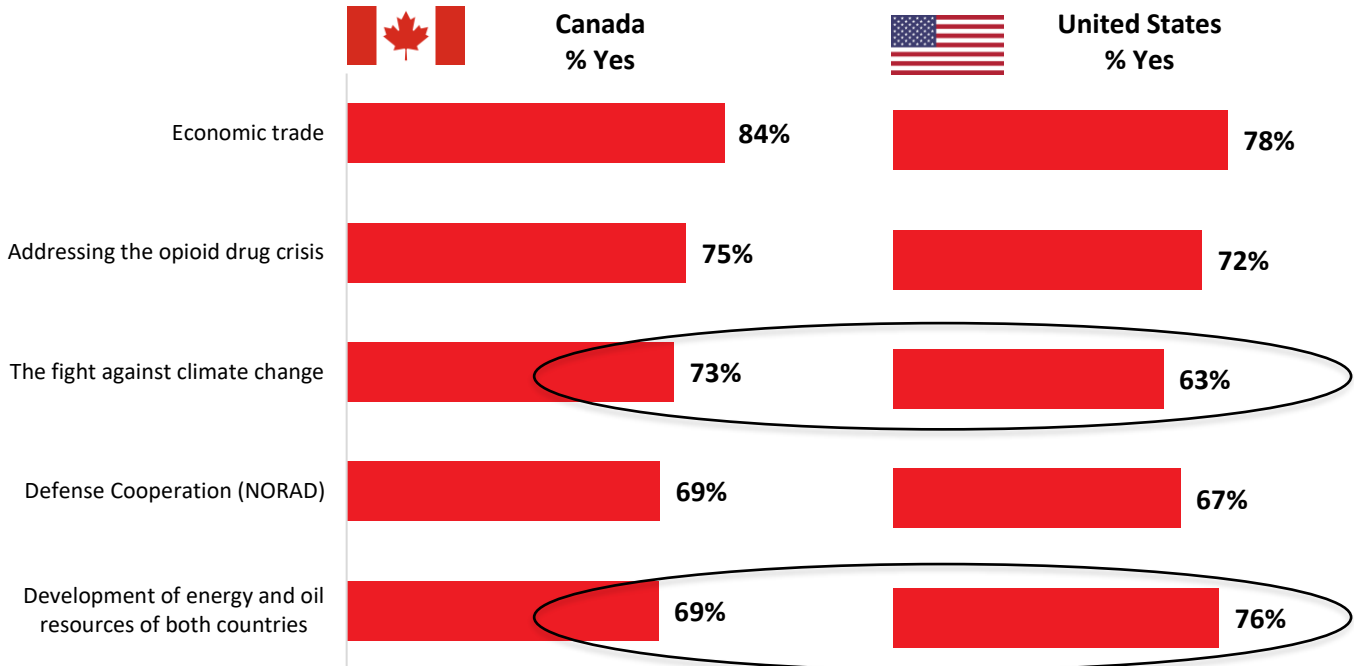
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 n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Total Good Idea	55%	67%	52%	56%	47%	51%	62%	50%	43%	73%	69%
Total Bad Idea	8%	7%	4%	10%	7%	7%	4%	11%	13%	4%	4%



COLLABORATION IN THE FOLLOWING AREAS

Q8. Do you want Canada and the United States to strengthen their relationship in the following areas?

Base : Total respondents (Canada n=1,527/ United States n=1,006)



COLLABORATION IN THE FOLLOWING AREAS

– DETAILED RESULTS

Q8. Do you want Canada and the United States to strengthen their relationship in the following areas?

Base : Total respondents (Canada n=1,527/United States n=1,006) *small base size (n<=30) results indicative only and not sig tested



n weighted =
n unweighted =

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
	1527	103	352	591	98	170	213	407	491	628	369	414	227	95
	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Economic trade	84%	84%	85%	84%	81%	84%	83%	72%	84%	92%	88%	91%	80%	89%
Addressing the opioid drug crisis	75%	82%	73%	74%	78%	74%	78%	68%	72%	82%	78%	75%	83%	75%
The fight against climate change	73%	73%	83%	73%	58%	62%	72%	68%	71%	76%	87%	51%	87%	91%
Defense Cooperation (NORAD)	69%	72%	68%	70%	62%	70%	72%	52%	67%	82%	79%	76%	69%	69%
Development of energy and oil resources of both countries	69%	82%	61%	72%	69%	77%	61%	62%	68%	75%	69%	82%	60%	62%



n weighted =
n unweighted =

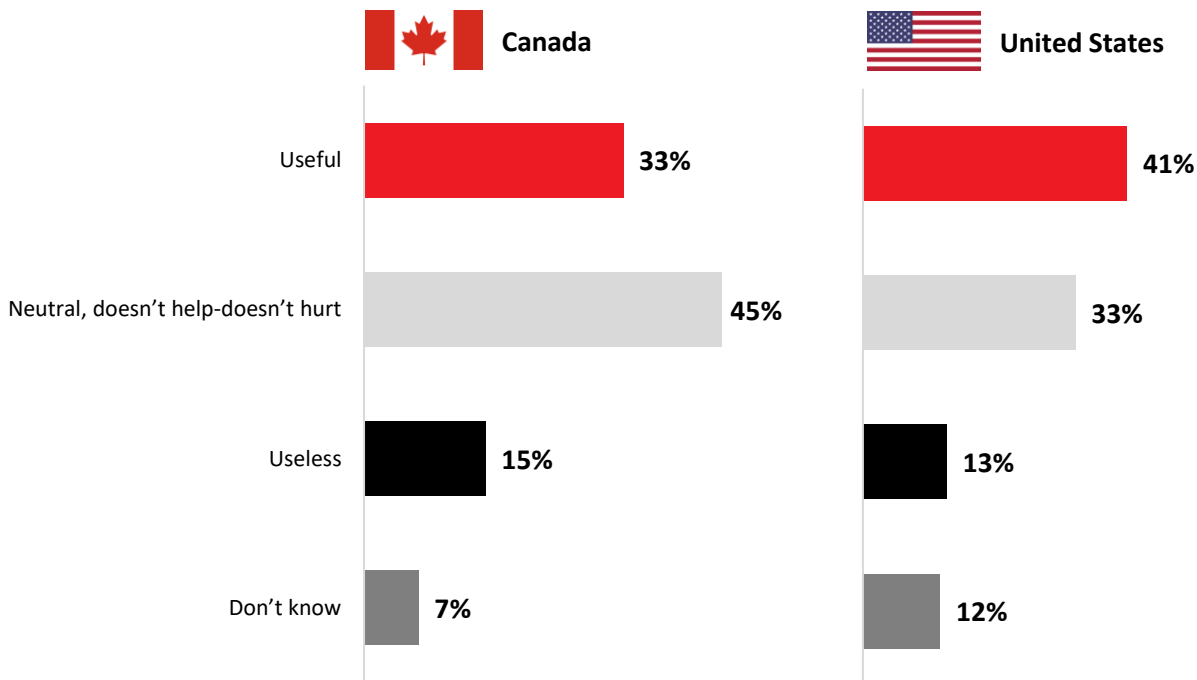
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Economic trade	78%	81%	76%	74%	84%	67%	75%	84%	80%	77%	78%
Addressing the opioid drug crisis	72%	73%	69%	68%	79%	59%	69%	79%	75%	71%	74%
The fight against climate change	63%	61%	63%	58%	70%	68%	67%	57%	44%	79%	57%
Defense Cooperation (NORAD)	67%	72%	66%	64%	68%	51%	65%	74%	68%	74%	56%
Development of energy and oil resources of both countries	76%	83%	72%	75%	76%	67%	76%	80%	82%	76%	75%



PRESIDENT BIDEN'S VISIT TO CANADA

Q9. Do you believe that the visit of the President of the United States to Canada is useful, neutral or useless when it comes to improving the relationship between our two countries?

Base : Total respondents (Canada n=1,527/ United States n=1,006)



IMPRESSION OF PRESIDENT BIDEN'S VISIT

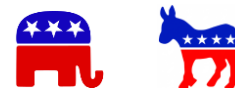
– DETAILED RESULTS

Q9. Do you believe that the visit of the President of the United States to Canada is useful, neutral or useless when it comes to improving the relationship between our two countries?

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	n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Useful		33%	30%	36%	33%	29%	30%	33%	25%	34%	37%	49%	28%	31%	41%
Neutral, doesn't help - doesn't hurt		45%	52%	48%	43%	39%	40%	50%	53%	41%	43%	40%	44%	57%	50%
Useless		15%	12%	9%	17%	21%	24%	14%	10%	18%	17%	7%	26%	9%	5%
Don't know		7%	5%	7%	7%	11%	7%	4%	12%	7%	4%	3%	2%	4%	4%

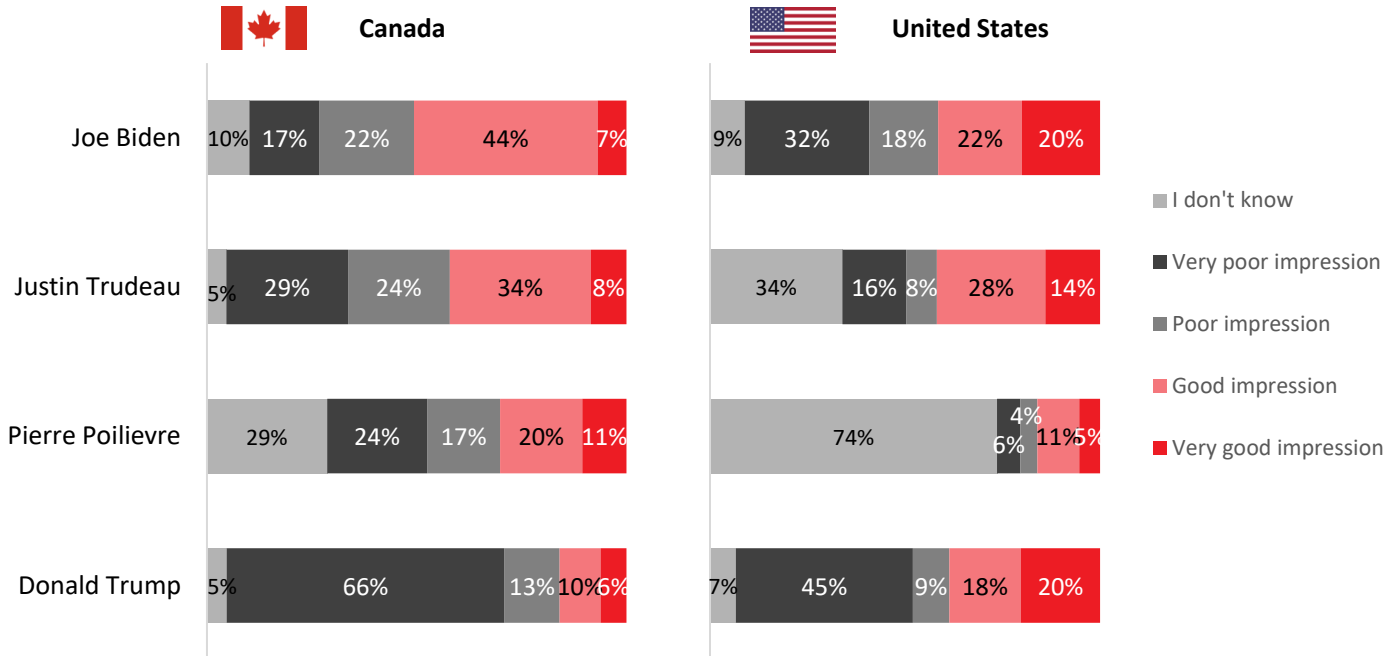


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	n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Useful		41%	51%	30%	44%	39%	32%	47%	40%	30%	59%	16%
Neutral, doesn't help – doesn't hurt		33%	31%	38%	31%	32%	44%	32%	30%	32%	30%	51%
Useless		13%	10%	11%	15%	16%	4%	9%	21%	27%	3%	28%
Don't know		12%	8%	21%	10%	12%	21%	12%	10%	12%	8%	5%

IMPRESSION OF POLITICAL FIGURES

Q10. Do you have a positive or negative impression of the following individuals? If you do not know enough about one of them to answer, please indicate so.

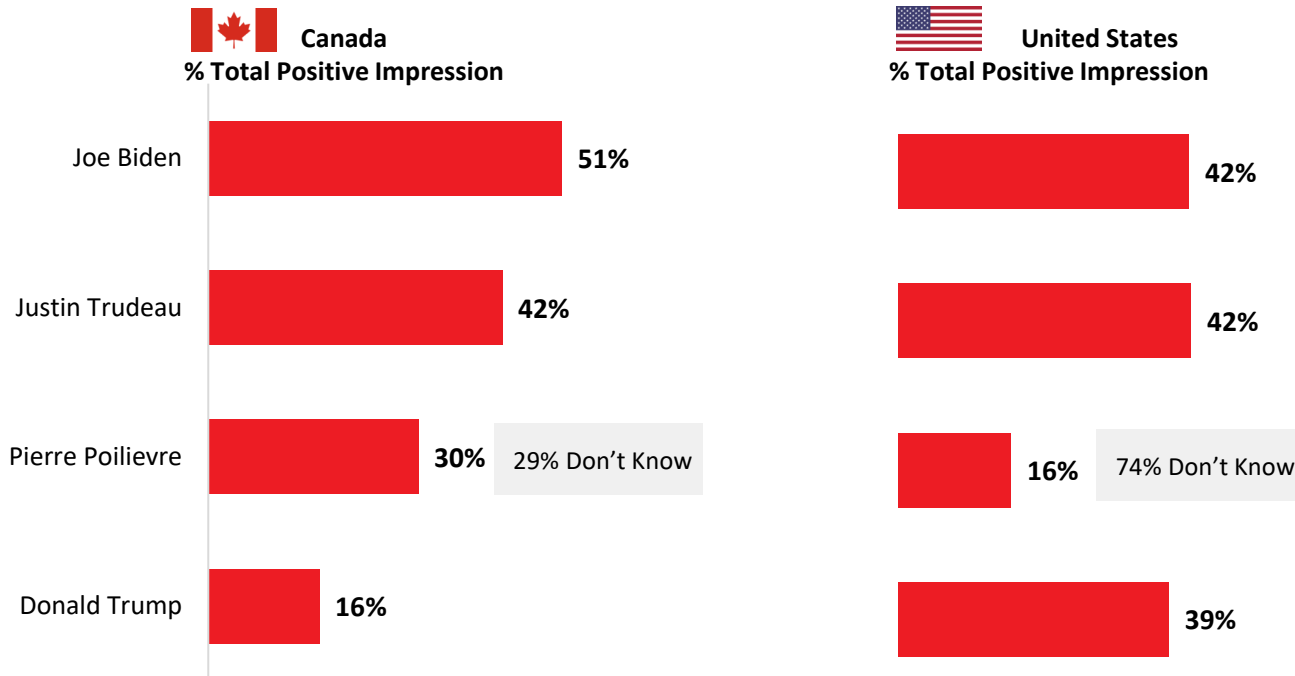
Base : Total respondents (Canada n=1,527/ United States n=1,006)



IMPRESSION OF POLITICAL FIGURES

Q10. Do you have a positive or negative impression of the following individuals? If you do not know enough about one of them to answer, please indicate so.

Base : Total respondents (Canada n=1,527/ United States n=1,006)



IMPRESSION OF POLITICAL FIGURES

– DETAILED RESULTS

Q10. Do you have a positive or negative impression of the following individuals? If you do not know enough about one of them to answer, please indicate so.

Base : Total respondents (Canada n=1,527/United States n=1,006) *small base size (n<30) results indicative only and not sig tested



% Total Positive Impression		TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
	n weighted =	1527	103	352	591	98	170	213	407	491	628	369	414	227	95
	n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Joe Biden		51%	45%	63%	49%	41%	40%	49%	37%	46%	63%	74%	32%	59%	78%
Justin Trudeau		42%	50%	47%	45%	31%	30%	37%	46%	40%	41%	90%	11%	48%	31%
Pierre Poilievre		30%	34%	19%	31%	41%	42%	29%	28%	31%	30%	12%	79%	7%	17%
Donald Trump		16%	14%	12%	15%	29%	22%	14%	21%	19%	10%	9%	31%	5%	9%



% Total Positive Impression		TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Trump	Biden	Independent
	n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
	n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Joe Biden		42%	48%	40%	40%	41%	34%	42%	44%	6%	83%	41%
Justin Trudeau		42%	48%	45%	39%	40%	35%	43%	44%	31%	65%	37%
Pierre Poilievre		16%	19%	18%	16%	12%	17%	27%	7%	15%	20%	31%
Donald Trump		39%	32%	39%	44%	35%	35%	42%	37%	79%	9%	51%

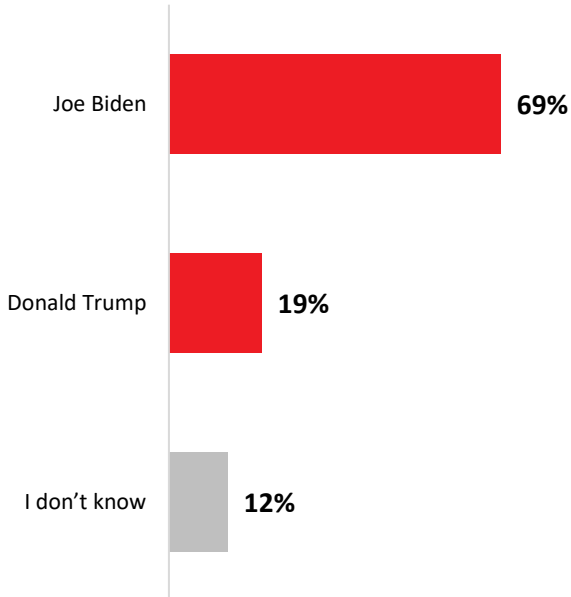
PREFERRED LEADER FOR THE NEIGHBOURING COUNTRY



Canada

Q11. Would you prefer having Joe Biden or Donald Trump as President of the United States ?

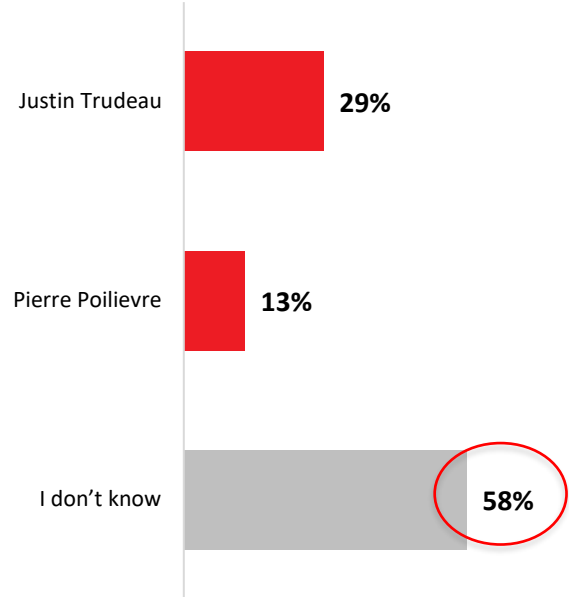
Base : Total Canadian respondents (n=1,527)



United States

Q11. Would you prefer having Pierre Poilievre or Justin Trudeau as Prime Minister of Canada? ?

Base : Total American respondents (n=1,006)



PREFERRED LEADER FOR THE NEIGHBOURING COUNTRY – DETAILED RESULTS

Q11. Would you prefer having Joe Biden or Donald Trump as President of the United States?

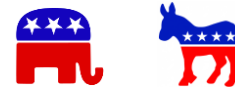
Base : Total Canadian respondents (n=1,527) *small base size (n<30) results indicative only and not sig tested



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
n weighted =	1527	103	352	591	98	170	213	407	491	628	369	414	227	95
n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Joe Biden	69%	70%	80%	64%	54%	58%	77%	55%	65%	80%	84%	48%	89%	91%
Donald Trump	19%	15%	12%	21%	28%	27%	17%	26%	22%	12%	9%	41%	5%	5%
I don't know	12%	15%	8%	15%	18%	14%	7%	18%	13%	8%	8%	11%	6%	4%

Q11. Would you prefer having Pierre Poilievre or Justin Trudeau as Prime Minister of Canada?

Base : Total American respondents (n=1,006)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Trump	Biden	Independent
n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Justin Trudeau	29%	31%	28%	33%	23%	28%	36%	24%	20%	45%	31%
Pierre Poilievre	13%	16%	10%	15%	10%	5%	14%	14%	23%	8%	2%
I don't know	58%	53%	62%	53%	67%	68%	50%	62%	57%	48%	68%

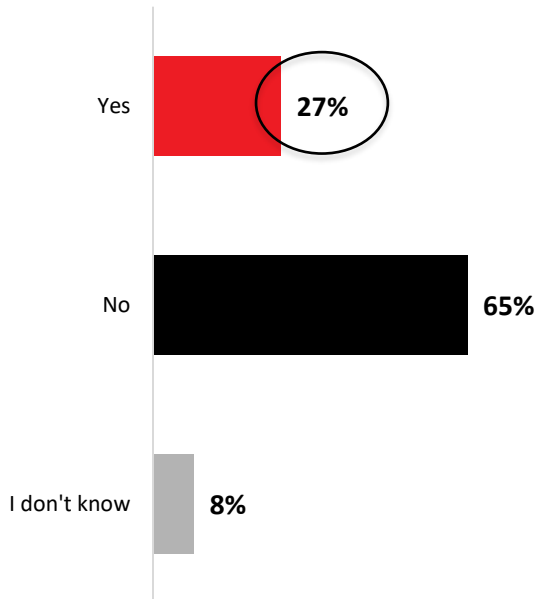
CONSIDER LIVING IN THE OTHER COUNTRY



Canada

Q12. Would you ever consider living in the United States?

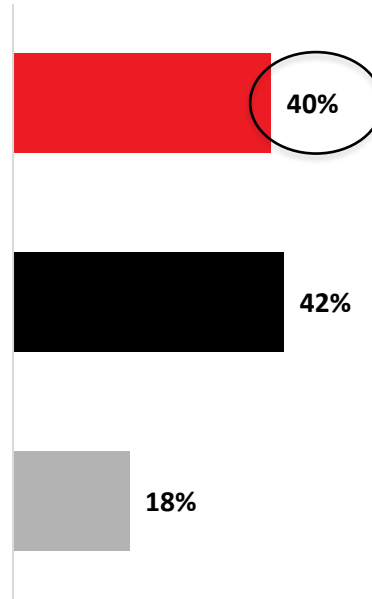
Base : Total Canadian respondents (n=1,527)



United States

Q12. Would you ever consider living in Canada?

Base : Total American respondents (n=1,006)



LIVING IN THE OTHER COUNTRY


– DETAILED RESULTS

Base : Total Canadian respondents (n=1 527) *small base size (n=<30) results indicative only and not sig tested

Q12. Would you ever consider living in the United States?

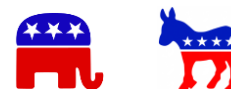
Base : Total American respondents (n=1,006)




	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
 n weighted =	1527	103	352	591	98	170	213	407	491	628	369	414	227	95
n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Yes	27%	19%	16%	30%	29%	33%	32%	31%	29%	21%	22%	41%	21%	14%
No	65%	72%	77%	63%	61%	56%	57%	58%	61%	73%	70%	52%	73%	80%
I don't know	8%	9%	8%	7%	10%	11%	11%	11%	9%	6%	8%	7%	6%	6%

Q12. Would you ever consider living in Canada?

Base : Total American respondents (n=1,006)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Trump	Biden	Independent
 n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Yes	40%	35%	37%	41%	43%	43%	55%	27%	33%	42%	60%
No	42%	49%	38%	44%	36%	34%	33%	52%	52%	37%	34%
I don't know	18%	15%	25%	15%	21%	23%	12%	22%	15%	21%	5%

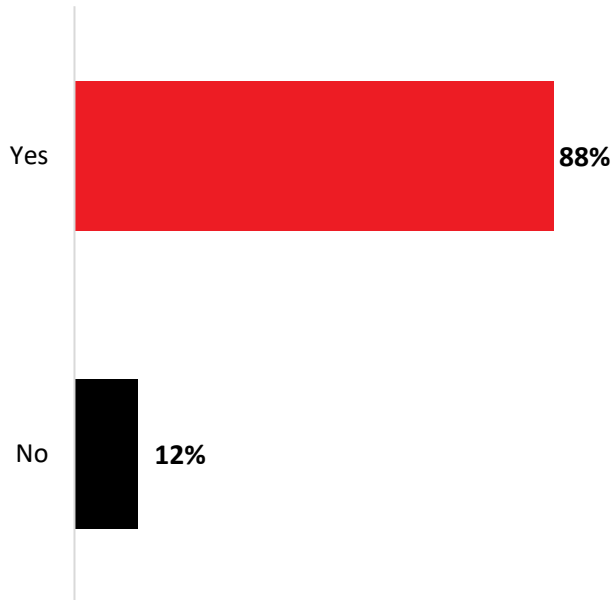
VISITED THE OTHER COUNTRY



Canada

Q13. Have you ever visited the United States?

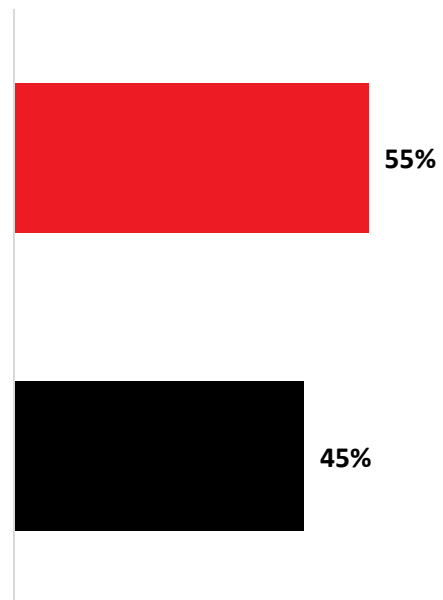
Base : Total Canadian respondents (n=1,527)



United States

Q13. Have you ever visited Canada?

Base : Total American respondents (n=1,006)



VISITED THE OTHER COUNTRY

– DETAILED RESULTS

Base : Total Canadian respondents (n=1,527) *small base size (n<30) results indicative only and not sig tested

Q13. Have you ever visited the United States?

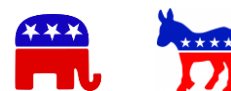
Base : Total American respondents (n=1,006)



		TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	LIB	CPC	NPD	BQ
	n weighted =	1527	103	352	591	98	170	213	407	491	628	369	414	227	95
	n unweighted =	1527	102	412	606	125	126	156	352	586	589	384	410	213	106
Yes		88%	81%	86%	90%	87%	87%	91%	79%	86%	97%	90%	92%	90%	91%
No		12%	19%	14%	10%	13%	13%	9%	21%	14%	3%	10%	8%	10%	9%

Q13. Have you ever visited Canada?

Base : Total American respondents (n=1,006)



		TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Trump	Biden	Independent
	n weighted =	1006	163	203	387	253	174	373	459	385	405	18*
	n unweighted =	1006	216	239	307	244	51	243	712	392	446	26*
Yes		55%	61%	64%	45%	59%	33%	53%	64%	63%	56%	76%
No		45%	39%	36%	55%	41%	67%	47%	36%	37%	44%	24%

A hand in a brown suit sleeve holds a red and white megaphone. The megaphone is angled towards the right, with several jagged, light blue lightning bolt shapes radiating from its opening, symbolizing power or a strong message. The background is split into a dark teal on the left and a light yellow on the right.

DETAILED METHODOLOGY

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLES

The table below shows the geographic distribution of Canadian respondents, before and after weighting.

Province	Unweighted	Weighted
British Columbia	157	215
Alberta	132	172
Manitoba/ Saskatchewan	126	99
Ontario	609	598
Quebec	420	356
Atlantic	100	104

The table below shows the geographic distribution of U.S. respondents, before and after weighting.

Region	Unweighted	Weighted
North-East	216	163
Mid-West	239	203
South	307	387
West	244	253

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLES FOR CANADA

The following tables present the demographic distribution of respondents by sex, age, language (mother tongue)

GENDER	Unweighted	Weighted
Male	826	745
Female	701	782

AGE	Unweighted	Weighted
Between 18 and 34 years	352	407
Between 35 and 55 years	586	491
55 years and older	589	628

LANGUAGE	Unweighted	Weighted
English	959	1038
French	373	301
Other	193	186

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLES FOR THE UNITED STATES

The following tables present the demographic distribution of respondents by sex and age for the United States.

GENDER	Unweighted	Weighted
Male	366	459
Female	640	547

AGE	Unweighted	Weighted
Between 18 and 34 years	51	174
Between 35 and 55 years	243	373
55 years and older	712	459

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We know Canadians

