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NORTH AMERICAN TRACKER

# Leger

August 11<sup>th</sup>, 2022  
E D I T I O N



THE CANADIAN PRESS 

## METHODOLOGICAL APPROACH

### METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Canadian Press, conducted this web survey with a representative sample of **1,509 Canadians and 1,002 Americans** over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **August 05<sup>th</sup>, 2022, to August 7<sup>th</sup>, 2022**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2016 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level, and presence of children in households. Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

## METHODOLOGICAL APPROACH

### METHODOLOGY



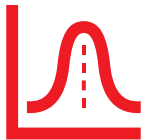
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

## METHODOLOGICAL APPROACH

### METHODOLOGY



A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error  $\pm 2.52\%$ , **19 times out of 20** for the Canadian sample and of  $\pm 3.09\%$ , **19 times out of 20** for the American sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

# METHODOLOGICAL APPROACH

## METHODOLOGY

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



### LEGER SURVEY

Published in *Le Journal de Montréal* and *The National Post/Postmedia*  
September 18, 2021

	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party	Bloc Québécois	People's Party of Canada	Green Party of Canada
LEGER SURVEY	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

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

# NOTES ON READING THIS REPORT

## METHODOLOGY



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 than 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 Christian Bourque, Associate and Executive Vice-President at the following e-mail address: [cbourque@leger360.com](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca).

For any questions related to our services, or to request an interview, please contact us [by clicking here](#).



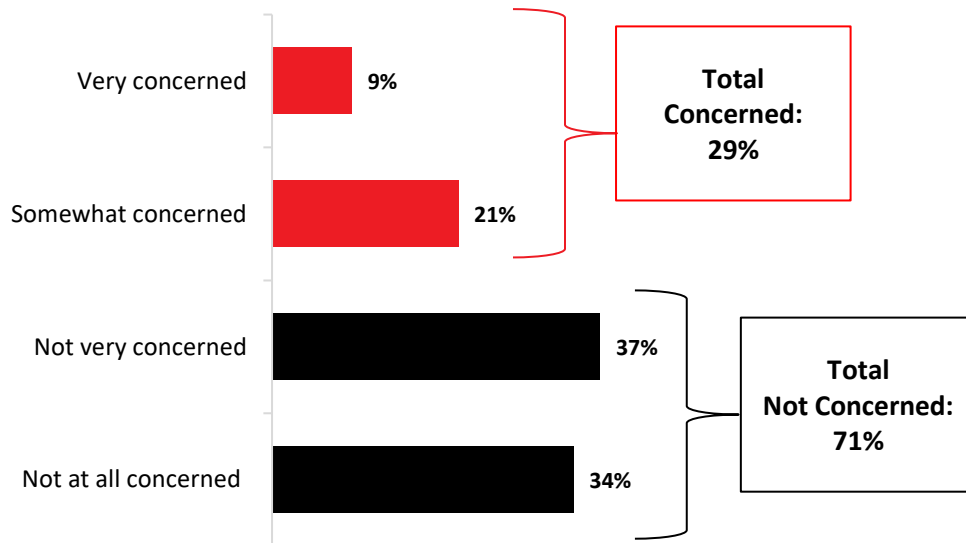
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**BACK TO WORK**

# CONCERN ABOUT LOSING JOB (1/2)

CTC1008. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=974)





# CONCERN ABOUT LOSING JOB (2/2)

**CTC1008. How concerned are you about losing your job in the next 12 months?**

Base: Respondents who are currently employed

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	866	60	203	331	51	108	114	319	382	166	369	331	153
Unweighted n=	974	69	274	384	74	82	91	375	442	157	428	365	170
<b>Total Concerned</b>	<b>29%</b>	19%	<b>16%</b>	<b>35%</b>	37%	37%	30%	33%	30%	<b>19%</b>	<b>34%</b>	30%	<b>17%</b>
Very concerned	<b>9%</b>	7%	<b>5%</b>	11%	12%	11%	5%	11%	9%	<b>5%</b>	11%	8%	<b>3%</b>
Somewhat concerned	<b>21%</b>	<b>11%</b>	<b>12%</b>	24%	25%	26%	25%	23%	21%	<b>14%</b>	23%	22%	<b>13%</b>
<b>Total Not Concerned</b>	<b>71%</b>	81%	<b>84%</b>	<b>65%</b>	63%	63%	70%	67%	70%	<b>81%</b>	<b>66%</b>	70%	<b>83%</b>
Not very concerned	<b>37%</b>	46%	33%	36%	35%	40%	39%	37%	33%	43%	36%	34%	40%
Not at all concerned	<b>34%</b>	35%	<b>51%</b>	<b>29%</b>	28%	<b>23%</b>	31%	<b>29%</b>	37%	38%	<b>29%</b>	36%	<b>43%</b>

# CONCERN ABOUT LOSING JOB (CANADA VS UNITED STATES)

CTC1008. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

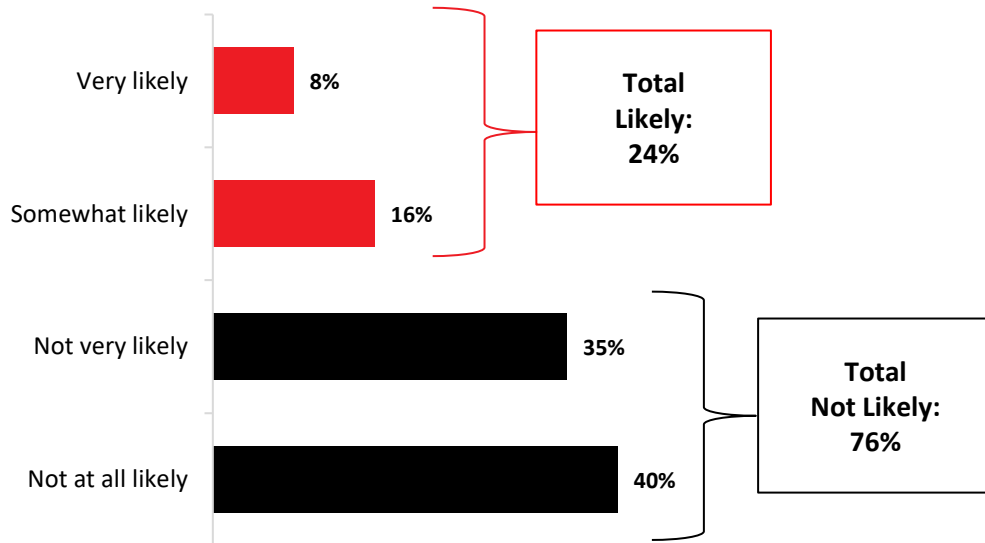


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	866	584	
Unweighted n=	974	560	
<b>Total Concerned</b>	<b>29%</b>	<b>37%</b>	8
Very concerned	9%	19%	10
Somewhat concerned	21%	18%	3
<b>Total Not Concerned</b>	<b>71%</b>	<b>63%</b>	8
Not very concerned	37%	33%	4
Not at all concerned	34%	30%	4

# LIKELIHOOD OF QUITTING JOB (1/2)

CTC1009. How likely or unlikely are you to quit your current job in the next 12 months?

Base: Respondents who are currently employed (n=974)



# LIKELIHOOD OF QUITTING JOB (2/2)

CTC1009. How likely or unlikely are you to quit your current job in the next 12 months?

Base: Respondents who are currently employed

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	866	60	203	331	51	108	114	319	382	166	369	331	153
Unweighted n=	974	69	274	384	74	82	91	375	442	157	428	365	170
<b>Total Likely</b>	<b>24%</b>	25%	<b>14%</b>	<b>28%</b>	21%	22%	33%	<b>33%</b>	21%	<b>14%</b>	24%	27%	19%
Very likely	<b>8%</b>	<b>3%</b>	<b>5%</b>	9%	6%	13%	10%	11%	7%	6%	9%	6%	9%
Somewhat likely	<b>16%</b>	22%	<b>9%</b>	19%	15%	9%	22%	<b>22%</b>	14%	<b>9%</b>	14%	<b>21%</b>	<b>11%</b>
<b>Total Not Likely</b>	<b>76%</b>	75%	<b>86%</b>	<b>72%</b>	79%	78%	67%	<b>67%</b>	79%	<b>86%</b>	76%	73%	81%
Not very likely	<b>35%</b>	38%	37%	35%	38%	36%	31%	33%	36%	39%	36%	32%	41%
Not at all likely	<b>40%</b>	38%	<b>49%</b>	37%	41%	42%	37%	<b>34%</b>	43%	47%	40%	42%	40%

# LIKELIHOOD OF QUITTING JOB (CANADA VS UNITED STATES)

CTC1009. How likely or unlikely are you to quit your current job in the next 12 months?

Base: Respondents who are currently employed

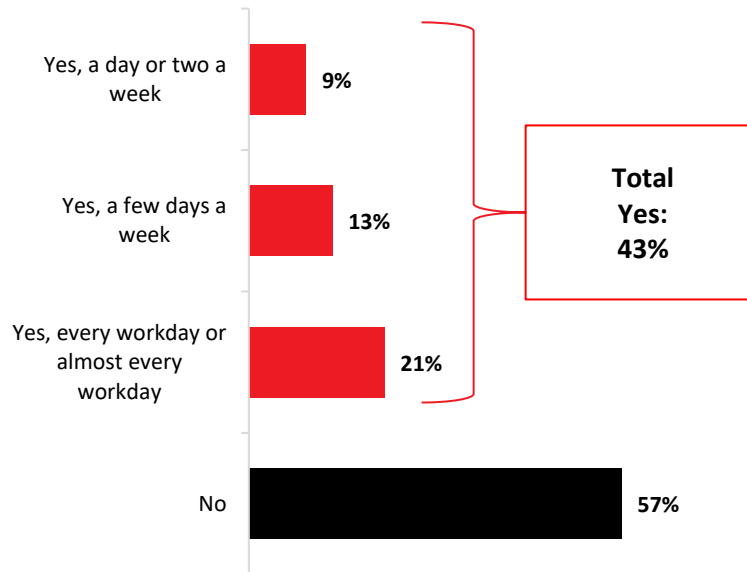


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	866	584	
Unweighted n=	974	560	
<b>Total Likely</b>	24%	25%	1
Very likely	8%	11%	3
Somewhat likely	16%	14%	2
<b>Total Not Likely</b>	76%	75%	1
Not very likely	<b>35%</b>	<b>30%</b>	5
Not at all likely	40%	45%	5

# WORKING FROM HOME (1/2)

**CTC1010. Does your job currently allow you to work from home?**

Base: Respondents who are currently employed (n=974)



# WORKING FROM HOME (2/2)

**CTC1010. Does your job currently allow you to work from home?**

Base: Respondents who are currently employed

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	866	60	203	331	51	108	114	319	382	166	369	331	153
Unweighted n=	974	69	274	384	74	82	91	375	442	157	428	365	170
<b>Total Yes</b>	<b>43%</b>	<b>27%</b>	41%	<b>48%</b>	<b>27%</b>	40%	48%	44%	42%	41%	45%	<b>50%</b>	<b>24%</b>
Yes, a day or two a week	9%	4%	11%	7%	11%	7%	13%	10%	9%	6%	11%	9%	4%
Yes, a few days a week	13%	8%	11%	16%	4%	15%	10%	14%	13%	11%	12%	17%	8%
Yes, every workday or almost every workday	21%	15%	19%	24%	11%	18%	24%	20%	21%	24%	23%	23%	12%
No	57%	73%	59%	52%	73%	60%	52%	56%	58%	59%	55%	50%	76%

# WORKING FROM HOME (CANADA VS UNITED STATES)

CTC1010. Does your job currently allow you to work from home?

Base: Respondents who are currently employed



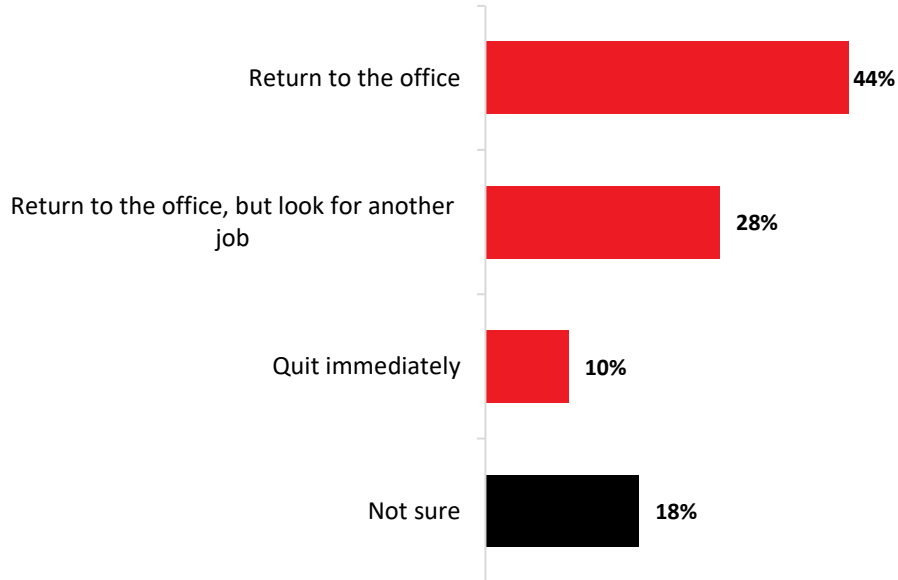
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	866	584	
Unweighted n=	974	560	
<b>Total Yes</b>	43%	47%	4
Yes, a day or two a week	9%	11%	2
Yes, a few days a week	13%	13%	-
Yes, every workday or almost every workday	21%	22%	1
<b>No</b>	57%	53%	4



# GOING BACK TO THE OFFICE FULL-TIME (1/2)

CTC1011. If your employer mandated you to return to the office full-time in the very near future, would you...

Base: Respondents who have a job that allows them to work from home (n=480)



# GOING BACK TO THE OFFICE FULL-TIME (2/2)

**CTC1011. If your employer mandated you to return to the office full-time in the very near future, would you...**



Base: Respondents who have a job that allows them to work from home

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	369	16	83	158	14	43	54	139	162	68	166	164	37
Unweighted n=	480	24	130	212	28	41	45	186	221	73	227	202	49
Return to the office	44%	67%	38%	42%	58%	47%	43%	38%	49%	44%	40%	46%	42%
Return to the office, but look for another job	28%	11%	32%	28%	33%	18%	32%	34%	28%	16%	30%	27%	27%
Quit immediately	10%	16%	10%	8%	8%	16%	11%	11%	7%	14%	10%	11%	4%
Not sure	18%	6%	19%	22%	2%	19%	14%	17%	16%	27%	19%	16%	27%

# GOING BACK TO THE OFFICE FULL-TIME (CANADA VS UNITED STATES)

CTC1011. If your employer mandated you to return to the office full-time in the very near future, would you...

Base: Respondents who have a job that allows them to work from home

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	369	274	
Unweighted n=	480	285	
Return to the office	44%	46%	2
Return to the office, but look for another job	28%	25%	3
Quit immediately	10%	12%	2
Not sure	18%	17%	1



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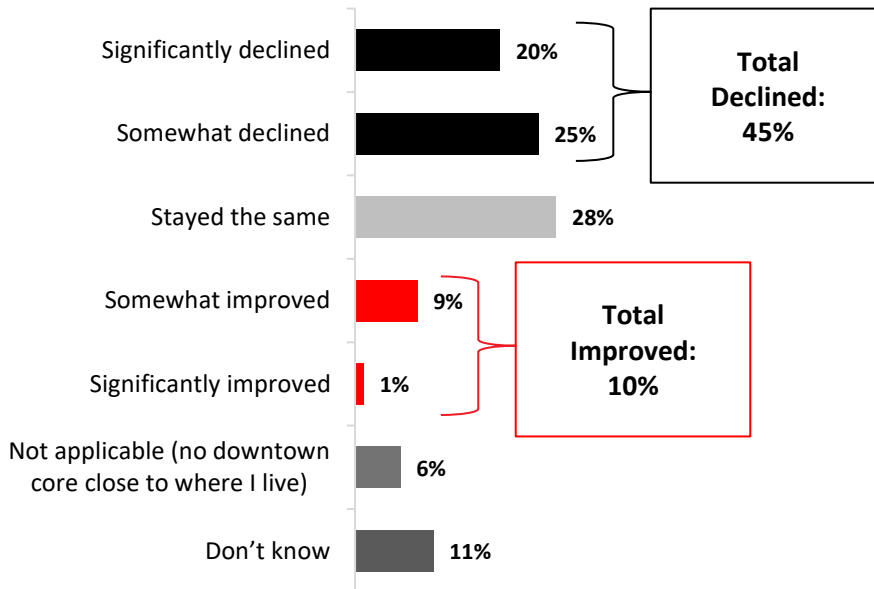
# DOWNTOWN CORE



# STATE OF THE DOWNTOWN CORE (1/2)

CTC1012 . Over the past year, would you say the state of the downtown core of the closest major city to where you live has...

Base: All respondents (n=1,509)



## STATE OF THE DOWNTOWN CORE (2/2)

CTC1012 . Over the past year, would you say the state of the downtown core of the closest major city to where you live has...

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,509	102	348	584	97	168	210	402	486	621	635	548	308
Unweighted n=	1,509	100	407	601	125	125	151	454	546	509	652	544	297
<b>Total Declined</b>	<b>45%</b>	37%	<b>39%</b>	45%	<b>58%</b>	47%	54%	41%	43%	<b>50%</b>	46%	<b>50%</b>	<b>38%</b>
Significantly declined	<b>20%</b>	<b>11%</b>	<b>15%</b>	<b>17%</b>	<b>32%</b>	26%	<b>31%</b>	<b>16%</b>	20%	22%	19%	<b>23%</b>	18%
Somewhat declined	<b>25%</b>	26%	24%	28%	26%	21%	22%	25%	23%	27%	27%	26%	<b>20%</b>
Stayed the same	<b>28%</b>	34%	<b>34%</b>	25%	<b>18%</b>	30%	26%	31%	30%	<b>24%</b>	31%	<b>24%</b>	29%
<b>Total Improved</b>	<b>10%</b>	17%	12%	11%	<b>2%</b>	8%	6%	9%	9%	11%	10%	11%	8%
Somewhat improved	<b>9%</b>	16%	11%	8%	<b>2%</b>	8%	<b>5%</b>	6%	9%	10%	9%	10%	6%
Significantly improved	<b>1%</b>	1%	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	1%	2%	<b>0%</b>	1%	2%	1%	1%
Not applicable (no downtown core close to where I live)	<b>6%</b>	7%	6%	6%	11%	<b>2%</b>	9%	7%	<b>4%</b>	8%	<b>4%</b>	<b>3%</b>	<b>17%</b>
Don't know	<b>11%</b>	<b>5%</b>	9%	<b>14%</b>	12%	13%	<b>5%</b>	13%	13%	<b>8%</b>	9%	13%	9%

# STATE OF THE DOWNTOWN CORE (CANADA VS UNITED STATES)

CTC1012 . Over the past year, would you say the state of the downtown core of the closest major city to where you live has...

Base: All respondents

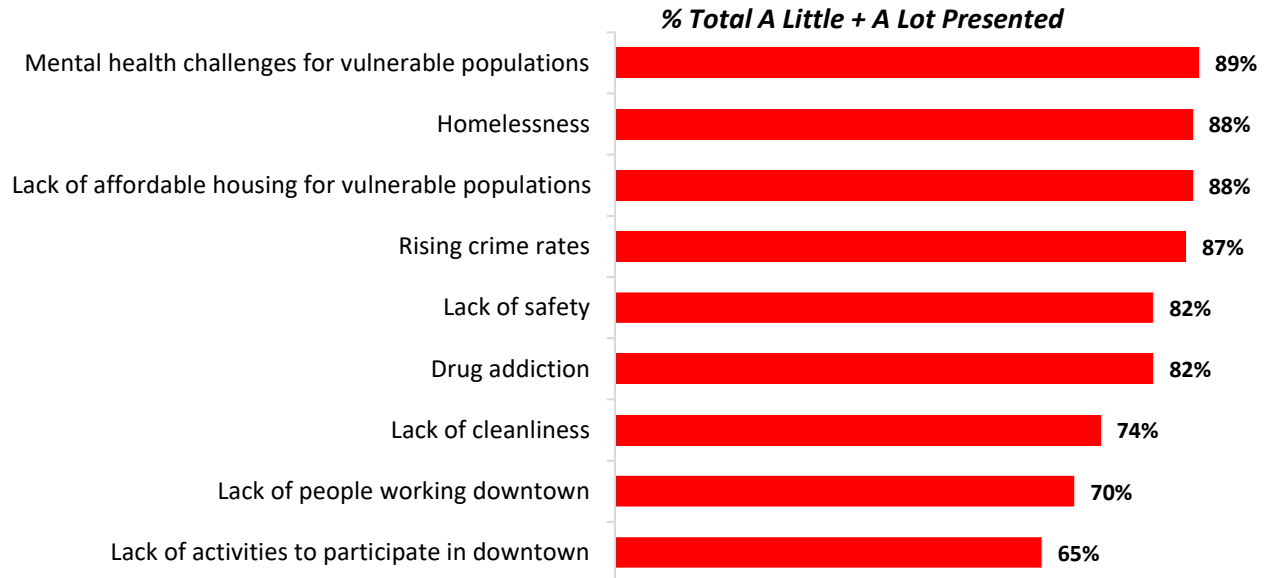


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,509	1,002	
Unweighted n=	1,509	1,002	
<b>Total Declined</b>	<b>45%</b>	<b>31%</b>	14
Significantly declined	20%	14%	6
Somewhat declined	25%	17%	8
Stayed the same	28%	33%	5
<b>Total Improved</b>	10%	12%	2
Somewhat improved	9%	9%	-
Significantly improved	1%	3%	2
Not applicable (no downtown core close to where I live)	6%	10%	4
Don't know	11%	14%	3

## FACTORS THAT HAVE CONTRIBUTED TO THE DECLINE (1/2)

CTC1013 . How much have the following factors contributed to the decline in the state of the downtown core in the closest major city to where you live...

Base: Respondents who think their downtown core has declined (n=670)







# FACTORS THAT HAVE CONTRIBUTED TO THE DECLINE (2/2)

CTC1013 . How much have the following factors contributed to the decline in the state of the downtown core in the closest major city to where you live...

Base: Respondents who think their downtown core has declined

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<b>% Total A Little + A Lot Presented</b> Weighted n=	685	38	137	262	56	79	113	325	360	165	210	309	292	273	116
Unweighted n=	670	35	162	263	74	60	76	338	332	179	239	252	291	269	107
Mental health challenges for vulnerable populations	89%	87%	86%	86%	90%	89%	99%	83%	94%	85%	88%	92%	90%	90%	85%
Homelessness	88%	81%	78%	87%	99%	95%	97%	87%	90%	85%	87%	91%	91%	90%	79%
Lack of affordable housing for vulnerable populations	88%	86%	85%	90%	87%	84%	93%	84%	93%	90%	89%	84%	88%	87%	90%
Rising crime rates	87%	81%	78%	84%	96%	91%	98%	83%	90%	82%	85%	90%	85%	89%	86%
Lack of safety	82%	59%	68%	81%	97%	86%	96%	76%	87%	78%	79%	85%	84%	84%	72%
Drug addiction	82%	69%	64%	82%	92%	93%	97%	80%	84%	79%	82%	84%	84%	83%	76%
Lack of cleanliness	74%	58%	73%	73%	84%	63%	88%	72%	77%	83%	72%	71%	76%	74%	72%
Lack of people working downtown	70%	62%	90%	69%	64%	68%	53%	67%	72%	62%	73%	72%	70%	73%	61%
Lack of activities to participate in downtown	65%	66%	60%	69%	70%	73%	55%	59%	71%	71%	65%	62%	67%	63%	69%

# FACTORS THAT HAVE CONTRIBUTED TO THE DECLINE (CANADA VS UNITED STATES)

CTC1013 . How much have the following factors contributed to the decline in the state of the downtown core in the closest major city to where you live...

Base: Respondents who think their downtown core has declined

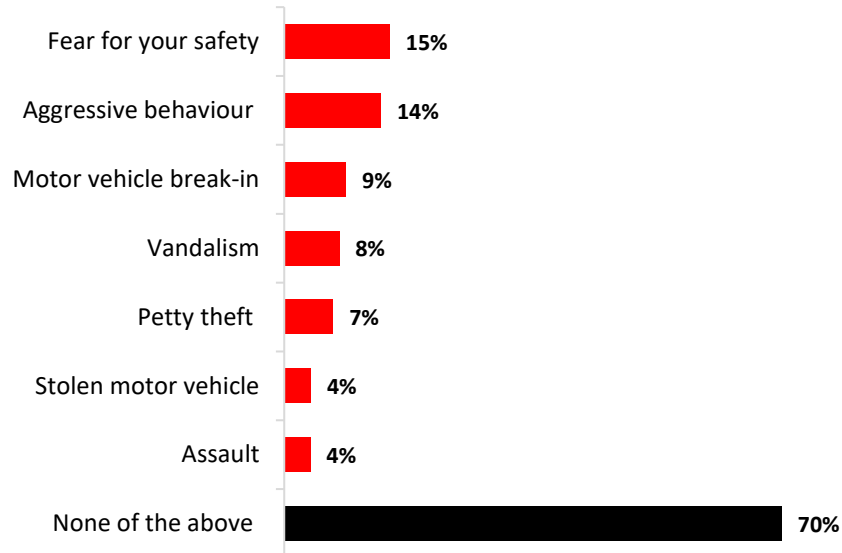


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	685	313	
Unweighted n=	670	351	
<b>% Total A Little + A Lot Presented</b>			
Mental health challenges for vulnerable populations	89%	84%	5
Homelessness	88%	91%	3
Lack of affordable housing for vulnerable populations	<b>88%</b>	<b>80%</b>	8
Rising crime rates	87%	91%	4
Lack of safety	<b>82%</b>	<b>89%</b>	7
Drug addiction	82%	84%	2
Lack of cleanliness	74%	80%	6
Lack of people working downtown	70%	68%	2
Lack of activities to participate in downtown	65%	65%	-

## EXPERIENCES DOWNTOWN (1/2)

CTC1014 . Over the past six months, which of the following have you or a close friend or family member been a victim of in the downtown core of the closest major city to where you live? Select all that apply.

Base: All respondents (n=1,509)



## EXPERIENCES DOWNTOWN (2/2)

CTC1014 . Over the past six months, which of the following have you or a close friend or family member been a victim of in the downtown core of the closest major city to where you live? Select all that apply.

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,509	102	348	584	97	168	210	736	773	402	486	621	635	548	308
Unweighted n=	1,509	100	407	601	125	125	151	770	739	454	546	509	652	544	297
Fear for your safety	15%	7%	5%	17%	20%	17%	22%	12%	17%	15%	16%	14%	18%	14%	9%
Aggressive behaviour	14%	12%	9%	15%	19%	13%	18%	15%	12%	17%	13%	11%	17%	12%	9%
Motor vehicle break-in	9%	12%	2%	10%	10%	7%	14%	8%	9%	13%	9%	5%	9%	9%	7%
Vandalism	8%	9%	4%	8%	11%	9%	11%	7%	9%	9%	9%	6%	8%	9%	5%
Petty theft	7%	7%	2%	7%	5%	5%	16%	8%	6%	9%	9%	4%	10%	5%	4%
Stolen motor vehicle	4%	3%	2%	5%	5%	1%	6%	5%	3%	7%	3%	2%	5%	3%	4%
Assault	4%	1%	2%	4%	5%	2%	6%	4%	3%	6%	4%	3%	4%	4%	3%
None of the above	70%	79%	82%	66%	62%	69%	61%	70%	69%	61%	68%	77%	63%	72%	78%

# EXPERIENCES DOWNTOWN (CANADA VS UNITED STATES)

CTC1014 . Over the past six months, which of the following have you or a close friend or family member been a victim of in the downtown core of the closest major city to where you live? Select all that apply.






Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,509	1,002	
Unweighted n=	1,509	1,002	
Fear for your safety	15%	18%	3
Aggressive behaviour	14%	11%	3
Motor vehicle break-in	9%	8%	1
Vandalism	8%	6%	2
Petty theft	7%	5%	2
Stolen motor vehicle	4%	4%	-
Assault	4%	5%	1
None of the above	70%	71%	1

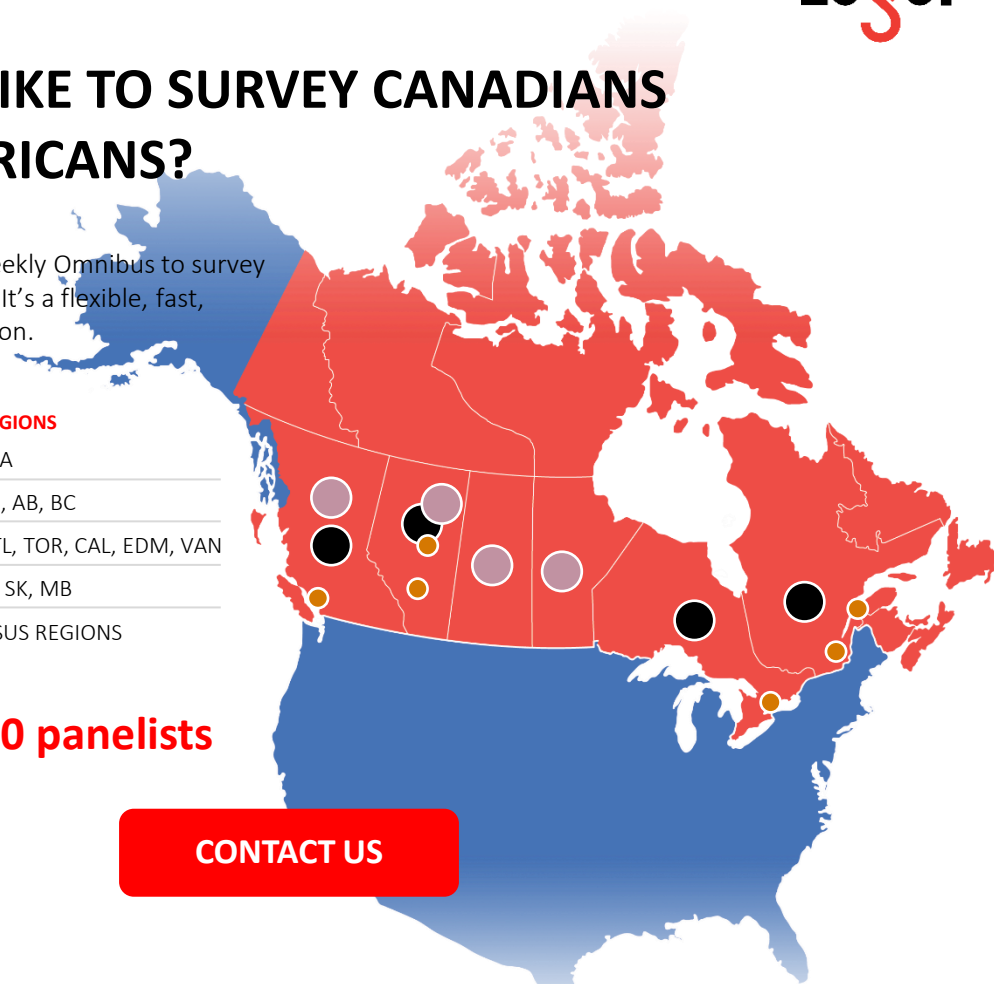
# WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal

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# APPENDIX

## DETAILED METHODOLOGY

### WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	151	210
Alberta	125	168
Manitoba/Saskatchewan	125	97
Ontario	601	584
Quebec	407	348
Atlantic	100	102

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

US Region	Unweighted	Weighted
NorthEast	211	179
MidWest	208	217
South	316	372
West	267	233



## 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	770	736
Female	739	773

AGE	Unweighted	Weighted
Between 18 and 34	454	402
Between 35 and 54	546	486
55 or over	509	621

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	937	993
French	359	310
Other	211	204

The sample thus collected has a minimum weighting factor of 0.1898 and a maximum weighting factor of 4.2856. The weighted variance is 0.4091.

## DETAILED METHODOLOGY

### WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

The following tables present the demographic distribution of respondents according to gender and age for the United States.

GENDER	Unweighted	Weighted
Male	476	487
Female	526	515

AGE	Unweighted	Weighted
Between 18 and 29	73	117
Between 30 and 39	178	276
Between 40 and 49	180	186
Between 50 and 64	282	251
65 or older	282	172

The sample thus collected has a minimum weighting factor of 0.1309 and a maximum weighting factor of 5.3167. The weighted variance is 0.5521.

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