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NORTH AMERICAN TRACKER

# Leger

January 25<sup>th</sup>, 2023

EDITION



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 **1,554 Canadians and 1,005 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 **January 20<sup>th</sup>, 2023, to January 22<sup>nd</sup>, 2023**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2021 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



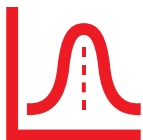
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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  $\pm 2.49\%$ , **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

<b>LEGER SURVEY</b>	<b>33%</b>	<b>32%</b>	<b>19%</b>	<b>7%</b>	<b>6%</b>	<b>2%</b>
<b>OFFICIAL RESULTS</b>	<b>33.7%</b>	<b>32.6%</b>	<b>17.8%</b>	<b>7.7%</b>	<b>5.0%</b>	<b>2.3%</b>

**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).

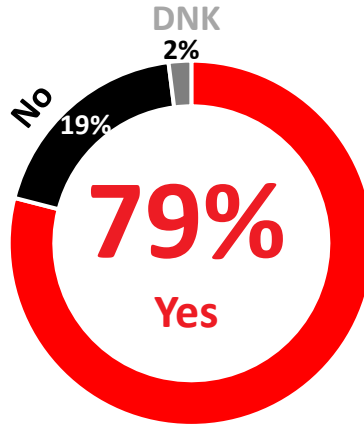
For any questions related to our services, or to request an interview, please contact us [by clicking here](#).

# THE HEALTHCARE SYSTEM

# INTERACTIONS WITH THE HEALTHCARE SYSTEM

CTC1075. Over the last 12 months, have you interacted with the healthcare system in your province? *Examples of interacting with the healthcare system include seeing your doctor or a specialist, going to an emergency room or walk in clinic, visiting a family member in hospital, consulting a healthcare professional, helping someone get to a medical appointment, etc.*

Base: All respondents (n=1,554)



	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,554	105	359	602	100	173	216	411	503	639	758	796	649	581	305
Unweighted n=	1,554	102	422	612	125	131	162	391	592	571	788	766	659	583	296
Yes	<b>79%</b>	82%	77%	78%	84%	84%	77%	<b>70%</b>	77%	<b>86%</b>	<b>74%</b>	<b>84%</b>	78%	79%	81%
No	<b>19%</b>	17%	20%	19%	15%	13%	23%	<b>25%</b>	20%	<b>13%</b>	<b>24%</b>	<b>14%</b>	20%	18%	17%
I don't know/Prefer not to answer	<b>2%</b>	1%	3%	3%	1%	3%	<b>0%</b>	<b>5%</b>	3%	<b>0%</b>	3%	2%	2%	3%	2%



# INTERACTIONS WITH THE HEALTHCARE SYSTEM (CANADA VS UNITED STATES)

CTC1075. Over the last 12 months, have you interacted with the healthcare system in your province/state? *Examples of interacting with the healthcare system include seeing your doctor or a specialist, going to an emergency room or walk in clinic, visiting a family member in hospital, consulting a healthcare professional, helping someone get to a medical appointment, etc.*

Base: All respondents

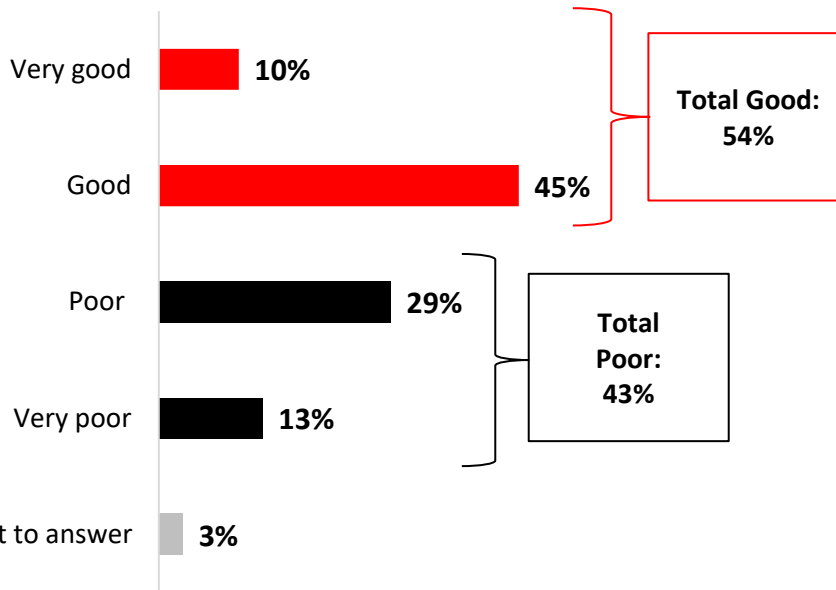


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,554	1,005	
Unweighted n=	1,554	1,005	
Yes	79%	70%	9
No	19%	26%	7
I don't know/Prefer not to answer	2%	4%	2

# RATING OR THE HEALTHCARE SYSTEM (1/2)

CTC1076. How would you rate the healthcare system in your province?

Base: All respondents (n=1,554)



I don't know/Prefer not to answer 3%

# RATING OF THE HEALTHCARE SYSTEM (2/2)

CTC1076. How would you rate the healthcare system in your province?

Base: All respondents

Interacted with the healthcare system in the past 12 months

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Yes	No
Weighted n=	1,554	105	359	602	100	173	216	411	503	639	758	796	649	581	305	1,227	290
Unweighted n=	1,554	102	422	612	125	131	162	391	592	571	788	766	659	583	296	1,225	292
<b>Total Good</b>	<b>54%</b>	<b>27%</b>	50%	<b>58%</b>	52%	<b>66%</b>	56%	<b>48%</b>	55%	<b>59%</b>	57%	52%	56%	54%	54%	<b>57%</b>	<b>46%</b>
Very good	10%	<b>3%</b>	9%	9%	7%	15%	13%	8%	10%	10%	<b>12%</b>	<b>8%</b>	10%	10%	9%	<b>11%</b>	<b>6%</b>
Good	45%	<b>23%</b>	41%	<b>49%</b>	45%	52%	43%	<b>40%</b>	44%	<b>48%</b>	46%	44%	46%	44%	44%	46%	41%
<b>Total Poor</b>	<b>43%</b>	<b>69%</b>	46%	<b>39%</b>	46%	<b>29%</b>	43%	<b>48%</b>	42%	39%	<b>39%</b>	<b>46%</b>	40%	43%	44%	42%	48%
Poor	29%	<b>44%</b>	29%	28%	32%	<b>20%</b>	33%	<b>34%</b>	28%	27%	28%	31%	<b>26%</b>	31%	33%	29%	33%
Very poor	13%	<b>25%</b>	<b>17%</b>	<b>11%</b>	14%	9%	10%	14%	14%	12%	<b>11%</b>	<b>15%</b>	14%	13%	10%	13%	15%
I don't know/Prefer not to answer	3%	5%	4%	3%	2%	4%	<b>1%</b>	4%	4%	<b>2%</b>	4%	3%	4%	3%	3%	<b>1%</b>	6%

# RATING OF THE HEALTHCARE SYSTEM (CANADA VS UNITED STATES)

CTC1076. How would you rate the healthcare system in your province/state?

Base: All respondents

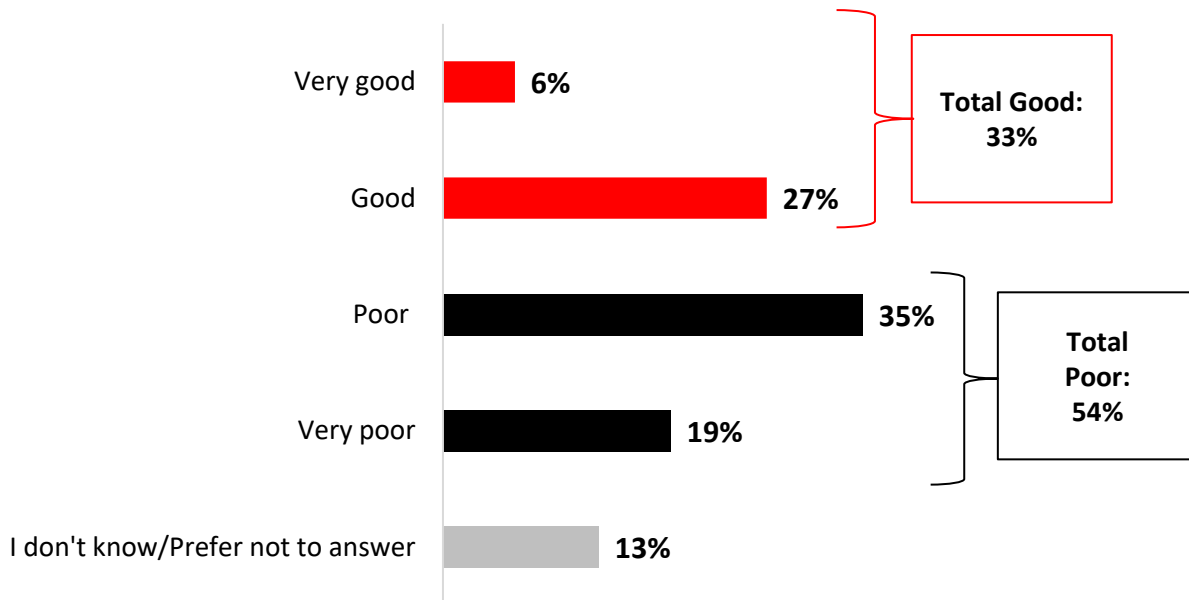


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,554	1,005	
Unweighted n=	1,554	1,005	
<b>Total Good</b>	<b>54%</b>	<b>74%</b>	20
Very good	10%	23%	13
Good	45%	51%	6
<b>Total Poor</b>	<b>43%</b>	<b>16%</b>	27
Poor	29%	12%	17
Very poor	13%	4%	9
I don't know/Prefer not to answer	3%	10%	7

# NURSES' WORKING CONDITIONS (1/2)

CTC1095. How would you rate the working conditions (i.e. salary, work hours, work environment, etc.) of nurses in your province?

Base: All respondents (n=1,554)



# NURSES' WORKING CONDITIONS (2/2)

CTC1095. How would you rate the working conditions (i.e. salary, work hours, work environment, etc.) of nurses in your province?

Base: All respondents



Interacted with the healthcare system in the past 12 months

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Yes	No
Weighted n=	1,554	105	359	602	100	173	216	411	503	639	758	796	649	581	305	1,227	290
Unweighted n=	1,554	102	422	612	125	131	162	391	592	571	788	766	659	583	296	1,225	292
<b>Total Good</b>	<b>33%</b>	<b>23%</b>	<b>26%</b>	35%	40%	40%	36%	33%	35%	32%	<b>39%</b>	<b>27%</b>	35%	32%	32%	34%	31%
Very good	6%	1%	5%	7%	11%	7%	8%	6%	8%	6%	8%	5%	7%	5%	6%	7%	4%
Good	27%	22%	22%	28%	29%	33%	28%	27%	28%	26%	31%	23%	28%	27%	25%	27%	27%
<b>Total Poor</b>	<b>54%</b>	51%	<b>67%</b>	53%	45%	46%	50%	55%	53%	55%	<b>48%</b>	<b>60%</b>	52%	55%	57%	55%	53%
Poor	35%	26%	39%	35%	24%	38%	33%	34%	36%	35%	33%	37%	33%	35%	38%	35%	34%
Very poor	19%	25%	28%	17%	22%	8%	16%	21%	17%	20%	16%	23%	19%	20%	19%	20%	19%
I don't know/Prefer not to answer	13%	26%	7%	12%	15%	14%	15%	13%	12%	13%	12%	13%	13%	13%	12%	11%	16%

# NURSES' WORKING CONDITIONS (CANADA VS UNITED STATES)

CTC1095. How would you rate the working conditions (i.e. salary, work hours, work environment, etc.) of nurses in your province/state?

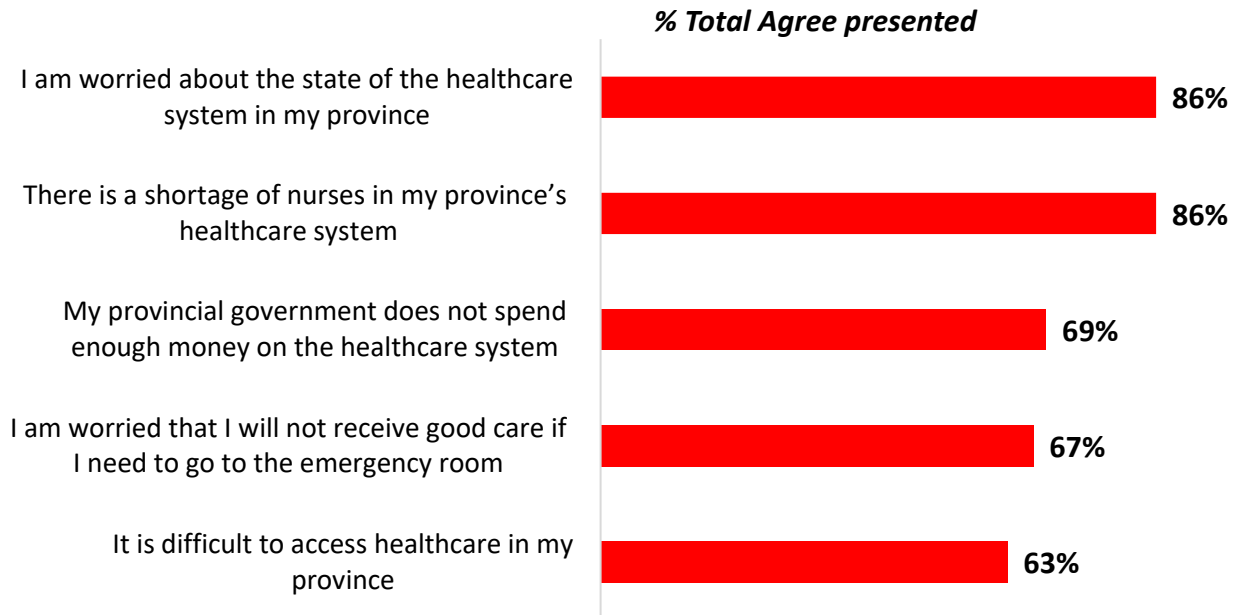
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,554	1,005	
Unweighted n=	1,554	1,005	
<b>Total Good</b>	<b>33%</b>	<b>57%</b>	24
Very good	6%	17%	11
Good	27%	40%	13
<b>Total Poor</b>	<b>54%</b>	<b>19%</b>	35
Poor	35%	15%	20
Very poor	19%	4%	15
I don't know/Prefer not to answer	13%	24%	11

# OPINIONS ON THE HEALTHCARE SYSTEM (1/2)

CTC1094. To what extent do you agree with the following:

Base: All respondents (n=1,554)





# OPINIONS ON THE HEALTHCARE SYSTEM (2/2)

CTC1094. To what extent do you agree with the following:

Base: All respondents

Interacted with the healthcare system in the past 12 months

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Yes	No
Weighted n=	1,554	105	359	602	100	173	216	411	503	639	758	796	649	581	305	1,227	290
Unweighted n=	1,554	102	422	612	125	131	162	391	592	571	788	766	659	583	296	1,225	292
I am worried about the state of the healthcare system in my province	<b>86%</b>	<b>94%</b>	89%	85%	82%	84%	82%	<b>81%</b>	87%	<b>88%</b>	<b>83%</b>	<b>89%</b>	85%	85%	<b>90%</b>	<b>89%</b>	<b>76%</b>
There is a shortage of nurses in my province's healthcare system	<b>86%</b>	86%	<b>90%</b>	84%	78%	83%	88%	<b>81%</b>	87%	<b>88%</b>	<b>83%</b>	<b>88%</b>	<b>82%</b>	86%	<b>92%</b>	<b>88%</b>	<b>79%</b>
My provincial government does not spend enough money on the healthcare system	<b>69%</b>	76%	<b>63%</b>	<b>72%</b>	66%	65%	68%	71%	70%	66%	<b>63%</b>	<b>75%</b>	67%	69%	71%	<b>71%</b>	<b>62%</b>
I am worried that I will not receive good care if I need to go to the emergency room	<b>67%</b>	<b>81%</b>	65%	70%	61%	64%	64%	65%	68%	68%	<b>64%</b>	<b>71%</b>	68%	68%	67%	<b>71%</b>	<b>57%</b>
It is difficult to access healthcare in my province	<b>63%</b>	<b>75%</b>	<b>71%</b>	<b>56%</b>	57%	59%	67%	63%	66%	60%	<b>60%</b>	<b>66%</b>	61%	64%	64%	<b>65%</b>	58%

# OPINIONS ON THE HEALTHCARE SYSTEM (CANADA VS UNITED STATES)

CTC1094. To what extent do you agree with the following:

Base: All respondents

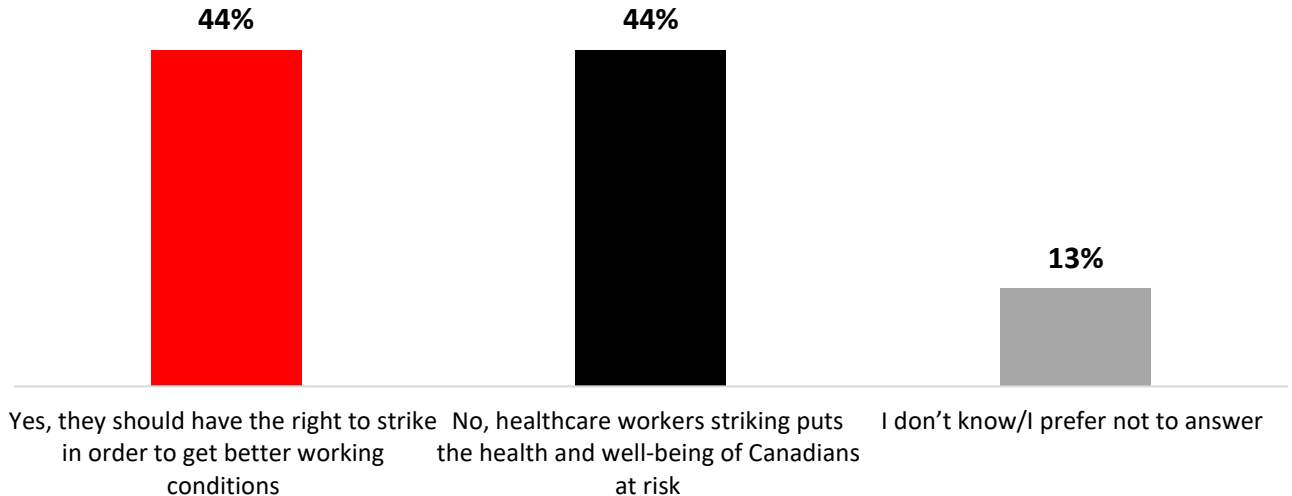


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,554	1,005	
Unweighted n=	1,554	1,005	
I am worried about the state of the healthcare system in my province/ <i>state</i>	86%	50%	36
There is a shortage of nurses in my province's/ <i>state's</i> healthcare system	86%	50%	36
My provincial/ <i>state</i> government does not spend enough money on the healthcare system	69%	45%	24
I am worried that I will not receive good care if I need to go to the emergency room	67%	43%	24
It is difficult to access healthcare in my province/ <i>state</i>	63%	28%	35

# HEALTHCARE WORKERS ON STRIKE (1/2)

CTC1077. Do you think healthcare workers should be allowed to go on strike or take other disruptive job action to fight for better working conditions in your province?

Base: All respondents (n=1,554)



# HEALTHCARE WORKERS ON STRIKE (2/2)

CTC1077. Do you think healthcare workers should be allowed to go on strike or take other disruptive job action to fight for better working conditions in your province?

Base: All respondents



Interacted with the healthcare system in the past 12 months

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Yes	No
Weighted n=	1,554	105	359	602	100	173	216	411	503	639	758	796	649	581	305	1,227	290
Unweighted n=	1,554	102	422	612	125	131	162	391	592	571	788	766	659	583	296	1,225	292
Yes, they should have the right to strike in order to get better working conditions	44%	47%	41%	45%	44%	46%	39%	54%	46%	35%	44%	43%	44%	43%	43%	46%	37%
No, healthcare workers striking puts the health and well-being of Canadians at risk	44%	34%	48%	42%	38%	44%	48%	30%	40%	55%	44%	43%	43%	45%	44%	44%	45%
I don't know/I prefer not to answer	13%	19%	11%	13%	18%	10%	12%	16%	14%	10%	11%	14%	13%	12%	13%	10%	18%

# HEALTHCARE WORKERS ON STRIKE (CANADA VS UNITED STATES)

CTC1077. Do you think healthcare workers should be allowed to go on strike or take other disruptive job action to fight for better working conditions in your province/*state*?

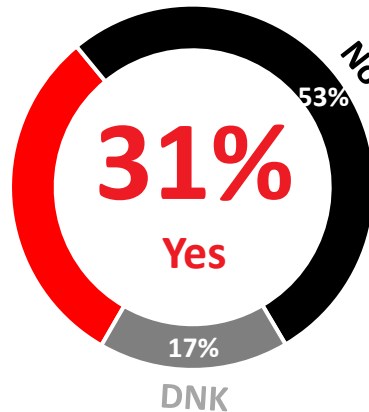
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n=	1,554	1,005	
Unweighted n=	1,554	1,005	
Yes, they should have the right to strike in order to get better working conditions	<b>44%</b>	<b>51%</b>	7
No, healthcare workers striking puts the health and well-being of Canadians/ <i>Americans</i> at risk	<b>44%</b>	<b>30%</b>	14
I don't know/I prefer not to answer	<b>13%</b>	<b>19%</b>	6

# PRIVATIZATION OF THE HEALTHCARE SYSTEM

CTC1078A. Would you like to see more privatization in your province's healthcare system?

Base: All respondents (n=1,554)



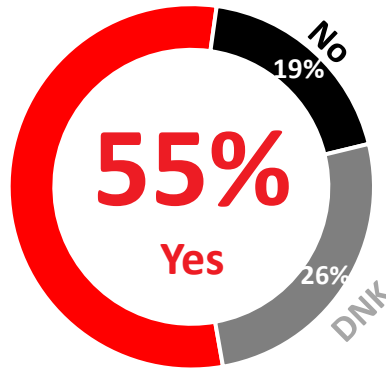
Interacted with the healthcare system in the past 12 months

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Yes	No
Weighted n=	1,554	105	359	602	100	173	216	411	503	639	758	796	649	581	305	1,227	290
Unweighted n=	1,554	102	422	612	125	131	162	391	592	571	788	766	659	583	296	1,225	292
Yes	31%	36%	36%	26%	35%	30%	33%	32%	31%	30%	33%	28%	29%	32%	30%	32%	28%
No	53%	44%	46%	57%	51%	56%	54%	51%	52%	55%	53%	52%	56%	51%	52%	53%	52%
I don't know/Prefer not to answer	17%	20%	18%	17%	14%	14%	13%	17%	18%	15%	13%	19%	15%	17%	18%	15%	20%

# PUBLICLY-FUNDED HEALTHCARE

CTC1078A. Would you like to see more publicly-funded healthcare in your state's healthcare system?

Base: All respondents (n=1,005)








Interacted with the healthcare system in the past 12 months

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Yes	No
Weighted n=	1,005	175	209	383	238	231	371	403	491	514	706	260
Unweighted n=	1,005	217	224	318	246	144	360	501	476	529	759	226
Yes	55%	53%	48%	56%	61%	68%	61%	43%	56%	55%	59%	51%
No	19%	20%	23%	17%	18%	15%	17%	24%	22%	17%	18%	23%
I don't know/Prefer not to answer	26%	27%	28%	26%	21%	18%	22%	33%	22%	29%	23%	26%

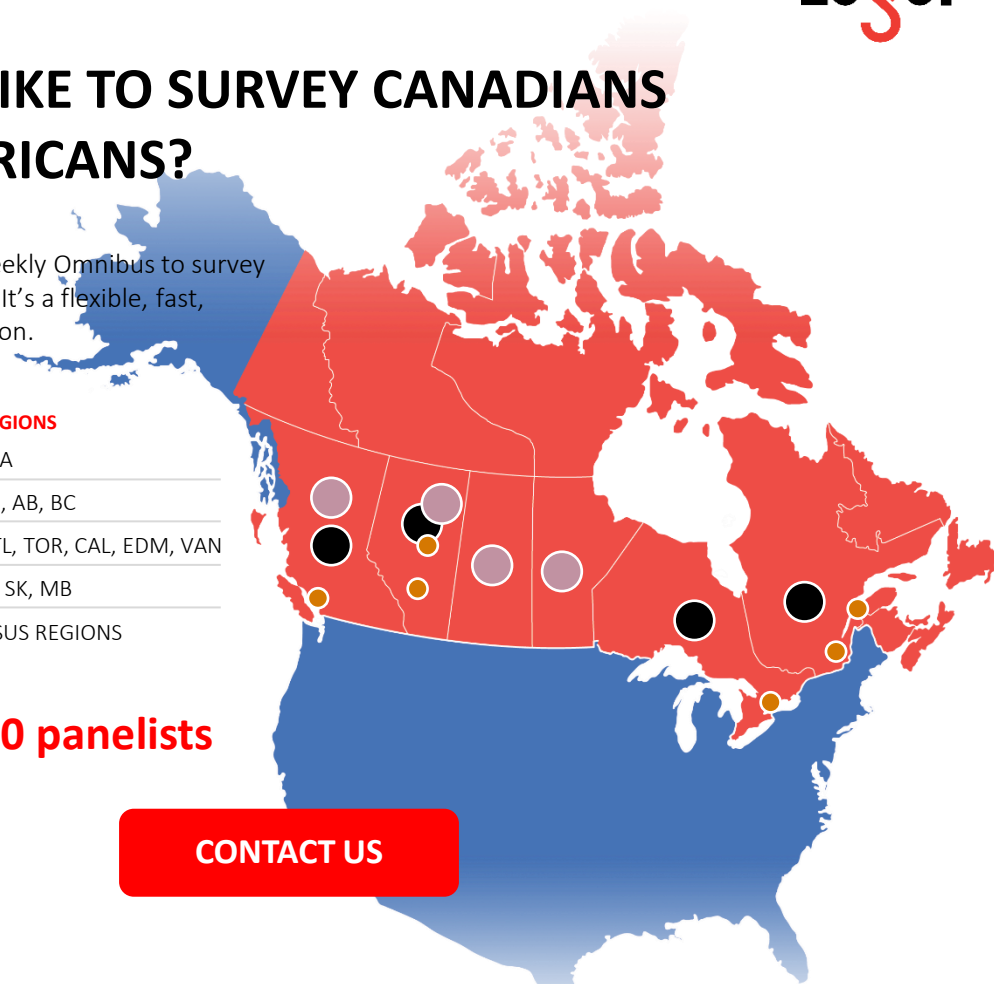
# WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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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**Leger**

# APPENDIX

## DETAILED METHODOLOGY

### WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	162	216
Alberta	131	173
Manitoba/Saskatchewan	125	100
Ontario	612	602
Quebec	422	359
Atlantic	102	105

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

US Region	Unweighted	Weighted
NorthEast	217	175
MidWest	224	209
South	318	383
West	246	238

## 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	788	758
Female	766	758

AGE	Unweighted	Weighted
Between 18 and 34	391	411
Between 35 and 54	592	503
55 or over	571	639

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	976	1,038
French	365	306
Other	213	210

The sample thus collected has a minimum weighting factor of 0.1491 and a maximum weighting factor of 4.8864. The weighted variance is 0.3077.

## 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	491
Female	529	514

AGE	Unweighted	Weighted
Between 18 and 29	65	99
Between 30 and 39	178	278
Between 40 and 49	189	160
Between 50 and 64	294	249
65 or older	279	219

The sample thus collected has a minimum weighting factor of 0.1629 and a maximum weighting factor of 4.9326. The weighted variance is 0.5594.

## OUR SERVICES

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- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Community**  
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 COMMITMENTS TO QUALITY



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



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