



NORTH AMERICAN TRACKER

Leger

May 12th, 2022

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 **1,534 Canadians and 1,003 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 **May 06th, 2022, to May 08th, 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



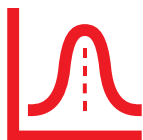
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 **$\pm 2.5\%$** , **19 times out of 20** for the Canadian sample and of **$\pm 3.094\%$** , **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

OFFICIAL RESULTS

2021 Canadian Federal Election*

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

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 or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca.

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



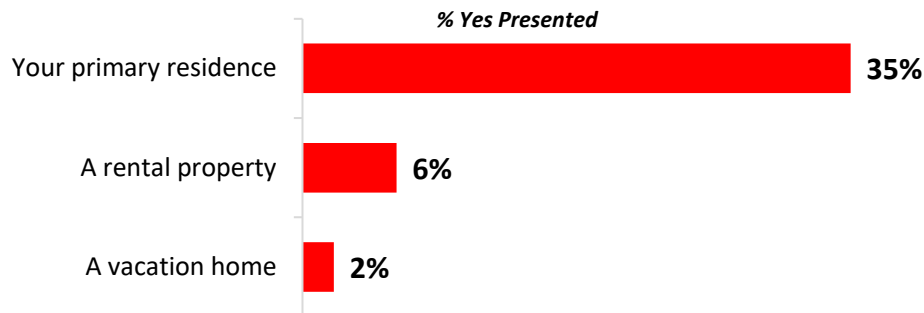
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INFLATION AND ECONOMIC CONCERNS

HOLDING OF A MORTGAGE

CTC957. Do you currently hold a mortgage for...

Base: All respondents (n=1,534)



		TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
	Weighted n=	1,534	105	360	588	100	172	208	418	523	593	648	530	343
% Yes Presented	Unweighted n=	1,534	102	415	608	126	128	155	424	595	515	677	538	309
Your primary residence		35%	44%	39%	29%	36%	45%	32%	37%	47%	23%	31%	38%	39%
A rental property		6%	0%	7%	5%	5%	13%	3%	11%	6%	1%	8%	5%	2%
A vacation home		2%	1%	3%	2%	0%	2%	2%	3%	3%	1%	2%	3%	1%

HOLDING OF A MORTGAGE (CANADA VS UNITED STATES)

CTC957. Do you currently hold a mortgage for...

Base: All respondents



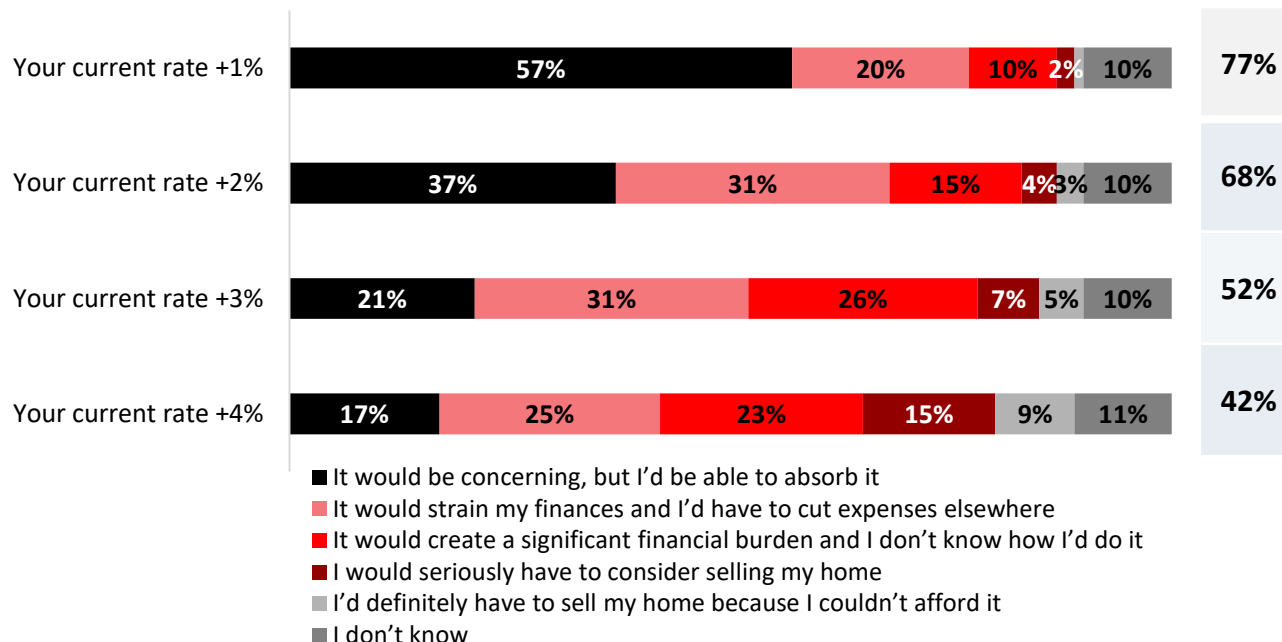
		TOTAL CANADA	TOTAL USA	Gap
% Yes Presented	Weighted n=	1,534	1,003	
	Unweighted n=	1,534	1,003	
Your primary residence		35%	35%	-
A rental property		6%	5%	1
A vacation home		2%	4%	2

IMPACT OF MORTGAGE RATES INCREASE (1/2)

CTC958. If mortgage rates went up, what would be the impact on your household finances?

Base: Respondents who hold a mortgage (n=632)

% Total Would be able to handle it*



*It would be concerning, but I'd be able to absorb it + It would strain my finances and I'd have to cut expenses elsewhere

IMPACT OF MORTGAGE RATES INCREASE (2/2)

CTC958. If mortgage rates went up, what would be the impact on your household finances?



Base: Respondents who hold a mortgage

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	581	46	154	190	38	82	71	169	269	144	226	217	135
Unweighted n=	632	49	191	225	51	59	57	179	322	131	260	240	130
% Total Would be able to handle it													
Your current rate +1%	77%	82%	78%	76%	69%	72%	81%	65%	78%	88%	74%	78%	80%
Your current rate +2%	68%	75%	74%	71%	52%	58%	61%	54%	70%	80%	59%	75%	72%
Your current rate +3%	52%	45%	57%	54%	44%	45%	54%	47%	52%	58%	50%	59%	45%
Your current rate +4%	42%	27%	47%	42%	39%	43%	40%	37%	43%	45%	44%	46%	32%

IMPACT OF MORTGAGE RATES INCREASE (CANADA VS UNITED STATES)

CTC958. If mortgage rates went up, what would be the impact on your household finances?

Base: Respondents who hold a mortgage

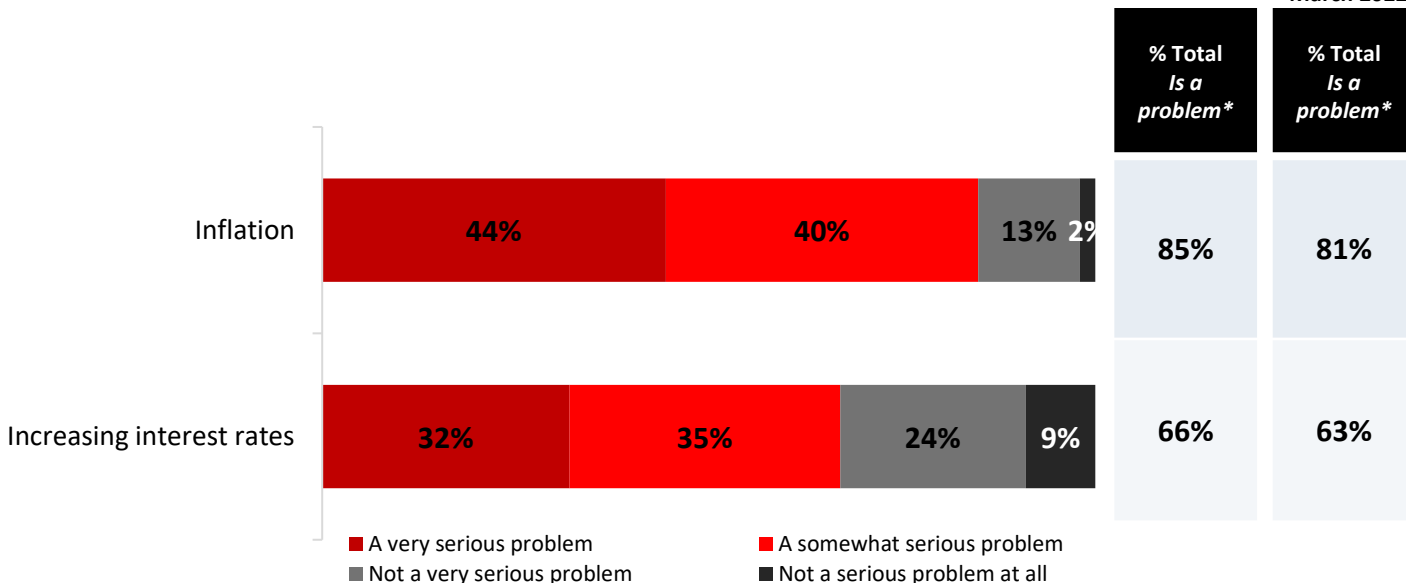
				
		TOTAL CANADA	TOTAL USA	Gap
Weighted n=		581	359	
Unweighted n=		632	375	
% Total Would be able to handle it				
Your current rate +1%		77%	70%	7
Your current rate +2%		68%	63%	5
Your current rate +3%		52%	47%	5
Your current rate +4%		42%	37%	5

HOW INFLATION/INTEREST RATES ARE IMPACTING HOUSEHOLDS (1/2)

CTC928. How serious a problem is inflation/increasing interest rates for your household?

Base: All respondents (n=1,534)

March 2022



*Total A very serious problem + A somewhat serious problem

HOW INFLATION/INTEREST RATES ARE IMPACTING HOUSEHOLDS (2/2)

CTC928. How serious a problem is inflation/increasing interest rates for your household?



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	March 14 th , 2022	Gap
Weighted n=	1,534	105	360	588	100	172	208	418	523	593	648	530	343	1,515	
Unweighted n=	1,534	102	415	608	126	128	155	424	595	515	677	538	309	1,515	
Inflation															
A very serious problem	44%	43%	32%	49%	37%	55%	47%	53%	50%	32%	44%	43%	46%	40%	+4
A somewhat serious problem	40%	51%	42%	40%	52%	31%	36%	35%	38%	46%	39%	44%	39%	41%	-1
Not a very serious problem	13%	5%	21%	9%	7%	13%	14%	9%	9%	18%	15%	12%	10%	16%	-3
Not a serious problem at all	2%	0%	4%	2%	4%	2%	3%	2%	2%	3%	2%	1%	5%	2%	-
Increasing interest rates															
A very serious problem	32%	28%	21%	35%	27%	43%	34%	42%	38%	19%	33%	31%	30%	28%	+4
A somewhat serious problem	35%	42%	38%	34%	40%	32%	26%	37%	37%	31%	33%	37%	37%	35%	-
Not a very serious problem	24%	27%	27%	22%	24%	22%	27%	17%	20%	33%	25%	25%	21%	26%	-2
Not a serious problem at all	9%	2%	13%	9%	8%	4%	14%	4%	5%	18%	10%	7%	12%	11%	-2

HOW INFLATION/INTEREST RATES ARE IMPACTING HOUSEHOLDS (CANADA VS UNITED STATES)

CTC928. How serious a problem is inflation/increasing interest rates for your household?

Base: All respondents

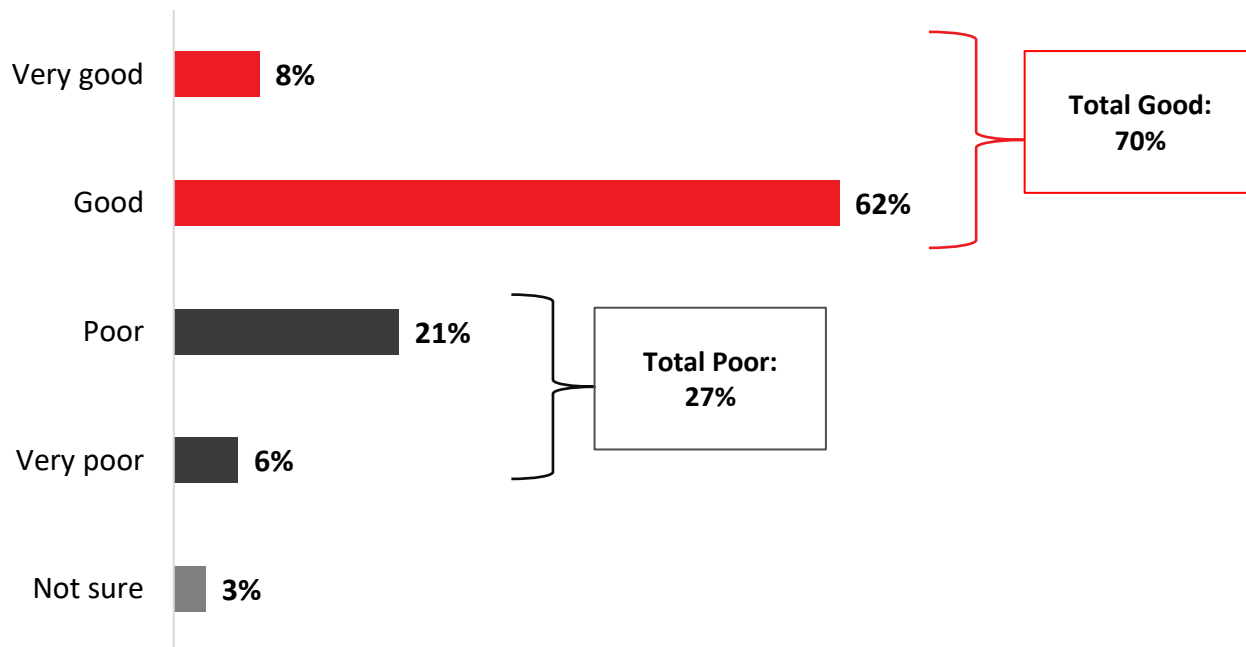
				
		TOTAL CANADA	TOTAL USA	Gap
% Total is a problem*	Weighted n=	1,534	1,003	
	Unweighted n=	1,534	1,003	
Inflation		85%	88%	3
Increasing interest rates		66%	75%	9

*Total A very serious problem + A somewhat serious problem

STATE OF HOUSEHOLD FINANCES (1/2)

CTC930. How would you describe your own household's finances today?

Base: All respondents (n=1,534)



STATE OF HOUSEHOLD FINANCES (2/2)

CTC930. How would you describe your own household's finances today?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	March 14 th , 2022	Gap
Weighted n=	1,534	105	360	588	100	172	208	418	523	593	648	530	343	1,515	
Unweighted n=	1,534	102	415	608	126	128	155	424	595	515	677	538	309	1,515	
Total Good	70%	66%	77%	69%	68%	67%	69%	67%	66%	77%	70%	72%	70%	67%	+3
Very good	8%	11%	12%	7%	7%	8%	5%	7%	6%	11%	9%	7%	8%	10%	-2
Good	62%	55%	65%	62%	61%	59%	64%	61%	59%	66%	61%	64%	62%	57%	+5
Total Poor	27%	32%	20%	28%	31%	28%	29%	30%	31%	20%	28%	25%	26%	29%	-2
Poor	21%	26%	16%	23%	22%	16%	22%	24%	23%	16%	20%	21%	21%	21%	-
Very poor	6%	6%	3%	5%	8%	12%	7%	6%	8%	4%	8%	4%	5%	8%	-2
Not sure	3%	1%	4%	3%	1%	5%	2%	3%	3%	3%	3%	3%	4%	4%	-1

STATE OF HOUSEHOLD FINANCES (CANADA VS UNITED STATES)

CTC930. How would you describe your own household's finances today?

Base: All respondents

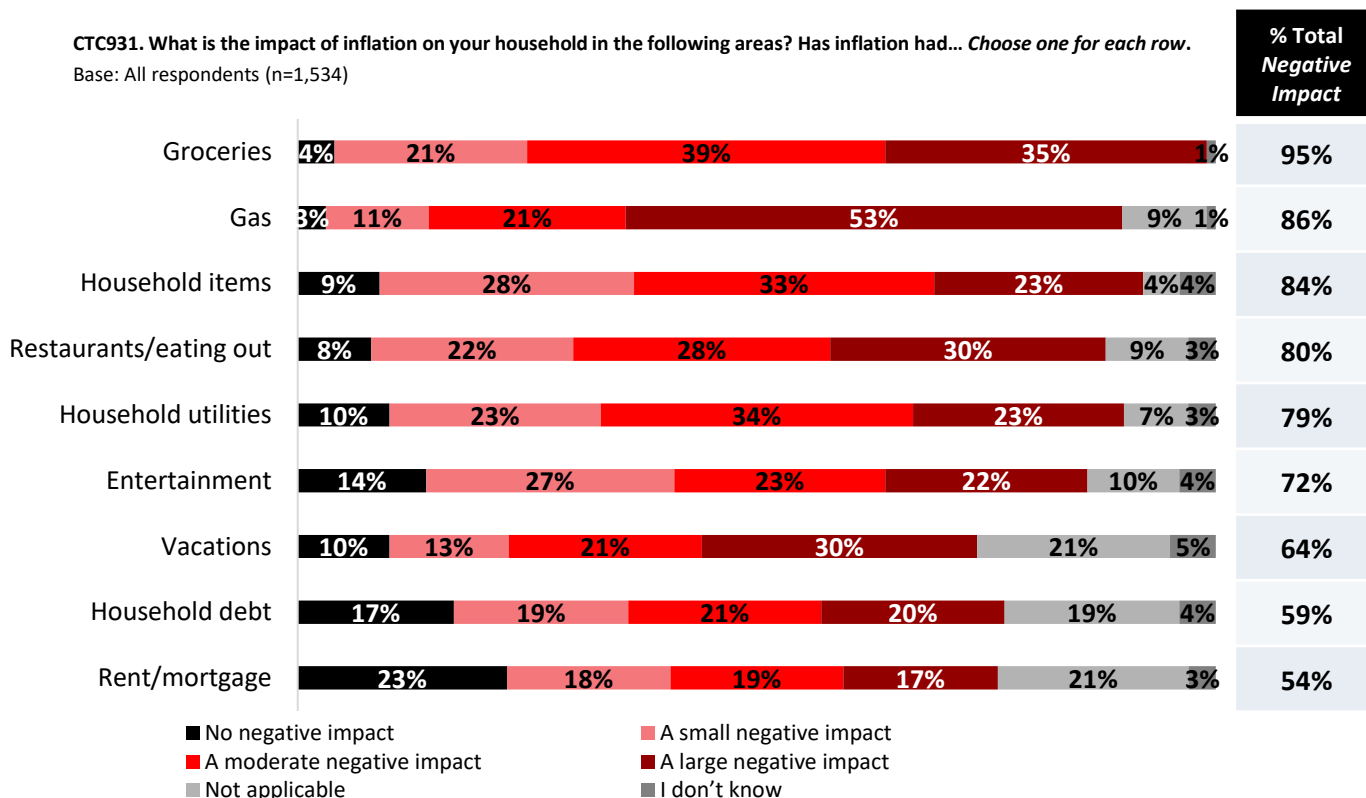


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,003	
Unweighted n=	1,534	1,003	
Total Good	70%	67%	3
Very good	8%	12%	4
Good	62%	54%	8
Total Poor	27%	28%	1
Poor	21%	22%	1
Very poor	6%	6%	-
Not sure	3%	6%	3

IMPACT OF INFLATION (1/2)

CTC931. What is the impact of inflation on your household in the following areas? Has inflation had... *Choose one for each row.*

Base: All respondents (n=1,534)



IMPACT OF INFLATION (2/2)

CTC931. What is the impact of inflation on your household in the following areas? Has inflation had... *Choose one for each row.*

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	March 14 th , 2022	Gap
Weighted n=	1,534	105	360	588	100	172	208	418	523	593	648	530	343	1,515	
Unweighted n=	1,534	102	415	608	126	128	155	424	595	515	677	538	309	1,515	
% Total Negative Impact															
Groceries	95%	95%	94%	95%	96%	91%	97%	93%	95%	96%	95%	94%	94%	93%	+2
Gas	86%	91%	84%	86%	91%	87%	85%	85%	87%	86%	80%	90%	93%	88%	-2
Household items	84%	87%	80%	84%	83%	83%	89%	82%	87%	83%	83%	85%	83%	82%	+2
Restaurants/eating out	80%	72%	80%	78%	80%	84%	86%	79%	84%	77%	82%	81%	76%	73%	+7
Household utilities	79%	87%	66%	79%	88%	86%	87%	80%	81%	76%	77%	81%	82%	76%	+3
Entertainment	72%	69%	72%	70%	72%	77%	77%	78%	76%	65%	73%	74%	68%	66%	+6
Vacations	64%	55%	68%	59%	70%	65%	70%	62%	69%	61%	64%	66%	61%	57%	+7
Household debt	59%	72%	54%	59%	65%	65%	57%	64%	67%	50%	59%	59%	60%	56%	+3
Rent/mortgage	54%	56%	56%	51%	48%	54%	57%	64%	62%	39%	57%	52%	49%	46%	+8

IMPACT OF INFLATION (CANADA VS UNITED STATES)

CTC931. What is the impact of inflation on your household in the following areas? Has inflation had... Choose one for each row.

Base: All respondents

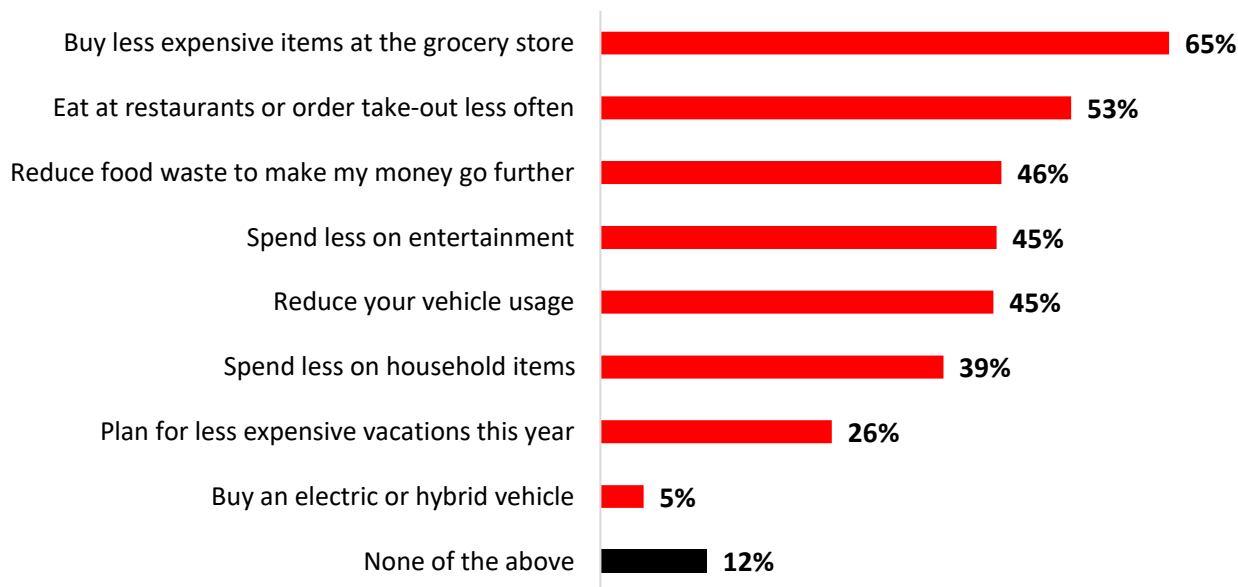


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,003	
Unweighted n=	1,534	1,003	
% Total Negative Impact			
Groceries	95%	86%	9
Gas	86%	81%	5
Household items	84%	79%	5
Restaurants/eating out	80%	75%	5
Household utilities	79%	70%	9
Entertainment	72%	61%	11
Vacations	64%	50%	14
Household debt	59%	54%	5
Rent/mortgage	54%	44%	10

ACTIONS TAKEN DUE TO INFLATION (1/2)

CTC934. As a result of rising inflation over the past few months, which of the following actions have you taken ? *Select all that apply*

Base: All respondents (n=1,534)



ACTIONS TAKEN DUE TO INFLATION (2/2)

CTC934. As a result of rising inflation over the past few months, which of the following actions have you taken ? *Select all that apply*

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,534	105	360	588	100	172	208	418	523	593	648	530	343
Unweighted n=	1,534	102	415	608	126	128	155	424	595	515	677	538	309
Buy less expensive items at the grocery store	65%	71%	66%	64%	67%	54%	66%	66%	67%	61%	63%	66%	64%
Eat at restaurants or order take-out less often	53%	55%	53%	52%	54%	51%	58%	53%	53%	54%	52%	55%	53%
Reduce food waste to make my money go further	46%	50%	45%	45%	43%	48%	44%	45%	46%	46%	44%	47%	46%
Spend less on entertainment	45%	50%	40%	46%	49%	50%	44%	42%	47%	45%	43%	49%	43%
Reduce your vehicle usage	45%	54%	45%	44%	52%	38%	43%	41%	40%	51%	38%	47%	55%
Spend less on household items	39%	39%	26%	41%	46%	49%	42%	32%	40%	43%	36%	38%	46%
Plan for less expensive vacations this year	26%	24%	33%	24%	29%	19%	27%	22%	28%	28%	25%	28%	25%
Buy an electric or hybrid vehicle	5%	5%	7%	4%	0%	6%	6%	7%	4%	4%	5%	5%	5%
None of the above	12%	8%	11%	11%	13%	14%	16%	9%	11%	15%	14%	10%	12%

ACTIONS TAKEN DUE TO INFLATION (CANADA VS UNITED STATES)

CTC934. As a result of rising inflation over the past few months, which of the following actions have you taken ? Select all that apply






Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,003	
Unweighted n=	1,534	1,003	
Buy less expensive items at the grocery store	65%	49%	16
Eat at restaurants or order take-out less often	53%	41%	12
Reduce food waste to make my money go further	46%	40%	6
Spend less on entertainment	45%	37%	8
Reduce your vehicle usage	45%	38%	7
Spend less on household items	39%	35%	4
Plan for less expensive vacations this year	26%	20%	6
Buy an electric or hybrid vehicle	5%	6%	1
None of the above	12%	20%	8

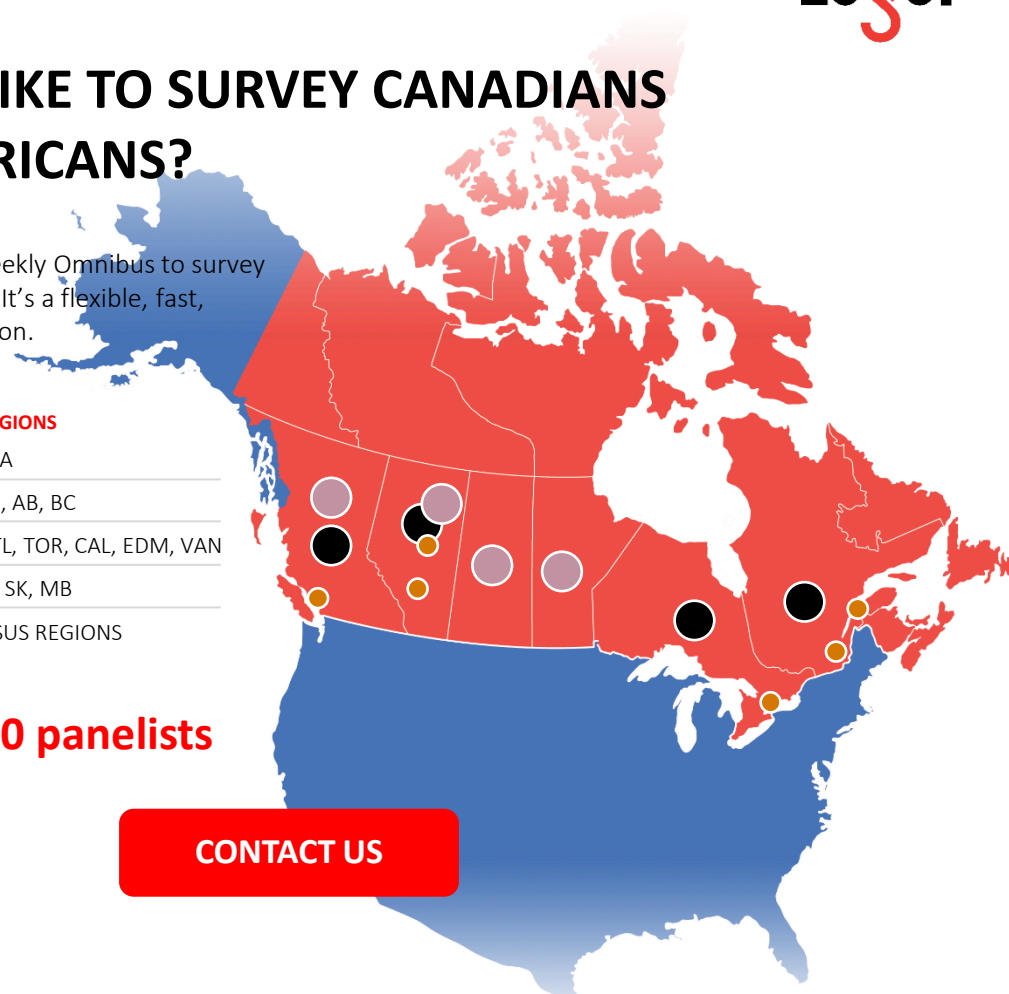
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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	155	208
Alberta	128	172
Manitoba/Saskatchewan	126	100
Ontario	608	588
Quebec	415	360
Atlantic	102	105

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

US Region	Unweighted	Weighted
NorthEast	185	180
MidWest	244	218
South	345	372
West	229	234

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	813	745
Female	721	789

AGE	Unweighted	Weighted
Between 18 and 34	424	418
Between 35 and 54	595	523
55 or over	515	593

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	943	1,010
French	358	319
Other	232	205

The sample thus collected has a minimum weighting factor of 0.04 and a maximum weighting factor of 5.46. The weighted variance is 0.384.

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	500	487
Female	503	516

AGE	Unweighted	Weighted
Between 18 and 29	78	162
Between 30 and 39	216	231
Between 40 and 49	220	187
Between 50 and 64	265	251
65 or older	173	224

The sample thus collected has a minimum weighting factor of 0.16 and a maximum weighting factor of 4.59. The weighted variance is 0.418.

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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.



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We Know Canadians

