NORTH AMERICAN TRACKER

Leger

October 13th, 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 1,000 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 **October 7th, 2022, to October 10th, 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
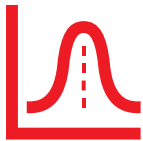
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.50%, 19 times out of 20** for the Canadian sample and of **±3.09%, 19 times out of 20** for the American sample. The results 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			NDP		PPC	
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

*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 that 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**.
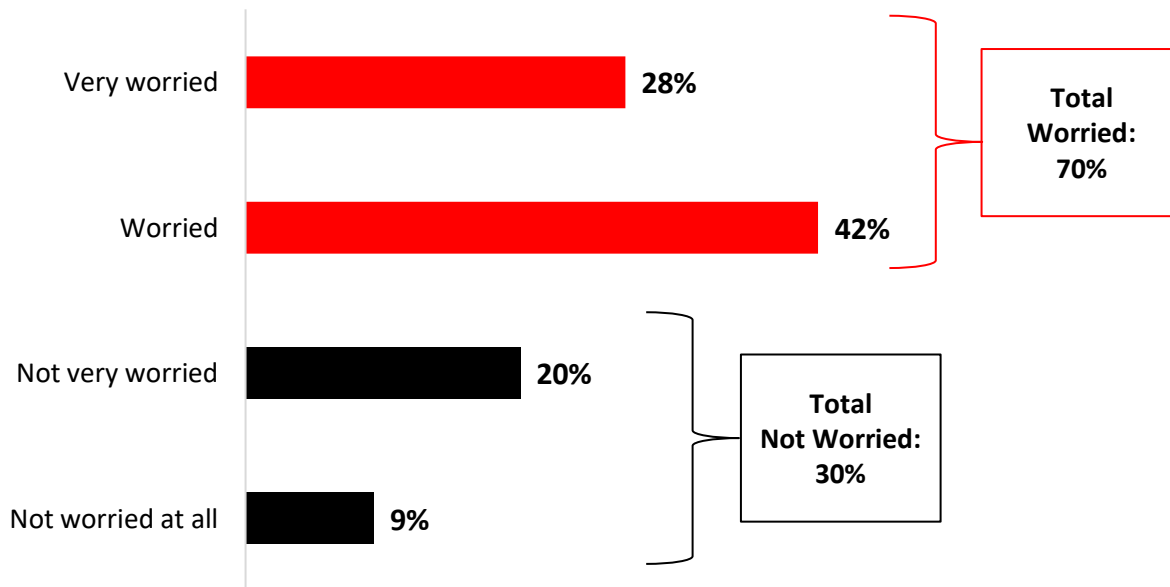
CLIMATE CHANGE

CONCERNS ABOUT CLIMATE CHANGE (1/2)

CTC1034. To what extent are you worried about climate change?
Base: All respondents (n=1,534)

Category	Percentage
Very worried	28%
Worried	42%
Not very worried	20%
Not worried at all	9%

Total Worried: 70%

Total Not Worried: 30%

8

CONCERNS ABOUT CLIMATE CHANGE (2/2)

CTC1034. To what extent are you worried about climate change?
Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural	Total May 3rd, 2021	Gap
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288	1,548	
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289	1,548	
Total Worried	**70%**	72%	75%	72%	**54%**	**59%**	74%	**79%**	**61%**	72%	**65%**	**75%**	73%	69%	69%	**74%**	4
Very worried	**28%**	30%	27%	29%	**16%**	**18%**	**39%**	**34%**	**22%**	30%	**23%**	**33%**	**33%**	25%	23%	**28%**	-
Worried	**42%**	42%	**47%**	43%	38%	41%	35%	46%	39%	43%	43%	42%	40%	44%	45%	**46%**	4
Total Not Worried	**30%**	28%	25%	28%	**46%**	**41%**	26%	**21%**	**39%**	28%	**35%**	**25%**	27%	31%	31%	**26%**	4
Not very worried	**20%**	25%	19%	19%	**30%**	27%	15%	16%	**26%**	18%	21%	19%	18%	21%	22%	**21%**	1
Not worried at all	**9%**	**3%**	**7%**	9%	15%	14%	12%	**4%**	**13%**	10%	**13%**	**6%**	9%	10%	10%	**6%**	3

CONCERNS ABOUT CLIMATE CHANGE (CANADA VS UNITED STATES)

CTC1034. To what extent are you worried about climate change?
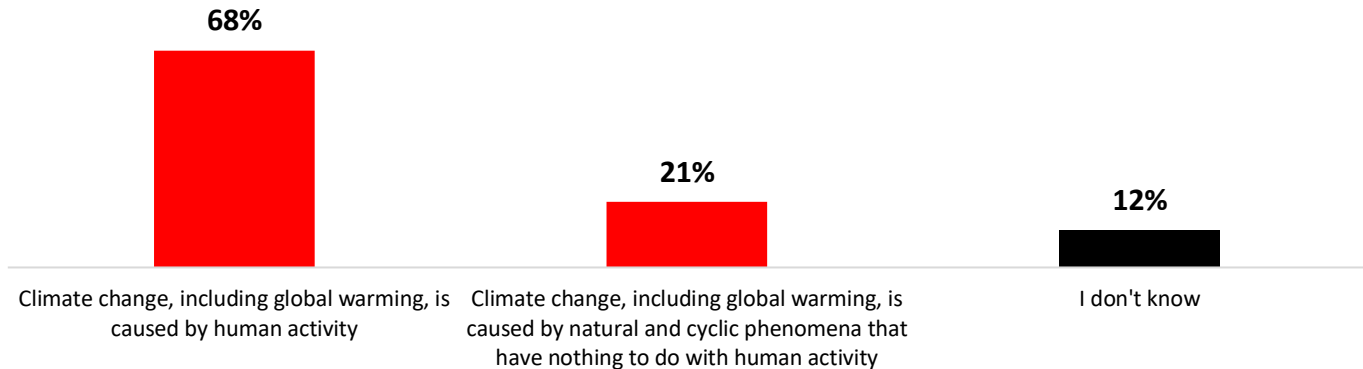
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
Total Worried	**70%**	**58%**	12
Very worried	28%	27%	1
Worried	**42%**	**31%**	11
Total Not Worried	**30%**	**42%**	12
Not very worried	20%	24%	4
Not worried at all	**9%**	**18%**	8

CAUSE OF CLIMATE CHANGE

CTC1035. Which of the following opinions most closely matches your own?
Base: All respondents (n=1,534)

68% — Climate change, including global warming, is caused by human activity

21% — Climate change, including global warming, is caused by natural and cyclic phenomena that have nothing to do with human activity

12% — I don't know

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
Climate change, including global warming, is caused by human activity	68%	72%	78%	67%	61%	50%	69%	75%	61%	70%	65%	71%	71%	68%	62%
Climate change, including global warming, is caused by natural and cyclic phenomena that have nothing to do with human activity	21%	20%	15%	20%	24%	33%	22%	14%	26%	20%	25%	16%	19%	21%	23%
I don't know	12%	8%	7%	13%	16%	17%	9%	12%	14%	10%	10%	13%	10%	11%	16%

CAUSE OF CLIMATE CHANGE (CANADA VS UNITED STATES)

CTC1035. Which of the following opinions most closely matches your own?

Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
Climate change, including global warming, is caused by human activity	**68%**	**54%**	14
Climate change, including global warming, is caused by natural and cyclic phenomena that have nothing to do with human activity	**21%**	**31%**	11
I don't know	12%	15%	3

EXPERIENCE WITH CLIMATE CHANGE

CTC1036. Have you personally experienced the effects of climate change where you live?
Base: All respondents (n=1,534)

DNK 12%
No 32%
56% Yes
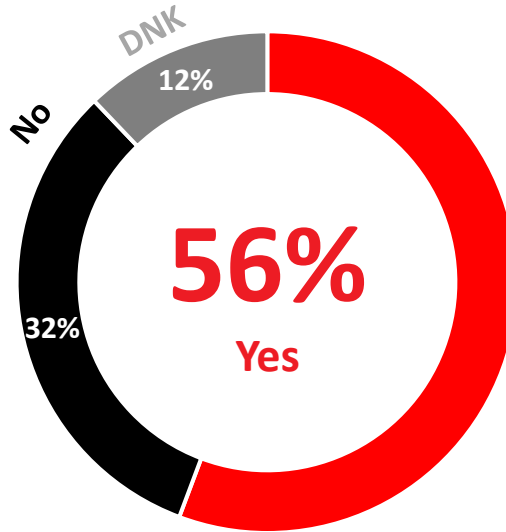
	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
Yes	56%	65%	53%	54%	49%	45%	72%	60%	48%	59%	53%	58%	57%	54%	56%
No	32%	23%	39%	31%	34%	44%	18%	27%	38%	31%	38%	27%	31%	35%	30%
I don't know	12%	13%	8%	15%	17%	11%	10%	13%	14%	10%	9%	15%	12%	11%	14%

EXPERIENCE WITH CLIMATE CHANGE (CANADA VS UNITED STATES)

CTC1036. Have you personally experienced the effects of climate change where you live?
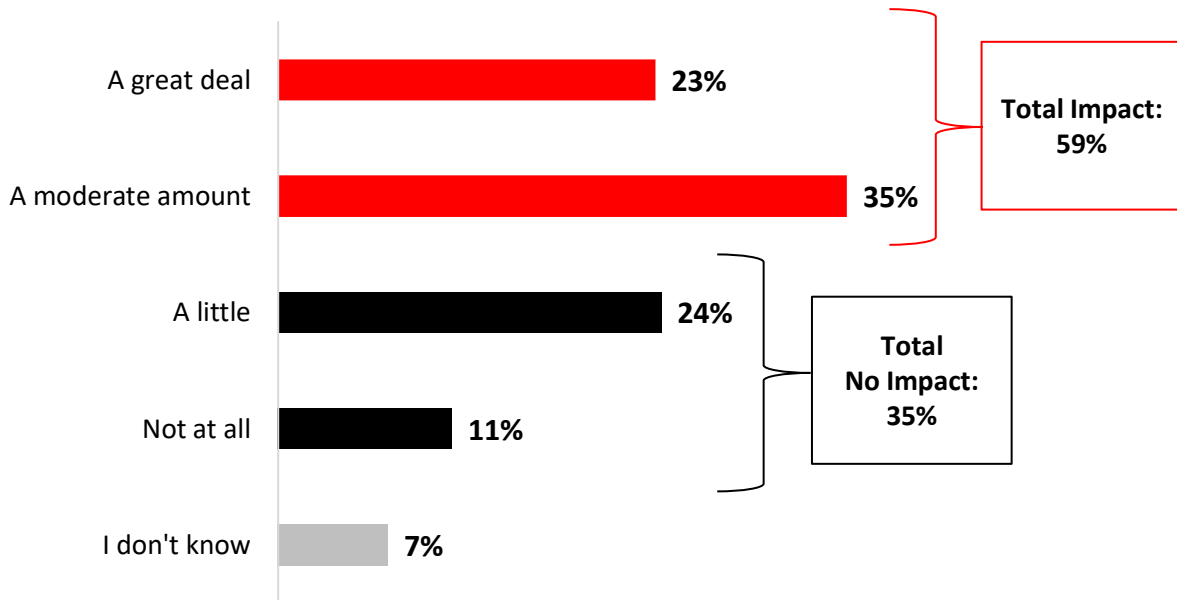
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
Yes	56%	45%	11
No	32%	37%	5
I don't know	12%	18%	6

IMPACT OF CLIMATE CHANGE IN A LIFETIME (1/2)

CTC1037. How much do you think climate change will negatively impact you personally in your lifetime?
Base: All respondents (n=1,534)

Response	%
A great deal	23%
A moderate amount	35%
A little	24%
Not at all	11%
I don't know	7%

Total Impact: 59%

Total No Impact: 35%

IMPACT OF CLIMATE CHANGE IN A LIFETIME (2/2)

CTC1037. How much do you think climate change will negatively impact you personally in your lifetime?
Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
Total Impact	**59%**	63%	59%	59%	47%	45%	70%	71%	53%	56%	56%	61%	60%	60%	54%
A great deal	**23%**	26%	24%	22%	11%	16%	35%	30%	21%	21%	23%	24%	27%	21%	19%
A moderate amount	**35%**	37%	35%	37%	36%	29%	35%	41%	32%	34%	33%	37%	32%	39%	35%
Total No Impact	**35%**	33%	35%	33%	40%	48%	26%	22%	39%	39%	39%	30%	33%	34%	40%
A little	**24%**	24%	24%	23%	27%	29%	19%	18%	24%	27%	25%	22%	24%	23%	26%
Not at all	**11%**	9%	11%	10%	14%	18%	7%	4%	15%	12%	14%	8%	9%	11%	13%
I don't know	**7%**	4%	6%	8%	12%	8%	4%	7%	8%	5%	5%	8%	7%	6%	7%

IMPACT OF CLIMATE CHANGE IN A LIFETIME (CANADA VS UNITED STATES)

**CTC1037. How much do you think climate change will negatively impact you personally in your lifetime?**
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
Total Impact	**59%**	**47%**	12
A great deal	**23%**	**18%**	5
A moderate amount	**35%**	**29%**	6
Total No Impact	**35%**	**41%**	6
A little	24%	23%	1
Not at all	**11%**	**18%**	7
I don't know	**7%**	**12%**	5

OCCURRENCE OF EXTREME WEATHER EVENTS (1/2)

CTC1038. In the future, do you think extreme weather events (such as wildfires, floods, hurricanes, tornadoes, droughts, etc.) will occur more often, about as often or less often than they do currently?

Base: All respondents (n=1,534)

More often	60%
About as often	30%
Less often	4%
I don't know	7%
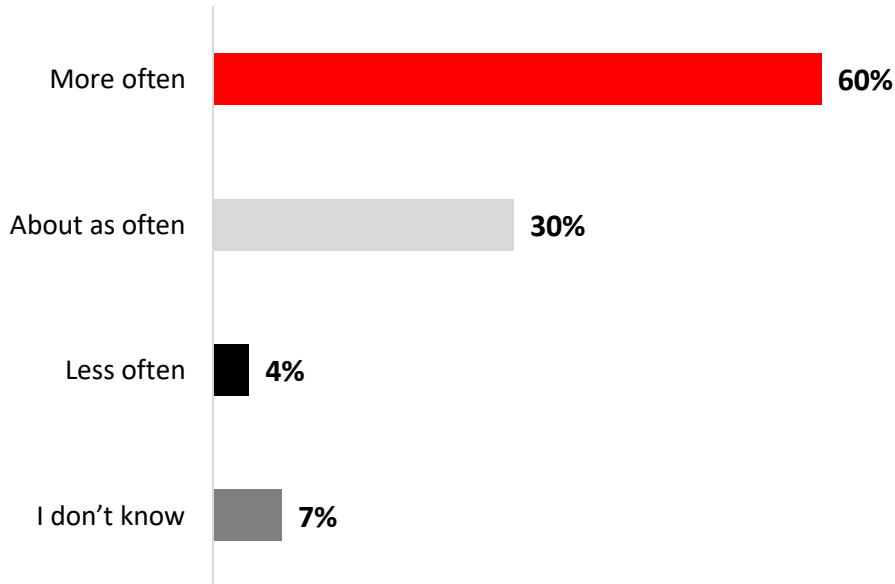
OCCURRENCE OF EXTREME WEATHER EVENTS (2/2)

CTC1038. In the future, do you think extreme weather events (such as wildfires, floods, hurricanes, tornadoes, droughts, etc.) will occur more often, about as often or less often than they do currently?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,534	103	354	594	99	171	214	384	519	631	748	786	636	600	288
Unweighted n=	1,534	101	417	606	125	130	155	368	557	609	747	787	657	579	289
More often	60%	72%	62%	58%	47%	48%	72%	60%	54%	65%	53%	67%	62%	59%	59%
About as often	30%	25%	31%	29%	38%	37%	22%	26%	32%	30%	37%	23%	28%	30%	32%
Less often	4%	0%	3%	5%	6%	3%	3%	4%	5%	2%	4%	3%	4%	3%	3%
I don't know	7%	3%	5%	8%	9%	12%	3%	10%	9%	3%	6%	8%	7%	7%	5%

OCCURRENCE OF EXTREME WEATHER EVENTS (CANADA VS UNITED STATES)

CTC1038. In the future, do you think extreme weather events (such as wildfires, floods, hurricanes, tornadoes, droughts, etc.) will occur more often, about as often or less often than they do currently?

Base: All respondents

|	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,534	1,000	
Unweighted n=	1,534	1,000	
More often	**60%**	**49%**	11
About as often	**30%**	**35%**	5
Less often	4%	4%	1
I don't know	**7%**	**12%**	5

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

CONTACT US
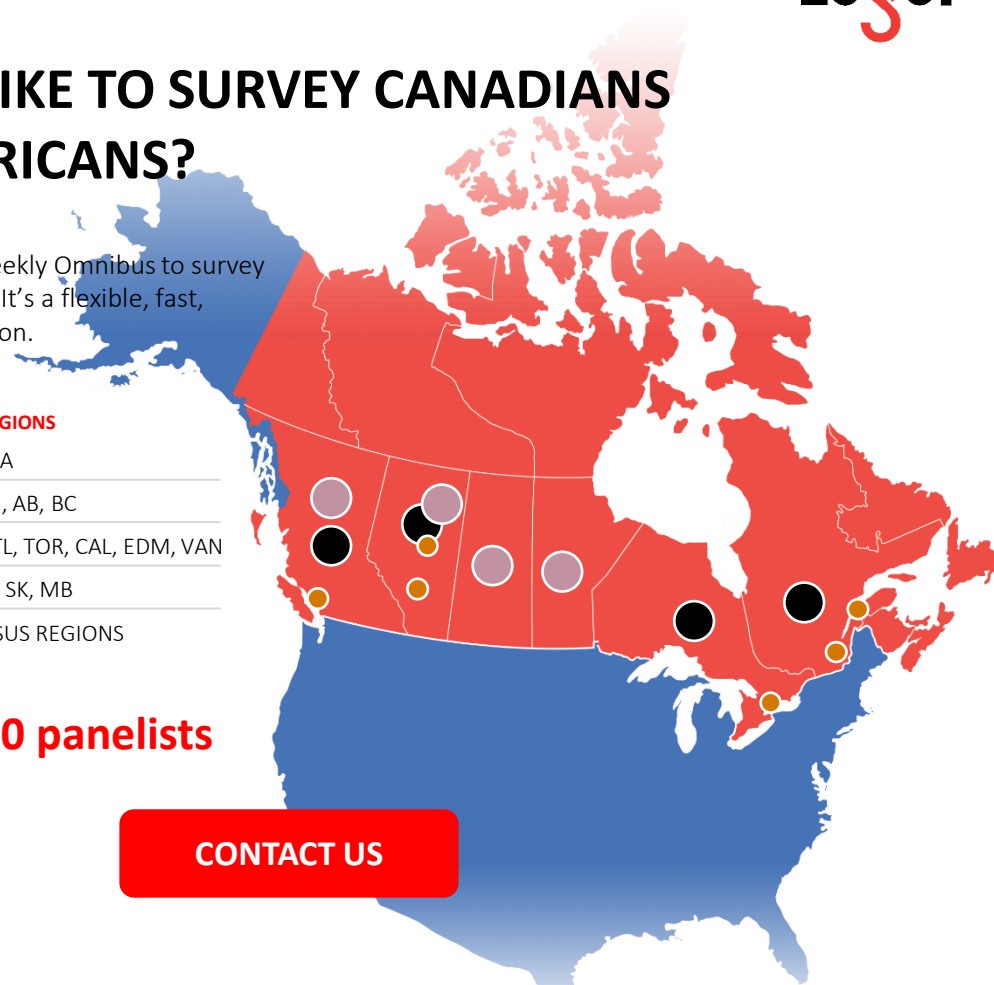
APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	155	214
Alberta	130	171
Manitoba/Saskatchewan	125	99
Ontario	606	594
Quebec	417	354
Atlantic	101	103

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

US Region	Unweighted	Weighted
NorthEast	200	179
MidWest	228	217
South	312	371
West	260	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	747	748
Female	787	786

AGE	Unweighted	Weighted
Between 18 and 34	368	384
Between 35 and 54	557	519
55 or over	609	631

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	941	1,029
French	373	303
Other	218	201

The sample thus collected has a minimum weighting factor of 0.1499 and a maximum weighting factor of 4.7525. The weighted variance is 0.4136.

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	470	486
Female	530	514

AGE	Unweighted	Weighted
Between 18 and 29	70	147
Between 30 and 39	152	202
Between 40 and 49	206	229
Between 50 and 64	290	250
65 or older	282	172

The sample thus collected has a minimum weighting factor of 0.3161 and a maximum weighting factor of 4.4182. The weighted variance is 0.4232.

OUR SERVICES

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- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **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)

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CONSULTANTS

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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.

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.

We Know Canadians