
NORTH AMERICAN TRACKER

Leger

September 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 **1,565 Canadians and 1,008 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 **September 09th, 2022, to September 11th, 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



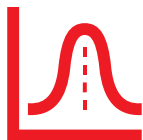
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 $\pm 2.51\%$, **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 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](#).



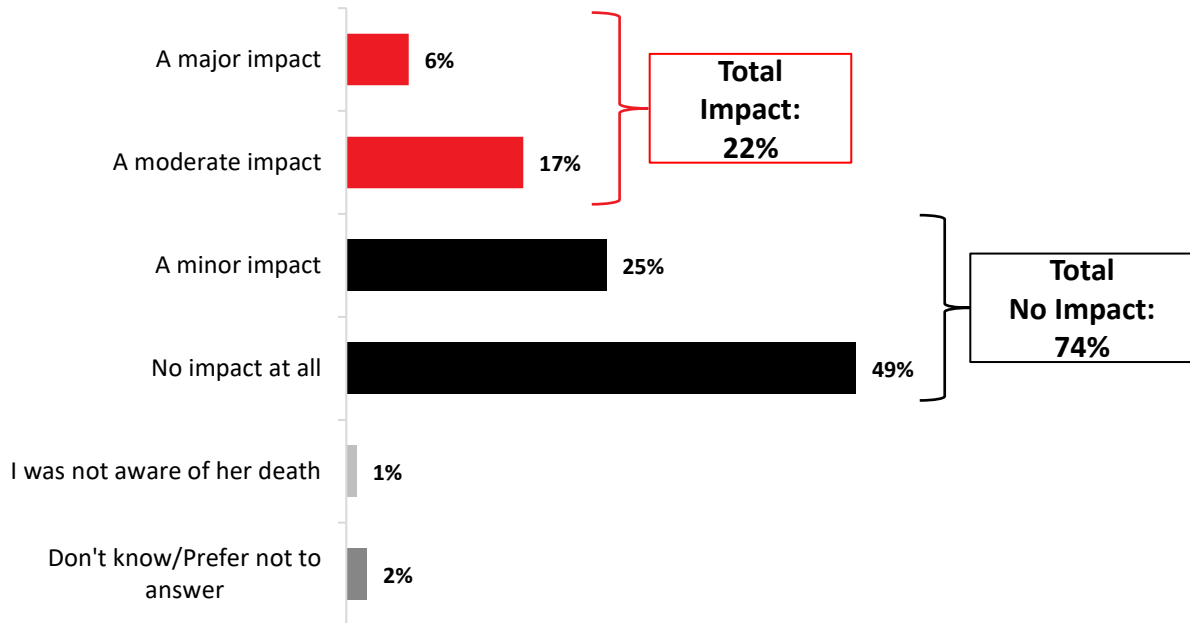
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DEATH OF QUEEN ELIZABETH II

IMPACT OF QUEEN ELIZABETH'S DEATH (1/2)

CTC1030. Which of the following best describes how Queen Elizabeth's death has impacted you personally? Has it had...

Base: All respondents (n=1,565)



IMPACT OF QUEEN ELIZABETH'S DEATH (2/2)

CTC1030. Which of the following best describes how Queen Elizabeth's death has impacted you personally? Has it had...

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=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
Total Impact	22%	29%	15%	25%	27%	22%	24%	20%	20%	26%	22%	22%	23%	22%	22%
A major impact	6%	6%	4%	5%	6%	7%	9%	4%	7%	5%	5%	6%	7%	5%	3%
A moderate impact	17%	23%	11%	20%	21%	15%	15%	16%	13%	21%	17%	17%	16%	17%	19%
Total No Impact	74%	63%	82%	73%	69%	72%	72%	75%	76%	72%	76%	72%	72%	76%	77%
A minor impact	25%	22%	20%	29%	23%	23%	26%	23%	22%	29%	21%	29%	22%	28%	25%
No impact at all	49%	41%	62%	44%	47%	49%	47%	52%	54%	43%	54%	44%	50%	48%	51%
I was not aware of her death	1%	4%	1%	1%	2%	4%	1%	2%	2%	0%	2%	1%	2%	1%	0%
Don't know/Prefer not to answer	2%	4%	2%	2%	2%	1%	2%	3%	2%	1%	0%	4%	3%	1%	2%

IMPACT OF QUEEN ELIZABETH'S DEATH (CANADA VS UNITED STATES)

CTC1030. Which of the following best describes how Queen Elizabeth's death has impacted you personally? Has it had...

Base: All respondents

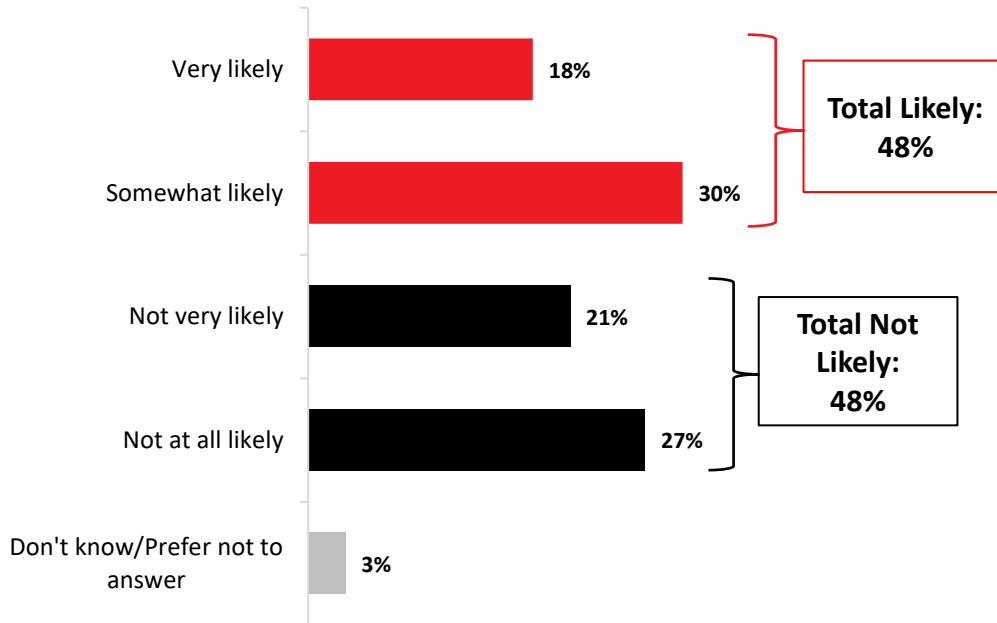


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Total Impact	22%	16%	6
A major impact	6%	6%	-
A moderate impact	17%	10%	7
Total No Impact	74%	79%	5
A minor impact	25%	22%	3
No impact at all	49%	58%	9
I was not aware of her death	1%	2%	1
Don't know/Prefer not to answer	2%	3%	1

LIKELIHOOD TO WATCH THE FUNERAL (1/2)

CTC1031. How likely are you to watch the queen's funeral service when it is televised?

Base: All respondents (n=1,565)



LIKELIHOOD TO WATCH THE FUNERAL (2/2)

CTC1031. How likely are you to watch the queen's funeral service when it is televised?

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=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
Total Likely	48%	48%	40%	55%	42%	45%	51%	34%	43%	62%	43%	54%	49%	51%	45%
Very likely	18%	28%	11%	21%	13%	16%	21%	6%	18%	26%	16%	20%	18%	18%	18%
Somewhat likely	30%	20%	29%	34%	29%	29%	29%	27%	25%	37%	27%	33%	30%	33%	27%
Total Not Likely	48%	52%	57%	39%	56%	53%	48%	62%	54%	35%	55%	41%	47%	47%	52%
Not very likely	21%	14%	25%	17%	28%	23%	22%	26%	22%	17%	23%	19%	20%	19%	26%
Not at all likely	27%	38%	32%	22%	28%	30%	26%	36%	32%	19%	33%	22%	27%	28%	26%
Don't know/Prefer not to answer	3%	1%	3%	6%	2%	2%	1%	5%	3%	3%	2%	5%	4%	2%	3%

LIKELIHOOD TO WATCH THE FUNERAL (CANADA VS UNITED STATES)

CTC1031. How likely are you to watch the queen's funeral service when it is televised?

Base: All respondents

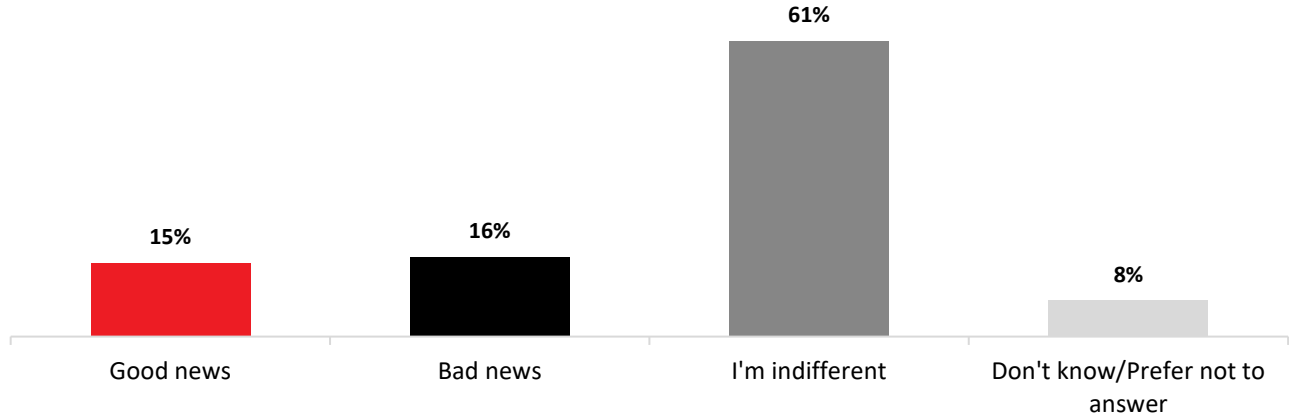


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Total Likely	48%	38%	10
Very likely	18%	16%	2
Somewhat likely	30%	21%	9
Total Not Likely	48%	57%	9
Not very likely	21%	20%	1
Not at all likely	27%	37%	10
Don't know/Prefer not to answer	3%	5%	2

PRINCE CHARLES AS NEW KING

CTC1032. Do you think the news that Prince Charles is now king of the United Kingdom is...

Base: All respondents (n=1,565)



	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
Good news	15%	19%	10%	16%	14%	18%	17%	7%	16%	19%	16%	14%	17%	15%	14%
Bad news	16%	10%	15%	17%	14%	17%	20%	20%	16%	14%	14%	19%	18%	17%	13%
I'm indifferent	61%	60%	69%	59%	63%	57%	55%	63%	60%	60%	65%	57%	57%	64%	63%
Don't know/Prefer not to answer	8%	11%	5%	7%	9%	8%	9%	9%	7%	7%	5%	10%	9%	4%	10%

PRINCE CHARLES AS NEW KING (CANADA VS UNITED STATES)

CTC1032. Do you think the news that Prince Charles is now king of the United Kingdom is...

Base: All respondents

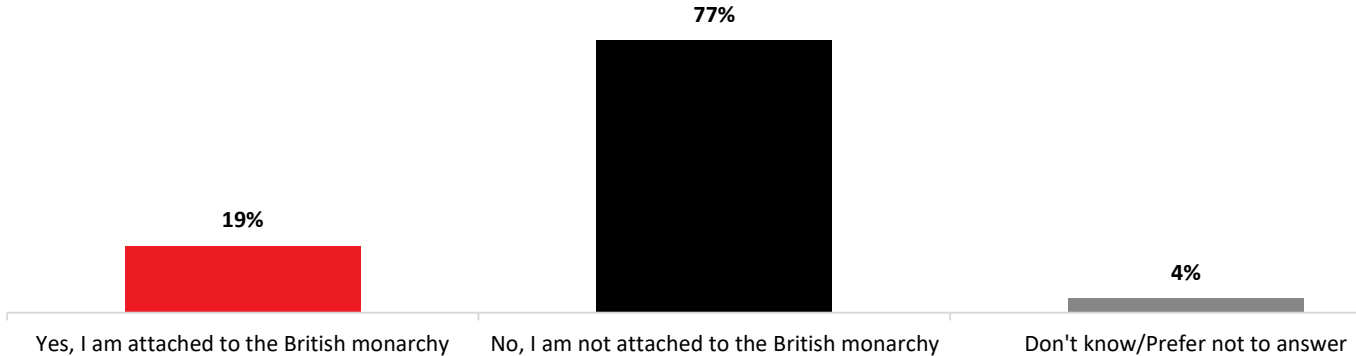


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Good news	15%	17%	2
Bad news	16%	12%	4
I'm indifferent	61%	61%	-
Don't know/Prefer not to answer	8%	10%	2

ATTACHMENT TO THE BRITISH MONARCHY

CTC1033. Would you say that you are personally attached to the British monarchy?






Base: All respondents (n=1,565)



	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
Yes, I am attached to the British monarchy	19%	24%	12%	21%	12%	20%	23%	12%	19%	23%	19%	19%	19%	18%	21%
No, I am not attached to the British monarchy	77%	69%	87%	73%	81%	78%	71%	83%	76%	73%	79%	75%	76%	78%	76%
Don't know/Prefer not to answer	4%	7%	2%	5%	7%	1%	6%	5%	4%	4%	2%	6%	5%	3%	3%

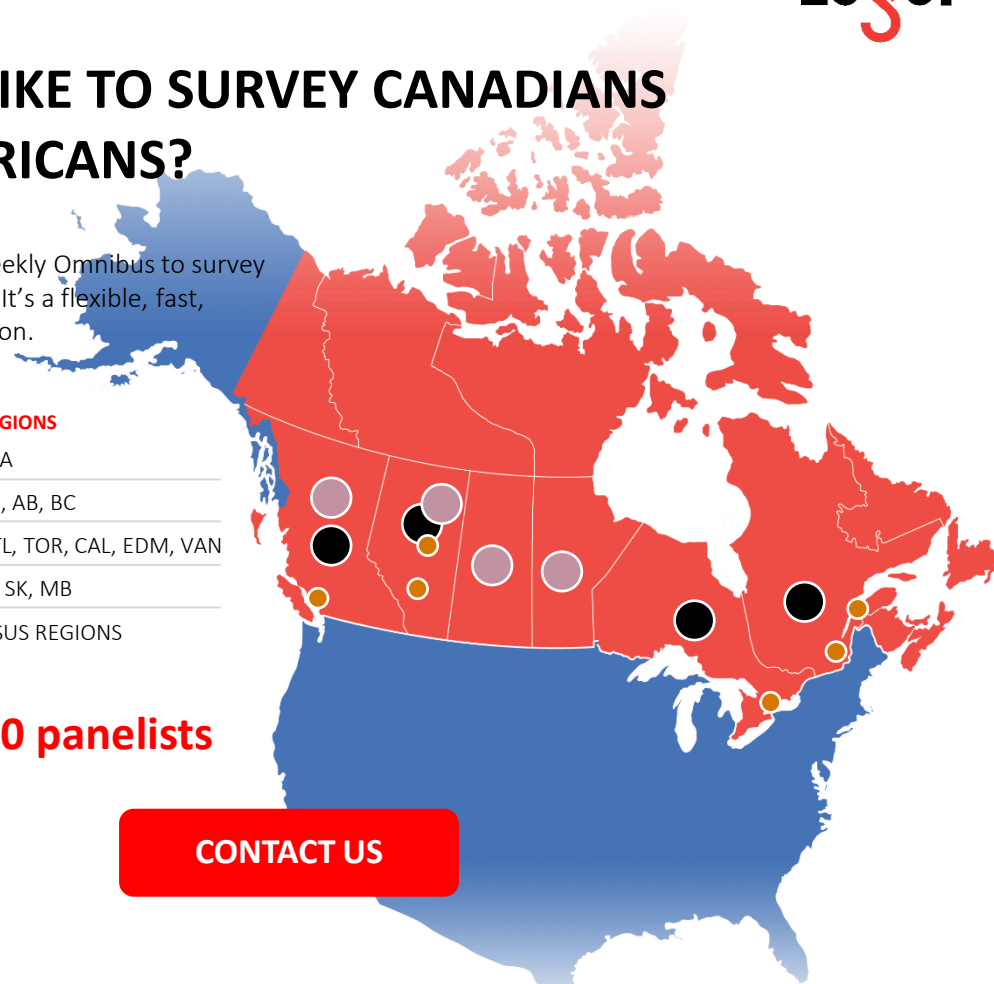
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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	166	218
Alberta	134	174
Manitoba/Saskatchewan	126	101
Ontario	610	606
Quebec	427	361
Atlantic	102	105

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

US Region	Unweighted	Weighted
NorthEast	197	180
MidWest	215	219
South	325	374
West	271	235

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	769	763
Female	796	802

AGE	Unweighted	Weighted
Between 18 and 34	408	402
Between 35 and 54	586	519
55 or over	571	644

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,021	1,060
French	343	321
Other	200	182

The sample thus collected has a minimum weighting factor of 0.1571 and a maximum weighting factor of 5.1289. The weighted variance is 0.4226.

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	486	490
Female	522	518

AGE	Unweighted	Weighted
Between 18 and 29	67	168
Between 30 and 39	179	228
Between 40 and 49	197	187
Between 50 and 64	297	252
65 or older	268	173

The sample thus collected has a minimum weighting factor of 0.39065 and a maximum weighting factor of 5.1739. The weighted variance is 0.5816.

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- **Leger Opinion (LEO)**
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- **Leger Community**
Online community management
- **Leger Digital**
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- **International research**
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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.

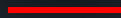


Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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.

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We Know Canadians

