
NORTH AMERICAN TRACKER

Leger

September 14th, 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



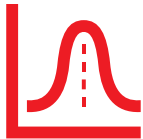
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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](#).



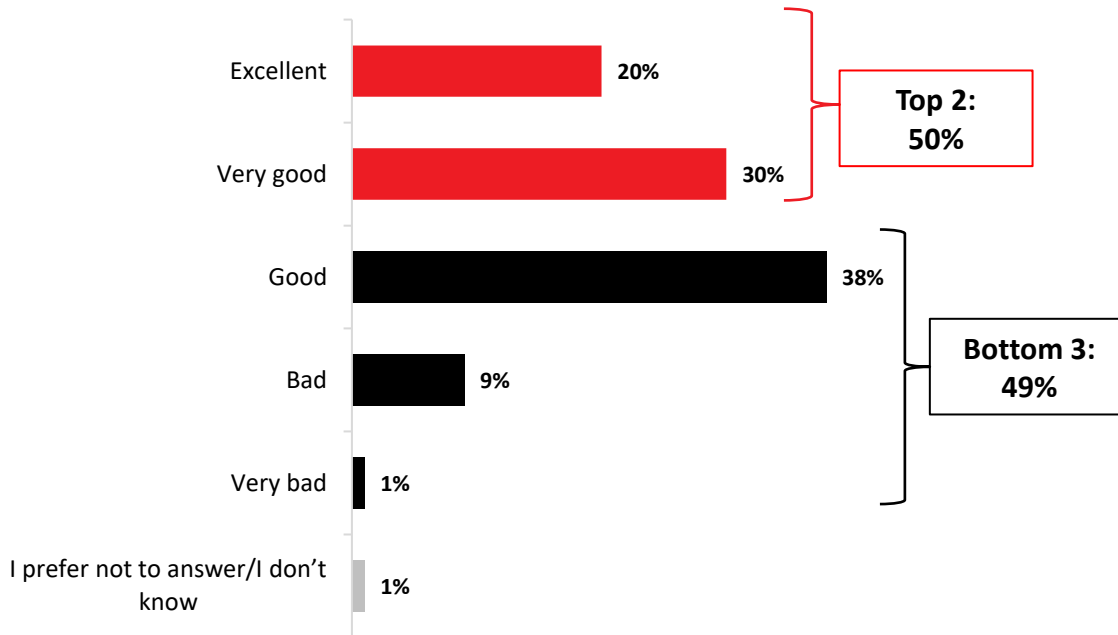
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MENTAL HEALTH

CURRENT STATE OF MENTAL HEALTH (1/2)

CTC1017A. How would you rate your mental health currently?

Base: All respondents (n=1,565)



*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

CURRENT STATE OF MENTAL HEALTH (2/2)

CTC1017A. How would you rate your mental health 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=	1,565	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 Top 2	50%	45%	63%	44%	43%	46%	53%	37%	45%	62%	57%	43%	47%	53%	53%
Excellent	20%	22%	26%	17%	17%	17%	22%	10%	19%	27%	26%	15%	18%	22%	21%
Very good	30%	23%	37%	27%	26%	29%	31%	27%	26%	35%	32%	28%	30%	30%	31%
Total Bottom 3	49%	52%	37%	54%	54%	54%	45%	60%	53%	38%	42%	55%	51%	46%	47%
Good *	38%	39%	31%	41%	46%	41%	37%	44%	43%	31%	34%	42%	41%	36%	36%
Bad	9%	10%	5%	11%	8%	13%	6%	13%	9%	6%	6%	12%	9%	8%	10%
Very bad	1%	3%	1%	2%	0%	0%	2%	3%	2%	0%	2%	1%	2%	2%	1%
Don't know/Prefer not to answer	1%	2%	0%	2%	3%	0%	2%	3%	1%	1%	1%	2%	2%	1%	1%

*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

CURRENT STATE OF MENTAL HEALTH (CANADA VS UNITED STATES)

CTC1017A. How would you rate your mental health currently?

Base: All respondents



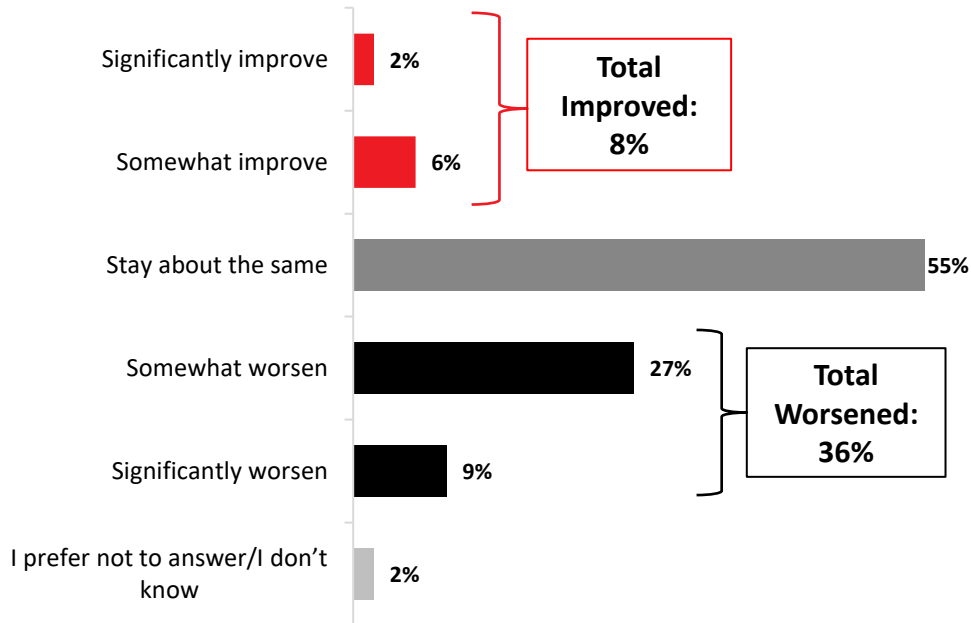
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Total Top 2	50%	51%	1
Excellent	20%	23%	3
Very good	30%	28%	2
Total Bottom 3	49%	45%	4
Good *	38%	34%	4
Bad	9%	8%	1
Very bad	1%	3%	2
Don't know/Prefer not to answer	1%	4%	3

*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

STATE OF MENTAL HEALTH DURING THE PANDEMIC (1/2)

CTC1017B. During the COVID-19 pandemic, did your mental health...

Base: All respondents (n=1,565)



STATE OF MENTAL HEALTH DURING THE PANDEMIC (2/2)

CTC1017B. During the COVID-19 pandemic, did your mental health...

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 Improved	8%	7%	9%	9%	4%	4%	8%	16%	7%	3%	9%	7%	9%	8%	5%
Significantly improve	2%	2%	2%	2%	1%	0%	0%	3%	1%	1%	2%	1%	2%	2%	1%
Somewhat improve	6%	5%	8%	7%	3%	4%	8%	13%	6%	2%	7%	5%	7%	6%	4%
Stay about the same	55%	54%	62%	50%	59%	48%	60%	36%	56%	65%	62%	48%	53%	56%	58%
Total Worsened	36%	39%	27%	39%	33%	45%	31%	43%	35%	31%	28%	43%	35%	35%	37%
Somewhat worsen	27%	29%	21%	29%	26%	39%	23%	30%	27%	26%	21%	33%	27%	25%	29%
Significantly worsen	9%	10%	7%	10%	8%	7%	8%	13%	8%	6%	6%	10%	8%	9%	8%
I prefer not to answer/I don't know	2%	0%	1%	2%	4%	2%	1%	4%	1%	0%	1%	2%	2%	1%	1%

STATE OF MENTAL HEALTH DURING THE PANDEMIC (CANADA VS UNITED STATES)

CTC1017B. During the COVID-19 pandemic, did your mental health...

Base: All respondents

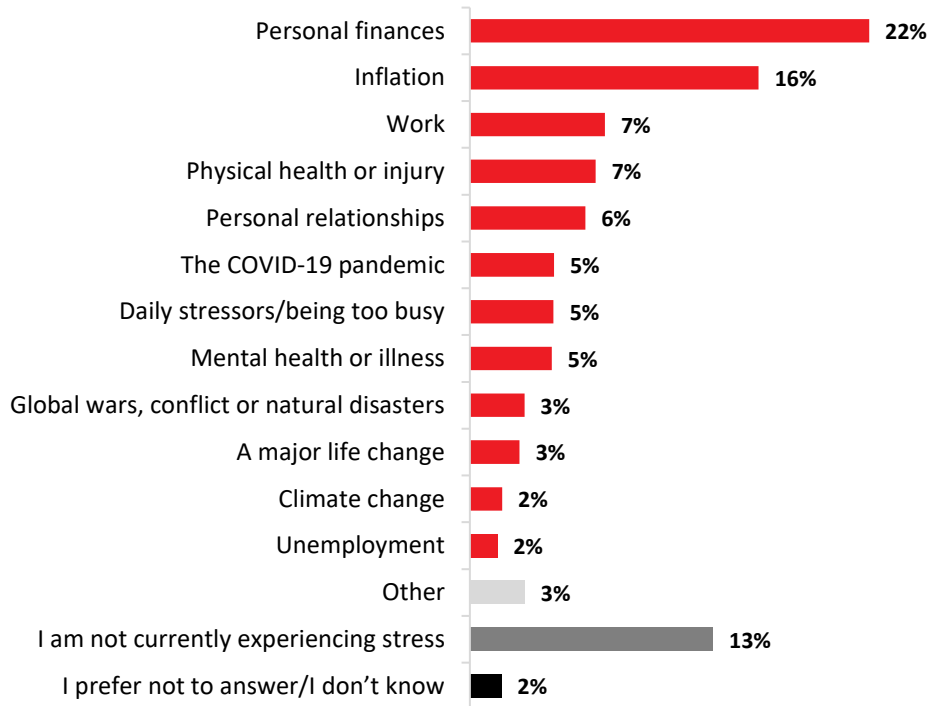


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Total Improved	8%	11%	3
Significantly improve	2%	5%	3
Somewhat improve	6%	6%	-
Stay about the same	55%	58%	3
Total Worsened	36%	26%	10
Somewhat worsen	27%	18%	9
Significantly worsen	9%	8%	1
I prefer not to answer/I don't know	2%	4%	2

GREATEST SOURCE OF STRESS (1/2)

CTC1018. Which of the following is currently your greatest source of stress?

Base: All respondents (n=1,565)



GREATEST SOURCE OF STRESS (2/2)

CTC1018. Which of the following is currently your greatest source of stress?



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
Personal finances	22%	23%	19%	22%	27%	28%	19%	26%	26%	16%	21%	23%	25%	20%	19%
Inflation	16%	20%	17%	15%	12%	20%	15%	16%	20%	13%	16%	15%	17%	14%	18%
Work	7%	9%	7%	6%	4%	9%	11%	13%	9%	3%	8%	7%	10%	7%	4%
Physical health or injury	7%	5%	7%	7%	8%	7%	7%	1%	6%	12%	6%	8%	7%	7%	8%
Personal relationships	6%	10%	5%	8%	5%	1%	6%	8%	5%	7%	5%	7%	6%	8%	6%
The COVID-19 pandemic	5%	6%	3%	4%	6%	6%	6%	3%	3%	7%	5%	4%	4%	6%	3%
Daily stressors/being too busy	5%	2%	5%	4%	7%	1%	9%	8%	4%	2%	5%	5%	3%	7%	4%
Mental health or illness	5%	3%	3%	5%	5%	10%	2%	6%	4%	4%	4%	5%	5%	3%	6%
Global wars, conflict or natural disasters	3%	3%	7%	2%	0%	1%	1%	1%	1%	6%	3%	3%	2%	4%	3%
A major life change	3%	1%	2%	4%	5%	1%	2%	4%	3%	2%	2%	3%	3%	2%	3%
Climate change	2%	1%	2%	2%	0%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%
Unemployment	2%	0%	1%	2%	4%	2%	0%	3%	2%	0%	2%	1%	2%	2%	0%
Other	3%	2%	1%	4%	3%	2%	5%	2%	4%	3%	3%	3%	2%	3%	4%
I am not currently experiencing stress	13%	15%	16%	12%	12%	10%	14%	5%	10%	21%	17%	10%	12%	14%	16%
I prefer not to answer/I don't know	2%	0%	3%	2%	2%	1%	0%	2%	1%	2%	1%	2%	2%	1%	1%

GREATEST SOURCE OF STRESS (CANADA VS UNITED STATES)

CTC1018. Which of the following is currently your greatest source of stress?

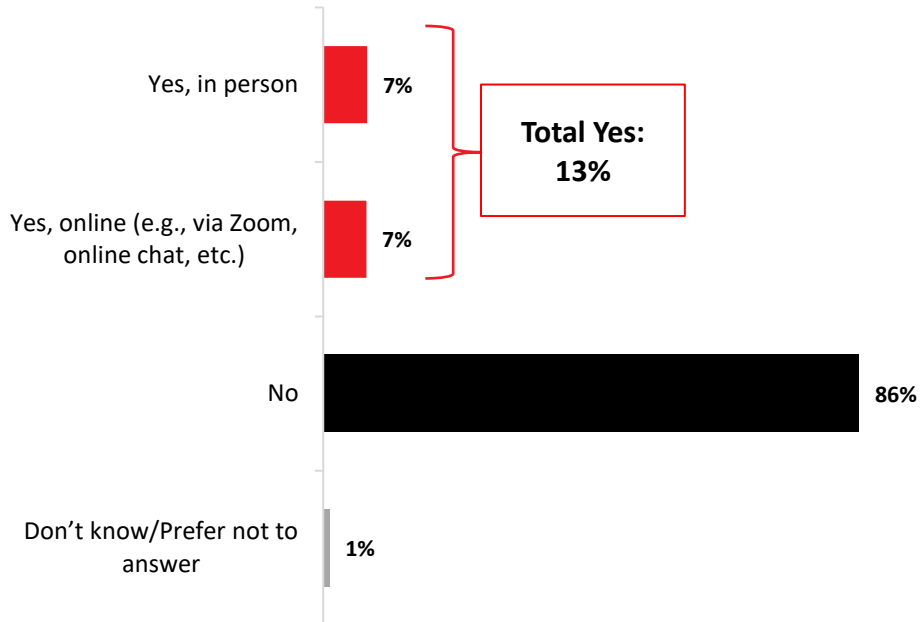
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Personal finances	22%	18%	4
Inflation	16%	18%	2
Work	7%	7%	-
Physical health or injury	7%	5%	2
Personal relationships	6%	8%	2
The COVID-19 pandemic	5%	2%	3
Daily stressors/being too busy	5%	4%	1
Mental health or illness	5%	5%	-
Global wars, conflict or natural disasters	3%	3%	-
A major life change	3%	3%	-
Climate change	2%	2%	-
Unemployment	2%	2%	-
Other	3%	5%	2
I am not currently experiencing stress	13%	14%	1
I prefer not to answer/I don't know	2%	3%	1

MENTAL HEALTH SUPPORT (1/2)

CTC1019. Are you currently seeing a mental health professional (such as a counsellor, psychologist or psychiatrist)? *Please select all that apply.*

Base: All respondents (n=1,565)



MENTAL HEALTH SUPPORT (2/2)

CTC1019. Are you currently seeing a mental health professional (such as a counsellor, psychologist or psychiatrist)? Please select all that apply.

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 Yes	13%	6%	10%	15%	11%	16%	16%	25%	13%	6%	13%	14%	16%	11%	12%
Yes, in person	7%	5%	7%	8%	5%	8%	7%	12%	8%	3%	8%	6%	9%	4%	6%
Yes, online (e.g., via Zoom, online chat, etc.)	7%	1%	3%	8%	7%	8%	11%	14%	7%	3%	5%	8%	7%	7%	6%
No	86%	92%	90%	84%	87%	84%	83%	73%	86%	94%	86%	85%	83%	89%	88%
Don't know/Prefer not to answer	1%	2%	0%	1%	2%	0%	1%	2%	1%	0%	1%	1%	1%	0%	0%

MENTAL HEALTH SUPPORT (CANADA VS UNITED STATES)

CTC1019. Are you currently seeing a mental health professional (such as a counsellor, psychologist or psychiatrist)? Please select all that apply.

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Total Yes	13%	14%	1
Yes, in person	7%	8%	1
Yes, online (e.g., via Zoom, online chat, etc.)	7%	8%	1
No	86%	84%	2
Don't know/Prefer not to answer	1%	2%	1



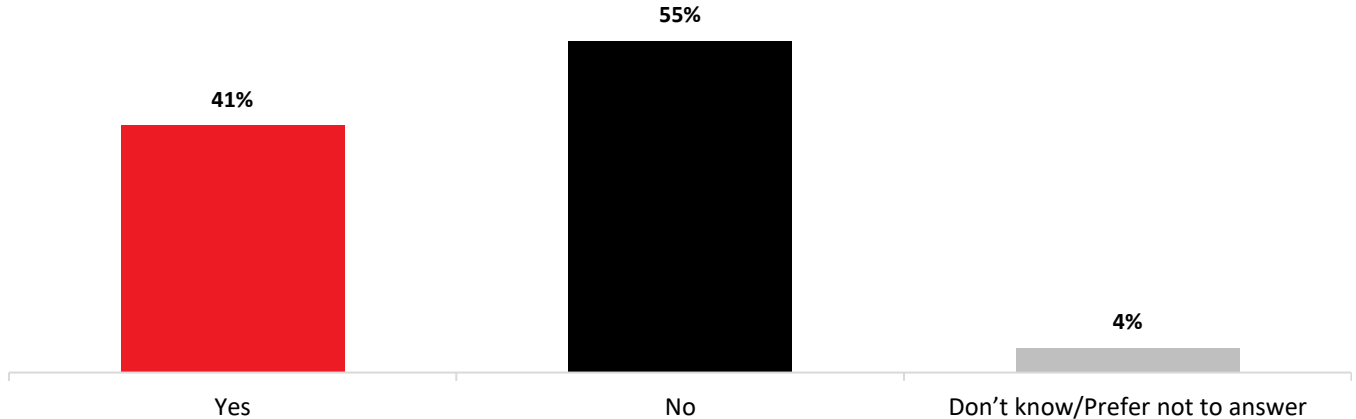
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ECONOMIC SITUATION

STATE OF PERSONAL FINANCES

CTC1021. Are you currently living paycheck to paycheck?

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	41%	44%	37%	42%	43%	48%	36%	48%	49%	30%	37%	45%	41%	37%	46%
No	55%	49%	61%	54%	47%	47%	61%	47%	49%	65%	60%	50%	54%	58%	52%
Don't know/Prefer not to answer	4%	7%	2%	4%	10%	5%	4%	5%	3%	5%	3%	5%	4%	5%	2%

STATE OF PERSONAL FINANCES (CANADA VS UNITED STATES)

CTC1021. Are you currently living paycheck to paycheck?

Base: All respondents

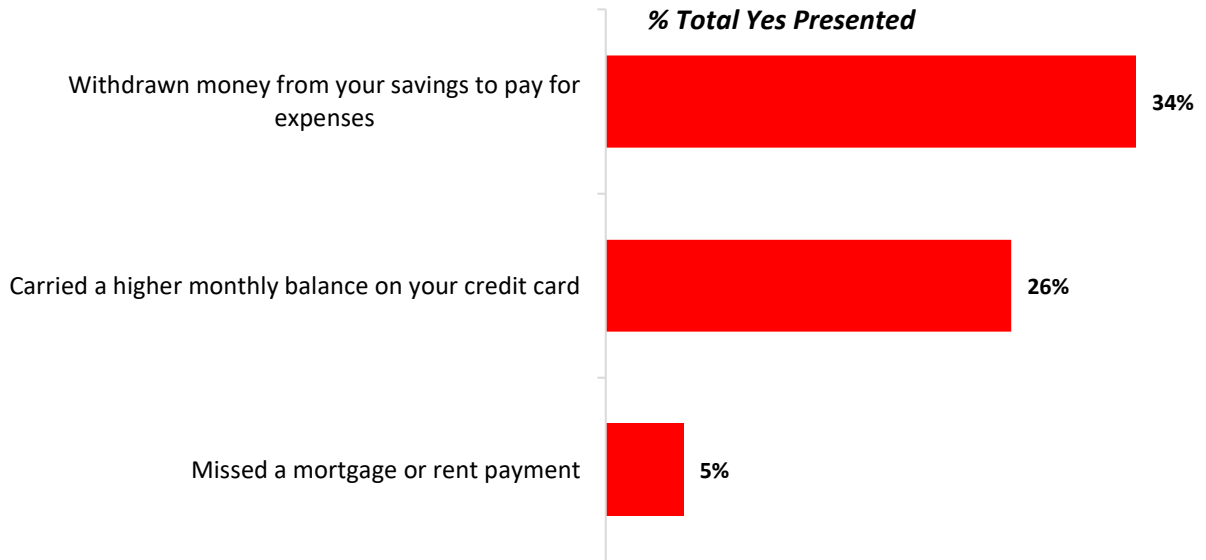


	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,565	1,008	
Unweighted n=	1,565	1,008	
Yes	41%	41%	-
No	55%	53%	2
Don't know/Prefer not to answer	4%	6%	2

IMPACT OF INFLATION ON PERSONAL FINANCES (1/2)

CTC1020. As a result of rising inflation over the past few months, have you...

Base: All respondents (n=1,565)



IMPACT OF INFLATION ON PERSONAL FINANCES (2/2)

CTC1020. As a result of rising inflation over the past few months, have you...

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
% Total Yes Presented Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
Withdrawn money from your savings to pay for expenses	34%	38%	20%	38%	33%	41%	41%	39%	34%	32%	32%	36%	34%	33%	37%
Carried a higher monthly balance on your credit card	26%	36%	22%	29%	26%	27%	19%	34%	31%	17%	22%	30%	27%	24%	28%
Missed a mortgage or rent payment	5%	8%	3%	6%	7%	3%	1%	8%	7%	0%	5%	4%	6%	3%	3%

IMPACT OF INFLATION ON PERSONAL FINANCES (CANADA VS UNITED STATES)

CTC1020. As a result of rising inflation over the past few months, have you...

Base: All respondents

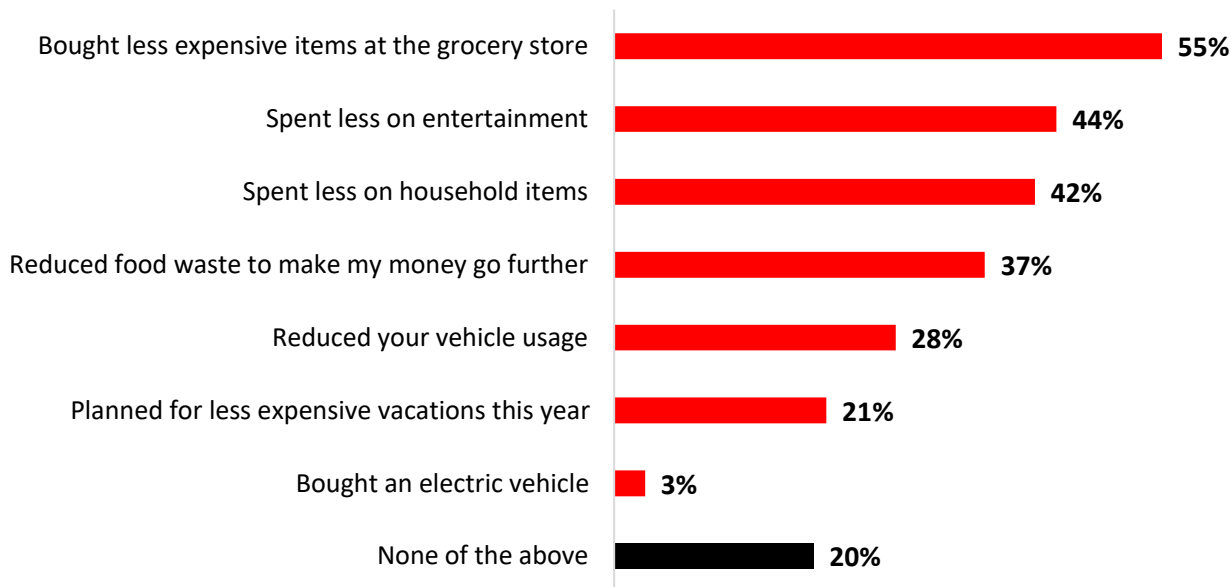


		TOTAL CANADA	TOTAL USA	Gap
	Weighted n=	1,565	1,008	
% Total Yes Presented	Unweighted n=	1,565	1,008	
	Withdrawn money from your savings to pay for expenses	34%	29%	5
	Carried a higher monthly balance on your credit card	26%	21%	5
	Missed a mortgage or rent payment	5%	6%	1

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=1,565)



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+	Male	Female	Urban	Sub-urban	Rural	Total May 9th, 2022	GAP
Weighted n=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318	1,534	
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307	1,534	
Bought less expensive items at the grocery store	55%	57%	52%	57%	49%	61%	50%	55%	57%	53%	48%	60%	55%	54%	55%	65%	-10
Spent less on entertainment	44%	51%	35%	45%	47%	55%	45%	51%	45%	39%	45%	43%	44%	43%	45%	45%	-1
Spent less on household items	42%	46%	26%	47%	46%	48%	45%	41%	44%	41%	37%	47%	41%	42%	43%	39%	+3
Reduced food waste to make my money go further	37%	42%	37%	38%	40%	31%	34%	34%	37%	39%	30%	44%	35%	40%	36%	46%	-9
Reduced your vehicle usage	28%	46%	20%	29%	37%	25%	27%	24%	26%	32%	26%	30%	25%	26%	37%	45%	-17
Planned for less expensive vacations this year	21%	16%	18%	22%	18%	21%	29%	23%	21%	20%	21%	21%	22%	20%	20%	26%	-5
Bought an electric vehicle	3%	0%	5%	2%	2%	2%	7%	4%	3%	2%	3%	3%	3%	3%	3%	5%	-2
None of the above	20%	17%	22%	20%	16%	16%	22%	13%	19%	25%	25%	15%	21%	18%	19%	12%	+8

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=	1,565	1,008	
Unweighted n=	1,565	1,008	
Bought less expensive items at the grocery store	55%	45%	10
Spent less on entertainment	44%	36%	8
Spent less on household items	42%	39%	3
Reduced food waste to make my money go further	37%	31%	6
Reduced your vehicle usage	28%	30%	2
Planned for less expensive vacations this year	21%	13%	8
Bought an electric vehicle	3%	2%	1
None of the above	20%	29%	9

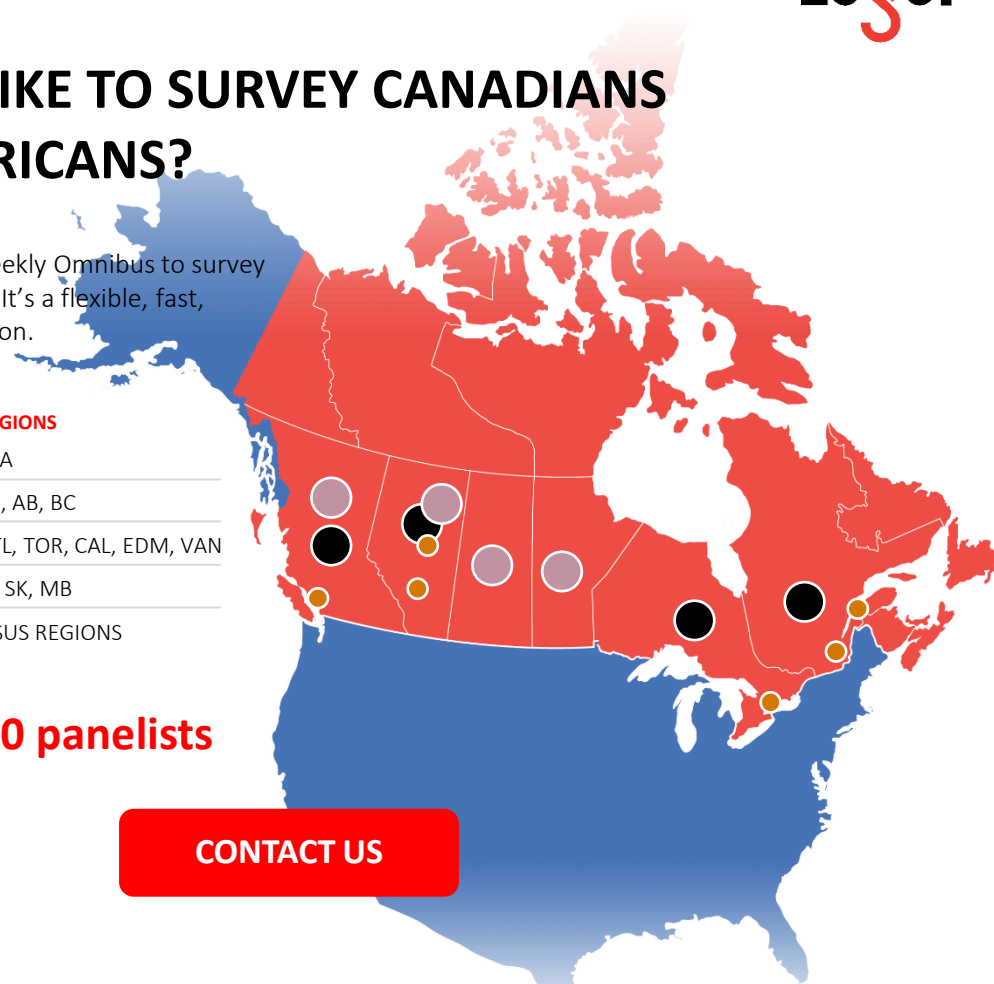
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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](#)





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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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