

# Leger

IN COLLABORATION WITH

 **POSTMEDIA**

POSTMEDIA-LEGER POLL

# METHODOLOGY

## Methodology

### Study Population

- Canada residents, aged 18 and older.

### Data Collection

- A total of n of 1542 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from June 18 to 20, 2021.

### Statistical Analysis

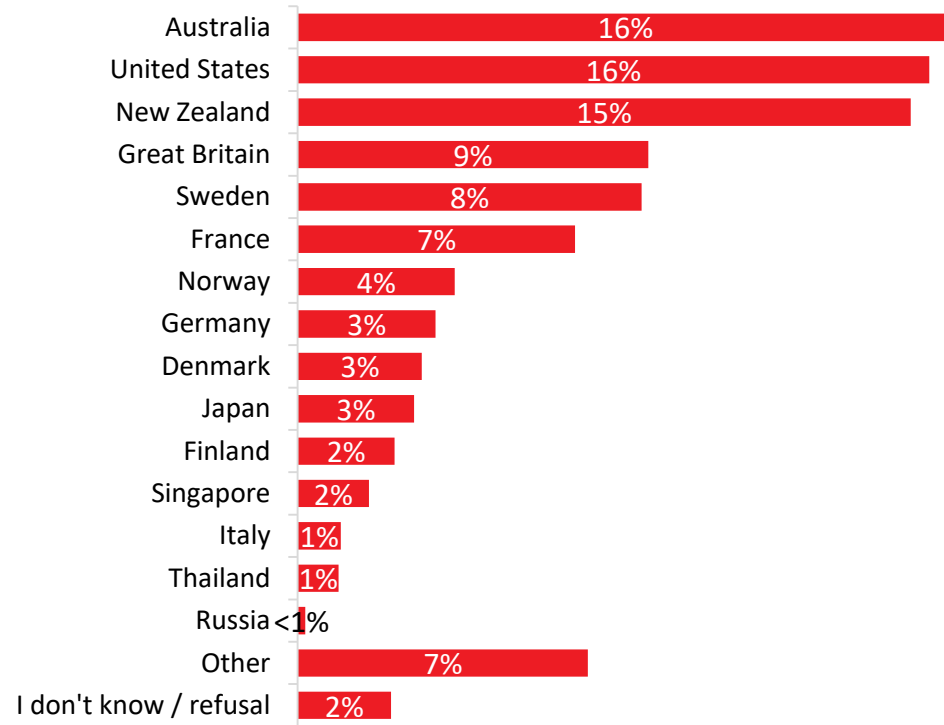
- As a non-probability internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be  $n \sim 1500 \pm 2.5\%$ , 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- Through out the report, proportions highlighted **green** are significantly larger than those highlighted in **red** at 95% confidence interval

For additional information or questions regarding this poll please contact Andrew Enns ([aenns@leger360.com](mailto:aenns@leger360.com)) or Christian Bourque ([cbourque@leger360.com](mailto:cbourque@leger360.com))

# Detailed results

Canada Day

**As an alternative to living in Canada, Canadians would most rather live in English speaking countries such as Australia, the United States, and New Zealand.**

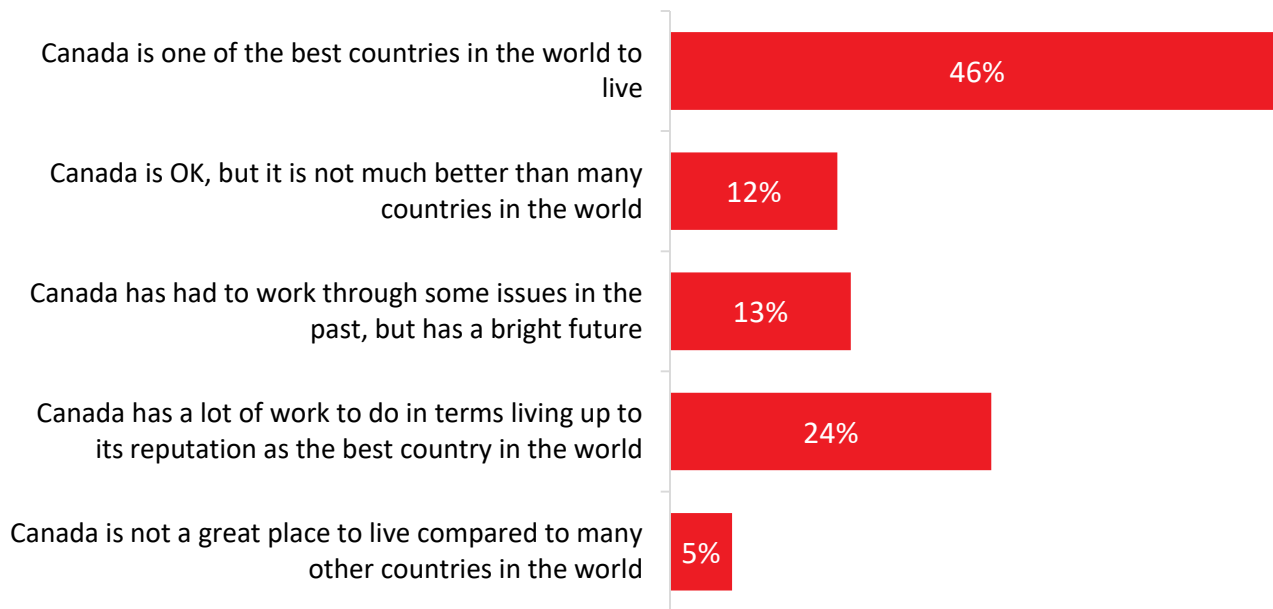


# Canadians who are in support of the Conservative Party are much more likely to say they would live in the United States as an alternative to Canada.



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Australia	16%	21%	13%	17%	16%	16%	17%	12%	15%	20%	14%	18%	20%	13%	17%	16%	16%
United States	16%	10%	17%	18%	13%	12%	13%	17%	18%	12%	17%	14%	14%	9%	22%	16%	14%
New Zealand	15%	28%	9%	14%	22%	17%	18%	14%	13%	18%	17%	14%	16%	18%	14%	15%	14%

**Fewer than half perceive Canada as one of the best countries in the world to live, and about 3 in 10 feel Canada has a lot of work to do, or more, in terms of living up to its reputation as the best country in the world.**

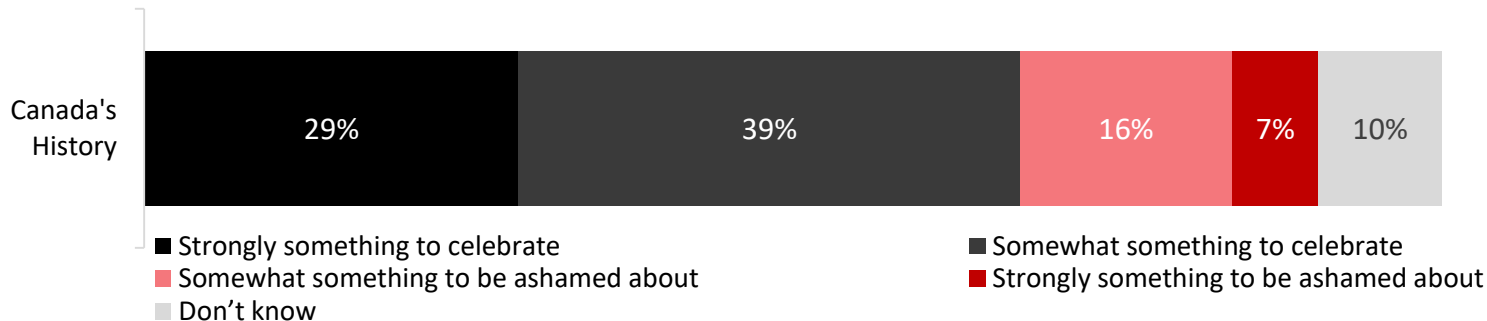


# Younger Canadians are more likely to think Canada still has work to do to become the best country in the world, while older residents (55+) are more positive about the country.

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Canada is one of the best countries in the world to live	46%	47%	47%	46%	41%	42%	46%	32%	42%	58%	48%	44%	57%	32%	50%	47%	38%
Canada is OK, but it is not much better than many countries in the world	12%	7%	16%	12%	10%	15%	10%	15%	12%	11%	13%	12%	8%	12%	15%	12%	15%
Canada has had to work through some issues in the past, but has a bright future	13%	13%	12%	14%	12%	10%	19%	23%	10%	10%	11%	16%	17%	16%	6%	12%	19%
Canada has a lot of work to do in terms of living up to its reputation as the best country in the world	24%	29%	20%	24%	33%	29%	19%	27%	28%	18%	24%	24%	15%	35%	24%	24%	24%
Canada is not a great place to live compared to many other countries in the world	5%	4%	4%	5%	3%	4%	5%	4%	7%	3%	4%	5%	3%	5%	5%	5%	4%

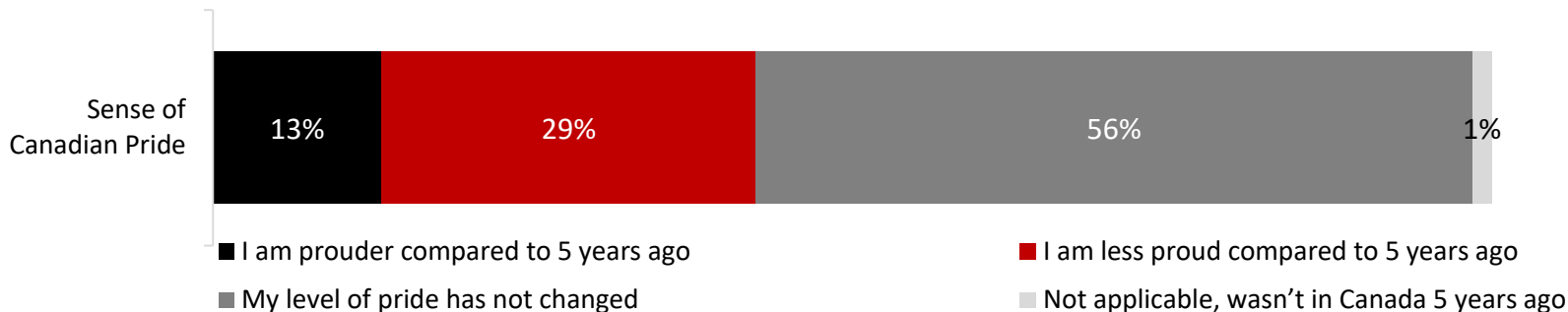


## Two-thirds of Canadians feel Canada’s history is something to celebrate, especially amongst those who are older, male, LPC and CPC supporters, and Caucasian.



%	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Something to celebrate (strongly/somewhat)	67%	66%	69%	69%	70%	65%	62%	56%	67%	77%	73%	62%	72%	48%	79%	70%	59%

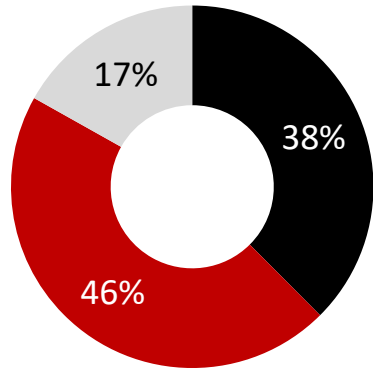
# More than half of Canadians say their level of Canadian pride hasn't changed compared to five years ago, however, Albertans, those under 55, and NDP supporters are feeling less proud.



%	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
I am prouder compared to 5 years ago	13%	20%	12%	13%	11%	9%	15%	16%	12%	12%	15%	12%	21%	8%	13%	12%	19%
I am less proud compared to 5 years ago	29%	25%	25%	29%	33%	38%	29%	34%	32%	24%	28%	30%	24%	37%	30%	29%	29%
My level of pride has not changed	56%	54%	61%	55%	54%	52%	54%	47%	54%	64%	55%	57%	52%	53%	57%	58%	46%

Q4. Compared to 5 years ago, which of the following best describes your sense of pride on being a Canadian and/or living in Canada? Base: Canadians (n=1542)

Fewer than half of Canadians plan on displaying the Canadian flag this Canada Day. Those who plan on displaying the flag are more likely to be outside Quebec, residents ages 35+, and LPC and CPC supporters.



■ Yes  
■ No  
■ Don't know

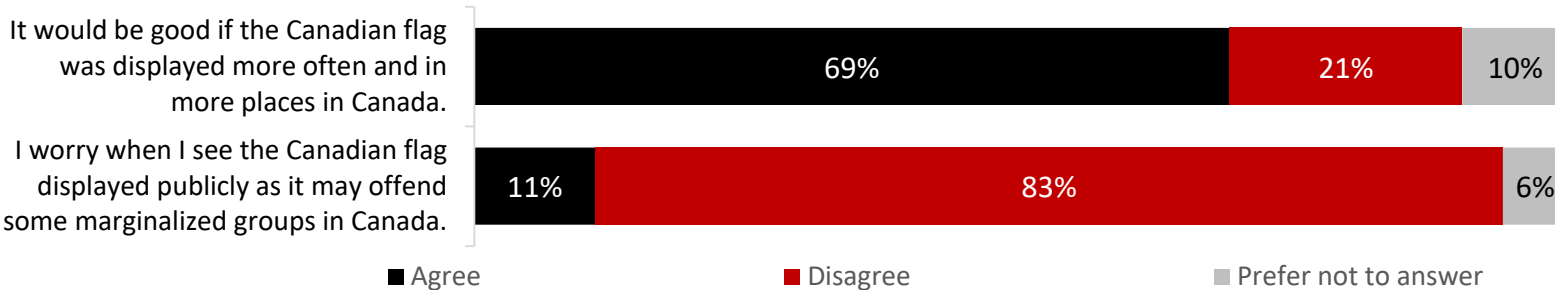


%

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Yes	38%	52%	14%	47%	43%	45%	36%	30%	39%	42%	40%	35%	46%	31%	47%	37%	40%

Yes

# Generally, Canadians feel it would be good if the Canadian flag was displayed more often and are less worried about offending marginalized groups.

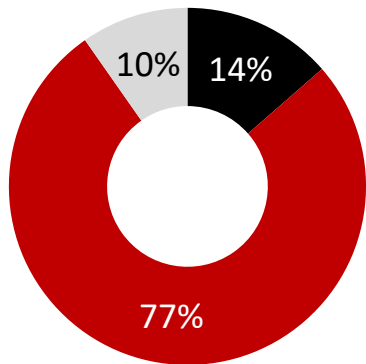


## % Agree

Weighted n =

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
It would be good if the Canadian flag was displayed more often and in more places in Canada.	69%	78%	49%	77%	80%	74%	68%	56%	70%	77%	69%	69%	74%	58%	83%	69%	70%
I worry when I see the Canadian flag displayed publicly as it may offend some marginalized groups in Canada.	11%	12%	13%	11%	9%	6%	14%	19%	11%	5%	12%	10%	13%	14%	7%	9%	19%

Most Canadians want to keep Canada Day, however those who are under 55, NDP supporters, and non-Caucasian are more likely to feel it should be cancelled due to recent questioning about Canada's historical record.



■ Yes  
■ No  
■ Don't know



%

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Yes	14%	20%	12%	13%	14%	13%	16%	20%	16%	8%	15%	13%	13%	27%	10%	13%	18%

Q7. Do you feel with all the questions about Canada and its historical record, it would be best to cancel Canada Day this year?

Base: Canadians (n=1542)

# Detailed results

Back to normal/Public Health Orders

# Almost all Canadians admit to following the basic public health orders always or most of the time.

	Always/Most of the time	Always	Most of the time	Rarely/Never	Rarely	Never
Wearing masks at all times when in an indoor public place	96%	83%	13%	4%	2%	2%
Socially distancing by keeping at least two meters from one another	94%	59%	35%	6%	4%	2%
Avoiding non-essential travel	93%	67%	26%	7%	4%	3%
Limiting the number of people per current health orders for my province	92%	62%	30%	8%	5%	3%
Only visiting retail stores for essential items	88%	48%	40%	12%	9%	4%
Carrying/using hand sanitizer	85%	56%	29%	15%	9%	6%
Working from home whenever possible	71%	55%	16%	29%	5%	24%

Q8. How often are you currently following the basic public health orders that have been in force in Canada for the past year?

Base: Canadians (n=1542)

## Those in Atlantic provinces, and LPC supporters are more likely to follow more public health orders regularly.

% Always/Most of the time	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
Weighted n =	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Wearing masks at all times when in an indoor public place	96%	98%	98%	96%	94%	95%	96%	95%	95%	99%	96%	97%	98%	98%	97%	97%	94%
Socially distancing by keeping at least two meters from one another	94%	95%	93%	95%	95%	92%	93%	90%	94%	97%	92%	95%	97%	97%	92%	94%	93%
Avoiding non-essential travel	93%	95%	94%	93%	94%	92%	94%	93%	93%	94%	91%	95%	96%	98%	90%	94%	92%
Limiting the number of people per current health orders for my province	92%	97%	92%	92%	89%	91%	90%	89%	93%	93%	91%	93%	97%	94%	89%	92%	91%
Only visiting retail stores for essential items	88%	92%	86%	91%	85%	85%	82%	83%	86%	92%	87%	88%	92%	91%	85%	88%	87%
Carrying/using hand sanitizer	85%	93%	84%	86%	83%	85%	83%	85%	84%	86%	82%	88%	89%	91%	82%	84%	87%
Working from home whenever possible	71%	67%	71%	74%	62%	72%	69%	78%	68%	69%	68%	74%	75%	75%	65%	70%	77%



## Canadians are most likely to get back into malls and restaurants. A little less so when it comes to travelling and bars and night clubs.

Excludes Not Applicable, never did this before	Immediately, as soon as I am allowed	I will wait a few months and see how things go	It will be awhile. I am in no rush to do this	Don't know
Shopping in malls (n=1491)	49%	23%	23%	5%
Dining in restaurants (1481)	45%	27%	25%	5%
Riding public transit (n=872)	34%	23%	34%	9%
Working out at the gym (n=737)	33%	24%	31%	12%
Going to bars or night clubs (n=874)	25%	23%	42%	10%
Take a vacation requiring air travel (n=1282)	18%	29%	42%	10%

## Those in Quebec and British Columbia are more eager to immediately start shopping in malls and dining in restaurants again.

**% Immediately**  
Excludes Not Applicable, never did this before

Weighted n =

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC	Caucasian	Non-Caucasian
	1542	105	362	592	101	173	209	421	526	596	749	793	437	258	385	1235	291
Shopping in malls (n=1491)	49%	48%	59%	41%	52%	48%	58%	53%	50%	46%	51%	48%	45%	48%	53%	49%	50%
Dining in restaurants (1481)	45%	40%	56%	34%	48%	51%	57%	47%	44%	45%	45%	45%	37%	40%	54%	47%	38%
Riding public transit (n=872)	34%	21%	37%	29%	35%	40%	44%	37%	32%	32%	37%	31%	31%	35%	31%	34%	33%
Working out at the gym (n=737)	33%	27%	27%	36%	36%	30%	34%	35%	28%	37%	36%	29%	28%	28%	37%	34%	30%
Going to bars or night clubs (n=874)	25%	27%	24%	24%	31%	23%	29%	27%	23%	27%	28%	21%	19%	23%	29%	26%	24%
Take a vacation requiring air travel (n=1282)	18%	12%	20%	18%	19%	21%	17%	19%	21%	15%	20%	16%	15%	13%	23%	18%	19%

# FEDERAL BALLOT

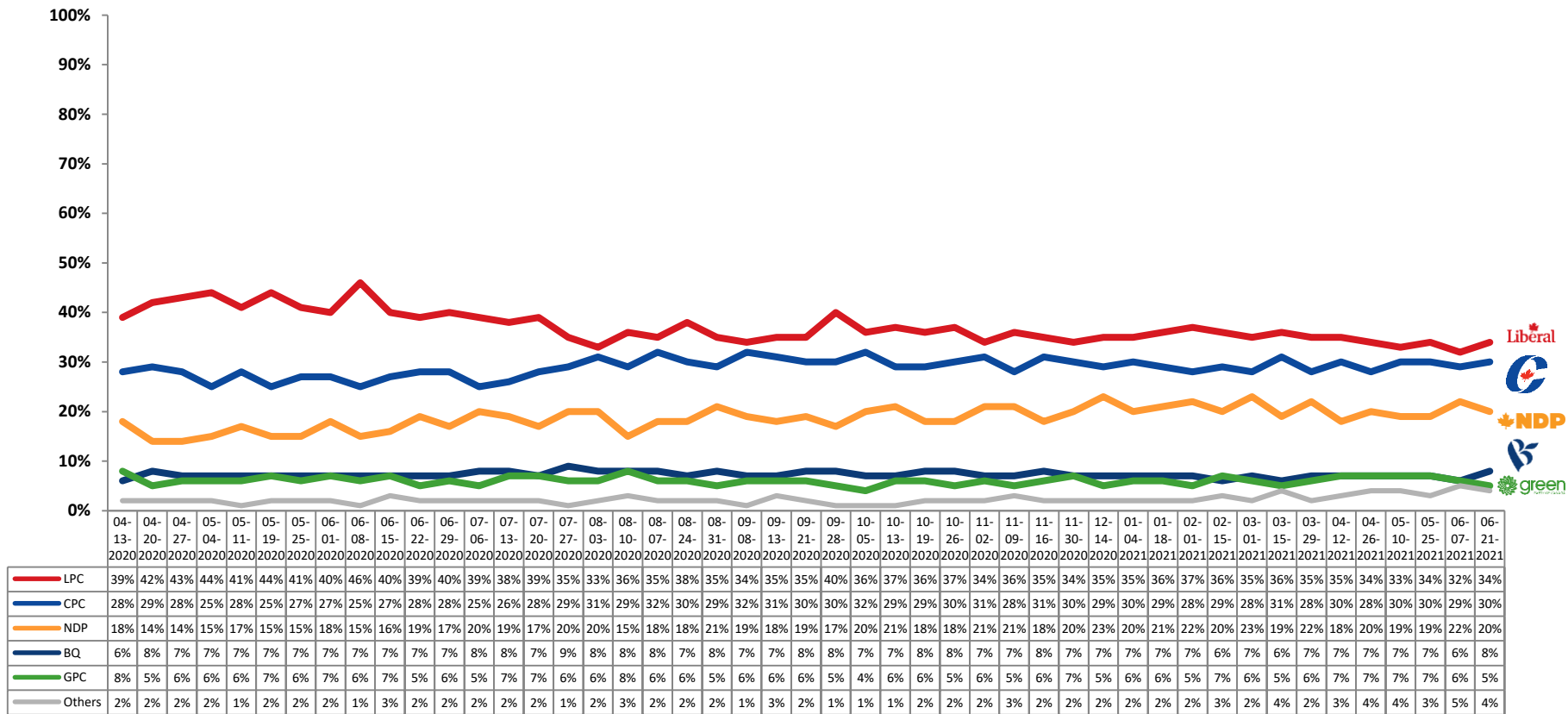
# Federal Voting Intentions – June 21, 2021

	TOTAL		Gender		Age			Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC
Weighted n=1542	1542	1293	658	635	350	445	498	79	304	501	82	152	174
Justin Trudeau's Liberal Party candidate	28%	34%	33%	35%	34%	33%	34%	41%	32%	35%	19%	28%	43%
Erin O'Toole's Conservative Party candidate	25%	30%	34%	26%	19%	30%	37%	29%	17%	30%	47%	53%	24%
Jagmeet Singh's NDP candidate	17%	20%	16%	25%	33%	20%	11%	19%	12%	26%	22%	15%	20%
Annamie Paul's Green Party candidate	4%	5%	4%	6%	7%	6%	3%	6%	4%	5%	5%	1%	11%
Yves-François Blanchet's Bloc Québécois candidate	6%	8%	10%	6%	5%	5%	12%	-	33%	-	-	-	-
Someone else	3%	4%	4%	3%	2%	7%	3%	5%	2%	5%	8%	3%	1%
Will not vote	4%		-	-	-	-	-	-	-	-	-	-	-
Don't know / Undecided	8%		-	-	-	-	-	-	-	-	-	-	-

Q. If a federal election were held today which of the federal parties would you vote for? [IF UNDECIDED] Which of the federal parties are you leaning towards, even a little?

Base : Canadians (n=1542)

# TRENDS IN VOTING INTENTIONS IN CANADA



# RESPONDENT PROFILE

# RESPONDENT PROFILE – *Canada*

	Weighted
n=	1542
<b>Gender</b>	(%)
Male	49
Female	51
<b>Age</b>	
18 to 34	27
35 to 54	34
55 years of age or older	39
<b>Region</b>	
British Columbia	14
Alberta	11
MB/SK	7
Ontario	38
Quebec	23
Atlantic	7

## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Leger Metrics**  
Real-time VOC satisfaction measurement
- **Leger Analytics**  
Data modeling and analysis
- **Legerweb**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**  
EMPLOYEES



**185**  
CONSULTANTS



**8**  
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA  
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG



# OUR CREDENTIALS



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

*We know Canadians*



leger360.com



@leger360



/LegerCanada



/company/leger360



@leger360