

# 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 1519 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from July 23 to July 25, 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)).

# Detailed results

Speaking Freely on Controversial Topics

# Nearly half of Canadians rank their ability to speak freely on any topic between 8-10 out of 10.

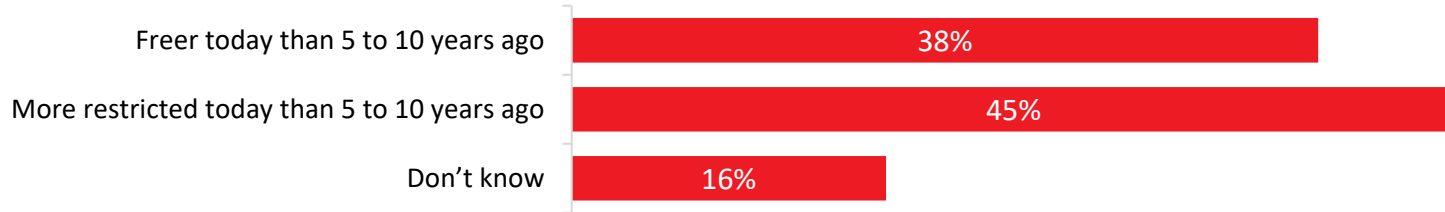
## Overall



	TOTAL TOP BOX (8-10 out of 10) CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
	45%	57%	49%	41%	41%	40%	49%	45%	37%	41%	49%	49%	41%	50%	49%	43%

**Canadians are divided on free speech today vs. 5 to 10 years ago. Nearly half feel speech is more restricted today than it was 5-10 years ago, however, almost 4 in 10 say its improved.**

### Overall



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
Freer today than 5 to 10 years ago	38%	50%	44%	35%	32%	30%	42%	44%	35%	37%	37%	44%	57%	48%	47%	29%
More restricted today than 5 to 10 years ago	45%	34%	43%	47%	45%	53%	45%	37%	47%	48%	50%	49%	42%	36%	38%	60%

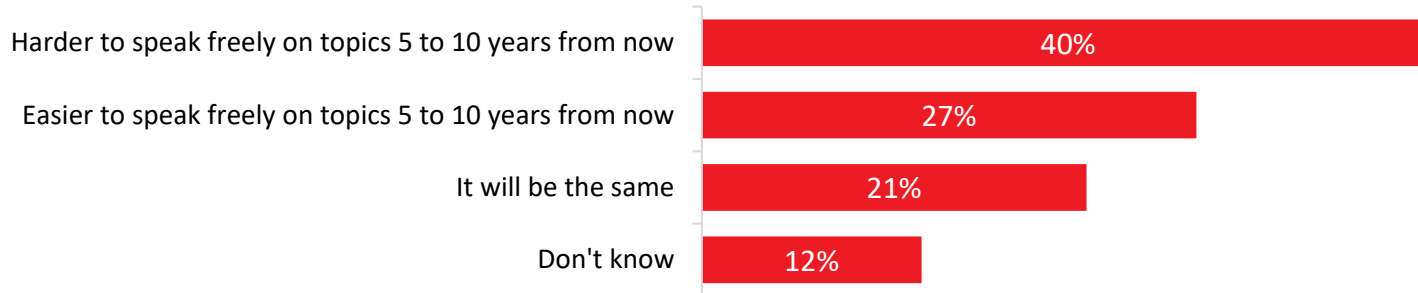
Those ages 35+ are **more likely to say free speech is more restricted today** (49%) compared to those <35-years-old (37%)

Rural Canadians are also **more likely to say free speech is more restricted today** (52%) compared to urban (43%) and suburban Canadians (45%).

# 4 in 10 Canadians believe it will be harder to speak freely on controversial topics 5 to 10 years from now.



## Overall

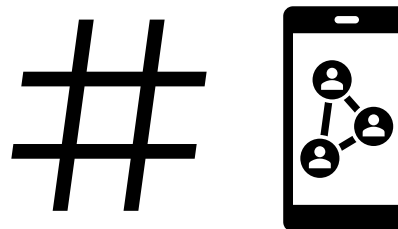
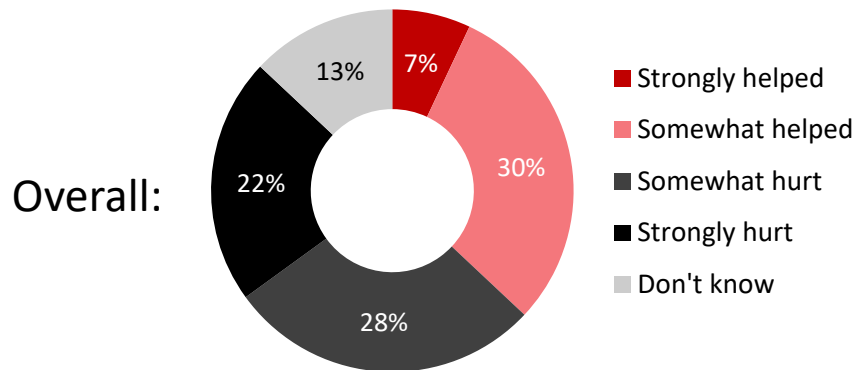


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
Harder to speak freely on topics 5 to 10 years from now	40%	32%	36%	41%	44%	47%	39%	37%	37%	45%	41%	42%	38%	33%	30%	52%
Easier to speak freely on topics 5 to 10 years from now	27%	36%	27%	26%	30%	23%	31%	35%	25%	22%	26%	26%	29%	37%	32%	21%
It will be the same	21%	27%	26%	19%	10%	21%	19%	16%	21%	24%	22%	22%	20%	37%	32%	21%

Those in QC are less likely to say it'll harder to speak freely (36%) compared to the ROC (41%)

Those <35 are more likely to say it'll be easier to speak freely (35%) compared to those 35+ (25%)

Half of Canadians surveyed feel social media has hurt open debate. There is a generational divide however, with half of 18-34-year-olds believe it has helped.



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
<b>Helped</b>	<b>37%</b>	44%	38%	36%	37%	34%	39%	51%	38%	36%	28%	37%	38%	46%	41%	33%
<b>Hurt</b>	<b>50%</b>	44%	51%	49%	46%	52%	51%	36%	48%	51%	59%	50%	49%	43%	48%	56%

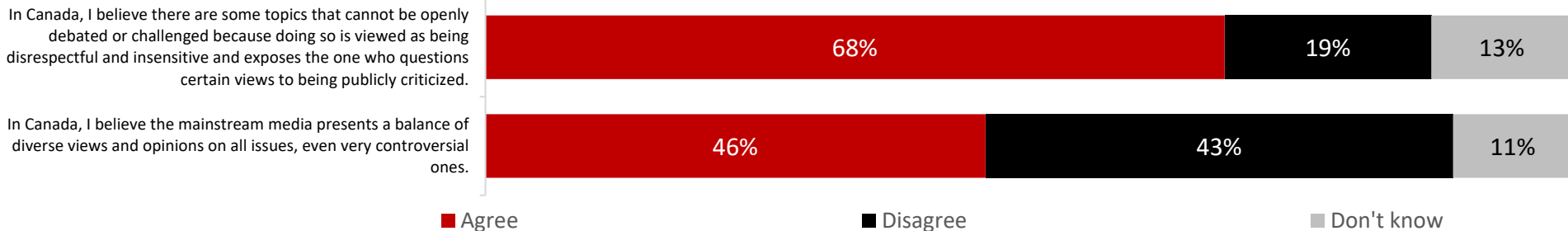
Urban Canadians are also **more likely to say social media has helped open debate** (43%) compared to suburban (35%) and rural Canadians (33%).

Those 35+ are **more likely to say social media has hurt open debate** (55%) compared to those <35 (36%)

Q4. Has the expansion of social media helped or hurt the open debate and the free exchange of differing viewpoints on issues in Canada? Do you feel strongly or just somewhat about that? Base: Canadians (n= 1519)



# Nearly 7 in 10 Canadians believe some topics cannot be openly debated due to being perceived as being insensitive. Views are divided on how issues are treated by the media.



## % Agree

	TOTAL AGREE CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
In Canada, I believe there are some topics that cannot be openly debated or challenged because doing so is viewed as being disrespectful and insensitive and exposes the one who questions certain views to being publicly criticized.	68%	59%	70%	67%	72%	69%	67%	59%	66%	72%	73%	66%	69%	67%	61%	78%
In Canada, I believe the mainstream media presents a balance of diverse views and opinions on all issues, even very controversial ones.	46%	50%	48%	45%	39%	45%	48%	47%	37%	45%	49%	49%	43%	63%	45%	39%

Those 35+ are more likely to agree some topics cannot be openly debated (71%) compared to those <35 (59%)

**Most Canadians feel debate on the following topics is moderately tolerated, with an average rating out of 10 between 6.0-7.2. 68% expect these controversial topics to be debated in the next federal election.**

	Very Tolerated (8-10 out of 10)	Somewhat Tolerated (4-7 out of 10)	Not Tolerated (1-3 out of 10)	Average rating out of 10
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Abortion laws: Protection of the unborn child vs. women’s rights to control their bodies.	33%	48%	12%	6.3
Indigenous issues and how best to address reconciliation	27%	51%	15%	<b>6.0</b>
Racism, religious intolerance and prejudice	29%	51%	15%	6.1
COVID lockdown rules and mandatory mask wearing	43%	39%	14%	6.6
Climate change/Human impact on Global warming	49%	39%	8%	<b>7.2</b>
Doctor or medically assisted dying	35%	50%	8%	6.6
The ‘Separatist’ movements in Quebec and Alberta	30%	46%	8%	6.5

Q5. Below are a number of relatively contentious/controversial/ issues in Canada. Regardless how you feel about each issue please indicate whether from your perspective how open and free to debate—that is, a sharing of differing views—each is in Canada. On a scale of 1 to 10 where ‘1’ means open debate is not at all tolerated and ‘10’ open debate is freely tolerated; how would you rate each.

Base: Canadians (n=1519)

Q6: How likely is that some of the issues identified in the table above will be actively debated in the upcoming federal election in Canada? Base: Canadians (n=1519)



## Subgroup analysis for Very Tolerated ratings (8-10 out of 10) on tolerance for debate of the following issues

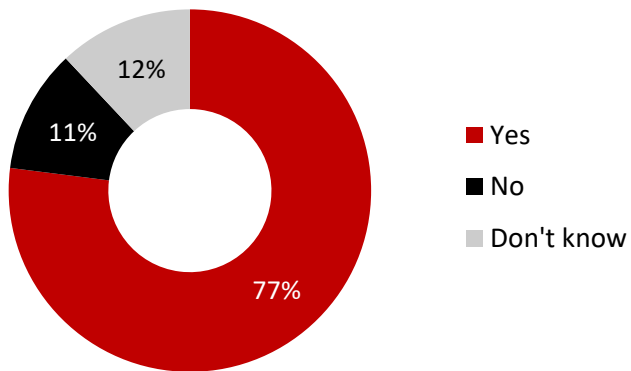
	TOTAL TOP BOX (8-10 out of 10) CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
Abortion laws: Protection of the unborn child vs. women's rights to control their bodies.	33%	33%	43%	29%	29%	27%	34%	32%	27%	34%	35%	36%	30%	37%	40%	27%
Indigenous issues and how best to address reconciliation	27%	30%	27%	26%	20%	25%	37%	29%	22%	27%	29%	31%	24%	33%	29%	26%
Racism, religious intolerance and prejudice	29%	37%	28%	26%	26%	30%	36%	32%	23%	29%	30%	33%	25%	39%	31%	26%
COVID lockdown rules and mandatory mask wearing	43%	48%	44%	42%	36%	39%	48%	46%	30%	40%	47%	45%	41%	48%	48%	40%
Climate change/Human impact on Global warming	49%	56%	51%	48%	37%	45%	51%	50%	40%	42%	54%	51%	46%	55%	51%	46%
Doctor or medically assisted dying	35%	49%	40%	29%	31%	36%	38%	32%	26%	39%	40%	39%	31%	39%	37%	37%
The 'Separatist' movements in Quebec and Alberta	30%	33%	28%	26%	26%	34%	38%	26%	27%	32%	32%	35%	24%	34%	35%	31%

Q5. Below are a number of relatively contentious/controversial/ issues in Canada. Regardless how you feel about each issue please indicate whether from your perspective how open and free to debate—that is, a sharing of differing views—each is in Canada. On a scale of 1 to 10 where '1' means open debate is not at all tolerated and '10' open debate is freely tolerated; how would you rate each.

Base: Canadians (n= 1519)

Almost 8 of 10 Canadians feel political parties are afraid to debate ‘important but controversial’ issues because their positions may be taken out of context.

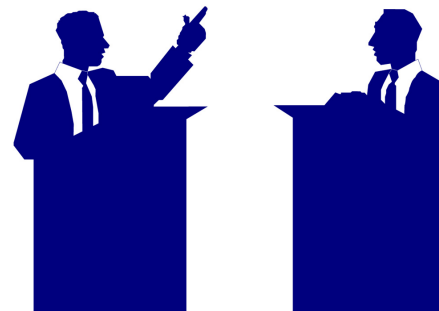
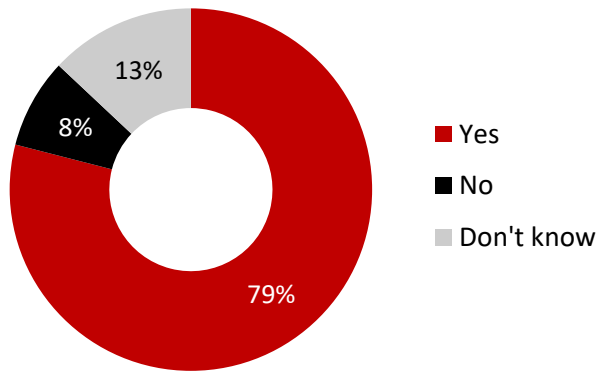
Overall:



%	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
<b>Yes</b>	77%	76%	80%	76%	74%	78%	80%	76%	70%	76%	82%	76%	78%	76%	79%	84%
<b>No</b>	11%	10%	9%	9%	14%	13%	14%	13%	12%	12%	8%	13%	8%	14%	14%	7%

**About 8 in 10 Canadians feel it would be better for Canada if political parties were more willing to debate certain topics.**

Overall:



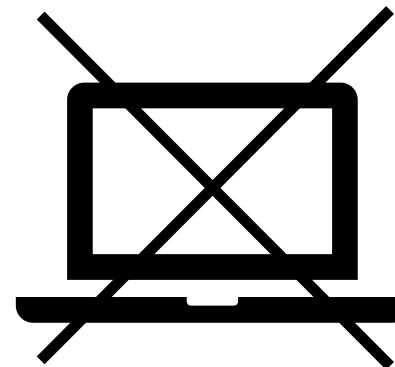
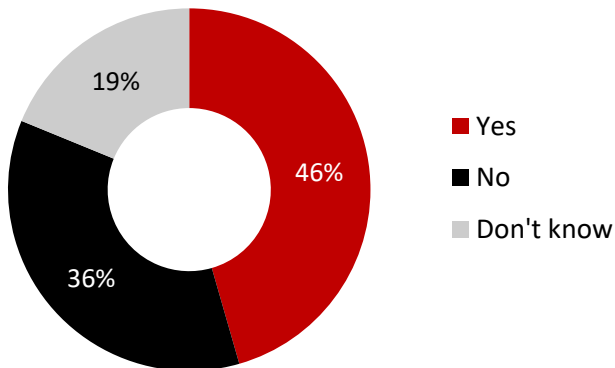
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
Yes	79%	83%	79%	78%	76%	78%	85%	79%	72%	79%	83%	80%	79%	81%	83%	83%
No	8%	5%	9%	8%	7%	8%	8%	10%	10%	7%	5%	11%	5%	9%	9%	6%

# Detailed results

Hate Speech

**Nearly half of Canadians think the Government of Canada should have the power to determine and regulate hate speech, particularly federal Liberal voters.**

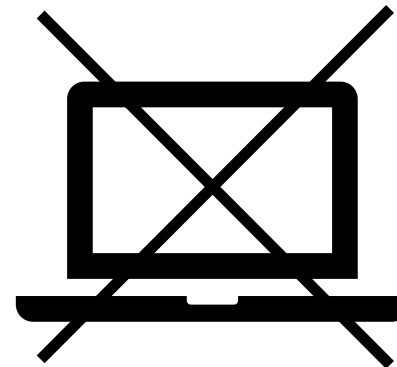
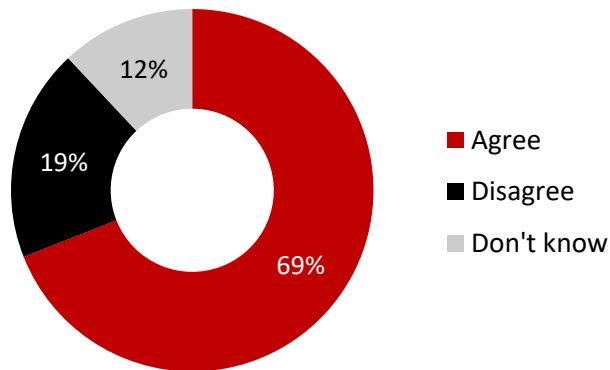
Overall:



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
%																
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
<b>Yes</b>	46%	48%	45%	46%	36%	45%	50%	44%	41%	42%	51%	43%	49%	62%	51%	35%
<b>No</b>	36%	30%	38%	35%	36%	41%	32%	37%	36%	37%	34%	42%	30%	22%	30%	52%

# 7 in 10 Canadians agree social media providers should be required to monitor content and remove content they consider hate speech.

Overall:



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1519	104	356	583	99	170	206	414	246	272	587	738	781	415	256	348
<b>Agree</b>	69%	72%	76%	67%	62%	64%	70%	61%	60%	70%	79%	65%	74%	81%	79%	60%
<b>Disagree</b>	19%	18%	14%	20%	21%	21%	24%	22%	22%	25%	13%	23%	15%	9%	14%	29%

Those in QC are **more likely to agree** (76%) compared to the ROC (67%)

Those 35+ are also **more likely to agree** (72%) compared to those <35 (61%)



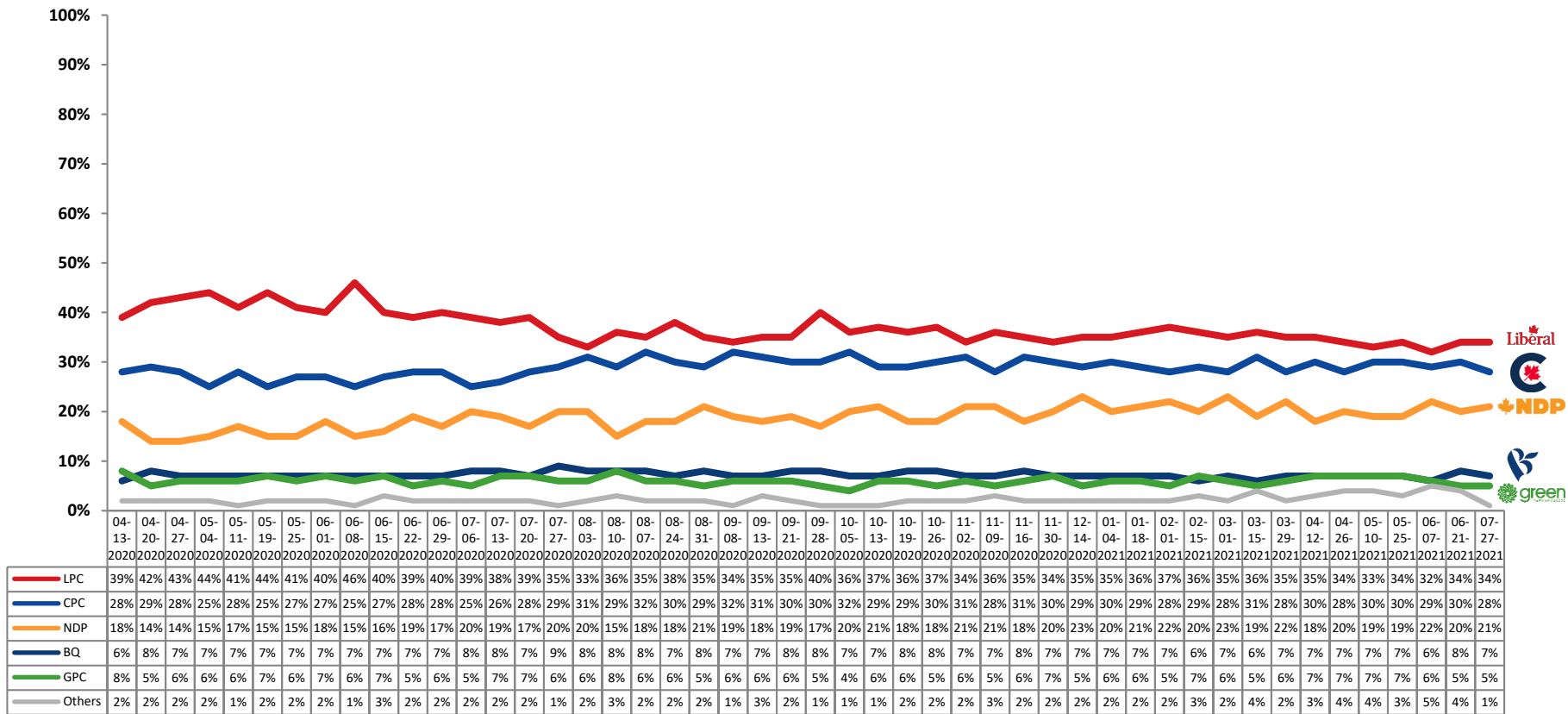
# FEDERAL BALLOT

# Federal Voting Intentions – July 28, 2021

	TOTAL		Gender		Age				Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-44	44-55	55+	ATL	QC	ON	MB/SK	AB	BC
Weighted n=1519	1490	1219	615	604	310	194	214	501	86	288	452	80	144	169
Justin Trudeau's Liberal Party candidate	28%	34%	32%	36%	28%	30%	32%	40%	42%	37%	35%	35%	20%	35%
Erin O'Toole's Conservative Party candidate	22%	28%	30%	26%	23%	32%	28%	30%	17%	16%	34%	37%	43%	23%
Jagmeet Singh's NDP candidate	17%	21%	19%	23%	33%	19%	25%	12%	22%	11%	21%	22%	27%	32%
Annamie Paul's Green Party candidate	4%	5%	6%	4%	9%	4%	5%	4%	10%	4%	7%	1%	2%	7%
Yves-François Blanchet's Bloc Québécois candidate	6%	7%	7%	7%	4%	8%	5%	9%	-	30%	-	-	-	-
Someone else	4%	5%	5%	4%	3%	7%	6%	5%	9%	3%	5%	6%	9%	2%
Will not vote	6%		-	-	-	-	-	-	-	-	-	-	-	-
Don't know / Prefer not to answer	13%		-	-	-	-	-	-	-	-	-	-	-	-

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

# TRENDS IN VOTING INTENTIONS IN CANADA



# RESPONDENT PROFILE

# RESPONDENT PROFILE – *Canada*

	Weighted
n=	1519
<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 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

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