



REPORT

# Online Content Regulation

*Survey of Canadians*

DATE 2024-03-12

# Methodology

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## Method

Online survey among respondents 18 years of age or older.

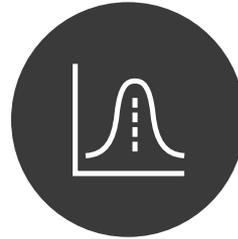
(Canadian sample: n=1,527).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

March 8 to  
March 10, 2024



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.51\%$ , (19 times out of 20) for the Canadian sample.



## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Methodology

Leger is the polling firm that has presented the most accurate election survey 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 (New York).

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

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

|       |       |       |      |      |      |
|-------|-------|-------|------|------|------|
| 33%   | 32%   | 19%   | 7%   | 6%   | 2%   |
| 33.7% | 32.6% | 17.8% | 7.7% | 5.0% | 2.3% |

# Key Highlights (1/2)

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*From March 8 to March 10, 2024, we surveyed Canadians to find out their opinions and perceptions on the new government plan for online regulation.*

## Some of the key highlights of our survey about content regulation include...

- Two-thirds of Canadians (68%) support the government's plan to regulate content on social media to make these platforms safer, compared to one quarter (25%) who are against it and 8% undecided. Quebecers (78%), respondents aged 55 and older (78%), and women (72%) are more likely to support the government's plan.
- Nearly six in ten Canadians (57%) support the creation and associated spending on new government agencies created to regulate online content, compared to one quarter (26%) who oppose it.
- Half of Canadians (50%) do not trust the government to regulate online content in a way that protects freedom of speech, compared to 43% who trust the government to achieve this.
- The Conservative Party of Pierre Poilievre (20%) is the party Canadians would trust most to regulate online content, followed by the Liberal Party (17%) and the NDP (13%).

## Key Highlights (2/2)

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- Three-quarters of Canadians (72%) support the government's plan to implement stricter sentences for hate crimes, including life imprisonment for advocating genocide. Quebecers (78%) and respondents aged 55 (81%) are more likely to support tougher sentences.
- 71% of Canadians agree with allowing individuals to file complaints about online hate speech to the Canadian Human Rights Commission, compared to 16% who disagree. Men (21%) and Canadians aged 18 to 34 (20%) are more likely to disagree.
- Less than half of Canadians (41%) believe the government's plan will make social media platforms safer and remove sensitive images and content easier. Nearly one third (32%) of Canadians believe the opposite. This proportion is higher among Albertans (43%) and men (40%).

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REPORT

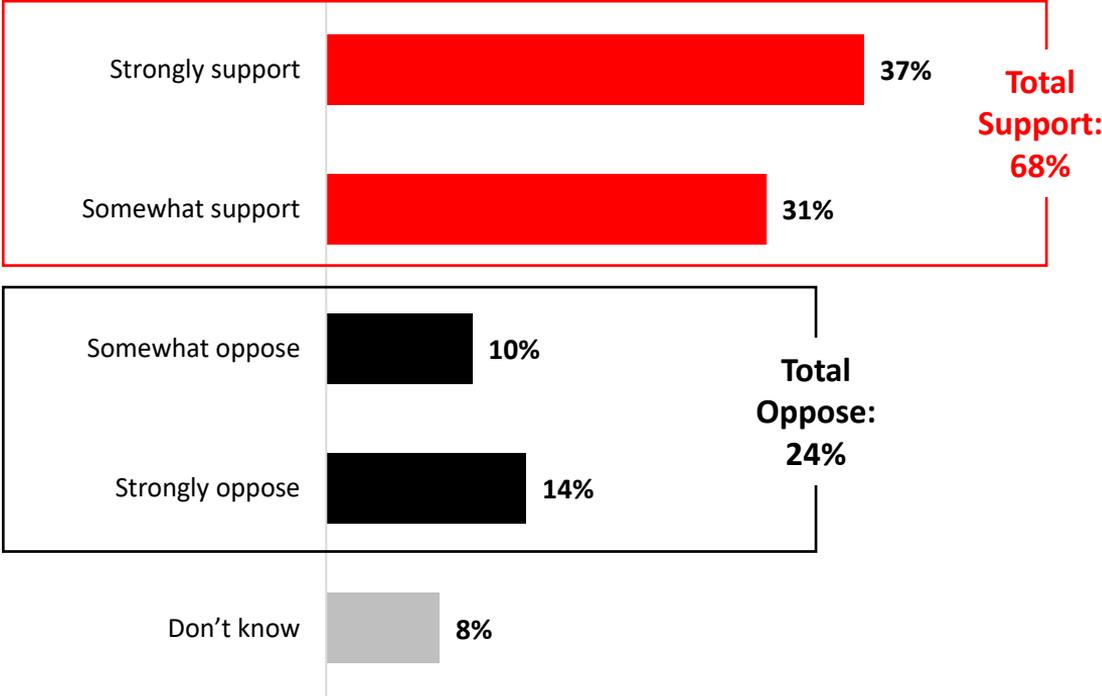
# Detailed Results



# Support for Government Regulation of Online Content (1/2)

**Q1.** Do you support the government's plan to regulate content on social media to make their platforms safer and to remove harmful or hateful content?

Base: All respondents (n=1,527)



# Support for Government Regulation of Online Content (2/2)

**Q1.** Do you support the government's plan to regulate content on social media to make their platforms safer and to remove harmful or hateful content?

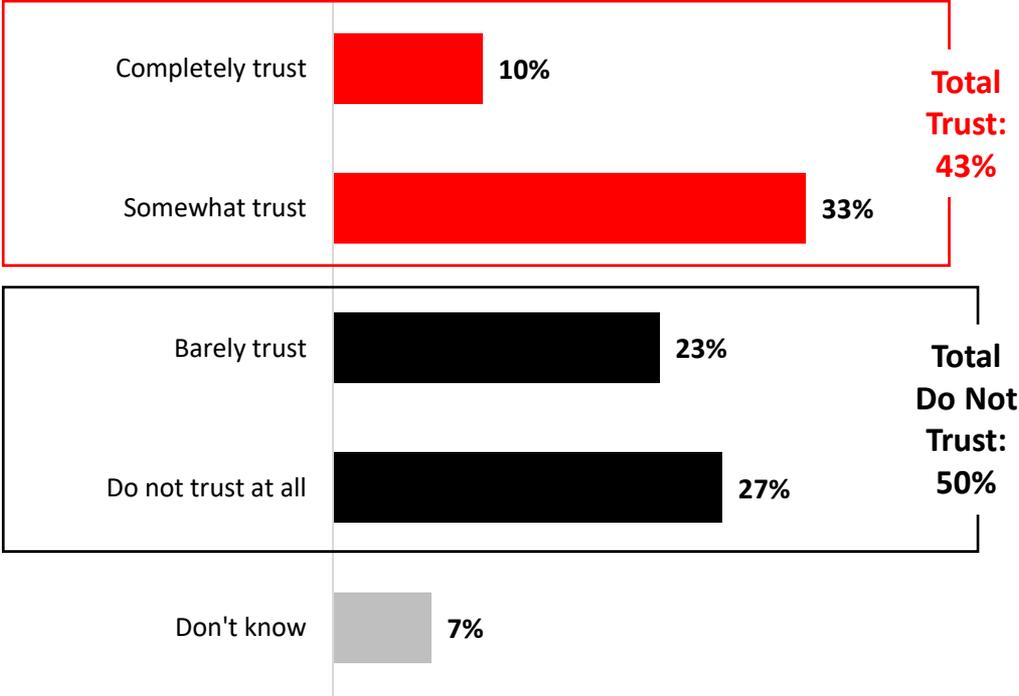
Base: All respondents

|                      | Total Canada | ATL | QC         | ON         | MB/SK | AB  | BC  | Male       | Female     | 18-34      | 35-54      | 55+        | Urban      | Sub-Urban | Rural |
|----------------------|--------------|-----|------------|------------|-------|-----|-----|------------|------------|------------|------------|------------|------------|-----------|-------|
| Weighted n=          | 1,527        | 103 | 353        | 592        | 98    | 168 | 213 | 744        | 783        | 406        | 492        | 629        | 655        | 581       | 277   |
| Unweighted n=        | 1,527        | 101 | 410        | 604        | 131   | 130 | 151 | 775        | 752        | 441        | 565        | 521        | 665        | 569       | 279   |
| <b>Total Support</b> | <b>68%</b>   | 63% | <b>78%</b> | <b>64%</b> | 63%   | 63% | 71% | <b>64%</b> | <b>72%</b> | <b>59%</b> | <b>63%</b> | <b>78%</b> | 67%        | 68%       | 70%   |
| Strongly support     | <b>37%</b>   | 38% | <b>50%</b> | <b>32%</b> | 31%   | 35% | 37% | <b>32%</b> | <b>42%</b> | <b>21%</b> | 34%        | <b>51%</b> | 37%        | 39%       | 36%   |
| Somewhat support     | <b>31%</b>   | 25% | 28%        | 33%        | 32%   | 27% | 33% | 32%        | 29%        | <b>38%</b> | 29%        | 27%        | 31%        | 29%       | 34%   |
| <b>Total Oppose</b>  | <b>24%</b>   | 28% | <b>17%</b> | <b>27%</b> | 24%   | 29% | 22% | <b>29%</b> | <b>19%</b> | <b>30%</b> | <b>29%</b> | <b>17%</b> | 23%        | 25%       | 24%   |
| Somewhat oppose      | <b>10%</b>   | 12% | 9%         | 10%        | 11%   | 15% | 10% | 11%        | 9%         | <b>17%</b> | 11%        | <b>5%</b>  | 10%        | 10%       | 10%   |
| Strongly oppose      | <b>14%</b>   | 16% | <b>8%</b>  | <b>18%</b> | 13%   | 14% | 12% | <b>18%</b> | <b>10%</b> | 13%        | <b>17%</b> | 12%        | 12%        | 16%       | 14%   |
| I don't know         | <b>8%</b>    | 10% | <b>5%</b>  | 8%         | 12%   | 8%  | 8%  | 6%         | 9%         | <b>11%</b> | 9%         | <b>5%</b>  | <b>10%</b> | 6%        | 6%    |

# Trust in Government's Online Content Regulation (1/2)

**Q2.** Do you trust the federal government to regulate online content in a manner that protects your right to freedom of expression online?

Base: All respondents (n=1,527)



# Trust in Government's Online Content Regulation (2/2)

**Q2.** Do you trust the federal government to regulate online content in a manner that protects your right to freedom of expression online?

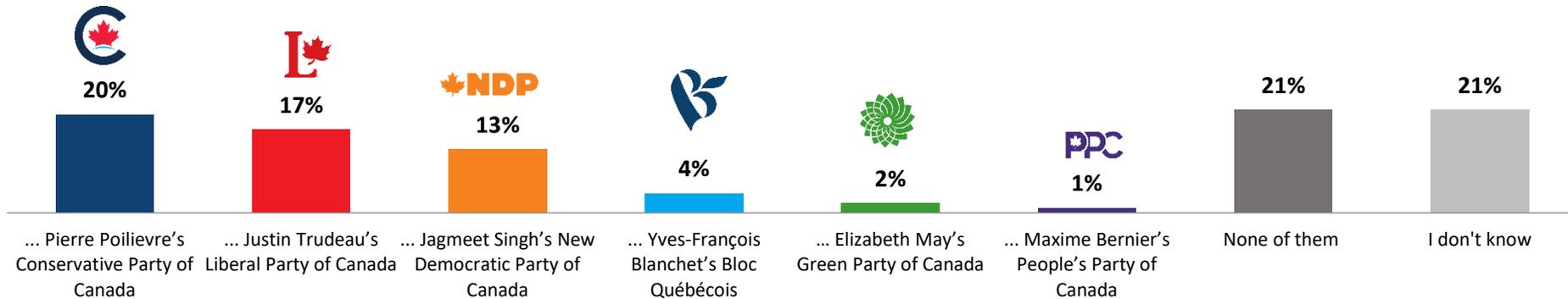
Base: All respondents

|                           | Total Canada | ATL | QC         | ON  | MB/SK      | AB         | BC  | Male       | Female     | 18-34      | 35-54      | 55+        | Urban      | Sub-Urban | Rural      |
|---------------------------|--------------|-----|------------|-----|------------|------------|-----|------------|------------|------------|------------|------------|------------|-----------|------------|
| Weighted n=               | 1,527        | 103 | 353        | 592 | 98         | 168        | 213 | 744        | 783        | 406        | 492        | 629        | 655        | 581       | 277        |
| Unweighted n=             | 1,527        | 101 | 410        | 604 | 131        | 130        | 151 | 775        | 752        | 441        | 565        | 521        | 665        | 569       | 279        |
| <b>Total Trust</b>        | <b>43%</b>   | 42% | <b>48%</b> | 42% | <b>32%</b> | 40%        | 46% | 44%        | 43%        | 42%        | 40%        | <b>47%</b> | 46%        | 43%       | <b>37%</b> |
| Completely trust          | <b>10%</b>   | 11% | 9%         | 10% | 9%         | 16%        | 10% | 11%        | 10%        | <b>7%</b>  | 12%        | 12%        | 10%        | 11%       | 11%        |
| Somewhat trust            | <b>33%</b>   | 32% | <b>39%</b> | 33% | <b>22%</b> | <b>24%</b> | 36% | 32%        | 33%        | 35%        | <b>28%</b> | 36%        | <b>36%</b> | 33%       | <b>26%</b> |
| <b>Total Do Not Trust</b> | <b>50%</b>   | 51% | 46%        | 51% | 54%        | 55%        | 47% | 52%        | 48%        | 50%        | 52%        | 48%        | 47%        | 51%       | 54%        |
| Barely trust              | <b>23%</b>   | 24% | 26%        | 21% | 21%        | 22%        | 22% | <b>20%</b> | <b>26%</b> | <b>29%</b> | 22%        | <b>19%</b> | 21%        | 24%       | 23%        |
| Do not trust at all       | <b>27%</b>   | 27% | <b>20%</b> | 29% | 32%        | 33%        | 25% | <b>32%</b> | <b>22%</b> | <b>21%</b> | 31%        | 28%        | 26%        | 26%       | 31%        |
| I don't know              | <b>7%</b>    | 6%  | 5%         | 7%  | <b>15%</b> | 6%         | 7%  | <b>5%</b>  | <b>9%</b>  | 8%         | 8%         | 5%         | 7%         | 6%        | 10%        |

# Trust in Federal Parties for Online Content Management (1/2)

**Q3.** Which federal party would you trust the most with regulating online content?

Base: All respondents (n=1,527)



# Trust in Federal Parties for Online Content Management (2/2)

## Q3. Which federal party would you trust the most with regulating online content?

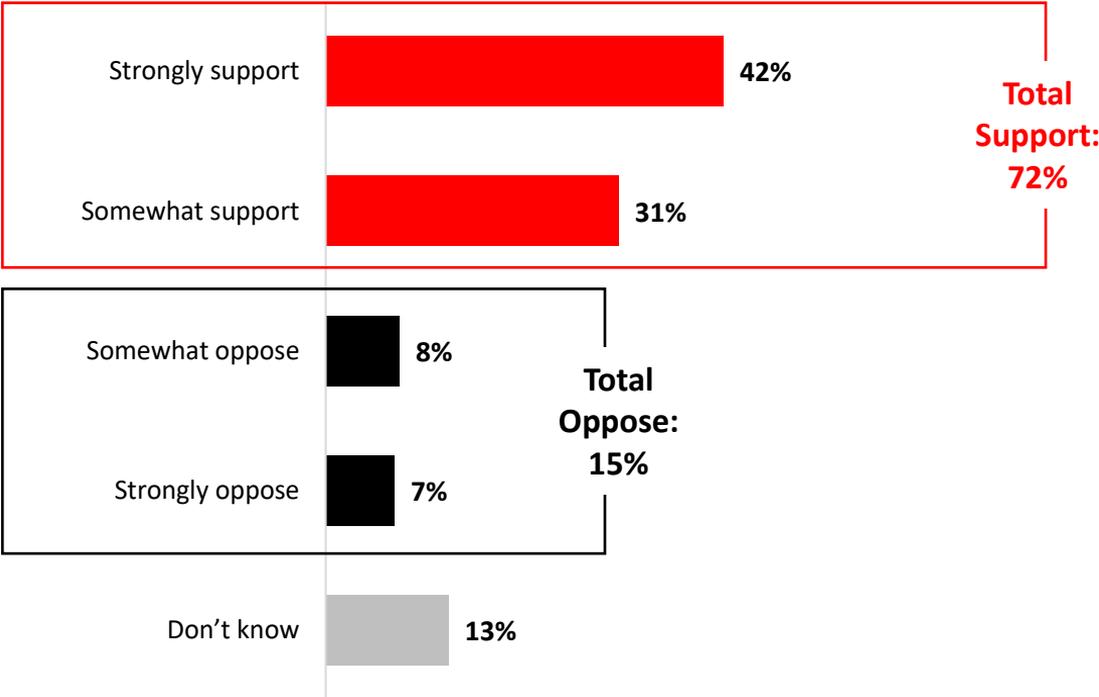
Base: All respondents

|   | Total Canada | ATL | QC         | ON  | MB/SK      | AB         | BC  | Male       | Female     | 18-34      | 35-54      | 55+        | Urban | Sub-Urban | Rural     |
|---|--------------|-----|------------|-----|------------|------------|-----|------------|------------|------------|------------|------------|-------|-----------|-----------|
| Weighted n=   | 1,527        | 103 | 353        | 592 | 98         | 168        | 213 | 744        | 783        | 406        | 492        | 629        | 655   | 581       | 277       |
| Unweighted n=                                       | 1,527        | 101 | 410        | 604 | 131        | 130        | 151 | 775        | 752        | 441        | 565        | 521        | 665   | 569       | 279       |
| ... Pierre Poilievre's Conservative Party of Canada | <b>20%</b>   | 16% | <b>10%</b> | 22% | <b>30%</b> | <b>31%</b> | 21% | <b>23%</b> | <b>17%</b> | 20%        | 19%        | 21%        | 21%   | 19%       | 19%       |
| ... Justin Trudeau's Liberal Party of Canada        | <b>17%</b>   | 19% | 18%        | 18% | 14%        | 16%        | 13% | <b>20%</b> | <b>13%</b> | <b>12%</b> | 16%        | <b>20%</b> | 19%   | 16%       | 14%       |
| ... Jagmeet Singh's New Democratic Party of Canada  | <b>13%</b>   | 18% | <b>9%</b>  | 14% | 8%         | 15%        | 16% | <b>10%</b> | <b>15%</b> | <b>21%</b> | 13%        | <b>7%</b>  | 14%   | 14%       | <b>8%</b> |
| ... Yves-François Blanchet's Bloc Québécois         | <b>4%</b>    | -   | <b>19%</b> | -   | -          | -          | -   | -          | -          | -          | -          | -          | -     | -         | -         |
| ... Elizabeth May's Green Party of Canada           | <b>2%</b>    | 1%  | 2%         | 3%  | <b>0%</b>  | 2%         | 2%  | 2%         | 2%         | <b>4%</b>  | 2%         | <b>1%</b>  | 2%    | 3%        | 1%        |
| ... Maxime Bernier's People's Party of Canada       | <b>1%</b>    | 3%  | 1%         | 1%  | 2%         | 1%         | 3%  | 2%         | 1%         | 1%         | 2%         | 1%         | 1%    | 2%        | 1%        |
| None of them  | <b>21%</b>   | 24% | <b>17%</b> | 23% | 16%        | 22%        | 24% | <b>24%</b> | <b>19%</b> | <b>16%</b> | <b>27%</b> | 21%        | 20%   | 21%       | 25%       |
| I don't know  | <b>21%</b>   | 19% | 24%        | 20% | 29%        | <b>13%</b> | 20% | <b>13%</b> | <b>28%</b> | 22%        | 18%        | 22%        | 19%   | 21%       | 24%       |

# Support for Sentences for Hate Propaganda Offences (1/2)

**Q4.** Do you support the government’s plan to impose stiffer sentences on those convicted of a hate propaganda or hate crime offence, including up to life in prison for advocating genocide?

Base: All respondents (n=1,527)



# Support for Sentences for Hate Propaganda Offences (2/2)

**Q4.** Do you support the government’s plan to impose stiffer sentences on those convicted of a hate propaganda or hate crime offence, including up to life in prison for advocating genocide?

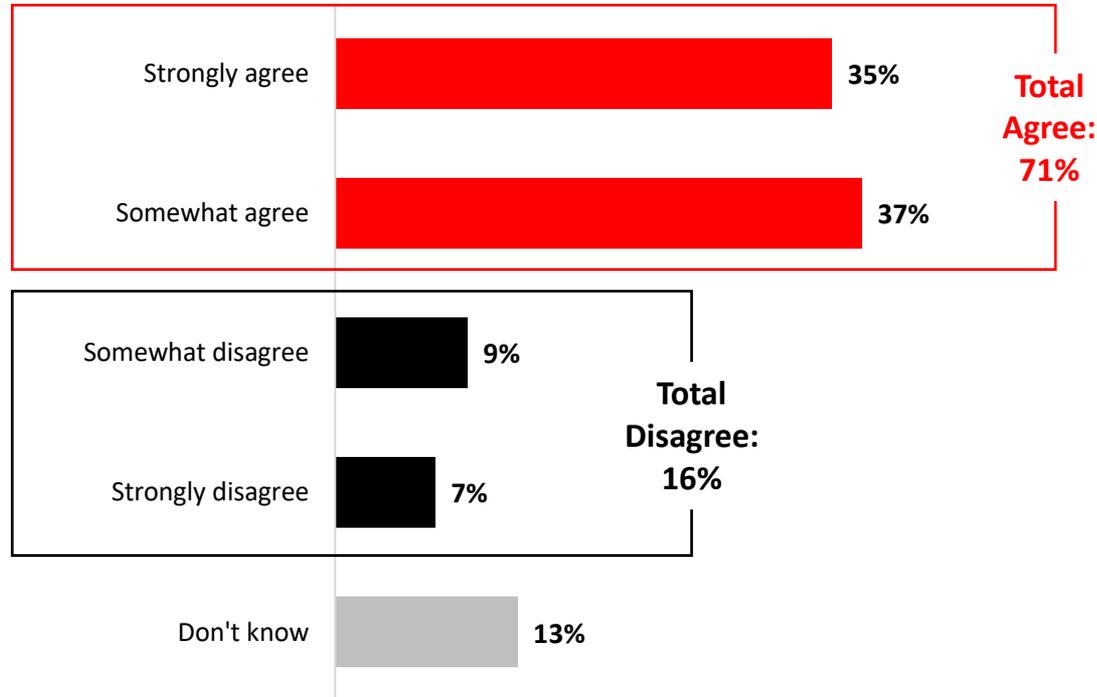
Base: All respondents

|                      | Total Canada | ATL | QC         | ON         | MB/SK      | AB  | BC  | Male       | Female     | 18-34      | 35-54 | 55+        | Urban | Sub-Urban  | Rural |
|----------------------|--------------|-----|------------|------------|------------|-----|-----|------------|------------|------------|-------|------------|-------|------------|-------|
| Weighted n=          | 1,527        | 103 | 353        | 592        | 98         | 168 | 213 | 744        | 783        | 406        | 492   | 629        | 655   | 581        | 277   |
| Unweighted n=        | 1,527        | 101 | 410        | 604        | 131        | 130 | 151 | 775        | 752        | 441        | 565   | 521        | 665   | 569        | 279   |
| <b>Total Support</b> | <b>72%</b>   | 78% | <b>78%</b> | 70%        | 65%        | 73% | 69% | 71%        | 74%        | <b>62%</b> | 69%   | <b>81%</b> | 72%   | 74%        | 69%   |
| Strongly support     | <b>42%</b>   | 50% | 44%        | <b>38%</b> | 40%        | 40% | 45% | 40%        | 43%        | <b>28%</b> | 38%   | <b>53%</b> | 40%   | 42%        | 44%   |
| Somewhat support     | <b>31%</b>   | 28% | 34%        | 32%        | 25%        | 32% | 24% | 31%        | 30%        | 35%        | 31%   | 28%        | 32%   | 32%        | 25%   |
| <b>Total Oppose</b>  | <b>15%</b>   | 12% | 13%        | 16%        | 13%        | 16% | 16% | <b>20%</b> | <b>10%</b> | <b>21%</b> | 15%   | <b>11%</b> | 14%   | 16%        | 16%   |
| Somewhat oppose      | <b>8%</b>    | 4%  | 7%         | 9%         | 6%         | 8%  | 8%  | 9%         | 7%         | <b>14%</b> | 8%    | <b>3%</b>  | 8%    | 7%         | 9%    |
| Strongly oppose      | <b>7%</b>    | 8%  | 6%         | 7%         | 7%         | 9%  | 8%  | <b>11%</b> | <b>4%</b>  | 6%         | 8%    | 8%         | 6%    | 9%         | 7%    |
| I don't know         | <b>13%</b>   | 10% | <b>9%</b>  | 14%        | <b>22%</b> | 11% | 15% | <b>9%</b>  | <b>16%</b> | <b>17%</b> | 15%   | <b>8%</b>  | 14%   | <b>10%</b> | 15%   |

# Support for Sentences for Hate Propaganda Offences (1/2)

**Q5.** Do you agree or disagree with allowing people to file complaints about online hate speech to the Canadian Human Rights Commission?

Base: All respondents (n=1,527)



# Support for Sentences for Hate Propaganda Offences (2/2)

**Q5.** Do you agree or disagree with allowing people to file complaints about online hate speech to the Canadian Human Rights Commission?

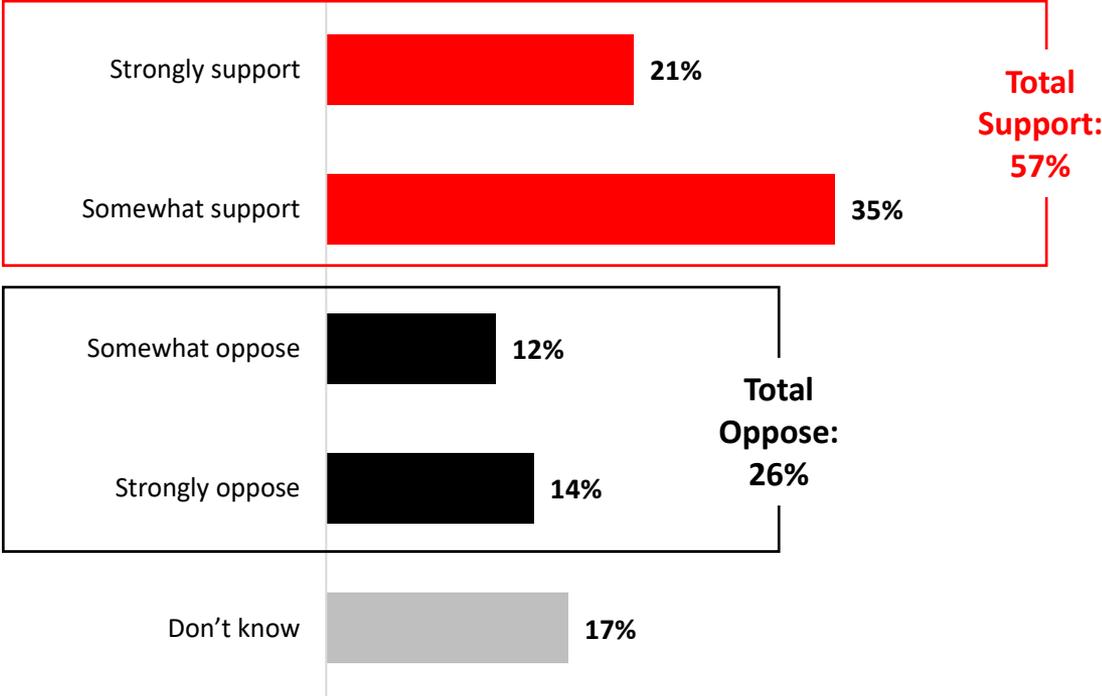
Base: All respondents

|                       | Total Canada | ATL | QC         | ON         | MB/SK | AB  | BC  | Male       | Female     | 18-34      | 35-54     | 55+        | Urban | Sub-Urban  | Rural     |
|-----------------------|--------------|-----|------------|------------|-------|-----|-----|------------|------------|------------|-----------|------------|-------|------------|-----------|
| Weighted n=           | 1,527        | 103 | 353        | 592        | 98    | 168 | 213 | 744        | 783        | 406        | 492       | 629        | 655   | 581        | 277       |
| Unweighted n=         | 1,527        | 101 | 410        | 604        | 131   | 130 | 151 | 775        | 752        | 441        | 565       | 521        | 665   | 569        | 279       |
| <b>Total Agree</b>    | <b>71%</b>   | 72% | <b>79%</b> | <b>68%</b> | 71%   | 68% | 70% | <b>68%</b> | <b>74%</b> | <b>65%</b> | 68%       | <b>77%</b> | 70%   | 72%        | 72%       |
| Strongly agree        | <b>35%</b>   | 37% | <b>44%</b> | 31%        | 31%   | 27% | 34% | 32%        | 37%        | <b>23%</b> | 34%       | <b>42%</b> | 36%   | 35%        | 31%       |
| Somewhat agree        | <b>37%</b>   | 35% | 35%        | 36%        | 40%   | 41% | 35% | 37%        | 37%        | <b>42%</b> | 34%       | 35%        | 34%   | 38%        | 41%       |
| <b>Total Disagree</b> | <b>16%</b>   | 14% | <b>12%</b> | 19%        | 15%   | 19% | 16% | <b>21%</b> | <b>11%</b> | <b>20%</b> | 17%       | <b>13%</b> | 16%   | 18%        | 13%       |
| Somewhat disagree     | <b>9%</b>    | 6%  | 8%         | 11%        | 11%   | 10% | 7%  | <b>11%</b> | <b>7%</b>  | <b>16%</b> | 8%        | <b>6%</b>  | 10%   | 10%        | <b>6%</b> |
| Strongly disagree     | <b>7%</b>    | 7%  | <b>4%</b>  | 8%         | 4%    | 9%  | 8%  | <b>10%</b> | <b>4%</b>  | <b>4%</b>  | <b>9%</b> | 7%         | 6%    | 8%         | 7%        |
| I don't know          | <b>13%</b>   | 15% | <b>9%</b>  | 13%        | 14%   | 13% | 15% | <b>10%</b> | <b>15%</b> | 15%        | 14%       | <b>10%</b> | 14%   | <b>10%</b> | 15%       |

# Public Opinion on Filing Online Hate Speech Complaints (1/2)

**Q6.** Do you support or oppose the creation and expense of a several new federal government agencies—Digital Safety Commission, Digital Safety Ombudsman and Digital Safety Office—to regulate online content on social media platforms?

Base: All respondents (n=1,527)



# Public Opinion on Filing Online Hate Speech Complaints (2/2)

**Q6.** Do you support or oppose the creation and expense of a several new federal government agencies—Digital Safety Commission, Digital Safety Ombudsman and Digital Safety Office—to regulate online content on social media platforms?

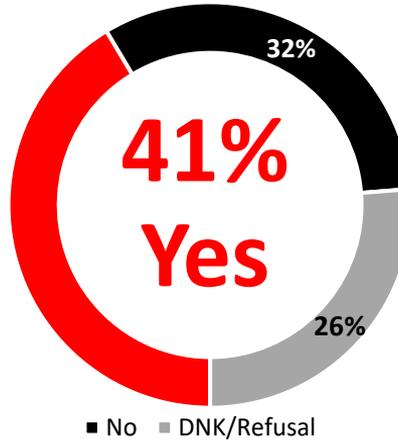
Base: All respondents

|                      | Total Canada | ATL       | QC         | ON         | MB/SK | AB  | BC  | Male       | Female     | 18-34      | 35-54 | 55+        | Urban      | Sub-Urban  | Rural |
|----------------------|--------------|-----------|------------|------------|-------|-----|-----|------------|------------|------------|-------|------------|------------|------------|-------|
| Weighted n=          | 1,527        | 103       | 353        | 592        | 98    | 168 | 213 | 744        | 783        | 406        | 492   | 629        | 655        | 581        | 277   |
| Unweighted n=        | 1,527        | 101       | 410        | 604        | 131   | 130 | 151 | 775        | 752        | 441        | 565   | 521        | 665        | 569        | 279   |
| <b>Total Support</b> | <b>57%</b>   | 56%       | <b>64%</b> | 54%        | 54%   | 55% | 56% | 57%        | 57%        | 54%        | 55%   | 60%        | 58%        | 59%        | 52%   |
| Strongly support     | <b>21%</b>   | 26%       | 22%        | 21%        | 18%   | 21% | 21% | 21%        | 21%        | <b>17%</b> | 19%   | <b>26%</b> | 24%        | 20%        | 19%   |
| Somewhat support     | <b>35%</b>   | 30%       | <b>42%</b> | 33%        | 36%   | 34% | 35% | 35%        | 36%        | 37%        | 36%   | 34%        | 34%        | <b>39%</b> | 33%   |
| <b>Total Oppose</b>  | <b>26%</b>   | 23%       | <b>21%</b> | <b>30%</b> | 21%   | 28% | 28% | <b>31%</b> | <b>22%</b> | 27%        | 26%   | 26%        | 24%        | 28%        | 28%   |
| Somewhat oppose      | <b>12%</b>   | <b>6%</b> | 11%        | <b>15%</b> | 8%    | 10% | 11% | 12%        | 12%        | <b>17%</b> | 11%   | <b>9%</b>  | 12%        | 13%        | 10%   |
| Strongly oppose      | <b>14%</b>   | 16%       | <b>10%</b> | 16%        | 13%   | 18% | 16% | <b>19%</b> | <b>10%</b> | <b>10%</b> | 14%   | <b>17%</b> | <b>12%</b> | 15%        | 19%   |
| I don't know         | <b>17%</b>   | 22%       | 15%        | 16%        | 25%   | 17% | 16% | <b>12%</b> | <b>21%</b> | 19%        | 19%   | <b>13%</b> | 19%        | <b>13%</b> | 19%   |

# Perceived Effectiveness of Government's Regulation Plan

**Q7.** Do you believe the government's plan to regulate social media companies will make such online platforms safer, and make it easier to remove applicable offensive content, such as intimate images shared without a person's consent, or child sex abuse imagery that could be used to exploit a minor?

Base: All respondents (n=1,527)

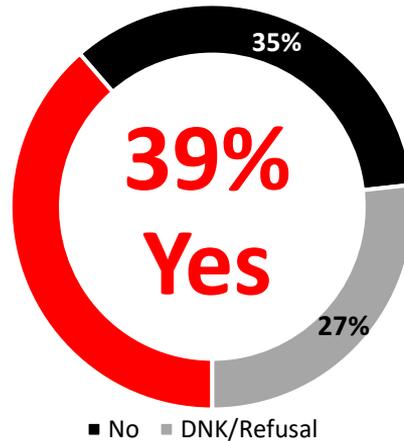


|               | Total Canada | ATL | QC  | ON  | MB/SK | AB         | BC  | Male       | Female     | 18-34      | 35-54 | 55+ | Urban | Sub-Urban | Rural |
|---------------|--------------|-----|-----|-----|-------|------------|-----|------------|------------|------------|-------|-----|-------|-----------|-------|
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| Unweighted n= | 1,527        | 101 | 410 | 604 | 131   | 130        | 151 | 775        | 752        | 441        | 565   | 521 | 665   | 569       | 279   |
| Yes           | <b>41%</b>   | 46% | 41% | 40% | 37%   | 40%        | 45% | 40%        | 43%        | <b>47%</b> | 40%   | 39% | 43%   | 39%       | 42%   |
| No            | <b>32%</b>   | 26% | 32% | 31% | 27%   | <b>43%</b> | 32% | <b>40%</b> | <b>25%</b> | 32%        | 32%   | 32% | 30%   | 35%       | 32%   |
| I don't know  | <b>26%</b>   | 28% | 27% | 29% | 35%   | <b>17%</b> | 22% | <b>21%</b> | <b>32%</b> | <b>21%</b> | 28%   | 29% | 27%   | 26%       | 26%   |

# Impact of New Federal Agencies on Online Safety

**Q8.** Do you believe creating several new federal government agencies (Digital Safety Commission, Digital Safety Ombudsman and Digital Safety Office) to regulate online content on social media platforms will have a meaningful impact on online safety?

Base: All respondents (n=1,527)

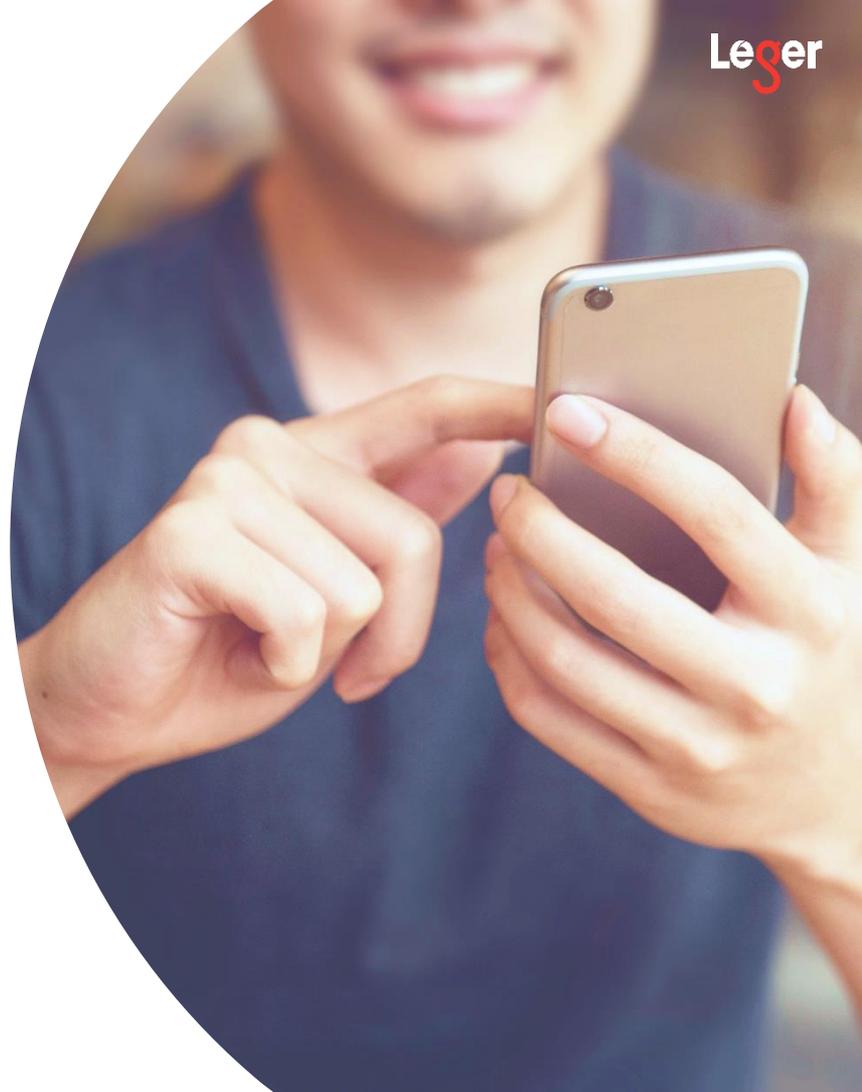


|               | Total Canada | ATL | QC  | ON  | MB/SK      | AB         | BC  | Male       | Female     | 18-34      | 35-54 | 55+        | Urban | Sub-Urban | Rural |
|---------------|--------------|-----|-----|-----|------------|------------|-----|------------|------------|------------|-------|------------|-------|-----------|-------|
| Weighted n=   | 1,527        | 103 | 353 | 592 | 98         | 168        | 213 | 744        | 783        | 406        | 492   | 629        | 655   | 581       | 277   |
| Unweighted n= | 1,527        | 101 | 410 | 604 | 131        | 130        | 151 | 775        | 752        | 441        | 565   | 521        | 665   | 569       | 279   |
| Yes           | <b>39%</b>   | 37% | 40% | 41% | 33%        | 32%        | 41% | 36%        | 41%        | <b>44%</b> | 39%   | <b>35%</b> | 40%   | 40%       | 34%   |
| No            | <b>35%</b>   | 31% | 31% | 33% | 30%        | <b>53%</b> | 35% | <b>45%</b> | <b>25%</b> | 35%        | 32%   | 37%        | 34%   | 35%       | 35%   |
| I don't know  | <b>27%</b>   | 32% | 29% | 27% | <b>36%</b> | <b>15%</b> | 24% | <b>19%</b> | <b>33%</b> | <b>21%</b> | 29%   | 28%        | 26%   | 24%       | 31%   |

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REPORT

# Detailed Methodology



# Weighted and Unweighted Sample (1/2)

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

|                       | Unweighted   | Weighted     |
|-----------------------|--------------|--------------|
| <b>Province</b>       | <b>1,527</b> | <b>1,527</b> |
| British Columbia      | 151          | 213          |
| Alberta               | 130          | 168          |
| Manitoba/Saskatchewan | 131          | 98           |
| Ontario               | 604          | 592          |
| Quebec                | 410          | 353          |
| Atlantic              | 101          | 103          |

# Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

| S                               | Unweighted   | Weighted     |
|---------------------------------|--------------|--------------|
| <b>Gender</b>                   | <b>1,527</b> | <b>1,527</b> |
| Male                            | 775          | 744          |
| Female                          | 752          | 783          |
| <b>Age</b>                      | <b>1,527</b> | <b>1,527</b> |
| 18 to 34                        | 441          | 406          |
| 35 to 54                        | 565          | 492          |
| 55+                             | 521          | 629          |
| <b>Language (Mother tongue)</b> | <b>1,527</b> | <b>1,527</b> |
| English                         | 938          | 1,001        |
| French                          | 351          | 302          |
| Other                           | 236          | 224          |

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- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
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

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