



REPORT

# Belief in Conspiracy Theories

*Survey of Canadians and Americans*



THE  
CANADIAN  
PRESS

DATE 2023-11-28



# Methodology

---



## Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,529/  
American Sample: n= 1,001).

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



## When

November 24 to  
November 26, 2023



## 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 and  $\pm 3.1\%$ , (19 times out of 20) for the American 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 and according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

# Methodology

---



## 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

*From November 24 to 26, 2023, we surveyed Canadians and Americans to know more about their beliefs in different conspiracy theories.*

## Some of the key highlights of our survey on conspiracy theories include...

- 79% of Canadians believe in at least one of the theories shown to them. Conservative voters (94%) are more likely to believe in at least one of the theories. Compared to Canadians, Americans are more likely to believe in conspiracy theories.
- The most widely believed theories among Americans are that mainstream media manipulates the information it disseminates (55%), that John F. Kennedy's assassination was a cover-up (36%), that the car crash that killed Princess Diana was an assassination and not an accident (34%), and that scientists have found a cure for cancer, but the government and pharmaceutical companies withhold it (34%).
- The less widely believed theories are the lunar landing being a hoax (11%) and the belief that the earth is flat (5%).



---

REPORT

# Detailed Results



# Who Believes in Conspiracy Theories?

---

# 79%

of Canadians believe in **at least one** of the conspiracy theories tested.

The following subgroups are **more likely** to believe in at least one conspiracy theories:

- Conservative voters (**87%**)

# 84%

of Americans believe in **at least one** of the conspiracy theories tested.

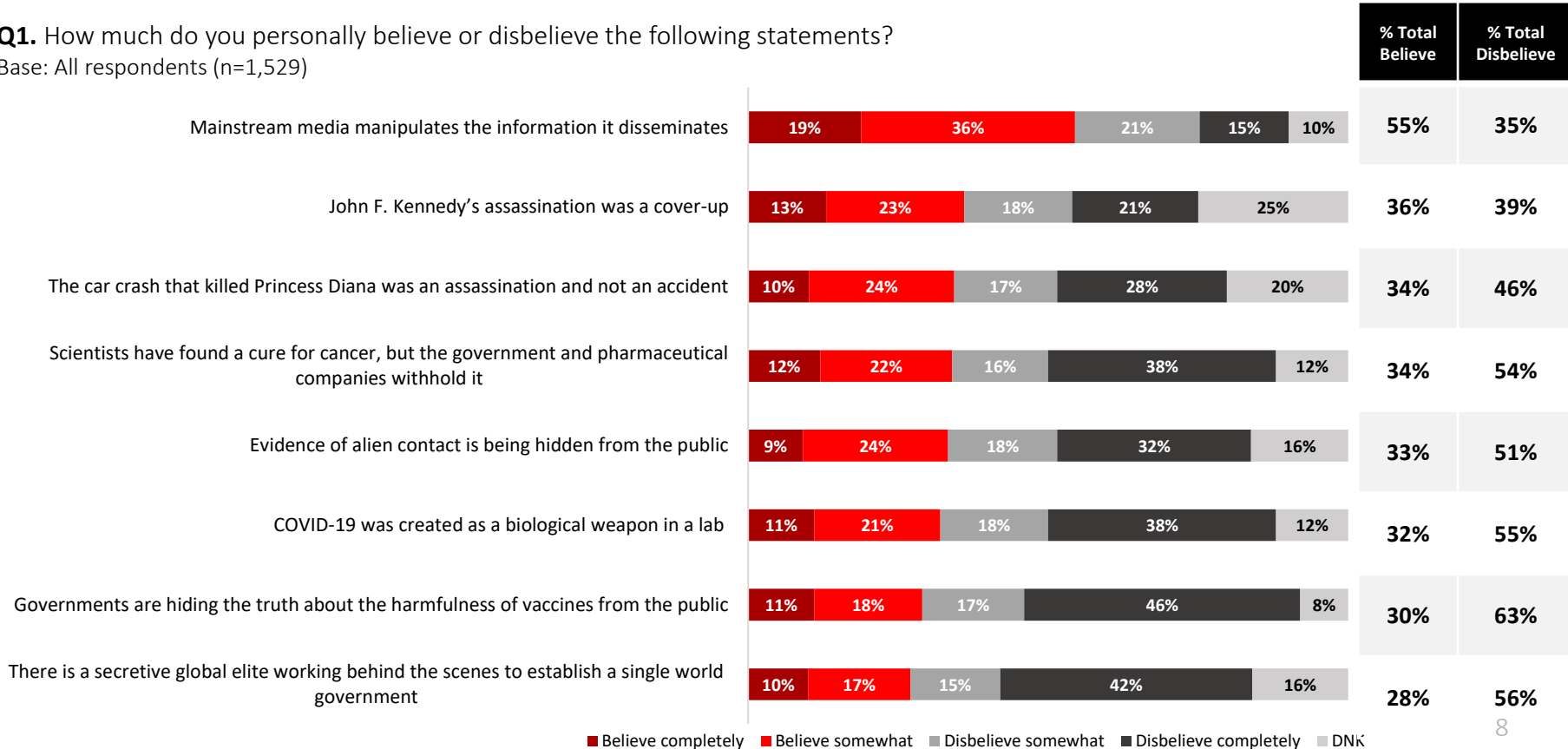
The following subgroups are **more likely** to believe in at least one conspiracy theories:

- Americans who would vote for Donald Trump in the 2024 election (**96%**)
- Americans who identified as Republican (**94%**)
- Americans with children in their household (**89%**)

# Belief in Conspiracy Theories (1/2)

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents (n=1,529)



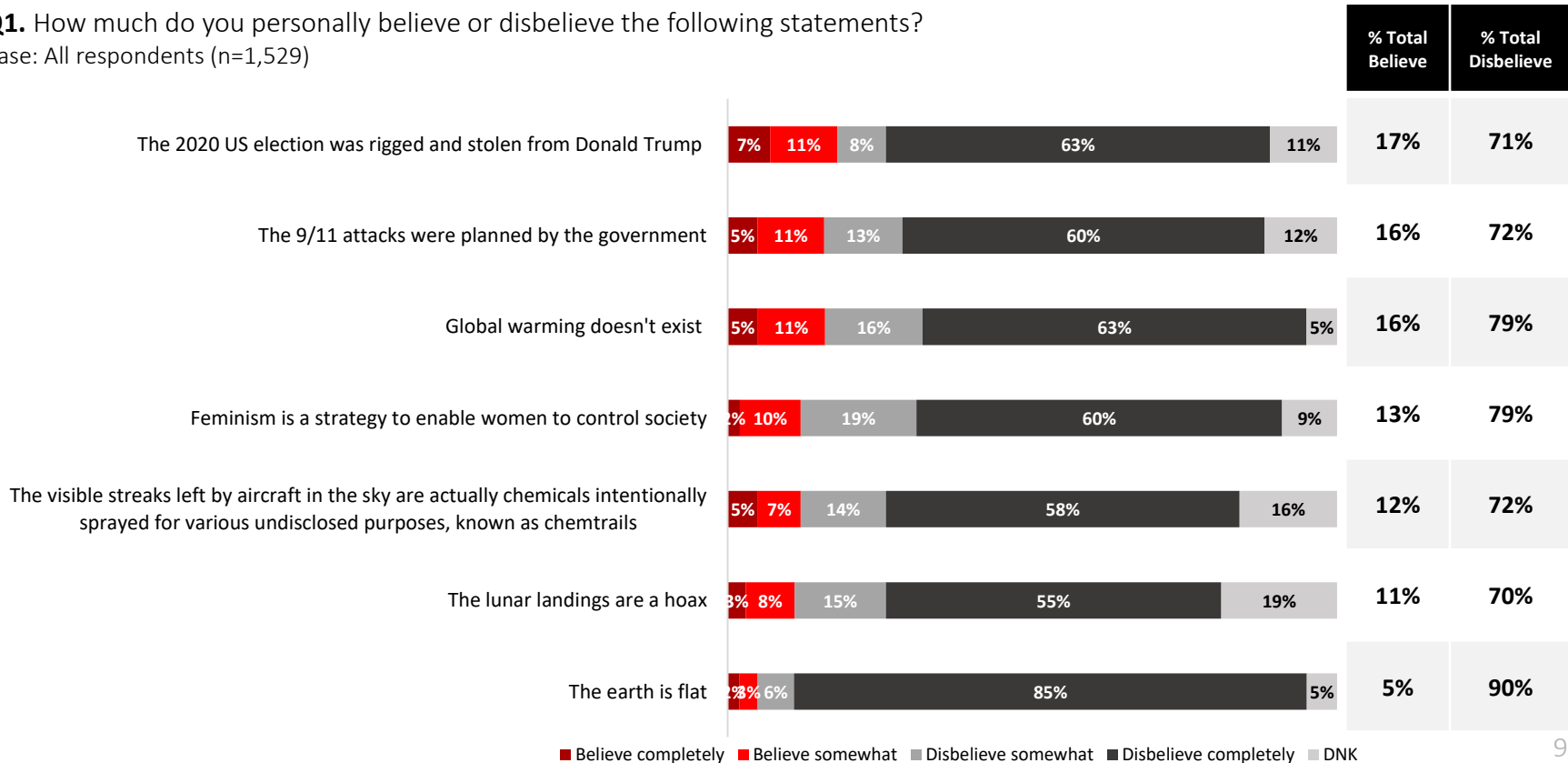
■ Believe completely 
 ■ Believe somewhat 
 ■ Disbelieve somewhat 
 ■ Disbelieve completely 
 ■ DNK



# Belief in Conspiracy Theories (2/2)

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents (n=1,529)



# Belief in Conspiracy Theories – Detailed Results (1/2)

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents

<i>% Total Believe Presented</i>	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,529	102	353	592	98	170	212	407	492	630	745	784
Unweighted n=	1,529	100	418	601	130	127	153	397	540	592	774	755
Mainstream media manipulates the information	<b>55%</b>	48%	53%	54%	59%	<b>68%</b>	53%	56%	<b>60%</b>	<b>50%</b>	53%	57%
John F. Kennedy’s assassination was a cover-up	<b>36%</b>	27%	<b>46%</b>	<b>31%</b>	38%	42%	34%	<b>29%</b>	40%	38%	37%	35%
The car crash that killed Princess Diana was an assassination	<b>34%</b>	35%	35%	<b>30%</b>	38%	41%	35%	<b>41%</b>	37%	<b>28%</b>	<b>29%</b>	<b>39%</b>
Scientists have found a cure for cancer, but the government and pharmaceutical companies withhold it	<b>34%</b>	33%	<b>25%</b>	35%	39%	<b>46%</b>	34%	<b>39%</b>	<b>39%</b>	<b>27%</b>	<b>30%</b>	<b>38%</b>
Evidence of alien contact is being hidden from the public	<b>33%</b>	<b>22%</b>	33%	32%	43%	37%	34%	<b>38%</b>	<b>38%</b>	<b>26%</b>	35%	32%
COVID-19 was created as a biological weapon in a lab	<b>32%</b>	35%	<b>28%</b>	30%	38%	<b>45%</b>	34%	32%	<b>39%</b>	<b>27%</b>	35%	30%
Governments are hiding the truth about the harmfulness of vaccines from the public	<b>30%</b>	32%	26%	27%	35%	<b>41%</b>	28%	30%	<b>39%</b>	<b>22%</b>	30%	30%
There is a secretive global elite working behind the scenes to establish a single world government	<b>28%</b>	25%	<b>23%</b>	<b>23%</b>	32%	<b>44%</b>	34%	<b>32%</b>	<b>34%</b>	<b>19%</b>	<b>31%</b>	<b>24%</b>

# Belief in Conspiracy Theories – Detailed Results (2/2)

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents

<i>% Total Believe Presented</i>	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,529	102	353	592	98	170	212	407	492	630	745	784
Unweighted n=	1,529	100	418	601	130	127	153	397	540	592	774	755
The 2020 US election was rigged and stolen from Donald Trump	<b>17%</b>	16%	15%	<b>14%</b>	24%	<b>27%</b>	19%	<b>23%</b>	<b>24%</b>	<b>9%</b>	19%	16%
The 9/11 attacks were planned by the government	<b>16%</b>	17%	13%	15%	17%	22%	18%	<b>26%</b>	<b>23%</b>	<b>5%</b>	17%	16%
Global warming doesn't exist	<b>16%</b>	11%	17%	15%	18%	20%	13%	14%	18%	15%	17%	14%
Feminism is a strategy to enable women to control society	<b>13%</b>	9%	12%	12%	12%	19%	12%	<b>20%</b>	15%	<b>7%</b>	<b>16%</b>	<b>9%</b>
The visible streaks left by aircraft in the sky are actually chemicals intentionally sprayed for various undisclosed purposes, known as chemtrails	<b>12%</b>	<b>5%</b>	10%	10%	18%	17%	17%	<b>17%</b>	<b>16%</b>	<b>6%</b>	12%	12%
The lunar landings are a hoax	<b>11%</b>	6%	12%	10%	11%	15%	14%	<b>15%</b>	<b>16%</b>	<b>5%</b>	12%	11%
The earth is flat	<b>5%</b>	3%	5%	5%	4%	3%	4%	<b>7%</b>	<b>7%</b>	<b>1%</b>	6%	4%

# Belief in Conspiracy Theories – *By Voting Intentions*

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents





<i>% Total Believe Presented</i>	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,529	482	317	248	89	35	29
Unweighted n=	1,529	475	327	227	104	40	30
Mainstream media manipulates the information	55%	69%	37%	47%	44%	53%	80%
John F. Kennedy's assassination was a cover-up	36%	41%	29%	30%	50%	26%	70%
The car crash that killed Princess Diana was an assassination	34%	39%	26%	28%	32%	30%	47%
Scientists have found a cure for cancer, but the government and pharmaceutical companies withhold it	34%	42%	21%	32%	18%	48%	53%
Evidence of alien contact is being hidden from the public	33%	35%	29%	31%	34%	24%	45%
COVID-19 was created as a biological weapon in a lab	32%	45%	21%	22%	17%	29%	68%
Governments are hiding the truth about the harmfulness of vaccines from the public	30%	42%	13%	15%	19%	31%	62%
There is a secretive global elite working behind the scenes to establish a single world government	28%	35%	16%	24%	15%	23%	61%
The 2020 US election was rigged and stolen from Donald Trump	17%	25%	10%	9%	8%	15%	53%
The 9/11 attacks were planned by the government	16%	19%	9%	11%	7%	29%	38%
Global warming doesn't exist	16%	24%	9%	6%	9%	12%	46%
Feminism is a strategy to enable women to control society	13%	16%	8%	9%	6%	10%	32%
The visible streaks left by aircraft in the sky are actually chemicals intentionally sprayed for various undisclosed purposes, known as chemtrails	12%	15%	8%	9%	8%	18%	35%
The lunar landings are a hoax	11%	12%	9%	7%	8%	18%	17%
The earth is flat	5%	5%	3%	3%	3%	9%	15%

# Belief in Conspiracy Theories (Canada vs United States)

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents

<i>% Total Believe Presented</i>	 Total Canada	 Total USA	Gap
Weighted n=	1,529	1,001	
Unweighted n=	1,529	1,001	
Mainstream media manipulates the information	55%	63%	8
John F. Kennedy's assassination was a cover-up	36%	47%	11
The car crash that killed Princess Diana was an assassination	34%	36%	2
Scientists have found a cure for cancer, but the government and pharmaceutical companies withhold it	34%	39%	5
Evidence of alien contact is being hidden from the public	33%	42%	9
COVID-19 was created as a biological weapon in a lab	32%	51%	19
Governments are hiding the truth about the harmfulness of vaccines from the public	30%	49%	19
There is a secretive global elite working behind the scenes to establish a single world government	28%	38%	10
The 2020 US election was rigged and stolen from Donald Trump	17%	32%	15
The 9/11 attacks were planned by the government	16%	25%	9
Global warming doesn't exist	16%	26%	10
Feminism is a strategy to enable women to control society	13%	26%	13
The visible streaks left by aircraft in the sky are actually chemicals intentionally sprayed for various undisclosed purposes, known as chemtrails	12%	22%	10
The lunar landings are a hoax	11%	17%	6
The earth is flat	5%	9%	4

# Belief in Conspiracy Theories – Detailed Results for the U.S. (1/2) Leger

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents

<i>% Total Believe Presented</i>	Total U.S.	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,001	181	210	376	234	229	368	404	485	516	306	352	274
Unweighted n=	1,001	224	240	280	257	130	371	500	470	531	285	369	301
Mainstream media manipulates the information	<b>63%</b>	67%	63%	61%	60%	65%	61%	63%	66%	60%	<b>77%</b>	<b>45%</b>	<b>70%</b>
COVID-19 was created as a biological weapon in a lab	<b>51%</b>	49%	48%	56%	47%	46%	54%	51%	<b>56%</b>	<b>47%</b>	<b>70%</b>	<b>35%</b>	51%
Governments are hiding the truth about the harmfulness of vaccines from the public	<b>49%</b>	48%	46%	<b>55%</b>	41%	54%	<b>55%</b>	<b>40%</b>	50%	48%	<b>63%</b>	<b>34%</b>	50%
John F. Kennedy's assassination was a cover-up	<b>47%</b>	45%	52%	48%	45%	43%	51%	47%	<b>52%</b>	<b>43%</b>	<b>56%</b>	<b>40%</b>	47%
Evidence of alien contact is being hidden from the public	<b>42%</b>	41%	43%	41%	43%	<b>53%</b>	44%	<b>33%</b>	44%	40%	39%	44%	40%
Scientists have found a cure for cancer, but the government and pharmaceutical companies withhold it	<b>39%</b>	39%	38%	40%	37%	40%	<b>46%</b>	<b>32%</b>	38%	40%	43%	34%	38%
There is a secretive global elite working behind the scenes to establish a single world government	<b>38%</b>	<b>29%</b>	38%	<b>44%</b>	35%	37%	<b>43%</b>	34%	<b>46%</b>	<b>31%</b>	<b>49%</b>	<b>26%</b>	39%
The car crash that killed Princess Diana was an assassination	<b>36%</b>	36%	37%	34%	37%	40%	<b>45%</b>	<b>26%</b>	32%	39%	41%	34%	<b>29%</b>
The 2020 US election was rigged and stolen from Donald Trump	<b>32%</b>	31%	34%	32%	29%	29%	31%	34%	34%	29%	<b>57%</b>	<b>12%</b>	33%

# Belief in Conspiracy Theories – Detailed Results for the U.S. (2/2)

**Q1.** How much do you personally believe or disbelieve the following statements?

Base: All respondents

<i>% Total Believe Presented</i>	Total U.S.	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,001	181	210	376	234	229	368	404	485	516	306	352	274
Unweighted n=	1,001	224	240	280	257	130	371	500	470	531	285	369	301
Global warming doesn't exist	<b>26%</b>	22%	31%	27%	24%	28%	<b>21%</b>	30%	<b>33%</b>	<b>20%</b>	<b>41%</b>	<b>13%</b>	28%
Feminism is a strategy to enable women to control society	<b>26%</b>	30%	27%	28%	<b>20%</b>	<b>36%</b>	<b>32%</b>	<b>15%</b>	<b>31%</b>	<b>21%</b>	<b>35%</b>	<b>20%</b>	25%
The 9/11 attacks were planned by the government	<b>25%</b>	25%	24%	25%	27%	<b>37%</b>	<b>32%</b>	<b>12%</b>	28%	23%	22%	28%	23%
The visible streaks left by aircraft in the sky are actually chemicals intentionally sprayed for various undisclosed purposes, known as chemtrails	<b>22%</b>	21%	21%	24%	21%	24%	<b>32%</b>	<b>12%</b>	24%	21%	24%	20%	20%
The lunar landings are a hoax	<b>17%</b>	19%	15%	15%	22%	<b>27%</b>	20%	<b>10%</b>	<b>21%</b>	<b>14%</b>	16%	<b>22%</b>	<b>10%</b>
The earth is flat	<b>9%</b>	7%	7%	9%	12%	<b>17%</b>	<b>12%</b>	<b>1%</b>	10%	8%	8%	<b>15%</b>	<b>3%</b>

---

REPORT

# Detailed Methodology





# Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
<b>Province</b>	<b>1,529</b>	<b>1,529</b>
British Columbia	153	212
Alberta	127	170
Manitoba/Saskatchewan	130	98
Ontario	601	592
Quebec	418	353
Atlantic	100	102

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,001</b>	<b>1,001</b>
NorthEast	224	181
MidWest	240	210
South	280	376
West	257	234

# Weighted and Unweighted Sample (2/3)

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.

	Unweighted	Weighted
<b>Gender</b>	<b>1,529</b>	<b>1,529</b>
Male	774	745
Female	755	784
<b>Age</b>	<b>1,529</b>	<b>1,529</b>
18 to 34	397	407
35 to 54	540	492
55+	592	630
<b>Language (Mother tongue)</b>	<b>1,529</b>	<b>1,529</b>
English	951	1,044
French	390	302
Other	186	181

# Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
<b>Gender</b>	<b>1,001</b>	<b>1,001</b>
Male	470	485
Female	531	516
<b>Age</b>	<b>1,001</b>	<b>1,001</b>
Between 18 and 29	60	104
Between 30 and 39	153	271
Between 40 and 49	183	155
Between 50 and 64	345	247
65 or older	260	224

# Our Services

---

- **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**  
**OFFICES**

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

# 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.