Alberta/BC Downtown Core
Omnibus Results

January/February 2025

Content

Methodology

Method

AB: Results are based on online research conducted among Albertan adults 18 years of age and older (n= 1,002).

BC: Results are based on online research conducted among BC residents 18 years of age and older (n= 1,534).

Weighting

The data was statistically weighted according to Canadian Census figures for age, gender, region, and education within each Province.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

AB: Data collection January 24th – 26th , 2025.

BC: Data collection February 7th – 10th , 2025

Margin of error

AB: Typically, a margin of error is not associated with a non-probability sample, but for comparative purposes, a probability sample of this size would have a margin of error of +/-3.1%, 19 times out of 20.

BC: Typically, a margin of error is not associated with a non-probability sample, but for comparative purposes, a probability sample of this size would have a margin of error of +/-2.5%, 19 times out of 20.

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 Steve Mossop, Executive Vice-President, Western Canada at the following e-mail address: smossop@leger360.com

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.

The most accurate polling firm in Canada

CANADA 2021

	LEGER POLL Published on September 18, 2021	OFFICIALS RESULTS 2021 Canada Federal Election
	33%	33.7%
	32%	32.6%
NDP	19%	17.8%
	7%	7.7%
PPC	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
BC NDP	46%	45%
	42%	43%
greens	9%	8%
Others	3%	4%

UNITED STATES 2024

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
	49%	50%
	49%	48%
Others	2%	2%

Key highlights

Some of **the key highlights** the omnibus **include...**

Recent Leger polling data reveals that residents in both Alberta and BC remain highly engaged with their downtown cores:

- A majority of BC (84%) and Alberta (79%) residents have visited within the past six months
- The most common reasons for visitation in both provinces are shopping (47% BC; 30% AB) and dining (26% BC; 19% AB)
- Expensive parking is cited by BC (42%) and Alberta (49%) residents as one of the top reasons for not visiting. Albertans also cite safety (38%) at elevated rates while BC residents commonly cite distance (35%).

Despite high visitation rates, public perception of downtown areas is overwhelmingly negative:

- Half of BC (53%) and Alberta (48%) residents believe their nearest downtown core has declined over the past year
- The most frequently cited reasons for decline include homelessness (84% BC; 82% AB) and drug addiction (84% BC; 80% AB)

Crime and safety concerns remain a critical issue in downtown cores:

- Two-in-five BC (40%) and Alberta (41%) residents report that they or someone close to them has experienced crime or a dangerous situation in a downtown core in the past six months, with younger populations (18-34) in both provinces being more likely to report experiences.
- The most common concerns include fear for personal safety and encounters (26% BC; 27% AB) and aggressive behavior (21% BC; 21% AB)

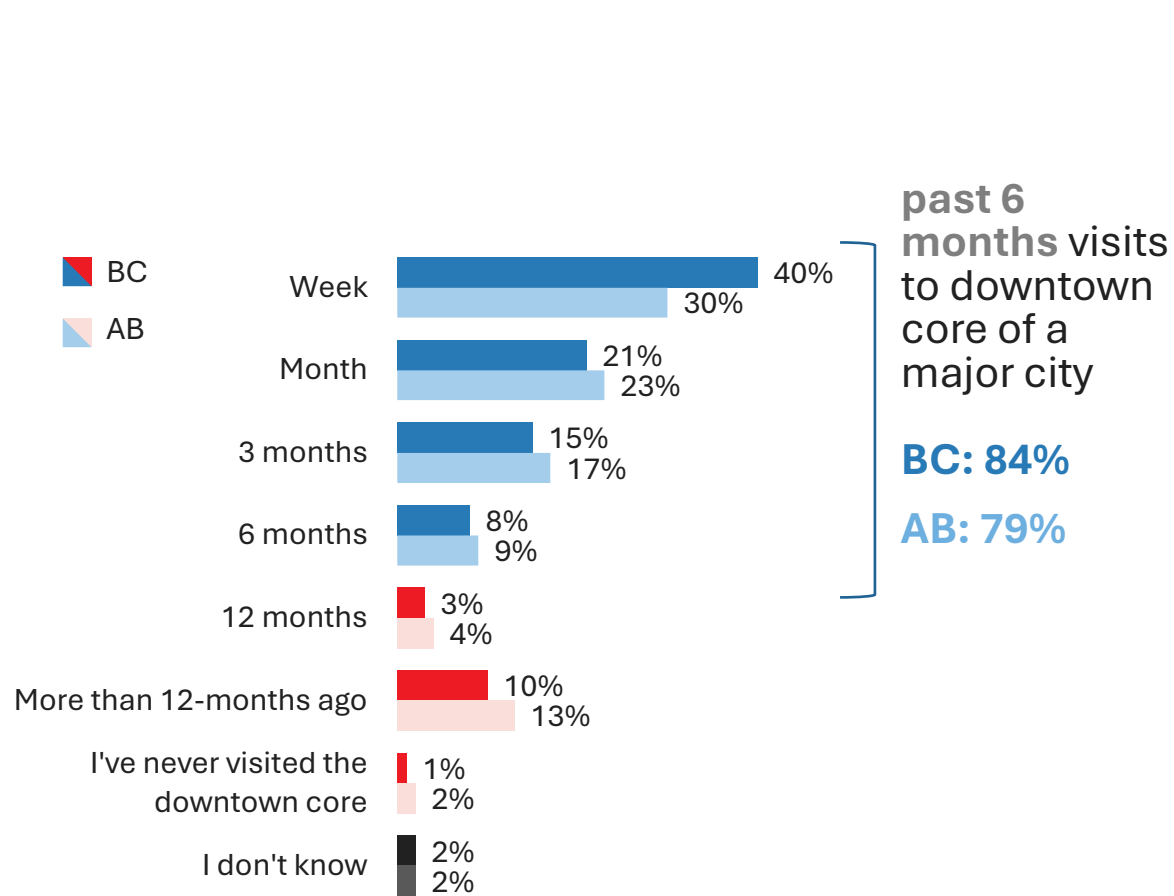**Downtown visitation remains relatively strong despite persistent challenges, particularly in Vancouver, Kelowna, and Victoria where a majority of residents have visited in the past week. However, shifting public perceptions and addressing key issues such as affordability, safety, and homelessness will be critical in determining the long-term viability and attractiveness of Alberta and BC's downtown cores.**

Detailed Results

Major City Downtown Visitation (1/2)

Q1. When did you last visit the downtown core of the closest major city to where you live?
Base: All respondents (BC n=1,534; AB n=1,002)

■ BC
▨ AB

past 6 months visits to downtown core of a major city

BC: 84%
AB: 79%

	Week	Month	3 months	6 months	12 months	More than 12-months ago	I've never visited the downtown core	I don't know
BC	40%	21%	15%	8%	3%	10%	1%	2%
AB	30%	23%	17%	9%	4%	13%	2%	2%

	BC Cities				AB Cities	
	City of Vancouver (n=168)	Surrey (n=272)	Victoria (n=291)	Kelowna (n=215)	Calgary (n=330)	Edmonton (n=321)
	90%	**85%**	**92%**	**90%**	**80%**	**82%**
	59%	30%	52%	54%	29%	36%
	22%	22%	24%	21%	27%	21%
	7%	19%	11%	9%	15%	15%
	3%	15%	5%	7%	9%	10%
	3%	3%	2%	2%	5%	4%
	5%	11%	6%	7%	15%	10%
	1%	<1%	-	<1%	1%	2%
	1%	-	1%	<1%	<1%	3%

Major City Downtown Visitation (2/2)

Q1. When did you last visit the downtown core of the closest major city to where you live?

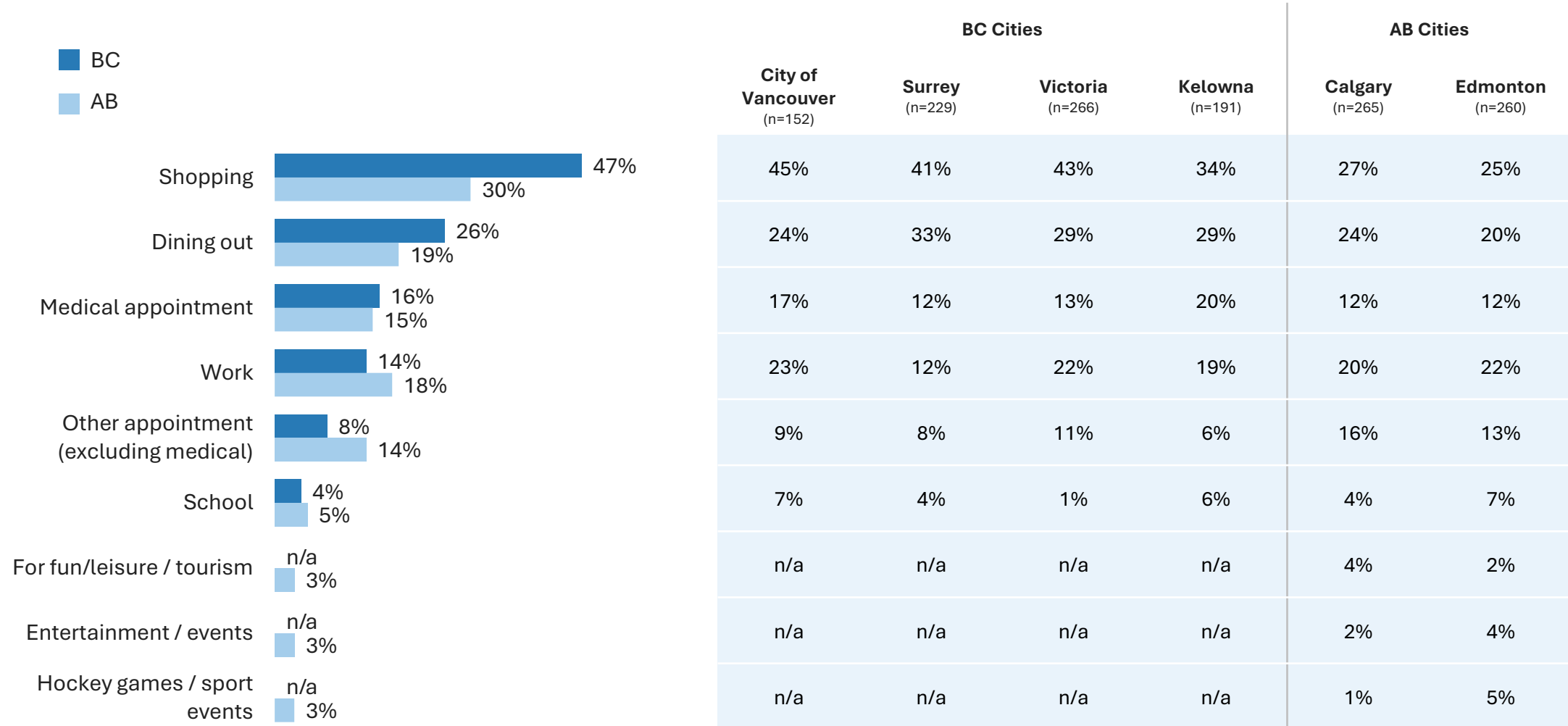Base: All respondents (BC n=1,534; AB n=1,002)

	Total BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural	Total AB	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1534*	*746*	*788*	*405*	*487*	*643*	*690*	*609*	*208*	*1002*	*496*	*506*	*287*	*360*	*354*	*502*	*307*	*182*
Unweighted n=	*1534*	*688*	*846*	*346*	*450*	*738*	*710*	*649*	*160*	*1002*	*455*	*547*	*264*	*292*	*446*	*498*	*307*	*187*
Week	**40%**	42%	38%	50%	36%	37%	48%	35%	30%	**30%**	33%	27%	36%	35%	19%	35%	27%	20%
Month	**21%**	19%	24%	23%	22%	19%	21%	23%	18%	**23%**	23%	23%	27%	22%	22%	20%	30%	20%
3 months	**15%**	14%	15%	13%	16%	15%	12%	16%	16%	**17%**	18%	16%	15%	19%	15%	16%	17%	18%
6 months	**8%**	8%	7%	4%	9%	9%	6%	8%	12%	**9%**	7%	11%	10%	8%	10%	8%	10%	10%
12 months	**3%**	3%	4%	4%	4%	3%	3%	3%	5%	**4%**	5%	4%	3%	3%	6%	5%	3%	5%
More than 12-months ago	**10%**	11%	10%	3%	9%	16%	8%	12%	13%	**13%**	10%	15%	4%	11%	22%	13%	10%	18%
I've never visited the downtown core	**1%**	2%	1%	2%	1%	1%	1%	1%	4%	**2%**	2%	3%	3%	1%	3%	2%	1%	4%
I don't know	**2%**	2%	1%	1%	4%	<1%	1%	1%	1%	**2%**	2%	2%	3%	1%	3%	2%	2%	4%

% / % Statistically significantly higher / lower than comparison group(s).

Reasons for Visiting Downtown Core (1/2)

Q2. What was the reason(s) for your visit?
Base: Those who have visited the downtown core of a major city near them in the past 6 months (BC n=1,323; AB n=788)

Legend: BC, AB

Reason	BC	AB	City of Vancouver (n=152)	Surrey (n=229)	Victoria (n=266)	Kelowna (n=191)	Calgary (n=265)	Edmonton (n=260)
			BC Cities				**AB Cities**	
Shopping	47%	30%	45%	41%	43%	34%	27%	25%
Dining out	26%	19%	24%	33%	29%	29%	24%	20%
Medical appointment	16%	15%	17%	12%	13%	20%	12%	12%
Work	14%	18%	23%	12%	22%	19%	20%	22%
Other appointment (excluding medical)	8%	14%	9%	8%	11%	6%	16%	13%
School	4%	5%	7%	4%	1%	6%	4%	7%
For fun/leisure / tourism	n/a	3%	n/a	n/a	n/a	n/a	4%	2%
Entertainment / events	n/a	3%	n/a	n/a	n/a	n/a	2%	4%
Hockey games / sport events	n/a	3%	n/a	n/a	n/a	n/a	1%	5%

Reasons for Visiting Downtown Core (2/2)

Q2. What was the reason(s) for your visit?

Base: Those who have visited the downtown core of a major city near them in the past 6 months (BC n=1,323; AB n=788)

|	Total BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural	Total AB	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1284*	*620*	*664*	*364*	*405*	*514*	*598*	*505*	*161*	*788*	*401*	*387*	*253*	*302*	*233*	*396*	*260*	*123*
Unweighted n=	*1323*	*592*	*731*	*319*	*393*	*611*	*638*	*546*	*126*	*788*	*370*	*418*	*233*	*250*	*305*	*396*	*252*	*132*
Shopping	**47%**	45%	49%	47%	45%	48%	45%	45%	59%	**30%**	32%	29%	40%	25%	26%	28%	33%	34%
Dining out	**26%**	26%	27%	35%	23%	23%	30%	25%	16%	**19%**	22%	17%	24%	17%	18%	22%	17%	15%
Medical appointment	**16%**	15%	16%	8%	13%	22%	14%	15%	24%	**15%**	14%	16%	10%	13%	24%	12%	13%	30%
Work	**14%**	17%	12%	20%	19%	7%	18%	12%	7%	**18%**	21%	15%	20%	21%	11%	20%	17%	12%
Other appointment	**8%**	7%	8%	7%	9%	7%	7%	7%	11%	**14%**	14%	15%	10%	19%	14%	14%	14%	15%
School	**4%**	4%	4%	12%	1%	<1%	5%	2%	7%	**5%**	5%	5%	11%	3%	<1%	7%	4%	2%
For fun/leisure / tourism	**n/a**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	**3%**	2%	3%	2%	4%	2%	3%	3%	2%
Entertainment / events	**n/a**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	**3%**	1%	4%	2%	3%	2%	2%	3%	2%
Hockey games / sport events	**n/a**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	**3%**	3%	2%	3%	3%	2%	2%	3%	3%

% / % Statistically significantly higher / lower than comparison group(s).

Reasons for Not Visiting Downtown Core (1/2)

Q3. For what reason(s) do you not visit downtown more frequently?

Base: Those who have not visited the downtown core of a major city near them in the past 6 months (BC n=197; AB n=194)

*Take caution interpreting results with small sample size (n<70) **Take additional caution interpreting results with extremely small sample size (n<30) *** Data not shown due to small sample size (n<20).

■ BC
■ AB
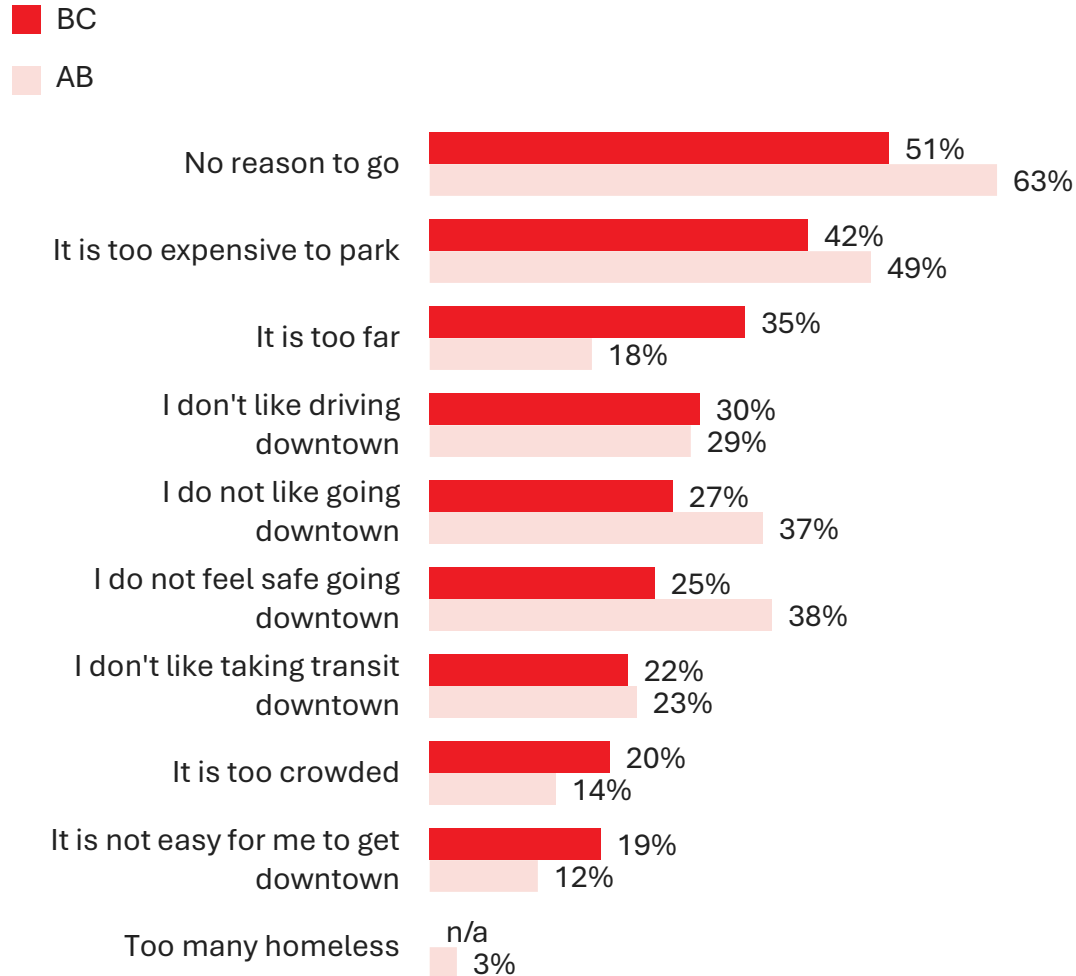
		BC Cities			AB Cities	
	City of Vancouver (n=14***)	Surrey (n=43*)	Victoria (n=24**)	Kelowna (n=23**)	Calgary (n=64)*	Edmonton (n=53)*
No reason to go — BC 51%, AB 63%	-	44%	45%	54%	71%	52%
It is too expensive to park — BC 42%, AB 49%	-	59%	50%	52%	59%	48%
It is too far — BC 35%, AB 18%	-	38%	2%	32%	18%	16%
I don't like driving downtown — BC 30%, AB 29%	-	39%	43%	13%	35%	35%
I do not like going downtown — BC 27%, AB 37%	-	37%	26%	18%	33%	51%
I do not feel safe going downtown — BC 25%, AB 38%	-	32%	56%	14%	39%	46%
I don't like taking transit downtown — BC 22%, AB 23%	-	29%	25%	8%	32%	22%
It is too crowded — BC 20%, AB 14%	-	26%	10%	9%	16%	8%
It is not easy for me to get downtown — BC 19%, AB 12%	-	18%	4%	5%	15%	12%
Too many homeless — BC n/a, AB 3%	-	n/a	n/a	n/a	3%	2%

Reasons for Not Visiting Downtown Core (2/2)

Q3. For what reason(s) do you not visit downtown more frequently?

Base: Those who have not visited the downtown core of a major city near them in the past 6 months (BC n=197; AB n=194)
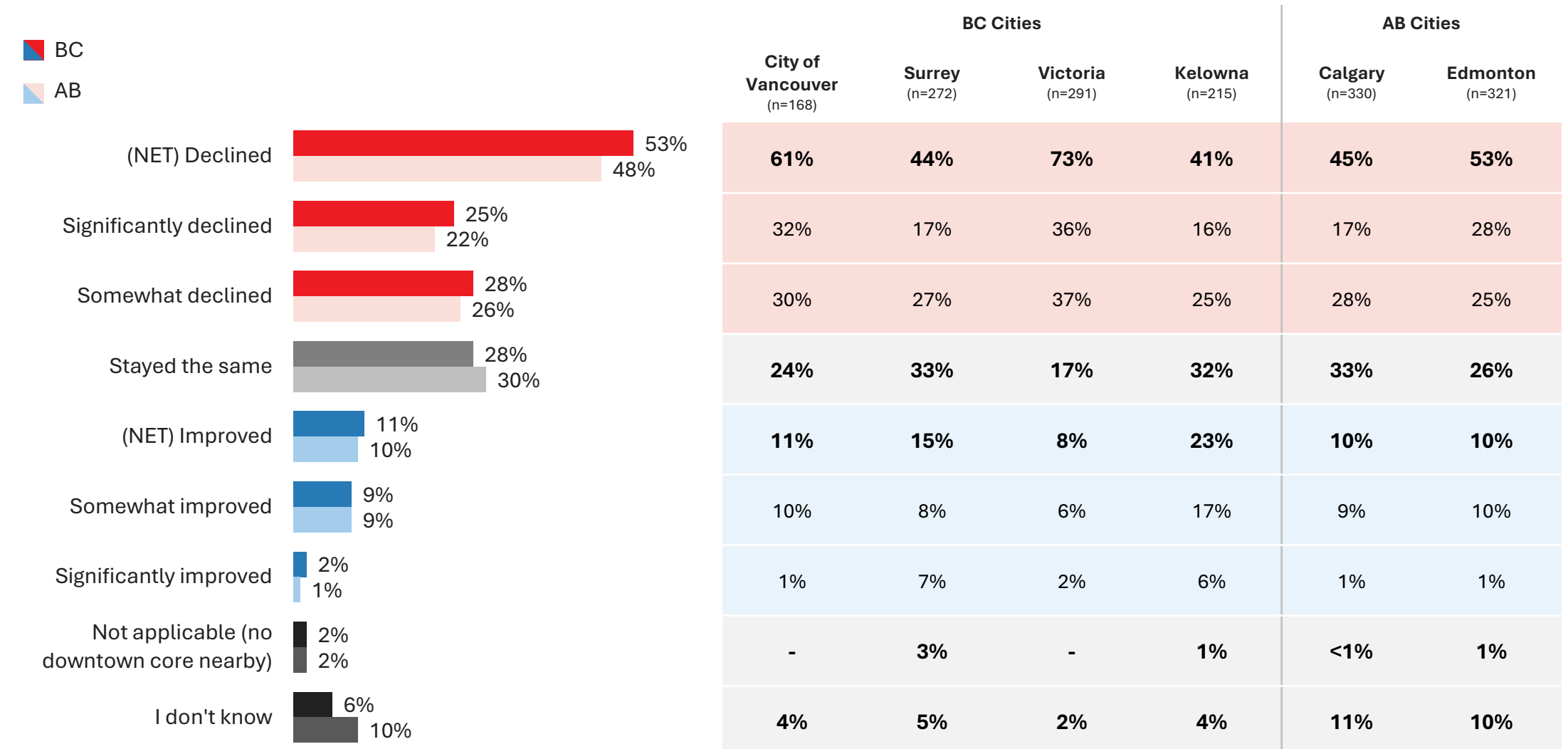*Take caution interpreting results with small sample size (n<70) **Take additional caution interpreting results with extremely small sample size (n<30)

	Total BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural	Total AB	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	227	114	113	37*	63*	127	83	99	45*	193	84	108	27**	54*	111	97	43*	51*
Unweighted n=	197	91	106	24**	47*	126	66*	99	32*	194	77	117	25**	39*	130	95	49*	49*
No reason to go	51%	56%	46%	58%	42%	54%	49%	57%	43%	63%	72%	56%	80%	60%	60%	61%	64%	66%
It is too expensive to park	42%	41%	43%	19%	51%	44%	48%	37%	43%	49%	48%	50%	14%	45%	59%	51%	41%	51%
It is too far	35%	36%	33%	24%	31%	40%	29%	36%	41%	18%	11%	23%	27%	18%	16%	16%	19%	20%
I don't like driving downtown	30%	23%	36%	12%	31%	34%	25%	28%	41%	29%	23%	34%	24%	30%	31%	22%	39%	36%
I do not like going downtown	27%	26%	29%	17%	32%	28%	24%	26%	38%	37%	37%	36%	26%	40%	38%	36%	33%	41%
I do not feel safe going downtown	25%	20%	29%	2%	32%	28%	20%	28%	25%	38%	28%	46%	13%	36%	45%	44%	36%	27%
I don't like taking transit downtown	22%	17%	26%	13%	27%	22%	25%	19%	22%	23%	19%	26%	2%	19%	29%	22%	24%	24%
It is too crowded	20%	21%	20%	14%	33%	16%	24%	18%	19%	14%	11%	16%	7%	20%	13%	10%	14%	20%
It is not easy for me to get downtown	19%	18%	19%	24%	12%	20%	14%	23%	17%	12%	5%	17%	1%	21%	10%	14%	7%	13%
Too much homeless	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3%	5%	1%	-	7%	1%	-	11%	-

% / % Statistically significantly higher / lower than comparison group(s).

12

Perceived State of Downtown Core (1/2)

Q4. Over the past year, would you say the state of the downtown core of the closest major city to where you live has...
Base: All respondents (BC n=1,534; AB n=1,002)

■ BC
▨ AB

	BC Cities				AB Cities	
	City of Vancouver (n=168)	Surrey (n=272)	Victoria (n=291)	Kelowna (n=215)	Calgary (n=330)	Edmonton (n=321)
(NET) Declined — BC 53% / AB 48%	**61%**	**44%**	**73%**	**41%**	**45%**	**53%**
Significantly declined — BC 25% / AB 22%	32%	17%	36%	16%	17%	28%
Somewhat declined — BC 28% / AB 26%	30%	27%	37%	25%	28%	25%
Stayed the same — BC 28% / AB 30%	**24%**	**33%**	**17%**	**32%**	**33%**	**26%**
(NET) Improved — BC 11% / AB 10%	**11%**	**15%**	**8%**	**23%**	**10%**	**10%**
Somewhat improved — BC 9% / AB 9%	10%	8%	6%	17%	9%	10%
Significantly improved — BC 2% / AB 1%	1%	7%	2%	6%	1%	1%
Not applicable (no downtown core nearby) — BC 2% / AB 2%	-	3%	-	1%	<1%	1%
I don't know — BC 6% / AB 10%	**4%**	**5%**	**2%**	**4%**	**11%**	**10%**

Perceived State of Downtown Core(2/2)

Q4. Over the past year, would you say the state of the downtown core of the closest major city to where you live has…

Base: All respondents (BC n=1,534; AB n=1,002)

	Total BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural	Total AB	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1534*	*746*	*788*	*405*	*487*	*643*	*690*	*609*	*208*	*1002*	*496*	*506*	*287*	*360*	*354*	*502*	*307*	*182*
Unweighted n=	*1534*	*688*	*846*	*346*	*450*	*738*	*710*	*649*	*160*	*1002*	*455*	*547*	*264*	*292*	*446*	*498*	*307*	*187*
(NET) Declined	**53%**	**51%**	**54%**	**48%**	**53%**	**55%**	**53%**	**54%**	**50%**	**48%**	**46%**	**49%**	**48%**	**48%**	**47%**	**50%**	**48%**	**40%**
Significantly declined	**25%**	22%	27%	18%	26%	27%	26%	23%	22%	**22%**	19%	25%	20%	25%	21%	21%	23%	24%
Somewhat declined	**28%**	30%	27%	30%	27%	28%	27%	31%	28%	**26%**	27%	24%	28%	23%	26%	29%	25%	16%
Stayed the same	**28%**	**30%**	**27%**	**32%**	**24%**	**29%**	**28%**	**30%**	**28%**	**30%**	**33%**	**28%**	**28%**	**34%**	**29%**	**30%**	**29%**	**34%**
(NET) Improved	**11%**	**12%**	**11%**	**14%**	**13%**	**9%**	**12%**	**11%**	**9%**	**10%**	**10%**	**10%**	**11%**	**11%**	**8%**	**9%**	**12%**	**7%**
Somewhat improved	**9%**	9%	9%	11%	10%	8%	9%	10%	9%	**9%**	9%	9%	8%	11%	7%	8%	11%	7%
Significantly improved	**2%**	3%	2%	3%	3%	1%	3%	1%	1%	**1%**	1%	1%	2%	1%	1%	1%	1%	-
Not applicable (no downtown core nearby)	**2%**	1%	2%	1%	2%	2%	2%	<1%	5%	**2%**	2%	1%	2%	-	4%	1%	1%	7%
I don't know	**6%**	6%	6%	5%	8%	6%	5%	5%	8%	**10%**	9%	12%	12%	7%	13%	10%	10%	12%

% / % Statistically significantly higher / lower than comparison group(s).

Factors Contributing to Decline of Downtown Cores (1/2)

Q5. How much have the following factors contributed to the decline in the state of the downtown core in the closest major city to where you live...

Base: Those who believe the state of the downtown core of the closest major city to where they live has declined over the past year (BC n=815; AB n=464)

■ BC
■ AB

(% Contributed 'A lot')
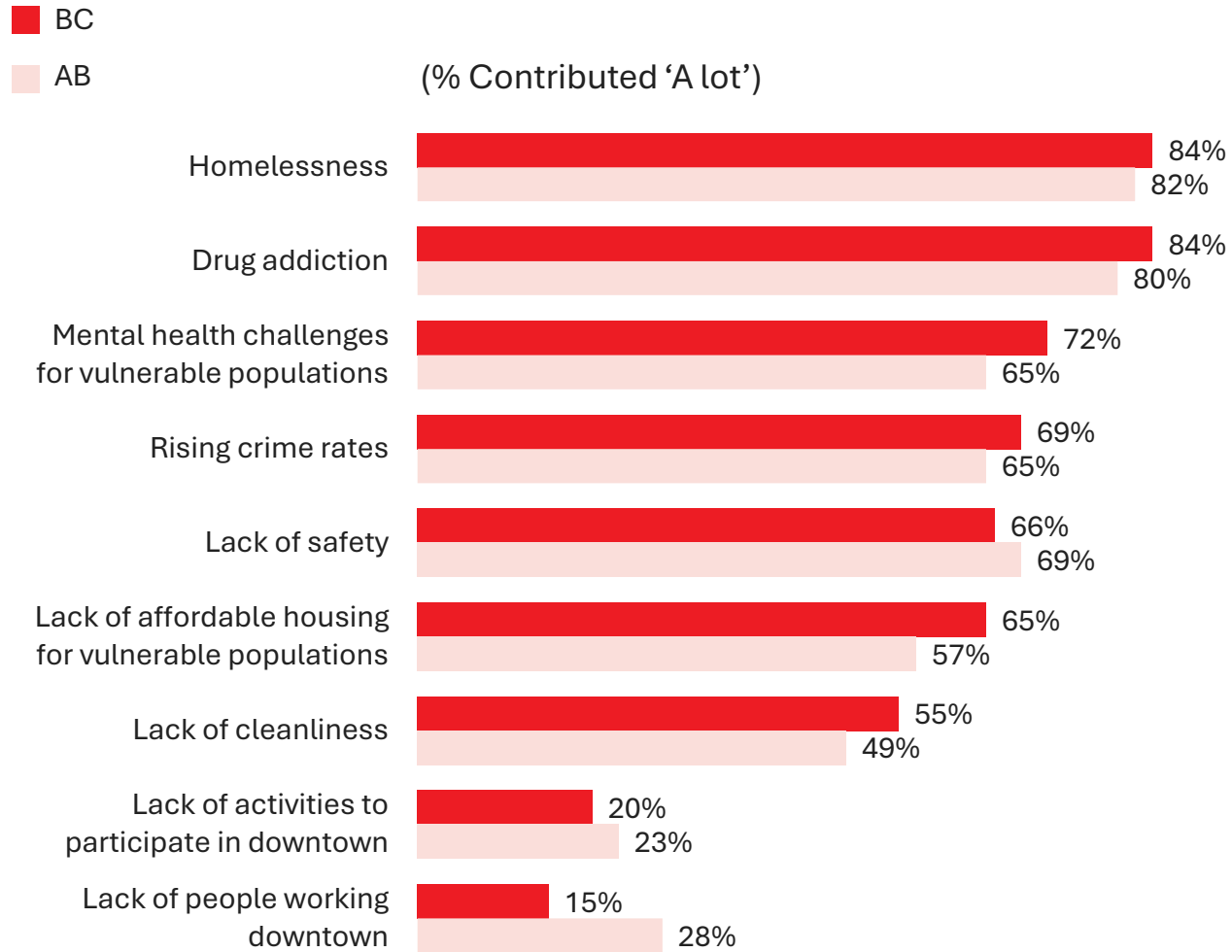
		BC Cities				AB Cities	
	BC / AB	City of Vancouver (n=97)	Surrey (n=118)	Victoria (n=219)	Kelowna (n=93)	Calgary (n=143)	Edmonton (n=170)
Homelessness	84% / 82%	83%	82%	91%	86%	77%	87%
Drug addiction	84% / 80%	85%	88%	87%	82%	78%	80%
Mental health challenges for vulnerable populations	72% / 65%	82%	76%	78%	74%	66%	68%
Rising crime rates	69% / 65%	78%	71%	61%	79%	67%	65%
Lack of safety	66% / 69%	78%	69%	57%	69%	64%	78%
Lack of affordable housing for vulnerable populations	65% / 57%	67%	64%	66%	76%	56%	59%
Lack of cleanliness	55% / 49%	60%	49%	47%	47%	45%	58%
Lack of activities to participate in downtown	20% / 23%	33%	21%	12%	15%	26%	21%
Lack of people working downtown	15% / 28%	17%	19%	17%	7%	30%	36%

Factors Contributing to Decline of Downtown Cores (2/2)

Q5. How much have the following factors contributed to the decline in the state of the downtown core in the closest major city to where you live...

Base: Those who believe the state of the downtown core of the closest major city to where they live has declined over the past year (BC n=815; AB n=464)

	Total BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural	Total AB	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*810*	*383*	*428*	*194*	*260*	*356*	*364*	*332*	*104*	*477*	*228*	*249*	*138*	*172*	*167*	*253*	*147*	*73*
Unweighted n=	*815*	*353*	*462*	*149*	*238*	*428*	*374*	*360*	*76*	*464*	*199*	*265*	*119*	*137*	*208*	*243*	*141*	*75*
Homelessness	**84%**	80%	88%	78%	84%	88%	84%	84%	83%	**82%**	76%	88%	78%	86%	83%	85%	75%	90%
Drug addiction	**84%**	81%	87%	81%	83%	87%	88%	80%	85%	**80%**	76%	83%	72%	82%	84%	80%	78%	83%
Mental health challenges for vulnerable populations	**72%**	66%	78%	60%	74%	78%	79%	68%	63%	**65%**	57%	73%	53%	72%	68%	67%	64%	64%
Rising crime rates	**69%**	62%	75%	56%	70%	75%	72%	67%	66%	**65%**	58%	72%	56%	66%	73%	67%	61%	70%
Lack of safety	**66%**	58%	73%	58%	68%	68%	70%	64%	54%	**69%**	62%	75%	69%	69%	70%	70%	70%	68%
Lack of affordable housing for vulnerable populations	**65%**	59%	70%	70%	64%	62%	65%	64%	65%	**57%**	50%	62%	56%	59%	55%	57%	55%	57%
Lack of cleanliness	**55%**	52%	58%	57%	59%	50%	58%	51%	51%	**49%**	51%	47%	45%	48%	52%	50%	51%	42%
Lack of activities to participate in downtown	**20%**	17%	24%	24%	23%	17%	26%	15%	16%	**23%**	26%	21%	24%	25%	20%	23%	25%	21%
Lack of people working downtown	**15%**	16%	14%	12%	18%	14%	16%	13%	15%	**28%**	31%	25%	23%	26%	34%	30%	29%	20%

% / % Statistically significantly higher / lower than comparison group(s).

Incidence of Crime/Danger in Downtown Core (1/2)

Q6. Over the past six months, which of the following have you or a close friend or family member been a victim of in the downtown core of the closest major city to where you live?

Base: All respondents (BC n=1,534; AB n=1,002)

■ BC
■ AB
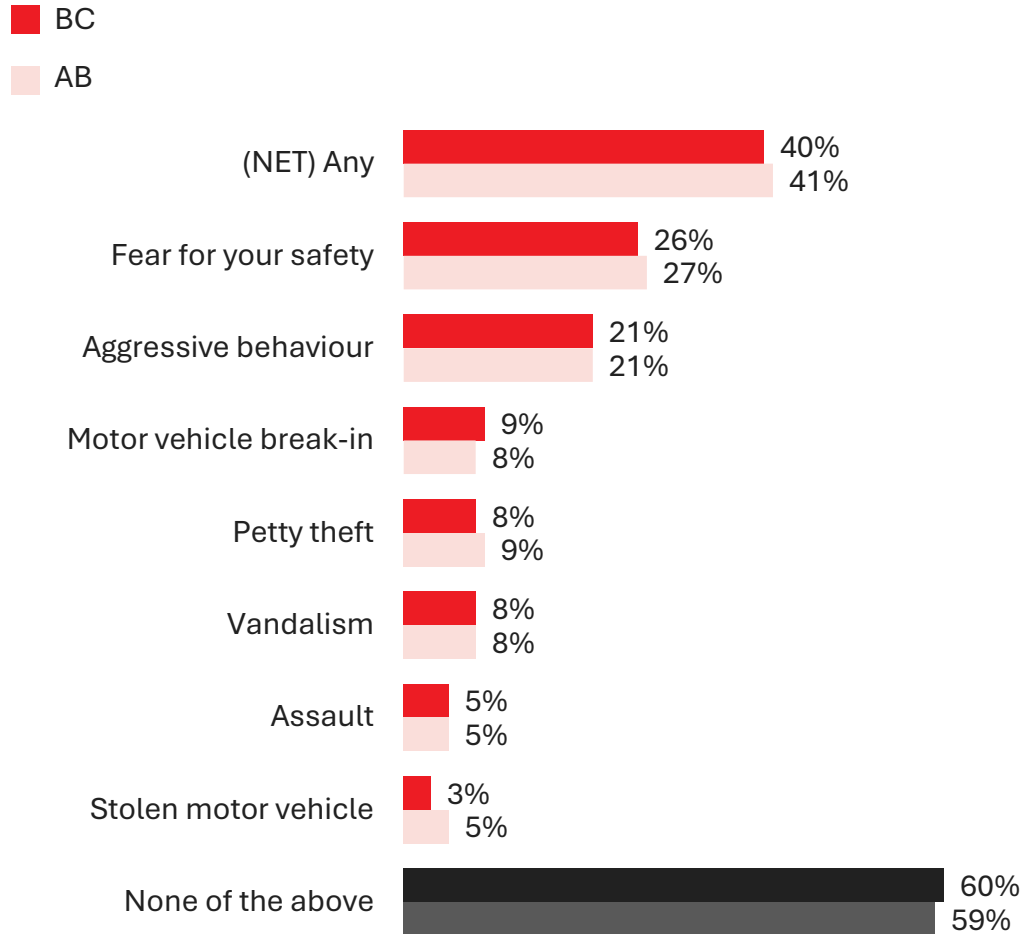
		BC Cities				AB Cities	
		City of Vancouver (n=168)	Surrey (n=272)	Victoria (n=291)	Kelowna (n=215)	Calgary (n=330)	Edmonton (n=321)
(NET) Any	BC 40% / AB 41%	57%	48%	44%	43%	37%	51%
Fear for your safety	BC 26% / AB 27%	42%	24%	28%	25%	23%	34%
Aggressive behaviour	BC 21% / AB 21%	32%	19%	28%	24%	19%	28%
Motor vehicle break-in	BC 9% / AB 8%	13%	11%	9%	11%	6%	10%
Petty theft	BC 8% / AB 9%	13%	9%	10%	11%	7%	9%
Vandalism	BC 8% / AB 8%	14%	7%	10%	14%	7%	8%
Assault	BC 5% / AB 5%	6%	4%	4%	4%	5%	7%
Stolen motor vehicle	BC 3% / AB 5%	2%	5%	2%	4%	3%	6%
None of the above	BC 60% / AB 59%	43%	52%	56%	57%	63%	49%

Incidence of Crime/Danger in Downtown Core (2/2)

Q6. Over the past six months, which of the following have you or a close friend or family member been a victim of in the downtown core of the closest major city to where you live?
Base: All respondents (BC n=1,534; AB n=1,002)

	Total BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural	Total AB	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1534*	*746*	*788*	*405*	*487*	*643*	*690*	*609*	*208*	*1002*	*496*	*506*	*287*	*360*	*354*	*502*	*307*	*182*
Unweighted n=	*1534*	*688*	*846*	*346*	*450*	*738*	*710*	*649*	*160*	*1002*	*455*	*547*	*264*	*292*	*446*	*498*	*307*	*187*
(NET) Any	**40%**	40%	41%	55%	43%	29%	51%	32%	30%	**41%**	42%	40%	58%	39%	29%	43%	41%	35%
Fear for your safety	**26%**	24%	28%	32%	28%	22%	34%	20%	19%	**27%**	24%	29%	29%	29%	22%	30%	25%	20%
Aggressive behaviour	**21%**	23%	20%	25%	22%	18%	26%	16%	20%	**21%**	23%	19%	27%	21%	16%	22%	21%	20%
Motor vehicle break-in	**9%**	8%	10%	12%	10%	6%	11%	8%	5%	**8%**	9%	8%	13%	8%	5%	8%	8%	11%
Petty theft	**8%**	9%	7%	12%	10%	4%	11%	5%	9%	**9%**	11%	6%	13%	8%	6%	9%	7%	11%
Vandalism	**8%**	8%	8%	8%	10%	5%	10%	5%	7%	**8%**	10%	6%	15%	5%	5%	8%	8%	8%
Assault	**5%**	5%	4%	9%	5%	2%	7%	2%	6%	**5%**	7%	3%	10%	4%	2%	5%	6%	3%
Stolen motor vehicle	**3%**	3%	2%	6%	2%	<1%	3%	1%	3%	**5%**	6%	4%	11%	5%	2%	5%	3%	10%
None of the above	**60%**	60%	59%	45%	57%	71%	49%	68%	70%	**59%**	58%	60%	42%	61%	71%	57%	59%	65%

Respondent Profile

Respondent profiles

Base: All respondents (BC n=1,534; AB n=1,002)

The table below presents the demographic distribution of respondents before weighting.

Gender

	BC		AB	
	Weighted	Unweighted	Weighted	Unweighted
Men	746	688	496	455
Women	788	846	506	547

Area

	BC		AB	
	Weighted	Unweighted	Weighted	Unweighted
Urban	690	710	502	498
Suburban	609	649	307	307
Rural	208	160	182	187

Cities - BC

	BC	
	Weighted	Unweighted
City of Vancouver	216	168
Surrey	169	272
Victoria	125	291
Kelowna	69	215

Age

	BC		AB	
	Weighted	Unweighted	Weighted	Unweighted
18 to 34	405	346	287	264
35 to 54	487	450	360	292
55+	643	738	354	446

Cities - AB

	AB	
	Weighted	Unweighted
Calgary	351	330
Edmonton	336	321

Our Credentials

Canada

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Europe

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.

America

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

International

Leger is a member of the Worldwide Independent Network of Market Research (WIN), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

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)

300
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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