

**Leger** x **Équiterre**

Report

# Survey on the Political Priorities of Canadians

Date : 11 / 20 / 2024  
Project : 12987-022



# Content

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Methodological  
Approach

# Methodological Approach

Context and objectives	Léger was commissioned by Équiterre to survey Canadians on their political priorities, as well as their knowledge and experiences regarding extreme climate events.
How?	Data collection was conducted through an <b>Omnibus</b> survey. The sample was randomly drawn from Léger's online panel, which is representative of the population.
Who?	Sample of 1,529 Canadians, able to express themselves in French or English.
When?	Data was collected from November 8 to 11, 2024.
Weighting	The results were weighted by age, gender, province, mother tongue, education level, and the presence of children in the household to ensure a representative sample of the population under study.
Margin of Error	For reference, a probabilistic sample of 1,529 respondents would have an estimated margin of error of $\pm 2.51\%$ , 19 times out of 20.

## Notes

### Significant Differences

The numbers in the tables shown in bold and red indicate a statistically significant lower difference compared to the complement, while numbers in bold and green indicate a statistically significant higher difference compared to the complement. Results showing significant and relevant differences are highlighted in a text box alongside the presentation of overall results.

### DK / Refusal

The mention "DK / Refusal" appearing in the report refers to the option "Don't know / Prefer not to answer." For each question, the complement to 100% corresponds to this category.

### Data Rounding

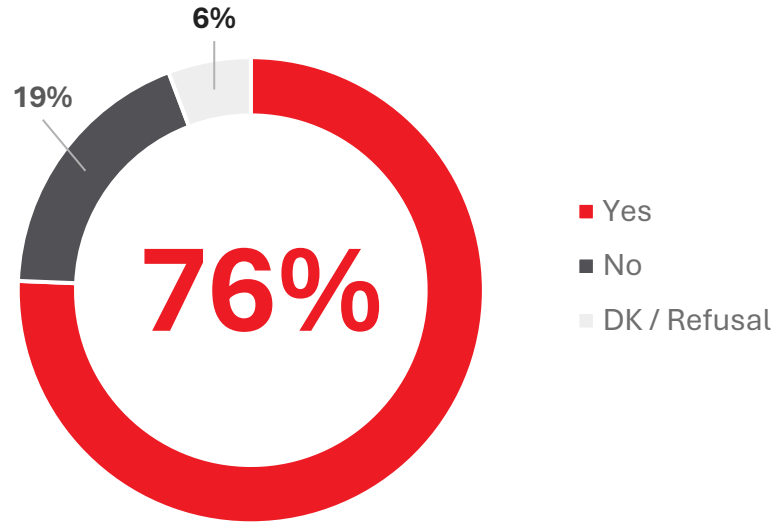
The data presented have been rounded. As a result, totals may slightly differ from 100% or the sum of the parts.

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Detailed Results

# Media Exposure to Extreme Climate Events (1/2)









	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Yes	<b>76%</b>	76%	76%	<b>67%</b>	73%	<b>84%</b>	75%	76%	76%	76%	77%	72%	<b>69%</b>	<b>78%</b>	72%	74%	<b>80%</b>
No	<b>19%</b>	19%	18%	<b>26%</b>	20%	<b>13%</b>	21%	16%	19%	16%	20%	20%	22%	17%	20%	19%	16%
DK / Refusal	<b>6%</b>	5%	6%	7%	8%	<b>3%</b>	4%	8%	4%	8%	3%	8%	<b>9%</b>	<b>5%</b>	7%	7%	<b>3%</b>

**Q4.** In the past year, have you seen, read or heard any news about extreme weather events in the media or on social media?

Base: All respondents (n=1 529)

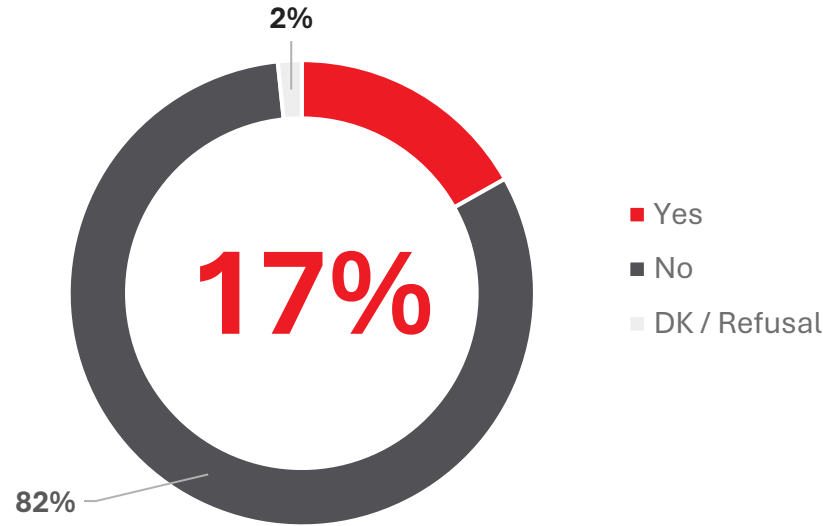
## Media Exposure to Extreme Climate Events (2/2)

	Total	Federal voting intentions					
							
<i>n=</i>	1 529	470	309	254	121	57	39
Yes	<b>76%</b>	<b>75%</b>	<b>84%</b>	<b>86%</b>	82%	72%	71%
No	<b>19%</b>	<b>20%</b>	<b>10%</b>	<b>11%</b>	15%	20%	23%
DK / Refusal	<b>6%</b>	4%	5%	3%	3%	9%	5%

**Q4.** In the past year, have you seen, read or heard any news about extreme weather events in the media or on social media?

Base: All respondents (n=1 529)

# Personally Affected by Extreme Climate Events (1/2)









	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Yes	17%	20%	14%	25%	16%	12%	19%	15%	15%	21%	19%	19%	25%	14%	12%	14%	25%
No	82%	79%	84%	72%	82%	87%	78%	83%	84%	78%	76%	78%	73%	85%	87%	84%	73%
DK / Refusal	2%	2%	2%	2%	3%	0%	2%	2%	1%	0%	5%	2%	2%	2%	2%	2%	2%

**Q5.** In the past year, have you been personally affected by an extreme weather event?

Base: All respondents (n=1 529)



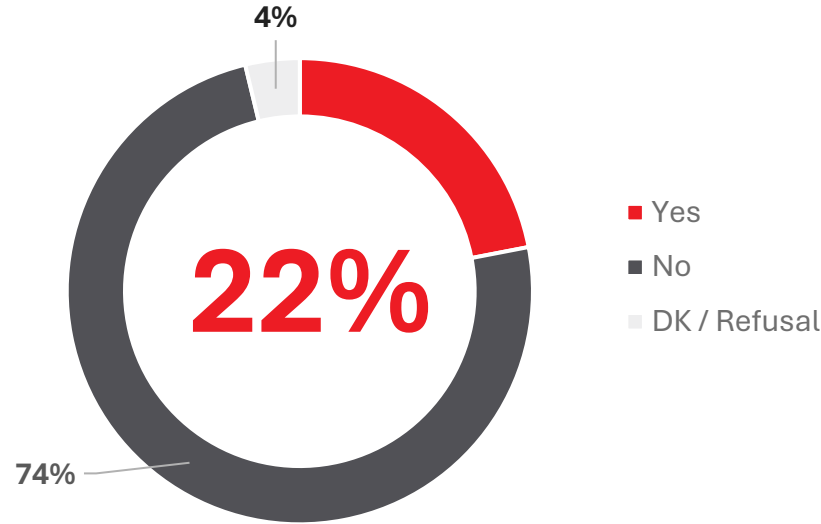
## Personally Affected by Extreme Climate Events (2/2)

	Total	Federal voting intentions					
							
<i>n=</i>	1 529	470	309	254	121	57	39
Yes	<b>17%</b>	16%	18%	23%	12%	20%	24%
No	<b>82%</b>	83%	81%	<b>74%</b>	<b>88%</b>	78%	76%
DK / Refusal	<b>2%</b>	1%	1%	3%	1%	2%	0%

**Q5.** In the past year, have you been personally affected by an extreme weather event?

Base: All respondents (n=1 529)

## Close Circle Affected by Extreme Climate Events (1/2)



	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Yes	<b>22%</b>	22%	22%	<b>29%</b>	21%	<b>18%</b>	30%	<b>33%</b>	20%	<b>14%</b>	17%	<b>13%</b>	<b>29%</b>	<b>19%</b>	<b>18%</b>	20%	<b>28%</b>
No	<b>74%</b>	74%	75%	<b>68%</b>	74%	<b>78%</b>	<b>64%</b>	<b>65%</b>	76%	<b>85%</b>	77%	<b>84%</b>	<b>66%</b>	<b>77%</b>	76%	76%	<b>69%</b>
DK / Refusal	<b>4%</b>	4%	3%	4%	4%	4%	7%	3%	4%	1%	6%	3%	5%	3%	6%	3%	3%

**Q6.** In the past year, has anyone close to you (family, friends, neighbours, co-workers, etc.) sustained material or economic damage as a result of an extreme weather event?

Base: All respondents (n=1 529)

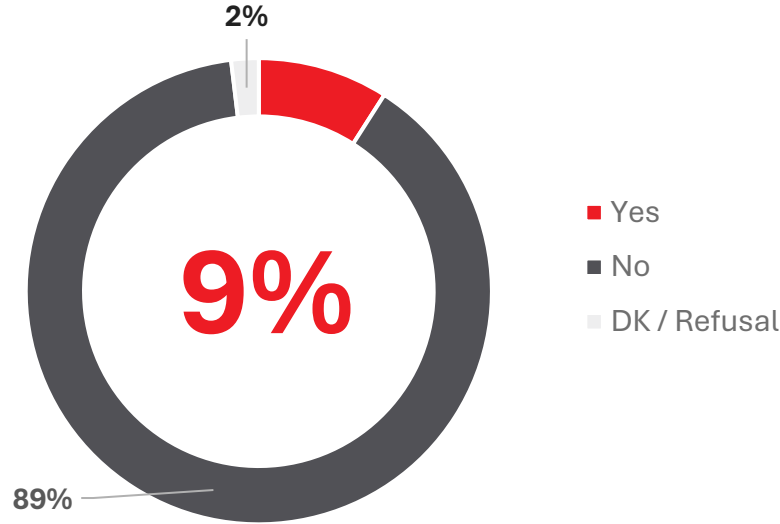
## Close Circle Affected by Extreme Climate Events (2/2)

	Total	Federal voting intentions					
<i>n=</i>	1 529	470	309	254	121	57	39
Yes	<b>22%</b>	20%	24%	22%	28%	35%	20%
No	<b>74%</b>	78%	72%	75%	71%	63%	80%
DK / Refusal	<b>4%</b>	2%	4%	3%	2%	2%	0%

**Q6.** In the past year, has anyone close to you (family, friends, neighbours, co-workers, etc.) sustained material or economic damage as a result of an extreme weather event?

Base: All respondents (n=1 529)

# Material or Economic Damages Caused by Extreme Climate Events (1/2)









	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Yes	9%	11%	7%	14%	9%	6%	12%	11%	8%	7%	12%	6%	15%	7%	7%	8%	12%
No	89%	87%	91%	82%	90%	93%	87%	87%	89%	92%	88%	93%	83%	91%	91%	91%	85%
DK / Refusal	2%	2%	2%	4%	1%	1%	1%	2%	3%	1%	0%	2%	2%	2%	3%	1%	2%

**Q7.** In the past year, have you sustained material or economic damage as a result of an extreme weather event?

Base: All respondents (n=1 529)

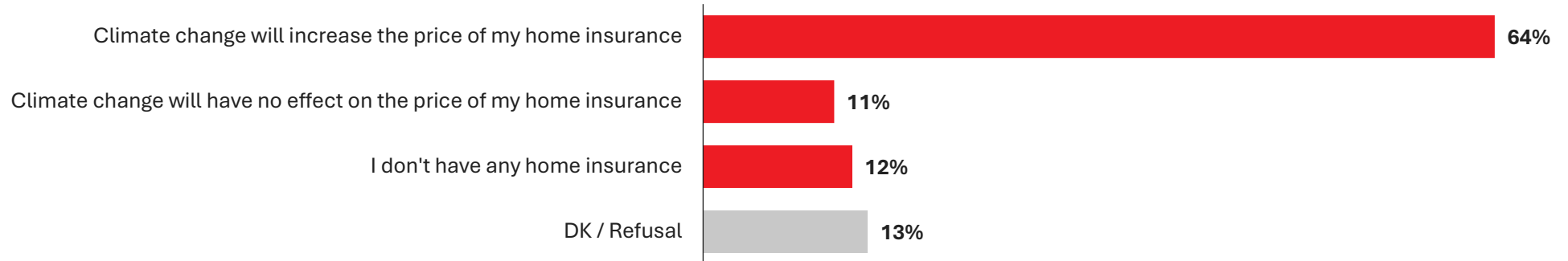
## Material or Economic Damages Caused by Extreme Climate Events (2/2)

	Total	Federal voting intentions					
							
<i>n=</i>	1 529	470	309	254	121	57	39
Yes	<b>9%</b>	9%	11%	9%	7%	12%	11%
No	<b>89%</b>	90%	88%	90%	93%	84%	87%
DK / Refusal	<b>2%</b>	1%	1%	1%	1%	5%	2%

**Q7.** In the past year, have you sustained material or economic damage as a result of an extreme weather event?

Base: All respondents (n=1 529)

# Impact of Climate Change on Home Insurance Prices (1/2)









	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Climate change will increase the price of my home insurance	64%	66%	62%	60%	62%	69%	57%	73%	60%	46%	63%	73%	64%	64%	51%	67%	73%
Climate change will have no effect on the price of my home insurance	11%	12%	9%	12%	10%	10%	9%	8%	12%	21%	9%	7%	13%	10%	12%	10%	10%
I don't have any home insurance	12%	12%	12%	18%	12%	8%	17%	9%	14%	13%	9%	12%	11%	12%	18%	9%	10%
DK / Refusal	13%	9%	17%	10%	16%	13%	17%	10%	14%	20%	19%	8%	13%	13%	18%	14%	7%

Q8. Which of the following statements best reflects your personal views?

Base: All respondents (n=1 529)

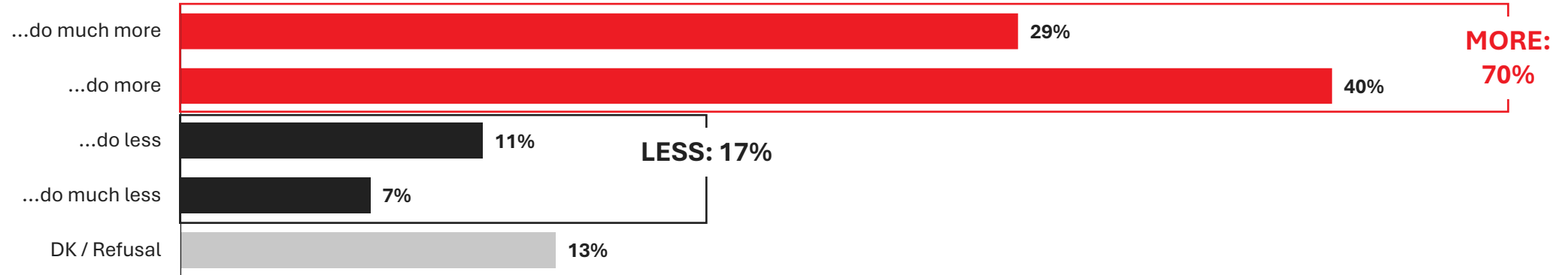
## Impact of Climate Change on Home Insurance Prices (2/2)

	Total	Federal voting intentions					
							
<i>n=</i>	1 529	470	309	254	121	57	39
Climate change will increase the price of my home insurance	<b>64%</b>	<b>63%</b>	70%	63%	<b>88%</b>	71%	75%
Climate change will have no effect on the price of my home insurance	<b>11%</b>	<b>14%</b>	11%	9%	<b>5%</b>	6%	7%
I don't have any home insurance	<b>12%</b>	10%	10%	<b>18%</b>	<b>3%</b>	16%	7%
DK / Refusal	<b>13%</b>	<b>13%</b>	9%	10%	<b>4%</b>	6%	11%

**Q8.** Which of the following statements best reflects your personal views?

Base: All respondents (n=1 529)

# Expectations of the Next Government Regarding Climate Change Action (1/2)









	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
<b>NET MORE</b>	<b>70%</b>	68%	71%	70%	68%	70%	70%	83%	69%	62%	53%	65%	70%	70%	66%	67%	76%
...do much more	29%	29%	30%	32%	30%	27%	26%	40%	32%	21%	16%	21%	31%	29%	31%	24%	34%
...do more	40%	39%	41%	38%	39%	43%	45%	43%	37%	41%	37%	44%	39%	41%	36%	43%	42%
<b>NET LESS</b>	<b>17%</b>	22%	13%	16%	17%	18%	19%	7%	18%	23%	28%	21%	17%	17%	16%	20%	15%
...do less	11%	13%	8%	11%	9%	12%	13%	5%	12%	18%	12%	11%	11%	11%	10%	12%	10%
...do much less	7%	8%	5%	5%	8%	6%	5%	3%	6%	4%	15%	9%	6%	7%	6%	8%	5%
DK / Refusal	13%	10%	16%	14%	14%	12%	11%	9%	13%	15%	19%	15%	13%	13%	18%	13%	9%

**Q9.** Federal elections are expected to take place soon in Canada. In your opinion, with respect to fighting climate change, adaptation, and protecting nature, should the next government of Canada...

Base: All respondents (n=1 529)



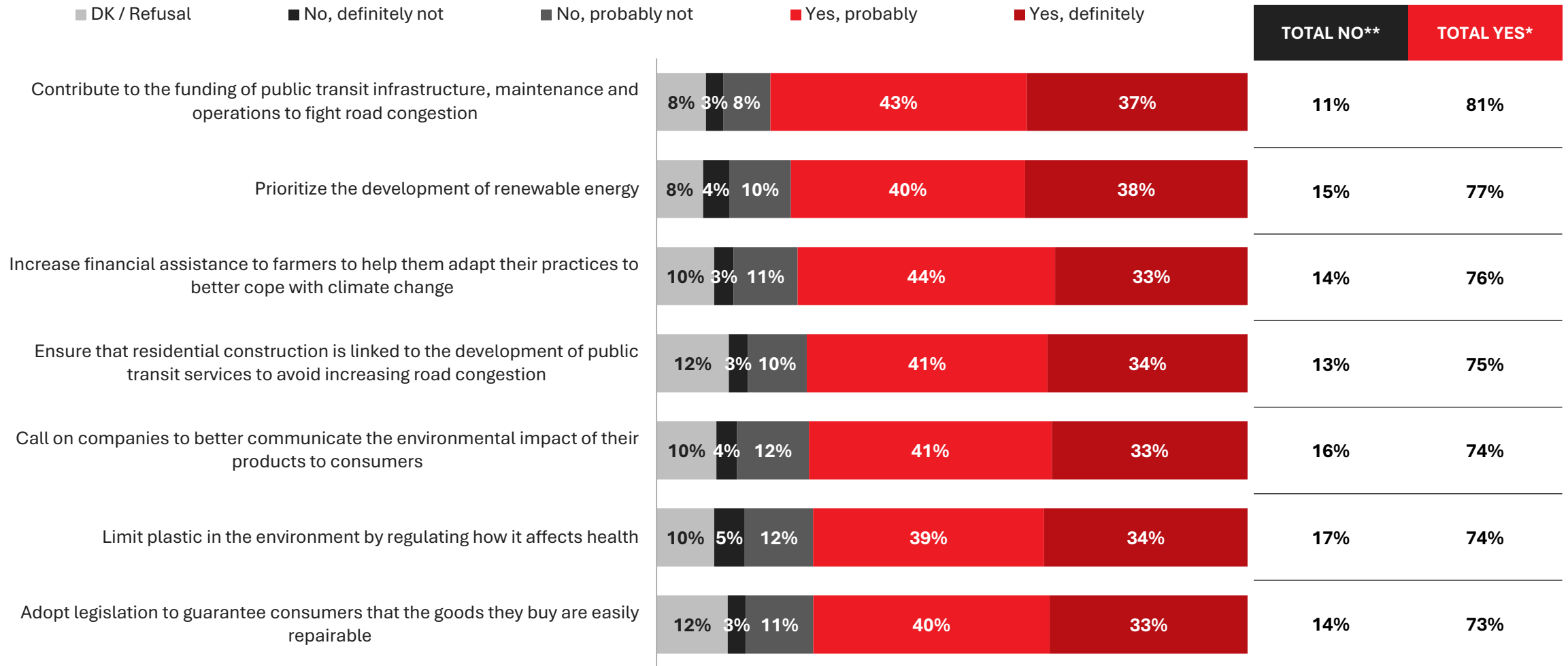
## Expectations of the Next Government Regarding Climate Change Action (2/2)

	Total	Federal voting intentions					
							
<i>n=</i>	1 529	470	309	254	121	57	39
<b>NET MORE</b>	<b>70%</b>	<b>50%</b>	<b>92%</b>	<b>92%</b>	<b>96%</b>	82%	58%
...do much more	<b>29%</b>	<b>15%</b>	34%	<b>50%</b>	<b>53%</b>	43%	16%
...do more	<b>40%</b>	<b>35%</b>	<b>58%</b>	43%	43%	38%	42%
<b>NET LESS</b>	<b>17%</b>	<b>36%</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>	14%	27%
...do less	<b>11%</b>	<b>23%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	7%	9%
...do much less	<b>7%</b>	<b>13%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	7%	18%
DK / Refusal	<b>13%</b>	<b>14%</b>	<b>4%</b>	<b>5%</b>	<b>3%</b>	5%	14%

**Q9.** Federal elections are expected to take place soon in Canada. In your opinion, with respect to fighting climate change, adaptation, and protecting nature, should the next government of Canada...

Base: All respondents (n=1 529)

# Decisions of the Next Canadian Government (1/6)



**Q10.** Federal elections are expected to take place soon in Canada. Regardless of who forms the next government and regardless of who becomes Prime Minister of Canada, should the next government make the following decisions?

Base: All respondents (n=1 529)

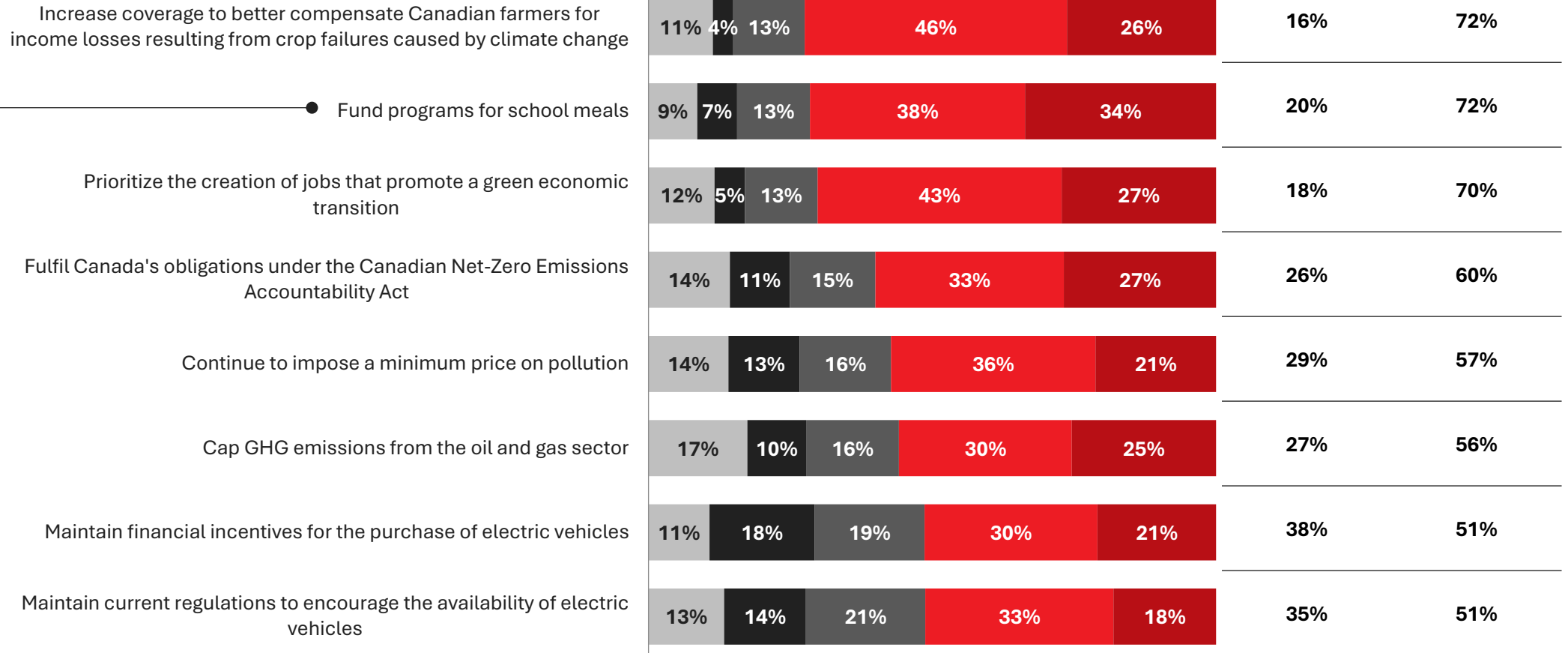
\*TOTAL YES= % Yes, definitely + % Yes, probably / \*\*TOTAL NO = % No, probably not + % No, definitely not

# Decisions of the Next Canadian Government (2/6)

DK / Refusal
  No, definitely not
  No, probably not
  Yes, probably
  Yes, definitely

TOTAL NO\*\*
TOTAL YES\*

Results are significantly higher among respondents with a household income below \$40k (77%) and significantly lower among those with a household income above \$100k (66%).



**Q10.** Federal elections are expected to take place soon in Canada. Regardless of who forms the next government and regardless of who becomes Prime Minister of Canada, should the next government make the following decisions?

Base: All respondents (n=1 529)

\*TOTAL YES= % Yes, definitely + % Yes, probably / \*\*TOTAL NO = % No, probably not + % No, definitely not

## Decisions of the Next Canadian Government (3/6)

% TOTAL YES PRESENTED*	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/S K	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Contribute to the funding of public transit infrastructure, maintenance and operations to fight road congestion	<b>81%</b>	81%	81%	<b>74%</b>	80%	<b>86%</b>	81%	82%	82%	<b>67%</b>	77%	85%	79%	81%	80%	79%	<b>84%</b>
Prioritize the development of renewable energy	<b>77%</b>	76%	79%	73%	76%	<b>81%</b>	77%	<b>85%</b>	76%	71%	<b>68%</b>	78%	75%	78%	75%	76%	<b>81%</b>
Increase financial assistance to farmers to help them adapt their practices to better cope with climate change	<b>76%</b>	<b>73%</b>	<b>79%</b>	<b>71%</b>	76%	<b>80%</b>	79%	79%	76%	67%	72%	78%	75%	77%	75%	76%	77%
Ensure that residential construction is linked to the development of public transit services to avoid increasing road congestion	<b>75%</b>	73%	76%	<b>68%</b>	73%	<b>80%</b>	74%	75%	<b>78%</b>	<b>60%</b>	71%	74%	71%	76%	72%	74%	<b>79%</b>
Call on companies to better communicate the environmental impact of their products to consumers	<b>74%</b>	<b>71%</b>	<b>77%</b>	<b>69%</b>	72%	<b>79%</b>	77%	<b>79%</b>	74%	<b>63%</b>	73%	71%	75%	74%	74%	<b>71%</b>	<b>79%</b>
Limit plastic in the environment by regulating how it affects health	<b>74%</b>	72%	75%	<b>69%</b>	73%	<b>77%</b>	75%	<b>82%</b>	73%	64%	<b>62%</b>	75%	71%	75%	71%	73%	77%
Adopt legislation to guarantee consumers that the goods they buy are easily repairable	<b>73%</b>	74%	73%	<b>69%</b>	70%	<b>79%</b>	75%	<b>82%</b>	73%	69%	65%	69%	72%	74%	71%	73%	<b>77%</b>

**Q10.** Federal elections are expected to take place soon in Canada. Regardless of who forms the next government and regardless of who becomes Prime Minister of Canada, should the next government make the following decisions?

Base: All respondents (n=1 529)

\*TOTAL YES = % Yes, definitely + % Yes, probably

## Decisions of the Next Canadian Government (4/6)

% TOTAL YES PRESENTED*	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/S K	AB	BC	Yes	No	HS or less	Coll.	Univ.
<i>n=</i>	1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
Increase coverage to better compensate Canadian farmers for income losses resulting from crop failures caused by climate change	72%	69%	76%	69%	72%	75%	71%	73%	73%	71%	68%	75%	73%	72%	74%	74%	69%
Fund programs for school meals	72%	67%	76%	70%	71%	72%	74%	75%	72%	68%	69%	68%	75%	70%	71%	75%	68%
Prioritize the creation of jobs that promote a green economic transition	70%	67%	73%	72%	67%	72%	69%	78%	70%	58%	63%	69%	68%	71%	65%	69%	76%
Fulfil Canada's obligations under the Canadian Net-Zero Emissions Accountability Act	60%	56%	64%	62%	57%	61%	59%	74%	60%	50%	43%	55%	59%	60%	57%	55%	69%
Continue to impose a minimum price on pollution	57%	56%	59%	56%	57%	58%	47%	69%	57%	47%	46%	57%	58%	57%	56%	53%	64%
Cap GHG emissions from the oil and gas sector	56%	56%	55%	55%	54%	58%	56%	67%	56%	44%	39%	54%	56%	56%	54%	49%	67%
Maintain financial incentives for the purchase of electric vehicles	51%	51%	51%	59%	49%	48%	47%	65%	50%	38%	38%	51%	56%	50%	48%	46%	62%
Maintain current regulations to encourage the availability of electric vehicles	51%	53%	50%	55%	50%	50%	39%	66%	52%	38%	37%	50%	56%	49%	44%	49%	61%

**Q10.** Federal elections are expected to take place soon in Canada. Regardless of who forms the next government and regardless of who becomes Prime Minister of Canada, should the next government make the following decisions?

Base: All respondents (n=1 529)

\*TOTAL YES = % Yes, definitely + % Yes, probably

## Decisions of the Next Canadian Government (5/6)

% <i>TOTAL YES PRESENTED*</i>	Total	Federal voting intentions					
<i>n=</i>	1 529	470	309	254	121	57	39
Contribute to the funding of public transit infrastructure, maintenance and operations to fight road congestion	81%	77%	89%	92%	90%	87%	76%
Prioritize the development of renewable energy	77%	67%	88%	91%	96%	82%	66%
Increase financial assistance to farmers to help them adapt their practices to better cope with climate change	76%	69%	84%	86%	90%	86%	69%
Ensure that residential construction is linked to the development of public transit services to avoid increasing road congestion	75%	73%	84%	82%	77%	82%	64%
Call on companies to better communicate the environmental impact of their products to consumers	74%	63%	86%	87%	89%	84%	70%
Limit plastic in the environment by regulating how it affects health	74%	65%	84%	84%	94%	85%	51%
Adopt legislation to guarantee consumers that the goods they buy are easily repairable	73%	69%	81%	82%	91%	75%	59%

**Q10.** Federal elections are expected to take place soon in Canada. Regardless of who forms the next government and regardless of who becomes Prime Minister of Canada, should the next government make the following decisions?

Base: All respondents (n=1 529)

\*TOTAL YES = % Yes, definitely + % Yes, probably

## Decisions of the Next Canadian Government (6/6)

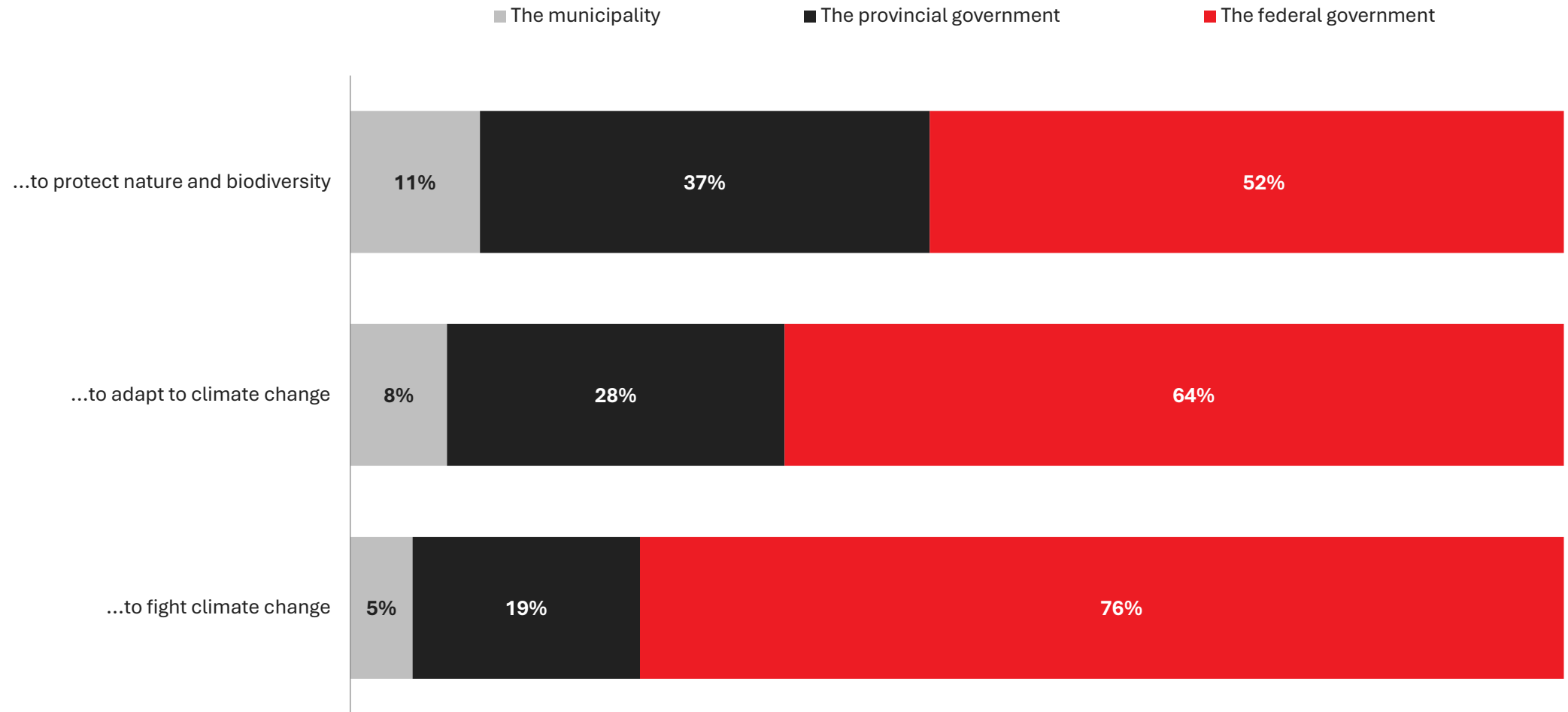
% <i>TOTAL YES PRESENTED*</i>	Total	Federal voting intentions					
<i>n=</i>	1 529	470	309	254	121	57	39
Increase coverage to better compensate Canadian farmers for income losses resulting from crop failures caused by climate change	72%	70%	78%	80%	82%	77%	59%
Fund programs for school meals	72%	61%	87%	85%	75%	68%	56%
Prioritize the creation of jobs that promote a green economic transition	70%	58%	84%	85%	91%	77%	46%
Fulfil Canada's obligations under the Canadian Net-Zero Emissions Accountability Act	60%	42%	81%	79%	89%	76%	31%
Continue to impose a minimum price on pollution	57%	40%	79%	73%	83%	69%	38%
Cap GHG emissions from the oil and gas sector	56%	37%	75%	79%	88%	68%	33%
Maintain financial incentives for the purchase of electric vehicles	51%	37%	69%	68%	78%	61%	35%
Maintain current regulations to encourage the availability of electric vehicles	51%	36%	73%	66%	78%	56%	32%

**Q10.** Federal elections are expected to take place soon in Canada. Regardless of who forms the next government and regardless of who becomes Prime Minister of Canada, should the next government make the following decisions?

Base: All respondents (n=1 529)

\*TOTAL YES = % Yes, definitely + % Yes, probably

## Levels of Government Best Positioned to Make Environmental Decisions (1/3)



**Q11.** In your opinion, which level of government (federal, provincial or municipal) is best placed to make decisions...

Base: All respondents (n=1 529)



## Levels of Government Best Positioned to Make Environmental Decisions (2/3)

	Total	Gender		Age			Region						Kids in HH		Education		
		M	W	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC	Yes	No	HS or less	Coll.	Univ.
	n= 1 529	770	759	421	445	663	101	419	603	126	128	152	418	1 104	343	455	726
<b>...to protect nature and biodiversity</b>																	
The federal government	<b>52%</b>	52%	52%	<b>47%</b>	55%	53%	56%	<b>47%</b>	<b>57%</b>	49%	51%	47%	54%	52%	52%	51%	54%
The provincial government	<b>37%</b>	38%	36%	40%	35%	37%	36%	39%	<b>31%</b>	40%	45%	43%	35%	38%	37%	39%	35%
The municipality	<b>11%</b>	9%	12%	12%	10%	10%	8%	14%	12%	11%	<b>4%</b>	10%	10%	11%	11%	10%	11%
<b>...to adapt to climate change</b>																	
The federal government	<b>64%</b>	63%	65%	<b>55%</b>	<b>70%</b>	66%	70%	69%	66%	62%	<b>54%</b>	58%	64%	64%	68%	61%	65%
The provincial government	<b>28%</b>	29%	27%	<b>36%</b>	<b>22%</b>	27%	22%	25%	<b>25%</b>	30%	<b>41%</b>	32%	28%	28%	26%	30%	27%
The municipality	<b>8%</b>	8%	8%	9%	8%	7%	8%	6%	10%	9%	4%	9%	9%	8%	7%	9%	8%
<b>...to fight climate change</b>																	
The federal government	<b>76%</b>	74%	78%	<b>71%</b>	77%	<b>79%</b>	80%	<b>81%</b>	78%	77%	<b>63%</b>	71%	76%	76%	78%	<b>73%</b>	<b>79%</b>
The provincial government	<b>19%</b>	20%	18%	23%	18%	17%	15%	16%	<b>15%</b>	18%	<b>34%</b>	23%	19%	19%	17%	<b>22%</b>	16%
The municipality	<b>5%</b>	6%	4%	7%	5%	4%	5%	<b>3%</b>	6%	5%	3%	6%	5%	5%	6%	5%	5%

**Q11.** In your opinion, which level of government (federal, provincial or municipal) is best placed to make decisions...

Base: All respondents (n=1 529)

## Levels of Government Best Positioned to Make Environmental Decisions (3/3)

	Total	Federal voting intentions					
n=	1 529	470	309	254	121	57	39
<b>...to protect nature and biodiversity</b>							
The federal government	52%	45%	61%	58%	46%	62%	35%
The provincial government	37%	43%	30%	33%	42%	33%	42%
The municipality	11%	12%	8%	9%	12%	5%	23%
<b>...to adapt to climate change</b>							
The federal government	64%	59%	71%	72%	64%	60%	47%
The provincial government	28%	33%	23%	21%	33%	35%	33%
The municipality	8%	9%	6%	6%	3%	6%	20%
<b>...to fight climate change</b>							
The federal government	76%	70%	83%	84%	78%	87%	55%
The provincial government	19%	24%	14%	12%	20%	11%	26%
The municipality	5%	6%	3%	4%	1%	2%	19%

**Q11.** In your opinion, which level of government (federal, provincial or municipal) is best placed to make decisions...

Base: All respondents (n=1 529)

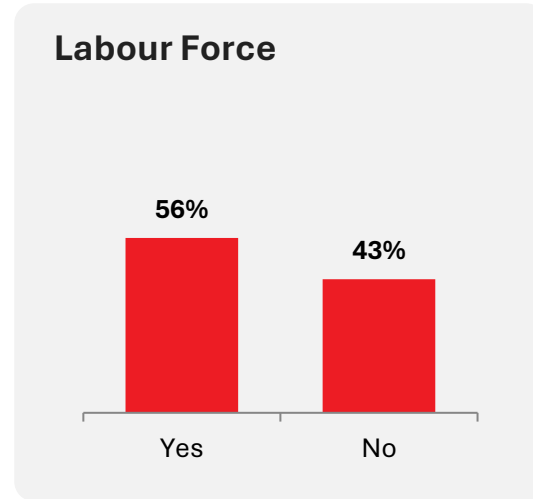
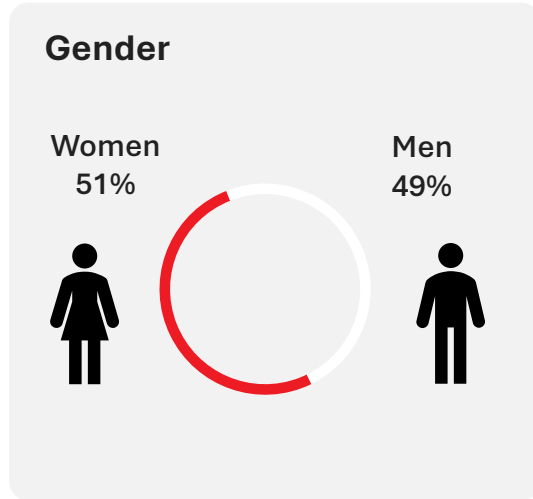
# 3

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## Respondents' Profile

# Respondents' Profile

Base n=1 529



### Revenue

<40k	20%
40-59k	15%
60-79k	13%
80-99k	12%
100k+	30%

### Region

ATL	7%
QC	23%
ON	39%
MB/SK	6%
AB	11%
BC	14%

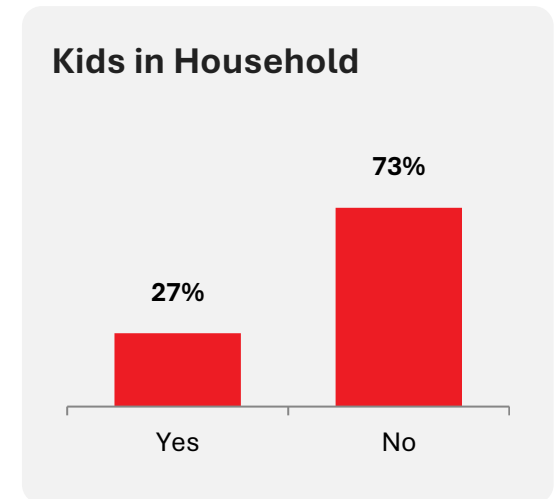


### Age

18-34	27%
35-54	32%
55+	41%

### Education

High school or less	29%
College	40%
University	31%



Note: For each profile category, the complement to 100% corresponds to the mentions Don't know and Refusal.

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Team

# Team

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FOR MORE INFORMATION, PLEASE CONTACT →

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