

Over the course of an average week, how often do you lie to each of the following people?

	RESEARCH Co.																			
	Canada	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION			ETHNICITY					
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP	Indigenous / First Nation	East Asian	European	South Asian	
Your wife/husband/girlfriend/boyfriend																				
All of the time	2%	1%	2%	3%	1%	0%	2%	0%	0%	1%	3%	1%	2%	1%	0%	0%	3%	1%	5%	
Most of the time	5%	5%	5%	8%	4%	2%	3%	6%	1%	6%	8%	0%	8%	3%	4%	5%	9%	2%	15%	
Only some of the time	30%	26%	33%	30%	35%	26%	33%	32%	27%	28%	30%	33%	31%	30%	34%	41%	38%	29%	28%	
Never	64%	68%	60%	59%	61%	72%	62%	62%	72%	65%	59%	66%	59%	67%	62%	53%	50%	67%	52%	
Your parents																				
All of the time	3%	2%	3%	5%	2%	0%	2%	2%	0%	2%	6%	0%	3%	2%	1%	0%	4%	2%	8%	
Most of the time	7%	8%	6%	10%	5%	4%	4%	4%	5%	8%	9%	4%	9%	7%	10%	14%	9%	4%	15%	
Only some of the time	38%	29%	45%	48%	34%	23%	39%	42%	33%	37%	39%	37%	37%	24%	40%	58%	44%	37%	40%	
Never	52%	61%	45%	36%	59%	73%	54%	52%	62%	52%	46%	59%	51%	67%	49%	28%	44%	59%	37%	
Your children																				
All of the time	3%	1%	3%	6%	2%	0%	5%	2%	0%	1%	5%	2%	3%	2%	1%	5%	0%	1%	5%	
Most of the time	5%	7%	4%	8%	7%	2%	2%	3%	7%	5%	9%	4%	9%	4%	3%	9%	8%	3%	9%	
Only some of the time	26%	16%	35%	35%	31%	15%	22%	30%	23%	26%	29%	25%	26%	21%	37%	51%	45%	25%	38%	
Never	66%	76%	57%	51%	60%	83%	71%	66%	70%	68%	57%	70%	62%	73%	59%	35%	47%	72%	48%	
Your boss																				
All of the time	2%	1%	3%	4%	2%	0%	4%	0%	0%	1%	4%	3%	4%	0%	2%	0%	2%	1%	2%	
Most of the time	4%	5%	2%	3%	5%	3%	3%	3%	4%	4%	4%	2%	9%	2%	1%	0%	2%	1%	16%	
Only some of the time	32%	26%	37%	43%	26%	20%	37%	35%	26%	31%	32%	29%	26%	33%	37%	48%	46%	32%	41%	
Never	62%	67%	58%	51%	67%	77%	57%	62%	69%	65%	60%	66%	61%	65%	60%	52%	51%	66%	41%	
Your co-workers																				
All of the time	1%	1%	2%	2%	1%	0%	4%	0%	0%	0%	2%	3%	2%	1%	2%	4%	3%	1%	2%	
Most of the time	6%	7%	5%	8%	4%	4%	3%	4%	7%	8%	6%	2%	11%	4%	2%	0%	6%	3%	18%	
Only some of the time	36%	29%	43%	43%	32%	28%	36%	33%	26%	33%	43%	43%	35%	28%	43%	46%	38%	36%	29%	
Never	57%	63%	51%	46%	62%	68%	57%	63%	67%	59%	49%	52%	52%	68%	53%	50%	54%	60%	51%	
Your friends																				
All of the time	1%	1%	2%	3%	1%	0%	2%	0%	0%	1%	2%	1%	2%	0%	1%	0%	0%	1%	4%	
Most of the time	5%	4%	5%	8%	4%	1%	1%	4%	3%	5%	9%	0%	8%	2%	3%	0%	11%	2%	16%	
Only some of the time	35%	30%	38%	44%	35%	25%	34%	39%	34%	32%	39%	29%	30%	33%	42%	57%	48%	30%	36%	
Never	60%	64%	55%	45%	60%	74%	63%	56%	63%	62%	50%	69%	61%	64%	55%	43%	41%	67%	44%	
Your clients/customers																				
All of the time	3%	2%	5%	6%	1%	1%	3%	0%	0%	3%	7%	0%	5%	2%	2%	9%	0%	3%	5%	
Most of the time	5%	4%	6%	9%	2%	2%	5%	3%	1%	4%	9%	0%	6%	3%	5%	5%	7%	4%	6%	
Only some of the time	26%	23%	28%	33%	23%	18%	22%	25%	21%	27%	29%	27%	26%	23%	32%	45%	42%	25%	37%	
Never	66%	71%	61%	51%	74%	80%	70%	72%	77%	65%	55%	73%	63%	72%	61%	41%	51%	68%	52%	
People on social media																				
All of the time	2%	1%	3%	4%	2%	0%	4%	1%	3%	1%	2%	2%	3%	4%	1%	4%	0%	1%	5%	
Most of the time	7%	9%	6%	11%	8%	3%	7%	8%	5%	8%	8%	8%	10%	6%	8%	2%	18%	3%	21%	
Only some of the time	30%	27%	32%	40%	27%	19%	35%	28%	22%	28%	35%	21%	28%	26%	37%	43%	31%	29%	37%	
Never	61%	63%	58%	46%	62%	78%	54%	62%	71%	62%	55%	69%	59%	64%	54%	51%	51%	67%	37%	

How often do you think people in these professions lie?



	GENDER			AGE			REGION					VOTE IN 2021 FEDERAL ELECTION			ETHNICITY				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP	Indigenous / First Nation	East Asian	European	South Asian
Federal politicians																			
All of the time	35%	37%	33%	39%	34%	31%	38%	37%	35%	35%	30%	36%	22%	46%	37%	47%	34%	38%	28%
Most of the time	34%	34%	34%	35%	31%	35%	36%	37%	34%	30%	36%	33%	36%	33%	34%	32%	28%	32%	43%
Only some of the time	28%	28%	28%	21%	30%	33%	25%	23%	28%	31%	27%	27%	38%	18%	26%	19%	34%	28%	30%
Never	4%	2%	5%	5%	5%	2%	1%	3%	4%	4%	7%	4%	4%	3%	3%	2%	4%	2%	0%
Provincial politicians																			
All of the time	31%	33%	29%	34%	31%	28%	34%	31%	32%	32%	27%	32%	20%	38%	35%	43%	26%	35%	16%
Most of the time	35%	34%	36%	38%	32%	35%	37%	42%	29%	35%	37%	26%	35%	34%	39%	30%	37%	33%	49%
Only some of the time	30%	30%	30%	23%	32%	35%	29%	33%	30%	29%	32%	38%	41%	26%	23%	25%	32%	30%	35%
Never	4%	3%	5%	5%	5%	2%	1%	2%	5%	3%	6%	4%	4%	3%	4%	2%	5%	2%	0%
Municipal politicians																			
All of the time	28%	28%	28%	33%	27%	24%	33%	28%	26%	29%	25%	27%	19%	32%	29%	37%	24%	31%	21%
Most of the time	31%	30%	32%	34%	30%	29%	32%	37%	23%	32%	34%	20%	31%	31%	35%	36%	28%	29%	37%
Only some of the time	37%	39%	35%	29%	36%	46%	34%	35%	46%	35%	35%	49%	47%	34%	32%	25%	39%	39%	42%
Never	4%	3%	5%	5%	6%	2%	2%	1%	5%	4%	6%	4%	4%	2%	5%	2%	9%	2%	0%
Print journalists																			
All of the time	14%	16%	13%	16%	17%	10%	16%	15%	13%	16%	14%	4%	7%	19%	12%	20%	13%	16%	13%
Most of the time	24%	23%	24%	36%	22%	14%	25%	22%	22%	22%	28%	21%	22%	27%	17%	37%	19%	18%	39%
Only some of the time	50%	47%	52%	42%	48%	60%	52%	58%	47%	49%	43%	66%	54%	47%	58%	39%	57%	52%	43%
Never	12%	14%	10%	7%	14%	16%	7%	5%	18%	13%	16%	9%	17%	7%	13%	4%	11%	14%	4%
Television journalists																			
All of the time	15%	15%	15%	20%	16%	10%	15%	16%	14%	17%	15%	10%	6%	23%	12%	24%	7%	17%	16%
Most of the time	23%	21%	24%	36%	20%	12%	25%	18%	19%	24%	26%	16%	19%	21%	21%	25%	19%	19%	41%
Only some of the time	50%	50%	50%	38%	50%	62%	52%	57%	48%	47%	47%	64%	57%	47%	55%	48%	65%	50%	40%
Never	12%	13%	11%	6%	14%	16%	8%	9%	19%	12%	12%	11%	18%	9%	12%	4%	9%	14%	4%
Radio journalists																			
All of the time	14%	14%	13%	20%	12%	9%	14%	12%	13%	14%	15%	6%	7%	20%	10%	20%	6%	14%	23%
Most of the time	21%	20%	22%	31%	21%	12%	23%	17%	20%	20%	24%	17%	16%	19%	21%	26%	24%	17%	35%
Only some of the time	54%	53%	54%	44%	53%	64%	53%	64%	49%	55%	48%	63%	59%	52%	57%	44%	63%	55%	37%
Never	12%	13%	11%	6%	14%	16%	9%	6%	18%	11%	13%	15%	18%	8%	12%	9%	8%	13%	5%
Online journalists																			
All of the time	15%	15%	15%	21%	14%	11%	14%	14%	12%	16%	18%	10%	8%	22%	12%	24%	9%	16%	21%
Most of the time	28%	29%	27%	36%	26%	21%	34%	26%	26%	27%	28%	21%	23%	28%	32%	33%	22%	27%	42%
Only some of the time	49%	49%	49%	37%	50%	60%	47%	54%	49%	50%	44%	58%	57%	47%	51%	40%	67%	48%	34%
Never	8%	7%	9%	6%	10%	9%	4%	6%	13%	7%	10%	11%	12%	4%	6%	4%	2%	8%	3%
Pollsters																			
All of the time	13%	12%	14%	18%	13%	8%	15%	12%	13%	13%	13%	11%	8%	15%	13%	19%	9%	12%	17%
Most of the time	28%	29%	27%	32%	28%	25%	33%	23%	24%	26%	31%	28%	26%	31%	30%	34%	29%	27%	32%
Only some of the time	45%	44%	46%	40%	45%	49%	40%	54%	43%	49%	40%	46%	47%	45%	42%	33%	52%	46%	47%
Never	14%	15%	13%	10%	14%	18%	12%	11%	20%	12%	16%	15%	19%	9%	16%	15%	10%	15%	4%

How often do you think people in these professions lie?

	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION			ETHNICITY					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP	Indigenous / First Nation	East Asian	European	South Asian
Advertisers																			
All of the time	20%	22%	19%	24%	20%	17%	25%	24%	24%	20%	18%	9%	18%	18%	24%	30%	19%	22%	21%
Most of the time	36%	34%	37%	37%	35%	34%	39%	30%	30%	34%	38%	42%	31%	44%	33%	45%	35%	37%	40%
Only some of the time	38%	38%	37%	33%	37%	43%	33%	39%	39%	40%	35%	45%	42%	33%	40%	23%	38%	37%	33%
Never	6%	6%	7%	6%	8%	6%	3%	6%	7%	6%	9%	4%	9%	5%	3%	2%	8%	5%	6%
Lawyers																			
All of the time	18%	19%	17%	19%	21%	14%	23%	19%	16%	18%	16%	13%	12%	19%	21%	30%	18%	19%	21%
Most of the time	33%	35%	31%	30%	34%	34%	31%	29%	28%	33%	35%	37%	35%	32%	29%	25%	26%	32%	35%
Only some of the time	40%	37%	43%	41%	36%	42%	40%	42%	41%	41%	38%	40%	40%	41%	46%	37%	40%	41%	40%
Never	9%	10%	9%	10%	9%	10%	6%	10%	14%	8%	11%	10%	12%	8%	4%	7%	16%	8%	4%
Lobbyists																			
All of the time	23%	30%	17%	21%	24%	26%	32%	24%	21%	23%	21%	17%	18%	28%	27%	33%	17%	27%	14%
Most of the time	35%	38%	32%	33%	36%	36%	35%	45%	30%	32%	36%	39%	36%	40%	34%	26%	34%	35%	46%
Only some of the time	35%	26%	43%	38%	33%	33%	29%	25%	40%	38%	33%	40%	37%	28%	34%	32%	39%	33%	34%
Never	7%	6%	8%	9%	7%	6%	4%	6%	9%	7%	11%	5%	8%	4%	6%	9%	10%	5%	6%
Real Estate Agents / Realtors																			
All of the time	16%	18%	13%	17%	16%	15%	24%	14%	12%	15%	15%	10%	11%	18%	21%	24%	18%	17%	13%
Most of the time	33%	34%	32%	35%	31%	33%	36%	34%	20%	30%	40%	33%	34%	31%	29%	34%	34%	33%	41%
Only some of the time	44%	40%	47%	39%	47%	47%	32%	47%	58%	47%	39%	50%	47%	46%	44%	39%	38%	45%	42%
Never	7%	7%	8%	10%	6%	6%	7%	4%	11%	7%	7%	7%	8%	5%	5%	2%	10%	5%	4%
Union leaders																			
All of the time	16%	18%	14%	17%	15%	15%	22%	18%	14%	13%	16%	13%	11%	23%	13%	24%	15%	17%	17%
Most of the time	31%	34%	28%	31%	31%	30%	34%	27%	17%	32%	35%	25%	29%	34%	29%	24%	28%	31%	32%
Only some of the time	45%	40%	48%	44%	42%	47%	34%	47%	58%	46%	40%	53%	51%	36%	48%	40%	48%	44%	48%
Never	9%	8%	10%	9%	12%	7%	10%	8%	11%	9%	9%	8%	9%	7%	10%	11%	9%	8%	3%
Business executives																			
All of the time	17%	18%	17%	23%	15%	13%	23%	19%	16%	16%	15%	15%	11%	18%	21%	34%	21%	17%	14%
Most of the time	37%	37%	36%	38%	37%	34%	40%	29%	34%	36%	42%	30%	35%	34%	37%	32%	33%	37%	46%
Only some of the time	40%	40%	40%	32%	40%	49%	35%	47%	38%	42%	36%	52%	48%	43%	35%	28%	42%	41%	36%
Never	6%	5%	7%	6%	8%	4%	2%	6%	11%	7%	7%	2%	6%	5%	7%	6%	4%	5%	4%
Building contractors																			
All of the time	14%	14%	13%	17%	12%	11%	15%	15%	16%	11%	15%	11%	10%	15%	13%	20%	11%	14%	11%
Most of the time	33%	35%	31%	29%	35%	35%	36%	28%	21%	33%	38%	29%	33%	34%	34%	30%	33%	32%	42%
Only some of the time	46%	45%	46%	43%	45%	49%	44%	51%	51%	46%	38%	58%	49%	46%	45%	34%	46%	47%	42%
Never	8%	6%	9%	11%	8%	5%	5%	6%	12%	9%	9%	2%	7%	5%	9%	17%	10%	6%	4%
Religious leaders																			
All of the time	21%	25%	18%	23%	21%	20%	30%	20%	18%	20%	20%	22%	16%	19%	32%	36%	14%	24%	18%
Most of the time	27%	29%	25%	34%	24%	23%	30%	30%	28%	26%	27%	21%	29%	28%	27%	28%	24%	28%	33%
Only some of the time	41%	37%	45%	35%	42%	47%	33%	42%	39%	43%	43%	44%	46%	41%	33%	28%	50%	39%	37%
Never	10%	9%	12%	9%	13%	10%	7%	8%	16%	10%	10%	13%	9%	12%	9%	8%	11%	9%	11%