





METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Canadian Press, conducted this web survey with a representative sample of **1,529** Canadians and **1,001** Americans, over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from July **16**th, **2021** to July **18**th, **2021**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2016 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level, and the presence of children in households in order to render a representative sample of the general population. Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.





METHODOLOGY



The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.





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A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error ±2.51%, 19 times out of 20 for the Canadian sample and of ±3.09%, 19 times out of 20 for the American sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.





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Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, 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 (Philadelphia).

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

2019 CANADIAN FEDERAL ELECTION	I*	(%	+NDP	B		PPC
LEGER SURVEY Published in <i>Le Journal de Montréal</i> October 20, 2019	33%	33%	18%	8%	6%	2%
OFFICIAL RESULTS 2019 Canadian Federal Election	33%	34%	16%	8%	7%	2%





NOTES ON READING THIS REPORT

METHODOLOGY



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

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion that that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca



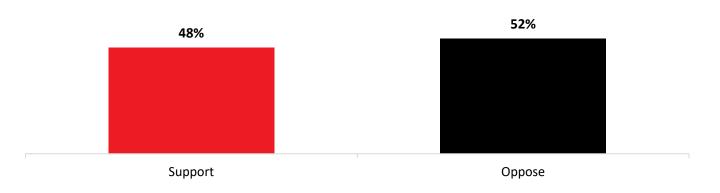




SUPPORT FOR REOPENING THE BORDERS (1/2)

CTC727. Do you support or oppose the total reopening of the Canada-US borders at the end of August to all traffic, including tourists?

Base: All respondents (n=1,529)







SUPPORT FOR REOPENING THE BORDERS (2/2)

CTC727. Do you support or oppose the total reopening of the Canada-US borders at the end of August to all traffic, including tourists?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Support	48%	37%	48%	48%	50%	60%	41%	53%	52%	40%	48%	50%	43%
Oppose	52%	63%	52%	52%	50%	40%	59%	47%	48%	60%	52%	50%	57%





SUPPORT FOR REOPENING THE BORDERS (CANADA VS UNITED STATES)

CTC727. Do you support or oppose the total reopening of the Canada-US borders at the end of August to all traffic, including tourists?

Base: All respondents





		TOTAL CANADA	TOTAL USA	Gap
		4.500		
	Weighted n =	1,529	1,001	
	Unweighted n =	1,529	1,001	
Support		48%	74%	26
Oppose		52%	26%	26

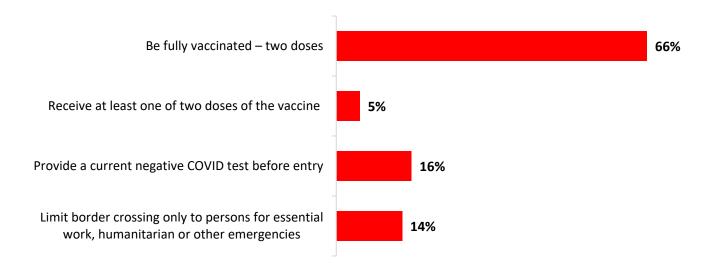




CONDITION TO ENTER THE COUNTRY (1/2)

CTC728. What condition must be met in order for you to be comfortable allowing people to cross the borders?

Base: All respondents (n= 1,529)







CONDITION TO ENTER THE COUNTRY (2/2)

CTC728. What condition must be met in order for you to be comfortable allowing people to cross the borders?

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Be fully vaccinated – two doses	66%	69%	69%	66%	70%	49%	68%	59%	62%	73%	66%	68%	61%
Receive at least one of two doses of the vaccine	5%	4%	3%	6%	5%	7%	3%	9%	5%	2%	5%	5%	7%
Provide a current negative COVID test before entry	16%	14%	17%	14%	13%	27%	13%	18%	18%	13%	14%	18%	15%
Limit border crossing only to persons for essential work, humanitarian or other emergencies	14%	13%	11%	14%	12%	17%	16%	14%	14%	12%	15%	10%	17%





CONDITION TO ENTER THE COUNTRY (CANADA VS UNITED STATES)

CTC728. What condition must be met in order for you to be comfortable allowing people to cross the borders?





	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,001	
Unweighted n =	1,529	1,001	
Be fully vaccinated – two doses	66%	46%	20
Receive at least one of two doses of the vaccine	5%	10%	5
Provide a current negative COVID test before entry	16%	24%	8
Limit border crossing only to persons for essential work, humanitarian or other emergencies	14%	20%	6



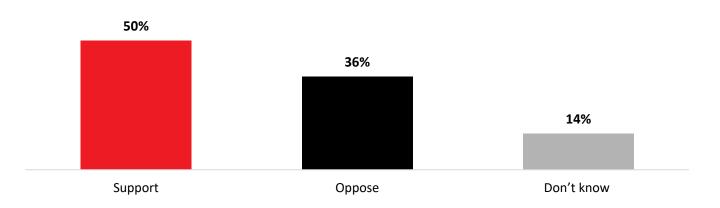




VACCINE LOTTERY (1/2)

CTC717. Some provinces and states have introduced incentive programs, such as a vaccine lottery, to encourage people to get vaccinated against the coronavirus. Do you support or oppose incentive programs like a lottery to encourage people to get vaccinated?

Base: All respondents (n= 1,529)







VACCINE LOTTERY (2/2)

CTC717. Some provinces and states have introduced incentive programs, such as a vaccine lottery, to encourage people to get vaccinated against the coronavirus. Do you support or oppose incentive programs like a lottery to encourage people to get vaccinated?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Support	50%	42%	56%	49%	50%	50%	50%	59%	53%	42%	53%	51%	44%
Oppose	36%	43%	36%	36%	33%	38%	30%	26%	33%	45%	33%	35%	43%
Don't know	14%	15%	8%	15%	18%	12%	21%	15%	14%	13%	14%	14%	13%





VACCINE LOTTERY (CANADA VS UNITED STATES)

CTC717. Some provinces and states have introduced incentive programs, such as a vaccine lottery, to encourage people to get vaccinated against the coronavirus. Do you support or oppose incentive programs like a lottery to encourage people to get vaccinated?

Base: All respondents





	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,001	
Unweighted n =	1,529	1,001	
Support	50%	46%	4
Oppose	36%	36%	-
Don't know	14%	18%	4

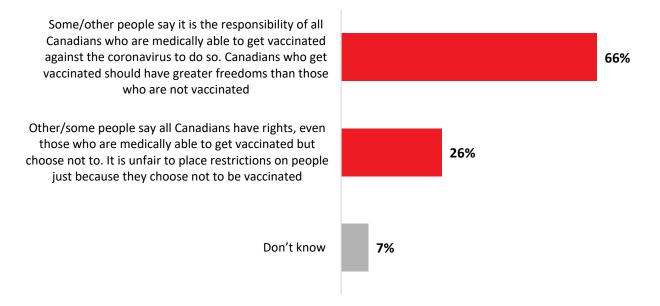




RESPONSIBILITY TO GET VACCINATED (1/2)

CTC718. There has been some public debate on how Canadians who are vaccinated and unvaccinated Canadians should be treated as things begin to reopen. Below are two points of view on the subject. Please indicate which one is closest to your own opinion.

Base: All respondents (n= 1,529)







RESPONSIBILITY TO GET VACCINATED (2/2)

CTC718. There has been some public debate on how Canadians who are vaccinated and unvaccinated Canadians should be treated as things begin to reopen. Below are two points of view on the subject. Please indicate which one is closest to your own opinion.

Base: All respondents													
	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Some/other people say it is the responsibility of all Canadians who are medically able to get vaccinated against the coronavirus to do so. Canadians who get vaccinated should have greater freedoms than those who are not vaccinated	66%	74%	72%	64%	71%	53%	66%	58%	62%	76%	65%	70%	65%
Other/some people say all Canadians have rights, even those who are medically able to get vaccinated but choose not to. It is unfair to place restrictions on people just because they choose not to be vaccinated	26%	21%	22%	29%	20%	41%	22%	33%	30%	18%	26%	26%	28%
Don't know	7%	5%	6%	7%	9%	6%	12%	9%	7%	6%	9%	4%	8%





RESPONSIBILITY TO GET VACCINATED (CANADA VS UNITED STATES)

CTC718. There has been some public debate on how Canadians/Americans who are vaccinated and unvaccinated Canadians/Americans should be treated as things begin to reopen. Below are two points of view on the subject. Please indicate which one is closest to your own opinion.





	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,001	
Unweighted n =	1,529	1,001	
Some/other people say it is the responsibility of all Canadians/Americans who are medically able to get vaccinated against the coronavirus to do so. Canadians/Americans who get vaccinated should have greater freedoms than those who are not vaccinated	66%	41%	25
Other/some people say all Canadians/Americans have rights, even those who are medically able to get vaccinated but choose not to. It is unfair to place restrictions on people just because they choose not to be vaccinated	26%	45%	19
Don't know	7%	13%	6

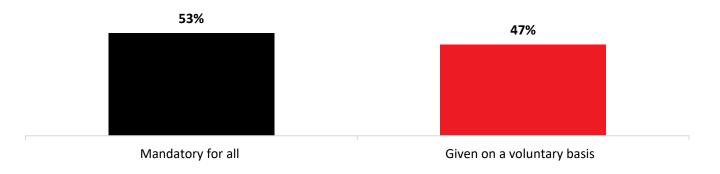




OBLIGATION TO GET VACCINATED (1/2)

CTC719. Do you think the COVID-19 vaccine should be...

Base: All respondents (n= 1,529)







OBLIGATION TO GET VACCINATED (2/2)

CTC719. Do you think the COVID-19 vaccine should be...

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Mandatory for all	53%	57%	57%	56%	53%	42%	46%	46%	50%	62%	55%	54%	52%
Given on a voluntary basis	47%	43%	43%	44%	47%	58%	54%	54%	50%	38%	45%	46%	48%





OBLIGATION TO GET VACCINATED (CANADA VS UNITED STATES)

CTC719. Do you think the COVID-19 vaccine should be...





	TOTAL CANADA	TOTALLICA	Con
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,001	
Unweighted n =	1,529	1,001	
Mandatory for all	53%	39%	14
Given on a voluntary basis	47%	61%	14



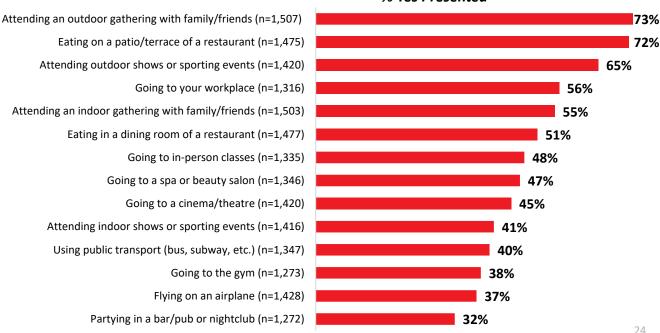


COMFORT WITH THE RESUMPTION OF **ACTIVITIES (1/2)**

CTC720. Would you be comfortable participating in the following activities knowing that unvaccinated persons may be present?

Base: Respondents who normally participate in these activities*









COMFORT WITH THE RESUMPTION OF ACTIVITIES (2/2)

CTC720. Would you be comfortable participating in the following activities knowing that unvaccinated persons may be present?

Base: Respondents who normally participate in these activities*

% Yes Presented	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Attending an outdoor gathering with family/friends (n=1,507)	73%	69%	75%	71%	73%	81%	71%	77%	75%	69%	68%	77%	78%
Eating on a patio/terrace of a restaurant (n=1,475)	72%	74%	71%	69%	69%	81%	73%	79%	74%	64%	69%	73%	76%
Attending outdoor shows or sporting events (n=1,420)	65%	66%	65%	63%	56%	75%	66%	72%	69%	57%	62%	67%	70%
Going to your workplace (n=1,316)	56%	60%	56%	52 %	59%	71%	54%	68%	60%	41%	55%	56%	62%
Attending an indoor gathering with family/friends (n=1,503)	55%	61%	50%	53%	60%	67%	54%	64%	58%	46%	52%	54%	61%
Eating in a dining room of a restaurant (n=1,477)	51%	55%	50%	44%	58%	71%	52%	65%	55%	37%	48%	52%	55%
Going to in-person classes (n=1,335)	48%	54%	46%	42%	46%	64%	50%	61%	52 %	33%	46%	47%	54%
Going to a spa or beauty salon (n=1,346)	47%	56%	41%	44%	53%	63%	47%	57 %	53%	35%	47%	46%	50%
Going to a cinema/theatre (n=1,420)	45%	46%	47%	39%	43%	63%	46%	61%	50%	29%	45%	44%	49%
Attending indoor shows or sporting events (n=1,416)	41%	42%	40%	36%	36%	58%	41%	52%	45%	27%	41%	39%	44%
Using public transport (bus, subway, etc.) (n=1,347)	40%	31%	40%	38%	36%	51%	40%	56%	43%	24%	43%	37%	36%
Going to the gym (n=1,273)	38%	41%	37%	34%	39%	55%	37%	55%	43%	20%	41%	35%	39%
Flying on an airplane (n=1,428)	37%	29%	33%	36%	38%	54%	32%	49%	41%	24%	36%	36%	40%
Partying in a bar/pub or nightclub (n=1,272)	32%	34%	29%	30%	27%	52 %	30%	45%	38%	18%	30%	33%	37%

^{*}Respondents who answered not applicable were removed





COMFORT WITH THE RESUMPTION OF ACTIVITIES (CANADA VS UNITED STATES)

CTC720. Would you be comfortable participating in the following activities knowing that unvaccinated persons may be present?

Base: Respondents who normally participate in these activities*





% YES PRESENTED	TOTAL CANADA	TOTAL USA	Gap
Attending an outdoor gathering with family/friends	73%	76%	3
Eating on a patio/terrace of a restaurant	72%	75%	3
Attending outdoor shows or sporting events	65%	66%	1
Going to your workplace	56%	66%	10
Attending an indoor gathering with family/friends	55%	67%	12
Eating in a dining room of a restaurant	51%	65%	14
Going to in-person classes	48%	56%	8
Going to a spa or beauty salon	47%	57%	10
Going to a cinema/theatre	45%	56%	11
Attending indoor shows or sporting events	41%	50%	9
Using public transport (bus, subway, etc.)	40%	52%	12
Going to the gym	38%	52%	14
Flying on an airplane	37%	51%	14
Partying in a bar/pub or nightclub	32%	46%	14

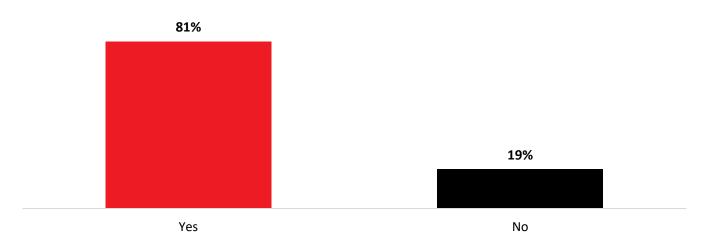




OBLIGATION FOR HEALTH PERSONNEL TO GET VACCINATED (1/2)

CTC721. Do you think that the COVID-19 vaccine should be mandatory for all health care professionals and employees of hospitals and other health care facilities?

Base: All respondents (n= 1,529)







OBLIGATION FOR HEALTH PERSONNEL TO GET VACCINATED (2/2)

CTC721. Do you think that the COVID-19 vaccine should be mandatory for all health care professionals and employees of hospitals and other health care facilities?

		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
	Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
	Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Yes		81%	79%	84%	81%	83%	71%	82%	76%	78%	87%	82%	81%	80%
No		19%	21%	16%	19%	17%	29%	18%	24%	22%	13%	18%	19%	20%





OBLIGATION FOR HEALTH PERSONNEL TO GET VACCINATED (CANADA VS UNITED STATES)

CTC721. Do you think that the COVID-19 vaccine should be mandatory for all health care professionals and employees of hospitals and other health care facilities?





	TOTAL CANADA	TOTAL USA	Gap
Weigh	ted n = 1,529	1,001	
Unweigh	ted n = 1,529	1,001	
Yes	81%	63%	18
No	19%	37%	18

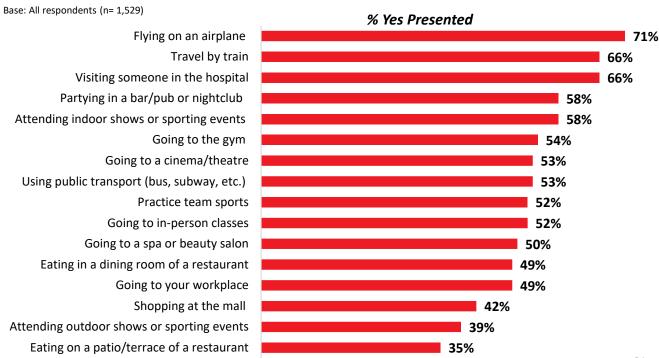






VACCINE PASSPORT TO PARTICIPATE IN ACTIVITIES (1/2)

CTC722. Should a vaccine passport be required to participate in the following activities:







VACCINE PASSPORT TO PARTICIPATE IN ACTIVITIES (2/2)

CTC722. Should a vaccine passport be required to participate in the following activities:

Base: All respondents	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	ВС	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n= % Yes Presented	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Flying on an airplane	71%	75%	81%	72%	66%	50 %	72%	66%	67 %	79%	70%	73%	72%
Travel by train	66%	71%	76%	67%	61%	44%	63%	58%	62 %	76%	64%	69%	67%
Visiting someone in the hospital	66%	70%	70%	68%	68%	43%	70%	59%	60 %	76 %	63 %	70%	66%
Partying in a bar/pub or nightclub	58%	61%	72 %	57%	57%	33%	51%	51%	51%	68%	57%	59%	55%
Attending indoor shows or sporting events	58%	59%	69%	59%	55%	35%	55%	50%	53%	68%	56%	61%	55%
Going to the gym	54%	53%	67%	58%	50%	31 %	45%	45%	50%	65%	52%	57%	53%
Going to a cinema/theatre	53%	59%	64%	54%	52%	31%	43%	43%	47%	64%	52%	54%	48%
Using public transport (bus, subway, etc.)	53%	65%	63%	53%	54%	37%	47%	44%	49%	64%	50%	57%	54%
Practice team sports	52%	61%	63%	52%	49%	31 %	45%	42%	47%	62%	51%	52%	50%
Going to in-person classes	52%	56%	61%	55%	52%	29%	46%	43%	47%	63%	52%	53%	52%
Going to a spa or beauty salon	50%	55%	64%	52%	48%	24%	40%	40%	45%	61%	48%	51%	52%
Eating in a dining room of a restaurant	49%	52%	62 %	51%	47%	27 %	41%	40%	44%	60%	47%	53%	46%
Going to your workplace	49%	54%	55%	54%	46%	25%	46%	42%	45%	58%	51%	49%	48%
Shopping at the mall	42%	50%	49%	43%	40%	25 %	34%	33 %	41%	48%	42%	42%	42%
Attending outdoor shows or sporting events	39%	42%	47%	39%	46%	24%	32%	34%	37%	44%	43%	37%	34%
Eating on a patio/terrace of a restaurant	35%	41%	43%	35%	34%	22%	30%	28%	33%	42%	36%	37%	29%





VACCINE PASSPORT TO PARTICIPATE IN ACTIVITIES (CANADA VS UNITED STATES)

CTC722. Should a vaccine passport be required to participate in the following activities:





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,529	1,001	
Unweighted n= % Yes Presented	1,529	1,001	
Flying on an airplane	71%	46%	25
Travel by train	66%	43%	23
Visiting someone in the hospital	66%	47%	19
Partying in a bar/pub or nightclub	58%	37 %	21
Attending indoor shows or sporting events	58%	39 %	19
Going to the gym	54%	38%	16
Going to a cinema/theatre	53%	35 %	18
Using public transport (bus, subway, etc.)	53%	38%	15
Practice team sports	52 %	37%	15
Going to in-person classes	52 %	36%	16
Going to a spa or beauty salon	50%	34%	16
Eating in a dining room of a restaurant	49%	34%	15
Going to your workplace	49%	37%	12
Shopping at the mall	42%	31%	11
Attending outdoor shows or sporting events	39%	30%	9
Eating on a patio/terrace of a restaurant	35%	25%	10

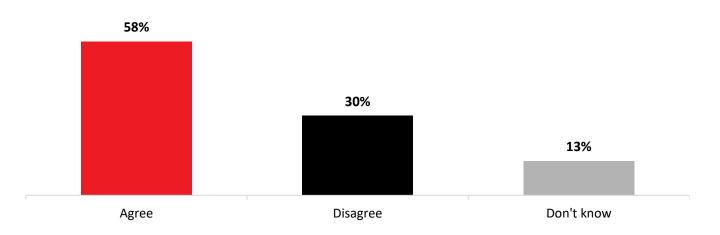




AGREEMENT WITH VACCINE PASSPORTS (1/2)

CTC723. Do you agree or disagree with the imposition of a vaccination passport for all essential and non-essential activities?

Base: All respondents (n= 1,529)







AGREEMENT WITH VACCINE PASSPORTS (2/2)

CTC723. Do you agree or disagree with the imposition of a vaccination passport for all essential and non-essential activities?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268
Agree	58%	59%	64%	56%	62%	49%	54%	53%	56%	63%	58%	58%	56%
Disagree	30%	26%	28%	29%	26%	39%	32%	32%	34%	24%	29%	30%	30%
Don't know	13%	15%	8%	15%	12%	12%	14%	15%	11%	13%	13%	12%	13%





AGREEMENT WITH VACCINE PASSPORTS (CANADA VS UNITED STATES)

CTC723. Do you agree or disagree with the imposition of a vaccination passport for all essential and non-essential activities?





		_ _		
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,529	1,001	
	Unweighted n =	1,529	1,001	
Agree		58%	37%	21
Disagree		30%	44%	14
Don't know		13%	19%	6



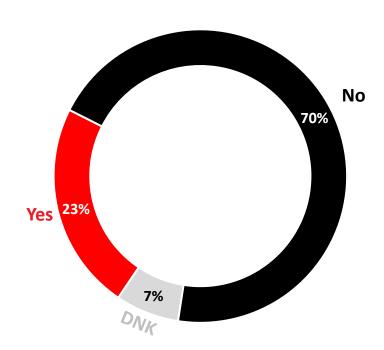




LIFTING ALL RESTRICTIONS (1/2)

 ${\it CTC637. Do you think governments should lift all restrictions related to COVID-19 right now?}\\$

Base: All respondents (n=1,529)







LIFTING ALL RESTRICTIONS (2/2)

CTC637. Do you think governments should lift all restrictions related to COVID-19 right now?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	TOTAL July 5 th	Gap
Weighted n=	1,529	105	359	587	100	172	207	417	521	591	650	578	285	1,518	
Unweighted n=	1,529	100	410	617	125	126	151	468	597	464	670	580	268	1,518	
Yes	23%	18%	20%	21%	23%	48%	14%	28%	29%	14%	22%	24%	22%	26%	-3
No	70%	75%	74%	72%	68%	45%	77%	64%	63%	80%	71%	70%	69%	66%	+4
Don't know	7%	7%	6%	7%	9%	7%	9%	8%	8%	6%	7%	6%	8%	8%	-1





LIFTING ALL RESTRICTIONS (CANADA VS UNITED STATES)

CTC637. Do you think governments should lift all restrictions related to COVID-19 right now?

Base: All respondents





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,529	1,001	
Unweighted n=	1,529	1,001	
Yes	23%	37%	14
No	70%	49%	21
Don't know	7%	14%	7



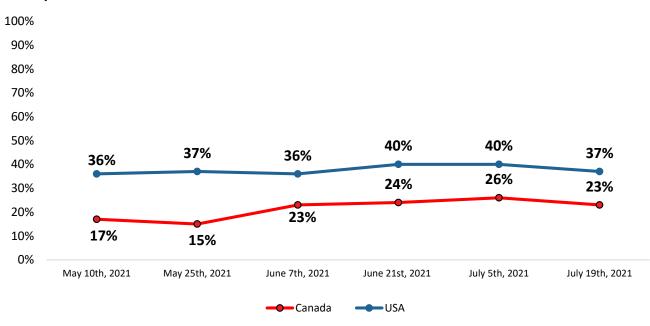


LIFTING ALL RESTRICTIONS - EVOLUTION

CTC637. Do you think governments should lift all restrictions related to COVID-19 right now?

Base: All respondents

% Yes presented





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AMERICAN	1,000	4 CENSUS REGIONS

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DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	151	207
Alberta	126	172
Manitoba/Saskatchewan	125	100
Ontario	617	587
Quebec	410	359
Atlantic	100	105

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

US Region	Unweighted	Weighted
NorthEast	179	208
MidWest	187	217
South	348	371
West	258	233





DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

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

GENDER	Unweighted	Weighted
Male	834	743
Female	695	786

AGE	Unweighted	Weighted
Between 18 and 34	468	417
Between 35 and 54	597	521
55 or over	464	591

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	984	1,010
French	330	318
Other	213	199

The sample thus collected has a minimum weighting factor of 0.1220 and a maximum weighting factor of 4.4625. The weighted variance is 0.4189.





DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

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

GENDER	Unweighted	Weighted
Male	490	485
Female	511	516

AGE	Unweighted	Weighted
Between 18 and 29	103	162
Between 30 and 39	182	230
Between 40 and 49	208	186
Between 50 and 64	290	250
65 or older	218	172

The sample thus collected has a minimum weighting factor of 0.2878 and a maximum weighting factor of 4.0627. The weighted variance is 0.3469.



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



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