NORTH AMERICAN TRACKER

Leger

April 14th, 2022

EDITION

THE CANADIAN PRESS

METHODOLOGICAL APPROACH
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 **1,538 Canadians** 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 **April 08th, 2022, to April 10th, 2022**, 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 presence of children in households.

METHODOLOGICAL APPROACH
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.

METHODOLOGICAL APPROACH
METHODOLOGY
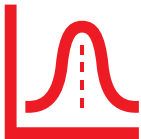
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.5%, 19 times out of 20** for the Canadian sample. The results presented in this study comply with the public opinion research 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.

METHODOLOGICAL APPROACH
METHODOLOGY

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 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 (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

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

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.

For any questions related to our services, or to request an interview, please contact us **by clicking here**.
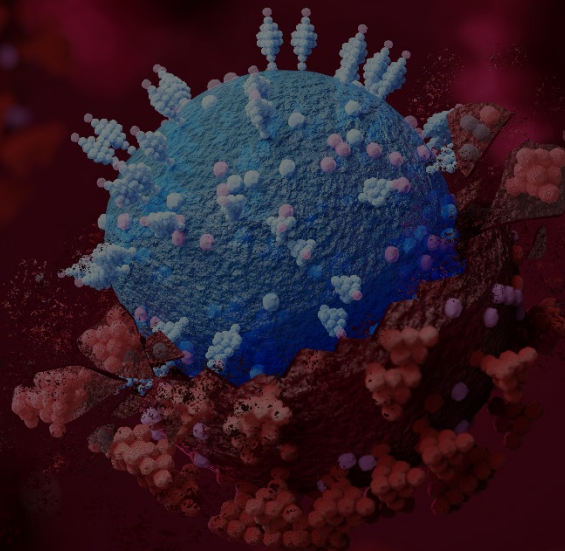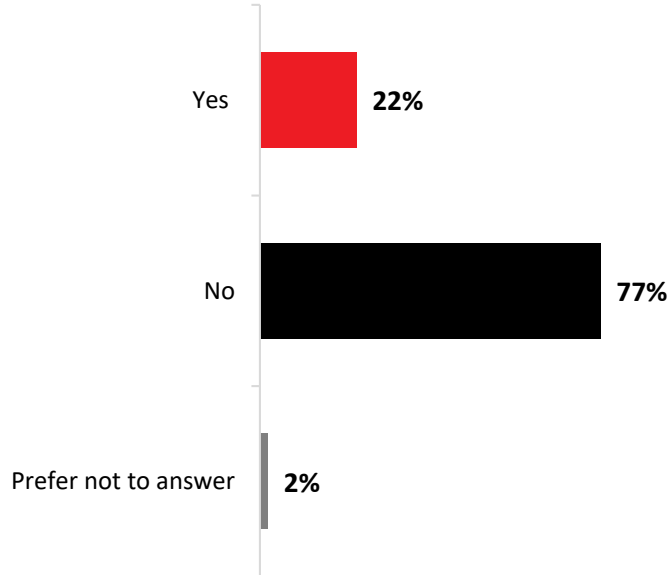
THE STATE OF THE PANDEMIC

POSITIVE FOR COVID-19 (1/2)

CTC941. Are you or have you been infected with COVID-19 (whether you tested positively or not)?
Base: All respondents (n=1,538)

POSITIVE FOR COVID-19 (2/2)

CTC941. Are you or have you been infected with COVID-19 (whether you tested positively or not)?
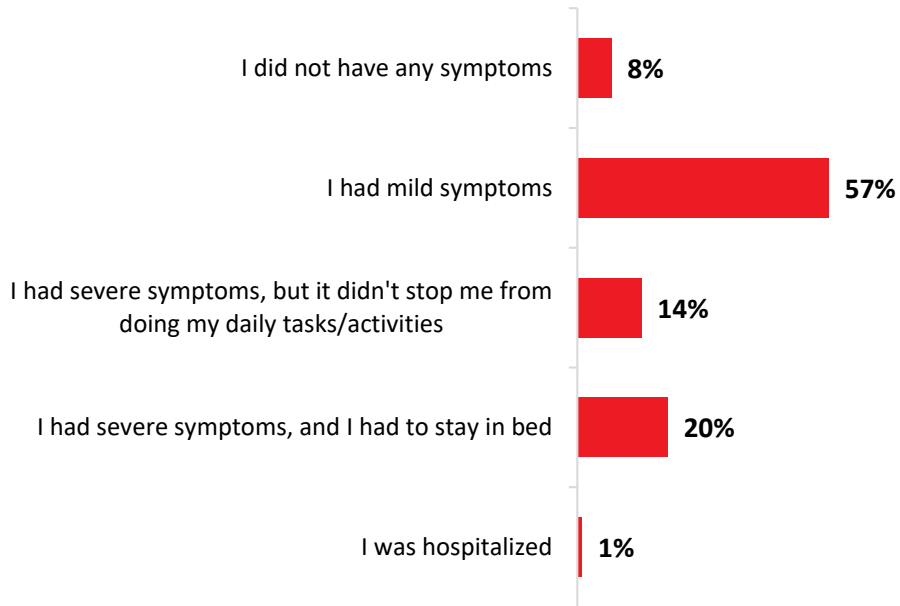Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vacc.	Not vacc.
														Vaccination Status	
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319	1,373	117
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310	1,380	114
Yes	22%	21%	24%	20%	21%	29%	19%	30%	26%	12%	21%	23%	22%	20%	38%
No	77%	78%	76%	78%	77%	68%	81%	67%	71%	88%	77%	75%	77%	79%	61%
Prefer not to answer	2%	1%	0%	3%	2%	4%	0%	2%	3%	1%	2%	2%	1%	1%	1%

Not vaccinated total includes people who received only one dose or who are not vaccinated. Vaccinated total includes people who received two doses or two doses plus the booster.

SEVERITY OF THE SYMPTOMS (1/2)

CTC923. How would you rate the severity of the symptoms for yourself personally?

Base: Respondents who have/have had COVID-19 (n=349)

Response	Percentage
I did not have any symptoms	8%
I had mild symptoms	57%
I had severe symptoms, but it didn't stop me from doing my daily tasks/activities	14%
I had severe symptoms, and I had to stay in bed	20%
I was hospitalized	1%

SEVERITY OF THE SYMPTOMS (2/2)

CTC923. How would you rate the severity of the symptoms for yourself personally?
Base: Respondents who have/have had COVID-19

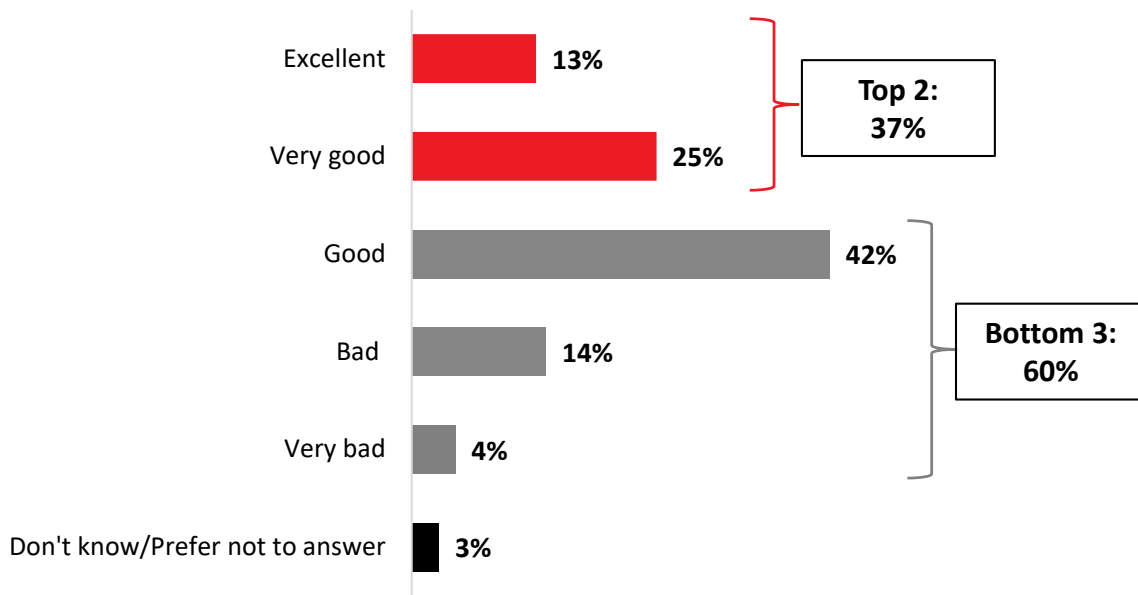|	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vaccination Status Vacc.	Not vacc.
Weighted n=	334	22	86	116	21	49	40	126	138	70	133	130	71	281	45
Unweighted n=	349	25*	112	119	26*	33	34	136	153	60	136	140	73	304	37
I did not have any symptoms	8%	9%	7%	6%	10%	5%	16%	6%	5%	15%	9%	10%	1%	9%	3%
I had mild symptoms	57%	79%	55%	54%	55%	61%	48%	54%	61%	53%	54%	55%	64%	56%	55%
I had severe symptoms, but it didn't stop me from doing my daily tasks/activities	14%	5%	19%	20%	12%	1%	13%	17%	12%	16%	14%	11%	23%	14%	16%
I had severe symptoms, and I had to stay in bed	20%	7%	18%	18%	22%	33%	23%	22%	21%	17%	22%	23%	12%	20%	26%
I was hospitalized	1%	0%	2%	2%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

**Not vaccinated total includes people who received only one dose or who are not vaccinated. Vaccinated total includes people who received two doses or two doses plus the booster.*

MENTAL HEALTH DURING THE CRISIS (1/2)

CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?
Base: All respondents (n=1,538)

Excellent — 13%
Very good — 25%

Top 2: 37%

Good — 42%
Bad — 14%
Very bad — 4%

Bottom 3: 60%

Don't know/Prefer not to answer — 3%

*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

MENTAL HEALTH DURING THE CRISIS (2/2)

CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vacc.	Not vacc.	TOTAL Feb. 7th, 2022	Gap
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319	1,373	117	1,546	
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310	1,380	114	1,546	
Total Top 2	37%	47%	45%	32%	28%	41%	35%	31%	34%	45%	32%	42%	40%	36%	45%	32%	+5
Excellent	13%	19%	17%	11%	8%	18%	6%	9%	12%	15%	10%	14%	15%	11%	25%	10%	+3
Very good	25%	28%	28%	21%	20%	23%	29%	22%	21%	30%	22%	28%	25%	25%	20%	22%	+3
Total Bottom 3	60%	52%	53%	64%	69%	54%	65%	67%	64%	52%	64%	56%	59%	61%	54%	66%	-6
Good *	42%	44%	40%	41%	56%	33%	48%	40%	45%	41%	46%	39%	41%	44%	35%	43%	-1
Bad	14%	8%	11%	18%	9%	12%	12%	18%	14%	10%	13%	14%	15%	13%	13%	18%	-4
Very bad	4%	0%	3%	5%	3%	9%	5%	8%	5%	2%	5%	2%	4%	4%	7%	5%	-1
Don't know/Prefer not to answer	3%	1%	2%	4%	4%	6%	0%	3%	3%	3%	4%	3%	1%	2%	1%	2%	+1

Vaccination Status columns: Vacc. / Not vacc.

*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research
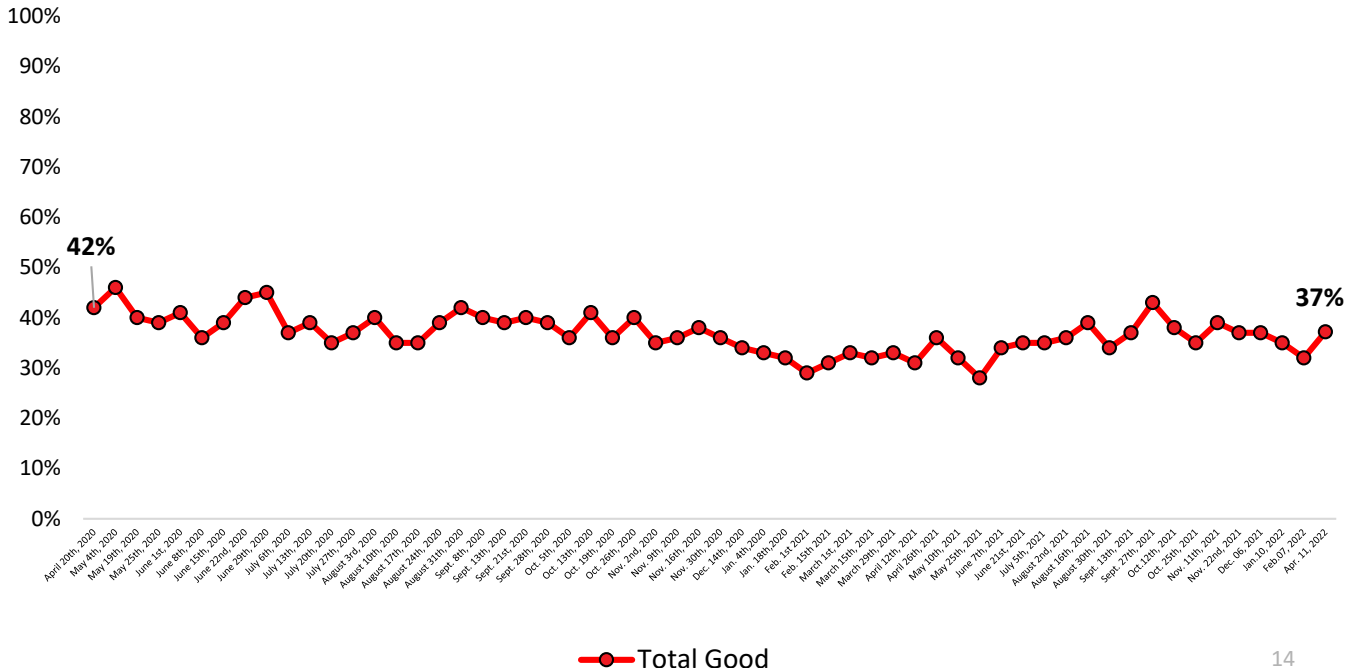*Vaccinated total includes people who received one dose, two doses and two doses plus the booster.

MENTAL HEALTH DURING THE CRISIS - EVOLUTION

CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?
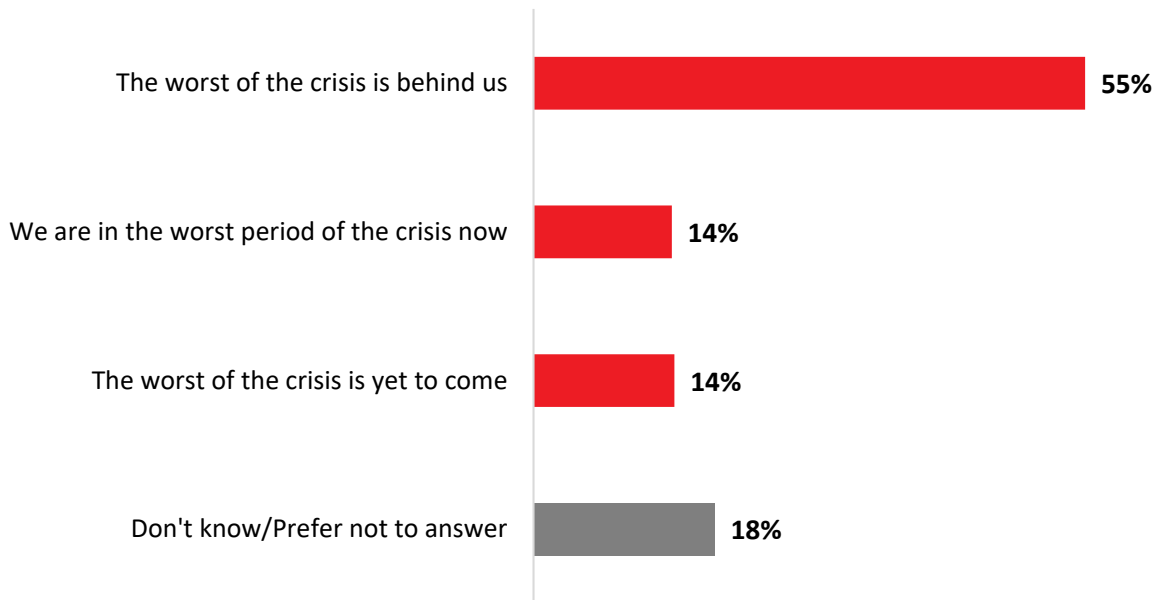Base: All respondents

% Total Good (Excellent + Very good) presented

Total Good

EVOLUTION OF THE COVID-19 PANDEMIC (1/2)

CTC20: What statement best describes your personal opinion of the COVID-19 crisis for Canada?
Base: All respondents (n=1,538)

The worst of the crisis is behind us	55%
We are in the worst period of the crisis now	14%
The worst of the crisis is yet to come	14%
Don't know/Prefer not to answer	18%

EVOLUTION OF THE COVID-19 PANDEMIC (2/2)

CTC20: What statement best describes your personal opinion of the COVID-19 crisis for Canada?
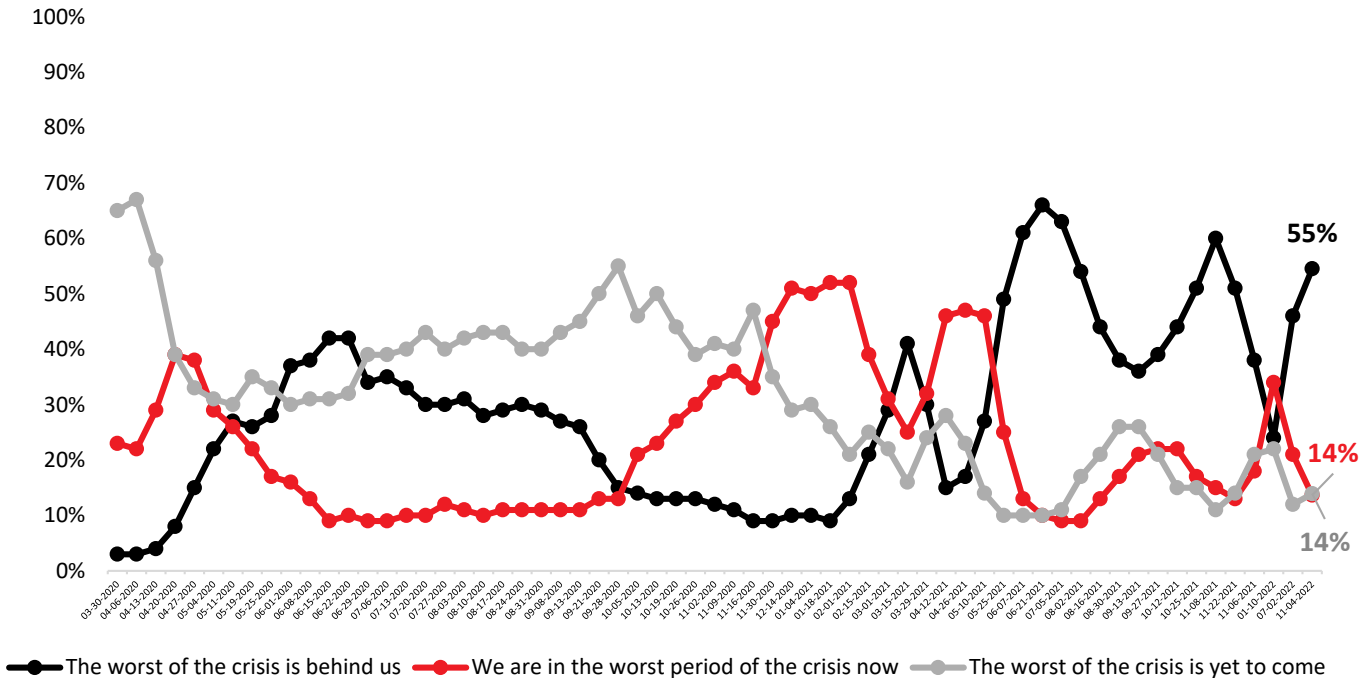Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vacc.	Not vacc.	TOTAL Feb. 7th, 2022	Gap
														Vaccination Status			
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319	1,373	117	1,546	
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310	1,380	114	1,546	
The worst of the crisis is behind us	55%	45%	68%	45%	60%	64%	55%	55%	54%	55%	50%	58%	58%	54%	62%	46%	+9
We are in the worst period of the crisis now	14%	18%	12%	17%	9%	4%	14%	17%	13%	12%	17%	14%	7%	14%	12%	21%	-7
The worst of the crisis is yet to come	14%	25%	10%	16%	16%	9%	13%	13%	14%	15%	13%	12%	19%	14%	14%	12%	+2
Don't know/Prefer not to answer	18%	12%	11%	23%	14%	23%	18%	15%	20%	18%	20%	16%	16%	17%	12%	20%	-2

Not vaccinated total includes people who received only one dose or who are not vaccinated. Vaccinated total includes people who received two doses or two doses plus the booster.

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EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)

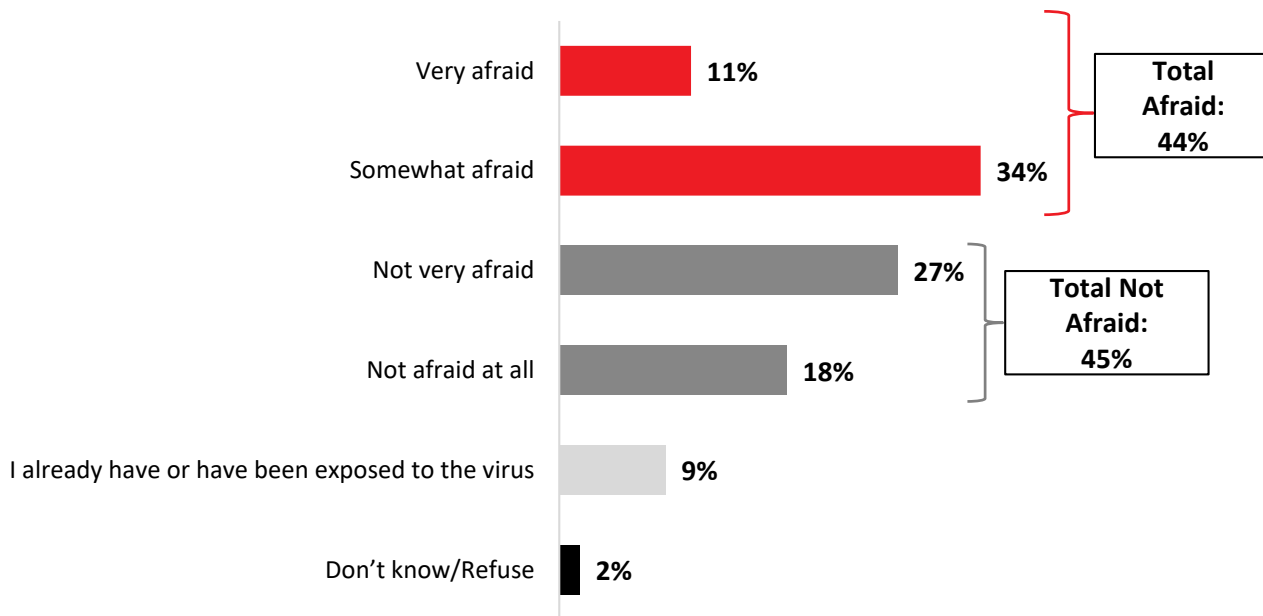**CTC20: What statement best describes your personal opinion of the COVID-19 crisis for Canada ?**
Base: All respondents

Legend:
- The worst of the crisis is behind us
- We are in the worst period of the crisis now
- The worst of the crisis is yet to come

FEAR OF CONTRACTING THE VIRUS (1/2)

CTC1. Are you personally afraid of contracting the COVID-19 (Coronavirus)?
Base: All respondents (n=1,535)

Response	Percentage
Very afraid	11%
Somewhat afraid	34%
Not very afraid	27%
Not afraid at all	18%
I already have or have been exposed to the virus	9%
Don't know/Refuse	2%

Total Afraid: 44% (Very afraid + Somewhat afraid)

Total Not Afraid: 45% (Not very afraid + Not afraid at all)

FEAR OF CONTRACTING THE VIRUS (2/2)

CTC1. Are you personally afraid of contracting the COVID-19 (Coronavirus)?
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Vacc.	Not vacc.	TOTAL Feb. 7th, 2022	Gap
														Vaccination Status			
Weighted n=	1,538	106	361	590	100	173	209	414	530	594	643	561	319	1,373	117	1,546	
Unweighted n=	1,538	100	418	611	127	127	155	460	590	488	646	571	310	1,380	114	1,546	
Total Afraid	**44%**	52%	37%	50%	38%	37%	46%	41%	39%	52%	49%	42%	41%	48%	10%	48%	-4
Very afraid	**11%**	11%	7%	15%	8%	5%	10%	11%	9%	12%	13%	9%	9%	11%	2%	14%	-3
Somewhat afraid	**34%**	41%	30%	35%	30%	33%	36%	30%	30%	40%	36%	33%	31%	37%	7%	34%	-
Total Not Afraid	**45%**	39%	53%	40%	51%	51%	44%	46%	50%	41%	43%	46%	47%	43%	72%	42%	+3
Not very afraid	**27%**	22%	34%	25%	30%	21%	27%	25%	28%	28%	27%	28%	27%	29%	14%	27%	-
Not afraid at all	**18%**	16%	19%	15%	21%	31%	16%	21%	22%	13%	16%	18%	21%	14%	57%	15%	+3
I already have or have been exposed to the virus	**9%**	8%	9%	8%	10%	9%	10%	11%	9%	6%	7%	10%	11%	8%	17%	8%	1
Don't know/Refuse	**2%**	1%	1%	3%	2%	2%	0%	2%	2%	1%	1%	2%	1%	1%	2%	2%	-

Not vaccinated total includes people who received only one dose or who are not vaccinated. Vaccinated total includes people who received two doses or two doses plus the booster.

FEAR OF CONTRACTING THE VIRUS - EVOLUTION

CTC1. Are you personally afraid of contracting the COVID-19 (Coronavirus)?
Base: All respondents


Legend: Total Afraid, Total Not Afraid
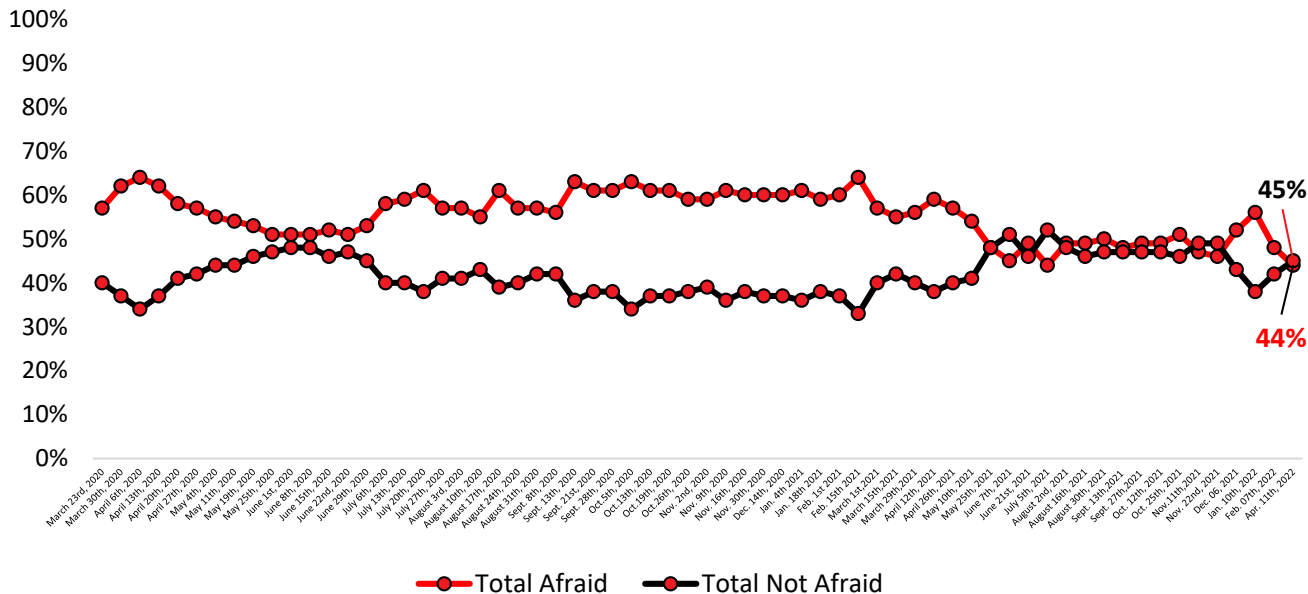
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
NATIONAL	1,500	CANADA
PROVINCIAL	1,000	QC, ON, AB, BC
MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
WESTERN	1,500	BC, AB, SK, MB
AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000 panelists** at your disposal

CONTACT US
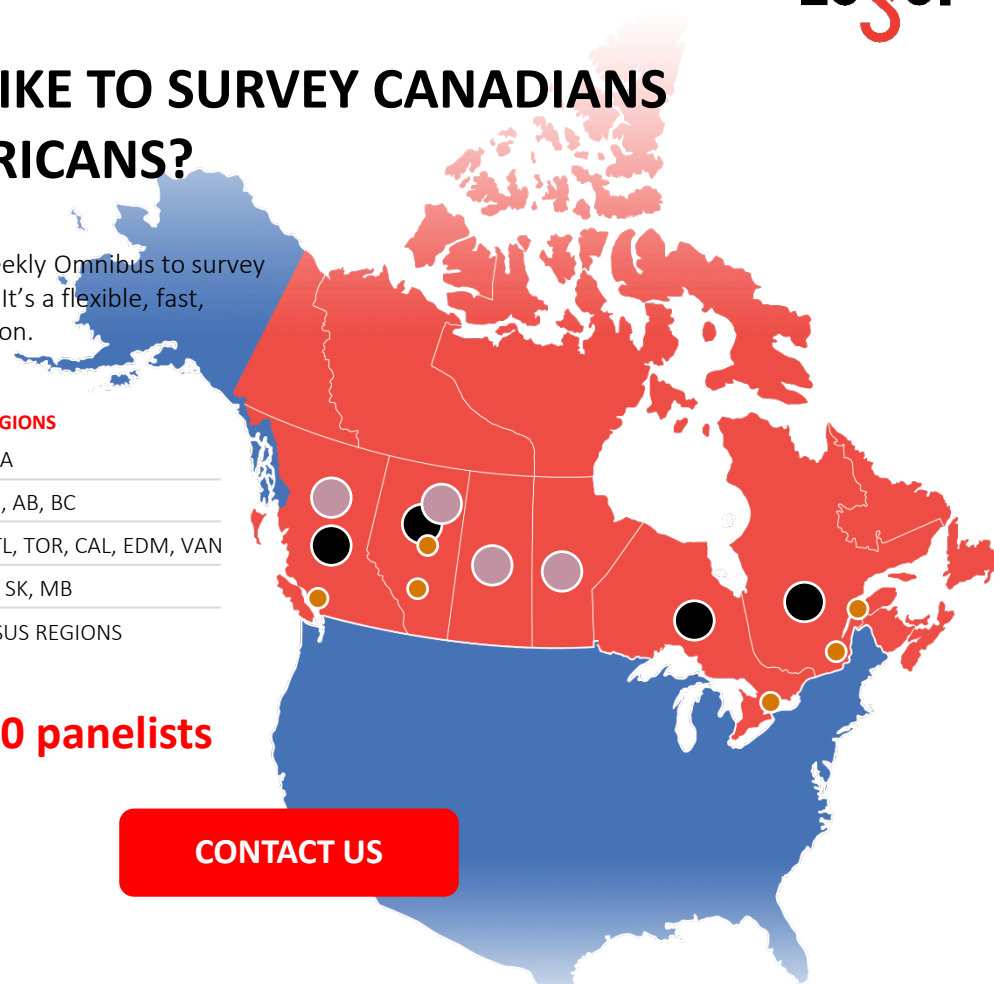
Leger

APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	155	209
Alberta	127	173
Manitoba/Saskatchewan	127	100
Ontario	611	590
Quebec	418	361
Atlantic	100	106

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	822	747
Female	716	791

AGE	Unweighted	Weighted
Between 18 and 34	460	414
Between 35 and 54	590	530
55 or over	488	594

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	970	1,032
French	374	320
Other	190	179

The sample thus collected has a minimum weighting factor of 0.2126 and a maximum weighting factor of 4.9324. The weighted variance is 0.3899.

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Community**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

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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.

We Know Canadians