





**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 **1,515** Canadians and **1,005** 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 August **13**<sup>th</sup>, **2021**, to August **15**<sup>th</sup>, **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, presence of children in households, and according to the party they voted for in the last federal election 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.



**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 ±2.51%, 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.

#### FOR MORE INFORMATION

#### **SPOKESPEOPLE**

To request an interview about the information contained in this report, please contact one of the following people:

Name	Title	Email Address	Office	Language(s) Spoken
Jean-Marc Léger	President	jmleger@leger360.com	Montreal	English/French
Christian Bourque	Executive Vice-President	cbourque@leger360.com	Montreal	English/French
Andrew Enns	Executive Vice-President, Winnipeg	aenns@leger360.com	Winnipeg	English





#### **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 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 <a href="https://338canada.com/pollster-ratings.htm">https://338canada.com/pollster-ratings.htm</a>

2019 CANADIAN FEDERAL ELECTION	I*	<b>(8</b>	<b>*NDP</b>	B		PPC
<b>LEGER SURVEY</b> 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

MFTHODOLOGY



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: <a href="mailto:cbourque@leger360.com">cbourque@leger360.com</a> or Jack Jedwab, President & CEO of the Association for Canadian Studies: <a href="mailto:jack.jedwab@acs-aec.ca">jack.jedwab@acs-aec.ca</a>







**VACCINE PASSPORT** 

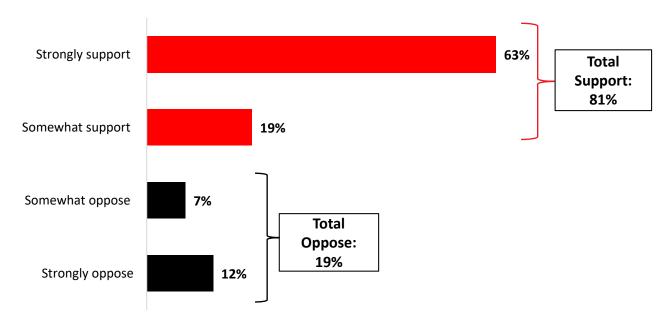




## SUPPORT FOR A VACCINE PASSPORT AMONG QUEBECERS (1/2)

CTC742A. The Quebec government has announced the implementation of a vaccine passport on September 1st. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, festivals and indoor places where many people are present. To what extent do you support or oppose the vaccine passport?

Base: Respondents from the province of Quebec (n=409)







## SUPPORT FOR A VACCINE PASSPORT AMONG QUEBECERS (2/2)

CTC742A. The Quebec government has announced the implementation of a vaccine passport on September 1st. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, festivals and indoor places where many people are present. To what extent do you support or oppose the vaccine passport?

Base: Respondents from the province of Quebec

		TOTAL QUEBEC	18-34	35-54	55+	Urban	Sub- urban	Rural
	Weighted n=	355	91	119	146	155	138	57
	Unweighted n=	409	119	155	135	174	162	69
Total Support		81%	69%	80%	90%	79%	85%	75%
Strongly support		63%	39%	64%	76%	<b>57</b> %	70%	61%
Somewhat support		19%	30%	16%	14%	22%	15%	14%
Total Oppose		19%	31%	20%	10%	21%	15%	25%
Somewhat oppose		7%	16%	4%	4%	10%	5%	7%
Strongly oppose		12%	15%	17%	6%	11%	10%	18%

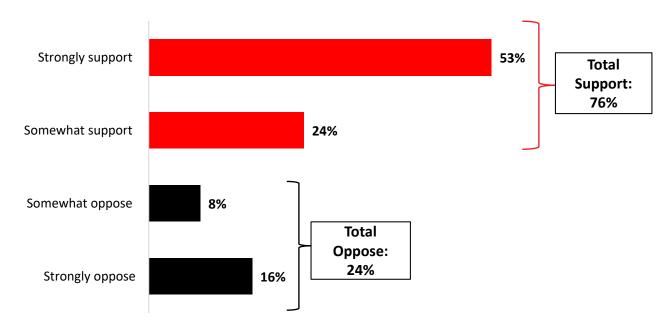




## SUPPORT FOR A VACCINE PASSPORT IN CANADA (OUTSIDE OF QUEBEC) (1/2)

CTC742B. The Quebec government has announced the implementation of a vaccine passport on September 1st. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, festivals and where many people are present. To what extent would you support or oppose the introduction of a vaccine passport in your province?

Base: Respondents outside the province of Quebec (n=1,106)







## SUPPORT FOR A VACCINE PASSPORT IN CANADA (OUTSIDE OF QUEBEC) (2/2)

CTC742B. The Quebec government has announced the implementation of a vaccine passport on September 1st. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, festivals and where many people are present. To what extent would you support or oppose the introduction of a vaccine passport in your province?

Base: Respondents outside the province of Quebec

		TOTAL CANADA	Atl.	ON	MB/SK	АВ	ВС	18-34	35-54	55+	Urban	Sub- urban	Rural
	Weighted n=	1,160	104	582	99	170	205	315	405	440	481	461	209
	Unweighted n=	1,106	100	606	125	125	150	319	428	359	486	435	177
Total Support		76%	76%	77%	65%	72%	85%	69%	73%	84%	79%	78%	66%
Strongly support		53%	52%	54%	47%	47%	57%	45%	46%	65%	58%	52%	43%
Somewhat support		24%	24%	23%	18%	25%	28%	24%	28%	20%	22%	26%	23%
Total Oppose		24%	24%	23%	35%	28%	15%	31%	27%	16%	21%	22%	34%
Somewhat oppose		8%	11%	8%	10%	5%	5%	8%	8%	7%	7%	7%	10%
Strongly oppose		16%	13%	15%	25%	23%	10%	23%	18%	9%	14%	15%	23%



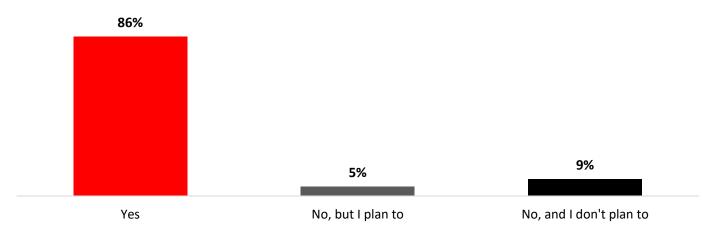




### **VACCINATION STATUS (1/2)**

CTC738. Have you received a COVID-19 vaccine?

Base: All respondents (n=1,515)







## **VACCINATION STATUS (2/2)**

CTC738. Have you received a COVID-19 vaccine?

		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	Urban	Sub- urban	Rural
	Weighted n=	1,515	104	355	582	99	170	205	406	524	585	637	599	266
	Unweighted n=	1,515	100	409	606	125	125	150	438	583	494	660	597	246
Yes		86%	92%	90%	84%	81%	81%	88%	78%	82%	94%	86%	88%	80%
No, but I plan to		5%	5%	3%	7%	4%	5%	4%	7%	7%	2%	6%	4%	5%
No, and I don't plan to		9%	4%	8%	9%	15%	13%	8%	15%	11%	4%	8%	8%	14%



### **VACCINATION STATUS (CANADA VS UNITED STATES)**

CTC738. Have you received a COVID-19 vaccine?





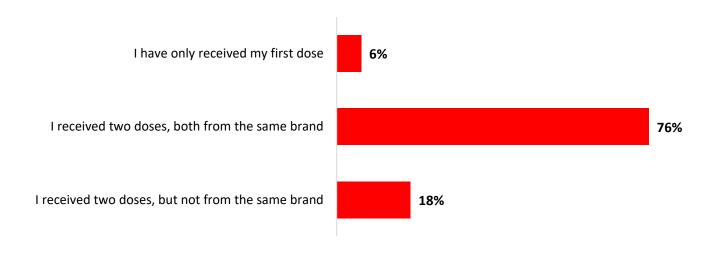
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,005	
Unweighted n=	1,515	1,005	
Yes	86%	61%	25
No, but I plan to	5%	11%	6
No, and I don't plan to	9%	28%	19



## NUMBER OF DOSES AND BRAND OF VACCINE (1/2)

CTC739. Which of the following statements applies to your situation?

Base: Respondents who received a vaccine (n=1,330)





## NUMBER OF DOSES AND BRAND OF VACCINE (2/2)

CTC739. Which of the following statements applies to your situation?

Base: Respondents who received a vaccine

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,299	95	319	486	80	138	181	316	432	551	548	528	214
Unweighted n=	1,330	92	366	524	106	108	134	366	498	466	585	533	203
I have only received my first dose	6%	8%	5%	7%	2%	8%	5%	12%	7%	2%	7%	5%	5%
I received two doses, both from the same brand	76%	65%	85%	70%	75%	82%	76%	77%	70%	79%	74%	75%	81%
I received two doses, but not from the same brand	18%	27%	10%	23%	22%	10%	19%	12%	23%	18%	19%	19%	14%





## NUMBER OF DOSES AND BRAND OF VACCINE (CANADA VS UNITED STATES)

CTC739. Which of the following statements applies to your situation?

Base: Respondents who received a vaccine





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,299	612	
Unweighted n=	1,330	683	
I have only received my first dose	6%	9%	3
I received two doses, both from the same brand	76%	91%	15
I received two doses, but not from the same brand	18%	0%	18

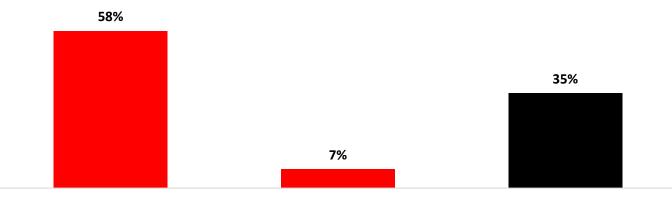




### **OPINIONS ON RECEIVING A THIRD DOSE (1/2)**

CTC740. Experts have recently suggested that it may be safer for people who have received a first dose of the AstraZeneca vaccine (COVISHIELD) and then a second dose of another vaccine to receive a third dose. Which of the following statements best describes your opinion on the subject?

Base: Respondents who received two doses from different brands (n=252)



If there are studies to support the claim, I will get a third dose

I feel comfortable as I am right now and would not get a third dose of the vaccine

I did not receive the AstraZeneca vaccine (COVISHIELD), so this does not apply to me





### **OPINIONS ON RECEIVING A THIRD DOSE (2/2)**

CTC740. Experts have recently suggested that it may be safer for people who have received a first dose of the AstraZeneca vaccine (COVISHIELD) and then a second dose of another vaccine to receive a third dose. Which of the following statements best describes your opinion on the subject?

Base: Respondents who received two doses from different brands

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	235	25	33	110	18	14	35	37	98	101	101	102	30
Unweighted n=	252	30	40	127	23*	14*	18*	44	120	88	108	108	35
If there are studies to support the claim, I will get a third dose	58%	59%	94%	42%	62%	71%	66%	27%	59%	68%	62%	55%	57%
I feel comfortable as I am right now and would not get a third dose of the vaccine	7%	15%	4%	11%	0%	0%	0%	19%	6%	4%	6%	8%	7%
I did not receive the AstraZeneca vaccine (COVISHIELD), so this does not apply to me	35%	25%	2%	47%	38%	29%	34%	54%	34%	28%	32%	36%	37%

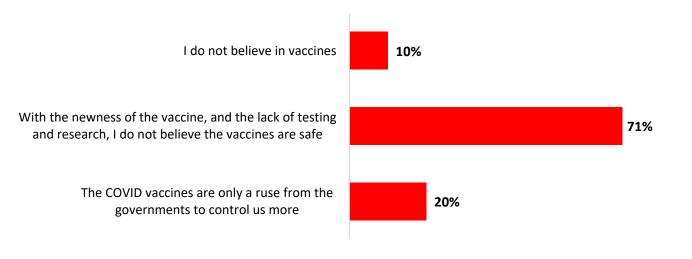




### REASON FOR NOT GETTING THE VACCINE (1/2)

CTC741. Which of the following statements is closer to why you do not plan on getting the COVID-19 vaccine?

Base: Respondents who don't plan on getting vaccinated (n=120)







### REASON FOR NOT GETTING THE VACCINE (2/2)

CTC741. Which of the following statements is closer to why you do not plan on getting the COVID-19 vaccine?

Base: Respondents who don't plan on getting vaccinated

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	140	4	27	54	15	22	17	60	55	25	52	48	38
Unweighted n=	120	4*	32	48	14*	13*	9*	45	57	18*	44	41	33
I do not believe in vaccines	10%	0%	16%	4%	10%	15%	11%	13%	8%	5%	5%	8%	19%
With the newness of the vaccine, and the lack of testing and research, I do not believe the vaccines are safe	71%	100%	52%	78%	60%	67%	85%	72%	67%	74%	83%	67%	56%
The COVID vaccines are only a ruse from the governments to control us more	20%	0%	32%	17%	30%	18%	4%	14%	24%	21%	12%	24%	25%

<sup>22</sup> 





# REASON FOR NOT GETTING THE VACCINE (CANADA VS UNITED STATES)

CTC741. Which of the following statements is closer to why you do not plan on getting the COVID-19 vaccine?

Base: Respondents who don't plan on getting vaccinated





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	140	278	
Unweighted n=	120	227	
I do not believe in vaccines	10%	13%	3
With the newness of the vaccine, and the lack of testing and research, I do not believe the vaccines are safe	71%	64%	7
The COVID vaccines are only a ruse from the governments to control us more	20%	23%	3



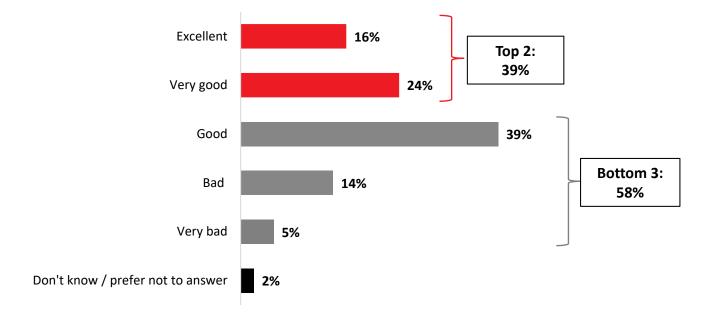




### MENTAL HEALTH DURING THE CRISIS (1/2)

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

Base: All respondents (n=1,515)







### MENTAL HEALTH DURING THE CRISIS (2/2)

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

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	TOTAL August 2 <sup>nd</sup>	Gap
Weighted n=	1,515	104	355	582	99	170	205	406	524	585	637	599	266	1,534	
Unweighted n=	1,515	100	409	606	125	125	150	438	583	494	660	597	246	1,534	
Total Top 2	39%	39%	50%	35%	33%	44%	34%	31%	35%	50%	38%	39%	44%	36%	+3
Excellent	16%	12%	22%	14%	9%	18%	12%	10%	11%	24%	15%	15%	18%	11%	+5
Very good	24%	27%	28%	<b>21</b> %	24%	27%	22%	21%	24%	26%	23%	24%	26%	24%	-
Total Bottom 3	58%	61%	49%	62%	65%	54%	62%	67%	63%	49%	59%	59%	55%	62%	-4
Good *	39%	34%	37%	41%	45%	38%	39%	39%	41%	38%	39%	41%	37%	43%	-4
Bad	14%	24%	9%	15%	15%	12%	17%	18%	<b>17</b> %	9%	14%	14%	14%	16%	-2
Very bad	5%	3%	3%	6%	5%	5%	6%	9%	5%	<b>2</b> %	6%	5%	4%	4%	+1
Don't know/Prefer not to answer	2%	0%	1%	3%	2%	1%	4%	3%	3%	1%	3%	2%	1%	2%	-

<sup>\*</sup>The Good rating is placed in the bottom 3 as part of a standardized scale in academic research



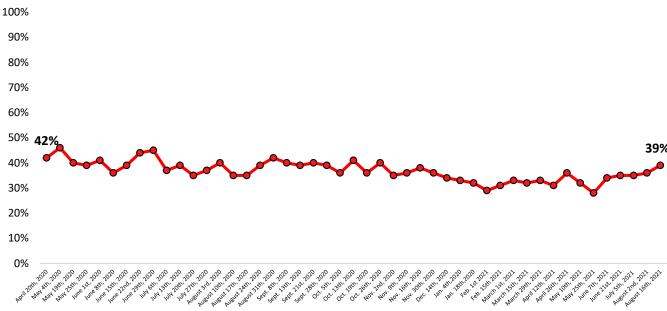


#### **MENTAL HEALTH DURING THE CRISIS - EVOLUTION**

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







# MENTAL HEALTH DURING THE CRISIS (CANADA VS UNITED STATES)

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





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,005	
Unweighted n=	1,515	1,005	
Total Top 2	39%	44%	5
Excellent	16%	19%	3
Very good	24%	25%	1
Total Bottom 3	58%	51%	7
Good *	39%	35%	4
Bad	14%	11%	3
Very bad	5%	4%	1
Don't know/Prefer not to answer	2%	6%	4

<sup>\*</sup>The Good rating is placed in the bottom 3 as part of a standardized scale in academic research

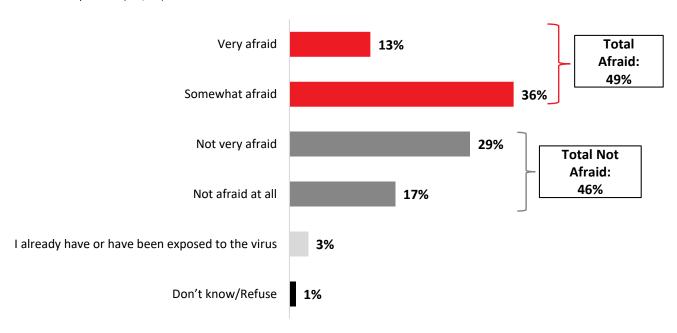




## FEAR OF CONTRACTING THE VIRUS (1/2)

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

Base: All respondents (n=1,515)







### FEAR OF CONTRACTING THE VIRUS (2/2)

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

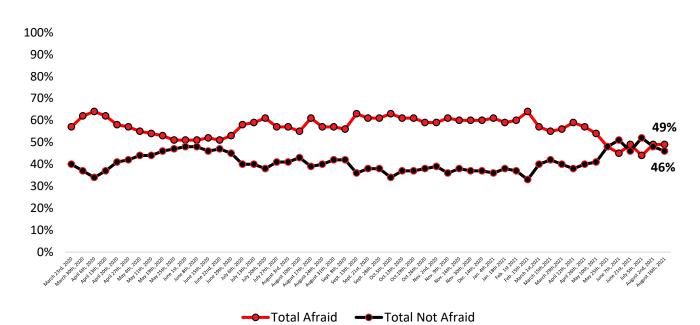
	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	TOTAL August 2 <sup>nd</sup>	Gap
Weighted n=	1,515	104	355	582	99	170	205	406	524	585	637	599	266	1,534	
Unweighted n=	1,515	100	409	606	125	125	150	438	583	494	660	597	246	1,534	
Total Afraid	49%	53%	43%	53%	49%	44%	52%	44%	49%	53%	49%	52%	43%	49%	-
Very afraid	13%	18%	10%	15%	10%	8%	15%	13%	12%	14%	13%	14%	10%	12%	+1
Somewhat afraid	36%	35%	33%	38%	40%	36%	38%	31%	37%	39%	36%	39%	33%	36%	-
Total Not Afraid	46%	43%	<b>52</b> %	43%	44%	53%	42%	51%	46%	43%	46%	44%	52%	48%	-2
Not very afraid	29%	31%	36%	29%	20%	23%	29%	31%	29%	28%	29%	29%	30%	31%	-2
Not afraid at all	17%	12%	16%	15%	24%	30%	13%	20%	17%	15%	17%	15%	22%	18%	-1
I already have or have been exposed to the virus	3%	0%	4%	3%	5%	4%	4%	4%	3%	2%	3%	3%	5%	2%	+1
Don't know/Refuse	1%	4%	2%	1%	2%	0%	1%	1%	2%	1%	2%	1%	1%	1%	-





#### FEAR OF CONTRACTING THE VIRUS - EVOLUTION

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







# FEAR OF CONTRACTING THE VIRUS (CANADA VS UNITED STATES)

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





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,005	
Unweighted n=	1,515	1,005	
Total Afraid	49%	50%	1
Very afraid	13%	19%	6
Somewhat afraid	36%	31%	5
Total Not Afraid	46%	45%	1
Not very afraid	29%	24%	5
Not afraid at all	17%	21%	4
I already have or have been exposed to the virus	3%	5%	2
Don't know/Refuse	1%	0%	1

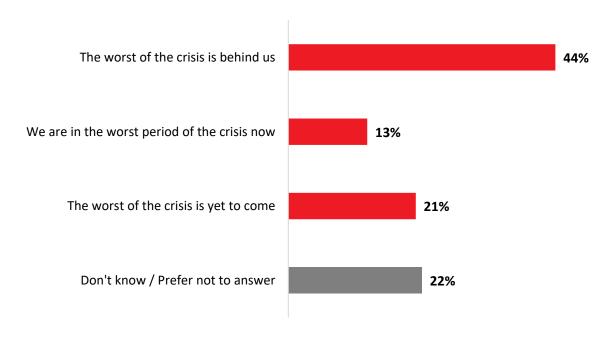




### **EVOLUTION OF THE COVID-19 PANDEMIC (1/2)**

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

Base: All respondents (n=1,515)







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

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

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban		TOTAL August 2 <sup>nd</sup>	Gap
Weighted n=	1,515	104	355	582	99	170	205	406	524	585	637	599	266	1,534	
Unweighted n=	1,515	100	409	606	125	125	150	438	583	494	660	597	246	1,534	
The worst of the crisis is behind us	44%	31%	56%	42%	51%	51%	25%	50%	45%	39%	45%	45%	41%	54%	-10
We are in the worst period of the crisis now	13%	13%	11%	13%	12%	9%	23%	11%	12%	16%	15%	13%	9%	9%	+4
The worst of the crisis is yet to come	21%	26%	18%	21%	23%	20%	20%	20%	20%	22%	18%	21%	27%	17%	+4
Don't know / Prefer not to answer	22%	30%	14%	24%	14%	19%	32%	19%	23%	23%	22%	21%	23%	20%	+2





# **EVOLUTION OF THE COVID-19 PANDEMIC** (CANADA VS UNITED STATES)

CTC20: What statement best describes your personal opinion of the COVID-19 crisis for Canada/United States?





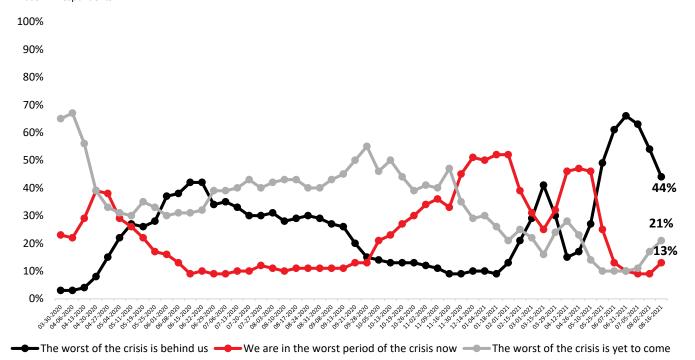
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	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,005	
Unweighted n=	1,515	1,005	
The worst of the crisis is behind us	44%	32%	12
We are in the worst period of the crisis now	13%	21%	8
The worst of the crisis is yet to come	21%	29%	8
Don't know / Prefer not to answer	22%	18%	4





#### **EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)**

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



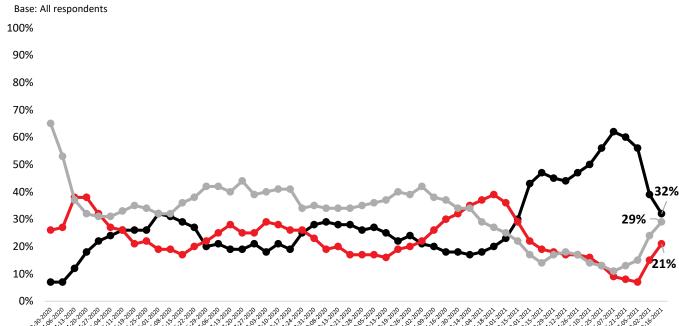




# **EVOLUTION OF THE COVID-19 PANDEMIC** (UNITED STATES)

CTC20: What statement best describes your personal opinion of the COVID-19 crisis for The United States?

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

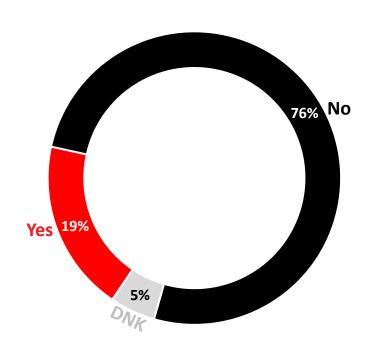




## LIFTING ALL RESTRICTIONS (1/2)

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

Base: All respondents (n=1,515)







## 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 August 2 <sup>nd</sup>	Gap
Weighted n=	1,515	104	355	582	99	170	205	406	524	585	637	599	266	1,534	
Unweighted n=	1,515	100	409	606	125	125	150	438	583	494	660	597	246	1,534	
Yes	19%	14%	16%	18%	33%	31%	12%	26%	24%	10%	17%	19%	24%	20%	-1
No	76%	78%	78%	77%	63%	67%	81%	65%	71%	88%	75%	78%	73%	73%	+3
Don't know	5%	9%	5%	5%	4%	2%	7%	8%	6%	3%	8%	3%	3%	7%	-2





# 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	1,515	1,005	
Unweighted n	1,515	1,005	
Yes	19%	30%	11
No	76%	59%	17
Don't know	5%	10%	5



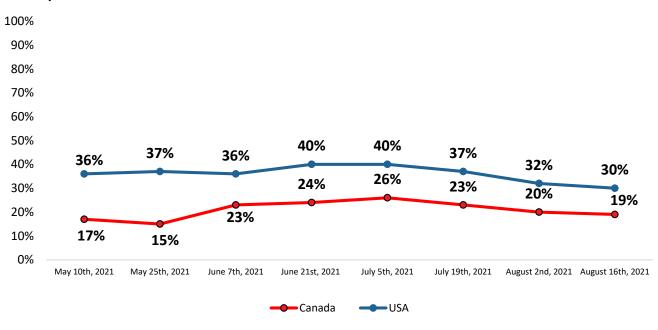


### LIFTING ALL RESTRICTIONS - EVOLUTION

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

Base: All respondents

#### % Yes presented





WOULD YOU LIKE TO SURVEY CANADIANS

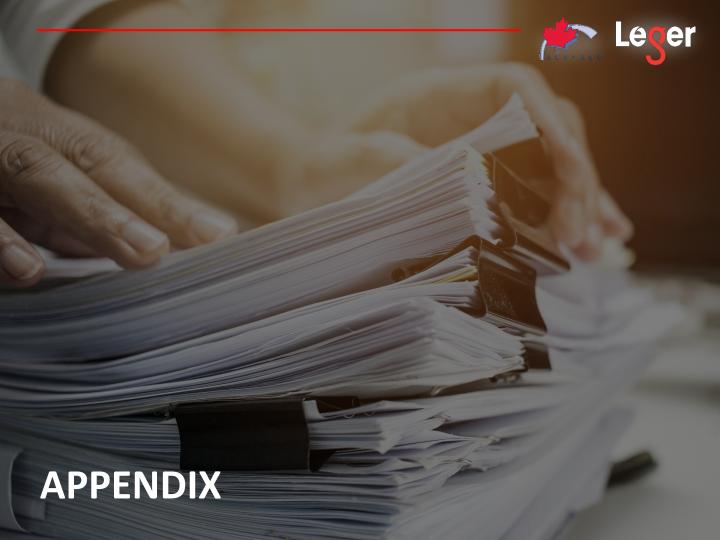
**AND/OR AMERICANS?** 

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

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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	150	205
Alberta	125	170
Manitoba/Saskatchewan	125	99
Ontario	606	582
Quebec	409	355
Atlantic	100	104

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

US Region	Unweighted	Weighted
NorthEast	186	180
MidWest	217	218
South	353	373
West	249	234





#### **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	857	736
Female	658	779

AGE	Unweighted	Weighted
Between 18 and 34	494	585
Between 35 and 54	583	524
55 or over	494	585

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	969	1,031
French	346	315
Other	200	169

The sample thus collected has a minimum weighting factor of 0.1288 and a maximum weighting factor of 4.4634. The weighted variance is 0.4010.





#### **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	494	487
Female	511	518

AGE	Unweighted	Weighted
Between 18 and 29	113	168
Between 30 and 39	187	226
Between 40 and 49	197	187
Between 50 and 64	286	251
65 or older	222	173

The sample thus collected has a minimum weighting factor of 0.2555 and a maximum weighting factor of 3.5874. The weighted variance is 0.3402.



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   Marketing research and polling
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- 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

185

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#### **OUR CREDENTIALS**



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 <u>ESOMAR</u> (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 <u>international ICC/ESOMAR</u> code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the <u>Insights Association</u>, the American Association of Marketing Research Analytics.

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We Know Canadians









