



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 **1,546** 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 February **04**th, **2022**, to February **06**th, **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. 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 ±2.49%, 19 times out of 20 for the Canadian sample and of ±3.091%, 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.



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	(%	[]	*NDP	B	PPC	
LEGER SURVEY Published in <i>Le Journal de Montréal and The National Post/Postmedia</i> 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%



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.

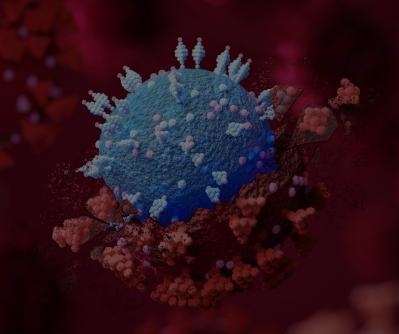
In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion that that of other respondents.

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

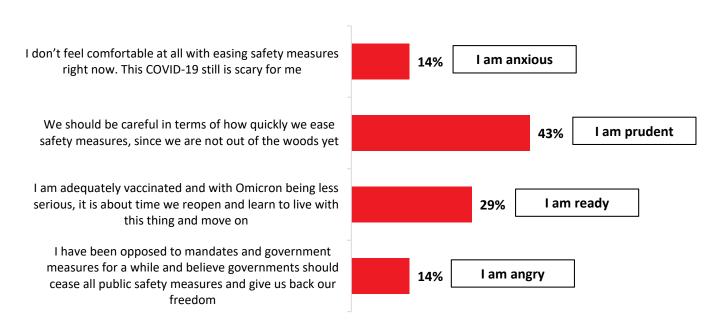




FEELING ABOUT THE STATE OF THE PANDEMIC (1/2)

CTC921. Please tell me which of the following best represents how you feel about the current state of the COVID-19 pandemic.

Base: All respondents (n=1,546)







FEELING ABOUT THE STATE OF THE PANDEMIC (2/2)

CTC921. Please tell me which of the following best represents how you feel about the current state of the COVID-19 pandemic.

														Vaccir Sta	
	TOTAL CANADA	Atl.	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96
I don't feel comfortable at all with easing safety measures right now. This COVID-19 still is scary for me	14%	22%	8%	14%	17%	13%	17%	15%	12%	14%	15%	12%	13%	15%	2%
We should be careful in terms of how quickly we ease safety measures, since we are not out of the woods yet	43%	40%	45%	44%	46%	32%	50%	35%	38%	54%	46%	44%	38%	46%	16%
I am adequately vaccinated and with Omicron being less serious, it is about time we reopen and learn to live with this thing and move on	29%	23%	31%	31%	22%	30%	26%	36%	30%	23%	27%	30%	30%	31%	6%
I have been opposed to mandates and government measures for a while and believe governments should cease all public safety measures and give us back our freedom	14%	16%	16%	12%	15%	24%	7%	15%	20%	8%	12%	14%	19%	8%	76%

^{*}Vaccinated total includes people who received one dose, two doses and two doses plus the booster.





FEELING ABOUT THE STATE OF THE PANDEMIC (CANADA VS UNITED STATES)

CTC921. Please tell me which of the following best represents how you feel about the current state of the Covid-19 pandemic.





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,546	1,005	
Unweighted n=	1,546	1,005	
I don't feel comfortable at all with easing safety measures right now. This COVID-19 still is scary for me	14%	16%	2
We should be careful in terms of how quickly we ease safety measures, since we are not out of the woods yet	43%	38%	5
I am adequately vaccinated and with Omicron being less serious, it is about time we reopen and learn to live with this thing and move on	29%	23%	6
I have been opposed to mandates and government measures for a while and believe governments should cease all public safety measures and give us back our freedom	14%	23%	9

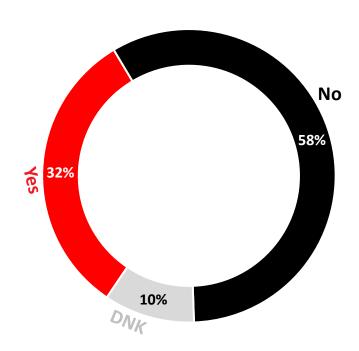




LIFTING ALL RESTRICTIONS (1/2)

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

Base: All respondents (n=1,546)







LIFTING ALL RESTRICTIONS (2/2)

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

Base: All respondents

															nation tus		
	TOTAL CANADA	ATL	QС	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.	TOTAL Jan. 10 ^{th,} 2022	Gap
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95	1,547	
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96	1,547	
Yes	32%	29%	36%	31%	33%	47%	21%	38%	40%	21%	28%	34%	39%	28%	83%	20%	+12
No	58%	54%	59%	60%	53%	45%	68%	52 %	49%	71%	62%	56%	53%	62%	13%	73%	-15
Don't know	10%	16%	6%	10%	14%	8%	11%	10%	11%	8%	10%	10%	8%	10%	4%	6%	+4

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LIFTING ALL RESTRICTIONS (CANADA VS UNITED STATES)

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





		TOTAL CANADA	TOTAL USA	Gap
	Weighted n=	1,546	1,005	
l	Jnweighted n=	1,546	1,005	
Yes		32%	36%	4
No		58%	53%	5
Don't know		10%	11%	1

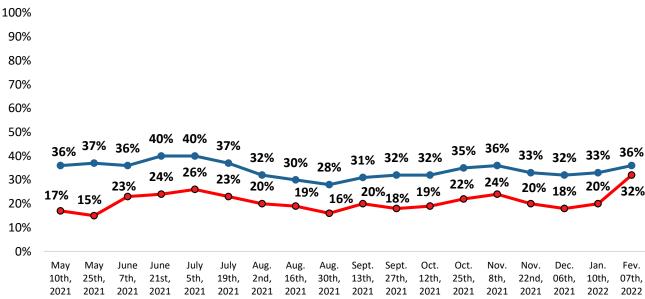




LIFTING ALL RESTRICTIONS - EVOLUTION

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





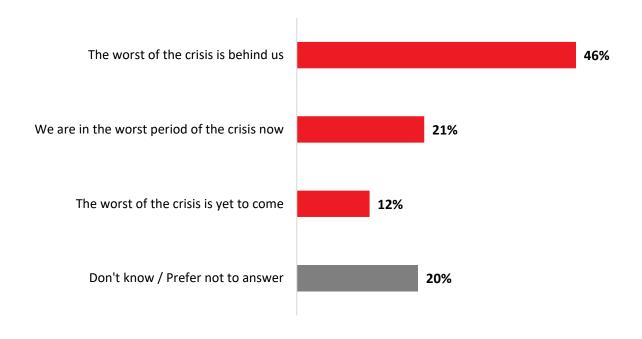




EVOLUTION OF THE COVID-19 PANDEMIC (1/2)

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

Base: All respondents (n=1,546)







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

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

														Vaccina Stat			
	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.	TOTAL Jan. 10 ^{th,} 2022	Gap
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95	1,547	
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96	1,547	
The worst of the crisis is behind us	46%	30%	57%	44%	44%	50%	42%	50%	45%	46%	45%	46%	48%	45%	64%	24%	+22
We are in the worst period of the crisis now	21%	21%	21%	18%	28%	21%	25%	22%	22%	19%	23%	22%	15%	22%	4%	34%	-13
The worst of the crisis is yet to come	12%	20%	12%	12%	11%	11%	12%	11%	12%	14%	11%	12%	15%	13%	11%	22%	-10
Don't know / Prefer not to answer	20%	29%	11%	26%	17%	18%	21%	17%	22%	22%	21%	19%	21%	20%	21%	20%	-

^{*}Vaccinated total includes people who received one dose, two doses and two doses plus the booster.





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?





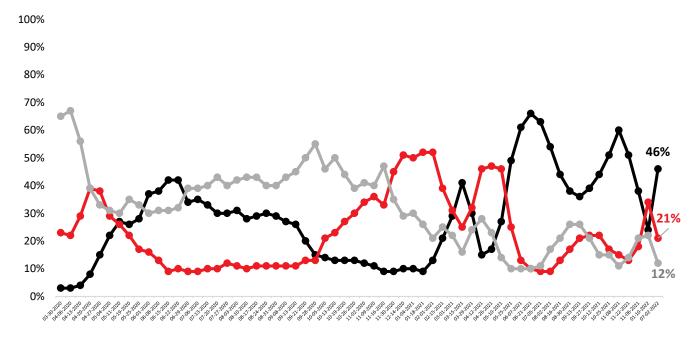
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,546	1,005	
Unweighted n=	1,546	1,005	
The worst of the crisis is behind us	46%	46%	-
We are in the worst period of the crisis now	21%	19%	2
The worst of the crisis is yet to come	12%	15%	3
Don't know / Prefer not to answer	20%	21%	1





EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)

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



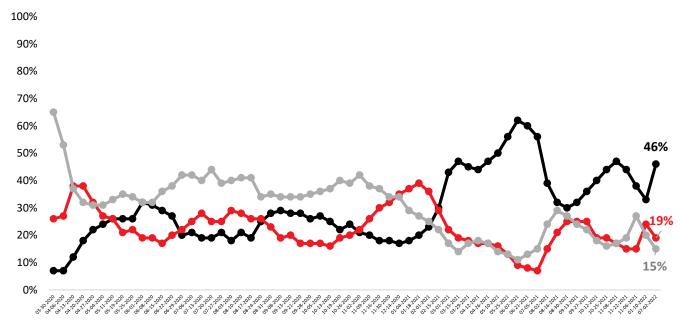




EVOLUTION OF THE COVID-19 PANDEMIC (UNITED STATES)

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

Base: All respondents



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





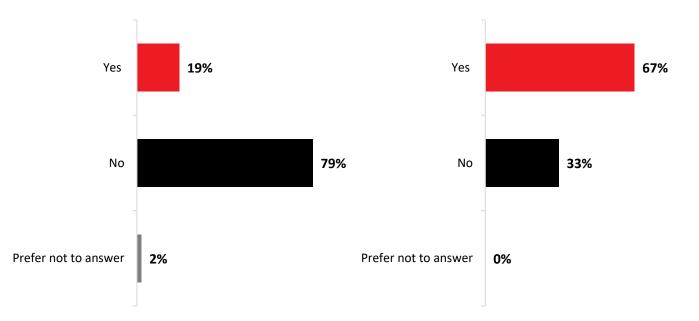
POSITIVE FOR COVID-19 (1/2)

CTC922. Whether you tested positively or not, did you get COVID-19 in the last two years?

Base: All respondents (n=1,546)

CTC922B. Whether you tested positively or not, did you get COVID-19 in the last three months?

Base: Respondents who got COVID-19 in the past two years (n=292)







POSITIVE FOR COVID-19 (2/2)

CTC922. Whether you tested positively or not, did you get COVID-19 in the last two years?

Base: All respondents

														Vaccir Sta	
	TOTAL CANADA	Atl.	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96
Yes	19%	7%	19%	16%	27%	31%	18%	26%	25%	8%	19%	19%	18%	17%	35%
No	79%	93%	81%	81%	71 %	67 %	79%	73 %	72 %	91%	79%	79%	80%	81%	64%
Prefer not to answer	2%	0%	1%	3%	2%	1%	2%	1%	3%	1%	2%	2%	1%	1%	1%

CTC922B. Whether you tested positively or not, did you get COVID-19 in the last three months?

Base: Respondents who got	Base: Respondents who got COVID-19 in the past two years														
	TOTAL CANADA	Atl.	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.
Weighted n=	292	8	67	96	27	54	38	107	135	49	120	114	57	247	34
Unweighted n=	292	9**	89	99	34	35	26**	118	132	42	124	109	58	248	34
Yes	67%	36%	70%	65%	58%	70%	71%	73%	66%	54%	67%	68%	64%	70%	54%
No	33%	64%	30%	34%	42%	30%	29%	27%	33%	46%	33%	32%	36%	30%	46%
Prefer not to answer	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%

^{*}Vaccinated total includes people who received one dose, two doses and two doses plus the booster.

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





POSITIVE FOR COVID-19 (CANADA VS UNITED STATES)

CTC922. Whether you tested positively or not, did you get COVID-19 in the last two years?

Base: All respondents





		TOTAL CANADA	TOTAL USA	Gap
	Weighted n=	1,546	1,005	
	Unweighted n=	1,546	1,005	
Yes		19%	20%	1
No		79%	78%	1
Prefer not to answer		2%	3%	1

CTC922B. Whether you tested positively or not, did you get COVID-19 in the last three months?

Base: Respondents who got COVID-19 in the past two years

		TOTAL CANADA	TOTAL USA	Gap
	Weighted n=	292	198	
	Unweighted n=	292	205	
Yes		67%	47%	20
No		33%	53%	20
Prefer not to answer		0%	0%	-

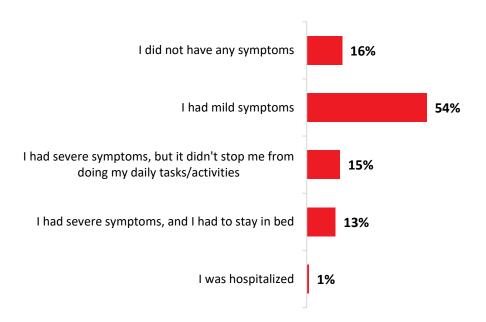




SEVERITY OF THE SYMPTOMS (1/2)

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

Base: Respondents who got COVID-19 in the last three months (n=198)



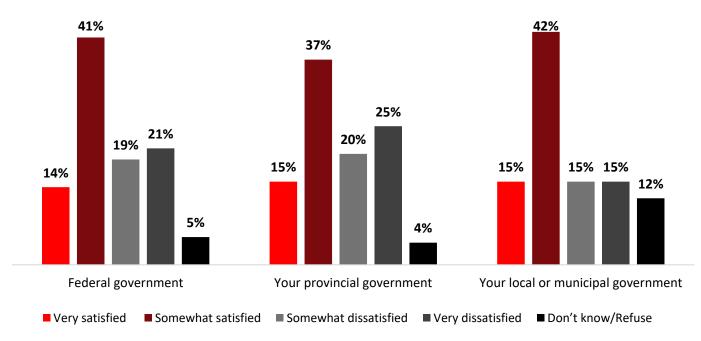






SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (1/2)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following? Base: All respondents (n=1,546)







SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (2/2)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

														Vaccir Sta			
	TOTAL CANADA	ATL	QС	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.	TOTAL Jan. 10 ^{th,} 2022	Gap
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95	1,547	
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96	1,547	
Federal government																	
Total Satisfied	55%	59%	58%	57%	55%	41%	57%	48%	51%	65%	59%	54%	50%	60%	12 %	57%	-2
Total Dissatisfied	39%	34%	39%	37%	41%	56%	35%	43%	45%	31 %	35%	42%	44%	35 %	84%	38%	+1
Your provincial governme	nt																
Total Satisfied	52%	56%	61%	50%	37%	32%	62%	40%	47%	64%	51%	54%	48%	55%	12 %	53%	-1
Total Dissatisfied	44%	37%	38%	45%	61%	65%	31%	53%	49%	34%	44%	43%	46%	41%	84%	43%	+1
Your local or municipal go	vernmen	ıt															
Total Satisfied	58%	59%	60%	60%	55%	55%	52%	48%	53 %	70%	59%	60%	51%	61%	23%	57%	+1
Total Dissatisfied	30%	28%	23%	29%	37%	40%	31%	37%	35%	19%	29%	27%	35%	26%	70%	29%	+1

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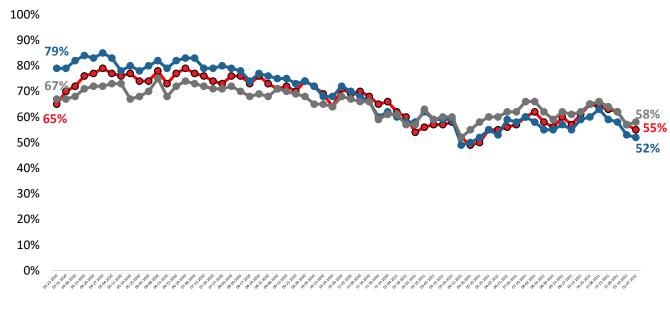


SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - EVOLUTION

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

% Total Satisfied presented







SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - DETAILS

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents













François Legault

Doug Ford

Heather Stefanson*

Scott Moe

Jason Kenney

John Horgan

					Steranson			
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n=	1,546	106	363	594	54	47	173	210
Unweighted n=	1,546	104	419	606	61	64	136	156
Total Satisfied	52%	56%	61%	50%	41%	31%	32%	62%
Very satisfied	15%	25%	23%	10%	12%	5%	5%	19%
Somewhat satisfied	37%	31%	37%	40%	30%	26%	27%	43%
Total Dissatisfied	44%	37%	38%	45%	57%	66%	65%	31%
Somewhat dissatisfied	20%	26%	14%	20%	22%	24%	27%	17%
Very dissatisfied	25%	11%	23%	25%	34%	42%	38%	14%
Don't know/Refuse	4%	7%	2%	5%	2%	3%	3%	7%



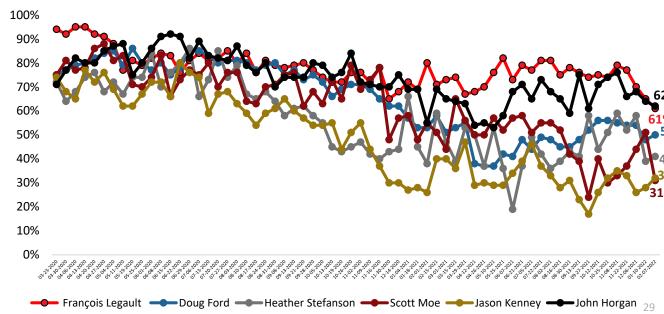


SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - EVOLUTION

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

% Total Satisfied presented







SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (CANADA VS UNITED STATES)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents





	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,546	1,005	
Unweighted n= % "Satisfied" presented	1,546	1,005	
Federal government / The US President	55%	44%	11
Your provincial government / Your State government	52%	49%	3
Your local or municipal government	58%	50%	8



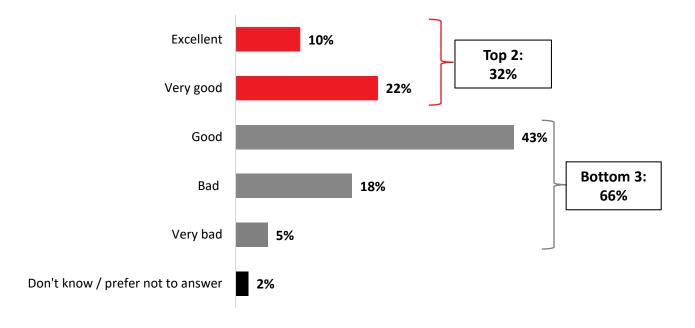




MENTAL HEALTH DURING THE CRISIS (1/2)

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

Base: All respondents (n=1,546)



^{*}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?

														Vaccin Stat			
	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.	TOTAL Jan. 10 ^{th,} 2022	Gap
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95	1,547	
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96	1,547	
Total Top 2	32%	26%	35%	31%	29%	39%	27%	23%	28%	41%	31%	32%	35%	32%	36%	35%	-3
Excellent	10%	11%	11%	10%	8%	7%	6%	4%	8%	15%	9%	9%	11%	9%	12%	11%	-1
Very good	22%	15%	24%	20%	21%	32%	22%	18%	21%	27%	22%	23%	23%	22%	23%	24%	-2
Total Bottom 3	66%	73%	64%	67%	67%	58%	70%	75 %	69%	57 %	67%	66%	64%	66%	64%	63%	+3
Good *	43%	40%	44%	44%	47%	32 %	46%	41%	43%	44%	40%	46%	41%	44%	35%	39%	+4
Bad	18%	26%	15%	19%	12%	19%	17%	24%	19%	13%	20%	16%	16%	18%	18%	19%	-1
Very bad	5%	6%	5%	4%	8%	7%	7%	9%	7 %	1%	6%	4%	7%	5%	11%	5%	-
Don't know/Prefer not to answer	2%	1%	1%	2%	4%	3%	2%	3%	3%	1%	2%	2%	1%	2%	0%	3%	-1

^{*}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.



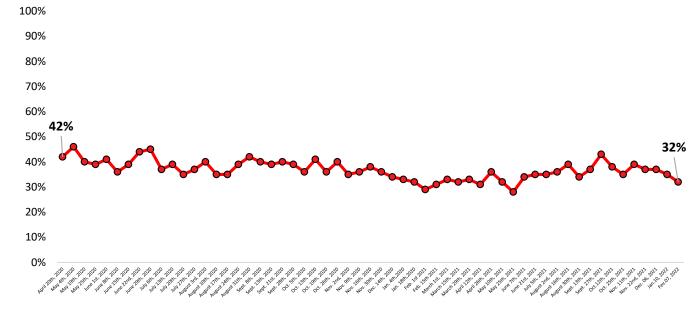


MENTAL HEALTH DURING THE CRISIS - EVOLUTION

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







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=	1,546	1,005	
Unweighted n=	1,546	1,005	
Total Top 2	32%	46%	14
Excellent	10%	20%	10
Very good	22%	26%	4
Total Bottom 3	66%	50%	16
Good *	43%	36%	7
Bad	18%	11%	2
Very bad	5%	3%	2
Don't know/Prefer not to answer	2%	4%	2

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

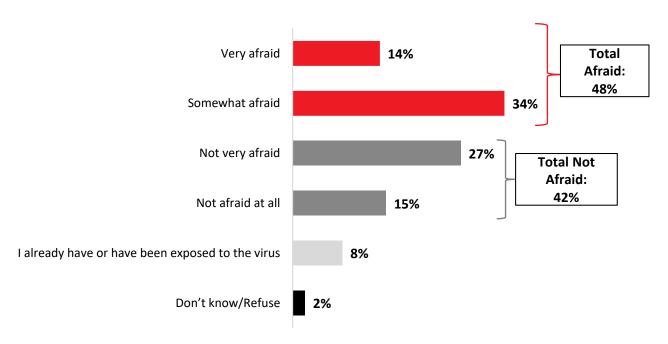




FEAR OF CONTRACTING THE VIRUS (1/2)

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

Base: All respondents (n=1,546)







FEAR OF CONTRACTING THE VIRUS (2/2)

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

															nation itus		
	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	Urban	Sub- urban	Rural	Vacc.	Not vacc.	TOTAL Jan. 10 ^{th,} 2022	Gap
Weighted n=	1,546	106	363	594	101	173	210	410	538	597	623	599	310	1,413	95	1,547	
Unweighted n=	1,546	104	419	606	125	136	156	479	606	461	644	599	291	1,413	96	1,547	
Total Afraid	48%	58%	39 %	52 %	53%	41%	52%	43%	43%	57 %	52 %	48%	42%	52 %	12 %	56%	-8
Very afraid	14%	17%	11%	14%	9%	11%	22%	12%	14%	16%	17%	14%	9%	15%	2%	16%	-2
Somewhat afraid	34%	41%	28 %	38%	44%	30%	30%	31%	29 %	41%	35%	34%	33%	37 %	9%	39%	-5
Total Not Afraid	42%	36%	52 %	39%	32%	42%	37%	46%	42%	39%	39%	41%	47%	40%	65%	38%	+4
Not very afraid	27%	23%	3 6%	25%	18%	25%	23%	28%	23%	29%	26%	26%	30%	27%	19%	25%	+2
Not afraid at all	15%	12%	17%	15%	15%	17%	14%	18%	19%	10%	13%	16%	17%	12 %	46%	14%	+1
I already have or have been exposed to the virus	8%	2%	8%	6%	10%	17%	8%	9%	13%	3%	7%	8%	10%	7%	24%	4%	+4
Don't know/Refuse	2%	4%	0%	3%	5%	0%	2%	3%	2%	1%	2%	3%	1%	2%	0%	2%	-

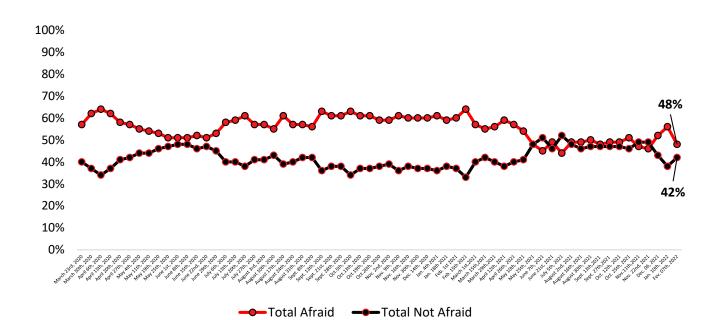
^{*}Vaccinated total includes people who received one dose, two doses and two doses plus the booster.





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=	1,546	1,005	
Unweighted n=	1,546	1,005	
Total Afraid	48%	46%	2
Very afraid	14%	16%	2
Somewhat afraid	34%	31%	3
Total Not Afraid	42%	46%	4
Not very afraid	27%	23%	4
Not afraid at all	15%	23%	8
I already have or have been exposed to the virus	8%	8%	-
Don't know/Refuse	2%	0%	2



WOULD YOU LIKE TO SURVEY CANADIANS

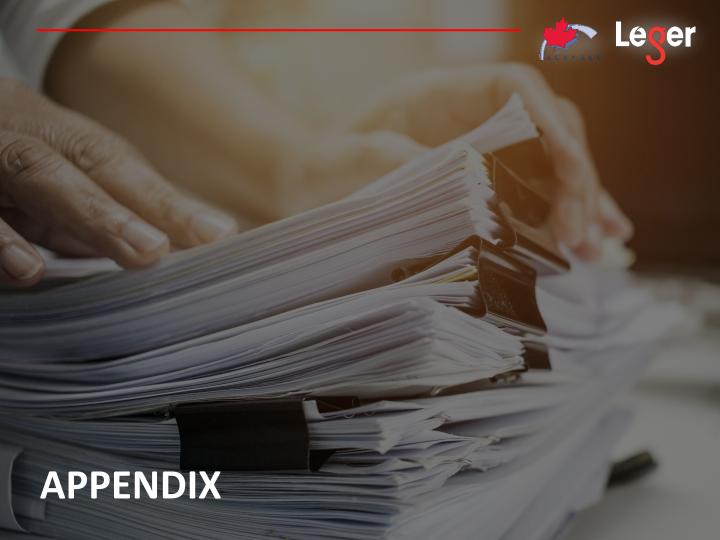
AND/OR AMERICANS?

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

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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	156	210
Alberta	136	173
Manitoba/Saskatchewan	125	101
Ontario	606	594
Quebec	419	363
Atlantic	104	106

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

US Region	Unweighted	Weighted
NorthEast	210	180
MidWest	210	218
South	332	373
West	253	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	853	751
Female	693	795

AGE	Unweighted	Weighted
Between 18 and 34	479	410
Between 35 and 54	606	538
55 or over	461	597

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	948	996
French	369	322
Other	226	227

The sample thus collected has a minimum weighting factor of 0.1619 and a maximum weighting factor of 4.8472. The weighted variance is 0.4233.





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	491	487
Female	514	518

AGE	Unweighted	Weighted
Between 18 and 29	83	179
Between 30 and 39	177	215
Between 40 and 49	230	207
Between 50 and 64	292	292
65 or older	223	173

The sample thus collected has a minimum weighting factor of 0.2050 and a maximum weighting factor of 4.5471. The weighted variance is 0.4620.



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We Know Canadians









