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NORTH AMERICAN TRACKER

# Leger

July 5, 2021

EDITION



THE CANADIAN PRESS 

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## 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 **1,518 Canadians and 1,003 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 2<sup>nd</sup>, 2021 to July 4<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 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.

# METHODOLOGICAL APPROACH

## METHODOLOGY



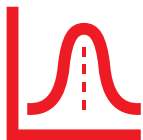
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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  $\pm 2.52\%$ , **19 times out of 20** for the Canadian sample and of  $\pm 3.09\%$ , **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.

# 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 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



#### LEGER SURVEY

Published in *Le Journal de Montréal*  
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 than 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](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca)



**Leger**

# FEDERAL POLITICS

# VOTING INTENTIONS - FEDERAL ELECTIONS

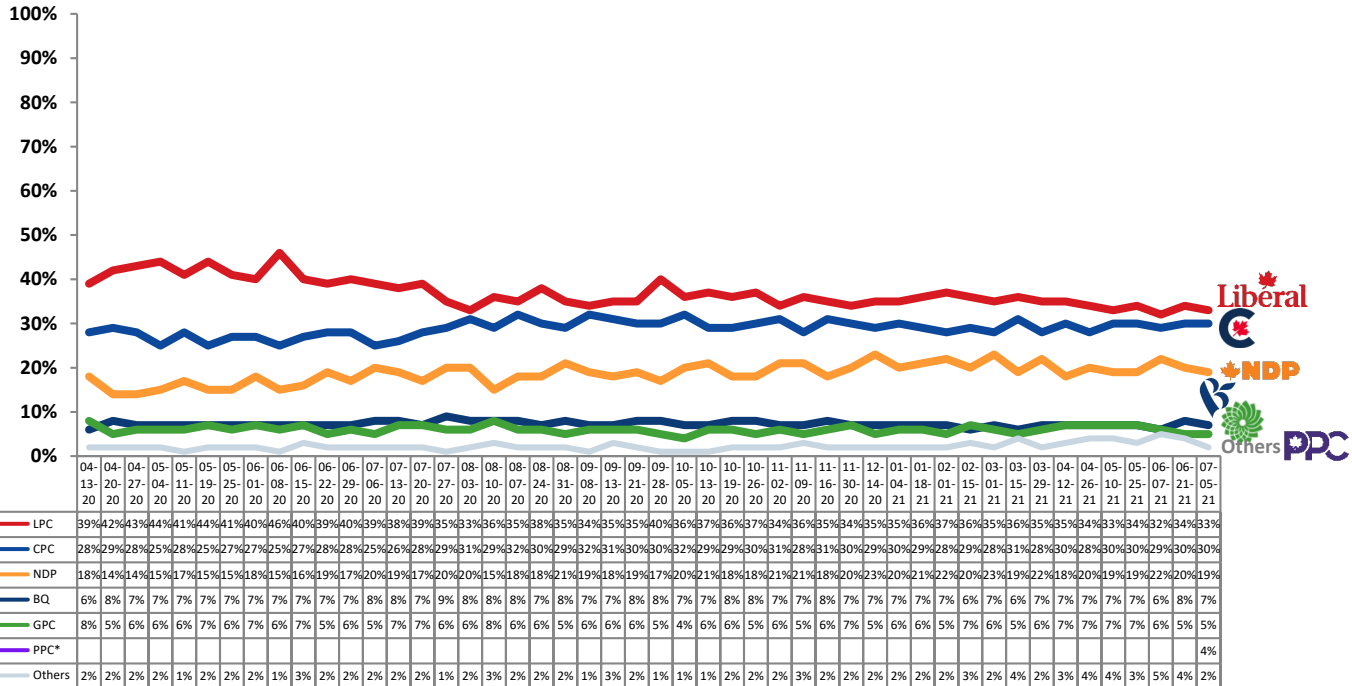
CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...*

Base: All respondents (n=1,518), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	TOTAL June 21 <sup>st</sup> 2021	Gap
Weighted n=	1,518	1,213	74	282	467	75	147	167	617	596	325	400	487	1,293	
Unweighted n=	1,518	1,246	75	341	497	97	111	125	713	533	302	480	464	1,312	
... Justin Trudeau's Liberal Party of Canada	27%	33%	39%	31%	37%	27%	25%	35%	33%	34%	29%	35%	35%	34%	-1
... Erin O'Toole's Conservative Party of Canada	24%	30%	24%	17%	31%	50%	54%	21%	32%	27%	26%	27%	35%	30%	-
... Jagmeet Singh's New Democratic Party of Canada	15%	19%	29%	13%	20%	16%	14%	30%	16%	23%	33%	16%	13%	20%	-1
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	32%	-	-	-	-	-	-	-	-	-	8%	-1
... Annamie Paul's Green Party of Canada	4%	5%	4%	3%	7%	5%	1%	6%	5%	5%	6%	5%	4%	5%	-
... Maxime Bernier's People's Party of Canada*	3%	4%	3%	3%	4%	3%	4%	6%	4%	3%	1%	7%	3%	-	-
... another party	1%	2%	0%	1%	2%	0%	1%	3%	2%	1%	0%	2%	2%	4%	-2
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-



# EVOLUTION OF VOTING INTENTIONS IN CANADA

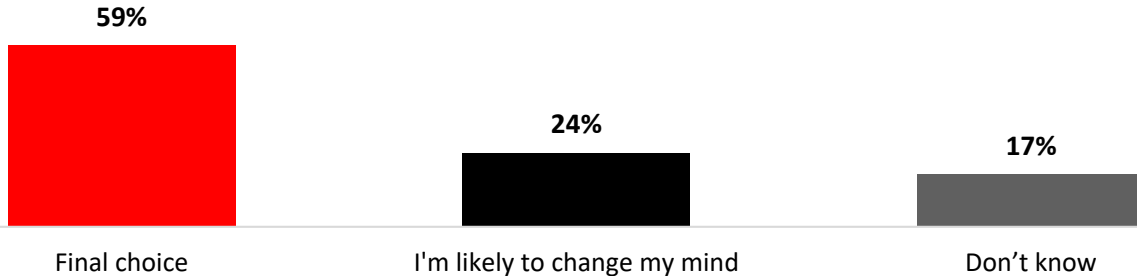


\*People's Party of Canada was added to the surveyed parties starting July 5, 2021

# CHOICE OF POLITICAL PARTY

**CTC694. Is this your final choice or are you likely to change your mind?**

Base: Decided voters (n=1,246)









	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,213	74	282	467	75	147	167	325	400	487	502	459	239
Unweighted n =	1,246	75	341	497	97	111	125	302	480	464	531	466	239
Final choice	59%	64%	51%	58%	70%	63%	64%	49%	58%	65%	59%	62%	54%
I'm likely to change my mind	24%	14%	44%	19%	12%	19%	17%	33%	25%	16%	25%	21%	26%
Don't know	17%	23%	5%	23%	18%	18%	19%	18%	16%	18%	16%	17%	20%

# CHOICE OF POLITICAL PARTY – DETAILS BY VOTING INTENTIONS

CTC694. Is this your final choice or are you likely to change your mind?

Base: Decided voters

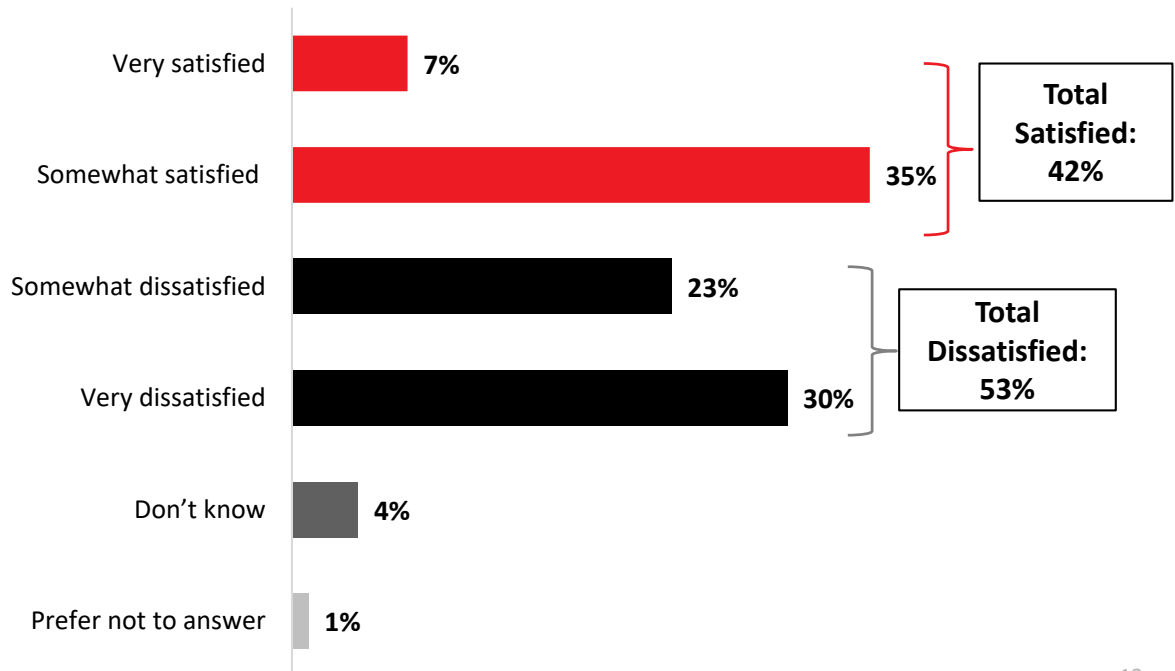
		 Liberal	 C	 NDP	 BQ	 GPC	 PPC	
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,213	404	363	234	90	58	45	18
Unweighted n=	1,246	503	294	230	102	63	39	15*
Final choice	59%	58%	66%	59%	51%	39%	47%	55%
I'm likely to change my mind	24%	25%	16%	24%	44%	39%	18%	8%
Don't know	17%	17%	17%	17%	4%	22%	35%	37%

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

# SATISFACTION WITH TRUDEAU'S GOVERNMENT (1/2)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents (n=1,518)



# SATISFACTION WITH TRUDEAU'S GOVERNMENT (2/2)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
<b>Total Satisfied</b>	<b>42%</b>	<b>54%</b>	45%	41%	33%	<b>32%</b>	45%	46%	40%	41%	45%	41%	38%
Very satisfied	<b>7%</b>	5%	8%	8%	6%	8%	7%	6%	8%	8%	8%	8%	5%
Somewhat satisfied	<b>35%</b>	<b>49%</b>	37%	33%	28%	<b>25%</b>	38%	<b>40%</b>	33%	33%	37%	33%	33%
<b>Total Dissatisfied</b>	<b>53%</b>	<b>43%</b>	50%	54%	58%	<b>66%</b>	50%	<b>48%</b>	53%	<b>57%</b>	51%	56%	55%
Somewhat dissatisfied	<b>23%</b>	20%	<b>30%</b>	21%	16%	23%	23%	26%	21%	23%	23%	24%	23%
Very dissatisfied	<b>30%</b>	23%	<b>20%</b>	33%	<b>42%</b>	<b>44%</b>	27%	<b>22%</b>	33%	<b>34%</b>	29%	31%	32%
Don't know	<b>4%</b>	3%	3%	4%	<b>8%</b>	1%	4%	5%	5%	<b>2%</b>	3%	3%	5%
Prefer not to answer	<b>1%</b>	0%	2%	1%	1%	0%	1%	1%	<b>2%</b>	<b>0%</b>	1%	0%	1%

# SATISFACTION WITH TRUDEAU'S GOVERNMENT - DETAILS BY VOTING INTENTIONS

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents

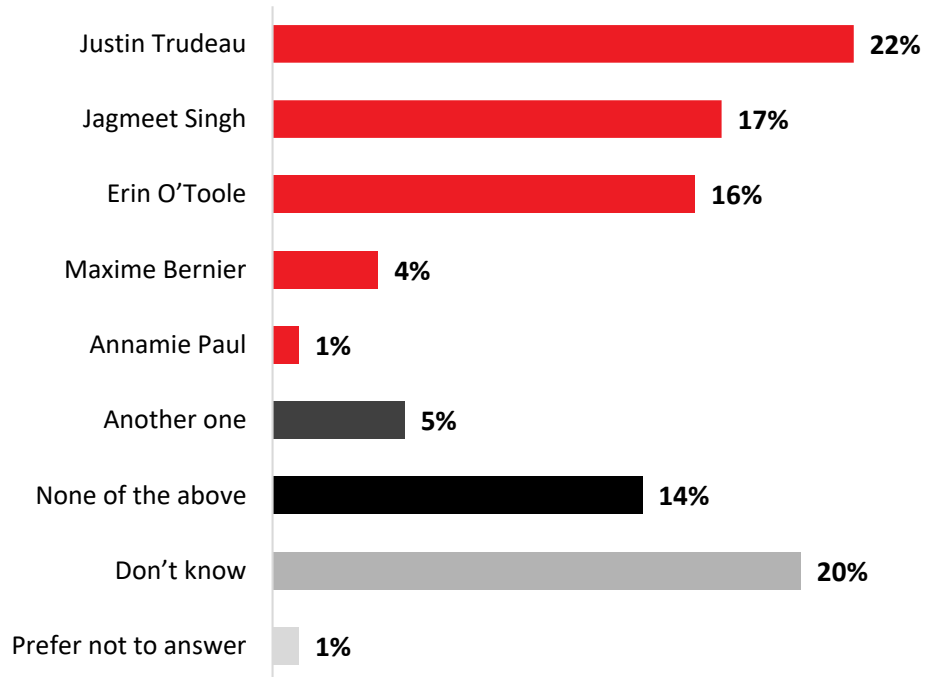
		Liberal	CPC	NDP	BQ	GPC	PPC	Others	
		TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
	Weighted n=	1,518	404	363	234	90	58	45	18
	Unweighted n=	1,518	503	294	230	102	63	39	15*
<b>Total Satisfied</b>		<b>42%</b>	<b>87%</b>	<b>11%</b>	<b>38%</b>	<b>32%</b>	38%	<b>7%</b>	20%
Very satisfied		7%	23%	1%	1%	3%	3%	7%	0%
Somewhat satisfied		35%	64%	10%	37%	29%	35%	0%	20%
<b>Total Dissatisfied</b>		<b>53%</b>	<b>12%</b>	<b>87%</b>	<b>60%</b>	<b>67%</b>	58%	<b>93%</b>	74%
Somewhat dissatisfied		23%	10%	24%	37%	43%	32%	9%	4%
Very dissatisfied		30%	2%	64%	23%	24%	26%	85%	70%
Don't know		4%	1%	1%	2%	0%	2%	0%	6%
Prefer not to answer		1%	0%	1%	0%	1%	2%	0%	0%

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

# LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (1/2)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,518)



# LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (2/2)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents

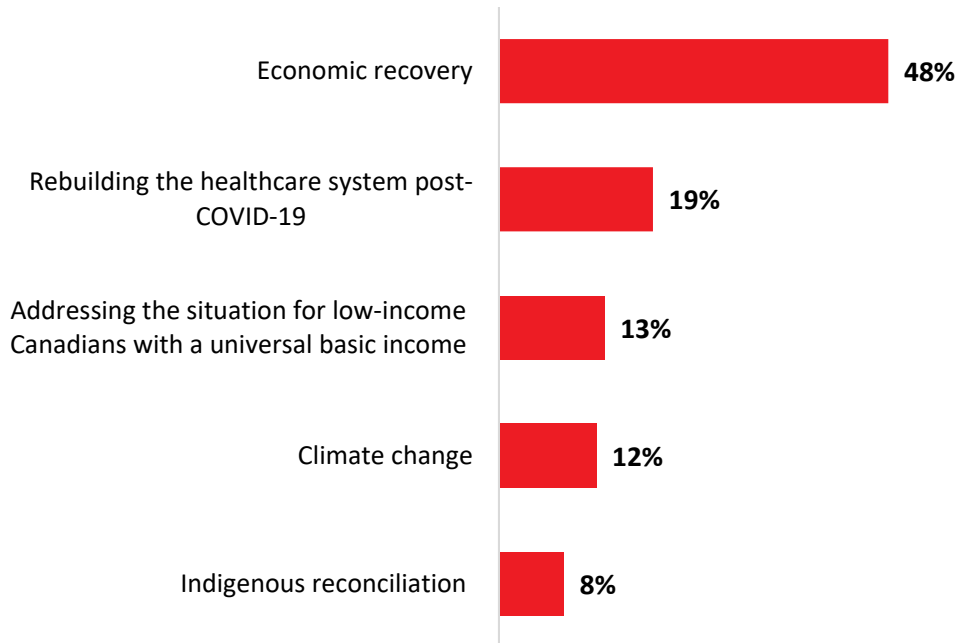
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
Justin Trudeau	<b>22%</b>	27%	23%	22%	18%	17%	23%	<b>17%</b>	21%	<b>26%</b>	24%	23%	18%
Jagmeet Singh	<b>17%</b>	21%	<b>9%</b>	<b>20%</b>	16%	<b>10%</b>	<b>25%</b>	<b>29%</b>	15%	<b>9%</b>	18%	17%	<b>13%</b>
Erin O'Toole	<b>16%</b>	16%	<b>11%</b>	15%	18%	<b>30%</b>	13%	<b>10%</b>	15%	<b>20%</b>	<b>13%</b>	17%	18%
Maxime Bernier	<b>4%</b>	2%	4%	4%	4%	3%	<b>7%</b>	3%	5%	4%	5%	3%	5%
Annamie Paul	<b>1%</b>	1%	1%	2%	0%	1%	1%	<b>2%</b>	1%	<b>0%</b>	1%	1%	1%
Another one	<b>5%</b>	1%	<b>11%</b>	<b>3%</b>	4%	4%	5%	<b>3%</b>	5%	<b>7%</b>	5%	5%	5%
None of the above	<b>14%</b>	<b>6%</b>	15%	15%	14%	19%	<b>8%</b>	11%	14%	16%	14%	14%	14%
Don't know	<b>20%</b>	23%	<b>25%</b>	18%	24%	16%	18%	23%	21%	<b>18%</b>	19%	19%	23%
Prefer not to answer	<b>1%</b>	3%	1%	2%	2%	0%	0%	1%	<b>2%</b>	1%	1%	<b>0%</b>	<b>2%</b>



# MOST IMPORTANT ISSUE FOR THE NEXT ELECTION (1/2)

**CTC692.** With an election in Canada likely this fall, what do you feel is the most important issue to be debated?

Base: All respondents (n=1,518)



# MOST IMPORTANT ISSUE FOR THE NEXT ELECTION (2/2)

CTC692. With an election in Canada likely this fall, what do you feel is the most important issue to be debated?







Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
Economic recovery	48%	39%	47%	46%	47%	70%	46%	42%	47%	54%	47%	46%	55%
Rebuilding the healthcare system post-COVID-19	19%	17%	23%	19%	22%	12%	17%	16%	22%	18%	19%	20%	16%
Addressing the situation for low-income Canadians with a universal basic income	13%	25%	10%	16%	8%	9%	13%	13%	15%	12%	14%	14%	10%
Climate change	12%	8%	16%	11%	12%	7%	14%	14%	10%	11%	12%	12%	13%
Indigenous reconciliation	8%	10%	5%	8%	11%	2%	11%	14%	6%	4%	8%	8%	7%

# MOST IMPORTANT ISSUE FOR THE NEXT ELECTION - DETAILS BY VOTING INTENTIONS

CTC692. With an election in Canada likely this fall, what do you feel is the most important issue to be debated?

Base: All respondents

		 Liberal	 C	 NDP	 BQ	 GPC	 PPC	
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,518	404	363	234	90	58	45	18
Unweighted n=	1,518	503	294	230	102	63	39	15*
Economic recovery	48%	43%	74%	29%	39%	27%	74%	73%
Rebuilding the healthcare system post-COVID-19	19%	22%	17%	17%	23%	10%	19%	22%
Addressing the situation for low-income Canadians with a universal basic income	13%	14%	4%	22%	15%	13%	3%	0%
Climate change	12%	14%	3%	16%	19%	43%	4%	5%
Indigenous reconciliation	8%	7%	3%	16%	4%	7%	0%	0%

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

**BIDEN  
HARRIS**



**Leger**

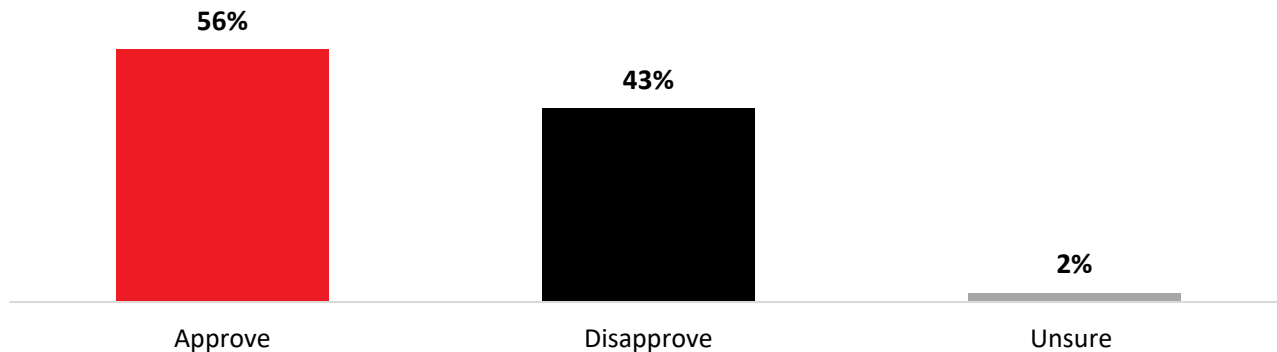
**JOE BIDEN AND KAMALA  
HARRIS' APPROVAL RATING**

# BIDEN'S APPROVAL RATING (1/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

*In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?*

Base: All respondents (n=1,003)



# BIDEN'S APPROVAL RATING (2/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

*In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?*

Base: All respondents

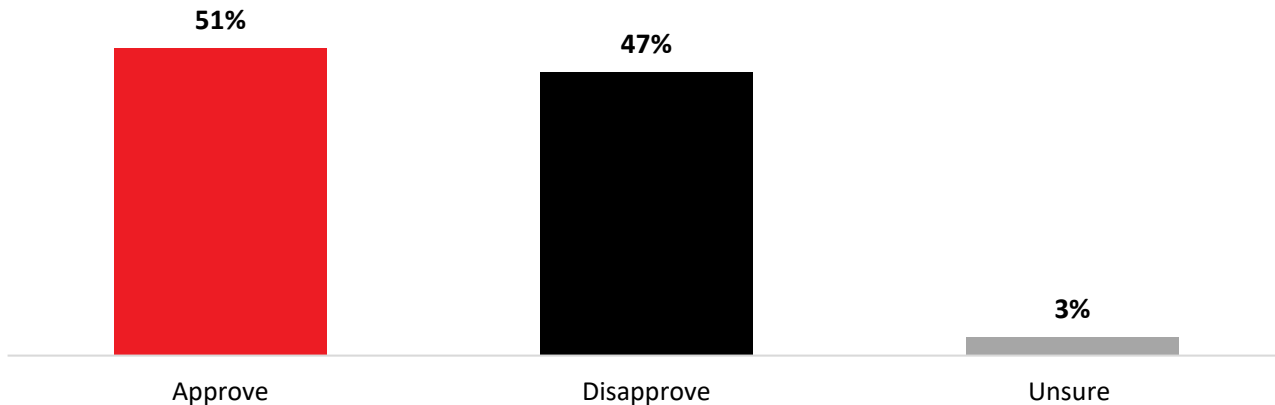
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other
Weighted n=	1,003	180	218	372	234	283	380	340	486	517	372	404	16
Unweighted n=	1,003	175	204	369	255	202	409	392	493	510	338	454	48
Approve	56%	58%	57%	54%	56%	61%	60%	46%	54%	57%	20%	94%	27%
Disapprove	43%	39%	40%	46%	42%	37%	38%	52%	45%	40%	80%	6%	73%
Unsure	2%	3%	3%	0%	3%	2%	2%	2%	1%	3%	0%	0%	0%

# HARRIS' APPROVAL RATING (1/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

*In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?*

Base: All respondents (n=1,003)



# HARRIS' APPROVAL RATING (2/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

*In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?*

Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other
Weighted n =	1,003	180	218	372	234	283	380	340	486	517	372	404	16
Unweighted n =	1,003	175	204	369	255	202	409	392	493	510	338	454	48
Approve	51%	56%	51%	49%	49%	53%	55%	43%	49%	53%	15%	89%	19%
Disapprove	47%	41%	46%	50%	48%	44%	42%	55%	50%	44%	85%	11%	81%
Unsure	3%	4%	3%	1%	3%	3%	2%	2%	1%	4%	0%	0%	0%





**Leger**

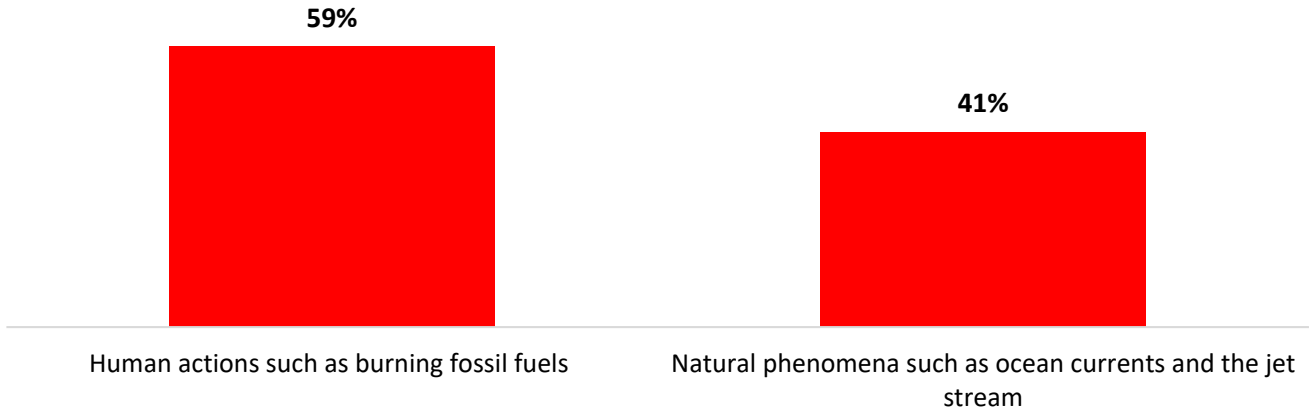


**HEAT WAVE IN NORTH AMERICA**

## CAUSE OF THE HEAT WAVE (1/2)

**CTC693.** Is the unprecedented heat wave gripping western North America the result of:

Base: All respondents (n=1,518)



# CAUSE OF THE HEAT WAVE (2/2)

CTC693. Is the unprecedented heat wave gripping western North America the result of:



Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
Human actions such as burning fossil fuels	59%	61%	63%	61%	54%	39%	61%	73%	55%	51%	63%	61%	47%
Natural phenomena such as ocean currents and the jet stream	41%	39%	37%	39%	46%	61%	39%	27%	45%	49%	37%	39%	53%

# CAUSE OF THE HEAT WAVE (CANADA VS UNITED STATES)

CTC693. Is the unprecedented heat wave gripping western North America the result of:

Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
Human actions such as burning fossil fuels	59%	49%	10
Natural phenomena such as ocean currents and the jet stream	41%	51%	10



Leger

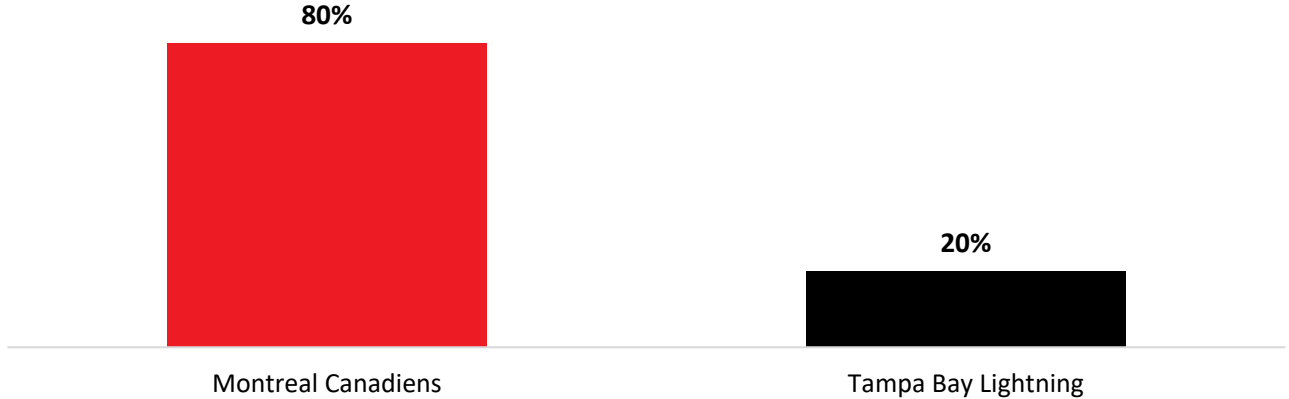


# STANLEY CUP FINAL

# FAVOURITE TEAM IN THE FINAL (1/2)

**CTC709. Which team in the Stanley Cup final do you prefer between the Montreal Canadiens and the Tampa Bay Lightning?**

Base: Respondents who watch hockey (n=1,117)



# FAVOURITE TEAM IN THE FINAL (2/2)

**CTC709. Which team in the Stanley Cup final do you prefer between the Montreal Canadiens and the Tampa Bay Lightning?**



Base: Respondents who watch hockey

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,082	69	288	401	69	128	127	269	373	440	428	409	234
Unweighted n=	1,117	70	339	420	92	97	99	254	431	432	453	419	236
Montreal Canadiens	<b>80%</b>	87%	<b>87%</b>	<b>77%</b>	<b>66%</b>	<b>73%</b>	87%	<b>75%</b>	78%	<b>86%</b>	81%	79%	82%
Tampa Bay Lightning	<b>20%</b>	13%	<b>13%</b>	<b>23%</b>	<b>34%</b>	<b>27%</b>	13%	<b>25%</b>	22%	<b>14%</b>	19%	21%	18%

# FAVOURITE TEAM IN THE FINAL (CANADA VS UNITED STATES)

CTC709. Which team in the Stanley Cup final do you prefer between the Montreal Canadiens and the Tampa Bay Lightning?

Base: Respondents who watch hockey

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,082	345	
Unweighted n=	1,117	376	
Montreal Canadiens	80%	40%	40
Tampa Bay Lightning	20%	60%	40





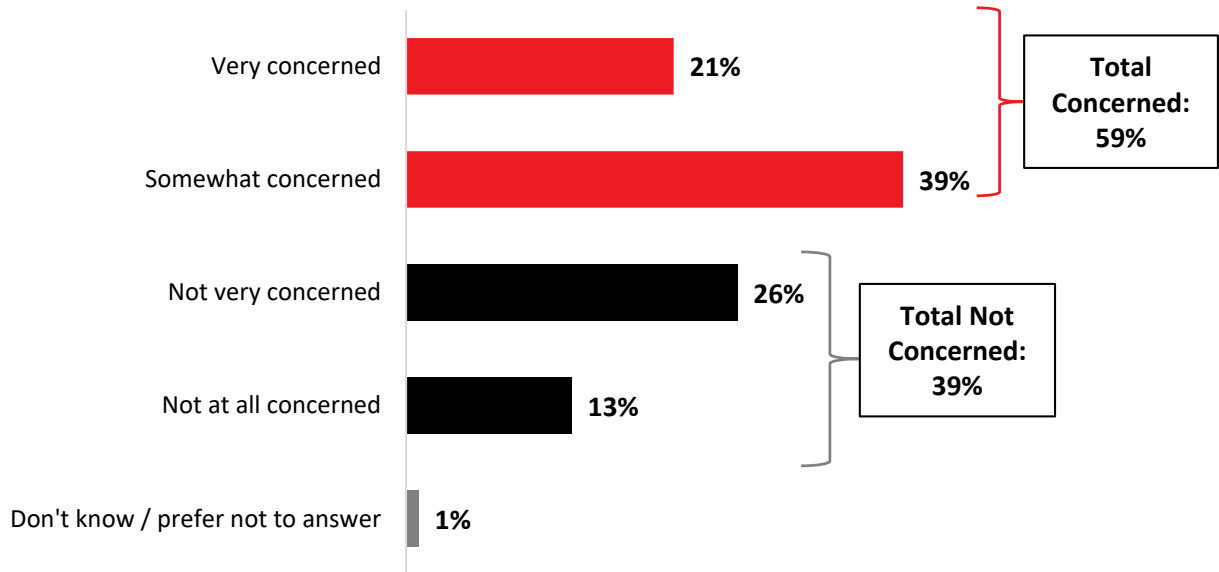
**Leger**

**DELTA VARIANT**

# CONCERN ABOUT CONTRACTING THE DELTA VARIANT (1/2)

CTC697. Considered to be more contagious than the original form of COVID-19, the Delta variant is spreading rapidly. How concerned are you about contracting the Delta variant of COVID-19?

Base: All respondents (n=1,518)



# CONCERN ABOUT CONTRACTING THE DELTA VARIANT (2/2)

CTC697. Considered to be more contagious than the original form of COVID-19, the Delta variant is spreading rapidly. How concerned are you about contracting the Delta variant of COVID-19?



Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
<b>Total Concerned</b>	<b>59%</b>	<b>69%</b>	<b>45%</b>	<b>63%</b>	63%	62%	66%	60%	57%	61%	<b>64%</b>	60%	<b>50%</b>
Very concerned	<b>21%</b>	<b>29%</b>	<b>15%</b>	19%	23%	26%	<b>29%</b>	19%	22%	21%	<b>24%</b>	20%	17%
Somewhat concerned	<b>39%</b>	40%	<b>31%</b>	<b>44%</b>	40%	36%	37%	41%	<b>35%</b>	41%	40%	41%	<b>32%</b>
<b>Total Not Concerned</b>	<b>39%</b>	31%	<b>54%</b>	36%	37%	36%	<b>31%</b>	39%	40%	39%	<b>35%</b>	39%	<b>50%</b>
Not very concerned	<b>26%</b>	<b>16%</b>	<b>38%</b>	25%	24%	23%	<b>18%</b>	24%	25%	29%	24%	28%	29%
Not at all concerned	<b>13%</b>	15%	16%	11%	14%	13%	13%	15%	15%	<b>10%</b>	11%	11%	<b>21%</b>
Don't know / prefer not to answer	<b>1%</b>	0%	1%	1%	0%	2%	3%	1%	<b>3%</b>	<b>0%</b>	2%	1%	0%

# CONCERN ABOUT CONTRACTING THE DELTA VARIANT (CANADA VS UNITED STATES)

CTC697. Considered to be more contagious than the original form of COVID-19, the Delta variant is spreading rapidly. How concerned are you about contracting the Delta variant of COVID-19?

Base: All respondents

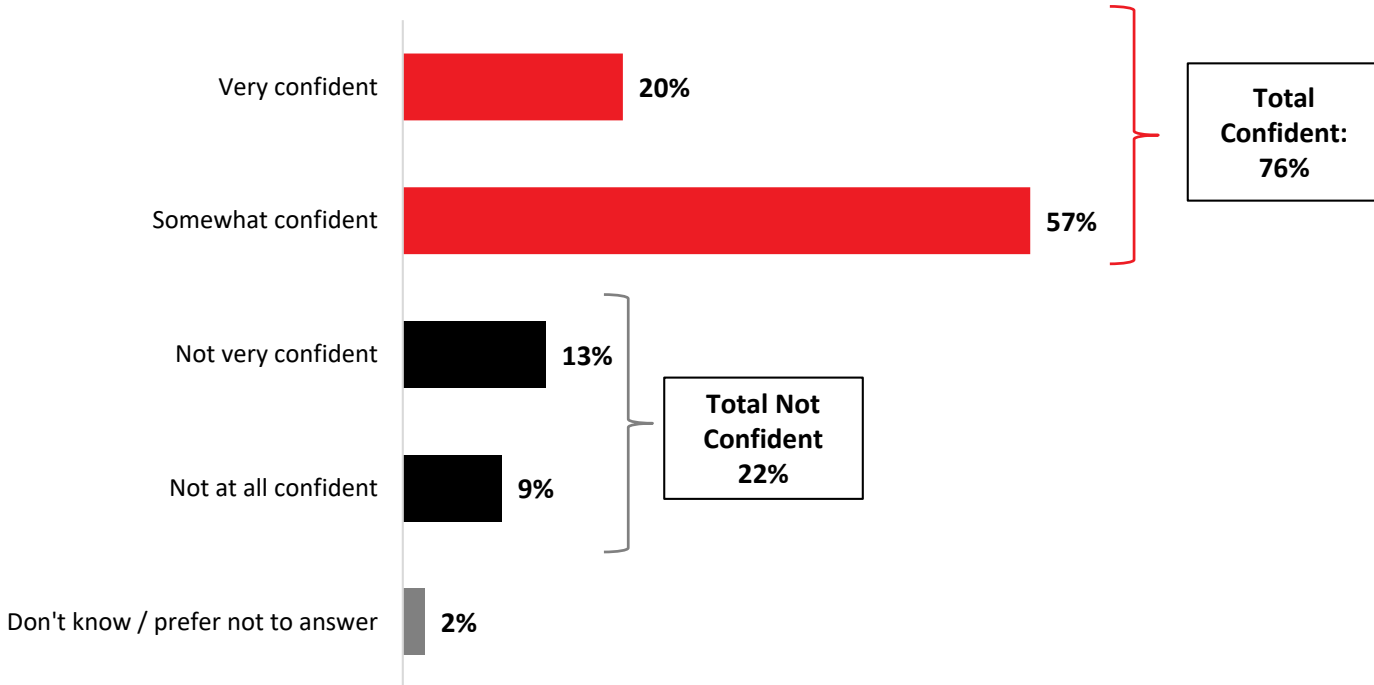
			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
<b>Total Concerned</b>	<b>59%</b>	<b>53%</b>	6
Very concerned	21%	22%	1
Somewhat concerned	<b>39%</b>	<b>32%</b>	7
<b>Total Not Concerned</b>	<b>39%</b>	<b>45%</b>	6
Not very concerned	26%	23%	3
Not at all concerned	<b>13%</b>	<b>21%</b>	8
Don't know / prefer not to answer	1%	2%	1



# CONFIDENCE IN VACCINATION TO PROTECT AGAINST VARIANTS (1/2)

CTC698. How confident are you that vaccination effectively protects against the COVID-19 variants, including the Delta variant?

Base: All respondents (n=1,518)



# CONFIDENCE IN VACCINATION TO PROTECT AGAINST VARIANTS (2/2)

CTC698. How confident are you that vaccination effectively protects against the COVID-19 variants, including the Delta variant?



Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
<b>Total Confident</b>	<b>76%</b>	74%	78%	77%	76%	70%	79%	<b>71%</b>	<b>71%</b>	<b>85%</b>	74%	<b>81%</b>	73%
Very confident	<b>20%</b>	13%	<b>24%</b>	22%	15%	17%	16%	21%	<b>17%</b>	21%	18%	20%	21%
Somewhat confident	<b>57%</b>	61%	54%	55%	61%	53%	63%	<b>50%</b>	54%	<b>63%</b>	56%	<b>61%</b>	<b>51%</b>
<b>Total Not Confident</b>	<b>22%</b>	24%	20%	21%	22%	<b>28%</b>	19%	25%	<b>27%</b>	<b>15%</b>	24%	<b>17%</b>	<b>26%</b>
Not very confident	<b>13%</b>	15%	12%	12%	14%	17%	9%	<b>15%</b>	13%	<b>10%</b>	14%	<b>10%</b>	14%
Not at all confident	<b>9%</b>	9%	7%	9%	8%	12%	10%	10%	<b>13%</b>	<b>5%</b>	10%	<b>7%</b>	12%
Don't know / prefer not to answer	<b>2%</b>	2%	3%	2%	2%	2%	2%	<b>4%</b>	2%	<b>1%</b>	2%	2%	1%

# CONFIDENCE IN VACCINATION TO PROTECT AGAINST VARIANTS (CANADA VS UNITED STATES)

CTC698. How confident are you that vaccination effectively protects against the COVID-19 variants, including the Delta variant?

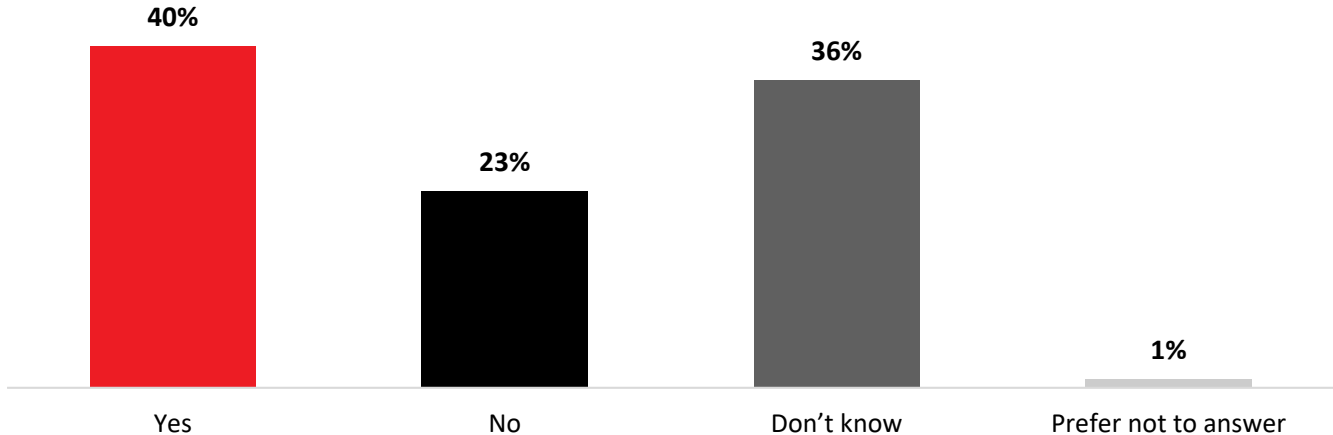
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
<b>Total Confident</b>	<b>76%</b>	<b>63%</b>	13
Very confident	20%	24%	4
Somewhat confident	57%	39%	18
<b>Total Not Confident</b>	<b>22%</b>	<b>32%</b>	10
Not very confident	13%	14%	1
Not at all confident	9%	19%	10
Don't know / prefer not to answer	2%	5%	3

## POSSIBLE FOURTH WAVE (1/2)

CTC699. Do you think Canada will experience a fourth wave of COVID-19 during fall 2021?

Base: All respondents (n=1,518)





# POSSIBLE FOURTH WAVE (2/2)

CTC699. Do you think Canada will experience a fourth wave of COVID-19 during fall 2021?



Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308
Yes	40%	38%	42%	36%	42%	52%	40%	41%	40%	40%	42%	41%	38%
No	23%	18%	26%	24%	18%	22%	19%	25%	23%	21%	21%	26%	23%
Don't know	36%	44%	31%	38%	40%	26%	41%	33%	36%	39%	36%	34%	39%
Prefer not to answer	1%	0%	1%	1%	0%	0%	1%	2%	1%	0%	1%	0%	0%

# POSSIBLE FOURTH WAVE (CANADA VS UNITED STATES)

CTC699. Do you think Canada/**The United States** will experience a fourth wave of COVID-19 during fall 2021?

Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
Yes	<b>40%</b>	<b>33%</b>	7
No	23%	26%	3
Don't know	<b>36%</b>	<b>40%</b>	4
Prefer not to answer	1%	1%	-



**Leger**

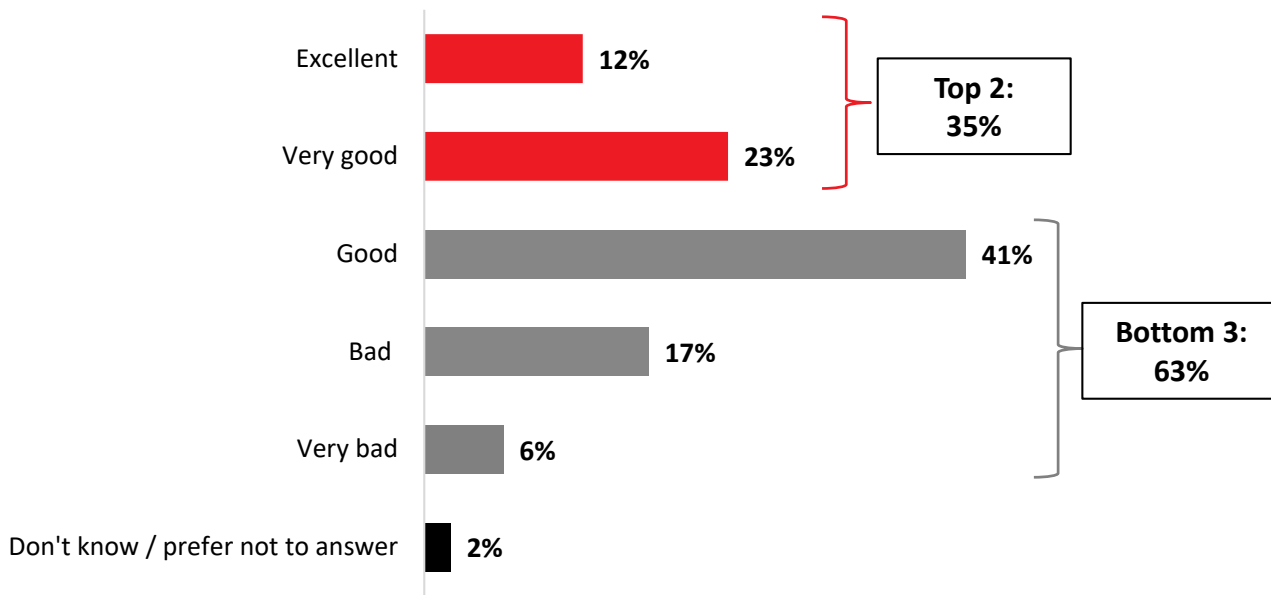


# STRESS AND MENTAL HEALTH

# 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=1,518)



\*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	TOTAL June 21 <sup>st</sup>	Gap
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315	1,542	
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308	1,542	
<b>Total Top 2</b>	<b>35%</b>	32%	<b>44%</b>	<b>31%</b>	33%	32%	35%	<b>26%</b>	<b>31%</b>	<b>45%</b>	33%	36%	40%	<b>35%</b>	-
Excellent	<b>12%</b>	8%	<b>17%</b>	12%	15%	<b>6%</b>	10%	<b>7%</b>	11%	<b>17%</b>	<b>10%</b>	13%	15%	<b>9%</b>	<b>+3</b>
Very good	<b>23%</b>	24%	<b>27%</b>	<b>19%</b>	18%	26%	25%	<b>19%</b>	20%	<b>28%</b>	23%	23%	25%	<b>25%</b>	<b>-2</b>
<b>Total Bottom 3</b>	<b>63%</b>	68%	<b>56%</b>	<b>67%</b>	64%	66%	60%	<b>72%</b>	66%	<b>55%</b>	<b>66%</b>	63%	<b>57%</b>	<b>63%</b>	-
Good *	<b>41%</b>	39%	43%	42%	35%	43%	37%	42%	39%	42%	44%	39%	39%	<b>42%</b>	<b>-1</b>
Bad	<b>17%</b>	19%	<b>9%</b>	<b>19%</b>	<b>26%</b>	16%	17%	<b>22%</b>	18%	<b>11%</b>	16%	19%	15%	<b>17%</b>	-
Very bad	<b>6%</b>	<b>10%</b>	<b>3%</b>	6%	3%	7%	6%	<b>8%</b>	<b>9%</b>	<b>1%</b>	6%	5%	<b>3%</b>	<b>4%</b>	<b>+2</b>
Don't know/Prefer not to answer	<b>2%</b>	0%	<b>0%</b>	2%	3%	2%	<b>5%</b>	2%	<b>3%</b>	<b>0%</b>	1%	1%	<b>3%</b>	<b>2%</b>	-

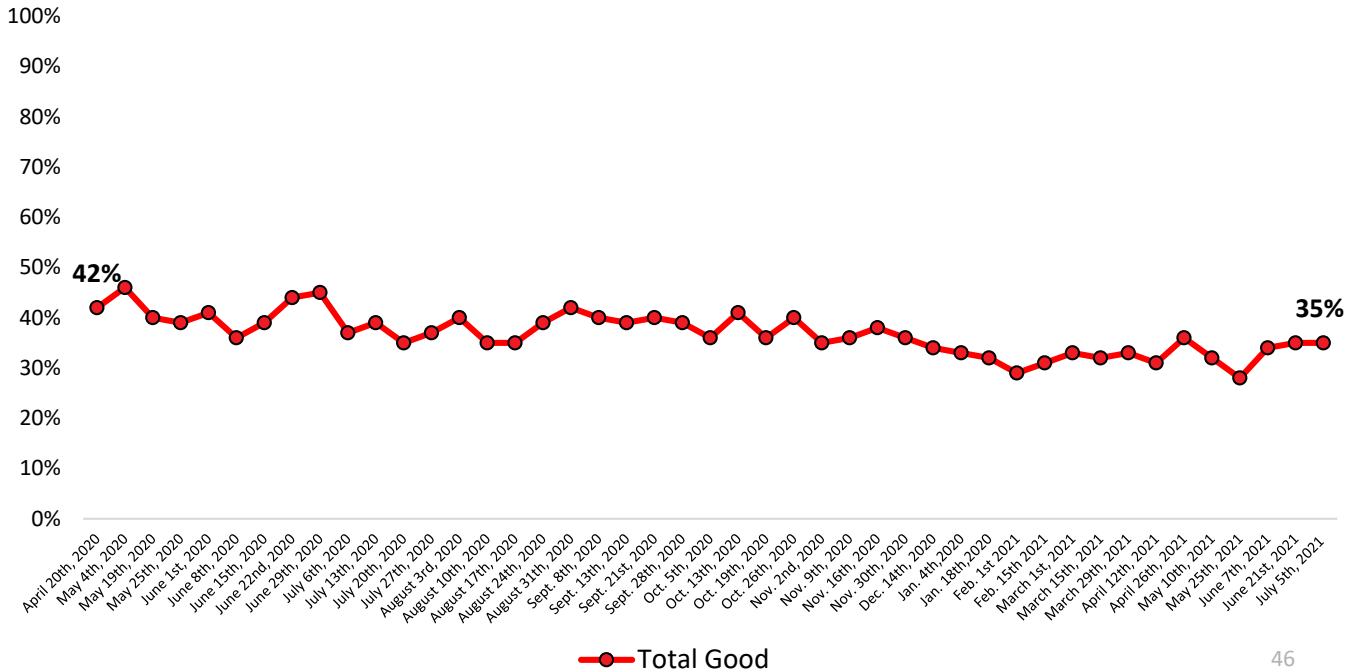
\*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

# 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?

Base: All respondents

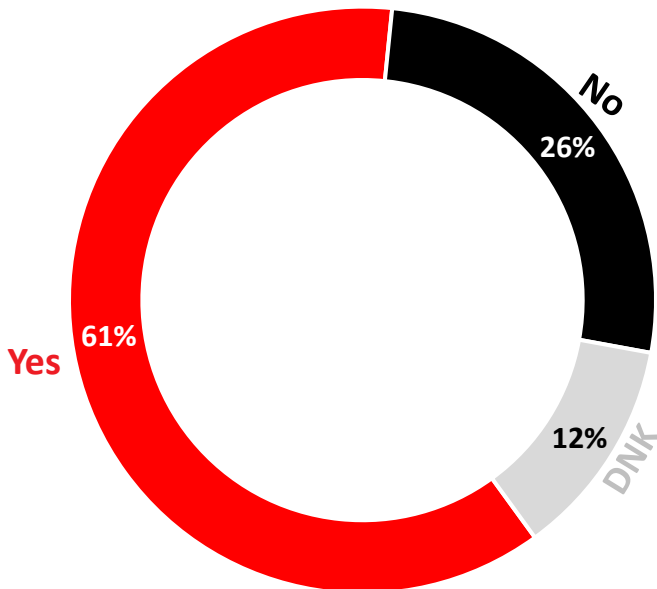
			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
<b>Total Top 2</b>	<b>35%</b>	<b>48%</b>	13
Excellent	12%	21%	9
Very good	23%	27%	4
<b>Total Bottom 3</b>	<b>63%</b>	<b>46%</b>	17
Good *	41%	33%	8
Bad	17%	9%	8
Very bad	6%	4%	2
Don't know/Prefer not to answer	2%	6%	4

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

# OPTIMISM ABOUT THE COMING YEAR (1/2)

CTC636. Do you feel optimistic about the next year for Canada?

Base: All respondents (n=1,518)





# OPTIMISM ABOUT THE COMING YEAR (2/2)

CTC636. Do you feel optimistic about the next year for Canada?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 21 <sup>st</sup>	Gap
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315	1,542	
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308	1,542	
Yes	<b>61%</b>	61%	<b>74%</b>	59%	54%	<b>49%</b>	60%	61%	<b>55%</b>	<b>67%</b>	61%	64%	59%	<b>59%</b>	<b>+2</b>
No	<b>26%</b>	27%	<b>15%</b>	28%	<b>35%</b>	<b>38%</b>	28%	28%	<b>32%</b>	<b>20%</b>	26%	25%	<b>32%</b>	<b>24%</b>	<b>+2</b>
Don't know	<b>12%</b>	12%	10%	13%	12%	13%	13%	11%	13%	12%	13%	11%	9%	<b>17%</b>	<b>-5</b>

# OPTIMISM ABOUT THE COMING YEAR (CANADA VS UNITED STATES)

CTC636. Do you feel optimistic about the next year for Canada/**the United States**?

Base: All respondents



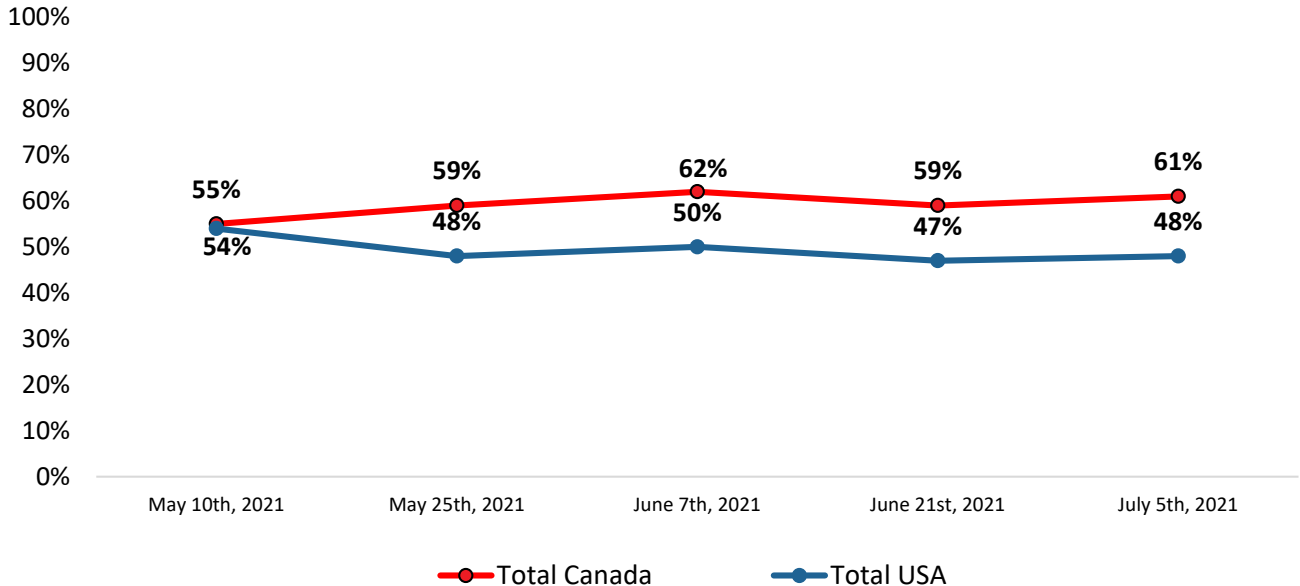
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
Yes	61%	48%	13
No	26%	31%	5
Don't know	12%	21%	9

# OPTIMISM ABOUT THE COMING YEAR - EVOLUTION

CTC636. Do you feel optimistic about the next year for Canada/**the United States**?

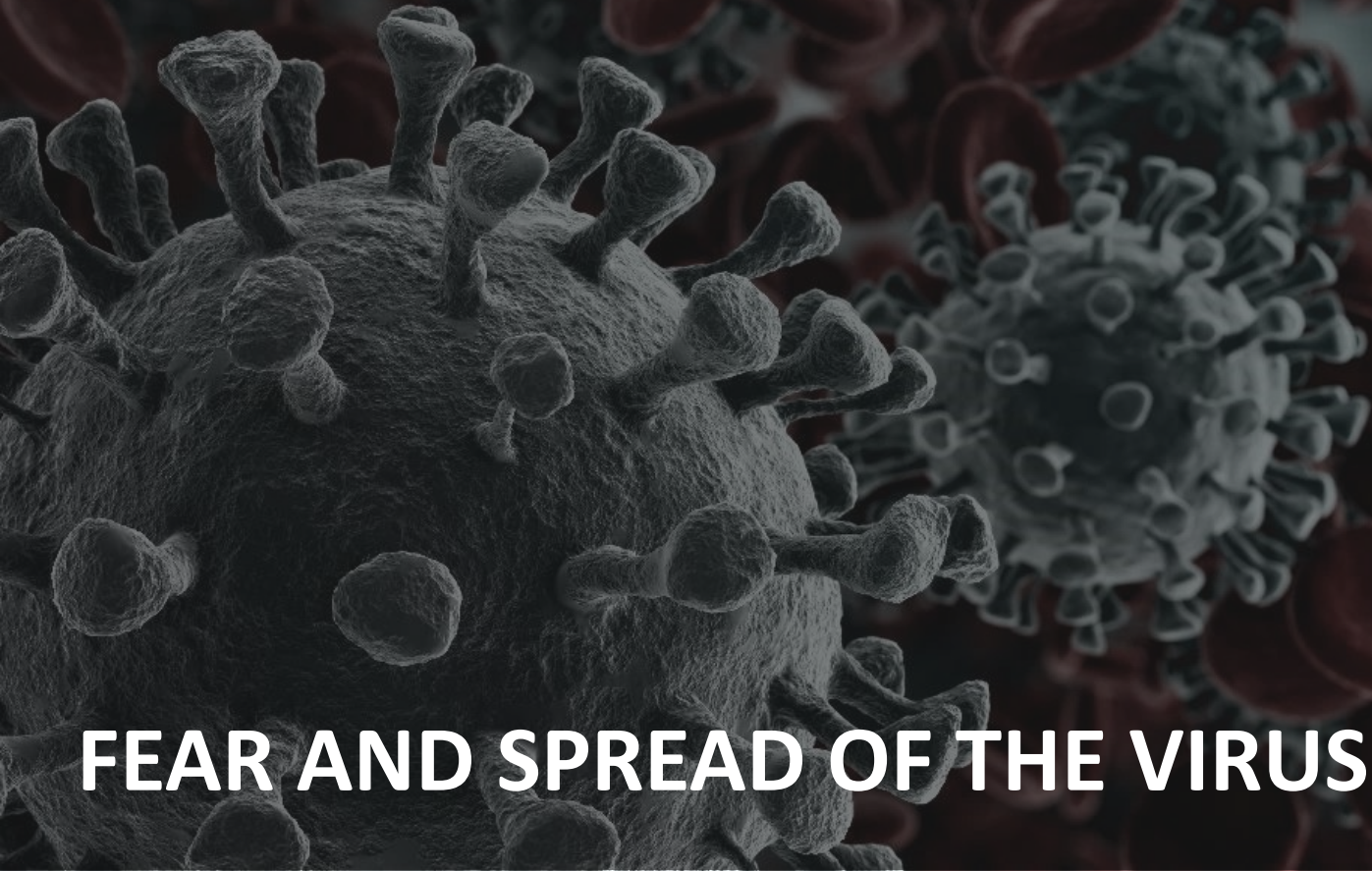
Base: All respondents

*% Yes presented*





**Leger**

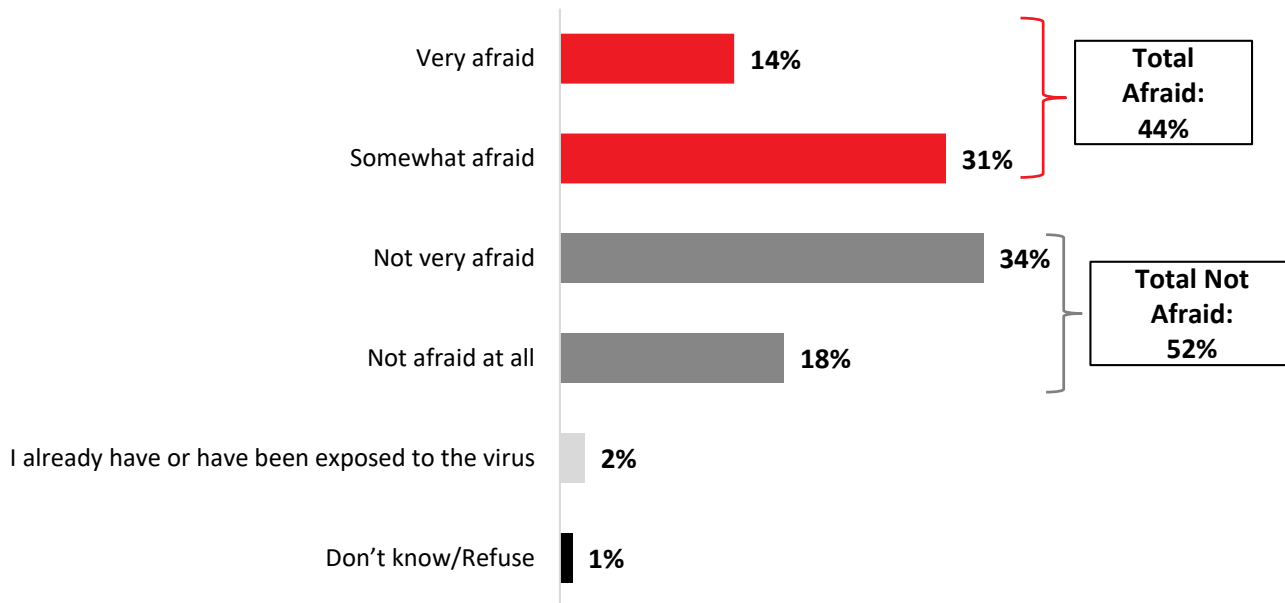


# FEAR AND SPREAD OF THE VIRUS

# FEAR OF CONTRACTING THE VIRUS (1/2)

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

Base: All respondents (n=1,518)



# FEAR OF CONTRACTING THE VIRUS (2/2)

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

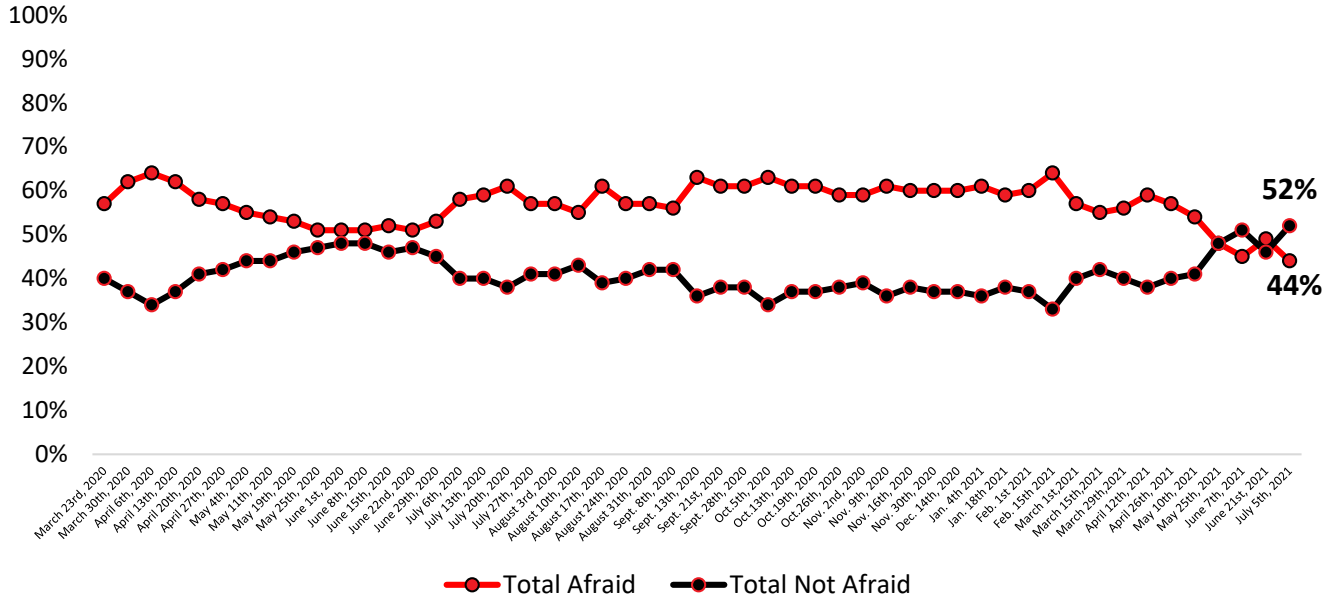
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 21 <sup>st</sup>	Gap
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315	1,542	
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308	1,542	
<b>Total Afraid</b>	<b>44%</b>	<b>60%</b>	<b>32%</b>	47%	48%	39%	<b>56%</b>	46%	47%	<b>41%</b>	<b>47%</b>	45%	<b>37%</b>	<b>49%</b>	<b>-5</b>
Very afraid	<b>14%</b>	<b>22%</b>	<b>6%</b>	14%	18%	13%	<b>22%</b>	15%	<b>17%</b>	<b>10%</b>	<b>17%</b>	12%	12%	<b>14%</b>	<b>-</b>
Somewhat afraid	<b>31%</b>	39%	<b>25%</b>	33%	31%	26%	34%	32%	30%	30%	31%	33%	<b>25%</b>	<b>36%</b>	<b>-5</b>
<b>Total Not Afraid</b>	<b>52%</b>	<b>39%</b>	<b>65%</b>	50%	50%	55%	<b>39%</b>	49%	48%	<b>57%</b>	<b>49%</b>	51%	<b>59%</b>	<b>46%</b>	<b>+6</b>
Not very afraid	<b>34%</b>	<b>20%</b>	<b>45%</b>	31%	29%	41%	<b>27%</b>	34%	<b>27%</b>	<b>40%</b>	33%	35%	34%	<b>28%</b>	<b>+6</b>
Not afraid at all	<b>18%</b>	19%	20%	19%	21%	15%	<b>12%</b>	15%	<b>21%</b>	17%	16%	16%	<b>25%</b>	<b>17%</b>	<b>+1</b>
I already have or have been exposed to the virus	<b>2%</b>	1%	3%	2%	2%	4%	2%	3%	2%	2%	2%	2%	3%	<b>3%</b>	<b>-1</b>
Don't know/Refuse	<b>1%</b>	0%	1%	1%	0%	1%	<b>4%</b>	2%	<b>2%</b>	<b>0%</b>	1%	1%	0%	<b>2%</b>	<b>-1</b>

## FEAR OF CONTRACTING THE VIRUS - EVOLUTION

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



Base: All respondents



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

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

Base: All respondents

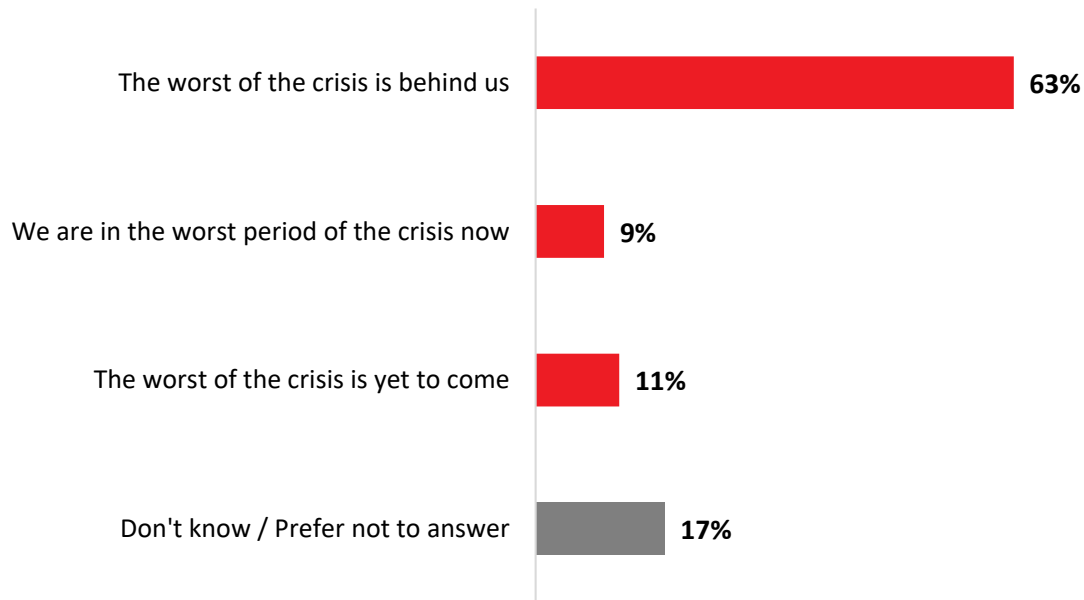
			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
<b>Total Afraid</b>	44%	43%	1
Very afraid	14%	16%	2
Somewhat afraid	<b>31%</b>	<b>26%</b>	5
<b>Total Not Afraid</b>	52%	50%	2
Not very afraid	<b>34%</b>	<b>25%</b>	9
Not afraid at all	<b>18%</b>	<b>25%</b>	7
I already have or have been exposed to the virus	<b>2%</b>	<b>4%</b>	2
Don't know/Refuse	<b>1%</b>	<b>3%</b>	2



# 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=1,518)



# 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	TOTAL June 21 <sup>st</sup>	Gap
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315	1,542	
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308	1,542	
The worst of the crisis is behind us	<b>63%</b>	55%	<b>74%</b>	62%	<b>50%</b>	59%	61%	<b>58%</b>	<b>59%</b>	<b>70%</b>	62%	64%	65%	<b>66%</b>	<b>-3</b>
We are in the worst period of the crisis now	<b>9%</b>	9%	<b>6%</b>	9%	14%	<b>14%</b>	10%	<b>16%</b>	9%	<b>5%</b>	11%	9%	8%	<b>10%</b>	<b>-1</b>
The worst of the crisis is yet to come	<b>11%</b>	8%	10%	12%	12%	11%	8%	11%	12%	9%	12%	11%	9%	<b>10%</b>	<b>+1</b>
Don't know / Prefer not to answer	<b>17%</b>	<b>28%</b>	<b>10%</b>	17%	<b>25%</b>	16%	20%	15%	<b>21%</b>	15%	15%	16%	19%	<b>14%</b>	<b>+3</b>

# 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**?

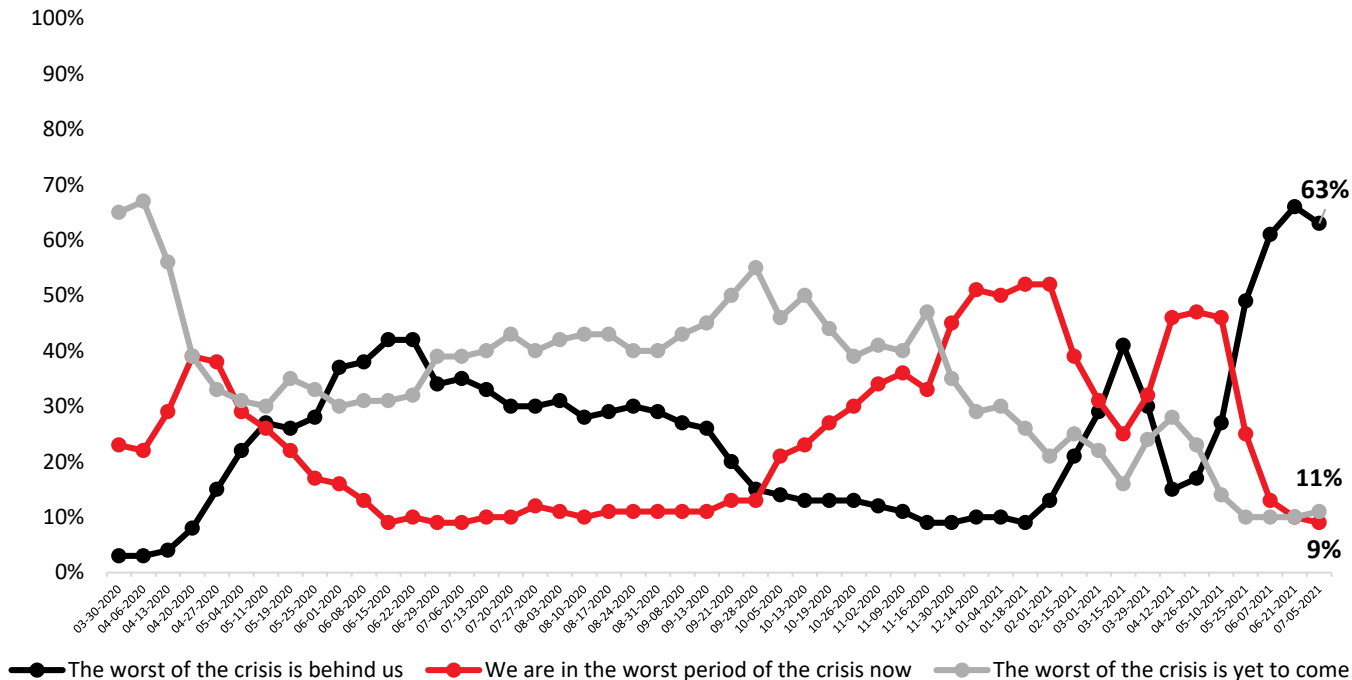
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,518	1,003	
Unweighted n=	1,518	1,003	
The worst of the crisis is behind us	63%	56%	7
We are in the worst period of the crisis now	9%	7%	2
The worst of the crisis is yet to come	11%	15%	4
Don't know / Prefer not to answer	17%	21%	4

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

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

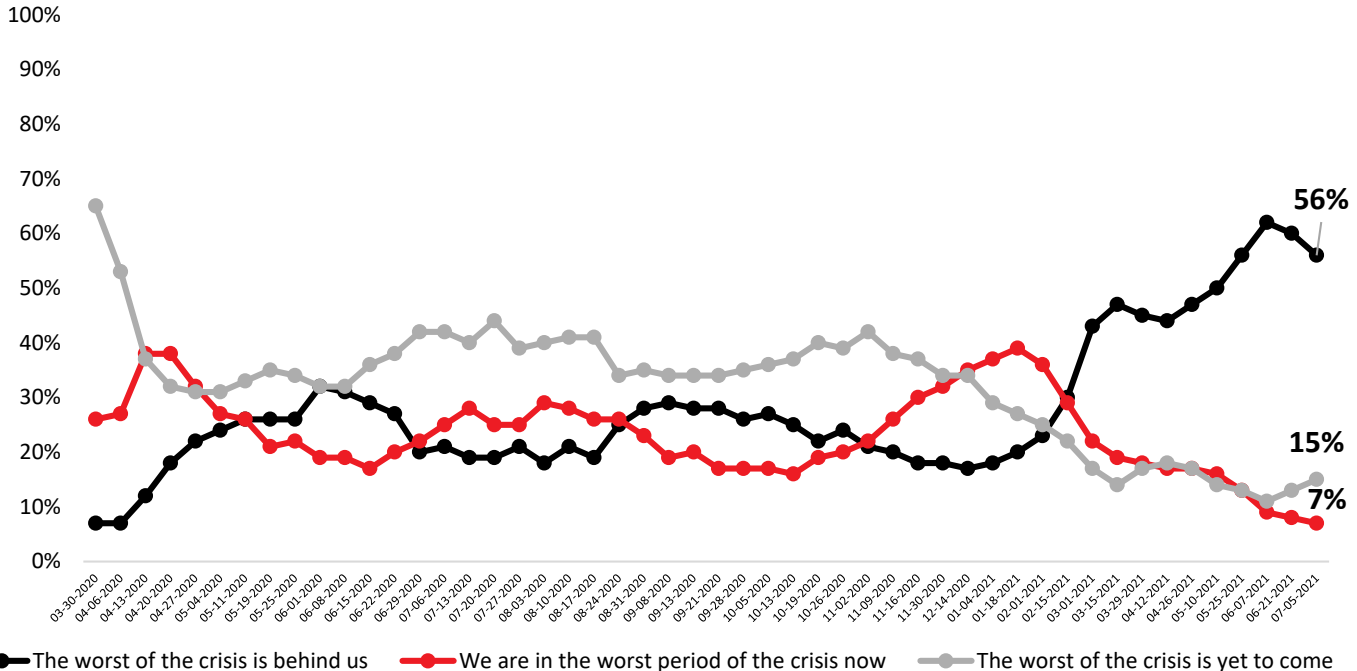
Base: All respondents



# 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** ?

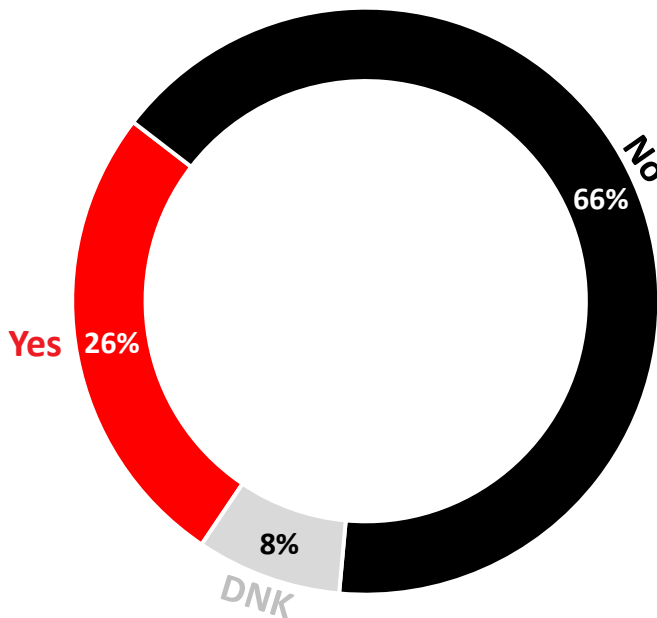
Base: All respondents



# LIFTING ALL RESTRICTIONS (1/2)

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

Base: All respondents (n=1,518)



# 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	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 21 <sup>st</sup>	Gap
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315	1,542	
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308	1,542	
Yes	26%	21%	25%	28%	34%	31%	19%	31%	34%	16%	26%	24%	31%	24%	+2
No	66%	75%	69%	64%	59%	61%	71%	63%	58%	75%	67%	68%	62%	69%	-3
Don't know	8%	4%	6%	9%	8%	8%	11%	6%	8%	9%	7%	9%	7%	6%	+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=	1,518	1,003	
Unweighted n=	1,518	1,003	
Yes	26%	40%	14
No	66%	44%	22
Don't know	8%	16%	8

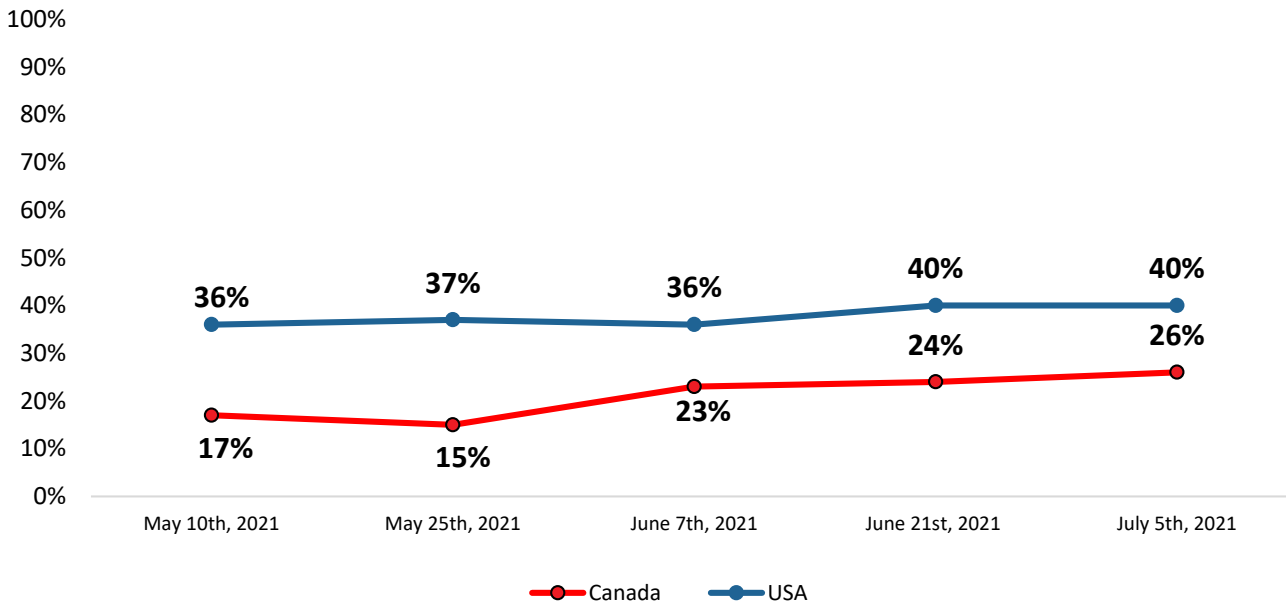


# LIFTING ALL RESTRICTIONS - EVOLUTION

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

Base: All respondents

*% Yes presented*





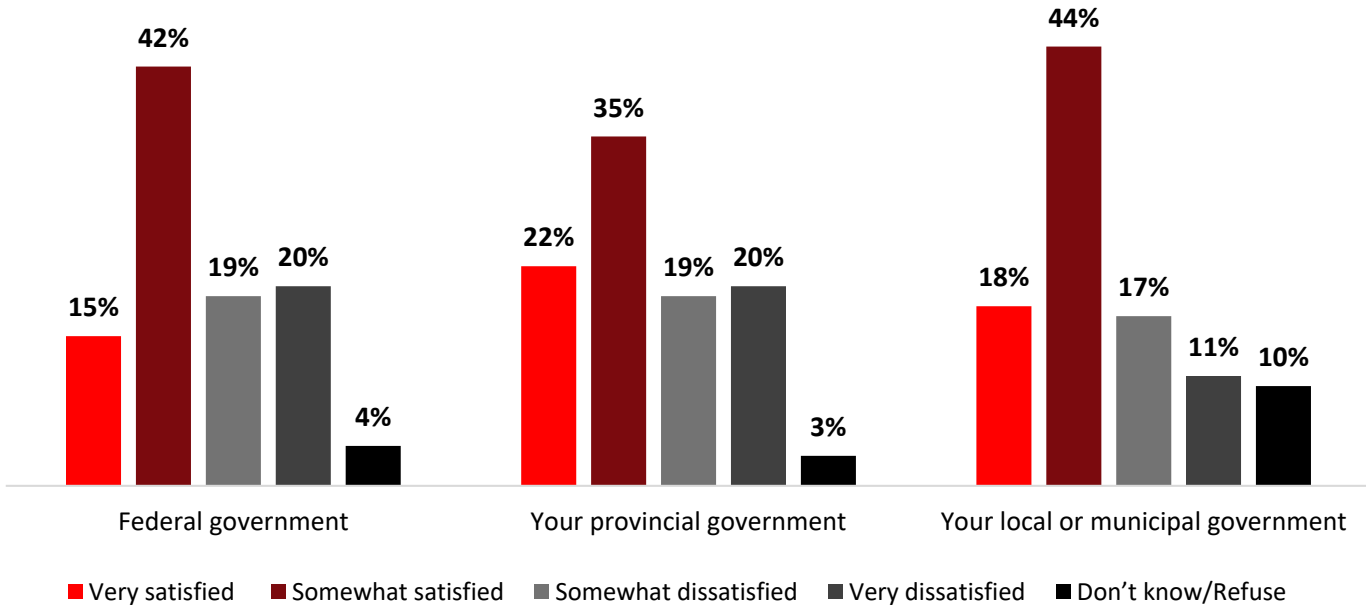
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# **SATISFACTION WITH GOVERNMENTS DURING THE CRISIS**

# 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=1,518)



# 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

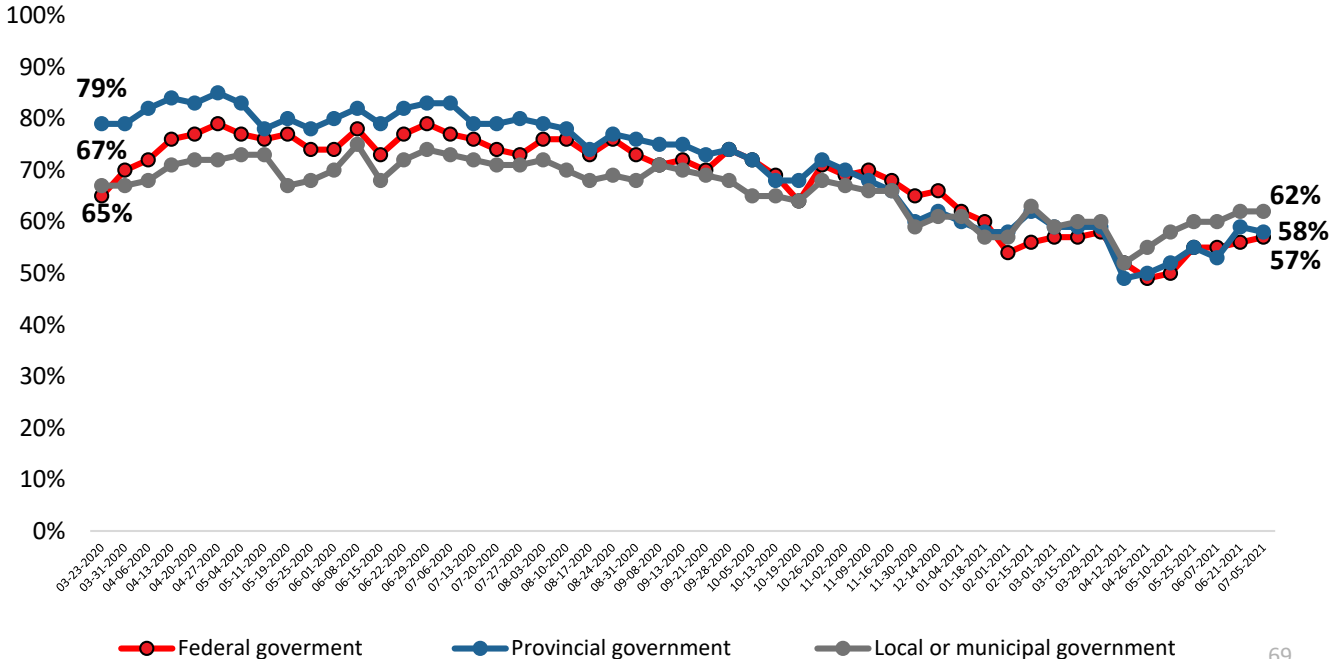
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 21 <sup>st</sup>	Gap
Weighted n=	1,518	104	356	583	99	170	206	414	517	587	615	562	315	1,542	
Unweighted n=	1,518	101	407	604	126	128	152	376	590	552	634	558	308	1,542	
<b>Federal government</b>															
Total Satisfied	57%	75%	61%	51%	51%	53%	62%	57%	50%	62%	60%	55%	54%	56%	+1
Total Dissatisfied	39%	22%	36%	45%	44%	43%	33%	37%	44%	36%	37%	41%	42%	40%	-1
<b>Your provincial government</b>															
Total Satisfied	58%	80%	77%	44%	50%	46%	65%	48%	51%	70%	55%	60%	60%	59%	-1
Total Dissatisfied	39%	19%	21%	52%	45%	53%	28%	47%	44%	29%	42%	37%	36%	38%	+1
<b>Your local or municipal government</b>															
Total Satisfied	62%	78%	66%	57%	53%	66%	61%	55%	57%	71%	62%	64%	60%	62%	-
Total Dissatisfied	28%	13%	22%	35%	34%	29%	26%	36%	31%	21%	33%	25%	26%	29%	-1

# 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    Brian Pallister    Scott Moe    Jason Kenney    John Horgan

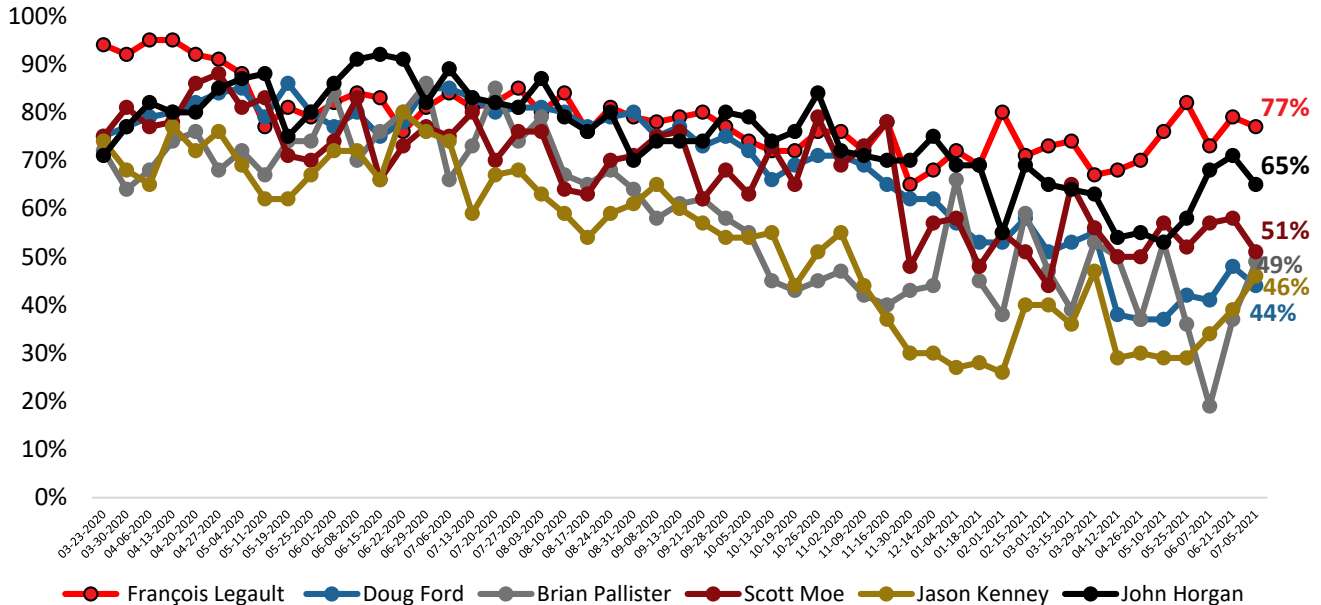
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n=	1,518	104	356	583	53	46	170	206
Unweighted n=	1,518	101	407	604	60	66	128	152
<b>Total Satisfied</b>	<b>58%</b>	<b>80%</b>	<b>77%</b>	<b>44%</b>	49%	51%	<b>46%</b>	<b>65%</b>
Very satisfied	<b>22%</b>	<b>38%</b>	<b>36%</b>	<b>11%</b>	12%	18%	16%	<b>33%</b>
Somewhat satisfied	<b>35%</b>	42%	<b>41%</b>	33%	36%	33%	30%	32%
<b>Total Dissatisfied</b>	<b>39%</b>	<b>19%</b>	<b>21%</b>	<b>52%</b>	48%	41%	<b>53%</b>	<b>28%</b>
Somewhat dissatisfied	<b>19%</b>	11%	<b>10%</b>	<b>24%</b>	25%	23%	23%	16%
Very dissatisfied	<b>20%</b>	<b>7%</b>	<b>11%</b>	<b>28%</b>	23%	18%	<b>29%</b>	<b>13%</b>
Don't know/Refuse	<b>3%</b>	1%	2%	4%	3%	7%	1%	<b>7%</b>

# 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
% "Satisfied" presented	Weighted n=	1,518	1,003	
	Unweighted n=	1,518	1,003	
	Federal government / The US President	57%	61%	4
	Your provincial government / Your State government	58%	59%	1
	Your local or municipal government	62%	62%	-



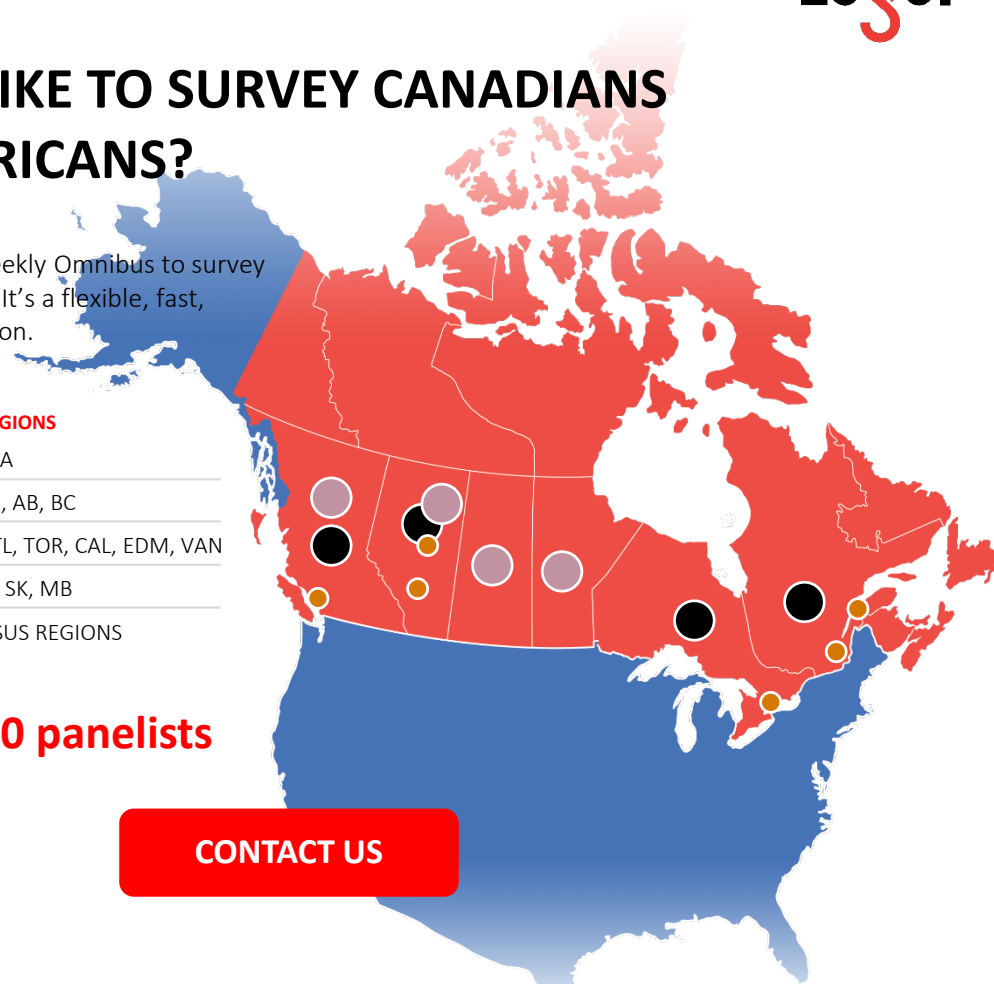
# WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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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# APPENDIX

## DETAILED METHODOLOGY

### WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	152	206
Alberta	128	170
Manitoba/Saskatchewan	126	99
Ontario	604	583
Quebec	407	356
Atlantic	101	104

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

US Region	Unweighted	Weighted
NorthEast	175	180
MidWest	204	218
South	369	372
West	255	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	838	737
Female	580	781

AGE	Unweighted	Weighted
Between 18 and 34	376	414
Between 35 and 54	590	517
55 or over	552	587

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	977	1,026
French	347	316
Other	192	174

The sample thus collected has a minimum weighting factor of 0.1521 and a maximum weighting factor of 4.6105. The weighted variance is 0.3628.

## 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	493	486
Female	510	517

AGE	Unweighted	Weighted
Between 18 and 29	99	170
Between 30 and 39	206	224
Between 40 and 49	208	187
Between 50 and 64	272	251
65 or older	218	173

The sample thus collected has a minimum weighting factor of 0.1669 and a maximum weighting factor of 4.3470. The weighted variance is 0.4028.

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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.



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.



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*We Know Canadians*

