

# Leger

## LEGER'S NORTH AMERICAN TRACKER

June 14<sup>th</sup>, 2021

THE CANADIAN PRESS 



# METHODOLOGY



## 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 **1,539 Canadians and 1,004 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 **June 4<sup>th</sup>, 2021 to June 6<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.

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.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.5%, 19 times out of 20** for the Canadian sample 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.

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>

Federal Elections 2019		
Federal Parties	Leger Survey	Official Results
LPC	33%	33%
CPC	33%	34%
NDP	18%	16%
BQ	8%	8%
Green	6%	7%
PPC	2%	2%

# METHODOLOGY

## Notes on Reading this Report

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 indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

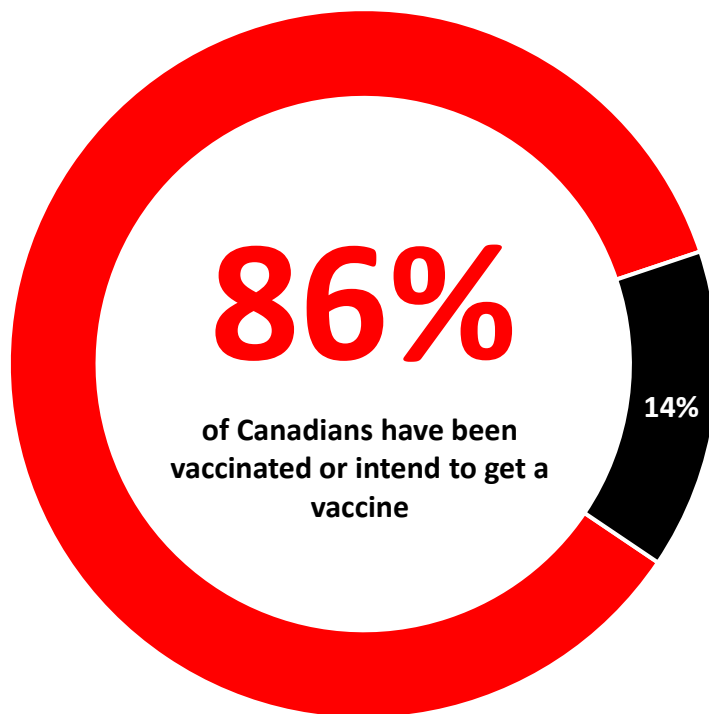
A more detailed methodology is presented in the appendix.

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)



VACCINATION CAMPAIGN

# VACCINATION INDEX\*



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25 <sup>th</sup>	Gap
Weighted n =	1,539	105	361	591	101	173	209	420	525	595	686	563	264	1,624	
Unweighted n =	1,539	101	413	611	127	133	154	415	633	491	714	554	254	1,624	
Canadians who have been vaccinated or intend to get a vaccine	<b>86%</b>	81%	88%	87%	84%	<b>80%</b>	87%	<b>82%</b>	84%	<b>90%</b>	<b>89%</b>	85%	<b>78%</b>	<b>86%</b>	-
Canadians who do not intend to receive a vaccine	<b>14%</b>	19%	12%	13%	16%	<b>20%</b>	13%	<b>18%</b>	16%	<b>10%</b>	<b>11%</b>	15%	<b>22%</b>	<b>14%</b>	-

\*This index was calculated by combining respondents who said yes to question CTC547: *Have you received a COVID-19 vaccine shot?* and those who said yes to question CTC108: *When a vaccine for COVID-19 that had been approved by Health Canada becomes available to the population and it is free, do you intend to get vaccinated?*

# VACCINATION INDEX\* (CANADA VS UNITED STATES)

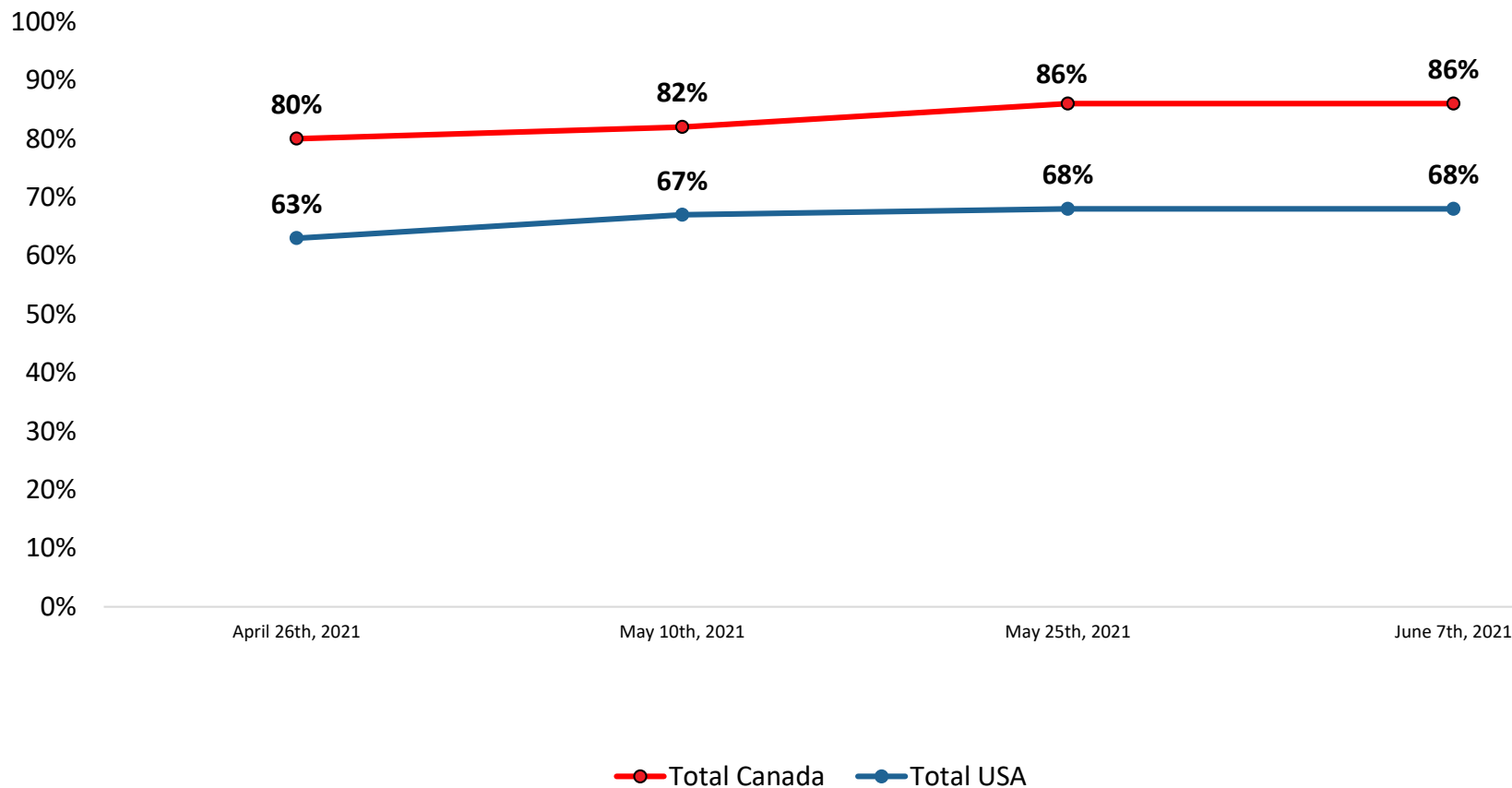


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,539	1,004	
Unweighted n =	1,539	1,004	
Canadians/ <b>Americans</b> who have been vaccinated or intend to get a vaccine	<b>86%</b>	<b>68%</b>	18
Canadians/ <b>Americans</b> who do not intend to receive the vaccine	<b>14%</b>	<b>32%</b>	18

\*This index was calculated by combining respondents who said yes to question CTC547: *Have you received a COVID-19 vaccine shot?* and those who said yes to question CTC108: *When a vaccine for COVID-19 that had been approved by Health Canada/The FDA becomes available to the population and it is free, do you intend to get vaccinated?*



# VACCINATION INDEX\* - EVOLUTION



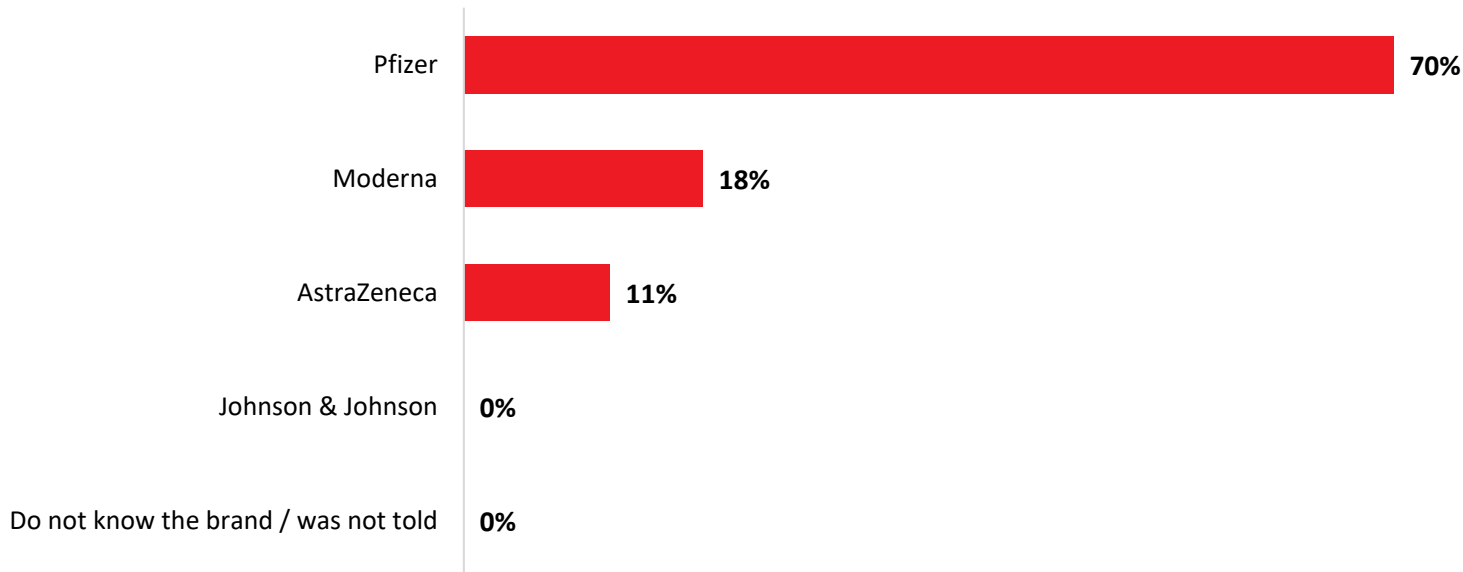
\*This index was calculated by combining respondents who said yes to question CTC547: *Have you received a COVID-19 vaccine shot?* and those who said yes to question CTC108: *When a vaccine for COVID-19 that had been approved by Health Canada/The FDA becomes available to the population and it is free, do you intend to get vaccinated?*

# BRAND OF VACCINE



**CTC547B. Which brand of vaccine did you receive for your first dose?**

Base: Respondents who received a vaccine (n=1,259)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,200	74	301	453	77	128	168	285	400	515	557	433	187
Unweighted n =	1,259	76	355	491	104	105	128	308	515	436	598	450	196
Pfizer	70%	63%	67%	72%	68%	74%	69%	81%	66%	67%	74%	69%	56%
Moderna	18%	21%	24%	15%	11%	16%	21%	17%	19%	19%	15%	18%	28%
AstraZeneca	11%	14%	9%	13%	19%	10%	8%	0%	15%	14%	9%	12%	16%
Johnson & Johnson	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%
Do not know the brand / was not told	0%	1%	0%	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%



New question

# BRAND OF VACCINE (CANADA VS UNITED STATES)



CTC547B. Which brand of vaccine did you receive for your first dose?

Base: Respondents who received a vaccine



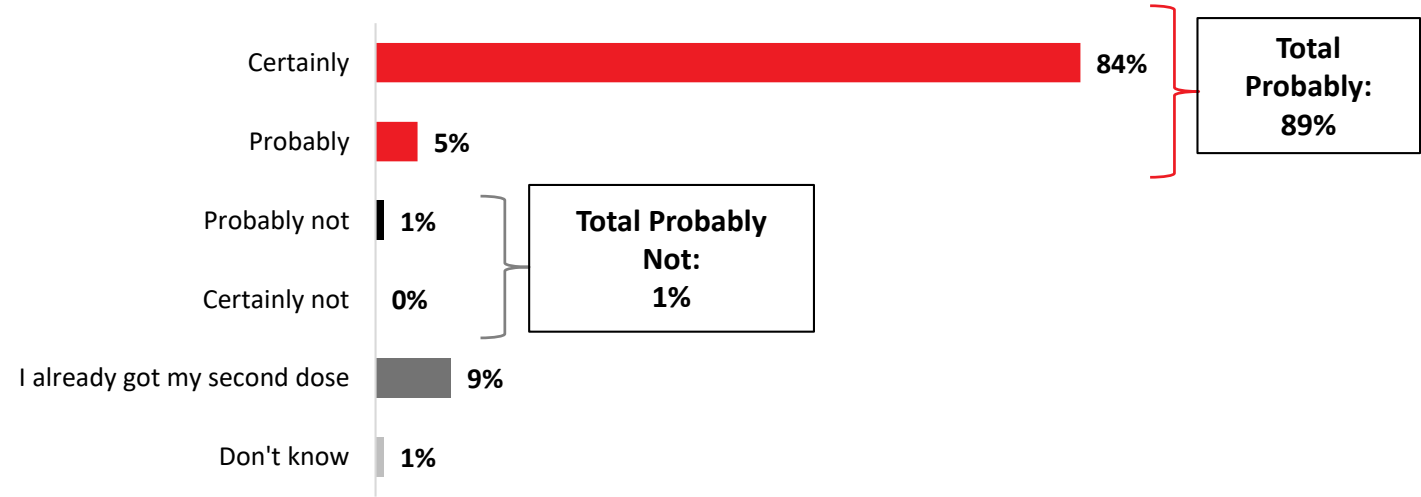
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,200	602	
Unweighted n =	1,259	677	
Pfizer	70%	49%	21
Moderna	18%	38%	20
AstraZeneca	11%	2%	9
Johnson & Johnson	0%	8%	8
Do not know the brand / was not told	0%	3%	3

# SECOND DOSE OF THE VACCINE



CTC663. Will you get your second dose of the COVID-19 vaccine?

Base: Respondents who received a vaccine (n=1,259)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,200	74	301	453	77	128	168	285	400	515	557	433	187
Unweighted n =	1,259	76	355	491	104	105	128	308	515	436	598	450	196
<b>Total Probably</b>	<b>89%</b>	96%	88%	90%	84%	<b>82%</b>	93%	89%	91%	87%	<b>87%</b>	91%	91%
Certainly	<b>84%</b>	90%	81%	86%	<b>76%</b>	78%	88%	83%	84%	84%	<b>81%</b>	85%	88%
Probably	<b>5%</b>	6%	7%	4%	9%	5%	5%	6%	<b>7%</b>	<b>3%</b>	6%	5%	3%
<b>Total Probably Not</b>	<b>1%</b>	1%	<b>3%</b>	<b>0%</b>	1%	1%	1%	<b>3%</b>	1%	<b>0%</b>	1%	1%	1%
Probably not	<b>1%</b>	1%	<b>2%</b>	<b>0%</b>	1%	1%	0%	<b>2%</b>	1%	<b>0%</b>	1%	<b>0%</b>	1%
Certainly not	<b>0%</b>	0%	1%	0%	0%	0%	1%	1%	1%	0%	<b>0%</b>	<b>1%</b>	0%
I already got my second dose	<b>9%</b>	3%	8%	9%	<b>15%</b>	<b>16%</b>	6%	8%	7%	<b>11%</b>	<b>11%</b>	8%	7%
Don't know	<b>1%</b>	0%	<b>2%</b>	1%	0%	0%	0%	0%	<b>0%</b>	<b>1%</b>	1%	1%	1%

New question

# SECOND DOSE OF THE VACCINE (CANADA VS UNITED STATES)



CTC663. Will you get your second dose of the Covid-19 vaccine?

Base: Respondents who received a vaccine



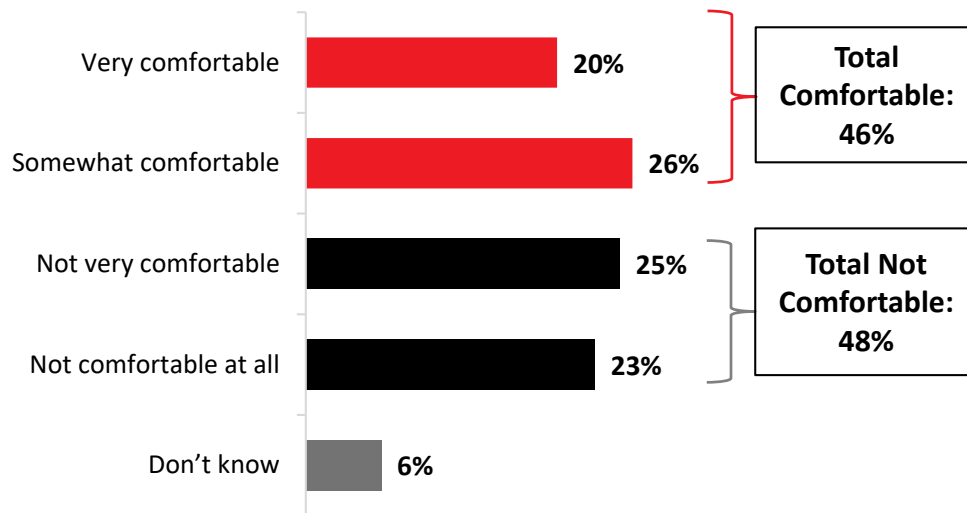
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,200	602	
Unweighted n =	1,259	677	
<b>Total Probably</b>	<b>89%</b>	<b>19%</b>	70
Certainly	84%	15%	69
Probably	5%	4%	1
<b>Total Probably Not</b>	1%	2%	1
Probably not	1%	0%	1
Certainly not	0%	1%	1
I already got my second dose	9%	78%	69
Don't know	1%	1%	-

# GETTING A DIFFERENT VACCINE FOR THE SECOND DOSE



**CTC665. Now that Health Canada has approved giving a second dose of a different vaccine than that received at the first dose, to what extent would you feel comfortable or not if the second dose you receive was a different brand than what you got the first time?**

Base: Respondents who received a vaccine shot or have the intention of getting the vaccine (n=1,372)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,319	85	318	513	85	138	181	343	443	533	609	480	206
Unweighted n =	1,372	87	374	549	114	112	136	359	562	451	653	490	213
<b>Total Comfortable</b>	<b>46%</b>	48%	42%	48%	39%	41%	<b>55%</b>	46%	47%	46%	47%	47%	45%
Very comfortable	<b>20%</b>	24%	18%	20%	22%	15%	25%	17%	22%	21%	20%	18%	24%
Somewhat comfortable	<b>26%</b>	24%	24%	28%	<b>17%</b>	27%	30%	29%	25%	25%	27%	29%	<b>21%</b>
<b>Total Not Comfortable</b>	<b>48%</b>	48%	52%	47%	51%	54%	<b>37%</b>	48%	45%	50%	46%	50%	48%
Not very comfortable	<b>25%</b>	22%	<b>30%</b>	22%	17%	<b>32%</b>	21%	<b>30%</b>	<b>20%</b>	25%	<b>21%</b>	<b>29%</b>	22%
Not comfortable at all	<b>23%</b>	26%	22%	25%	<b>34%</b>	22%	<b>15%</b>	<b>18%</b>	25%	25%	24%	20%	26%
Don't know	<b>6%</b>	4%	6%	5%	10%	5%	9%	6%	8%	4%	<b>7%</b>	<b>3%</b>	7%

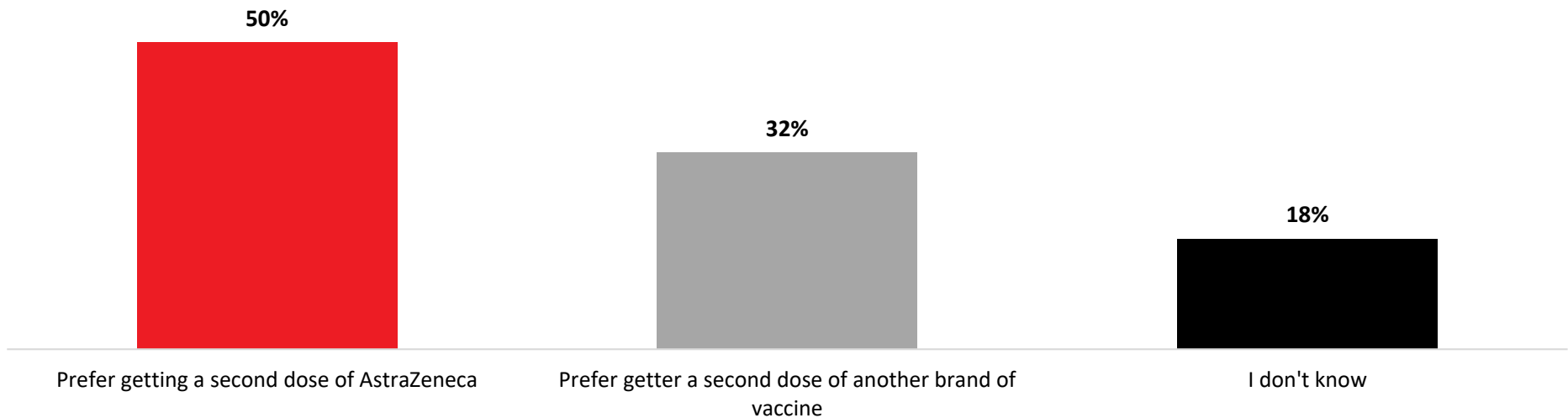
New question

# GETTING ANOTHER DOSE OF ASTRAZENECA



**CTC666. Would you prefer receiving a second dose of AstraZeneca or a second dose of either Pfizer or Moderna?**

Base: Respondents who received a first dose of the AstraZeneca vaccine (n=160)\*



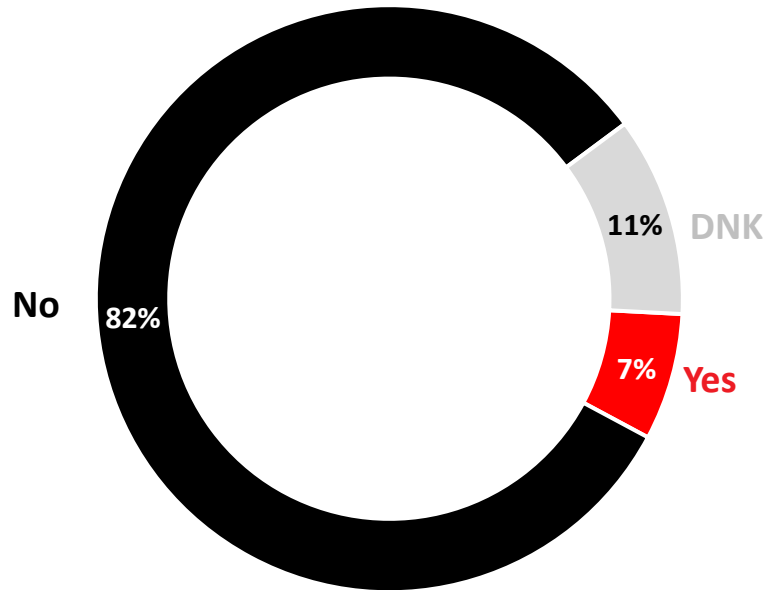
\*Given the number of respondents, detailed results are not presented.

# VACCINE SAFETY



**CTC434. Do you personally believe vaccines are dangerous and should not be taken or given?**

Base: All respondents (n=1,539)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25 <sup>th</sup>	Gap
Weighted n =	1,539	105	361	591	101	173	209	420	525	595	686	563	264	1,624	
Unweighted n =	1,539	101	413	611	127	133	154	415	633	491	714	554	254	1,624	
Yes	<b>7%</b>	9%	6%	7%	<b>13%</b>	6%	5%	6%	8%	6%	6%	7%	<b>10%</b>	<b>6%</b>	<b>+1</b>
No	<b>82%</b>	83%	83%	82%	80%	82%	81%	84%	<b>79%</b>	83%	83%	81%	82%	<b>81%</b>	<b>-1</b>
Don't know	<b>11%</b>	8%	12%	11%	8%	11%	14%	10%	13%	10%	12%	12%	8%	<b>12%</b>	<b>-1</b>

# VACCINE SAFETY (CANADA VS UNITED STATES)



CTC434. Do you personally believe vaccines are dangerous and should not be taken or given?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,539	1,004	
Unweighted n =	1,539	1,004	
Yes	7%	14%	7
No	82%	67%	15
Don't know	11%	19%	8

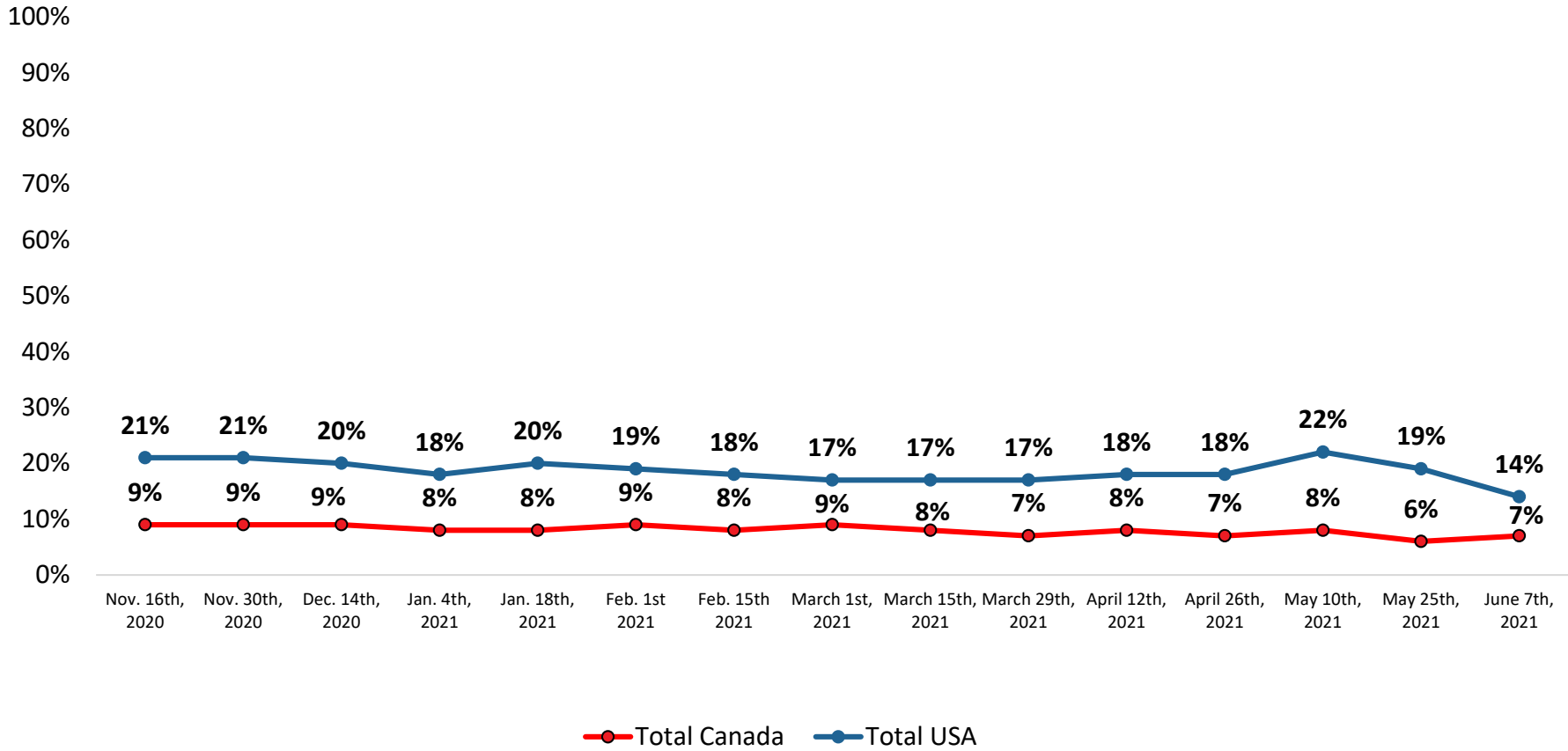


# VACCINE SAFETY - EVOLUTION



CTC434. Do you personally believe vaccines are dangerous and should not be taken or given?

*% Yes presented*





# MASK WEARING IN THE UNITED STATES

**New question**

# MASK WEARING IN PUBLIC



**CTC669. At which, if any, of the following venues/situations will you currently still wear a mask?**

Base: All respondents (n=1,004)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,004	180	218	372	234	276	393	335	487	517
Unweighted n =	1,004	200	205	323	276	196	407	401	494	510
On an airplane or train	69%	70%	64%	67%	76%	71%	67%	70%	67%	71%
A large store (grocery, general goods, etc.)	65%	72%	56%	60%	74%	67%	67%	59%	62%	67%
Small store (convenience, etc.)	62%	70%	49%	59%	71%	65%	64%	56%	60%	63%
Sporting events or concerts	58%	62%	49%	57%	64%	65%	57%	53%	56%	60%
Bar/restaurant	55%	60%	44%	54%	64%	61%	57%	47%	52%	58%

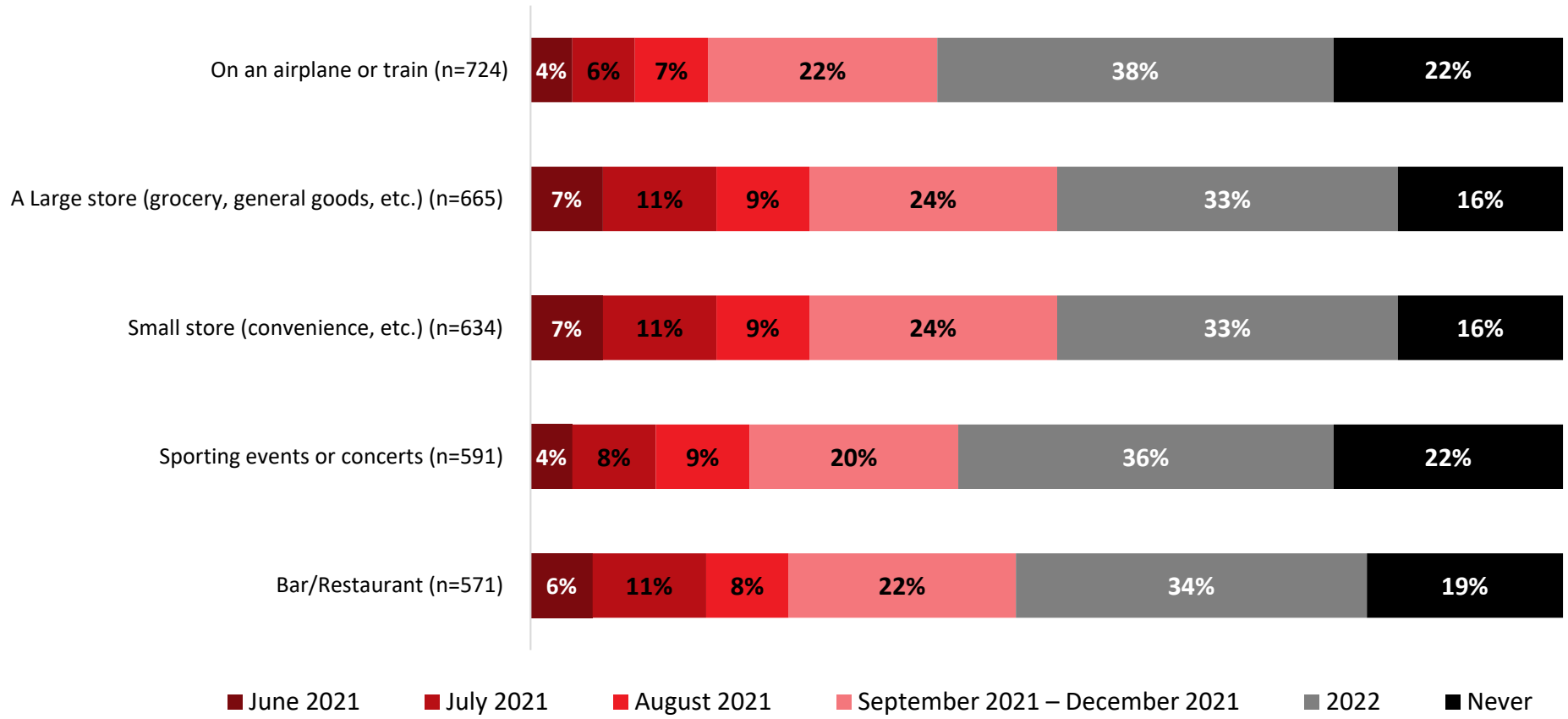
New question

# STOP WEARING A MASK



## CTC670. When do you think you will stop wearing a mask at:

Base: Respondents who still wear a mask in the following venues/situations

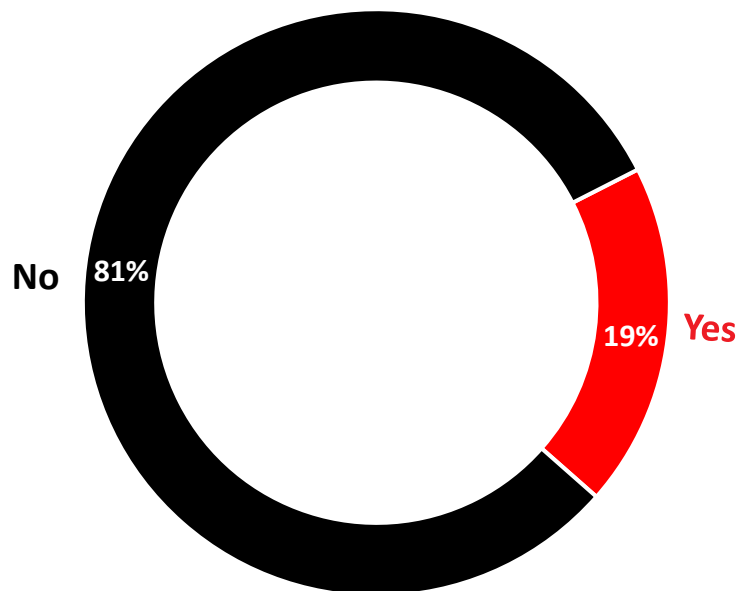


# ASSUMPTION ABOUT PEOPLE WEARING A MASK



CTC671. If you see someone wearing a mask, do you assume the person has not been vaccinated?

Base: All respondents (n=1,004)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,004	180	218	372	234	276	393	335	487	517
Unweighted n =	1,004	200	205	323	276	196	407	401	494	510
Yes	19%	32%	19%	18%	12%	24%	20%	15%	24%	15%
No	81%	68%	81%	82%	88%	76%	80%	85%	76%	85%



## 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
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	WESTERN	1,500	BC, AB, SK, MB
	AMERICAN	1,000	4 CENSUS REGIONS

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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	154	209
Alberta	133	173
Manitoba/Saskatchewan	127	101
Ontario	611	591
Quebec	413	361
Atlantic	105	101

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

US region	Unweighted	Weighted
NorthEast	180	200
MidWest	218	205
South	372	323
West	234	276

# 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.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	748	814
Female	792	725

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	420	415
Between 35 and 54	633	525
55 or over	491	595

<b>LANGUAGE (MOTHER TONGUE)</b>	<b>Unweighted</b>	<b>Weighted</b>
English	947	1,001
French	363	320
Other	229	218

The sample thus collected has a minimum weighting factor of 0.1832 and a maximum weighting factor of 4.1232. The weighted variance is 0.3792.

# 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.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	487	494
Female	510	517

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 29	98	165
Between 30 and 39	200	228
Between 40 and 49	187	197
Between 50 and 64	284	251
65 or older	225	173

The sample thus collected has a minimum weighting factor of 0.1908 and a maximum weighting factor of 3.5972. The weighted variance is 0.3323.

## 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 [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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Worldwide Independent Network (WIN)

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**185**  
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