Leger

LEGER'S NORTH AMERICAN TRACKER

June 28th, 2021

THE CANADIAN PRESS

ACS • AEC

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 **1,542 Canadians and 1,001 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 18th, 2021 to June 20th, 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 **±2.49%, 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 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-Present 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
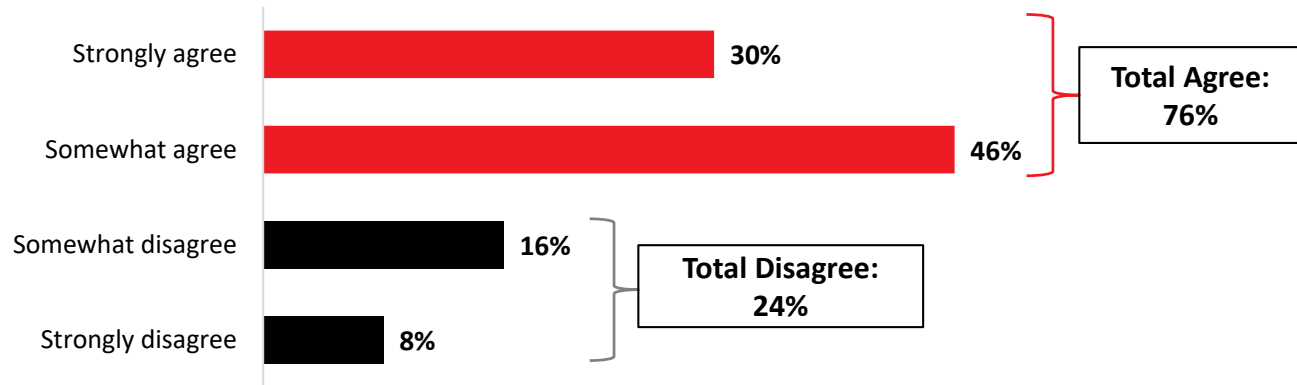
VACCINATION CAMPAIGN

RESPONSIBILITY OF RICH COUNTRIES IN THE VACCINATION CAMPAIGN

CTC690. Do you agree or disagree with the following statement: "It is the responsibility of richer countries, like Canada, to pay to send doses of COVID-19 vaccines to help developing countries worldwide fight the pandemic."?

Base: All respondents (n=1,542)

	Strongly agree	30%		Total Agree: 76%
	Somewhat agree	46%		
	Somewhat disagree	16%		Total Disagree: 24%
	Strongly disagree	8%		

|	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,542	105	362	592	101	173	209	421	526	596	646	583	291
Unweighted n =	1,542	100	412	604	125	137	164	425	590	527	687	577	263
Total Agree	**76%**	77%	83%	75%	65%	68%	82%	76%	69%	83%	80%	77%	67%
Strongly agree	30%	22%	34%	29%	26%	27%	35%	29%	22%	37%	35%	26%	26%
Somewhat agree	46%	55%	49%	46%	39%	41%	47%	47%	47%	46%	45%	51%	41%
Total Disagree	**24%**	23%	17%	25%	35%	32%	18%	24%	31%	17%	20%	23%	33%
Somewhat disagree	16%	19%	12%	16%	20%	24%	11%	16%	19%	12%	13%	15%	22%
Strongly disagree	8%	4%	5%	10%	15%	8%	7%	9%	12%	4%	7%	8%	11%

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RESPONSIBILITY OF RICH COUNTRIES IN THE VACCINATION CAMPAIGN (CANADA VS UNITED STATES)

CTC690. Do you agree or disagree with the following statement: "It is the responsibility of richer countries, like Canada/the United States, to pay to send doses of COVID-19 vaccines to help developing countries worldwide fight the pandemic."?

Base: All respondents
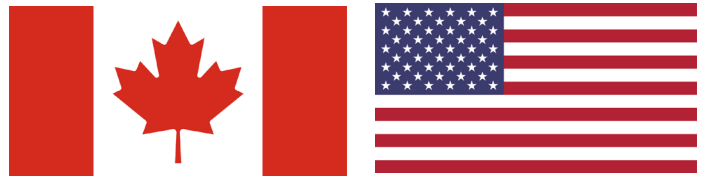
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,542	1,001	
Unweighted n =	1,542	1,001	
Total Agree	**76%**	**64%**	12
Strongly agree	30%	29%	1
Somewhat agree	**46%**	**35%**	11
Total Disagree	**24%**	**36%**	12
Somewhat disagree	16%	18%	2
Strongly disagree	**8%**	**18%**	10

STRATEGY FOR VACCINE DONATIONS

CTC691. Some countries, like Canada, have announced that they will purchase and send doses of COVID-19 vaccines to developing countries. Which statement best represents your opinion about what should be our strategy:

Base: All respondents (n=1,542)

40%

60%

Purchase and send doses to developing countries as soon as possible

Wait until our vaccination campaign is fully completed before sending doses of the vaccines to other countries

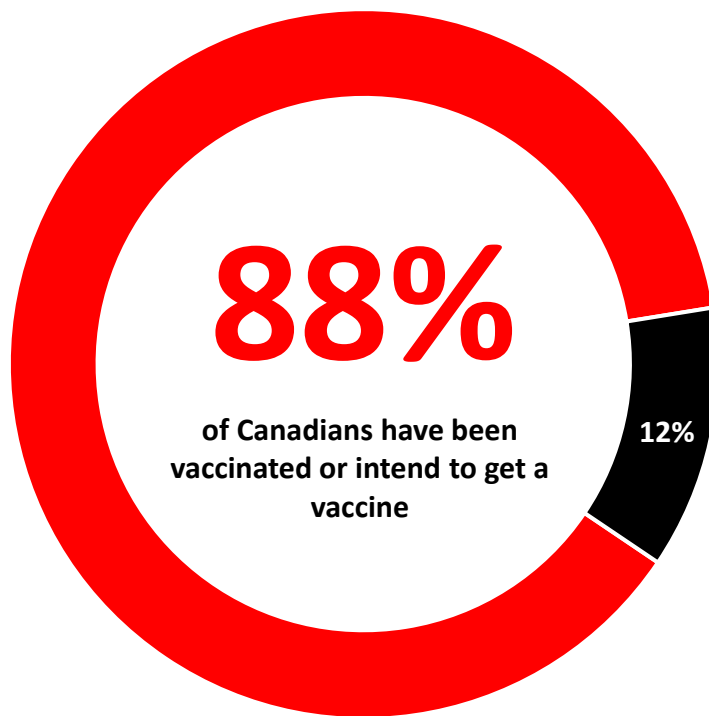|	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,542	105	362	592	101	173	209	421	526	596	646	583	291
Unweighted n =	1,542	100	412	604	125	137	164	425	590	527	687	577	263
Purchase and send doses to developing countries as soon as possible	40%	39%	48%	38%	36%	34%	42%	40%	35%	46%	45%	38%	35%
Wait until our vaccination campaign is fully completed before sending doses of the vaccines to other countries	60%	61%	52%	62%	64%	66%	58%	60%	65%	54%	55%	62%	65%

STRATEGY FOR VACCINE DONATIONS (CANADA VS UNITED STATES)

CTC691. Some countries, like Canada/the United States, have announced that they will purchase and send doses of COVID-19 vaccines to developing countries. Which statement best represents your opinion about what should be our strategy:

Base: All respondents
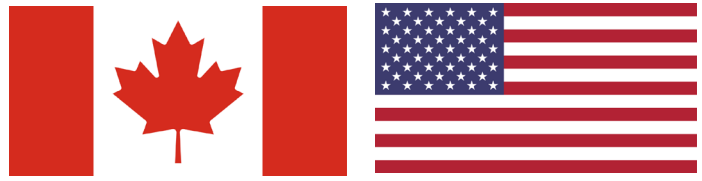
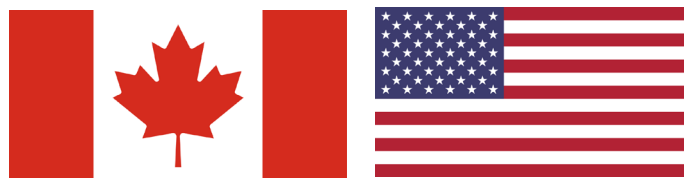|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,542	1,001	
Unweighted n =	1,542	1,001	
Purchase and send doses to developing countries as soon as possible	40%	48%	8
Wait until our vaccination campaign is fully completed before sending doses of the vaccines to other countries	60%	52%	8

VACCINATION INDEX*

88%

of Canadians have been vaccinated or intend to get a vaccine

12%

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 7th	Gap
Weighted n =	1,542	105	362	592	101	173	209	421	526	596	646	583	291	1,539	
Unweighted n =	1,542	100	412	604	125	137	164	425	590	527	687	577	263	1,539	
Canadians who have been vaccinated or intend to get a vaccine	88%	89%	94%	88%	82%	84%	88%	87%	86%	92%	89%	91%	84%	86%	+2
Canadians who do not intend to receive a vaccine	12%	11%	6%	12%	18%	16%	12%	13%	14%	8%	11%	9%	16%	14%	-2

*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 =	1,542	1,001	
Unweighted n =	1,542	1,001	
Canadians/Americans who have been vaccinated or intend to get a vaccine	88%	68%	20
Canadians/Americans who do not intend a receive the vaccine	12%	32%	20

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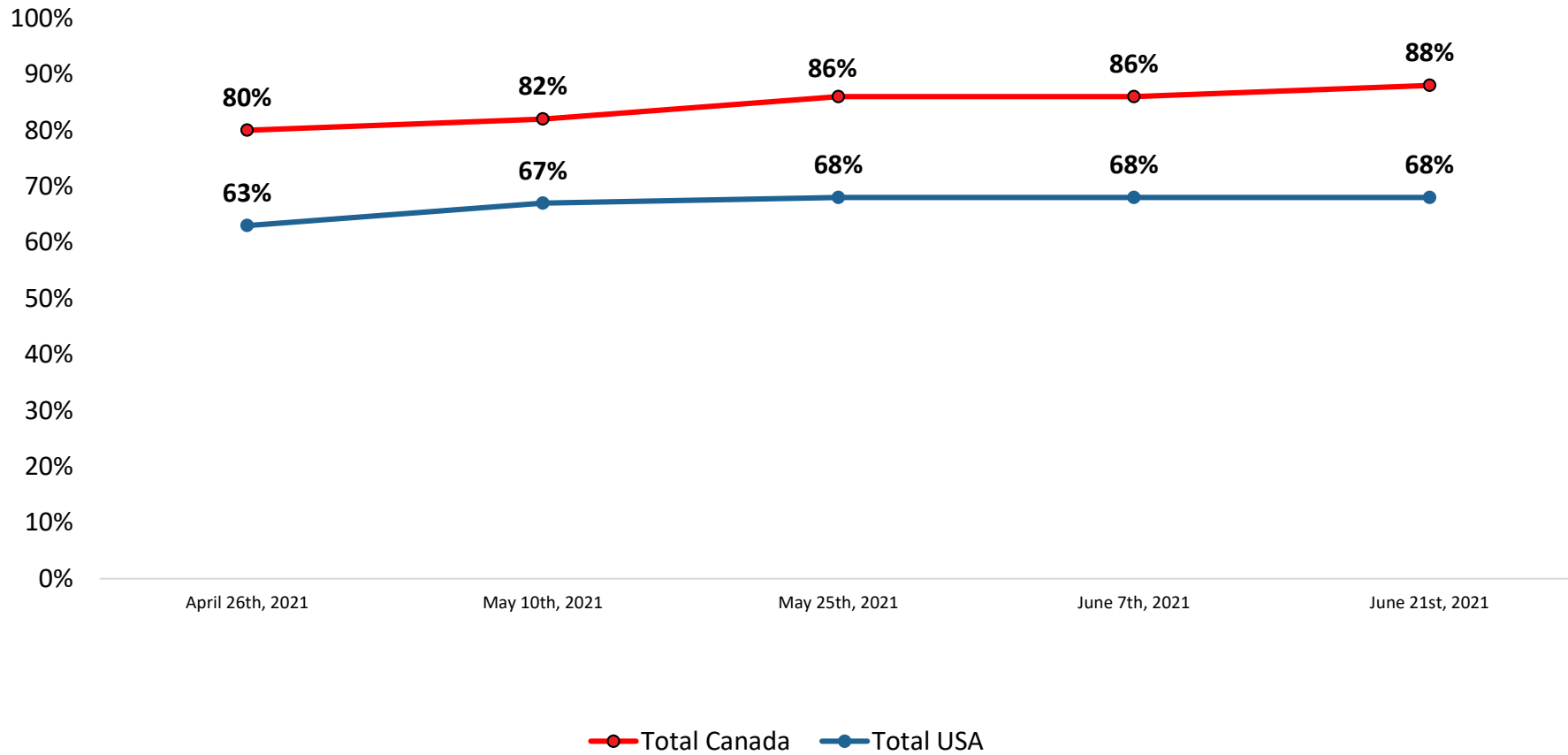
*This index was calculated by combining respondents who said yes to question CTC547: *Have you received a COVID-19 vaccine shot?* and those who said yes to question CTC108: *When a vaccine for COVID-19 that had been approved by Health Canada/The FDA becomes available to the population and it is free,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

VACCINE SAFETY

CTC434. Do you personally believe vaccines are dangerous and should not be taken or given?
Base: All respondents (n=1,542)

No 81%

12% DNK

7% Yes
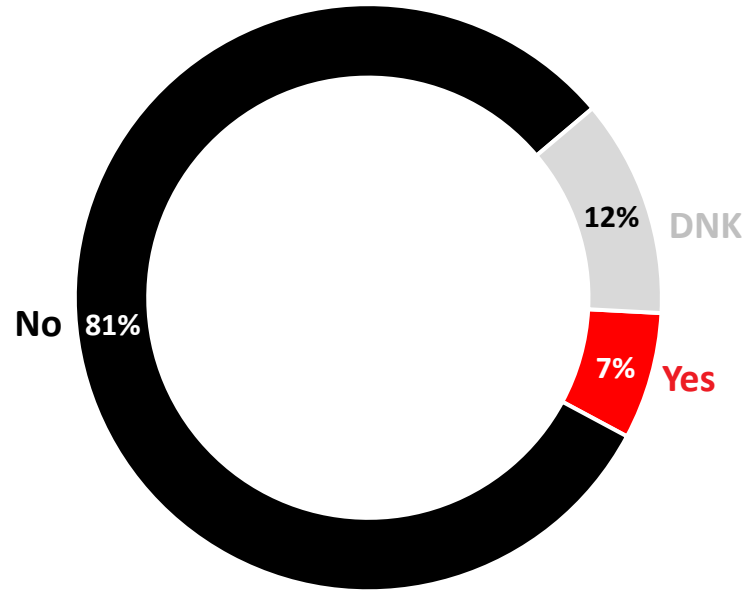
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 7th	Gap
Weighted n =	1,542	105	362	592	101	173	209	421	526	596	646	583	291	1,539	
Unweighted n =	1,542	100	412	604	125	137	164	425	590	527	687	577	263	1,539	
Yes	7%	9%	6%	8%	11%	2%	9%	9%	9%	4%	8%	5%	9%	7%	-
No	81%	75%	85%	80%	69%	82%	83%	79%	75%	87%	78%	85%	78%	82%	-1
Don't know	12%	16%	9%	12%	20%	16%	8%	11%	16%	9%	14%	9%	13%	11%	+1

VACCINE SAFETY
(CANADA VS UNITED STATES)

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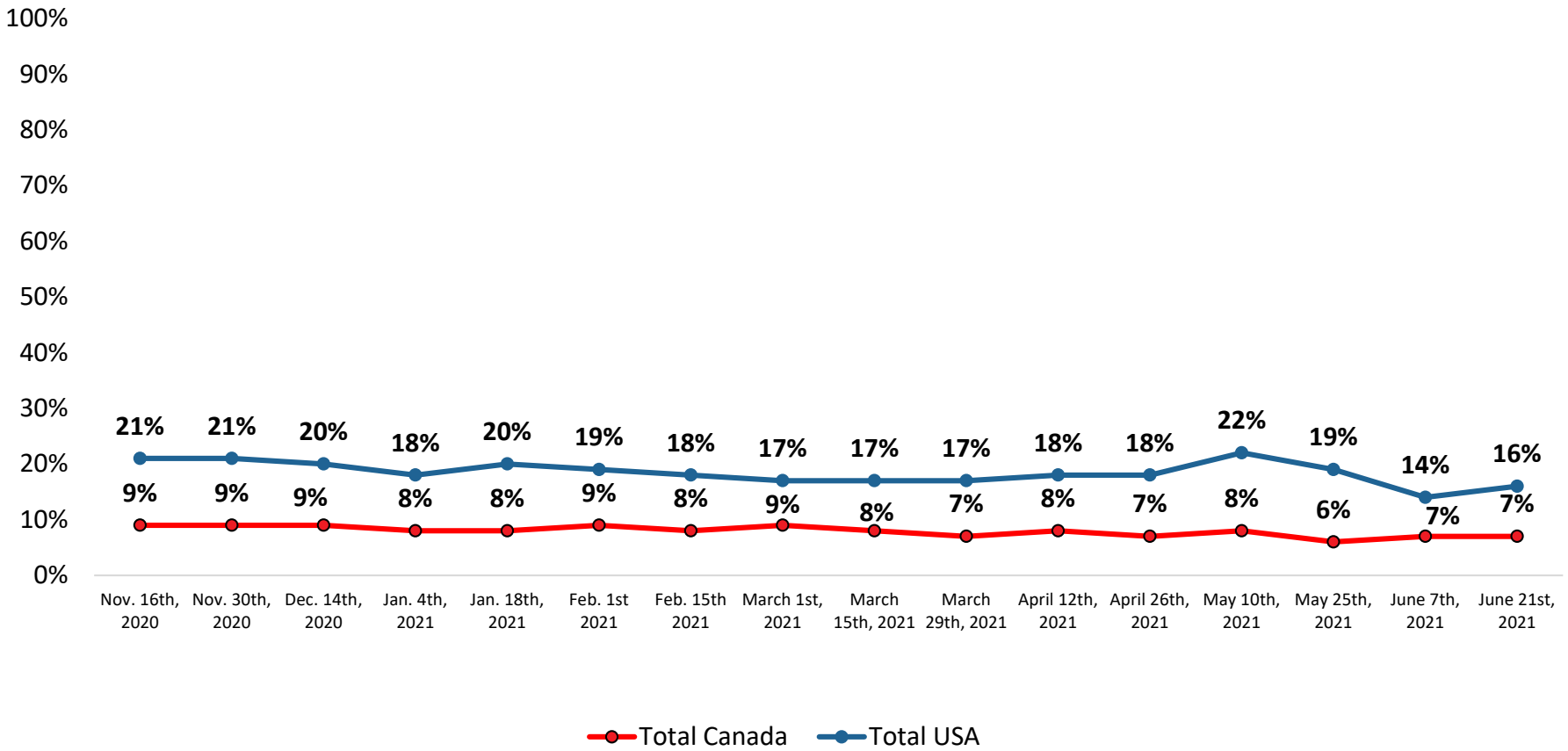Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,542	1,001	
Unweighted n =	1,542	1,001	
Yes	**7%**	**16%**	9
No	**81%**	**69%**	12
Don't know	12%	15%	3

VACCINE SAFETY - EVOLUTION

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

% Yes presented

Date	Total Canada	Total USA
Nov. 16th, 2020	9%	21%
Nov. 30th, 2020	9%	21%
Dec. 14th, 2020	9%	20%
Jan. 4th, 2021	8%	18%
Jan. 18th, 2021	8%	20%
Feb. 1st 2021	9%	19%
Feb. 15th 2021	8%	18%
March 1st, 2021	9%	17%
March 15th, 2021	8%	17%
March 29th, 2021	7%	17%
April 12th, 2021	8%	18%
April 26th, 2021	7%	18%
May 10th, 2021	8%	22%
May 25th, 2021	6%	19%
June 7th, 2021	7%	14%
June 21st, 2021	7%	16%

WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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

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

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

CONTACT US

APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	164	209
Alberta	137	173
Manitoba/Saskatchewan	125	101
Ontario	604	592
Quebec	412	362
Atlantic	100	105

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

US region	Unweighted	Weighted
NorthEast	192	179
MidWest	231	217
South	324	371
West	254	233

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	840	749
Female	702	793

AGE	Unweighted	Weighted
Between 18 and 34	425	421
Between 35 and 54	590	526
55 or over	527	596

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	983	1,044
French	366	321
Other	192	176

The sample thus collected has a minimum weighting factor of 0.2209 and a maximum weighting factor of 3.3419. The weighted variance is 0.2819.

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	488	485
Female	513	516

AGE	Unweighted	Weighted
Between 18 and 29	107	172
Between 30 and 39	200	221
Between 40 and 49	202	186
Between 50 and 64	282	250
65 or older	210	172

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.

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger Metrics**
  Real-time VOC satisfaction measurement

- **Leger Analytics**
  Data modeling and analysis

- **Legerweb**
  Panel management

- **Leger Communities**
  Online community management

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

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

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG