NORTH AMERICAN TRACKER

Leger

March 14th, 2022
EDITION

ACS • AEC

THE CANADIAN PRESS

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 **1,515 Canadians and 1,002 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 **March 11th, 2022, to March 13th, 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.

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
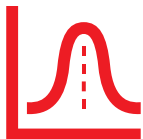
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.5%, 19 times out of 20** for the Canadian sample and of **±3.096%, 19 times out of 20** for the American sample. The results 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 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						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* 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%

The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

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**.
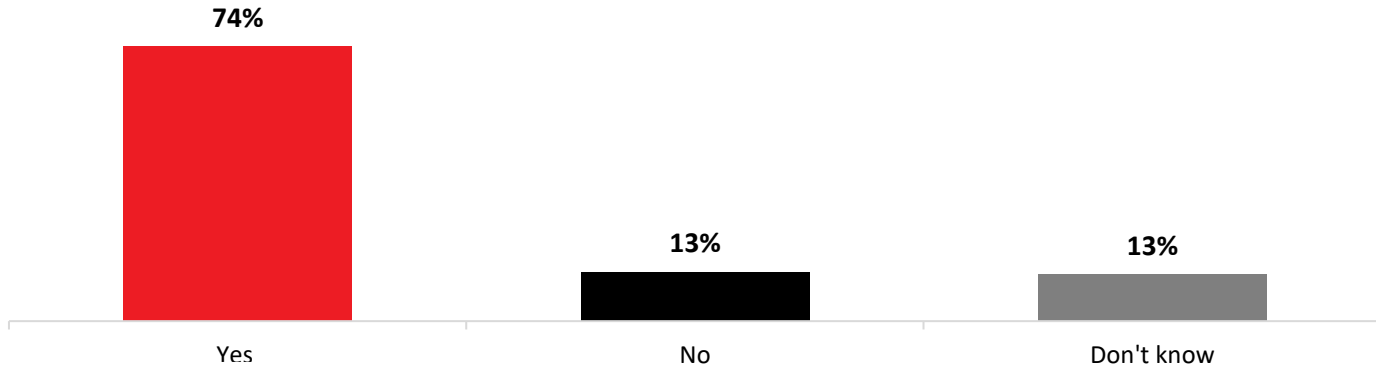
THE RUSSIA-UKRAINE CONFLICT

POTENTIAL TO DEVELOP INTO A WORLD WAR

CTC924. Do you think the Russian invasion of Ukraine has the potential to develop into a world war?
Base: All respondents (n=1,515)

	Yes	No	Don't know
	74%	**13%**	**13%**

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Data collected from February 25 to 27, 2022	
Weighted n=	1,515	104	355	581	99	170	206	405	524	585	652	552	295	1,519	
Unweighted n=	1,515	100	414	601	125	125	150	451	554	510	662	548	289	1,519	
Yes	**74%**	78%	76%	72%	70%	78%	75%	72%	73%	77%	74%	73%	78%	**66%**	+8
No	**13%**	8%	11%	17%	20%	5%	12%	15%	13%	12%	13%	15%	11%	**15%**	-2
Don't know	**13%**	14%	13%	11%	10%	17%	14%	13%	14%	11%	13%	13%	11%	**19%**	-6

POTENTIAL TO DEVELOP INTO A WORLD WAR (CANADA VS UNITED STATES)

CTC924. Do you think the Russian invasion of Ukraine has the potential to develop into a world war?
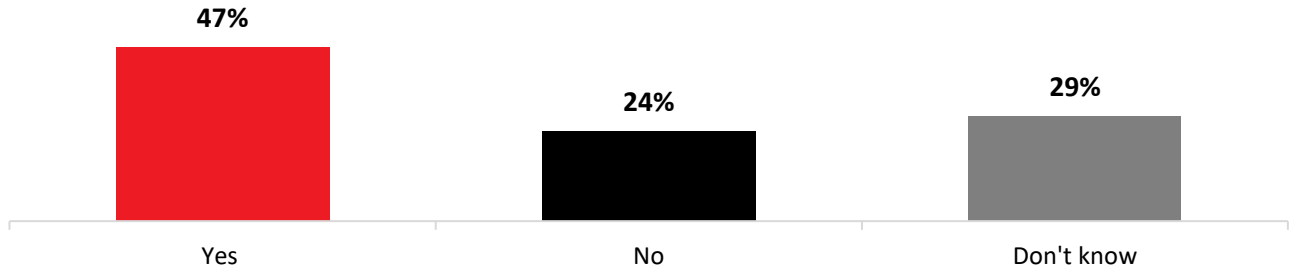Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,002	
Unweighted n=	1,515	1,002	
Yes	74%	66%	8
No	13%	15%	2
Don't know	13%	19%	6

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USE OF NUCLEAR WEAPONS

CTC926. Do you think that Vladimir Putin and Russia will use nuclear weapons if the conflict does not go the way Russia wants?
Base: All respondents (n=1,515)

47% Yes **24%** No **29%** Don't know

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,515	104	355	581	99	170	206	405	524	585	652	552	295
Unweighted n=	1,515	100	414	601	125	125	150	451	554	510	662	548	289
Yes	47%	54%	48%	46%	45%	48%	48%	49%	50%	43%	49%	45%	48%
No	24%	15%	30%	25%	25%	20%	22%	22%	22%	28%	25%	25%	22%
Don't know	29%	31%	23%	30%	31%	33%	30%	28%	28%	29%	27%	30%	30%

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USE OF NUCLEAR WEAPONS (CANADA VS UNITED STATES)

CTC926. Do you think that Vladimir Putin and Russia will use nuclear weapons if the conflict does not go the way Russia wants?
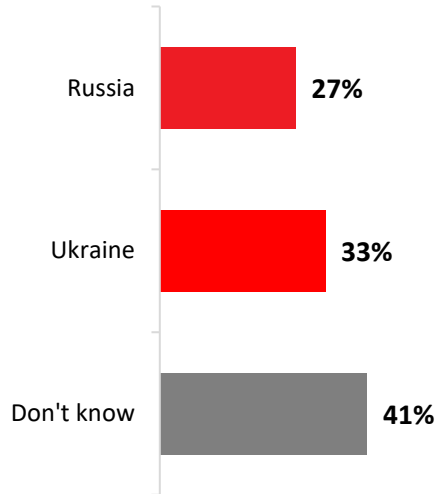
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,002	
Unweighted n=	1,515	1,002	
Yes	**47%**	**41%**	6
No	24%	25%	1
Don't know	**29%**	**34%**	5

COUNTRY THAT WILL WIN THE CONFLICT

CTC925. In the end, who do you think will win the conflict?

Base: All respondents (n=1,515)

Russia — 27%

Ukraine — 33%

Don't know — 41%

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,515	104	355	581	99	170	206	405	524	585	652	552	295
Unweighted n=	1,515	100	414	601	125	125	150	451	554	510	662	548	289
Russia	**27%**	23%	31%	**23%**	25%	27%	31%	25%	29%	25%	27%	28%	25%
Ukraine	**33%**	40%	29%	34%	30%	38%	28%	35%	29%	34%	32%	31%	37%
Don't know	**41%**	37%	40%	43%	45%	34%	41%	40%	42%	40%	41%	41%	38%

COUNTRY THAT WILL WIN THE CONFLICT (CANADA VS UNITED STATES)

CTC925. In the end, who do you think will win the conflict?

Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,002	
Unweighted n=	1,515	1,002	
Russia	27%	25%	2
Ukraine	33%	30%	3
Don't know	41%	45%	4

AGREEMENT WITH CERTAIN STATEMENTS ABOUT THE CONFLICT (1/2)

CTC927. Please indicate the extent to which you agree or disagree with the following statements about the Russia-Ukraine conflict.
Base: All respondents (n=1,515)

% Total Agree Presented

Statement	% Agree
Canada should do its part and welcome Ukrainian immigration through an expedited process	78%
NATO nations should prepare themselves for military intervention	74%
Ukraine should be allowed to join NATO	66%
The economic sanctions against Russia should be more severe, even if this may mean higher gas costs for Western countries	65%
This conflict could last for many years	64%
Economic sanctions will only hurt Russian people, they have no real effect on Putin himself	62%
Canada should increase its military spending	58%
I still believe that a diplomatic solution is possible	49%
NATO forces should establish a no-fly zone over Ukraine even if it risks escalating the conflict	47%
The NHL should ban Russian players from playing in the league until the conflict is resolved	37%
Imposing economic sanctions on Russia will eventually cause Russia to back off	35%

AGREEMENT WITH CERTAIN STATEMENTS ABOUT THE CONFLICT (2/2)

CTC927. Please indicate the extent to which you agree or disagree with the following statements about the Russia-Ukraine conflict.

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,515	104	355	581	99	170	206	405	524	585	652	552	295
Unweighted n=	1,515	100	414	601	125	125	150	451	554	510	662	548	289
% Total Agree Presented													
Canada should do its part and welcome Ukrainian immigration through an expedited process	78%	73%	85%	78%	74%	73%	76%	75%	74%	85%	76%	80%	81%
NATO nations should prepare themselves for military intervention	74%	77%	71%	74%	70%	78%	73%	71%	73%	77%	70%	76%	79%
Ukraine should be allowed to join NATO	66%	62%	68%	66%	62%	65%	68%	59%	60%	76%	63%	70%	67%
The economic sanctions against Russia should be more severe, even if this may mean higher gas costs for Western countries	65%	72%	69%	65%	56%	61%	64%	51%	59%	80%	63%	66%	69%
This conflict could last for many years	64%	66%	61%	64%	68%	65%	64%	67%	66%	60%	62%	65%	65%
Economic sanctions will only hurt Russian people, they have no real effect on Putin himself	62%	64%	63%	58%	69%	59%	65%	62%	63%	60%	61%	60%	65%
Canada should increase its military spending	58%	56%	60%	58%	58%	60%	50%	44%	54%	70%	54%	58%	65%
I still believe that a diplomatic solution is possible	49%	45%	54%	49%	51%	39%	50%	56%	45%	47%	49%	50%	48%
NATO forces should establish a no-fly zone over Ukraine even if it risks escalating the conflict	47%	41%	47%	48%	50%	47%	46%	40%	48%	50%	45%	47%	50%
The NHL should ban Russian players from playing in the league until the conflict is resolved	37%	38%	34%	39%	41%	41%	33%	31%	35%	44%	35%	40%	38%
Imposing economic sanctions on Russia will eventually cause Russia to back off	35%	37%	35%	36%	32%	32%	34%	34%	31%	39%	32%	37%	35%

AGREEMENT WITH CERTAIN STATEMENTS ABOUT THE CONFLICT (CANADA VS UNITED STATES)

CTC927. Please indicate the extent to which you agree or disagree with the following statements about the Russia-Ukraine conflict.

Base: All respondents

| *% Total Agree Presented*	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,515	1,002	
Unweighted n=	1,515	1,002	
Canada/The United States should do its part and welcome Ukrainian immigration through an expedited process	78%	63%	15
NATO nations should prepare themselves for military intervention	74%	70%	4
Ukraine should be allowed to join NATO	66%	63%	3
The economic sanctions against Russia should be more severe, even if this may mean higher gas costs for Western countries	65%	57%	8
This conflict could last for many years	64%	57%	7
Economic sanctions will only hurt Russian people, they have no real effect on Putin himself	62%	58%	4
Canada/The United States should increase its military spending	58%	42%	16
I still believe that a diplomatic solution is possible	49%	47%	2
NATO forces should establish a no-fly zone over Ukraine even if it risks escalating the conflict	47%	44%	3
The NHL should ban Russian players from playing in the league until the conflict is resolved	37%	45%	8
Imposing economic sanctions on Russia will eventually cause Russia to back off	35%	33%	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

CONTACT US
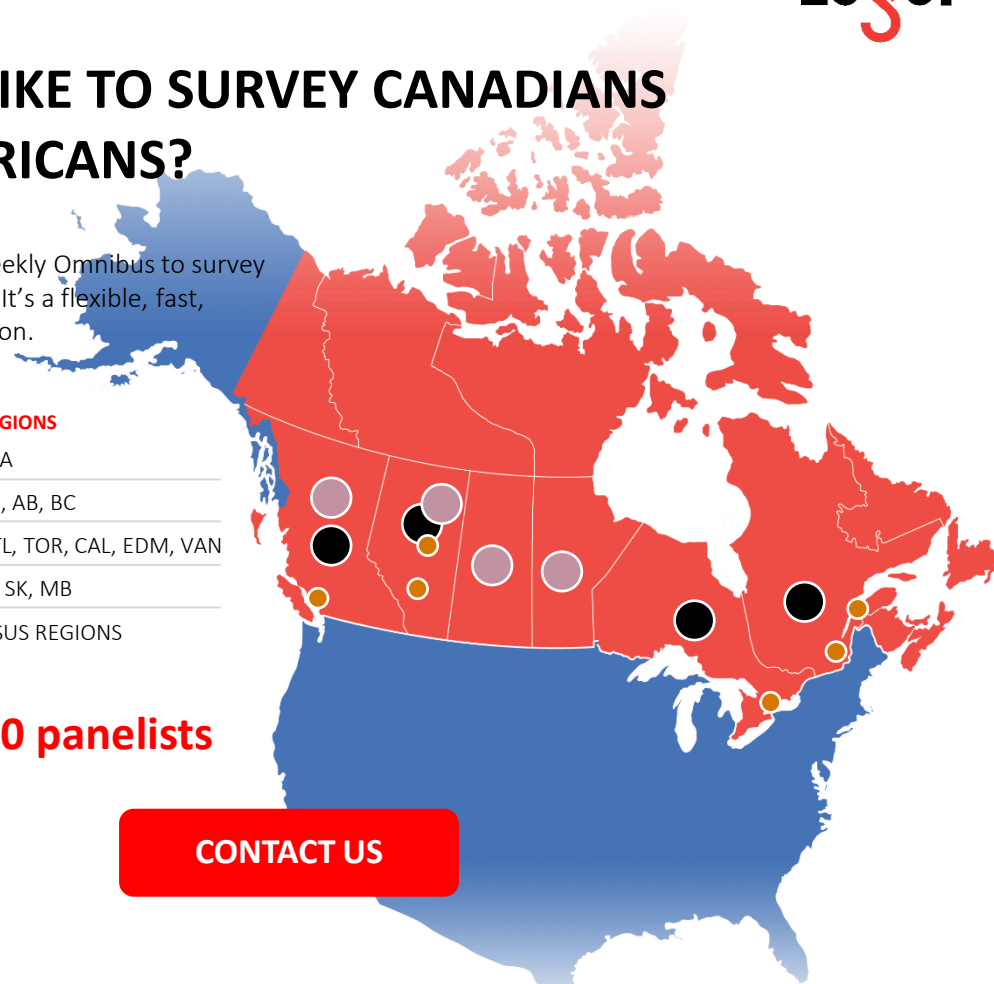
APPENDIX

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	150	206
Alberta	125	170
Manitoba/Saskatchewan	125	99
Ontario	601	581
Quebec	414	355
Atlantic	104	100

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

US Region	Unweighted	Weighted
NorthEast	200	179
MidWest	182	217
South	380	372
West	240	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	795	736
Female	720	779

AGE	Unweighted	Weighted
Between 18 and 34	451	405
Between 35 and 54	554	524
55 or over	510	585

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	937	1,002
French	367	315
Other	209	193

The sample thus collected has a minimum weighting factor of 0.2055 and a maximum weighting factor of 4.3663. The weighted variance is 0.3053.

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	500	487
Female	502	515

AGE	Unweighted	Weighted
Between 18 and 29	83	178
Between 30 and 39	179	215
Between 40 and 49	200	186
Between 50 and 64	290	251
65 or older	250	172

The sample thus collected has a minimum weighting factor of 0.3142 and a maximum weighting factor of 4.2197. The weighted variance is 0.4099.

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Community**
  Online community management

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

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

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

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

OUR COMMITMENTS TO QUALITY

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.

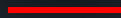Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

We Know Canadians