Leger

LEGER'S NORTH AMERICAN TRACKER

March 22nd, 2021

THE CANADIAN PRESS [*]

A C S • A E C

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 **1,512 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 **March 12th, 2021 to March 14th, 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 **±2.52%, 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

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

COVID-19 PANDEMIC: ONE YEAR LATER

LIFE CHANGES: IMPACT OF THE PANDEMIC

CTC575. Thinking about some of your life's key issues, which do you think have gotten better, worse or stayed the same during your first year of the COVID-19 pandemic:

Base: All respondents (n=1,512)

Issue	Total Worse (A lot + a little)	Same	Total Better (A lot + a little)
Friends	50%	43%	6%
Mental health	50%	44%	6%
Trust in government	43%	47%	10%
Physical health	41%	47%	12%
Work	38%	53%	9%
Family	36%	51%	13%
Personal finances	34%	51%	15%
Your future	30%	57%	13%
Life goals	30%	55%	12%
Love	21%	67%	12%

■ Total Worse (A lot + a little)   ■ Same   ■ Total Better (A lot + a little)
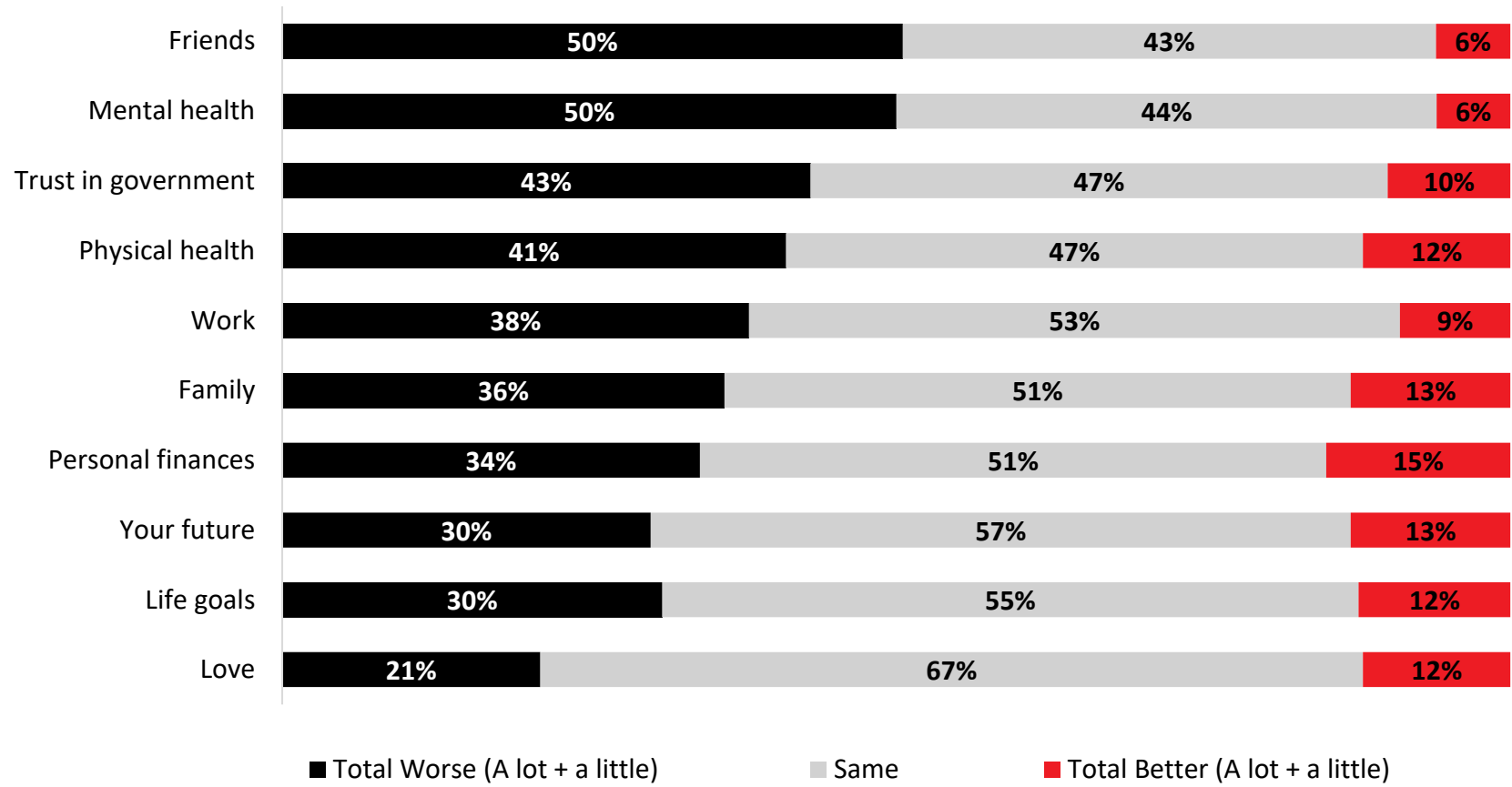
LIFE CHANGES: IMPACT OF THE PANDEMIC - *DETAILS*

CTC575. Thinking about some of your life's key issues, which do you think have gotten better, worse or stayed the same during your first year of the COVID-19 pandemic:

Base: All respondents

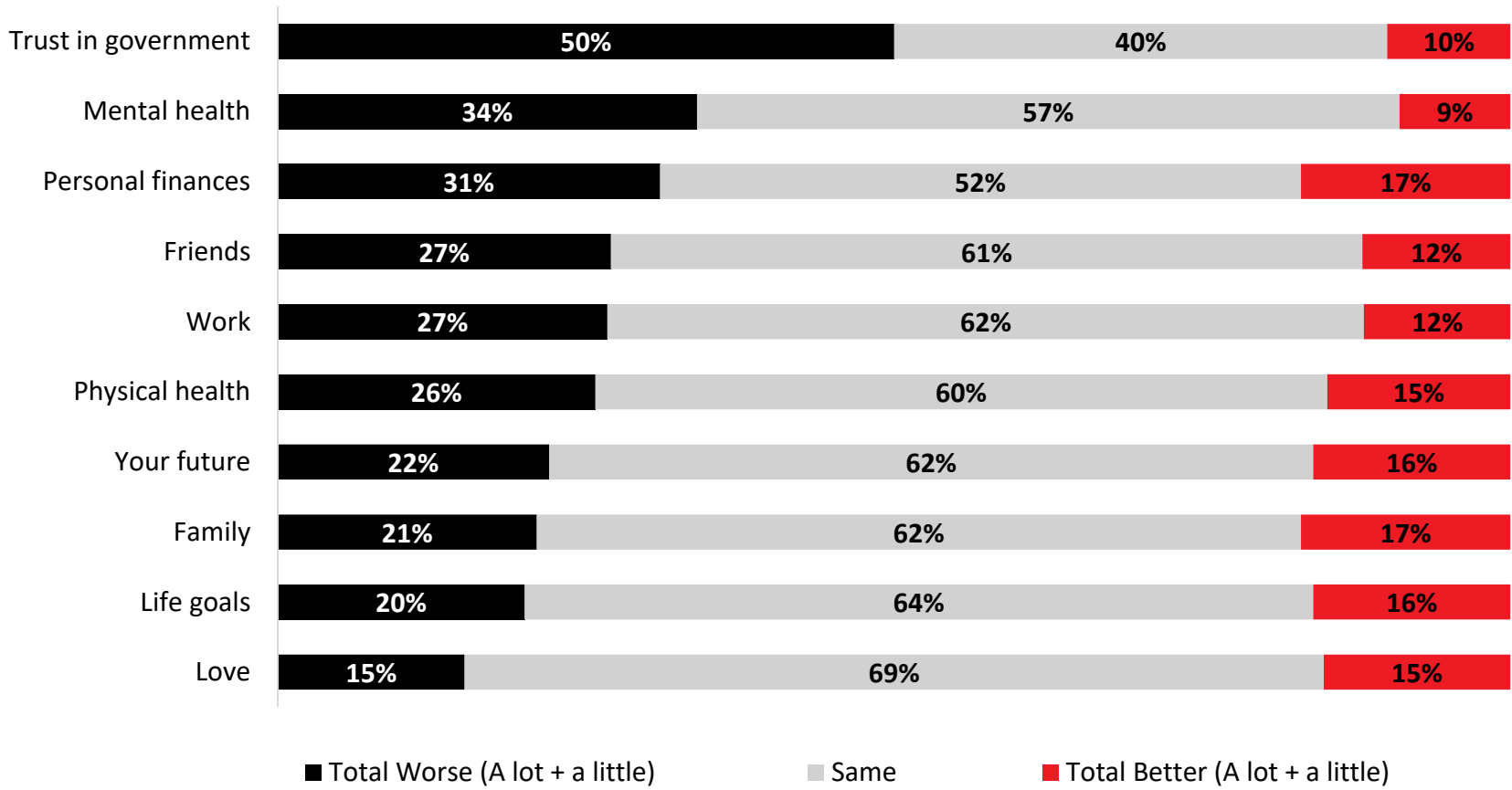|	TOTAL CANADA	Man	Woman	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,512	734	778	103	355	580	99	170	205	412	515	584	639	570	286
Unweighted n =	1,512	769	743	101	405	604	126	126	150	422	618	472	658	559	279
% Total Worst Presented (A lot + a little)															
Friends	**50%**	**46%**	**54%**	**36%**	54%	51%	**41%**	56%	48%	52%	52%	48%	49%	50%	53%
Mental health	**50%**	**43%**	**57%**	47%	48%	49%	46%	**58%**	53%	**60%**	**58%**	**36%**	51%	51%	48%
Trust in government	**43%**	42%	44%	**33%**	**34%**	44%	48%	**63%**	40%	40%	45%	43%	40%	45%	46%
Physical health	**41%**	**39%**	**44%**	**31%**	44%	43%	35%	37%	42%	**49%**	**45%**	**32%**	44%	40%	37%
Work	**38%**	**35%**	**41%**	38%	37%	41%	33%	42%	**31%**	**47%**	**44%**	**27%**	40%	35%	40%
Family	**36%**	**32%**	**40%**	27%	38%	37%	34%	42%	33%	38%	34%	37%	37%	33%	41%
Personal finances	**34%**	32%	36%	35%	**29%**	36%	32%	39%	33%	**42%**	**39%**	**24%**	35%	34%	30%
Your future	**30%**	**25%**	**35%**	31%	**23%**	31%	37%	**37%**	28%	33%	32%	**26%**	**33%**	**26%**	32%
Life goals	**30%**	**26%**	**34%**	31%	**24%**	33%	31%	36%	28%	**35%**	**35%**	**23%**	**35%**	**25%**	30%
Love	**21%**	20%	22%	19%	18%	23%	20%	21%	24%	**28%**	23%	**15%**	**25%**	**17%**	21%

LIFE CHANGES: IMPACT OF THE PANDEMIC

American survey

CTC575. Thinking about some of your life's key issues, which do you think have gotten better, worse or stayed the same during your first year of the COVID-19 pandemic:

Base: All respondents (n=1,003)

	Total Worse (A lot + a little)	Same	Total Better (A lot + a little)
Trust in government	50%	40%	10%
Mental health	34%	57%	9%
Personal finances	31%	52%	17%
Friends	27%	61%	12%
Work	27%	62%	12%
Physical health	26%	60%	15%
Your future	22%	62%	16%
Family	21%	62%	17%
Life goals	20%	64%	16%
Love	15%	69%	15%

■ Total Worse (A lot + a little)　　■ Same　　■ Total Better (A lot + a little)

LIFE CHANGES: IMPACT OF THE PANDEMIC - *DETAILS*

American survey

CTC575. Thinking about some of your life's key issues, which do you think have gotten better, worse or stayed the same during your first year of the COVID-19 pandemic:

Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,003	180	218	372	234	268	393	342	486	517
Unweighted n =	1,003	165	207	350	281	189	379	435	502	501
% Total Worst Presented (A lot + a little)										
Trust in government	**50%**	**40%**	54%	**54%**	46%	51%	**44%**	**56%**	47%	53%
Mental health	**34%**	37%	34%	33%	33%	**45%**	34%	**25%**	**28%**	**39%**
Personal finances	**31%**	32%	32%	30%	29%	**37%**	30%	**27%**	28%	34%
Friends	**27%**	29%	24%	26%	29%	**35%**	**22%**	27%	26%	28%
Work	**27%**	31%	23%	26%	28%	**36%**	25%	**21%**	27%	26%
Physical health	**26%**	24%	23%	28%	24%	**35%**	26%	**18%**	23%	28%
Your future	**22%**	20%	23%	23%	21%	**29%**	21%	**18%**	19%	24%
Family	**21%**	22%	19%	21%	22%	**32%**	**17%**	**17%**	22%	20%
Life goals	**20%**	18%	22%	20%	21%	**27%**	20%	**15%**	20%	21%
Love	**15%**	13%	16%	16%	15%	**21%**	15%	**11%**	13%	17%

LIFE CHANGES: IMPACT OF THE PANDEMIC (CANADA VS UNITED STATES)

CTC575. Thinking about some of your life's key issues, which do you think have gotten better, worse or stayed the same during your first year of the COVID-19 pandemic:
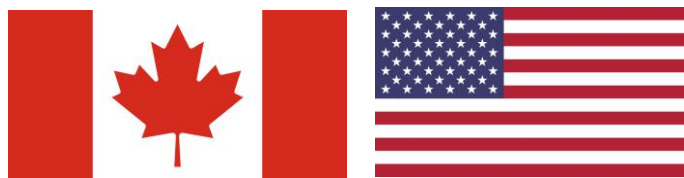
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,512	1,003	
Unweighted n =	1,512	1,003	
% Total Worst Presented (A lot + a little)			
Friends	50%	27%	23
Mental health	50%	34%	16
Trust in government	43%	50%	7
Physical health	41%	26%	15
Work	38%	27%	11
Family	36%	21%	15
Personal finances	34%	31%	3
Your future	30%	22%	8
Life goals	30%	20%	10
Love	21%	15%	6

CANADIANS' FER OF CONTRACTING THE VIRUS: EVOLUTION OVER ONE YEAR

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

March 11, 2020: The World Health Organization (WHO) declares COVID-19 a pandemic

May 4, 2020: Restrictions begin to lift in several provinces

Sept. 23, 2020: In an address to the country, Trudeau says the second wave of COVID-19 is underway

October 2020: Several provinces re-implement restrictions to fight the second wave

December 9, 2020: Health Canada approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine.

Total Afraid
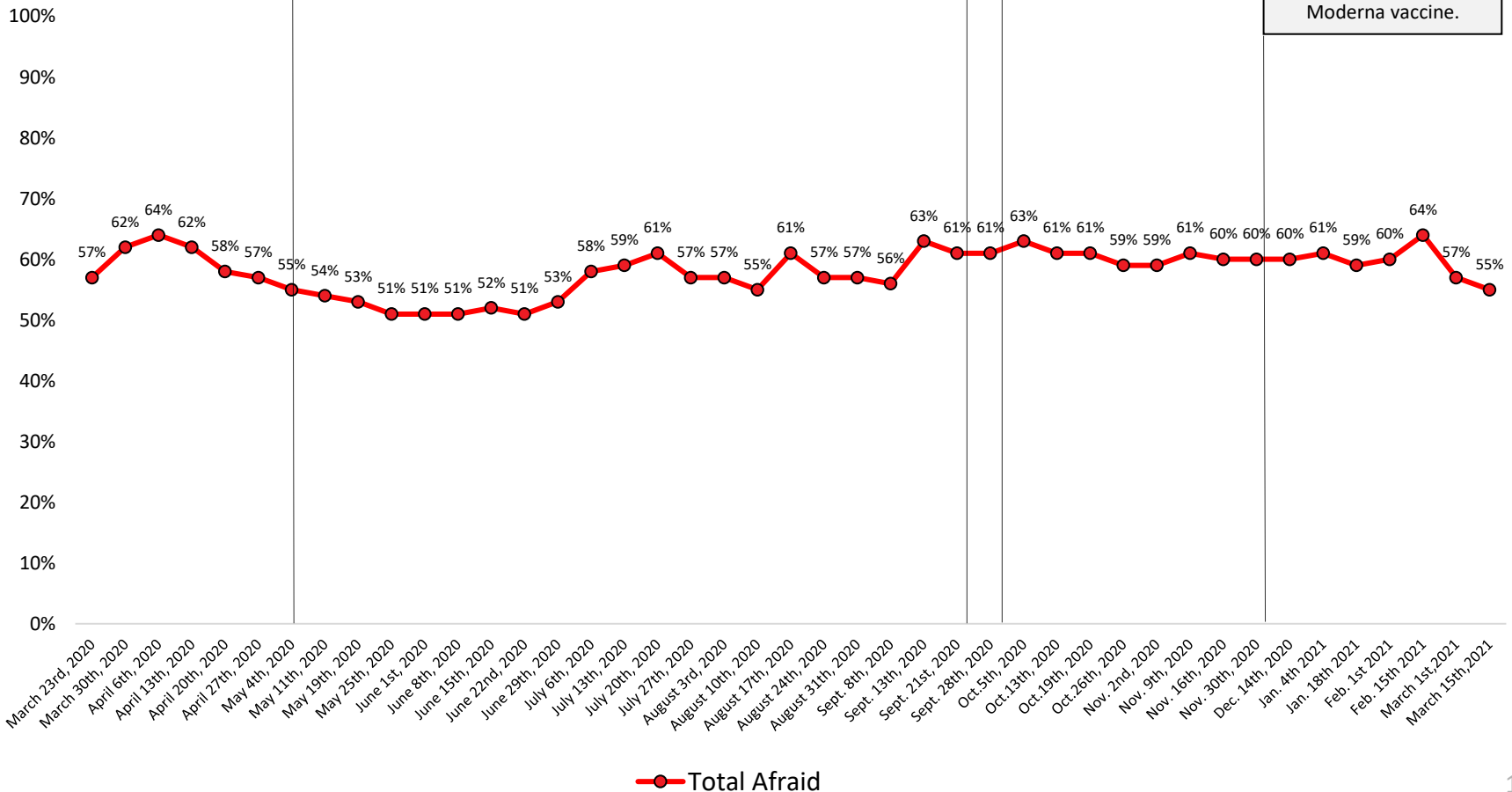
AMERICANS' FEAR OF CONTRACTING THE VIRUS: EVOLUTION OVER ONE YEAR

American survey

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

March 11, 2020:
The World Health Organization (WHO) declares COVID-19 a pandemic

May 27, 2020:
COVID-19 deaths surpass 100,000 in the U.S.

Sept. 22, 2020:
COVID-19 deaths surpass 200,000 in the U.S.

December 11, 2020:
The FDA approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine.

Line chart data (Total Afraid):
63%, 64%, 67%, 64%, 64%, 65%, 64%, 61%, 63%, 58%, 56%, 60%, 59%, 60%, 60%, 61%, 61%, 64%, 63%, 63%, 64%, 61%, 60%, 61%, 60%, 58%, 59%, 60%, 61%, 62%, 63%, 62%, 60%, 59%, 58%, 58%, 59%, 60%, 55%, 52%, 54%, 55%

Dates (x-axis): March 30th, 2020; April 6th, 2020; April 13th, 2020; April 20th, 2020; April 27th, 2020; May 4th, 2020; May 11th, 2020; May 19th, 2020; May 25th, 2020; June 1st, 2020; June 8th, 2020; June 15th, 2020; June 22nd, 2020; June 29th, 2020; July 6th, 2020; July 13th, 2020; July 20th, 2020; July 27th, 2020; August 3rd, 2020; August 10th, 2020; August 17th, 2020; August 24th, 2020; August 31th, 2020; Sept. 8th, 2020; Sept. 13th, 2020; Sept. 21st, 2020; Sept. 28th, 2020; Oct.5th, 2020; Oct.13th, 2020; Oct.19th, 2020; Oct.26th, 2020; Nov. 2nd, 2020; Nov. 9th, 2020; Nov. 16th, 2020; Nov. 30th, 2020; Dec. 14th, 2020; Jan. 4th 2021; Jan. 18th 2021; Feb. 1st 2021; Feb. 15th 2021; March 1st 2021; March 15th, 2021

—○— Total Afraid

CANADIANS' MENTAL HEALTH DURING THE CRISIS

CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?
Base: All respondents
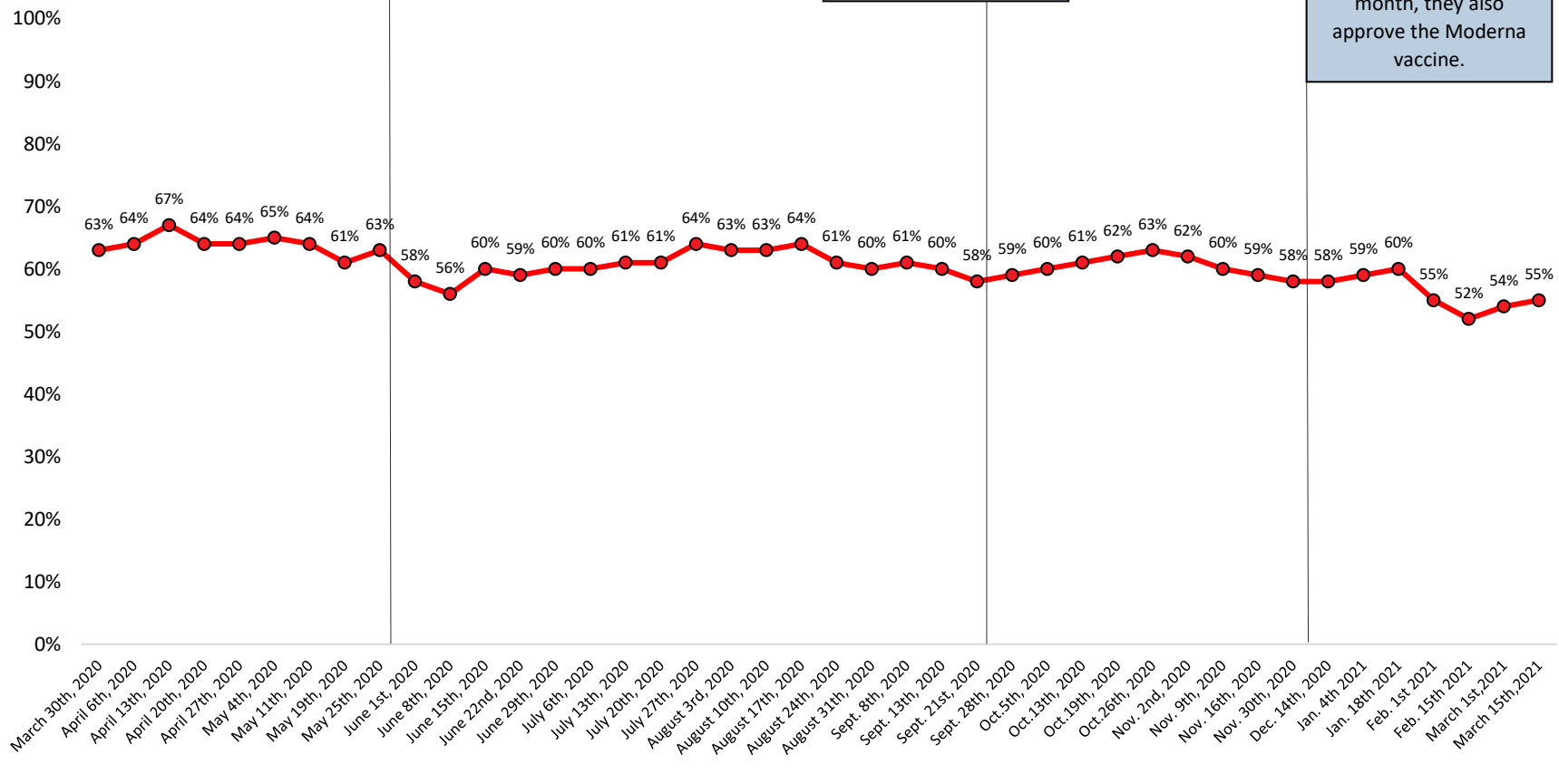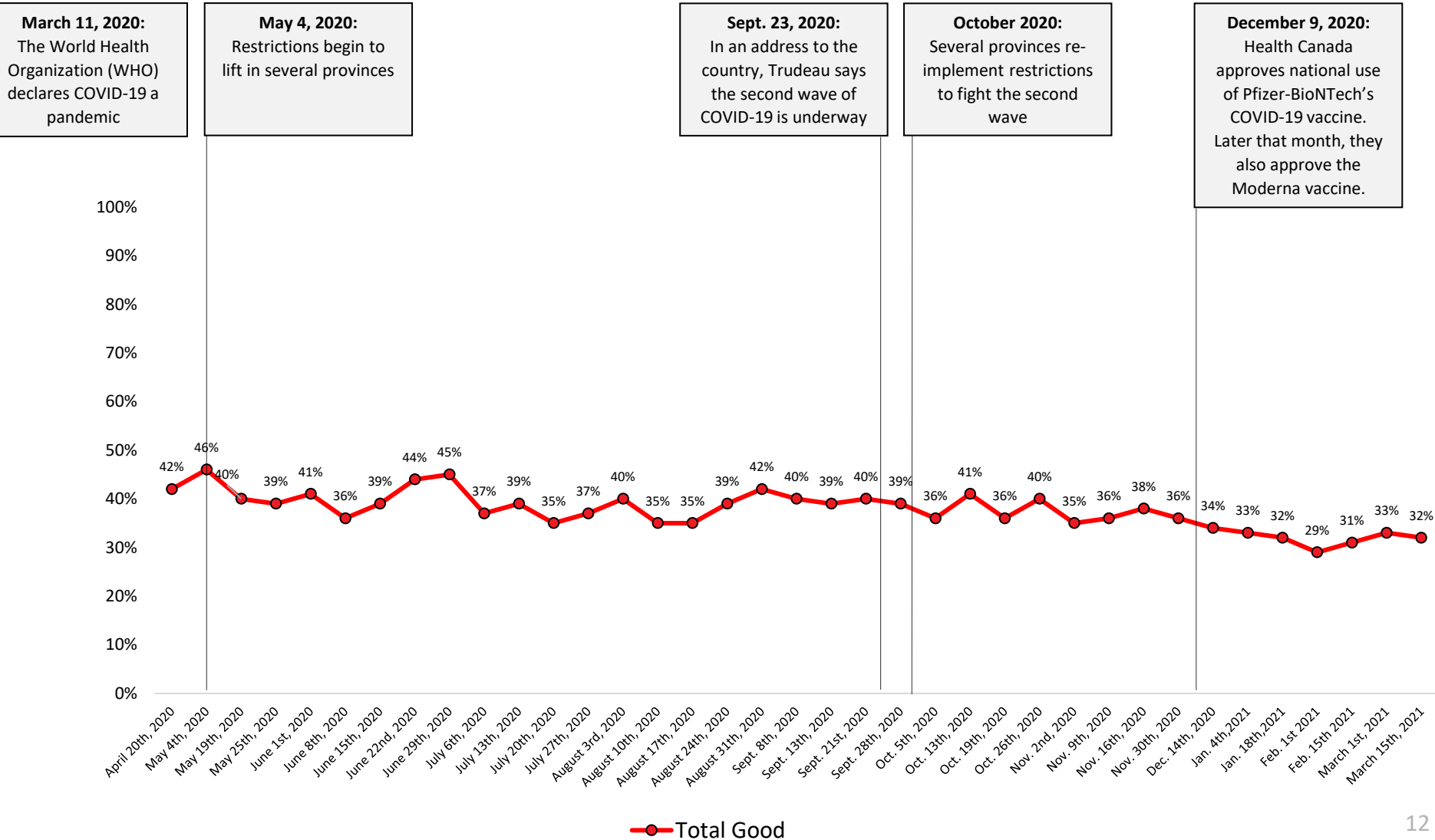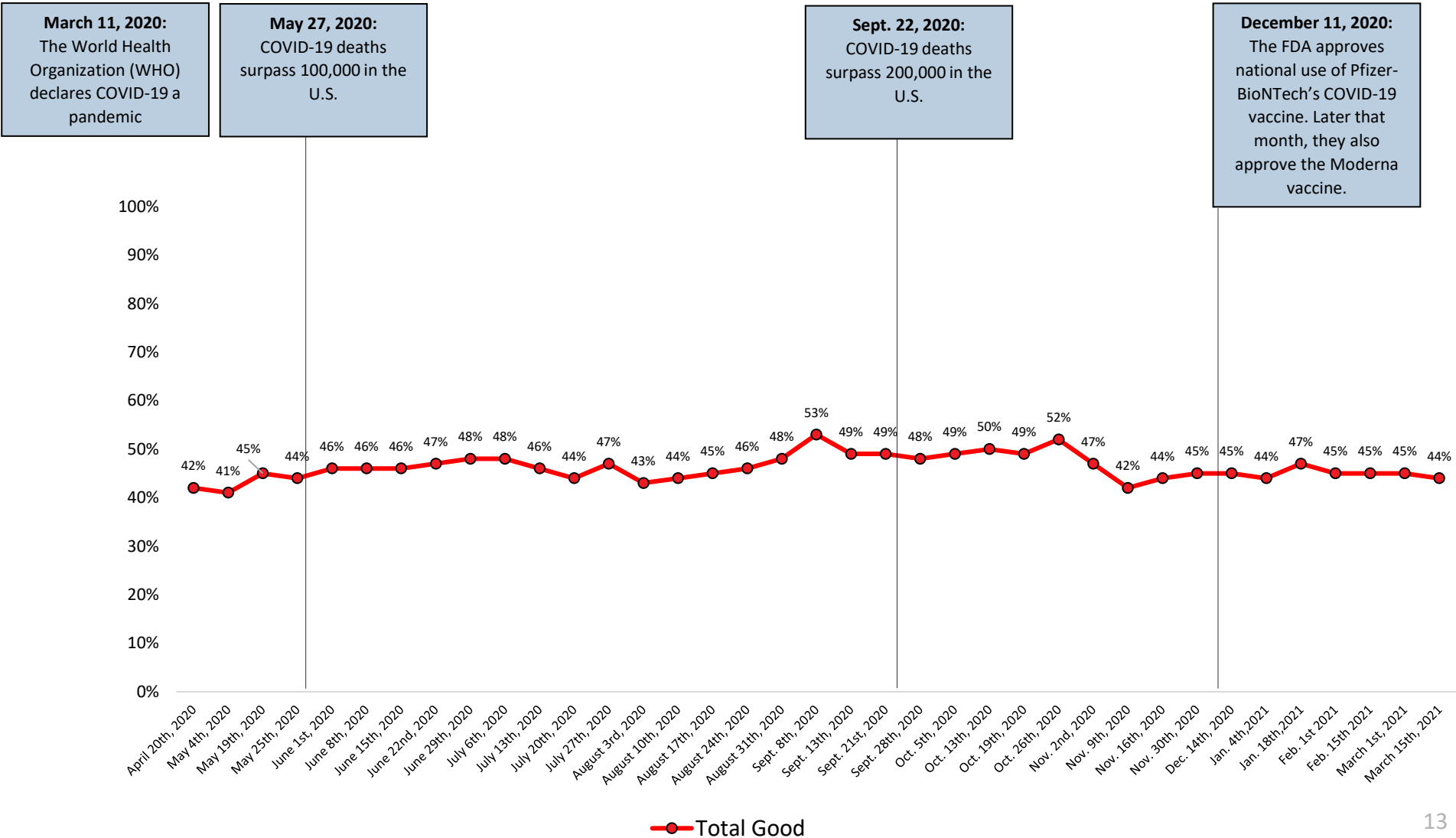
% Total Good (Excellent + Very good) presented

| March 11, 2020: The World Health Organization (WHO) declares COVID-19 a pandemic | May 4, 2020: Restrictions begin to lift in several provinces | Sept. 23, 2020: In an address to the country, Trudeau says the second wave of COVID-19 is underway | October 2020: Several provinces re-implement restrictions to fight the second wave | December 9, 2020: Health Canada approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine. |

Data points (Total Good):
- April 20th, 2020: 42%
- May 4th, 2020: 46%
- May 19th, 2020: 40%
- May 25th, 2020: 39%
- June 1st, 2020: 41%
- June 8th, 2020: 36%
- June 15th, 2020: 39%
- June 22nd, 2020: 44%
- June 29th, 2020: 45%
- July 6th, 2020: 37%
- July 13th, 2020: 39%
- July 20th, 2020: 35%
- July 27th, 2020: 37%
- August 3rd, 2020: 40%
- August 10th, 2020: 35%
- August 17th, 2020: 35%
- August 24th, 2020: 39%
- August 31th, 2020: 42%
- Sept. 8th, 2020: 40%
- Sept. 13th, 2020: 39%
- Sept. 21st, 2020: 40%
- Sept. 28th, 2020: 39%
- Oct. 5th, 2020: 36%
- Oct. 13th, 2020: 41%
- Oct. 19th, 2020: 36%
- Oct. 26th, 2020: 40%
- Nov. 2nd, 2020: 35%
- Nov. 9th, 2020: 36%
- Nov. 16th, 2020: 38%
- Nov. 30th, 2020: 36%
- Dec. 14th, 2020: 34%
- Jan. 4th, 2021: 33%
- Jan. 18th, 2021: 32%
- Feb. 1st, 2021: 29%
- Feb. 15th, 2021: 31%
- March 1st, 2021: 33%
- March 15th, 2021: 32%

Total Good

AMERICANS' MENTAL HEALTH DURING THE CRISIS

American survey

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

| **March 11, 2020:** The World Health Organization (WHO) declares COVID-19 a pandemic | **May 27, 2020:** COVID-19 deaths surpass 100,000 in the U.S. | **Sept. 22, 2020:** COVID-19 deaths surpass 200,000 in the U.S. | **December 11, 2020:** The FDA approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine. |

Data values (Total Good):
- April 20th, 2020: 42%
- May 4th, 2020: 41%
- May 19th, 2020: 45%
- May 25th, 2020: 44%
- June 1st, 2020: 46%
- June 8th, 2020: 46%
- June 15th, 2020: 46%
- June 22nd, 2020: 47%
- June 29th, 2020: 48%
- July 6th, 2020: 48%
- July 13th, 2020: 46%
- July 20th, 2020: 44%
- July 27th, 2020: 47%
- August 3rd, 2020: 43%
- August 10th, 2020: 44%
- August 17th, 2020: 45%
- August 24th, 2020: 46%
- August 31th, 2020: 48%
- Sept. 8th, 2020: 53%
- Sept. 13th, 2020: 49%
- Sept. 21st, 2020: 49%
- Sept. 28th, 2020: 48%
- Oct. 5th, 2020: 49%
- Oct. 13th, 2020: 50%
- Oct. 19th, 2020: 49%
- Oct. 26th, 2020: 52%
- Nov. 2nd, 2020: 47%
- Nov. 9th, 2020: 42%
- Nov. 16th, 2020: 44%
- Nov. 30th, 2020: 45%
- Dec. 14th, 2020: 45%
- Jan. 4th, 2021: 44%
- Jan. 18th, 2021: 47%
- Feb. 1st 2021: 45%
- Feb. 15th 2021: 45%
- March 1st, 2021: 45%
- March 15th, 2021: 44%

— Total Good

CANADIANS' PERCEPTIONS OF THE EVOLUTION OF THE CRISIS

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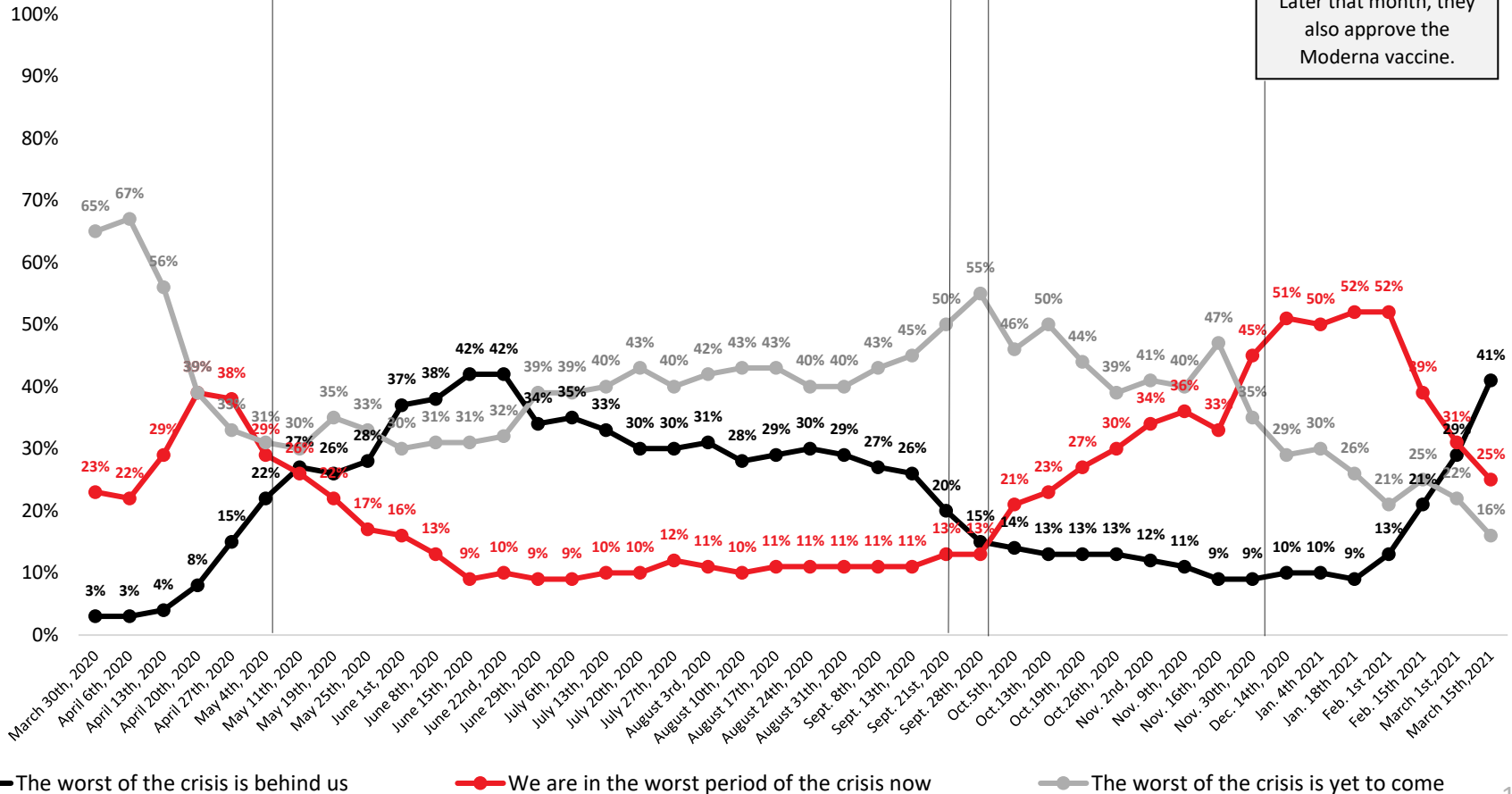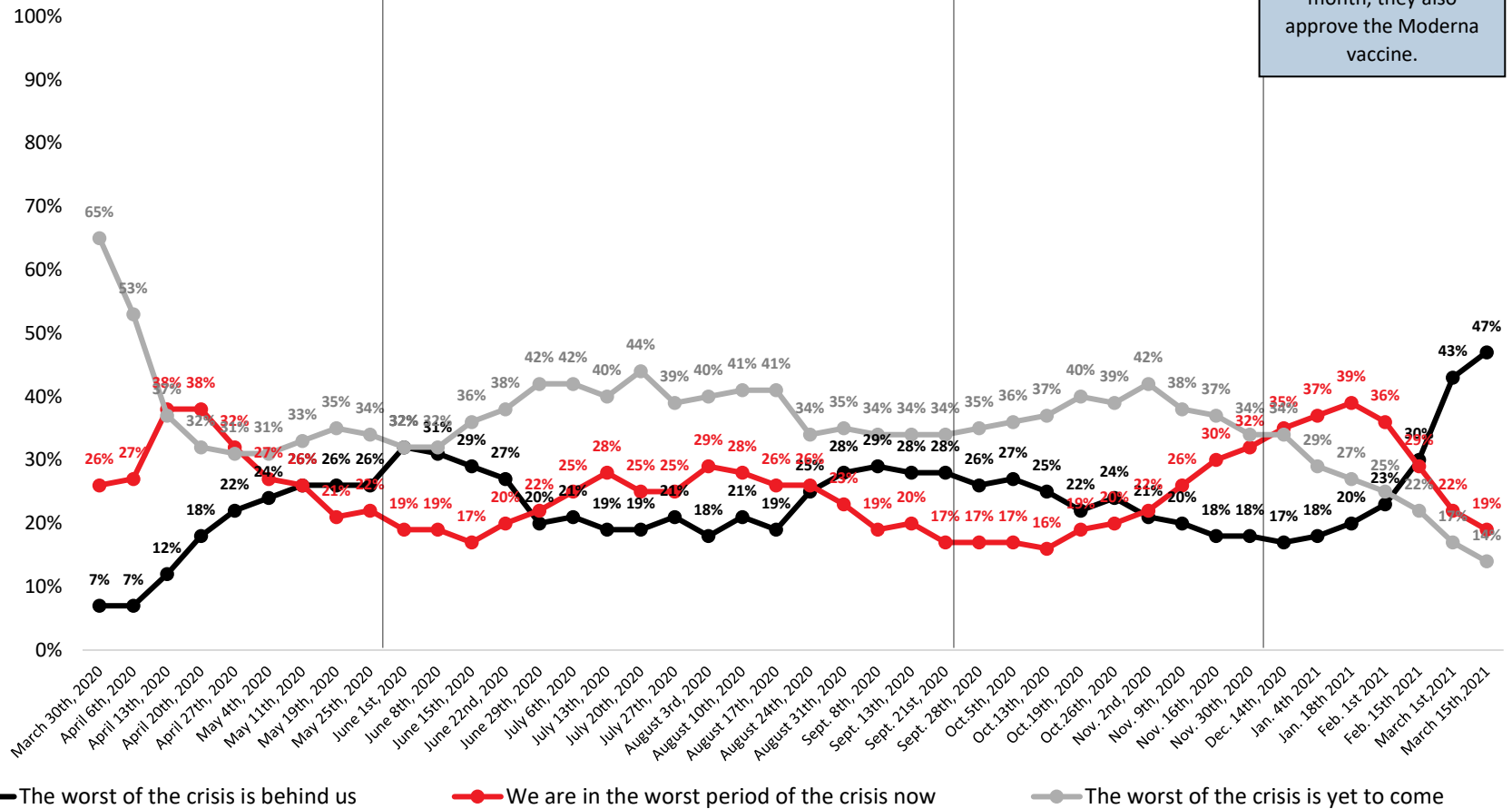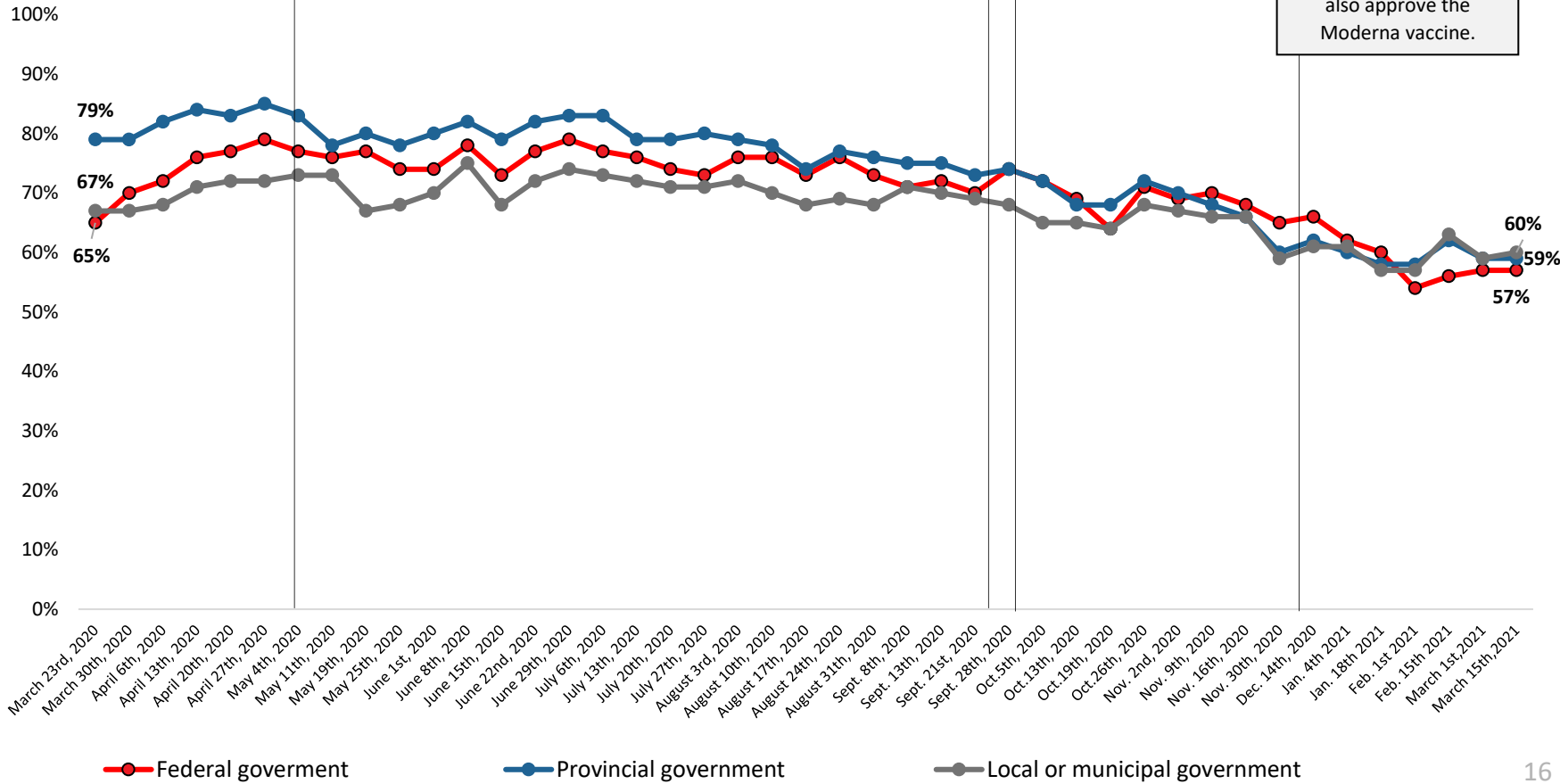Base: All respondents

March 11, 2020: The World Health Organization (WHO) declares COVID-19 a pandemic

May 4, 2020: Restrictions begin to lift in several provinces

Sept. 23, 2020: In an address to the country, Trudeau says the second wave of COVID-19 is underway

October 2020: Several provinces re-implement restrictions to fight the second wave

December 9, 2020: Health Canada approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine.

The worst of the crisis is behind us — We are in the worst period of the crisis now — The worst of the crisis is yet to come

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AMERICANS' PERCEPTIONS OF THE EVOLUTION OF THE CRISIS

American survey

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

March 11, 2020: The World Health Organization (WHO) declares COVID-19 a pandemic

May 27, 2020: COVID-19 deaths surpass 100,000 in the U.S.

Sept. 22, 2020: COVID-19 deaths surpass 200,000 in the U.S.

December 11, 2020: The FDA approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine.

- The worst of the crisis is behind us
- We are in the worst period of the crisis now
- The worst of the crisis is yet to come

CANADIANS' SATISFACTION WITH GOVERNMENTS: EVOLUTION OVER ONE YEAR

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?
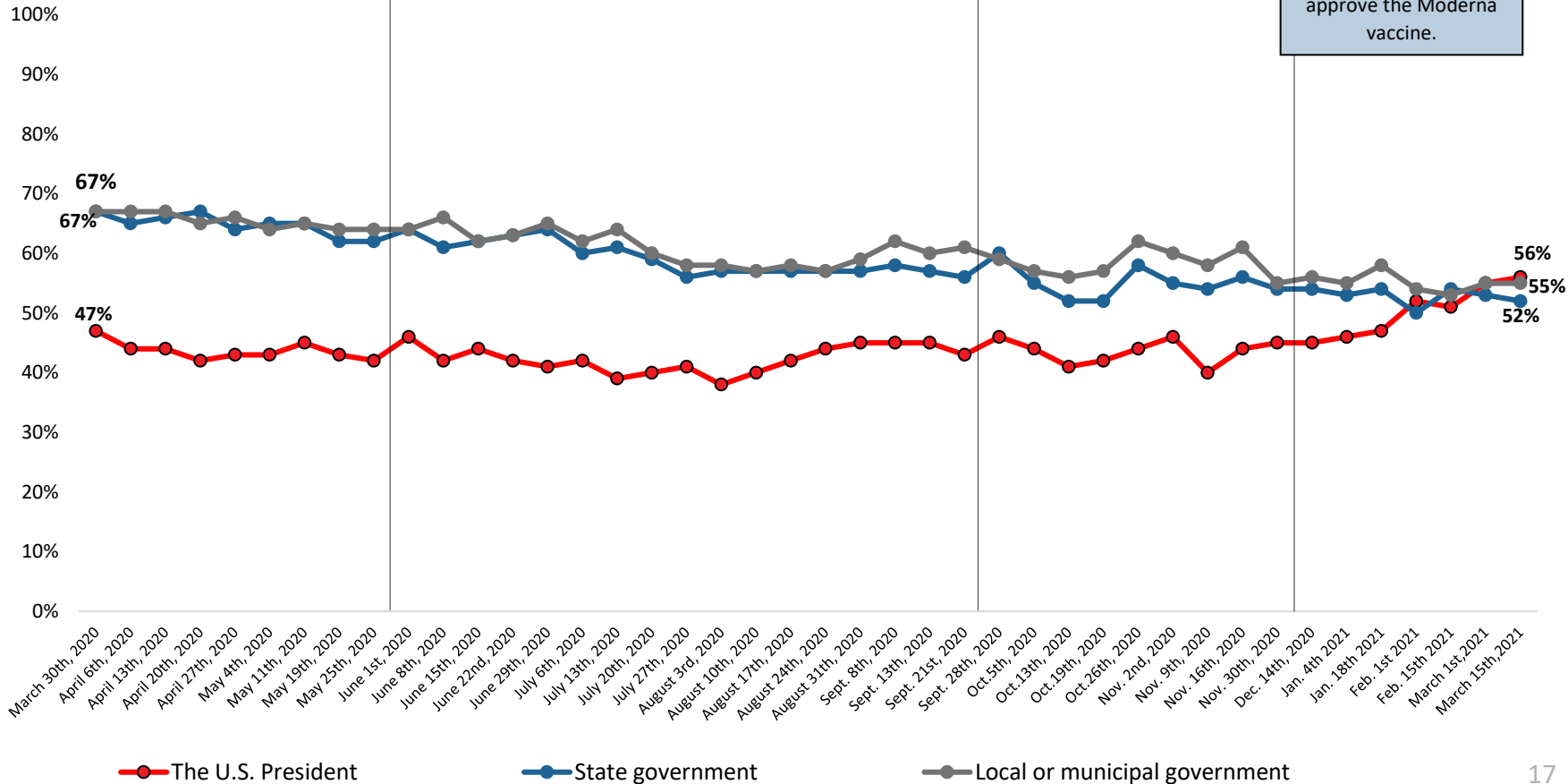Base: All respondents

% Total Satisfied presented

March 11, 2020:	May 4, 2020:	Sept. 23, 2020:	October 2020:	December 9, 2020:
The World Health Organization (WHO) declares COVID-19 a pandemic	Restrictions begin to lift in several provinces	In an address to the country, Trudeau says the second wave of COVID-19 is underway	Several provinces re-implement restrictions to fight the second wave	Health Canada approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine.

Legend: ● Federal goverment ● Provincial government ● Local or municipal government

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AMERICANS' SATISFACTION WITH GOVERNMENTS: EVOLUTION OVER ONE YEAR

American survey

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

| March 11, 2020: The World Health Organization (WHO) declares COVID-19 a pandemic | May 27, 2020: COVID-19 deaths surpass 100,000 in the U.S. | Sept. 22, 2020: COVID-19 deaths surpass 200,000 in the U.S. | December 11, 2020: The FDA approves national use of Pfizer-BioNTech's COVID-19 vaccine. Later that month, they also approve the Moderna vaccine. |

Legend: ●—The U.S. President   ●—State government   ●—Local or municipal government

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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.

Leger

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	205
Alberta	126	170
Manitoba/Saskatchewan	126	99
Ontario	604	580
Quebec	405	355
Atlantic	103	101

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

US region	Unweighted	Weighted
NorthEast	165	180
MidWest	218	207
South	350	372
West	281	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	769	734
Female	743	778

AGE	Unweighted	Weighted
Between 18 and 34	422	412
Between 35 and 54	618	515
55 or over	472	584

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,029	951
French	357	314
Other	169	204

The sample thus collected has a minimum weighting factor of 0.1274 and a maximum weighting factor of 3.9986. The weighted variance is 0.3834.

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	502	486
Female	501	517

AGE	Unweighted	Weighted
Between 18 and 29	120	176
Between 30 and 39	217	164
Between 40 and 49	192	187
Between 50 and 64	306	251
65 or older	221	173

The sample thus collected has a minimum weighting factor of 0.2683 and a maximum weighting factor of 4.1113. The weighted variance is 0.3698.

OUR CREDENTIALS

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