LEGER'S NORTH AMERICAN TRACKER

March 8th, 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 **1,532 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 **February 26th, 2021 to February 28th, 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 **±2.50%, 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
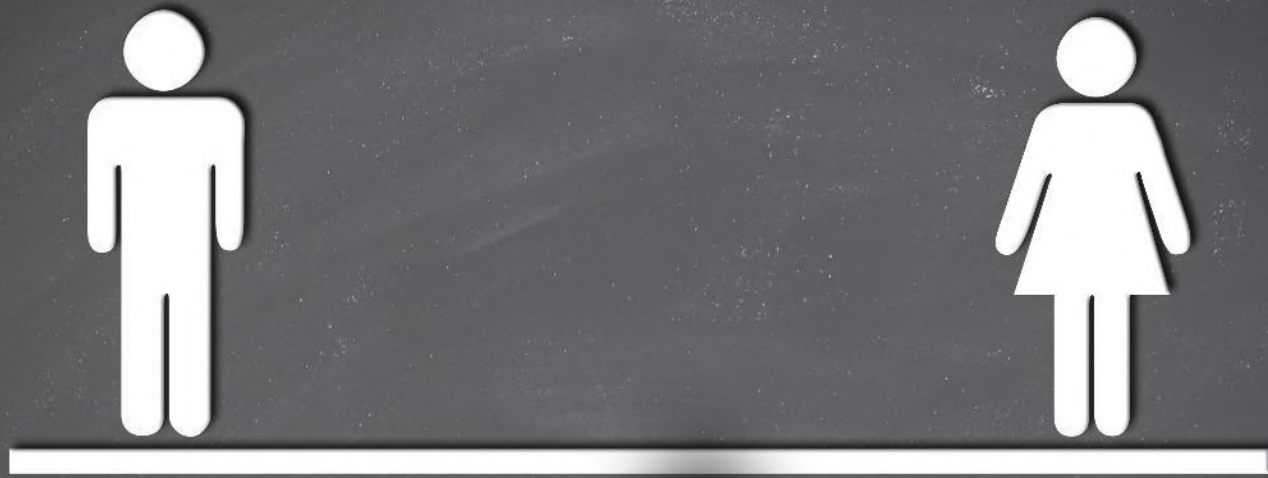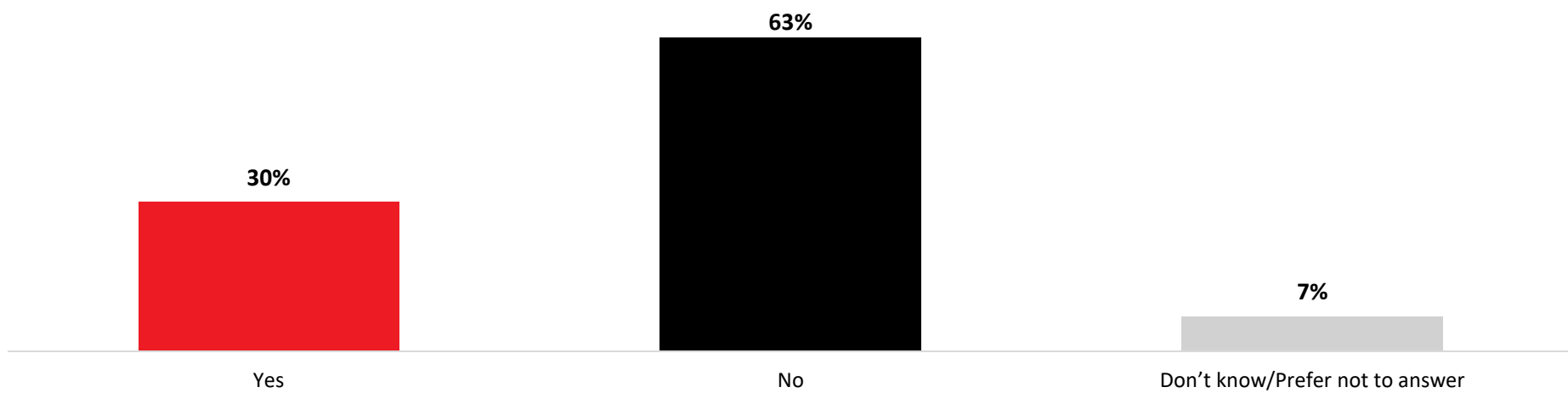
EQUALITY BETWEEN MEN AND WOMEN

OVERALL GENDER EQUALITY IN CANADA

CTC567. Do you think equality between men and women has been achieved in Canada?
Base: All respondents (n=1,532)

	63%	
30%		7%
Yes	No	Don't know/Prefer not to answer

	TOTAL CANADA	Man	Woman	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,532	744	788	105	359	588	100	172	208	414	526	592	599	603	308
Unweighted n =	1,532	783	749	100	406	608	125	132	161	426	611	495	627	595	291
Yes	30%	38%	21%	36%	30%	32%	26%	32%	20%	34%	31%	26%	31%	29%	28%
No	63%	53%	73%	54%	65%	63%	67%	60%	68%	59%	62%	67%	60%	66%	64%
Don't know/Prefer not to answer	7%	9%	6%	10%	5%	5%	7%	8%	12%	7%	7%	7%	8%	5%	8%

OVERALL GENDER EQUALITY IN CANADA/ THE UNITED STATES (CANADA VS UNITED STATES)

CTC567. Do you think equality between men and women has been achieved in Canada/the United States?
Base: All respondents
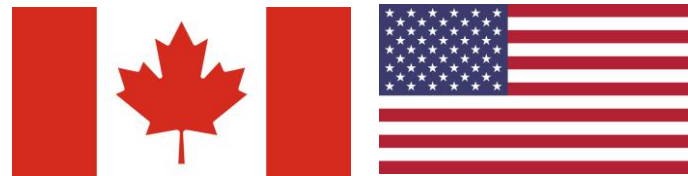
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,532	1,002	
Unweighted n =	1,532	1,002	
Yes	30%	36%	6
No	63%	50%	13
Don't know/Prefer not to answer	7%	14%	7

EQUALITY BETWEEN MEN AND WOMEN IN SPECIFIC FIELDS

CTC568. In Canada, in each of the following fields, do you think that equality between men and women has been definitely, to some extent, not really or not at all achieved?

Base: All respondents (n=1,532)

% Achieved (definitely + to some extent) presented

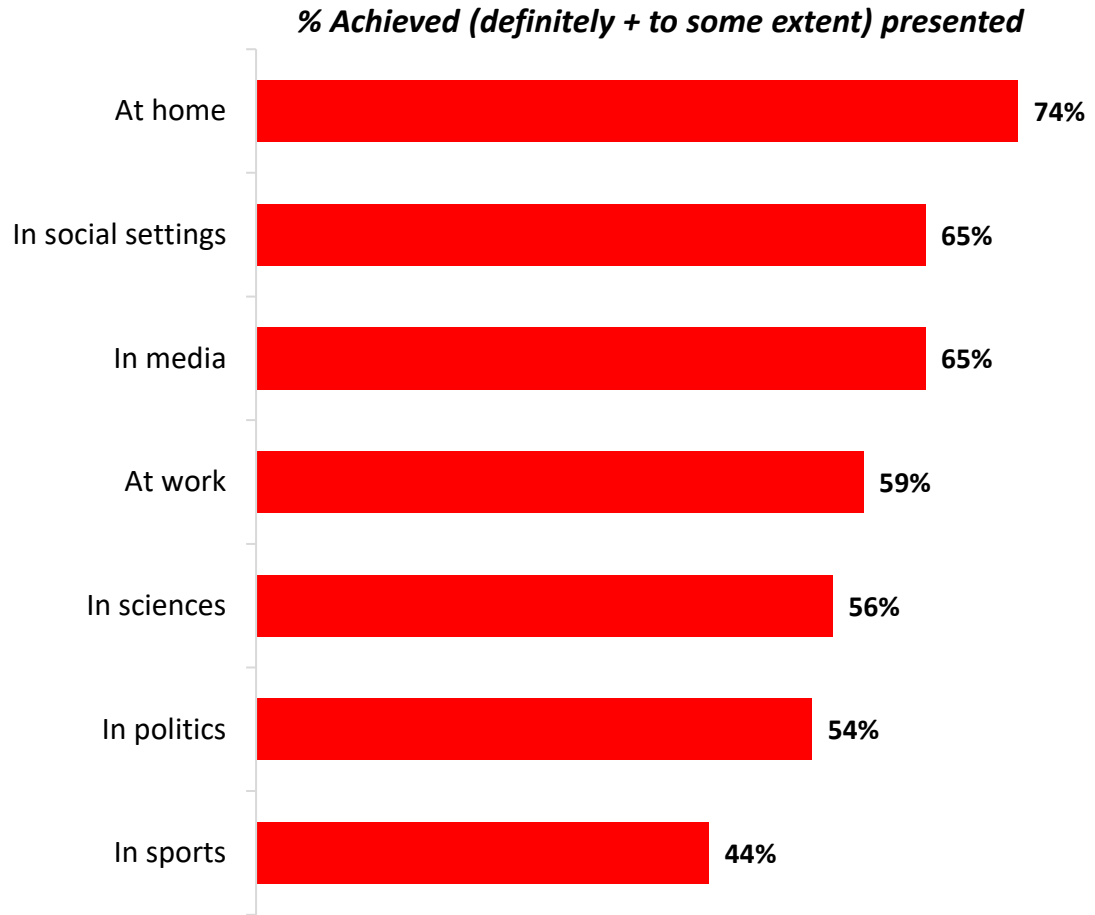| Field	%
At home	74%
In social settings	65%
In media	65%
At work	59%
In sciences	56%
In politics	54%
In sports	44%

EQUALITY BETWEEN MEN AND WOMEN IN SPECIFIC FIELDS - DETAILS

CTC568. In Canada, in each of the following fields, do you think that equality between men and women has been definitely, to some extent, not really or not at all achieved?
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 =	1,532	744	788	105	359	588	100	172	208	414	526	592	599	603	308
Unweighted n =	1,532	783	749	100	406	608	125	132	161	426	611	495	627	595	291
% Achieved presented															
At home	**74%**	**80%**	**68%**	80%	74%	73%	68%	79%	70%	73%	74%	74%	75%	72%	76%
In social settings	**65%**	**71%**	**58%**	65%	64%	67%	58%	65%	62%	67%	64%	64%	68%	63%	64%
In media	**65%**	**73%**	**57%**	69%	**71%**	63%	60%	71%	**55%**	67%	63%	65%	67%	**62%**	68%
At work	**59%**	**68%**	**50%**	57%	**64%**	59%	59%	66%	**47%**	**65%**	57%	57%	61%	57%	60%
In sciences	**56%**	**64%**	**48%**	56%	59%	57%	53%	58%	**46%**	59%	53%	56%	56%	55%	60%
In politics	**54%**	**64%**	**44%**	56%	**62%**	52%	53%	46%	48%	**48%**	50%	**60%**	53%	52%	58%
In sports	**44%**	**48%**	**41%**	50%	47%	42%	**53%**	47%	**37%**	44%	42%	47%	47%	**40%**	48%

EQUALITY BETWEEN MEN AND WOMEN IN SPECIFIC FIELDS (CANADA VS UNITED STATES)

CTC568. In Canada/the United States, in each of the following fields, do you think that equality between men and women has been definitely, to some extent, not really or not at all achieved?

Base: All respondents

|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,532	1,002	
Unweighted n =	1,532	1,002	
% Achieved presented			
At home	**74%**	**69%**	5
In social settings	65%	62%	3
In media	**65%**	**58%**	7
At work	59%	59%	-
In sciences	56%	56%	-
In politics	54%	55%	2
In sports	44%	46%	2

EQUAL PAY

CTC569. In Canada, do you feel that men earn more for the same job, women earn more for the same job, or both earn about the same for the same job?
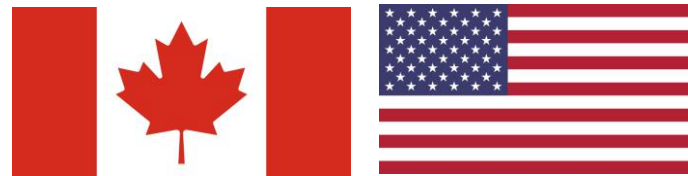
Base: All respondents (n=1,532)

- **62%** — Men earn more for the same job
- **2%** — Women earn more for the same job
- **30%** — Both earn about the same for the same job
- **6%** — I don't know/I prefer not to answer
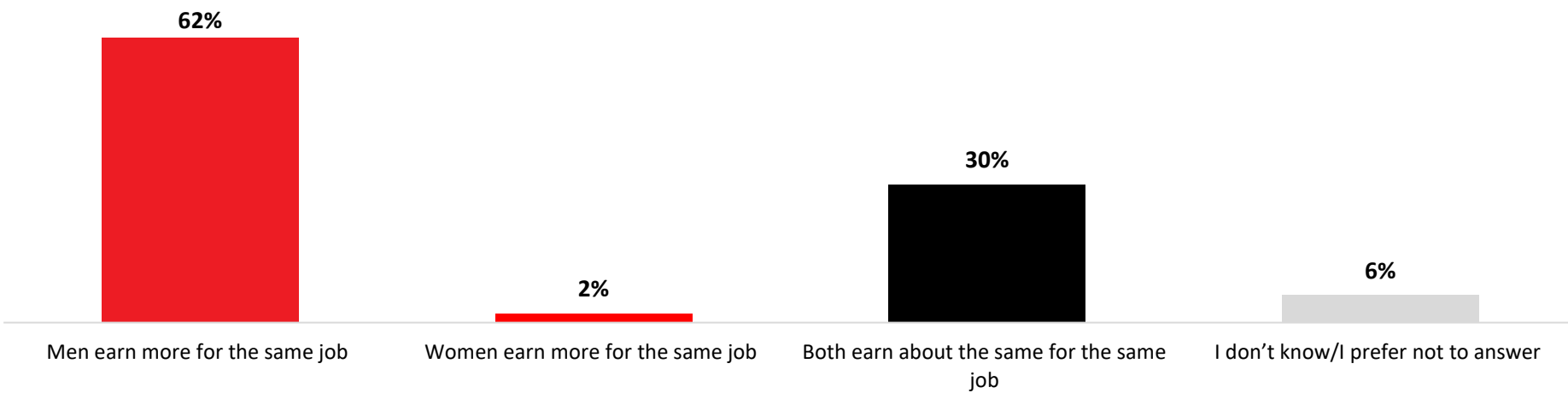
	TOTAL CANADA	Man	Woman	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,532	744	788	105	359	588	100	172	208	414	526	592	599	603	308
Unweighted n =	1,532	783	749	100	406	608	125	132	161	426	611	495	627	595	291
Men earn more for the same job	62%	49%	73%	63%	62%	62%	53%	60%	63%	55%	60%	68%	60%	66%	58%
Women earn more for the same job	2%	3%	2%	4%	1%	3%	2%	1%	3%	5%	1%	1%	2%	3%	1%
Both earn about the same for the same job	30%	41%	20%	28%	32%	30%	30%	35%	22%	32%	32%	27%	31%	25%	36%
I don't know/I prefer not to answer	6%	7%	6%	5%	5%	5%	15%	5%	12%	9%	7%	5%	7%	5%	5%

EQUAL PAY (CANADA VS UNITED STATES)

CTC569. In Canada/the United States, do you feel that men earn more for the same job, women earn more for the same job, or both earn about the same for the same job?

Base: All respondents

|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,532	1,002	
Unweighted n =	1,532	1,002	
Men earn more for the same job	**62%**	**55%**	7
Women earn more for the same job	2%	3%	1
Both earn about the same for the same job	30%	29%	1
I don't know/I prefer not to answer	**6%**	**12%**	6

QUOTAS ON BOARDS OF DIRECTORS

CTC570. To achieve gender equality, should public organizations in Canada implement a quota to ensure a minimum number of women on their boards of directors?

Base: All respondents (n=1,532)
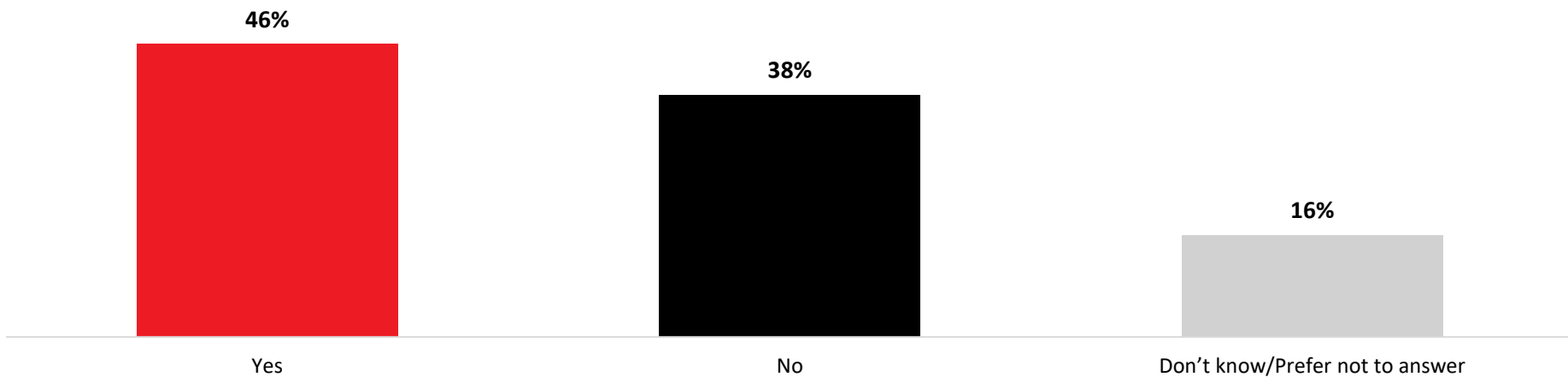
	TOTAL CANADA	Man	Woman	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,532	744	788	105	359	588	100	172	208	414	526	592	599	603	308
Unweighted n =	1,532	783	749	100	406	608	125	132	161	426	611	495	627	595	291
Yes	46%	34%	57%	56%	51%	47%	43%	34%	42%	49%	44%	46%	46%	45%	46%
No	38%	50%	27%	26%	35%	41%	35%	47%	38%	38%	37%	39%	36%	42%	38%
Don't know/Prefer not to answer	16%	15%	16%	18%	14%	13%	23%	20%	20%	13%	19%	15%	18%	13%	16%

QUOTAS ON BOARDS OF DIRECTORS (CANADA VS UNITED STATES)

CTC570. To achieve gender equality, should public organizations in Canada/the United States implement a quota to ensure a minimum number of women on their boards of directors?

Base: All respondents
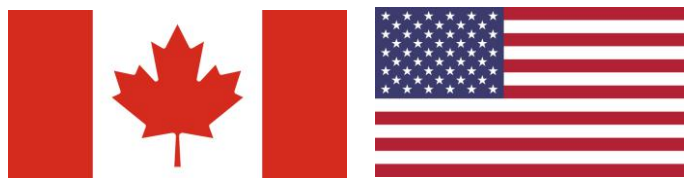
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,532	1,002	
Unweighted n =	1,532	1,002	
Yes	**46%**	**36%**	10
No	38%	40%	2
Don't know/Prefer not to answer	**16%**	**24%**	8

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	161	208
Alberta	132	172
Manitoba/Saskatchewan	125	100
Ontario	608	588
Quebec	406	359
Atlantic	105	100

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

US region	Unweighted	Weighted
NorthEast	190	179
MidWest	223	217
South	322	372
West	267	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	783	744
Female	749	788

AGE	Unweighted	Weighted
Between 18 and 34	426	414
Between 35 and 54	611	526
55 or over	495	592

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,016	959
French	362	319
Other	197	210

The sample thus collected has a minimum weighting factor of 0.1931 and a maximum weighting factor of 4.0470. The weighted variance is 0.3108.

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	501	486
Female	501	516

AGE	Unweighted	Weighted
Between 18 and 29	125	220
Between 30 and 39	204	172
Between 40 and 49	189	186
Between 50 and 64	283	250
65 or older	201	172

The sample thus collected has a minimum weighting factor of 0.2331 and a maximum weighting factor of 4.6634. The weighted variance is 0.5392.

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