LEGER'S NORTH AMERICAN TRACKER

May 10th, 2021

THE CANADIAN PRESS

ACS • AEC

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 **1,529 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 **May 7th, 2021 to May 9th, 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 **±2.51%, 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.

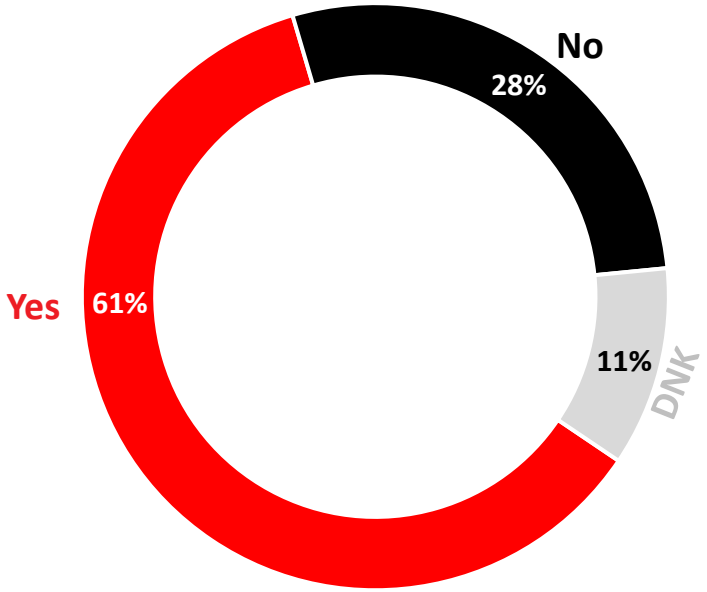
If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-Present at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca

VACCINE PASSPORT

AGREEMENT WITH A VACCINE PASSPORT

CTC610. Some countries have introduced a "vaccine passport" to allow people that are vaccinated to attend public events/gatherings while preventing entry to events/gatherings to people that are not vaccinated. Do you agree that your government should do the same thing?

Base: All respondents (n=1,529)

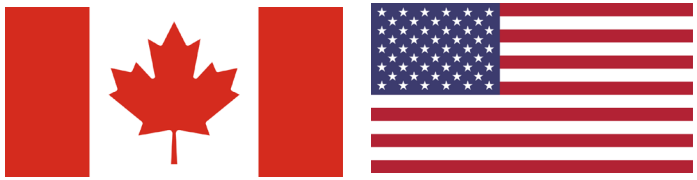


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total April 12th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,504	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,504	
Yes	**61%**	54%	**69%**	62%	57%	**51%**	60%	58%	**54%**	**70%**	**66%**	60%	**52%**	**54%**	**+7**
No	**28%**	30%	26%	26%	31%	**42%**	**21%**	**32%**	**33%**	**19%**	**25%**	26%	**36%**	**31%**	**-3**
Don't know/Prefer not to answer	**11%**	16%	**5%**	13%	12%	7%	**19%**	10%	13%	11%	**9%**	**13%**	12%	**15%**	**-4**

AGREEMENT WITH A VACCINE PASSPORT (CANADA VS UNITED STATES)

CTC610. Some countries have introduced a "vaccine passport" to allow people that are vaccinated to attend public events/gatherings while preventing entry to events/gatherings to people that are not vaccinated. Do you agree that your government should do the same thing?

Base: All respondents



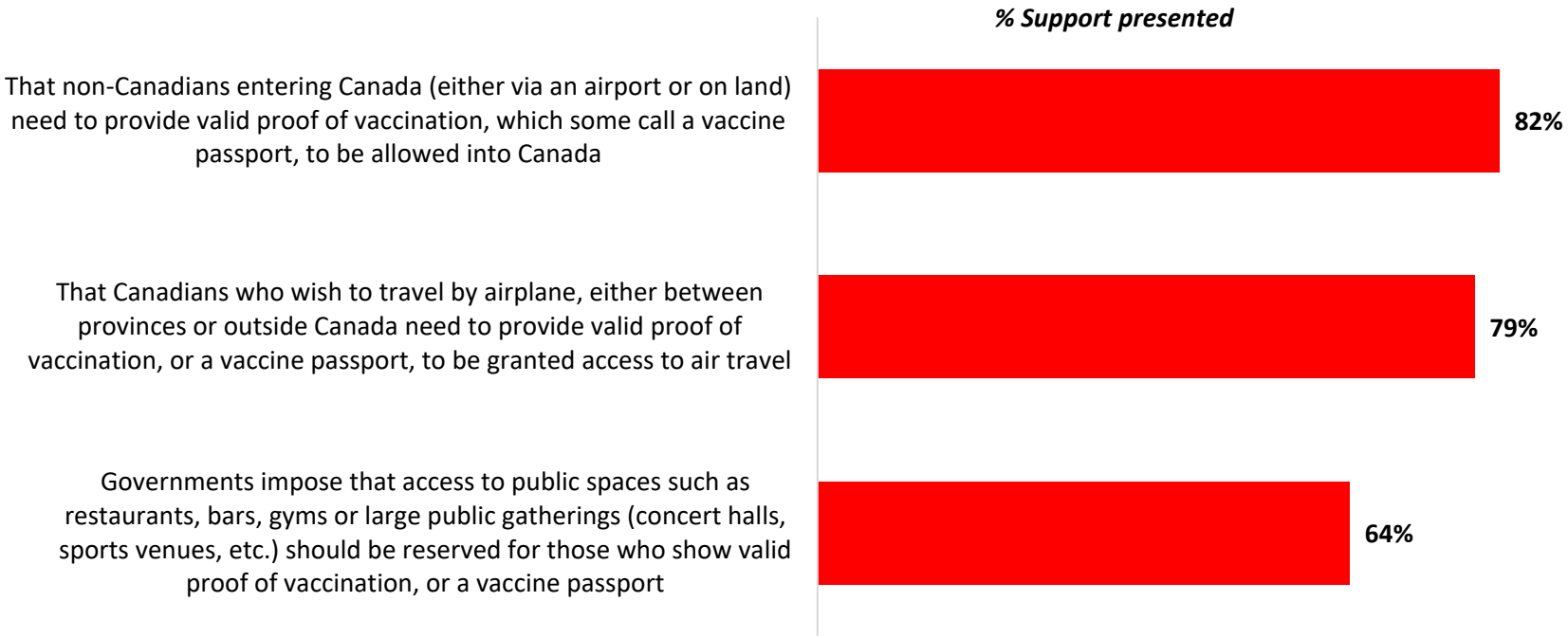
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	61%	41%	20
No	28%	38%	10
Don’t know/Prefer not to answer	11%	21%	10

New question

SUPPORT FOR PROOF OF VACCINATION

CTC638. When thinking of the next few months, do you support or oppose the following COVID-19 safety measures:

Base: All respondents (n=1,529)



New question

SUPPORT FOR PROOF OF VACCINATION - *DETAILS*

CTC638. When thinking of the next few months, do you support or oppose the following COVID-19 safety measures:

Base: All respondents

% Support presented	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
That non-Canadians entering Canada (either via an airport or on land) need to provide valid proof of vaccination, which some call a vaccine passport, to be allowed into Canada	**82%**	81%	**87%**	82%	82%	**74%**	80%	**79%**	**78%**	**88%**	**84%**	82%	**76%**
That Canadians who wish to travel by airplane, either between provinces or outside Canada need to provide valid proof of vaccination, or a vaccine passport, to be granted access to air travel	**79%**	81%	**85%**	79%	78%	**69%**	78%	**74%**	**76%**	**87%**	81%	81%	**72%**
Governments impose that access to public spaces such as restaurants, bars, gyms or large public gatherings (concert halls, sports venues, etc.) should be reserved for those who show valid proof of vaccination, or a vaccine passport	**64%**	62%	67%	67%	61%	58%	58%	**59%**	**59%**	**72%**	**67%**	63%	**57%**

New question

SUPPORT FOR PROOF OF VACCINATION (CANADA VS UNITED STATES)

CTC638. When thinking of the next few months, do you support or oppose the following COVID-19 safety measures:

Base: All respondents

% Support presented	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
That non-Canadians/Americans entering Canada/the U.S. (either via an airport or on land) need to provide valid proof of vaccination, which some call a vaccine passport, to be allowed into Canada/the U.S.	**82%**	**69%**	13
That Canadians/Americans who wish to travel by airplane, either between provinces/states or outside Canada/U.S. need to provide valid proof of vaccination, or a vaccine passport, to be granted access to air travel	**79%**	**60%**	19
Governments impose that access to public spaces such as restaurants, bars, gyms or large public gatherings (concert halls, sports venues, etc.) should be reserved to those who show valid proof of vaccination, or vaccine passport	**64%**	**48%**	16

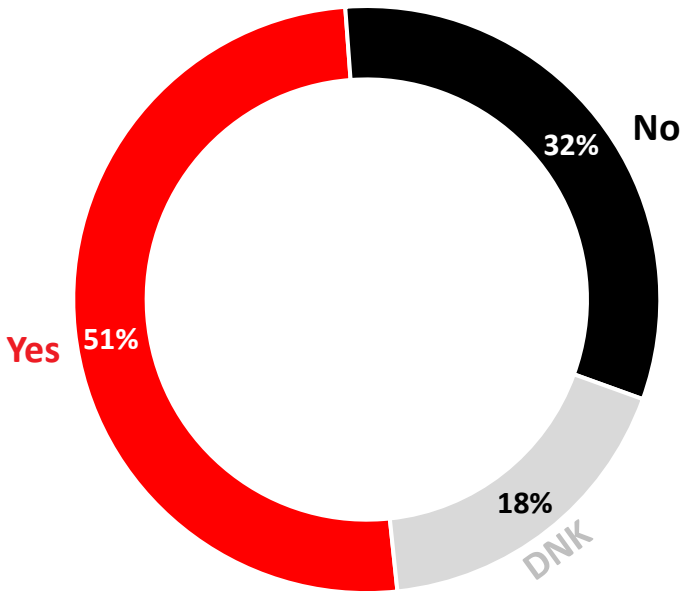
New question

PROOF OF VACCINATION FOR EMPLOYEES

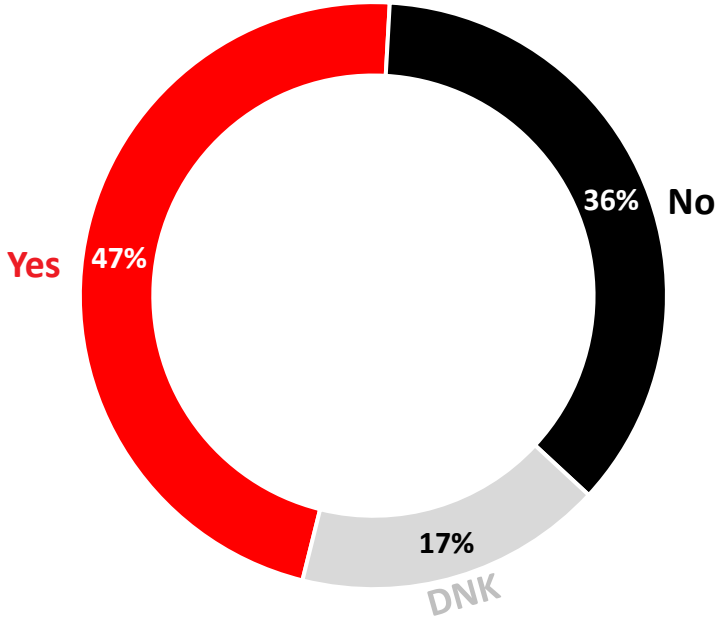
CTC639 and CTC640. If the Government of Canada reaches its target to have all adult Canadians (who want to get vaccinated) vaccinated by late June, do you believe that…

Base: All respondents (n=1,529)

…the government should have the right to limit employees in health services such as hospitals, long-term care homes and clinics to those who have valid proof of vaccination?



…other employers (outside of government health care services), beyond that date, should have the right to limit access to the workplace only to employees who have valid proof of vaccination?



New question

PROOF OF VACCINATION FOR EMPLOYEES
- *DETAILS*

CTC639 and CTC640. If the Government of Canada reaches its target to have all adult Canadians (who want to get vaccinated) vaccinated by late June, do you believe that…

Base: All respondents

…the government should have the right to limit employees in health services such as hospitals, long-term care homes and clinics to those who have valid proof of vaccination?

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	**51%**	46%	53%	**54%**	45%	**41%**	50%	**44%**	47%	**59%**	53%	52%	**43%**
No	**32%**	31%	32%	**27%**	**42%**	**40%**	30%	**38%**	**36%**	**23%**	**28%**	30%	**42%**
Don't know	**18%**	23%	**14%**	18%	14%	19%	20%	19%	17%	18%	18%	17%	15%

…other employers (outside of government health care services), beyond that date, should have the right to limit access to the workplace only to employees who have valid proof of vaccination?

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	**47%**	50%	43%	**51%**	44%	40%	49%	**40%**	44%	**55%**	**52%**	45%	42%
No	**36%**	31%	**41%**	**31%**	**46%**	41%	34%	**41%**	**39%**	**29%**	35%	35%	**42%**
Don't know	**17%**	19%	16%	18%	**10%**	19%	18%	19%	16%	16%	**14%**	**20%**	16%

New question

PROOF OF VACCINATION FOR EMPLOYEES (CANADA VS UNITED STATES)

CTC639 and CTC640. If the Government of Canada/U.S. Government, reaches its target to have all adult Canadians/Americans (who want to get vaccinated) vaccinated by late June/July 4th, do you believe that…

Base: All respondents

…the government should have the right to limit employees in health services such as hospitals, long-term care homes and clinics to those who have valid proof of vaccination?

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	51%	38%	13
No	32%	38%	6
Don't know	18%	24%	6

…other employers (outside of government health care services), beyond that date, should have the right to limit access to the workplace only to employees who have valid proof of vaccination?

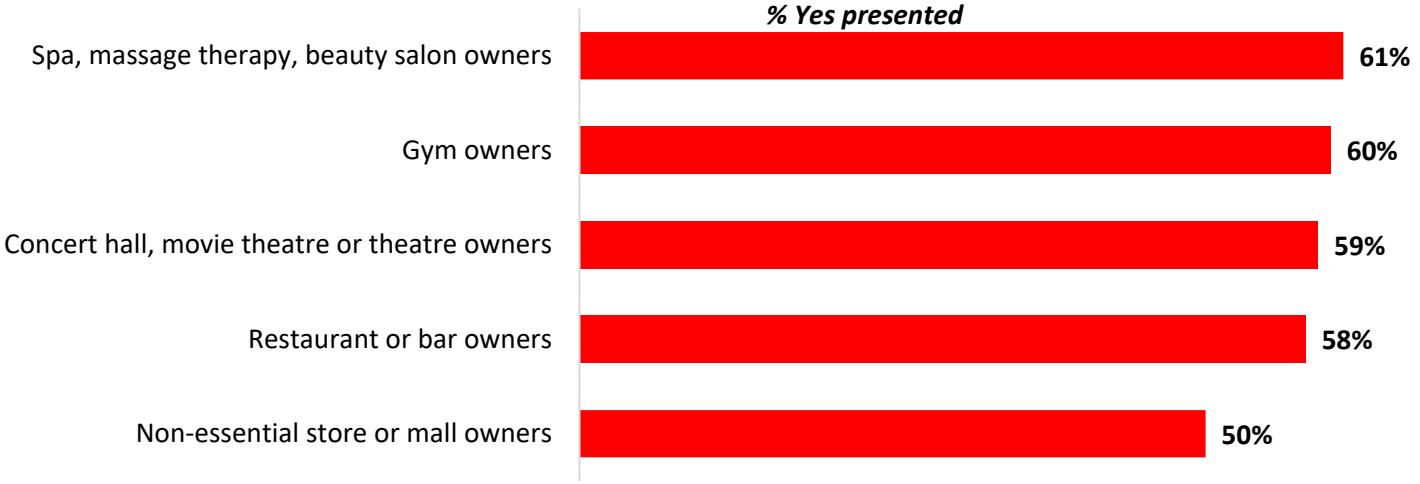
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	47%	38%	9
No	36%	39%	3
Don't know	17%	22%	5

New question

LIMITING ACCESS TO BUSINESSES AND SERVICES

CTC641. If the Government of Canada reaches its target to have all adult Canadians (who want to get vaccinated) vaccinated by late June, do you believe that the following private business owners should have the right to limit access to their business only to those who have valid proof of vaccination?

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
% Yes presented													
Spa, massage therapy or beauty salon owners	**61%**	66%	**67%**	62%	**47%**	**46%**	61%	**54%**	**54%**	**72%**	**64%**	61%	**52%**
Gym owners	**60%**	59%	**68%**	61%	**47%**	**49%**	61%	**54%**	**52%**	**72%**	**63%**	61%	**51%**
Concert hall, movie theatre or theatre owners	**59%**	60%	59%	61%	**49%**	**51%**	63%	56%	**52%**	**68%**	62%	59%	**54%**
Restaurant or bar owners	**58%**	59%	**64%**	60%	**46%**	**47%**	59%	**53%**	**51%**	**69%**	**63%**	58%	**50%**
Non-essential store or mall owners	**50%**	46%	46%	**54%**	47%	43%	54%	47%	**46%**	**56%**	**53%**	49%	**43%**

New question

LIMITING ACCESS TO BUSINESSES AND SERVICES (CANADA VS UNITED STATES)

CTC641. If the Government of Canada/U.S. Government reaches its target to have all adult Canadians/Americans (who want to get vaccinated) vaccinated by late June/July 4th, do you believe that the following private business owners should have the right to limit access to their business only to those who have valid proof of vaccination?

Base: All respondents

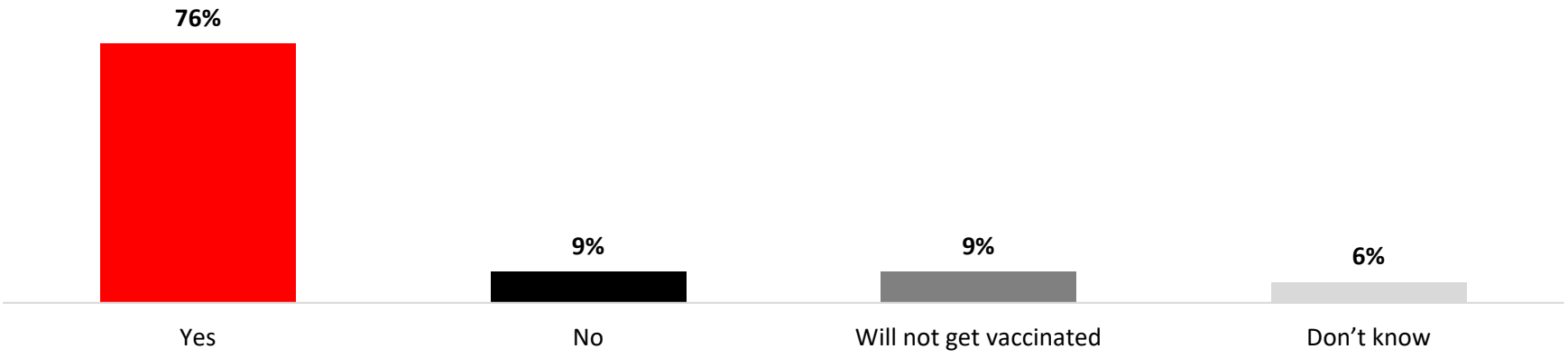
% Yes presented	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Spa, massage therapy or beauty salon owners	61%	48%	13
Gym owners	60%	48%	12
Concert hall, movie theatre or theatre owners	59%	45%	14
Restaurant or bar owners	58%	46%	12
Non-essential store or mall owners	50%	43%	7

New question

WILLINGNESS TO HAVE A VACCINE PASSPORT

CTC642. Once you are vaccinated, would you like to receive, free of charge, a vaccine passport that you could carry with you and show when asked?

Base: All respondents (n=1,529)



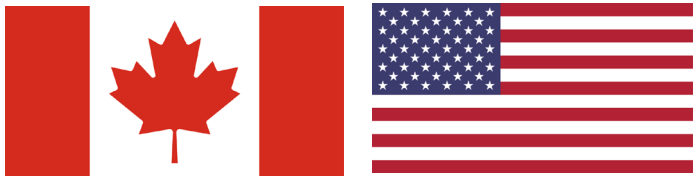
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	**76%**	70%	**80%**	**78%**	74%	**60%**	77%	**70%**	**68%**	**86%**	**79%**	77%	**66%**
No	**9%**	15%	10%	**7%**	10%	**17%**	5%	**14%**	**12%**	**4%**	8%	9%	**12%**
Will not get vaccinated	**9%**	9%	7%	8%	9%	**14%**	8%	8%	**12%**	**7%**	8%	7%	**14%**
Don't know	**6%**	6%	**3%**	6%	7%	9%	10%	8%	**8%**	**4%**	6%	6%	7%

New question

WILLINGNESS TO HAVE A VACCINE PASSPORT (CANADA VS UNITED STATES)

CTC642. Once you are vaccinated, would you like to receive, free of charge, a vaccine passport that you could carry with you and show when asked?

Base: All respondents



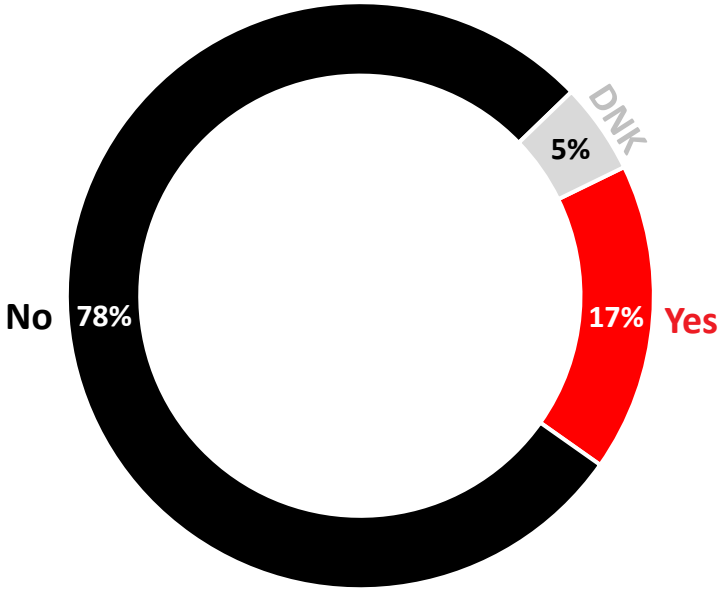
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	**76%**	**58%**	18
No	9%	12%	3
Will not get vaccinated	**9%**	**20%**	11
Don’t know	**6%**	**10%**	4

New question

LIFTING ALL RESTRICTIONS

CTC637. Do you think governments should lift all restrictions related to COVID-19 right now?

Base: All respondents (n=1,529)



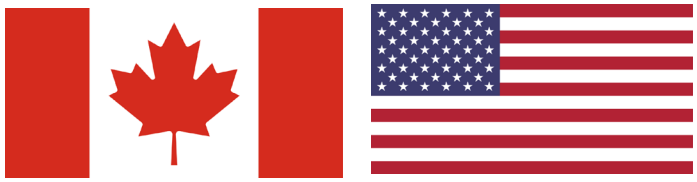
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	**17%**	11%	15%	15%	20%	**23%**	18%	**21%**	**20%**	**11%**	15%	17%	**21%**
No	**78%**	85%	82%	78%	72%	75%	75%	**72%**	**75%**	**86%**	81%	78%	**74%**
Don't know	**5%**	3%	3%	**7%**	8%	2%	6%	7%	5%	4%	5%	5%	5%

New question

LIFTING ALL RESTRICTIONS (CANADA VS UNITED STATES)

CTC637. Do you think governments should lift all restrictions related to COVID-19 right now?

Base: All respondents



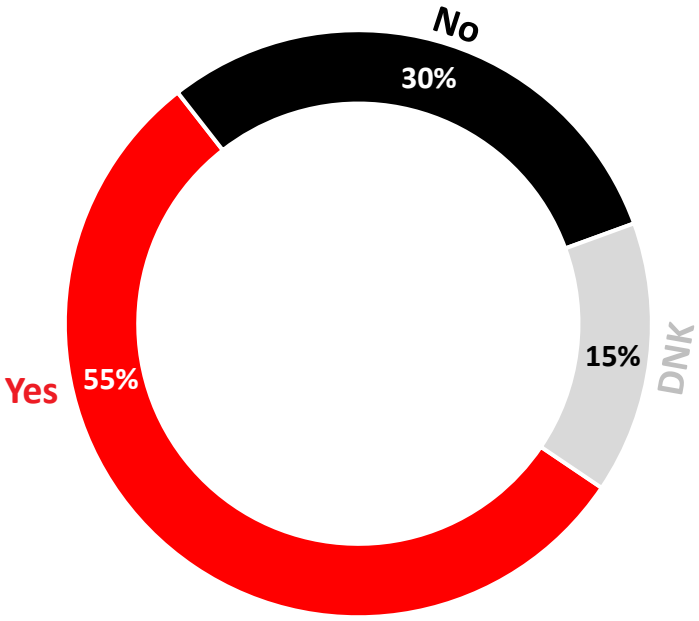
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	17%	36%	19
No	78%	52%	26
Don't know	5%	12%	7

New question

OPTIMISM ABOUT THE COMING YEAR

CTC636. Do you feel optimistic about the next year for Canada?

Base: All respondents (n=1,529)



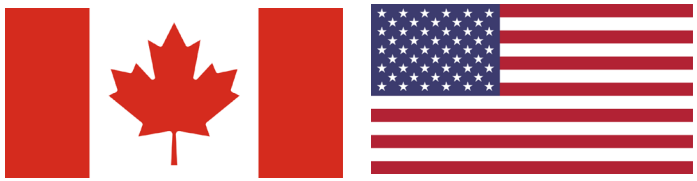
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	**55%**	55%	**68%**	52%	**46%**	**37%**	61%	56%	**48%**	**61%**	58%	56%	**48%**
No	**30%**	24%	**21%**	32%	**38%**	**46%**	24%	30%	**35%**	**24%**	27%	29%	**37%**
Don't know	**15%**	21%	**11%**	16%	15%	18%	15%	14%	16%	15%	15%	15%	15%

New question

OPTIMISM ABOUT THE COMING YEAR (CANADA VS UNITED STATES)

CTC636. Do you feel optimistic about the next year for Canada/the United States?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	55%	54%	1
No	30%	26%	4
Don't know	15%	20%	5

JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING

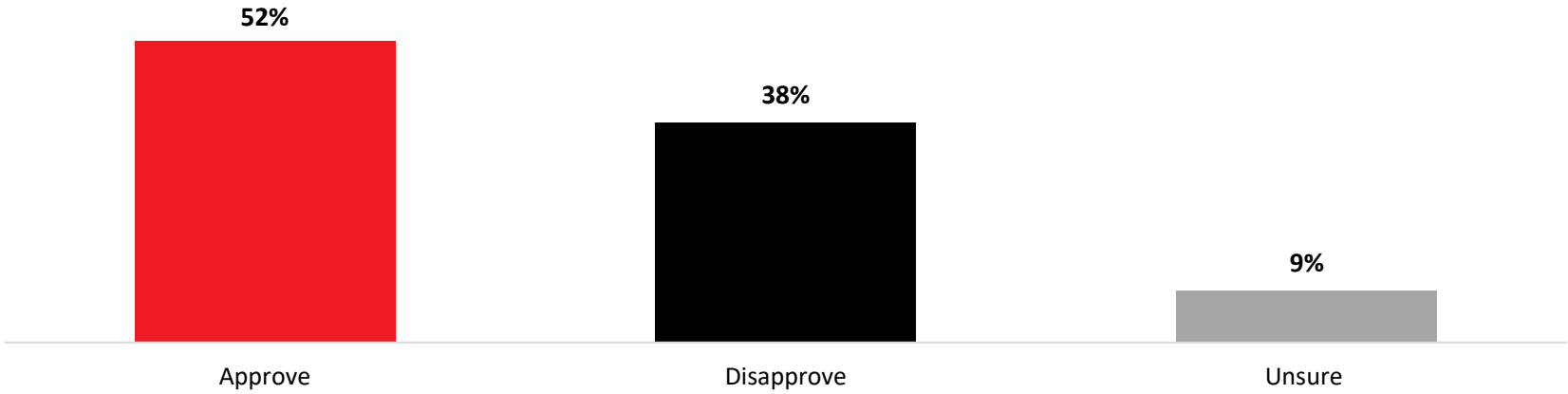
BIDEN'S APPROVAL RATING

American survey

CTC631. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?**

Base: All respondents (n=1,003)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL April 26th	Gap
Weighted n =	1,003	180	218	372	234	257	429	316	486	517	372	404	16	1,003	
Unweighted n =	1,003	192	227	326	258	186	451	366	497	506	369	437	34	1,003	
Approve	**52%**	57%	47%	50%	58%	56%	**58%**	**42%**	55%	51%	**19%**	**90%**	**27%**	**51%**	**+1**
Disapprove	**38%**	**32%**	**46%**	40%	35%	**31%**	**33%**	**52%**	39%	38%	**78%**	**5%**	**63%**	**39%**	**-1**
Unsure	**9%**	12%	8%	10%	7%	**13%**	9%	**6%**	**6%**	**11%**	3%	6%	11%	**11%**	**-2**

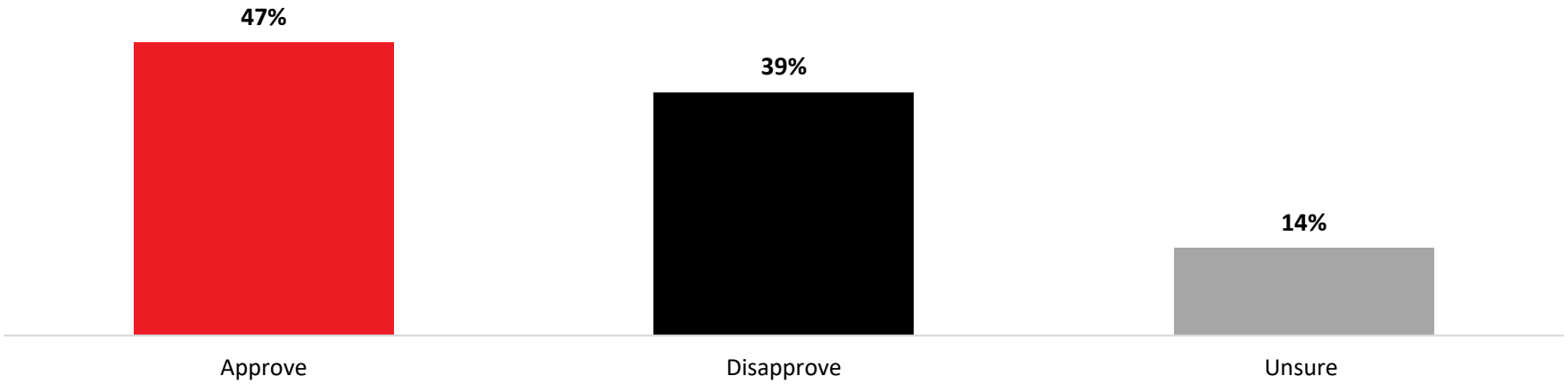
HARRIS' APPROVAL RATING

American survey

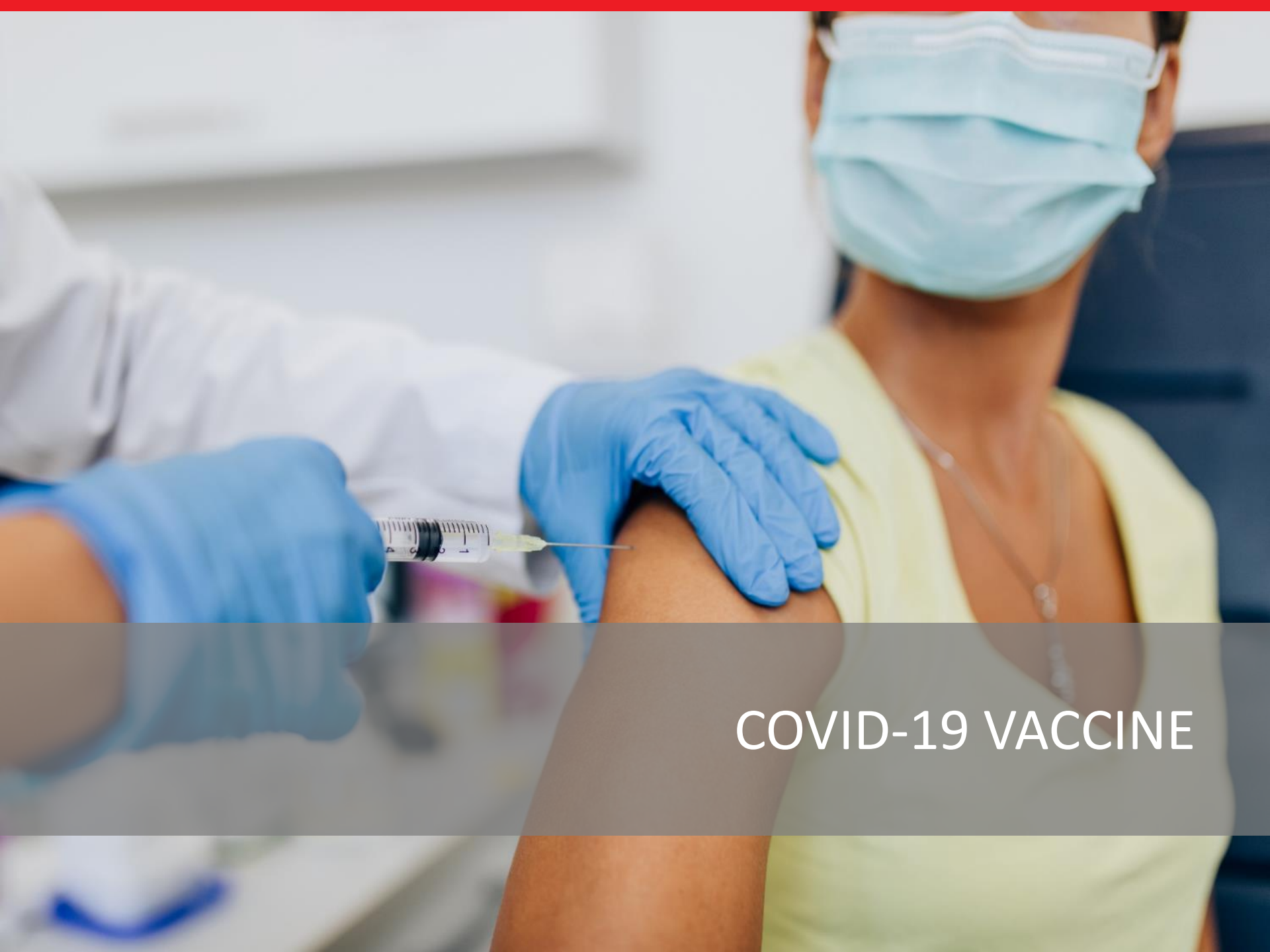
CTC632. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?**

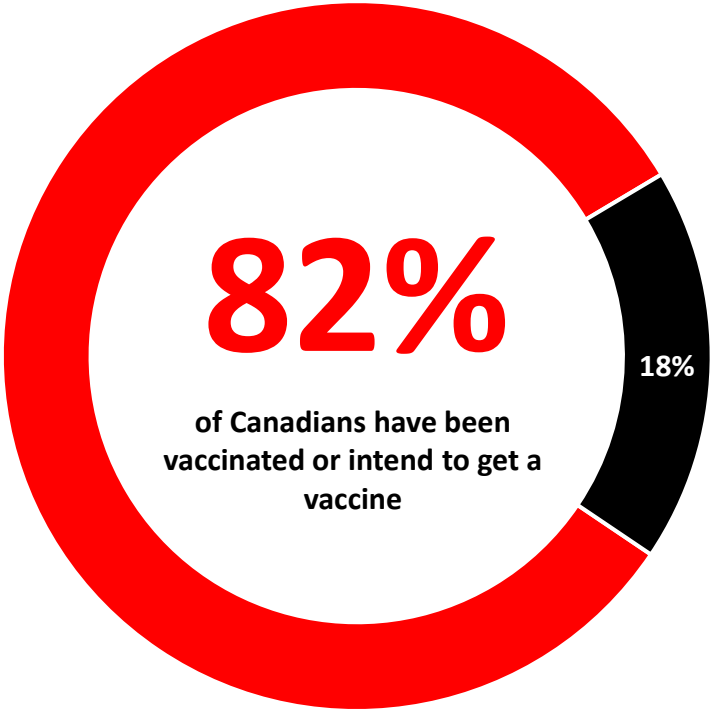
Base: All respondents (n=1,003)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL April 26th	Gap
Weighted n =	1,003	180	218	372	234	257	429	316	486	517	372	404	16	1,003	
Unweighted n =	1,003	192	227	326	258	186	451	366	497	506	369	437	34	1,003	
Approve	**47%**	51%	**39%**	47%	52%	48%	**52%**	**38%**	48%	46%	**16%**	**85%**	**15%**	**47%**	-
Disapprove	**39%**	36%	**47%**	39%	36%	**32%**	**34%**	**52%**	41%	38%	**79%**	**6%**	**73%**	**39%**	-
Unsure	**14%**	13%	15%	15%	12%	**20%**	14%	**9%**	**11%**	**16%**	**4%**	**9%**	12%	**15%**	**-1**


COVID-19 VACCINE

VACCINATION INDEX*



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 26th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,548	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,548	
Canadians who have been vaccinated or intend to get a vaccine	**82%**	85%	85%	81%	88%	**74%**	83%	**78%**	**77%**	**89%**	84%	85%	**73%**	**80%**	**+2**
Canadians who do not intend to receive a vaccine	**18%**	15%	15%	19%	12%	**26%**	17%	**22%**	**23%**	**11%**	16%	15%	**27%**	**20%**	**-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 =	1,529	1,003	
Unweighted n =	1,529	1,003	
Canadians/Americans who have been vaccinated or intend to get a vaccine	**82%**	**67%**	15
Canadians/Americans who do not intend a receive the vaccine	**18%**	**33%**	15

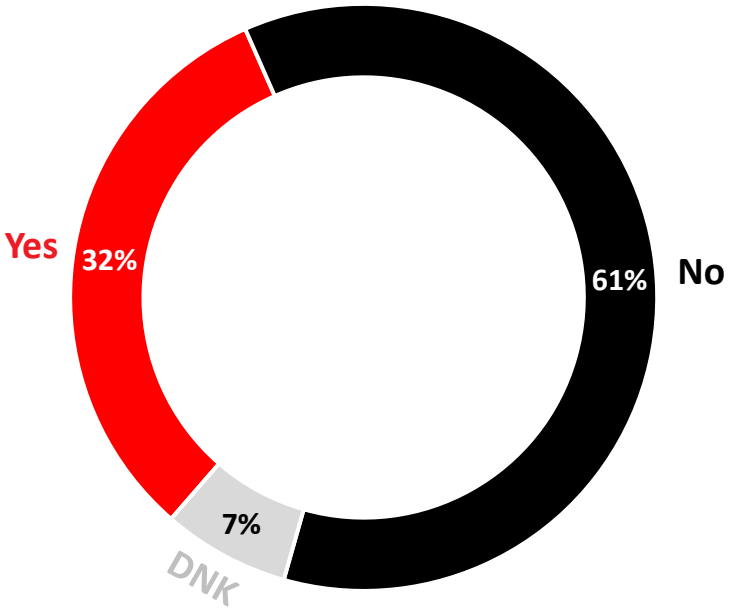
*This index was calculated by combining respondents who said yes to question CTC547: *Have you received a COVID-19 vaccine shot?* and those who said yes to question CTC108: *When a vaccine for COVID-19 that had been approved by Health Canada/The FDA becomes available to the population and it is free,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

New question

RELATIONSHIP WITH THOSE WHO DO NOT WANT TO GET VACCINATED

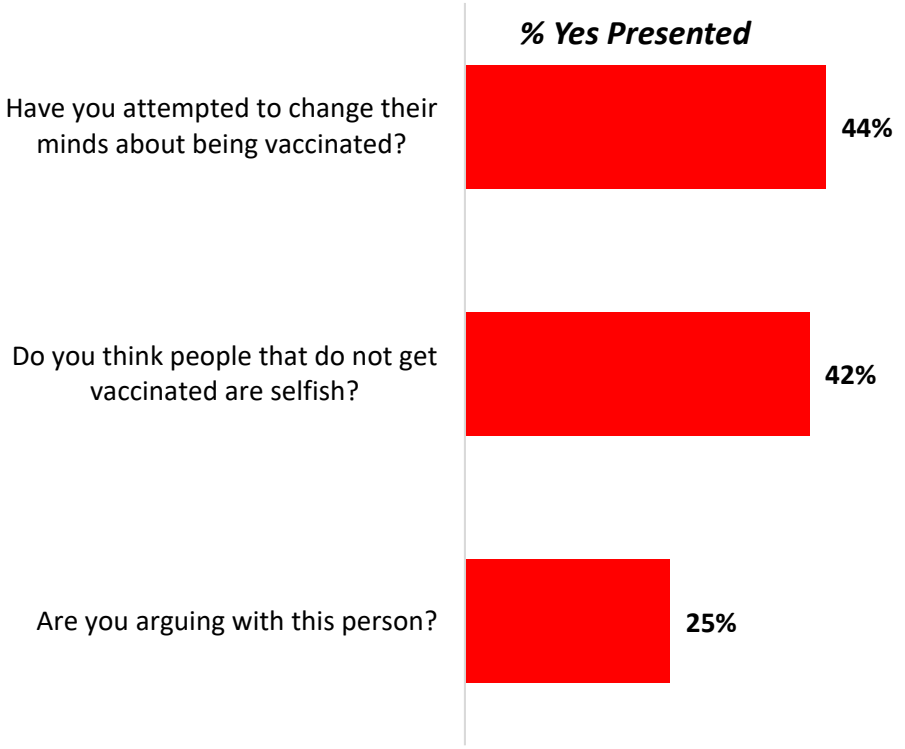
CTC645. Do you have a family member or a friend that is refusing to get vaccinated?

Base: All respondents (n=1,529)



CTC645B,CTC645C and CTC645D

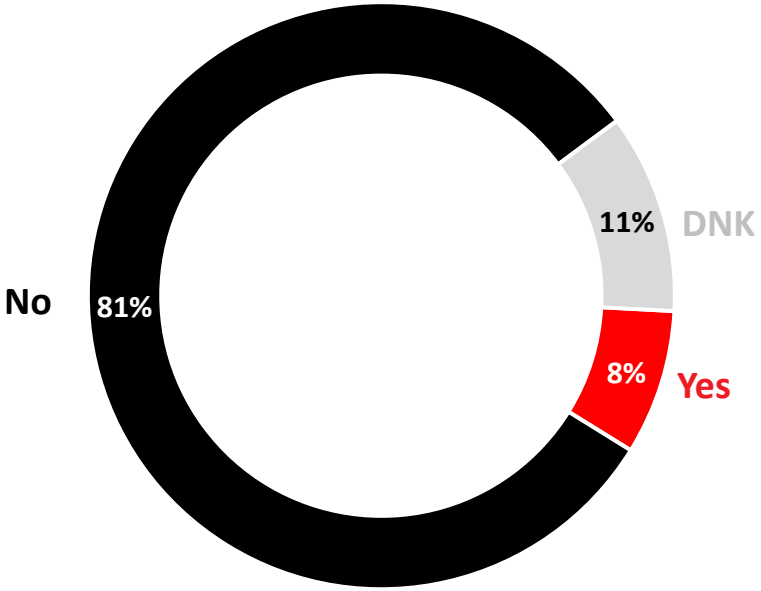
Base: Respondents who know someone who is refusing to get vaccinated (n=476)



VACCINE SAFETY

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

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 26th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,548	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,548	
Yes	**8%**	12%	9%	7%	11%	11%	5%	**12%**	8%	**6%**	9%	7%	10%	**7%**	**+1**
No	**81%**	77%	82%	81%	80%	81%	83%	81%	**75%**	**86%**	81%	83%	78%	**82%**	**-1**
Don't know	**11%**	12%	9%	12%	10%	8%	11%	**7%**	**17%**	**8%**	10%	10%	12%	**11%**	**-**

VACCINE SAFETY
(CANADA VS UNITED STATES)

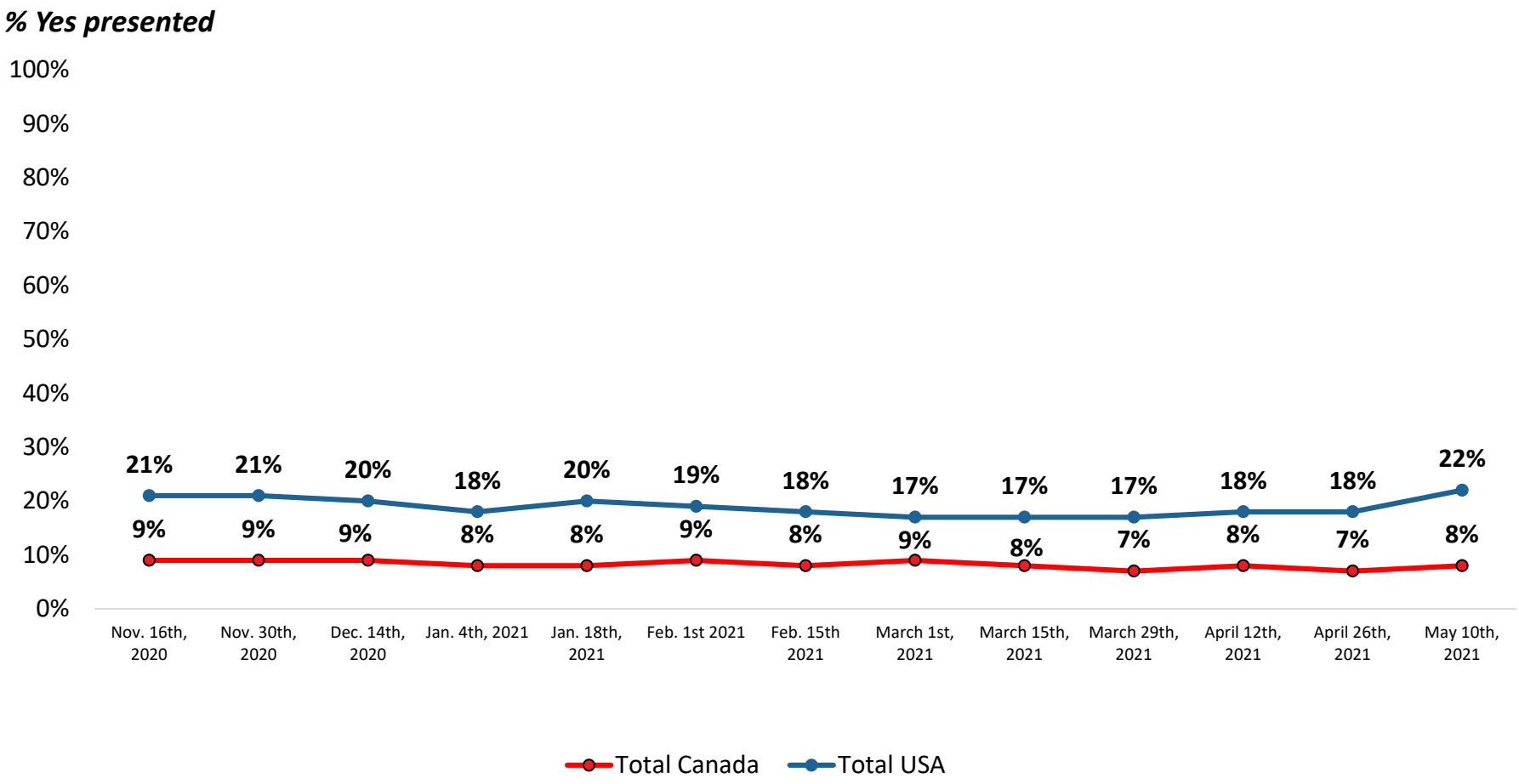
CTC434. Do you personally believe vaccines are dangerous and should not be taken or given?

Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	8%	22%	14
No	81%	64%	17
Don’t know	11%	14%	3

VACCINE SAFETY - EVOLUTION

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

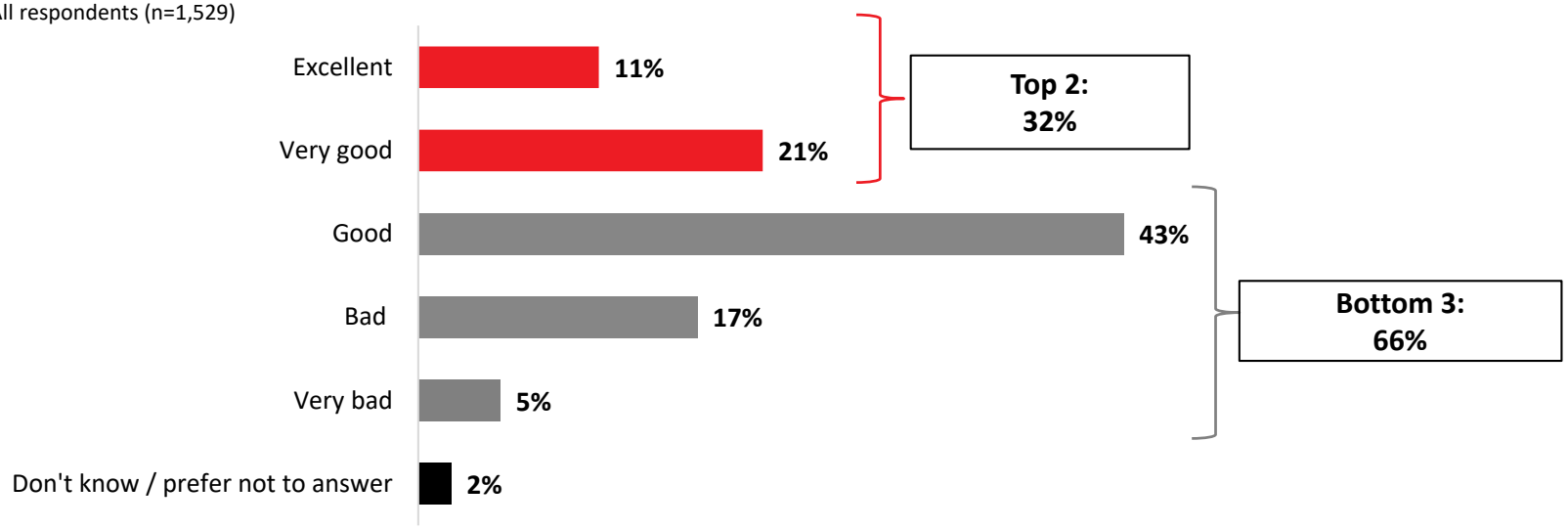


STRESS AND MENTAL HEALTH

MENTAL HEALTH DURING THE CRISIS

CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 26th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,548	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,548	
Total Top 2	**32%**	40%	**39%**	29%	29%	25%	30%	**23%**	**29%**	**41%**	31%	30%	**39%**	**36%**	**-4**
Excellent	**11%**	9%	13%	9%	13%	8%	13%	**6%**	**8%**	**16%**	11%	9%	14%	**14%**	**-3**
Very good	**21%**	**32%**	**26%**	20%	15%	17%	17%	**17%**	21%	**25%**	21%	21%	26%	**22%**	**-1**
Total Bottom 3	**66%**	**57%**	**60%**	68%	70%	73%	67%	**74%**	69%	**58%**	67%	68%	**59%**	**63%**	**+3**
Good *	**43%**	**32%**	45%	42%	46%	48%	44%	**38%**	43%	**47%**	44%	44%	40%	**40%**	**+3**
Bad	**17%**	22%	**12%**	20%	15%	20%	17%	**28%**	19%	**9%**	17%	19%	15%	**18%**	**-1**
Very bad	**5%**	3%	**3%**	6%	8%	5%	5%	**9%**	6%	**2%**	5%	5%	5%	**5%**	**-**
Don't know/Prefer not to answer	**2%**	3%	**1%**	3%	1%	1%	3%	3%	3%	**1%**	2%	2%	2%	**1%**	**+1**

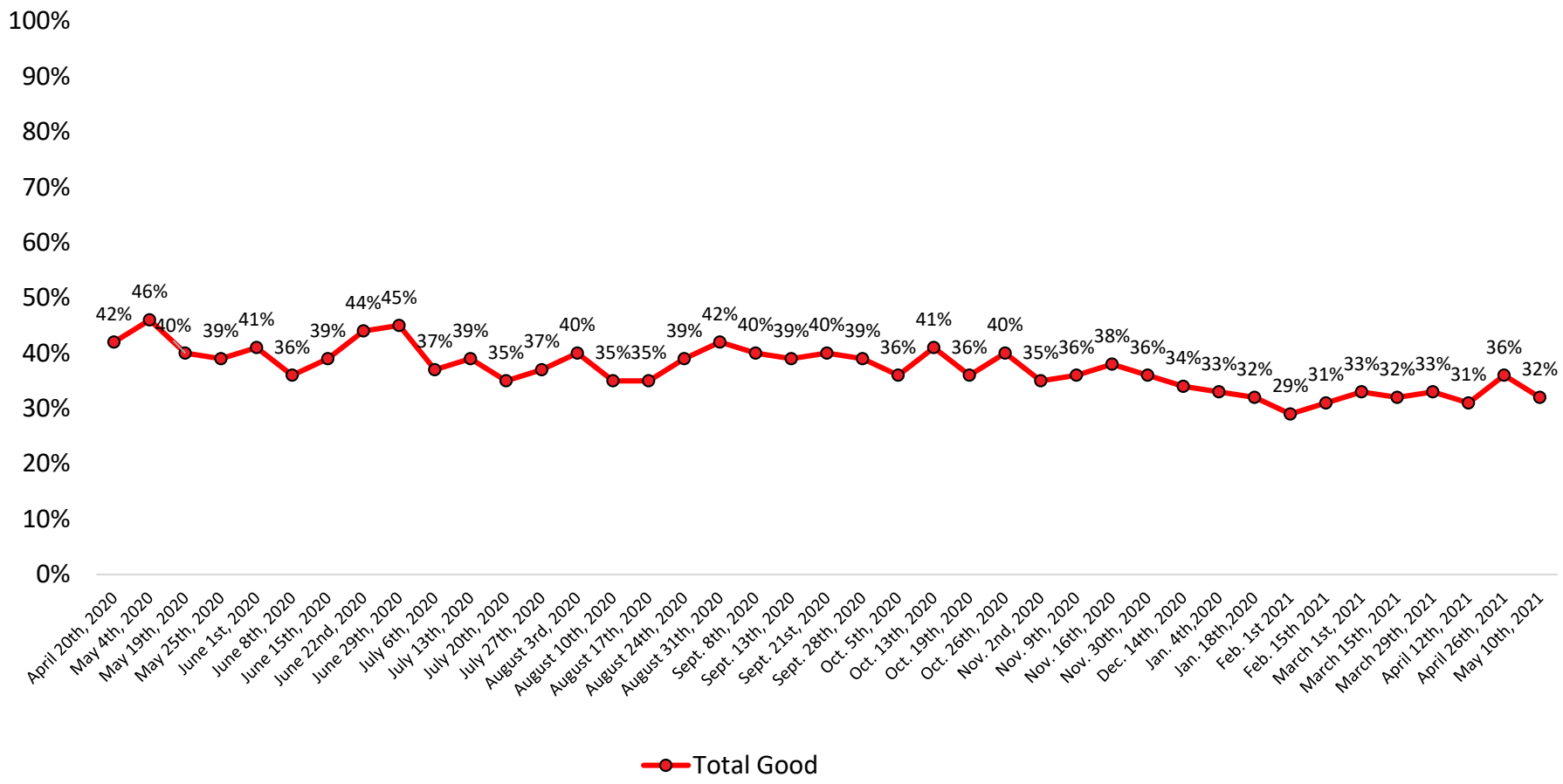
* The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

MENTAL HEALTH DURING THE CRISIS (Evolution)

CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?

Base: All respondents

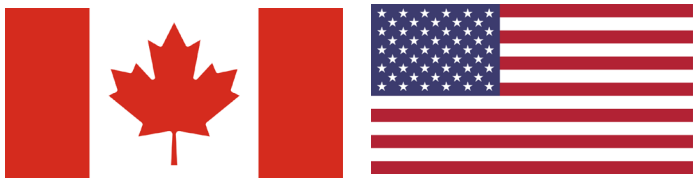
% Total Good (Excellent + Very good) presented



MENTAL HEALTH DURING THE CRISIS (CANADA VS UNITED STATES)

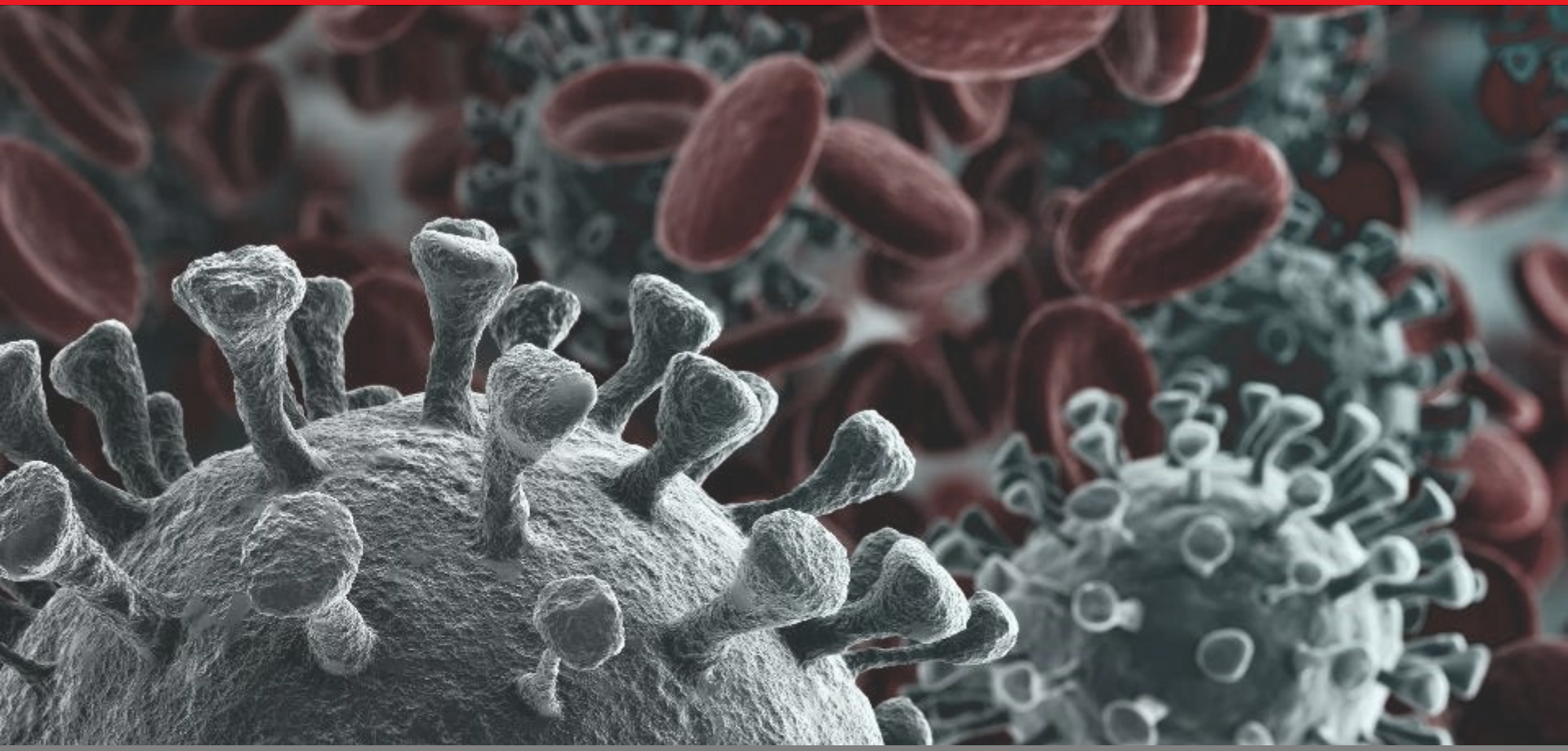
CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?

Base: All respondents

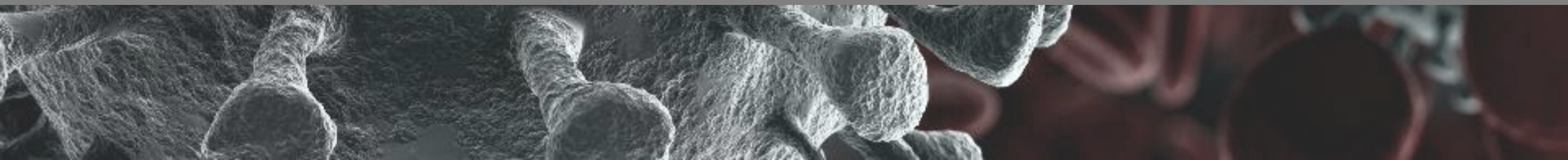


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Total Top 2	**32%**	**47%**	15
Excellent	**11%**	**21%**	10
Very good	**21%**	**26%**	5
Total Bottom 3	**66%**	**49%**	17
Good *	**43%**	**35%**	8
Bad	**17%**	**10%**	7
Very bad	5%	4%	1
Don't know/Prefer not to answer	**2%**	**4%**	2

* The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research



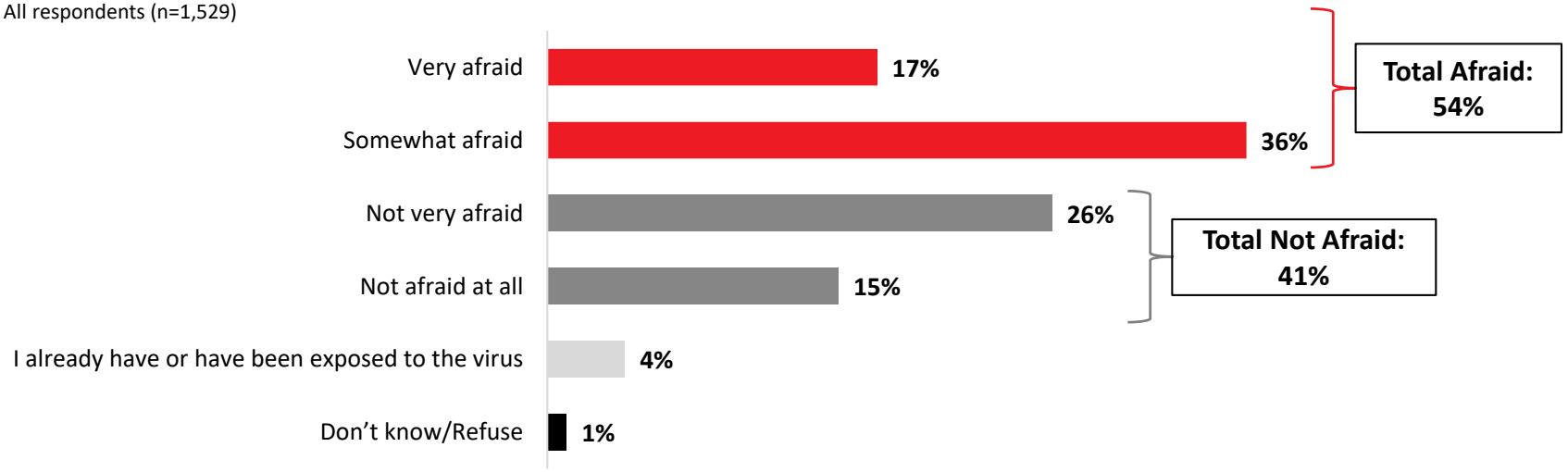
FEAR AND SPREAD OF THE VIRUS



FEAR OF CONTRACTING THE VIRUS

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

Base: All respondents (n=1,529)

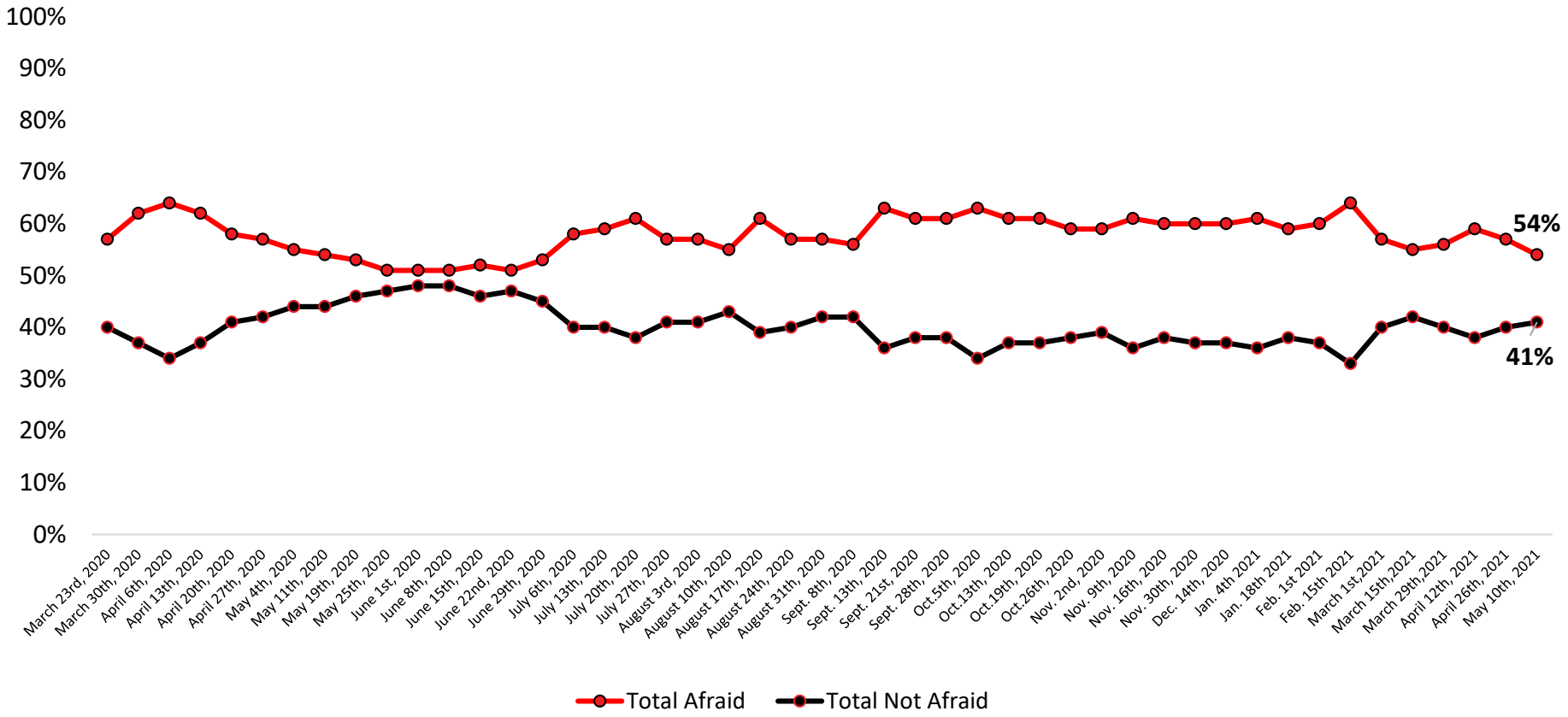


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 26th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,548	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,548	
Total Afraid	**54%**	63%	**46%**	**58%**	47%	47%	58%	51%	55%	55%	**59%**	51%	**46%**	**57%**	**-3**
Very afraid	**17%**	**26%**	15%	19%	**10%**	15%	19%	16%	**21%**	15%	**22%**	**14%**	**13%**	**18%**	**-1**
Somewhat afraid	**36%**	37%	**31%**	**39%**	37%	33%	39%	34%	34%	**39%**	37%	37%	33%	**38%**	**-2**
Total Not Afraid	**41%**	37%	**50%**	**37%**	48%	44%	36%	42%	40%	43%	**37%**	41%	**51%**	**40%**	**+1**
Not very afraid	**26%**	25%	**36%**	25%	28%	22%	**16%**	25%	**23%**	**29%**	24%	26%	30%	**25%**	**+1**
Not afraid at all	**15%**	12%	14%	**13%**	20%	**21%**	20%	17%	17%	13%	**13%**	15%	**21%**	**15%**	**-**
I already have or have been exposed to the virus	**4%**	**0%**	4%	3%	3%	**8%**	3%	**6%**	4%	**1%**	**2%**	**6%**	2%	**2%**	**+2**
Don't know/Refuse	**1%**	0%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	0%	**1%**	**-**

FEAR OF CONTRACTING THE VIRUS (Evolution)

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

Base: All respondents



FEAR OF CONTRACTING THE VIRUS (CANADA VS UNITED STATES)

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

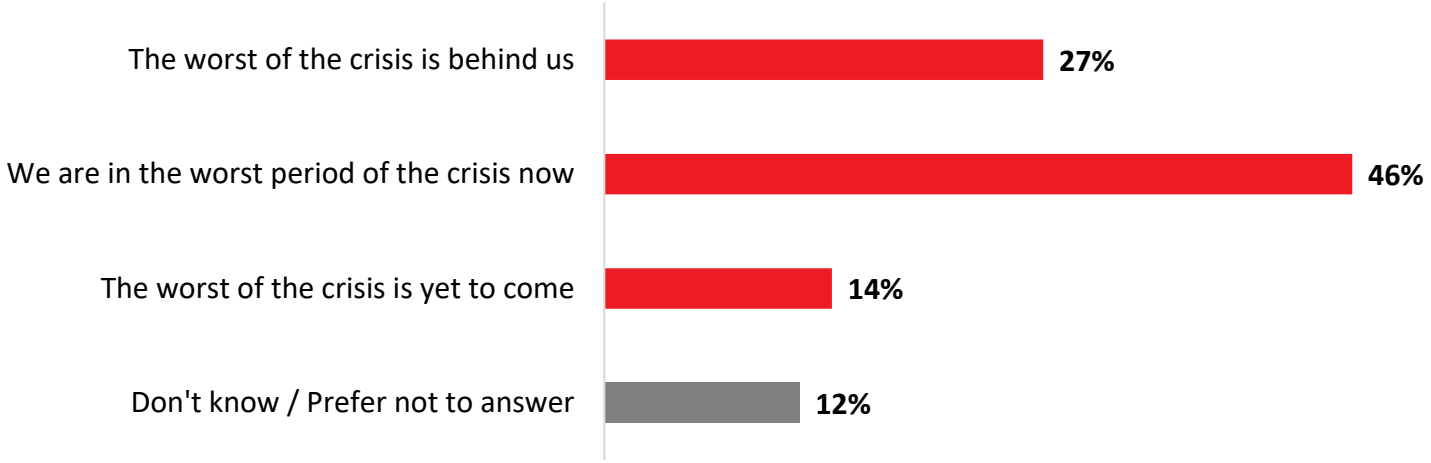
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Total Afraid	**54%**	**46%**	8
Very afraid	17%	20%	3
Somewhat afraid	**36%**	**26%**	10
Total Not Afraid	**41%**	**47%**	6
Not very afraid	**26%**	**22%**	4
Not afraid at all	**15%**	**24%**	9
I already have or have been exposed to the virus	4%	5%	1
Don’t know/Refuse	**1%**	**2%**	1

EVOLUTION OF THE COVID-19 PANDEMIC

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

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 26th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,548	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,548	
The worst of the crisis is behind us	**27%**	**13%**	**56%**	**16%**	26%	**13%**	26%	**31%**	25%	26%	25%	29%	25%	**17%**	**+10**
We are in the worst period of the crisis now	**46%**	49%	**28%**	**54%**	46%	54%	47%	43%	44%	**51%**	49%	46%	41%	**47%**	**-1**
The worst of the crisis is yet to come	**14%**	**29%**	**11%**	14%	17%	15%	12%	13%	17%	13%	13%	14%	**19%**	**23%**	**-9**
Don't know / Prefer not to answer	**12%**	9%	**6%**	**15%**	12%	17%	15%	13%	14%	11%	13%	11%	15%	**12%**	**-**

EVOLUTION OF THE COVID-19 PANDEMIC (CANADA VS UNITED STATES)

CTC20: What statement best describes your personal opinion of the COVID-19 crisis for Canada/United States?

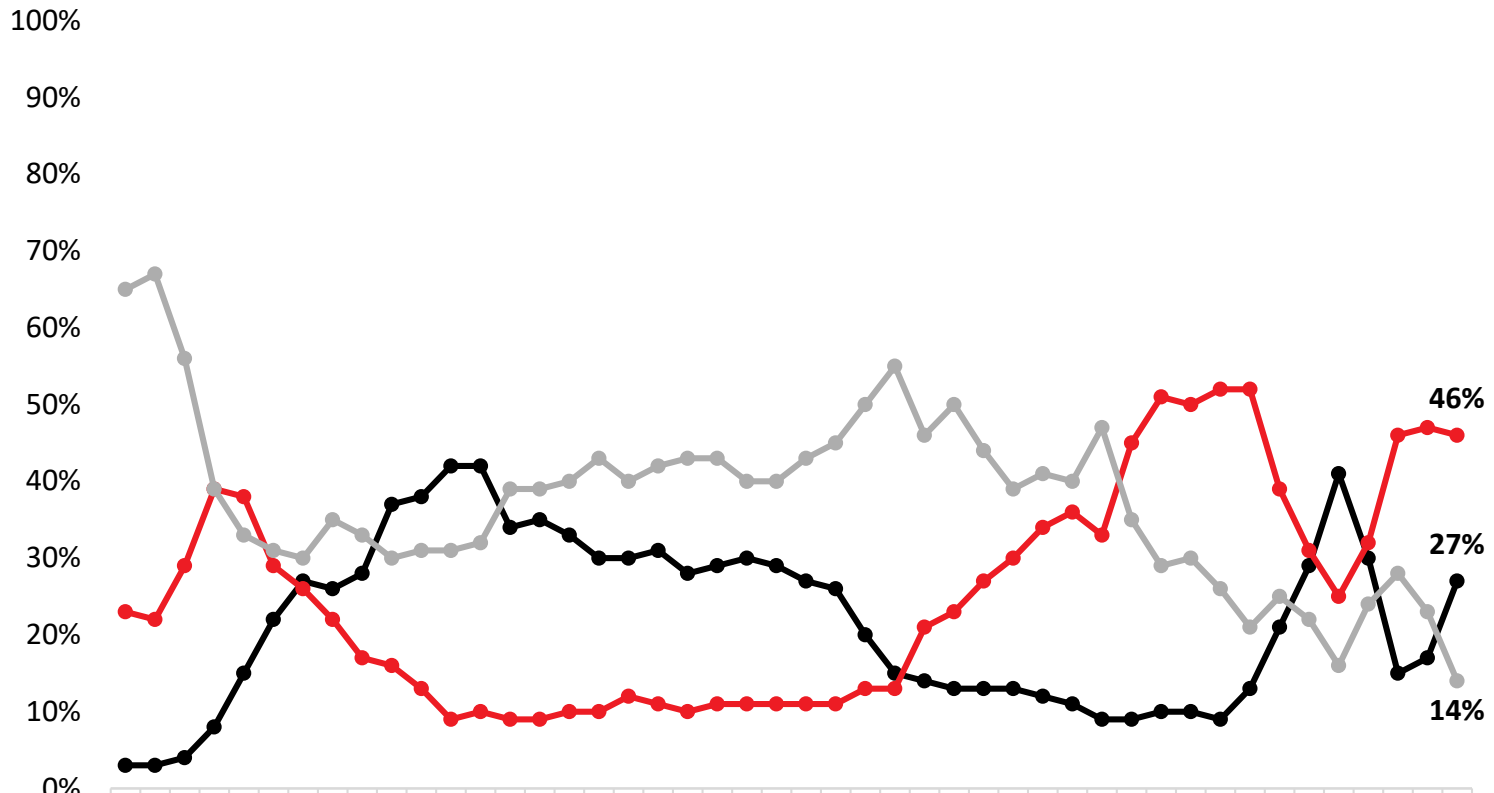
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
The worst of the crisis is behind us	27%	50%	23
We are in the worst period of the crisis now	46%	16%	30
The worst of the crisis is yet to come	14%	14%	-
Don't know / Prefer not to answer	12%	20%	8

EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)

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

Base: All respondents



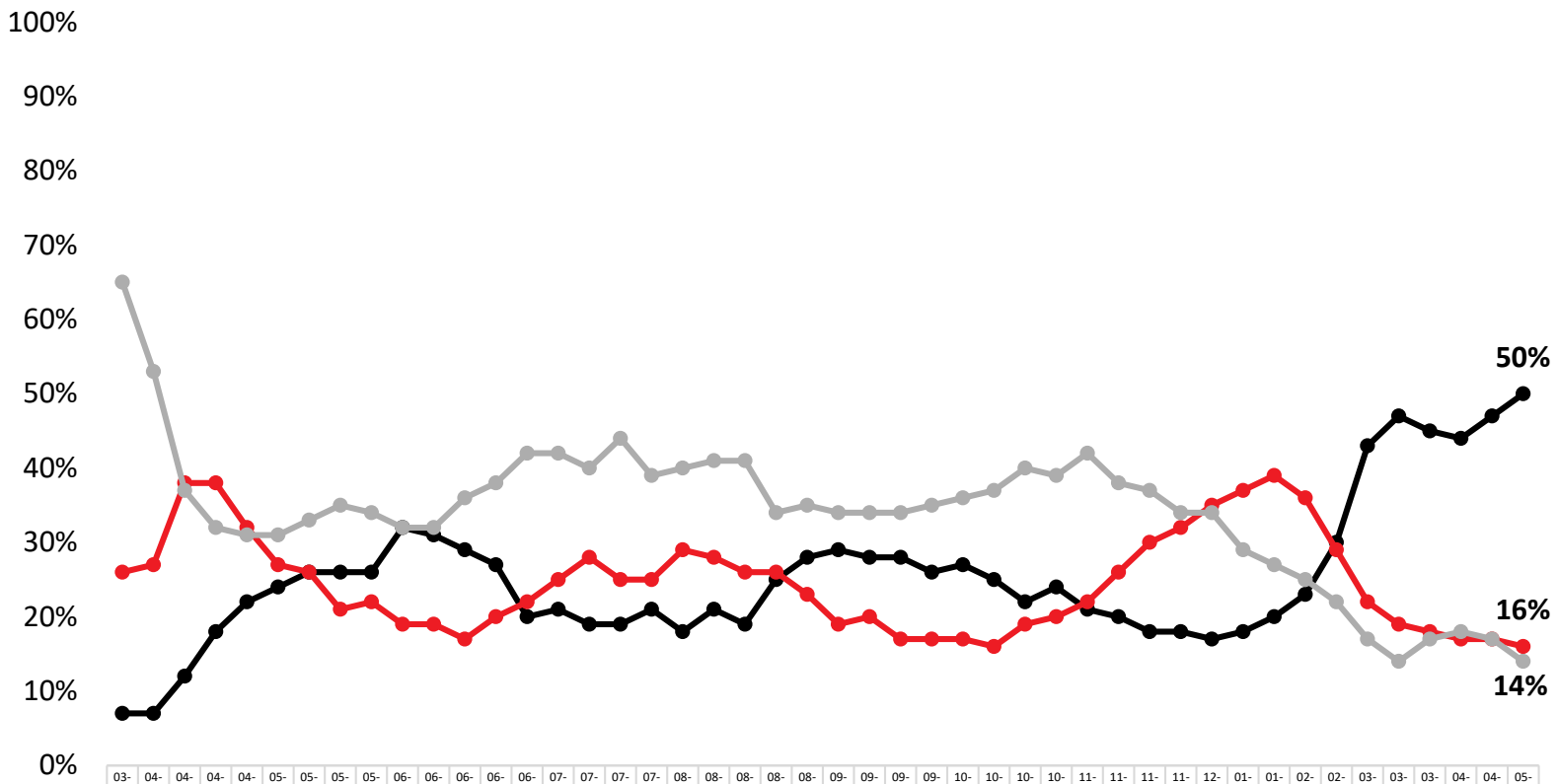
	03-30-2020	04-06-2020	04-13-2020	04-20-2020	04-27-2020	05-04-2020	05-11-2020	05-19-2020	05-25-2020	06-01-2020	06-08-2020	06-15-2020	06-22-2020	06-29-2020	07-06-2020	07-13-2020	07-20-2020	07-27-2020	08-03-2020	08-10-2020	08-17-2020	08-24-2020	08-31-2020	09-08-2020	09-13-2020	09-21-2020	09-28-2020	10-05-2020	10-13-2020	10-19-2020	10-26-2020	11-02-2020	11-09-2020	11-16-2020	11-30-2020	12-14-2020	01-04-2021	01-18-2021	02-01-2021	02-15-2021	03-01-2021	03-15-2021	03-29-2021	04-12-2021	04-26-2021	05-10-2021
The worst of the crisis is behind us	3%	3%	4%	8%	15%	22%	27%	26%	28%	37%	38%	42%	42%	34%	35%	33%	30%	30%	31%	28%	29%	30%	29%	27%	26%	20%	15%	14%	13%	13%	13%	12%	11%	9%	9%	10%	10%	9%	13%	21%	29%	41%	30%	15%	17%	27%
We are in the worst period of the crisis now	23%	22%	29%	39%	38%	29%	26%	22%	17%	16%	13%	9%	10%	9%	9%	10%	10%	12%	11%	10%	11%	11%	11%	11%	11%	13%	13%	21%	23%	27%	30%	34%	36%	33%	45%	51%	50%	52%	52%	39%	31%	25%	32%	46%	47%	46%
The worst of the crisis is yet to come	65%	67%	56%	39%	33%	31%	30%	35%	33%	30%	31%	31%	32%	39%	39%	40%	43%	40%	42%	43%	43%	40%	40%	43%	45%	50%	55%	46%	50%	44%	39%	41%	40%	47%	35%	29%	30%	26%	21%	25%	22%	16%	24%	28%	23%	14%

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

EVOLUTION OF THE COVID-19 PANDEMIC (UNITED STATES)

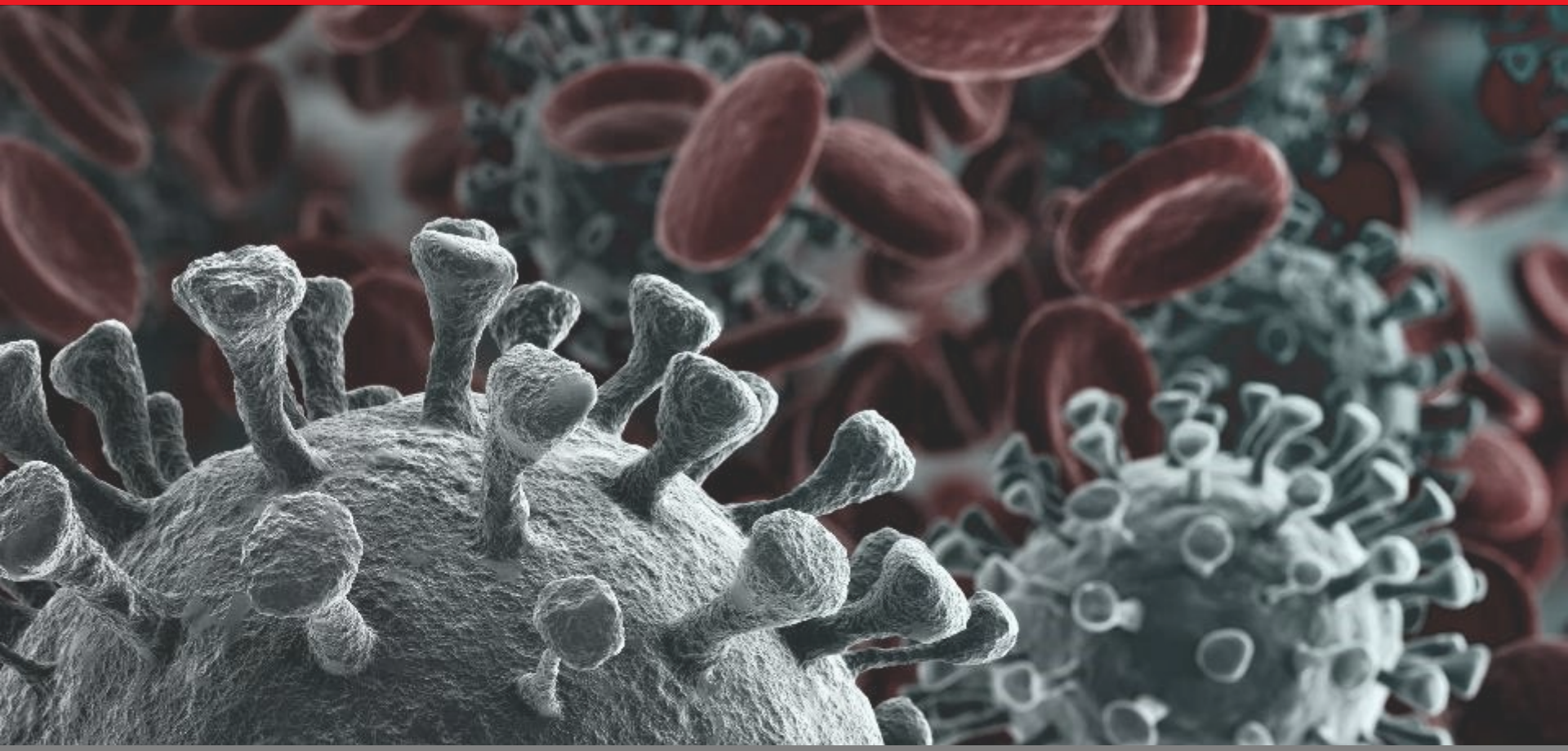
CTC20: What statement best describes your personal opinion of the COVID-19 crisis for The United States ?

Base: All respondents

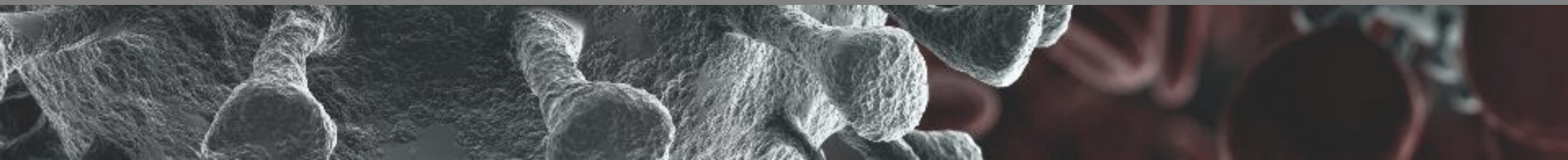


	03-30-2020	04-06-2020	04-13-2020	04-20-2020	04-27-2020	05-04-2020	05-11-2020	05-19-2020	05-25-2020	06-01-2020	06-08-2020	06-15-2020	06-22-2020	06-29-2020	07-06-2020	07-13-2020	07-20-2020	07-27-2020	08-03-2020	08-10-2020	08-17-2020	08-24-2020	08-31-2020	09-08-2020	09-13-2020	09-21-2020	09-28-2020	10-05-2020	10-13-2020	10-19-2020	10-26-2020	11-02-2020	11-09-2020	11-16-2020	11-30-2020	12-14-2020	01-04-2021	01-18-2021	02-01-2021	02-15-2021	03-01-2021	03-15-2021	03-29-2021	04-12-2021	04-26-2021	05-10-2021
The worst of the crisis is behind us	7%	7%	12%	18%	22%	24%	26%	26%	26%	32%	31%	29%	27%	20%	21%	19%	19%	21%	18%	21%	19%	25%	28%	29%	28%	28%	26%	27%	25%	22%	24%	21%	20%	18%	18%	17%	18%	20%	23%	30%	43%	47%	45%	44%	47%	50%
We are in the worst period of the crisis now	26%	27%	38%	38%	32%	27%	26%	21%	22%	19%	19%	17%	20%	22%	25%	28%	25%	25%	29%	28%	26%	26%	23%	19%	20%	17%	17%	17%	16%	19%	20%	22%	26%	30%	32%	35%	37%	39%	36%	29%	22%	19%	18%	17%	17%	16%
The worst of the crisis is yet to come	65%	53%	37%	32%	31%	31%	33%	35%	34%	32%	32%	36%	38%	42%	42%	40%	44%	39%	40%	41%	41%	34%	35%	34%	34%	34%	35%	36%	37%	40%	39%	42%	38%	37%	34%	34%	29%	27%	25%	22%	17%	14%	17%	18%	17%	14%

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

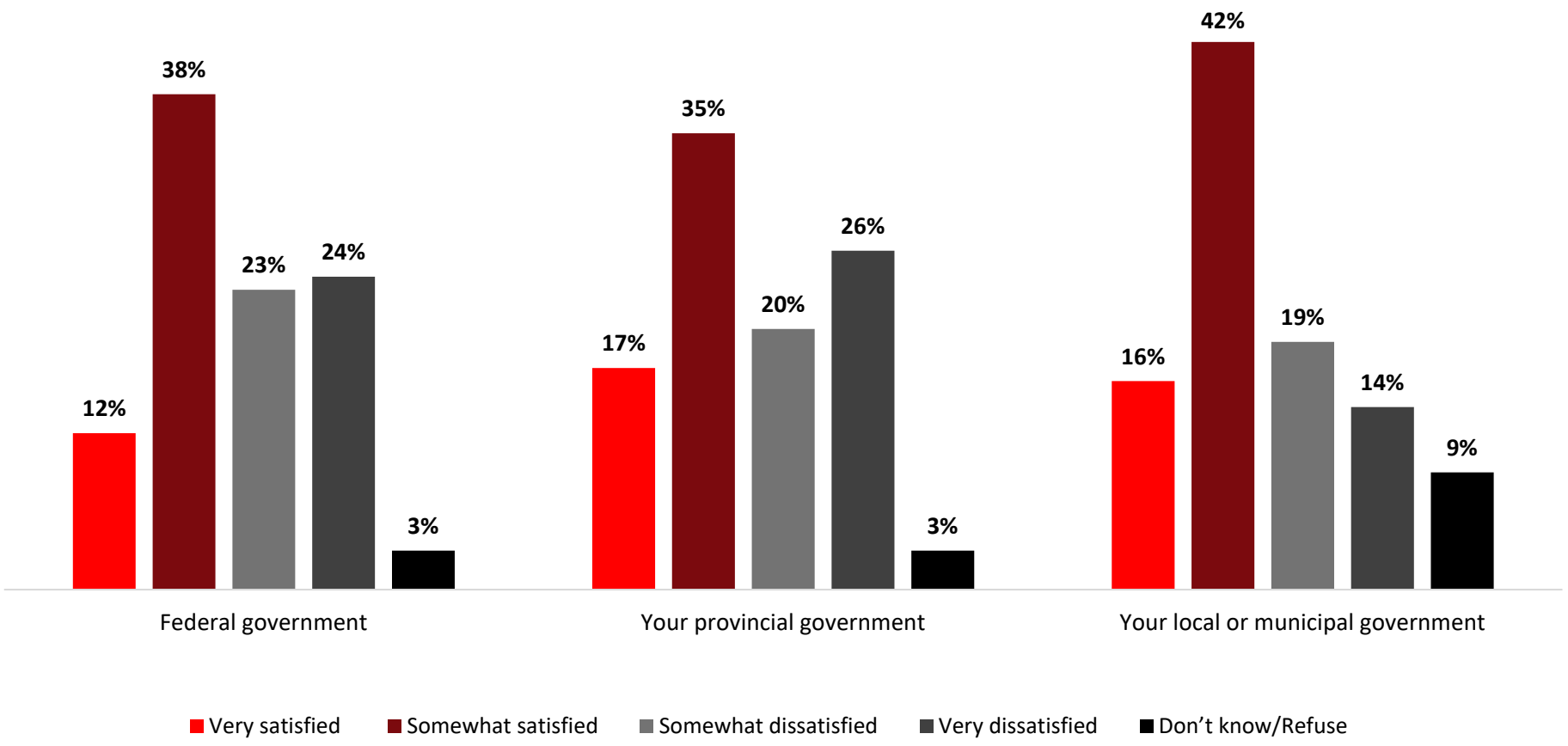


SATISFACTION WITH GOVERNMENTS DURING THE CRISIS



SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19

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 (n=1,529)



SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - DETAILS

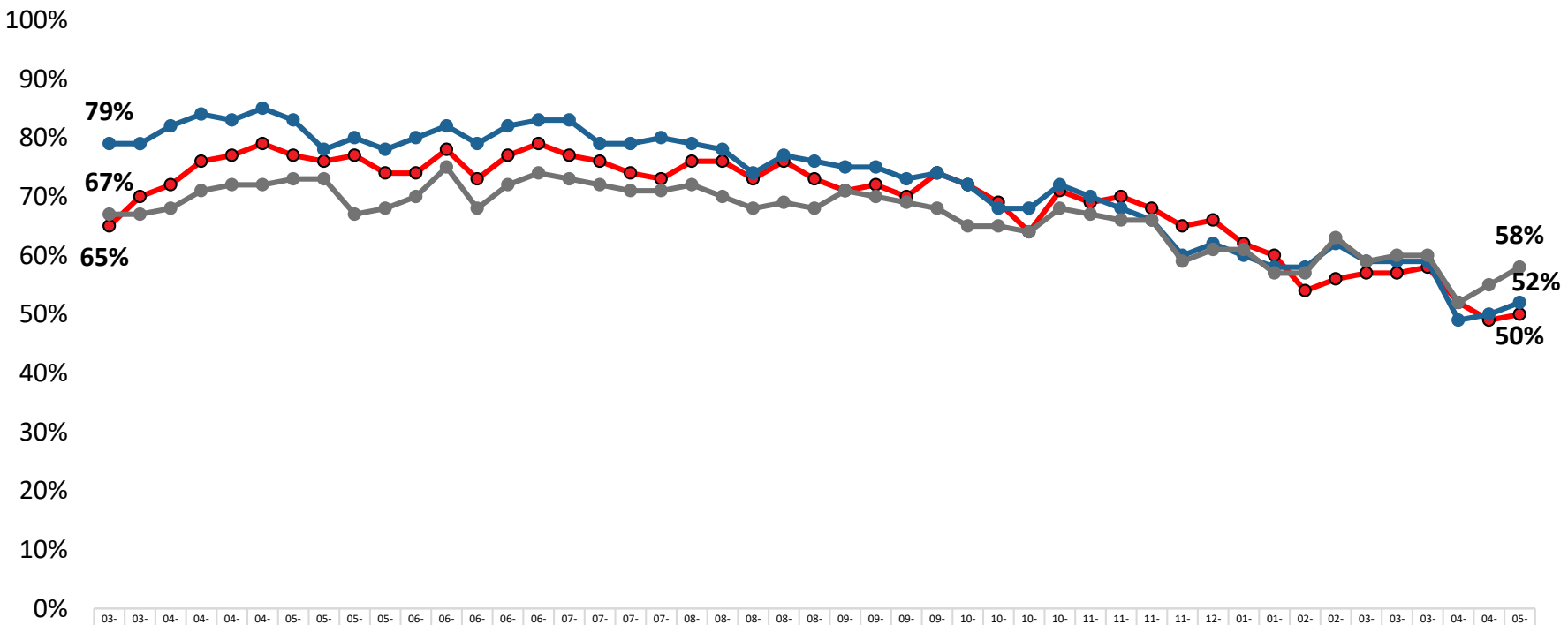
CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL April 26th	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,548	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,548	
Federal government															
Total Satisfied	50%	67%	53%	50%	51%	41%	45%	47%	46%	56%	52%	49%	49%	49%	+1
Total Dissatisfied	47%	31%	45%	46%	46%	59%	50%	48%	51%	42%	45%	47%	49%	47%	-
Your provincial government															
Total Satisfied	52%	80%	76%	37%	55%	29%	53%	38%	48%	64%	54%	50%	54%	50%	+2
Total Dissatisfied	46%	17%	22%	59%	45%	71%	42%	58%	50%	33%	45%	47%	44%	47%	-1
Your local or municipal government															
Total Satisfied	58%	78%	65%	55%	57%	47%	54%	48%	56%	66%	60%	54%	62%	55%	+3
Total Dissatisfied	33%	17%	21%	37%	35%	48%	38%	40%	36%	25%	33%	35%	28%	33%	-

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (Evolution)

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



	03-23-2020	03-31-2020	04-06-2020	04-13-2020	04-20-2020	04-27-2020	05-04-2020	05-11-2020	05-19-2020	05-25-2020	06-01-2020	06-08-2020	06-15-2020	06-22-2020	06-29-2020	07-06-2020	07-13-2020	07-20-2020	07-27-2020	08-03-2020	08-10-2020	08-17-2020	08-24-2020	08-31-2020	09-08-2020	09-13-2020	09-21-2020	09-28-2020	10-05-2020	10-13-2020	10-19-2020	10-26-2020	11-02-2020	11-09-2020	11-16-2020	11-30-2020	12-14-2020	01-04-2021	01-18-2021	02-01-2021	02-15-2021	03-01-2021	03-15-2021	03-29-2021	04-12-2021	04-26-2021	05-10-2021
Federal goverment	65%	70%	72%	76%	77%	79%	77%	76%	77%	74%	74%	78%	73%	77%	79%	77%	76%	74%	73%	76%	76%	73%	76%	73%	71%	72%	70%	74%	72%	69%	64%	71%	69%	70%	68%	65%	66%	62%	60%	54%	56%	57%	57%	58%	52%	49%	50%
Provincial government	79%	79%	82%	84%	83%	85%	83%	78%	80%	78%	80%	82%	79%	82%	83%	83%	79%	79%	80%	79%	78%	74%	77%	76%	75%	75%	73%	74%	72%	68%	68%	72%	70%	68%	66%	60%	62%	60%	58%	58%	62%	59%	59%	59%	49%	50%	52%
Local or municipal government	67%	67%	68%	71%	72%	72%	73%	73%	67%	68%	70%	75%	68%	72%	74%	73%	72%	71%	71%	72%	70%	68%	69%	68%	71%	70%	69%	68%	65%	65%	64%	68%	67%	66%	66%	59%	61%	61%	57%	57%	63%	59%	60%	60%	52%	55%	58%

Federal goverment — Provincial government — Local or municipal government

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - DETAILS

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by your provincial government?

Base: All respondents

François Legault

Doug Ford

Brian Pallister

Scott Moe

Jason Kenney

John Horgan

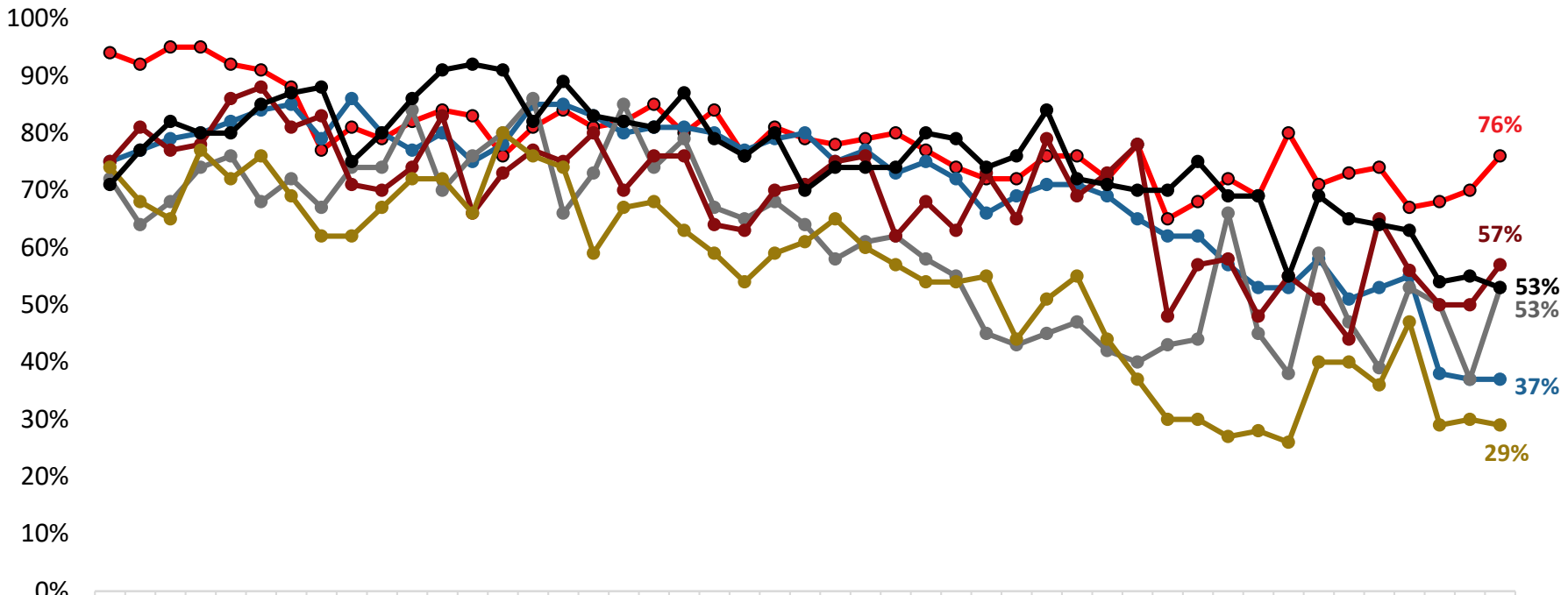
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n =	1,529	105	359	587	54	46	172	207
Unweighted n =	1,529	101	415	604	61	65	128	155
Total Satisfied	**52%**	**80%**	**76%**	**37%**	53%	57%	**29%**	53%
Very satisfied	**17%**	**38%**	**34%**	**10%**	8%	13%	**3%**	**11%**
Somewhat satisfied	**35%**	42%	**41%**	**27%**	45%	44%	**25%**	**43%**
Total Dissatisfied	**46%**	**17%**	**22%**	**59%**	47%	42%	**71%**	42%
Somewhat dissatisfied	**20%**	**12%**	**11%**	**23%**	19%	27%	**30%**	19%
Very dissatisfied	**26%**	**6%**	**10%**	**36%**	28%	**15%**	**41%**	23%
Don't know/Refuse	**3%**	2%	3%	4%	0%	1%	**0%**	4%

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (Evolution)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by your provincial government?

Base: All respondents

% Total Satisfied presented



	03-23-2020	03-30-2020	04-06-2020	04-13-2020	04-20-2020	04-27-2020	05-04-2020	05-11-2020	05-19-2020	05-25-2020	06-01-2020	06-08-2020	06-15-2020	06-22-2020	06-29-2020	07-06-2020	07-13-2020	07-20-2020	07-27-2020	08-03-2020	08-10-2020	08-17-2020	08-24-2020	08-31-2020	09-08-2020	09-13-2020	09-21-2020	09-28-2020	10-05-2020	10-13-2020	10-19-2020	10-26-2020	11-02-2020	11-09-2020	11-16-2020	11-30-2020	12-14-2020	01-04-2021	01-18-2021	02-01-2021	02-15-2021	03-01-2021	03-15-2021	03-29-2021	04-12-2021	04-26-2021	05-10-2021
François Legault	94%	92%	95%	95%	92%	91%	88%	77%	81%	79%	82%	84%	83%	76%	81%	84%	81%	82%	85%	80%	84%	76%	81%	79%	78%	79%	80%	77%	74%	72%	72%	76%	76%	72%	78%	65%	68%	72%	69%	80%	71%	73%	74%	67%	68%	70%	76%
Doug Ford	75%	77%	79%	80%	82%	84%	85%	79%	86%	80%	77%	80%	75%	78%	85%	85%	83%	80%	81%	81%	80%	77%	79%	80%	75%	77%	73%	75%	72%	66%	69%	71%	71%	69%	65%	62%	62%	57%	53%	53%	58%	51%	53%	55%	38%	37%	37%
Brian Pallister	72%	64%	68%	74%	76%	68%	72%	67%	74%	74%	84%	70%	76%	80%	86%	66%	73%	85%	74%	79%	67%	65%	68%	64%	58%	61%	62%	58%	55%	45%	43%	45%	47%	42%	40%	43%	44%	66%	45%	38%	59%	47%	39%	53%	50%	37%	53%
Scott Moe	75%	81%	77%	78%	86%	88%	81%	83%	71%	70%	74%	83%	66%	73%	77%	75%	80%	70%	76%	76%	64%	63%	70%	71%	75%	76%	62%	68%	63%	73%	65%	79%	69%	73%	78%	48%	57%	58%	48%	55%	51%	44%	65%	56%	50%	50%	57%
Jason Kenney	74%	68%	65%	77%	72%	76%	69%	62%	62%	67%	72%	72%	66%	80%	76%	74%	59%	67%	68%	63%	59%	54%	59%	61%	65%	60%	57%	54%	54%	55%	44%	51%	55%	44%	37%	30%	30%	27%	28%	26%	40%	40%	36%	47%	29%	30%	29%
John Horgan	71%	77%	82%	80%	80%	85%	87%	88%	75%	80%	86%	91%	92%	91%	82%	89%	83%	82%	81%	87%	79%	76%	80%	70%	74%	74%	74%	80%	79%	74%	76%	84%	72%	71%	70%	70%	75%	69%	69%	55%	69%	65%	64%	63%	54%	55%	53%

François Legault — Doug Ford — Brian Pallister — Scott Moe — Jason Kenney — John Horgan

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 – (CANADA VS UNITED STATES)

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

% "Satisfied" presented	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Federal government / The US President	**50%**	**56%**	6
Your provincial government / Your State government	**52%**	**58%**	6
Your local or municipal government	58%	59%	1

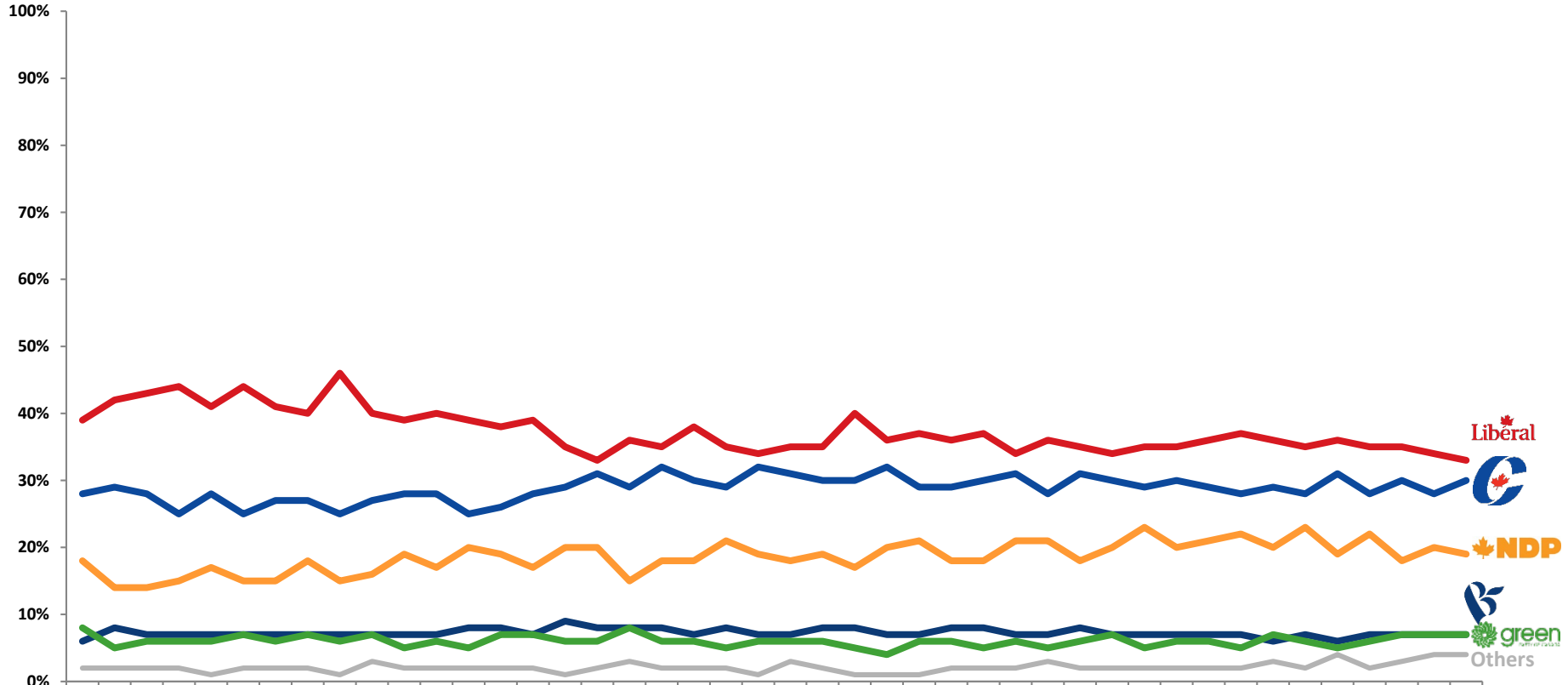
VOTING INTENTIONS - FEDERAL ELECTIONS

CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? ***In the event a respondent had no opinion, the following prompting question was asked:*** **Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...**

Base: All respondents (n=1,529), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	TOTAL April 26th 2021	Gap
Weighted n =	1,529	1,268	82	295	486	80	149	177	630	637	348	428	492	1,281	
Unweighted n =	1,529	1,284	79	344	514	106	110	131	695	589	354	489	441	1,297	
... Justin Trudeau's Liberal Party of Canada	**27%**	**33%**	**44%**	29%	**40%**	29%	**16%**	31%	35%	31%	34%	**30%**	35%	**34%**	**-1**
... Erin O'Toole's Conservative Party of Canada	**25%**	**30%**	31%	**20%**	28%	**44%**	**50%**	31%	32%	29%	**20%**	**34%**	**34%**	**28%**	**+2**
... Jagmeet Singh's New Democratic Party of Canada	**16%**	**19%**	23%	**9%**	21%	19%	19%	**26%**	**17%**	**21%**	**32%**	18%	**10%**	**20%**	**-1**
... Yves-François Blanchet's Bloc Québécois	**6%**	**7%**	-	**31%**	-	-	-	-	-	-	-	-	-	**7%**	**-**
... Annamie Paul's Green Party of Canada	**6%**	**7%**	2%	8%	7%	6%	3%	10%	7%	7%	7%	8%	6%	**7%**	**-**
... another party	**3%**	**4%**	0%	2%	3%	2%	**11%**	2%	3%	4%	4%	5%	2%	**4%**	**-**
I would not vote	**4%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	**1%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	**9%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	**2%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-

TRENDS IN VOTING INTENTIONS IN CANADA



	04-13-2020	04-20-2020	04-27-2020	05-04-2020	05-11-2020	05-19-2020	05-25-2020	06-01-2020	06-08-2020	06-15-2020	06-22-2020	06-29-2020	07-06-2020	07-13-2020	07-20-2020	07-27-2020	08-03-2020	08-10-2020	08-07-2020	08-24-2020	08-31-2020	09-08-2020	09-13-2020	09-21-2020	09-28-2020	10-05-2020	10-13-2020	10-19-2020	10-26-2020	11-02-2020	11-09-2020	11-16-2020	11-30-2020	12-14-2020	01-04-2021	01-18-2021	02-01-2021	02-15-2021	03-01-2021	03-15-2021	03-29-2021	04-12-2021	04-26-2021	05-10-2021
LPC	39%	42%	43%	44%	41%	44%	41%	40%	46%	40%	39%	40%	39%	38%	39%	35%	33%	36%	35%	38%	35%	34%	35%	35%	40%	36%	37%	36%	37%	34%	36%	35%	34%	35%	35%	36%	37%	36%	35%	36%	35%	35%	34%	33%
CPC	28%	29%	28%	25%	28%	25%	27%	27%	25%	27%	28%	28%	25%	26%	28%	29%	31%	29%	32%	30%	29%	32%	31%	30%	30%	32%	29%	29%	30%	31%	28%	31%	30%	29%	30%	29%	28%	29%	28%	31%	28%	30%	28%	30%
NDP	18%	14%	14%	15%	17%	15%	15%	18%	15%	16%	19%	17%	20%	19%	17%	20%	20%	15%	18%	18%	21%	19%	18%	19%	17%	20%	21%	18%	18%	21%	21%	18%	20%	23%	20%	21%	22%	20%	23%	19%	22%	18%	20%	19%
BQ	6%	8%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	8%	8%	7%	9%	8%	8%	8%	7%	8%	7%	7%	8%	8%	7%	7%	8%	8%	7%	7%	8%	7%	7%	7%	7%	7%	6%	7%	6%	7%	7%	7%	7%
GPC	8%	5%	6%	6%	6%	7%	6%	7%	6%	7%	5%	6%	5%	7%	7%	6%	6%	8%	6%	6%	5%	6%	6%	6%	5%	4%	6%	6%	5%	6%	5%	6%	7%	5%	6%	6%	5%	7%	6%	5%	6%	7%	7%	7%
Others	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%	3%	2%	1%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	4%	2%	3%	4%	4%

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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	155	207
Alberta	128	172
Manitoba/Saskatchewan	126	100
Ontario	604	587
Quebec	359	415
Atlantic	101	105

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

US region	Unweighted	Weighted
NorthEast	192	180
MidWest	218	227
South	326	372
West	258	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	743	803
Female	726	786

AGE	Unweighted	Weighted
Between 18 and 34	421	417
Between 35 and 54	589	521
55 or over	519	591

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	929	991
French	374	318
Other	224	216

The sample thus collected has a minimum weighting factor of 0.1799 and a maximum weighting factor of 4.8556. The weighted variance is 0.4439.

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	497	486
Female	506	517

AGE	Unweighted	Weighted
Between 18 and 29	119	176
Between 30 and 39	200	218
Between 40 and 49	199	187
Between 50 and 64	280	251
65 or older	205	173

The sample thus collected has a minimum weighting factor of 0.2234 and a maximum weighting factor of 4.0971. The weighted variance is 0.3498.

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

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