

# LeGER

## LEGER'S NORTH AMERICAN TRACKER

May 14<sup>th</sup>, 2021

THE CANADIAN PRESS



# 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 7<sup>th</sup>, 2021 to May 9<sup>th</sup>, 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 than 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](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca)



# 2021 VACATION PLANS

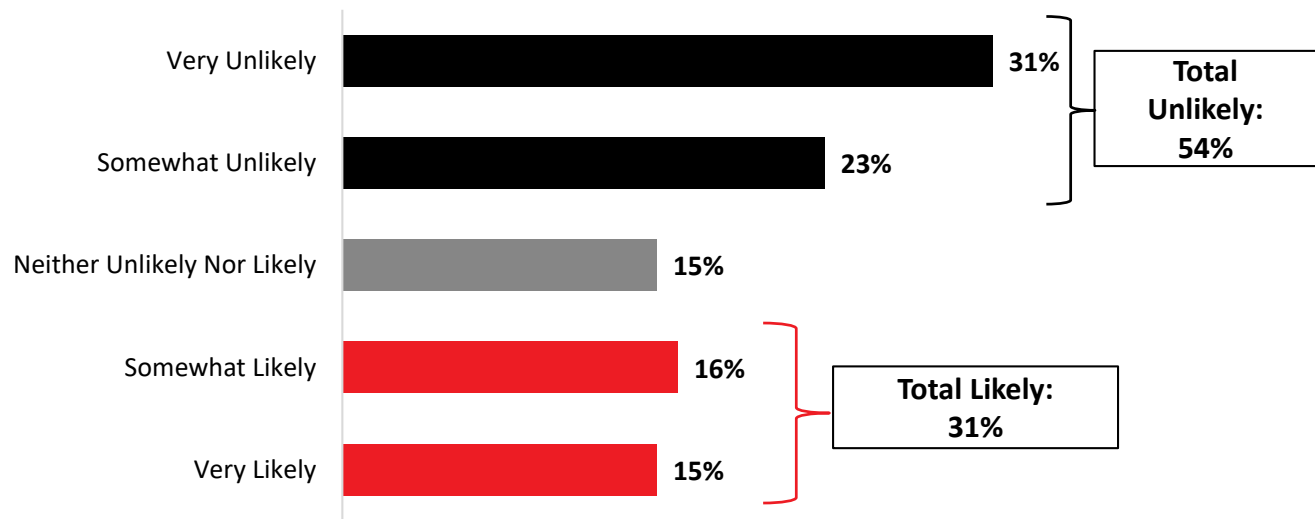
**New question**

# LIKELIHOOD OF TAKING A SUMMER VACATION IN 2021



**CTC58. How likely are you to take a summer vacation in 2021?**

Base: All respondents (n=1,529)



**Summer 2020**

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total April 27 <sup>th</sup> , 2020	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,515	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,515	
<b>Total Unlikely</b>	<b>54%</b>	62%	52%	55%	56%	48%	54%	<b>58%</b>	50%	54%	53%	54%	56%	<b>72%</b>	<b>-18</b>
Very Unlikely	<b>31%</b>	<b>45%</b>	29%	<b>34%</b>	25%	28%	25%	28%	30%	<b>35%</b>	33%	29%	34%	<b>51%</b>	<b>-20</b>
Somewhat Unlikely	<b>23%</b>	16%	22%	21%	<b>31%</b>	21%	<b>29%</b>	<b>31%</b>	20%	<b>19%</b>	21%	25%	22%	<b>21%</b>	<b>+2</b>
Neither Unlikely Nor Likely	<b>15%</b>	<b>9%</b>	18%	14%	15%	18%	16%	14%	13%	<b>18%</b>	13%	<b>17%</b>	14%	<b>14%</b>	<b>+1</b>
<b>Total Likely</b>	<b>31%</b>	30%	30%	31%	29%	34%	30%	27%	<b>36%</b>	28%	33%	29%	30%	<b>14%</b>	<b>+17</b>
Somewhat Likely	<b>16%</b>	19%	<b>13%</b>	<b>19%</b>	15%	<b>10%</b>	19%	16%	18%	15%	18%	14%	16%	<b>10%</b>	<b>+6</b>
Very Likely	<b>15%</b>	10%	18%	<b>12%</b>	14%	<b>24%</b>	11%	<b>12%</b>	<b>19%</b>	13%	15%	14%	15%	<b>4%</b>	<b>+11</b>

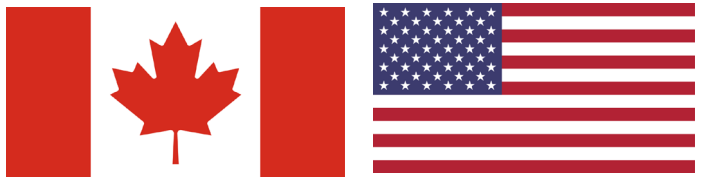
**New question**

# LIKELIHOOD OF TAKING A SUMMER VACATION IN 2021 (CANADA VS UNITED STATES)



**CTC58. How likely are you to take a summer vacation in 2021?**

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
<b>Total Unlikely</b>	<b>54%</b>	<b>38%</b>	16
Very Unlikely	31%	26%	5
Somewhat Unlikely	23%	12%	11
Neither Unlikely Nor Likely	15%	20%	5
<b>Total Likely</b>	<b>31%</b>	<b>41%</b>	10
Somewhat Likely	16%	18%	2
Very Likely	15%	23%	8

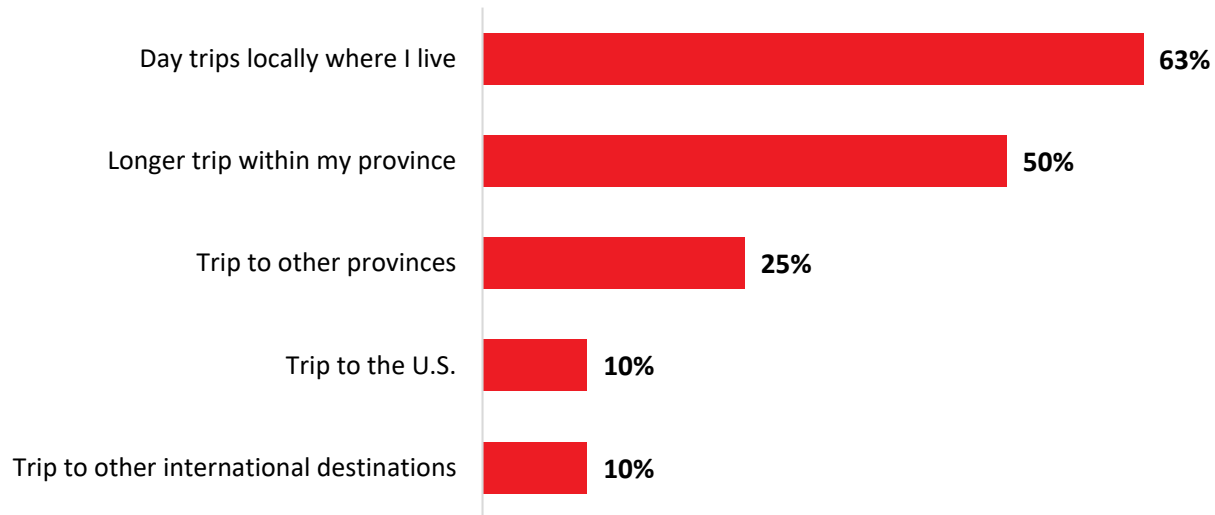
**New question**

# ACTIVITIES PLANNED DURING VACATION



**CTC58B. Which activities are likely or somewhat likely to be part of your summer vacation plans?\***

Base: Respondents who are likely to take a summer vacation in 2021 (n=721)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	707	40	174	264	44	89	96	174	258	274	298	276	121
Unweighted n =	721	41	210	277	57	60	76	184	300	237	323	270	119
Day trips locally where I live	63%	59%	60%	61%	50%	71%	74%	69%	64%	58%	60%	68%	60%
Longer trip within my province	50%	60%	50%	43%	51%	56%	59%	51%	52%	47%	50%	48%	54%
Trip to other provinces	25%	27%	15%	25%	40%	38%	21%	27%	22%	26%	26%	24%	26%
Trip to the U.S.	10%	11%	5%	15%	4%	11%	7%	11%	9%	10%	12%	8%	8%
Trip to other international destinations	10%	7%	6%	13%	11%	10%	10%	11%	11%	10%	14%	9%	5%

\*Since participants could give more than one answer, the total may exceed 100%.



**New question**

# ACTIVITES PLANNED DURING VACATION (CANADA VS UNITED STATES)



**CTC58B. Which activities are likely or somewhat likely to be part of your summer vacation plans?\***

Base: Respondents who are likely to take a summer vacation in 2021

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n =	707	618	
Unweighted n =	721	639	
Day trips locally where I live	<b>63%</b>	<b>56%</b>	7
Longer trip within my province/ <i>state</i>	50%	46%	4
Trip to other provinces/ <i>states</i>	<b>25%</b>	<b>57%</b>	32
Trip to the U.S./ <i>Canada</i>	<b>10%</b>	<b>7%</b>	3
Trip to other international destinations	10%	9%	1

\*Since participants could give more than one answer, the total may exceed 100%.



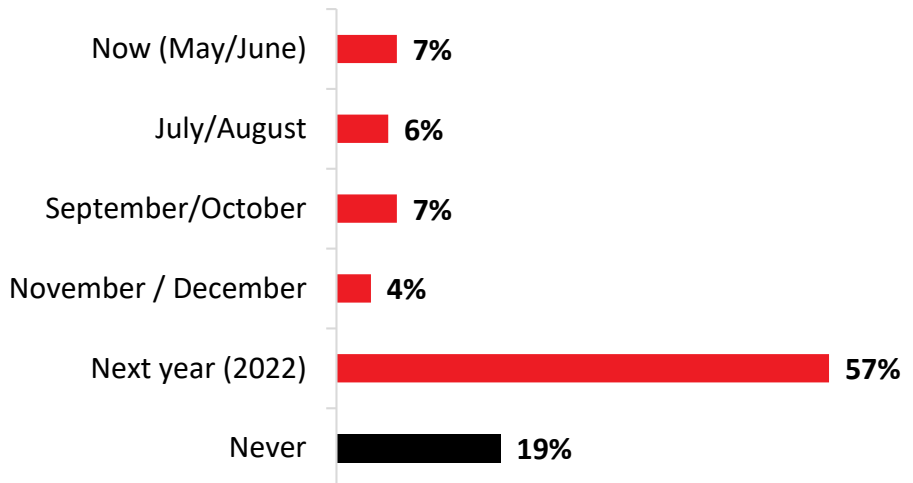
New question

# COMFORT WITH TRAVELLING IN THE U.S.



CTC59. When do you think you will feel comfortable travelling again in the U.S.?

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
Now (May/June)	7%	0%	9%	5%	6%	11%	7%	9%	7%	5%	4%	8%	10%
July/August	6%	8%	9%	6%	7%	1%	3%	8%	6%	4%	6%	6%	3%
September/October	7%	7%	6%	8%	4%	7%	10%	9%	6%	7%	7%	7%	8%
November/December	4%	1%	2%	6%	4%	4%	3%	4%	5%	4%	6%	3%	2%
Next year (2022)	57%	50%	56%	55%	62%	63%	65%	60%	60%	53%	60%	59%	47%
Never	19%	34%	18%	20%	17%	13%	13%	10%	15%	28%	16%	17%	29%



**New question**

# COMFORT WITH TRAVELLING IN THE U.S. /CANADA (CANADA VS UNITED STATES)



**CTC59. When do you think you will feel comfortable travelling again in the U.S./Canada?**

Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Now (May/June)	7%	16%	9
July/August	6%	9%	3
September/October	7%	14%	7
November/December	4%	5%	1
Next year (2022)	57%	32%	25
Never	19%	24%	5

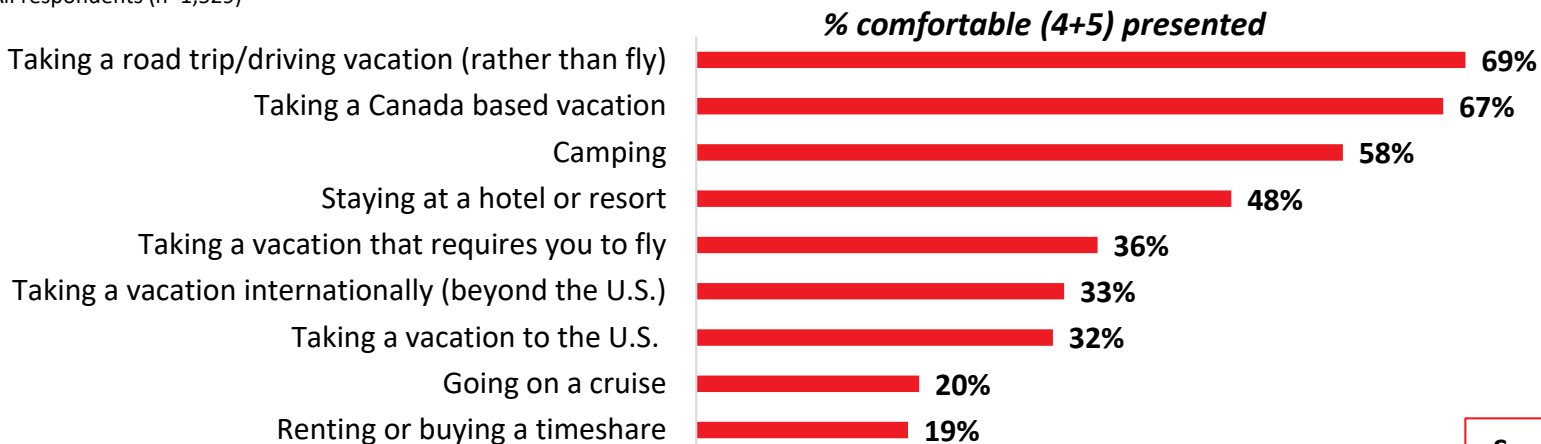
**New question**

# LEVEL OF COMFORT WITH VACATION ACTIVITIES



**CTC60. On a scale from 1 to 5, where 1 is very uncomfortable and 5 is very comfortable, how comfortable do you think you will be with each of the following vacation statements once the Coronavirus pandemic has ended?**

Base: All respondents (n=1,529)



**Summer 2020**

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total April 27 <sup>th</sup> , 2020	Gap
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272	1,515	
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268	1,515	
<b>% comfortable (4+5) presented</b>															
Taking a road trip/driving vacation (rather than fly)	69%	61%	71%	65%	71%	76%	78%	75%	65%	69%	67%	72%	69%	65%	+4
Taking a Canada-based vacation	67%	63%	68%	66%	62%	77%	69%	74%	63%	67%	65%	70%	68%	63%	+4
Camping	58%	52%	54%	56%	68%	70%	58%	73%	58%	47%	54%	60%	63%	-	-
Staying at a hotel or resort	48%	48%	53%	42%	35%	55%	54%	55%	44%	45%	46%	50%	46%	35%	+13
Taking a vacation that requires you to fly	36%	33%	33%	35%	26%	45%	46%	43%	34%	34%	36%	40%	31%	25%	+11
Taking a vacation internationally (beyond the U.S.)	33%	21%	31%	34%	24%	37%	43%	43%	31%	29%	33%	34%	33%	24%	+9
Taking a vacation to the U.S.	32%	16%	31%	31%	29%	36%	39%	35%	31%	30%	30%	34%	30%	-	-
Going on a cruise	20%	19%	20%	18%	17%	25%	22%	27%	18%	16%	21%	20%	18%	12%	+8
Renting or buying a timeshare	19%	14%	20%	16%	13%	27%	23%	27%	18%	13%	17%	21%	18%	13%	+6



**New question**

# LEVEL OF COMFORT WITH VACATION ACTIVITIES (CANADA VS UNITED STATES)



**CTC60. On a scale from 1 to 5, where 1 is very uncomfortable and 5 is very comfortable, how comfortable do you think you will be with each of the following vacation statements once the Coronavirus pandemic has ended?**

Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
<b>% comfortable (4+5) presented</b>			
Taking a road trip/driving vacation (rather than fly)	69%	69%	-
Taking a Canada/ <b>U.S.</b> based vacation	67%	67%	-
Camping	58%	55%	3
Staying at a hotel or resort	<b>48%</b>	<b>56%</b>	8
Taking a vacation that requires you to fly	<b>36%</b>	<b>41%</b>	5
Taking a vacation internationally (beyond the U.S./ <b>Canada</b> )	33%	32%	1
Taking a vacation to the U.S./ <b>Canada</b>	<b>32%</b>	<b>48%</b>	16
Going on a cruise	<b>20%</b>	<b>29%</b>	9
Renting or buying a timeshare	<b>19%</b>	<b>27%</b>	8

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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.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	743	803
Female	726	786

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

<b>LANGUAGE (MOTHER TONGUE)</b>	<b>Unweighted</b>	<b>Weighted</b>
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.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	494	486
Female	509	517

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 29	112	167
Between 30 and 39	199	226
Between 40 and 49	199	187
Between 50 and 64	303	251
65 or older	190	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.



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