

LeGER

LEGER'S NORTH AMERICAN TRACKER

May 31st, 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 **1,624 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 **May 21st, 2021 to May 23rd, 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 **±2.43%, 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 or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca

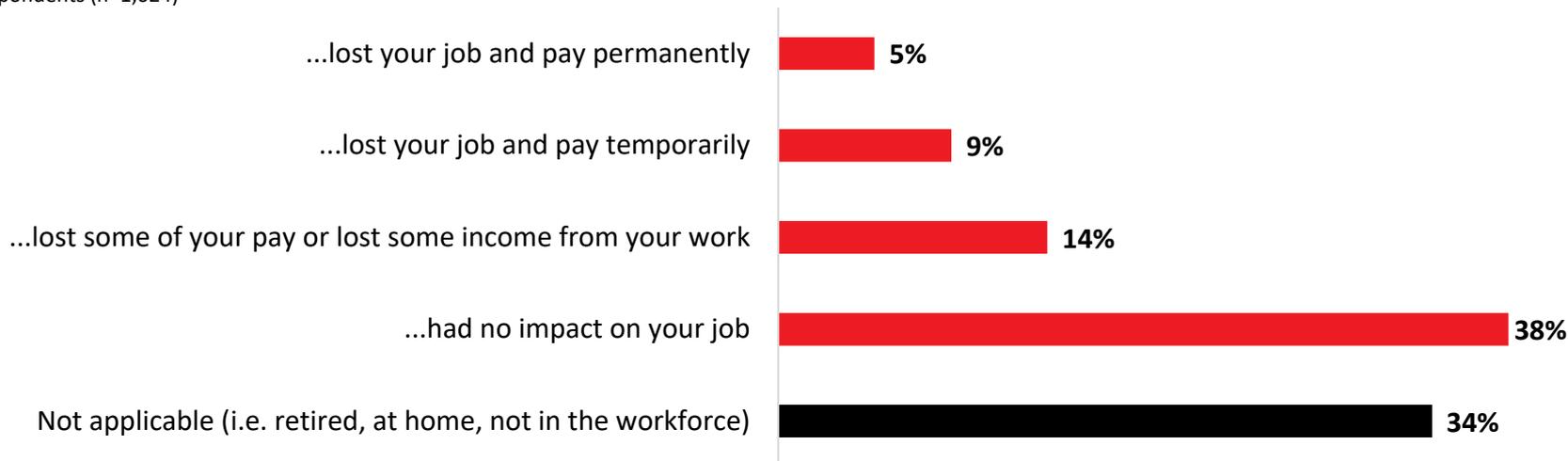


BACK TO WORK

THE PANDEMIC'S IMPACT ON WORK SITUATIONS

CTC18. Since the beginning of the crisis have you...?

Base: All respondents (n=1,624)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 28 th	Gap
Weighted n =	1,624	111	381	623	106	182	220	443	554	627	657	643	308	1,514	
Unweighted n =	1,624	105	427	637	131	147	177	499	630	495	702	615	293	1,514	
...lost your job and pay permanently	5%	4%	4%	5%	3%	10%	6%	7%	7%	3%	7%	5%	3%	5%	-
...lost your job and pay temporarily	9%	5%	8%	9%	9%	10%	7%	14%	9%	4%	9%	10%	6%	11%	-2
...lost some of your pay or lost some income from your work	14%	19%	9%	15%	14%	19%	10%	18%	16%	8%	16%	12%	11%	12%	+2
...had no impact on your job	38%	37%	49%	34%	34%	32%	40%	44%	52%	22%	39%	38%	36%	35%	-3
Not applicable (i.e. retired, at home, not in the workforce)	34%	35%	30%	36%	40%	29%	37%	16%	16%	62%	29%	35%	45%	36%	-2

THE PANDEMIC'S IMPACT ON WORK SITUATIONS (CANADA VS UNITED STATES)

CTC18. Since the beginning of the crisis have you...?

Base: All respondents

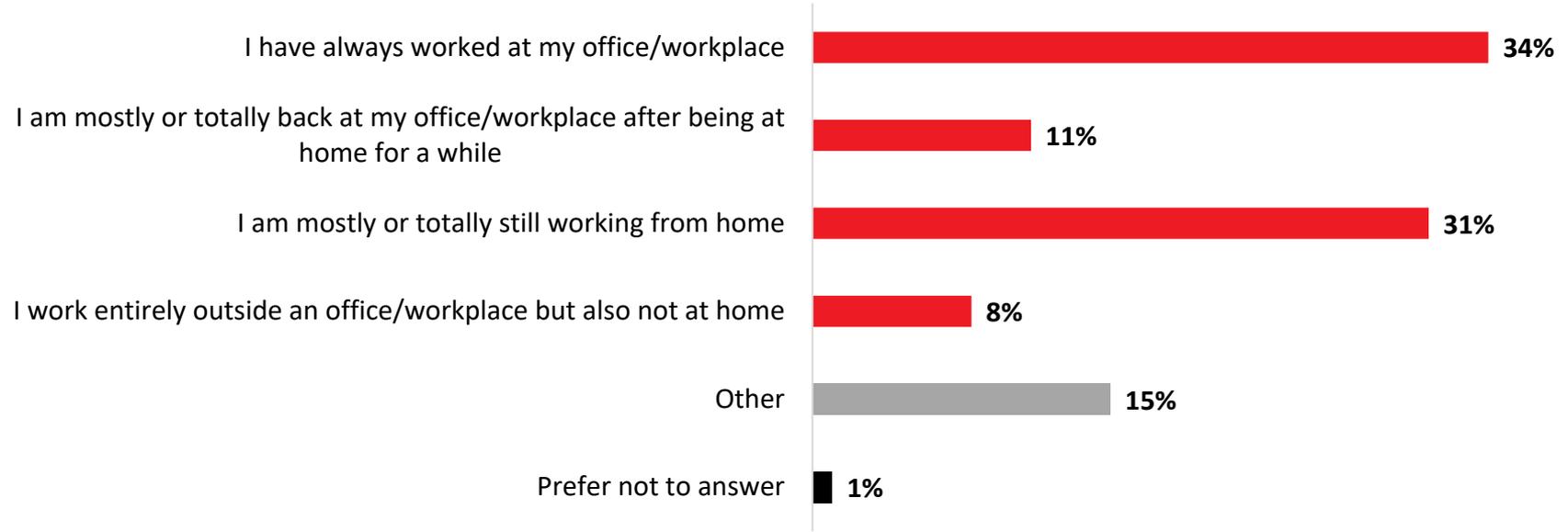


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,624	1,002	
Unweighted n =	1,624	1,002	
...lost your job and pay permanently	5%	9%	4
...lost your job and pay temporarily	9%	9%	-
...lost some of your pay or lost some income from your work	14%	12%	2
...had no impact on your job	38%	33%	5
Not applicable (i.e. retired, at home, not in the workforce)	34%	37%	3

CURRENT WORK SITUATION

CTC655. What is your current work situation?

Base: Respondents who are employed (n=1,093)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	981	68	249	367	61	112	126	338	427	216	424	386	160
Unweighted n =	1,093	71	321	414	87	92	108	396	502	195	489	419	174
I have always worked at my office/workplace	34%	46%	33%	28%	48%	41%	36%	33%	38%	30%	32%	32%	48%
I am mostly or totally back at my office/workplace after being at home for a while	11%	10%	13%	9%	9%	10%	14%	13%	10%	8%	12%	10%	8%
I am mostly or totally still working from home	31%	14%	28%	40%	22%	25%	26%	30%	35%	24%	33%	35%	17%
I work entirely outside an office/workplace but also not at home	8%	17%	7%	9%	12%	1%	5%	6%	7%	11%	7%	8%	8%
Other	15%	12%	17%	11%	8%	22%	19%	16%	9%	25%	13%	15%	19%
Prefer not to answer	1%	0%	2%	2%	0%	1%	1%	2%	1%	1%	3%	0%	1%

New question

CURRENT WORK SITUATION (CANADA VS UNITED STATES)

CTC655. What is your current work situation?

Base: Respondents who are employed



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	981	539	
Unweighted n =	1,093	547	
I have always worked at my office/workplace	34%	36%	2
I am mostly or totally back at my office/workplace after being at home for a while	11%	15%	4
I am mostly or totally still working from home	31%	26%	5
I work entirely outside an office/workplace but also not at home	8%	10%	2
Other	15%	9%	6
Prefer not to answer	1%	4%	3

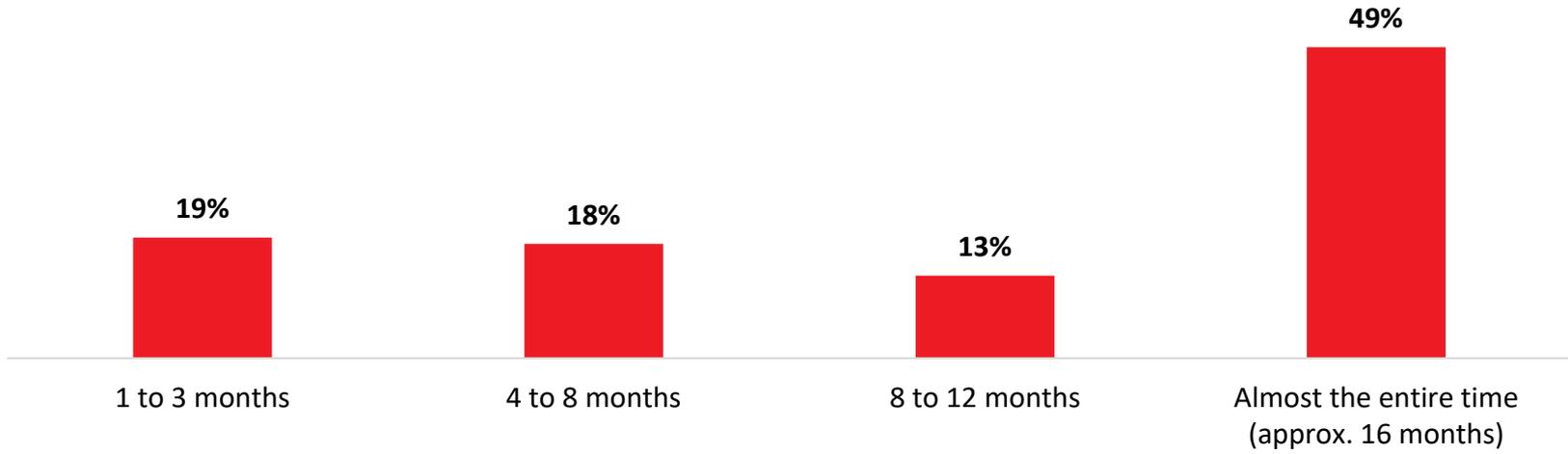
New question

MONTHS WORKED FROM HOME



CTC656. Since the pandemic began in March of last year, how many months have you worked from home?

Base: Respondents who worked/are still working from home during the pandemic (n=520)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	408	16	103	180	19	39	50	144	193	71	191	174	40
Unweighted n =	520	24*	152	230	31	38	45	190	257	73	248	215	53
1 to 3 months	19%	33%	17%	17%	37%	15%	27%	21%	18%	21%	19%	16%	32%
4 to 8 months	18%	12%	19%	16%	23%	31%	17%	24%	13%	21%	20%	17%	15%
8 to 12 months	13%	12%	10%	14%	12%	21%	12%	16%	12%	10%	12%	13%	18%
Almost the entire time (approx. 16 months)	49%	43%	54%	54%	27%	33%	44%	39%	57%	48%	48%	54%	34%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

New question

MONTHS WORKED FROM HOME (CANADA VS UNITED STATES)

CTC656. Since the pandemic began in March of last year, how many months have you worked from home?

Base: Respondents who worked/are still working from home during the pandemic

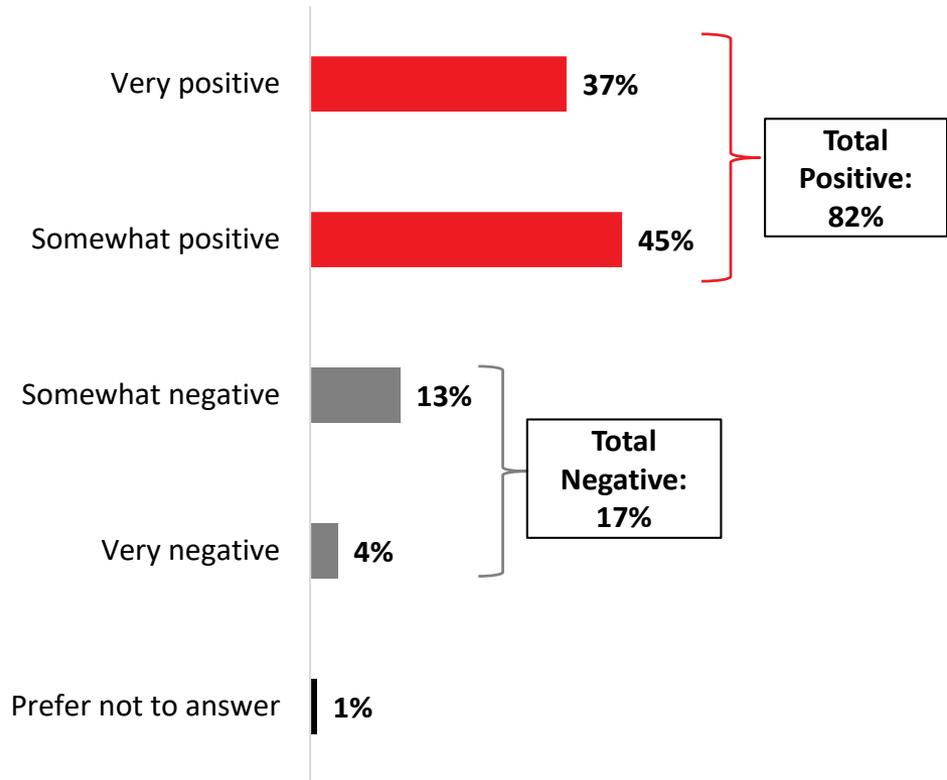


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	408	221	
Unweighted n =	520	247	
1 to 3 months	19%	17%	2
4 to 8 months	18%	19%	1
8 to 12 months	13%	16%	3
Almost the entire time (approx. 16 months)	49%	47%	2

THE EXPERIENCE OF WORKING FROM HOME

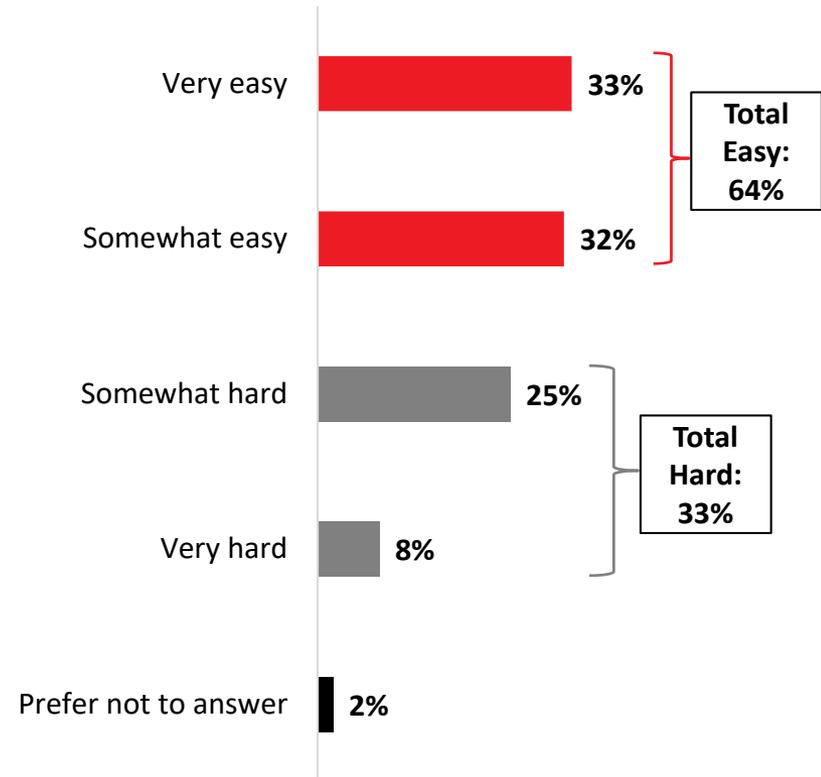
CTC321. How would you describe your experience working from home?

Base: Respondents who worked/are still working from home during the pandemic (n=520)



CTC322. How hard or easy has working from home been for you over the last few weeks?

Base: Respondents who worked/are still working from home during the pandemic (n=520)



THE EXPERIENCE OF WORKING FROM HOME – DETAILS

CTC321. How would you describe your experience working from home?

Base: Respondents who worked/are still working from home during the pandemic

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept 28 th	Gap
Weighted n =	408	16	103	180	19	39	50	144	193	71	191	174	40	283	
Unweighted n =	520	24*	152	230	31	38	45	190	257	73	248	215	53	320	
Total Positive	82%	76%	87%	81%	67%	87%	79%	79%	85%	79%	81%	84%	74%	89%	-7
Very positive	37%	19%	45%	41%	30%	22%	27%	35%	36%	44%	34%	40%	34%	48%	-11
Somewhat positive	45%	57%	42%	40%	38%	65%	53%	44%	49%	35%	47%	44%	41%	41%	+4
Total Negative	17%	19%	13%	18%	33%	12%	18%	20%	13%	20%	17%	16%	21%	9%	+8
Somewhat negative	13%	14%	12%	14%	19%	10%	12%	17%	10%	15%	14%	13%	11%	9%	+4
Very negative	4%	6%	2%	4%	14%	2%	6%	4%	4%	5%	4%	3%	10%	1%	+3
Prefer not to answer	1%	5%	0%	1%	0%	1%	3%	1%	1%	1%	1%	0%	5%	2%	-1

CTC322. How hard or easy has working from home been for you over the last few weeks?

Base: Respondents who worked/are still working from home during the pandemic

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept 28 th	Gap
Weighted n =	408	16	103	180	19	39	50	144	193	71	191	174	40	283	
Unweighted n =	520	24*	152	230	31	38	45	190	257	73	248	215	53	320	
Total Easy	64%	54%	73%	65%	59%	59%	58%	57%	67%	71%	62%	65%	69%	76%	-12
Somewhat easy	32%	24%	28%	34%	42%	32%	29%	32%	33%	27%	31%	29%	40%	36%	-4
Very easy	33%	30%	45%	30%	17%	27%	29%	25%	35%	44%	31%	36%	29%	40%	-7
Total Hard	33%	46%	26%	34%	36%	38%	33%	40%	29%	29%	35%	32%	29%	24%	+9
Very hard	8%	10%	3%	10%	13%	5%	12%	10%	5%	11%	9%	6%	13%	4%	+4
Somewhat hard	25%	35%	23%	24%	24%	34%	21%	30%	23%	19%	26%	26%	16%	19%	+6
Prefer not to answer	3%	0%	1%	2%	5%	3%	9%	3%	4%	0%	3%	3%	3%	0%	+3

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

THE EXPERIENCE OF WORKING FROM HOME (CANADA VS UNITED STATES)

CTC321. How would you describe your experience working from home?

Base: Respondents who worked/are still working from home during the pandemic



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	408	221	
Unweighted n =	520	247	
Total Positive	82%	85%	3
Very positive	37%	46%	9
Somewhat positive	45%	39%	6
Total Negative	17%	10%	7
Somewhat negative	13%	8%	5
Very negative	4%	2%	2
Prefer not to answer	1%	5%	4

CTC322. How hard or easy has working from home been for you over the last few weeks?

Base: Respondents who worked/are still working from home during the pandemic

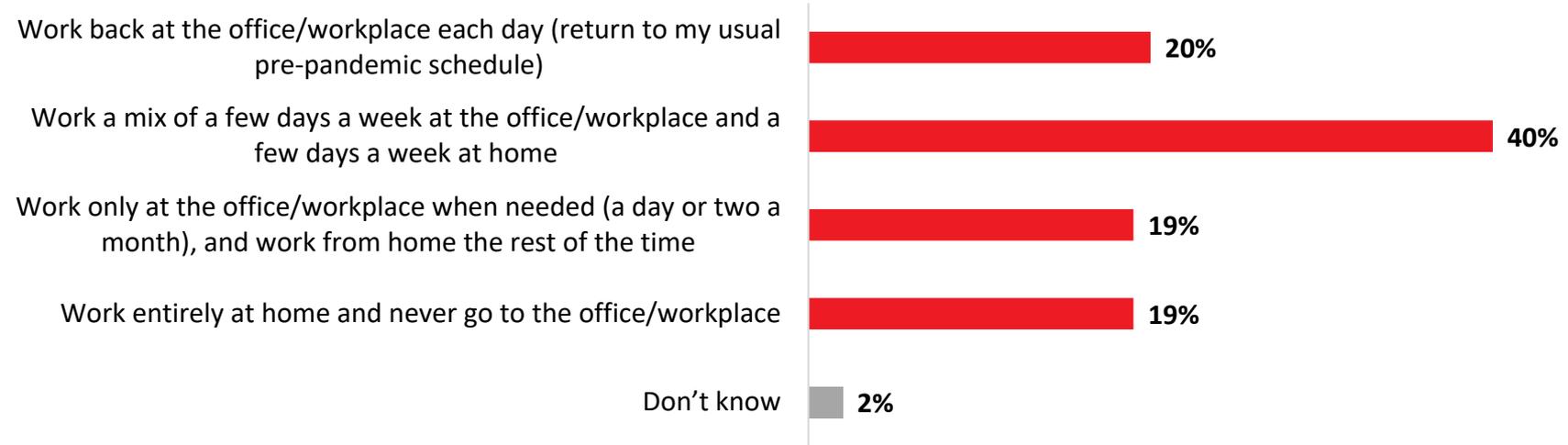
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	408	221	
Unweighted n =	520	247	
Total Easy	64%	64%	-
Very easy	32%	31%	1
Somewhat easy	33%	33%	-
Total Hard	33%	28%	5
Very hard	8%	6%	2
Somewhat hard	25%	22%	3
Prefer not to answer	3%	8%	5

PREFERENCES REGARDING RETURNING TO WORK



CTC657. As the provincial health restrictions relax and people are able to return to pre-pandemic routines, what would you prefer when it comes to returning to the workplace...?

Base: Respondents who worked/are still working from home during the pandemic (n=520)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	408	16	103	180	19	39	50	144	193	71	191	174	40
Unweighted n =	520	24*	152	230	31	38	45	190	257	73	248	215	53
Work back at the office/workplace each day (return to my usual pre-pandemic schedule)	20%	19%	21%	18%	31%	22%	22%	22%	19%	22%	21%	17%	30%
Work a mix of a few days a week at the office/workplace and a few days a week at home	40%	44%	41%	37%	52%	42%	37%	44%	38%	36%	41%	39%	32%
Work only at the office/workplace when needed (a day or two a month), and work from home the rest of the time	19%	23%	14%	19%	7%	30%	25%	19%	20%	16%	16%	22%	19%
Work entirely at home and never go to the office/workplace	19%	11%	24%	23%	8%	5%	15%	14%	21%	24%	20%	20%	16%
Don't know	2%	3%	0%	3%	1%	1%	2%	1%	2%	2%	1%	2%	2%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

New question

PREFERENCES REGARDING RETURNING TO WORK (CANADA VS UNITED STATES)



CTC657. As the provincial/state health restrictions relax and people are able to return to pre-pandemic routines, what would you prefer when it comes to returning to the workplace...?

Base: Respondents who worked/are still working from home during the pandemic

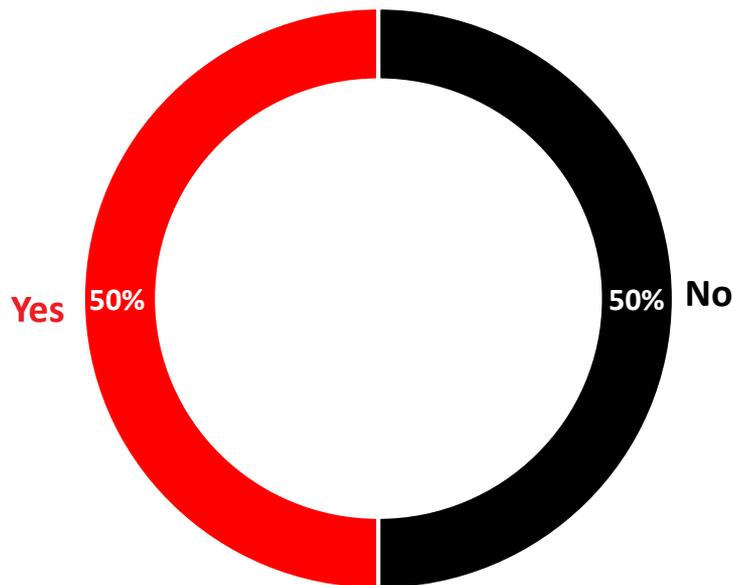


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	408	221	
Unweighted n =	520	247	
Work back at the office/workplace each day (return to my usual pre-pandemic schedule)	20%	19%	1
Work a mix of a few days a week at the office/workplace and a few days a week at home	40%	33%	7
Work only at the office/workplace when needed (a day or two a month), and work from home the rest of the time	19%	17%	2
Work entirely at home and never go to the office/workplace	19%	28%	9
Don't know	2%	4%	2

COMFORT RELATED TO NON-VACCINATED COLLEAGUES

CTC657B. Would you be comfortable working at your office/workplace if some of your colleagues are not vaccinated?

Base: Respondents who want to return to the office/workplace (n=411)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	323	14	78	134	18	37	42	122	148	52	150	136	33
Unweighted n =	411	21*	118	175	27*	34	36	162	196	53	194	170	43
Yes	50%	60%	45%	54%	60%	53%	38%	49%	51%	48%	47%	53%	56%
No	50%	40%	55%	46%	40%	47%	62%	51%	49%	52%	53%	47%	44%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

New question

COMFORT RELATED TO NON-VACCINATED COLLEAGUES (CANADA VS UNITED STATES)



CTC657B. Would you be comfortable working at your office/workplace if some of your colleagues are not vaccinated?

Base: Respondents who want to return to the office/workplace

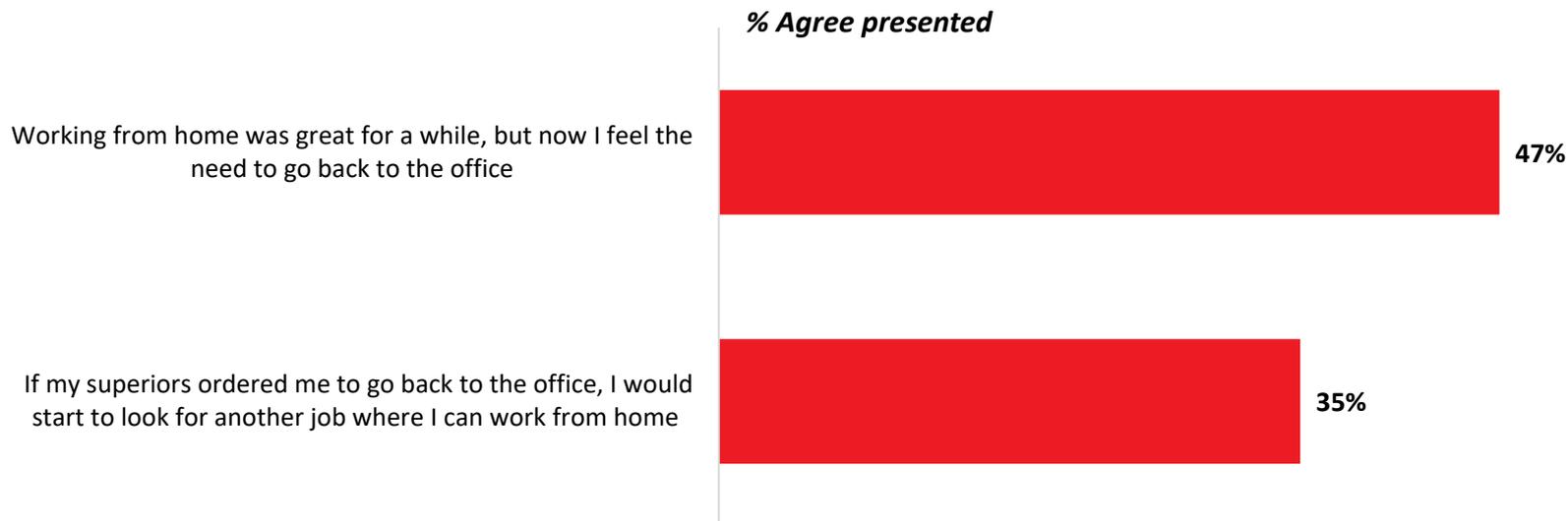


		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	323	150	
	Unweighted n =	411	170	
Yes		50%	53%	3
No		50%	47%	3

FEELINGS ABOUT WORKING FROM HOME

CTC323. Please tell me if you agree or disagree with the following statements:

Base: Respondents who worked/are still working from home during the pandemic (n=520)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept 28 th	Gap
Weighted n =	408	16	103	180	19	39	50	144	193	71	191	174	40	283	
Unweighted n =	520	24*	152	230	31	38	45	190	257	73	248	215	53	320	
<i>% Agree presented</i>															
Working from home was great for a while, but now I feel the need to go back to the office	47%	71%	46%	47%	49%	41%	49%	53%	42%	49%	50%	45%	47%	31%	+16
If my superiors ordered me to go back to the office, I would start to look for another job where I can work from home	35%	16%	30%	39%	33%	27%	48%	31%	35%	46%	35%	38%	30%	32%	+3

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

FEELINGS ABOUT WORKING FROM HOME (CANADA VS UNITED STATES)

CTC323. Please tell me if you agree or disagree with the following statements:

Base: Respondents who worked/are still working from home during the pandemic



		TOTAL CANADA	TOTAL USA	Gap
% Agree presented	Weighted n =	408	221	
	Unweighted n =	520	247	
Working from home was great for a while, but now I feel the need to go back to the office		47%	47%	-
If my superiors ordered me to go back to the office, I would start to look for another job where I can work from home		35%	39%	4

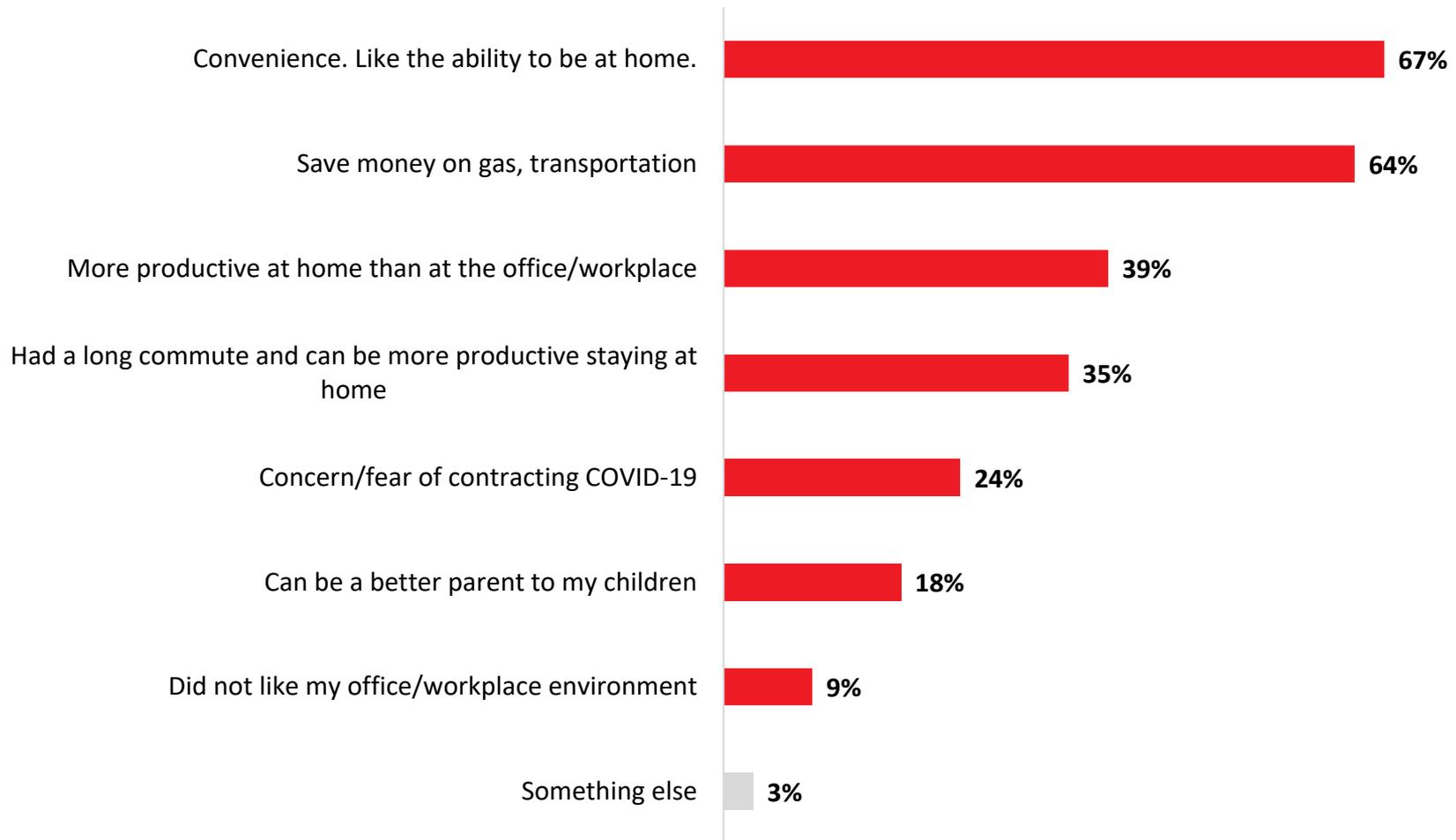
New question

REASONS TO WANT TO CONTINUE WORKING FROM HOME



CTC658. What are the primary reasons you prefer to work at least a few days at home as opposed to returning to the office/workplace like it was before the pandemic? Please select up to three reasons from the list below*

Base: Respondents who want to keep working from home partially or totally after the pandemic (n=411)



*As respondents could give more than one answer, the total may exceed 100%.

New question

REASONS TO WANT TO CONTINUE WORKING FROM HOME - DETAILS



CTC658. What are the primary reasons you prefer to work at least a few days at home as opposed to returning to the office/workplace like it was before the pandemic? Please select up to three reasons from the list below*

Base: Respondents who want to keep working from home partially or totally after the pandemic

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	318	13	82	143	13	30	38	112	152	54	147	142	27
Unweighted n =	411	19**	120	190	19**	27**	36	144	208	59	192	178	39
Convenience. Like the ability to be at home.	67%	52%	70%	66%	68%	73%	67%	66%	67%	69%	68%	66%	73%
Save money on gas, transportation	64%	69%	67%	64%	73%	49%	65%	72%	63%	49%	60%	67%	73%
More productive at home than at the office/workplace	39%	49%	45%	35%	61%	28%	36%	34%	42%	40%	37%	41%	38%
Had a long commute and can be more productive staying at home	35%	29%	34%	37%	8%	40%	39%	43%	31%	30%	32%	38%	39%
Concern/fear of contracting COVID-19	24%	18%	20%	30%	14%	16%	25%	27%	21%	28%	29%	22%	12%
Can be a better parent to my children	18%	0%	18%	19%	13%	37%	11%	15%	26%	4%	13%	23%	18%
Did not like my office/workplace environment	9%	4%	9%	10%	6%	9%	11%	7%	11%	12%	9%	11%	7%
Something else	3%	2%	4%	2%	10%	1%	7%	2%	4%	6%	5%	2%	1%

*As respondents could give more than one answer, the total may exceed 100%.

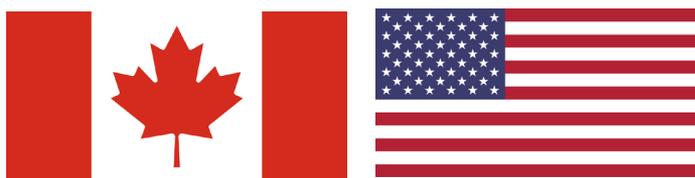
**Given the small number of respondents (n<30) data are presented for illustrative purposes only.

New question

REASONS TO WANT TO CONTINUE WORKING FROM HOME (CANADA VS UNITED STATES)

CTC658. What are the primary reasons you prefer to work at least a few days at home as opposed to returning to the office/workplace like it was before the pandemic? Please select up to three reasons from the list below*

Base: Respondents who want to keep working from home partially or totally after the pandemic



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	318	170	
Unweighted n =	411	202	
Convenience. Like the ability to be at home.	67%	69%	2
Save money on gas, transportation	64%	58%	6
More productive at home than at the office/workplace	39%	34%	5
Had a long commute and can be more productive staying at home	35%	22%	13
Concern/fear of contracting COVID-19	24%	31%	7
Can be a better parent to my children	18%	17%	1
Did not like my office/workplace environment	9%	11%	2
Something else	3%	7%	4

*As respondents could give more than one answer, the total may exceed 100%.

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	177	220
Alberta	147	182
Manitoba/Saskatchewan	131	106
Ontario	637	623
Quebec	427	381
Atlantic	105	111

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

US region	Unweighted	Weighted
NorthEast	192	179
MidWest	210	217
South	328	372
West	272	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	876	789
Female	748	835

AGE	Unweighted	Weighted
Between 18 and 34	499	443
Between 35 and 54	630	554
55 or over	495	627

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,087	1,037
French	366	338
Other	220	198

The sample thus collected has a minimum weighting factor of 0.1945 and a maximum weighting factor of 4.1104. The weighted variance is 0.3515.

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	487	486
Female	515	516

AGE	Unweighted	Weighted
Between 18 and 29	114	184
Between 30 and 39	203	208
Between 40 and 49	188	186
Between 50 and 64	280	250
65 or older	220	172

The sample thus collected has a minimum weighting factor of 0.2676 and a maximum weighting factor of 3.9483. The weighted variance is 0.3649.

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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