Leger

LEGER'S NORTH AMERICAN TRACKER

May 3rd, 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 **1,548 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 **April 23rd, 2021 to April 25th, 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 **±2.49%, 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

INTERNATIONAL SUMMIT ON CLIMATE CHANGE
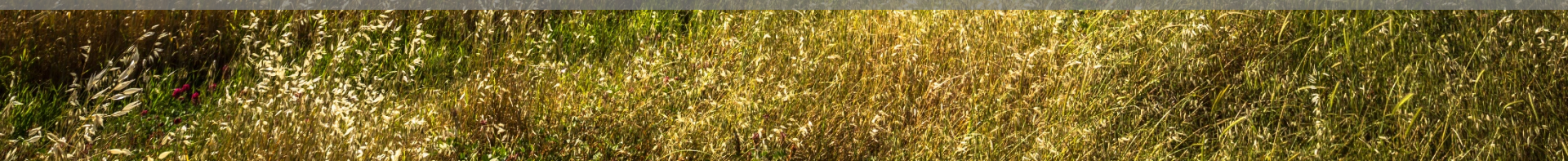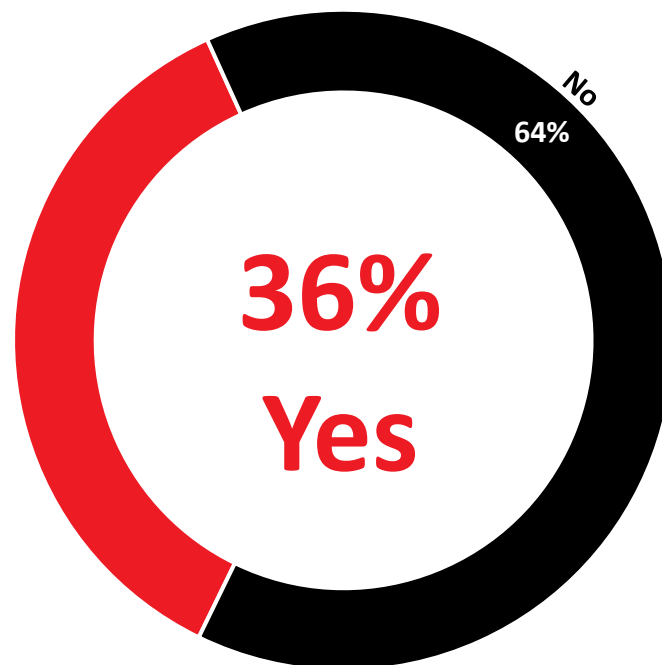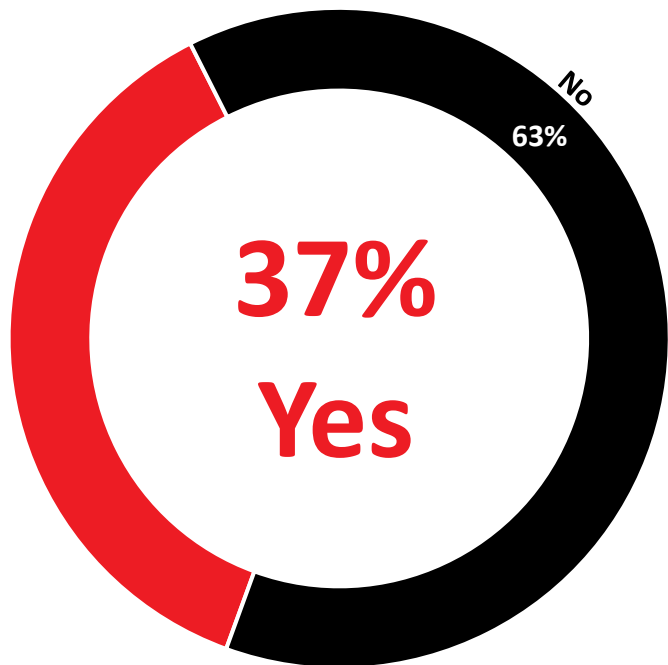
ARE YOU AN ENVIRONMENTALIST?

CTC625. Do you consider yourself a strong environmentalist?
Base: All respondents (n=1,548)

CTC625B. Do you consider yourself an environmentalist?
Base: Respondents who do not consider themselves strong environmentalists (n=959)

No
63%

37%
Yes

No
64%

36%
Yes

60% of Canadians consider themselves environmentalists*

*This index was calculated by combining respondents who said yes to question CTC625: Do you consider yourself a strong environmentalist? and those who said yes to question CTC625B: Do you consider yourself an environmentalist?

ARE YOU AN ENVIRONMENTALIST? - *Details*

CTC625. Do you consider yourself a strong environmentalist?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,548	106	363	594	101	174	210	422	528	598	656	605	272
Unweighted n =	1,548	100	431	603	126	126	162	452	597	499	680	595	261
Yes	**37%**	40%	**32%**	39%	42%	44%	33%	40%	**27%**	**45%**	**42%**	35%	33%
No	**63%**	60%	**68%**	61%	58%	56%	67%	60%	**73%**	**55%**	**58%**	65%	67%

CTC625B. Do you consider yourself an environmentalist?

Base: Respondents who do not consider themselves strong environmentalists

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	970	64	246	363	59	98	141	252	387	331	384	396	181
Unweighted n =	959	61	287	359	75	73	104	270	421	268	387	393	171
Yes	**36%**	27%	32%	38%	40%	36%	44%	40%	**26%**	**46%**	35%	36%	39%
No	**64%**	73%	68%	62%	60%	64%	56%	60%	**74%**	**54%**	65%	64%	61%

ARE YOU AN ENVIRONMENTALIST?
(CANADA VS UNITED STATES)

CTC625. Do you consider yourself a strong environmentalist? *In the event a respondent said no, the following prompting question was asked:* **Do you consider yourself an environmentalist?**

Base: All respondents

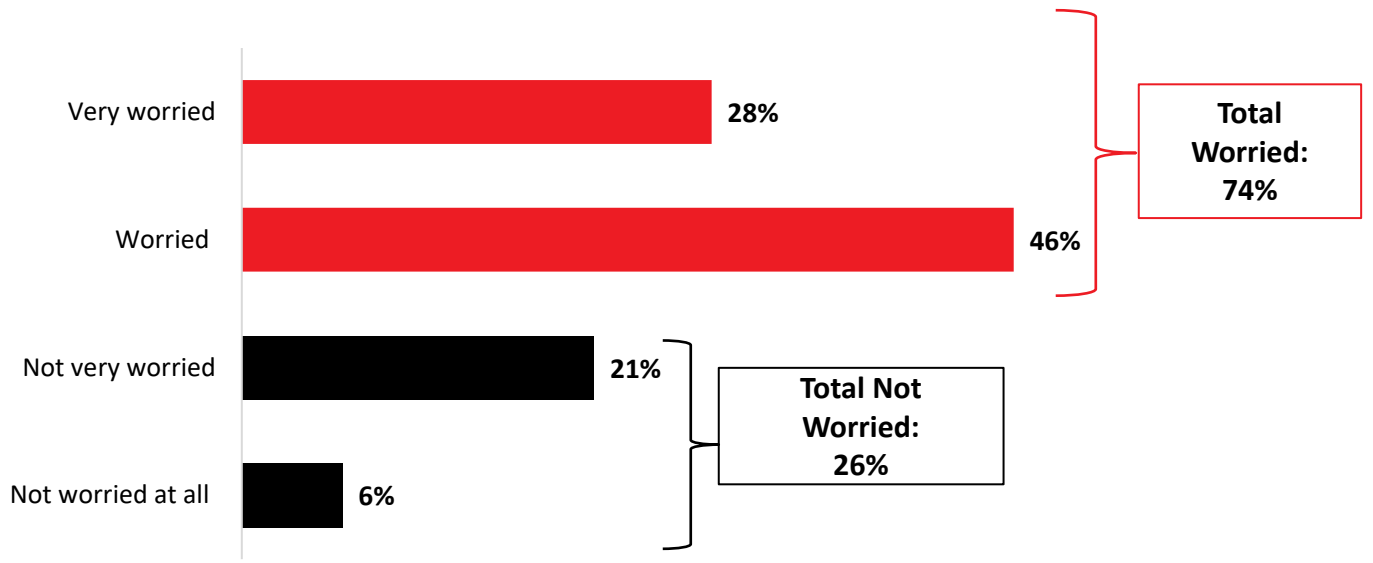|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,548	1,003	
Unweighted n =	1,548	1,003	
% Total Environmentalist*	**60%**	**53%**	7

*This was calculated by combining respondents who said yes to question CTC625: Do you consider yourself a strong environmentalist? and those who said yes to question CTC625B: Do you consider yourself an environmentalist?

CONCERNS ABOUT CLIMATE CHANGE

CT627. To what extent are you worried about climate change?
Base: All respondents (n=1,548)

|	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,548	106	363	594	101	174	210	422	528	598	656	605	272
Unweighted n =	1,548	100	431	603	126	126	162	452	597	499	680	595	261
Total Worried	**74%**	67%	**78%**	**78%**	72%	**54%**	75%	**83%**	**67%**	73%	**77%**	72%	**68%**
Very worried	**28%**	**18%**	30%	30%	21%	26%	29%	**36%**	**23%**	27%	**32%**	27%	**20%**
Worried	**46%**	49%	47%	48%	51%	**29%**	46%	47%	44%	46%	45%	46%	48%
Total Not Worried	**26%**	33%	**22%**	**22%**	28%	**46%**	25%	**17%**	**33%**	27%	**23%**	28%	**32%**
Not very worried	**21%**	27%	20%	**17%**	20%	**33%**	19%	**13%**	**26%**	22%	**17%**	**24%**	25%
Not worried at all	**6%**	6%	**2%**	5%	8%	**13%**	6%	**3%**	**8%**	5%	6%	4%	7%

CONCERNS ABOUT CLIMATE CHANGE
(CANADA VS UNITED STATES)

CT627. To what extent are you worried about climate change?
Base: All respondents
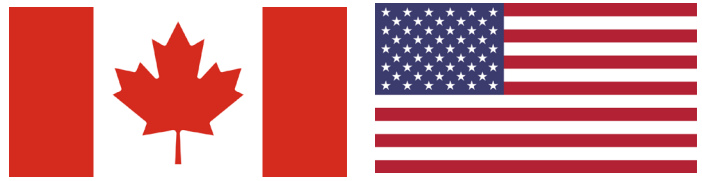
|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,548	1,003	
Unweighted n =	1,548	1,003	
Total Worried	**74%**	**59%**	15
Very worried	28%	27%	1
Worried	**46%**	**32%**	14
Total Not Worried	**26%**	**41%**	15
Not very worried	21%	23%	2
Not worried at all	**6%**	**18%**	12

SUPPORT FOR THE NET ZERO EMISSIONS OBJECTIVE

CTC628. This past week an international summit of the world's major economies gathered to discuss the issue of climate change. Canada, along with other countries, agreed to a goal of reaching Net Zero carbon emissions by the year 2050. This means any new carbon emissions entering earth's atmosphere will be offset by a reduction in emissions. Do you support or oppose the goal of Net Zero emissions for Canada?
Base: All respondents (n=1,548)

68% Support

14% Oppose

18% Don't know
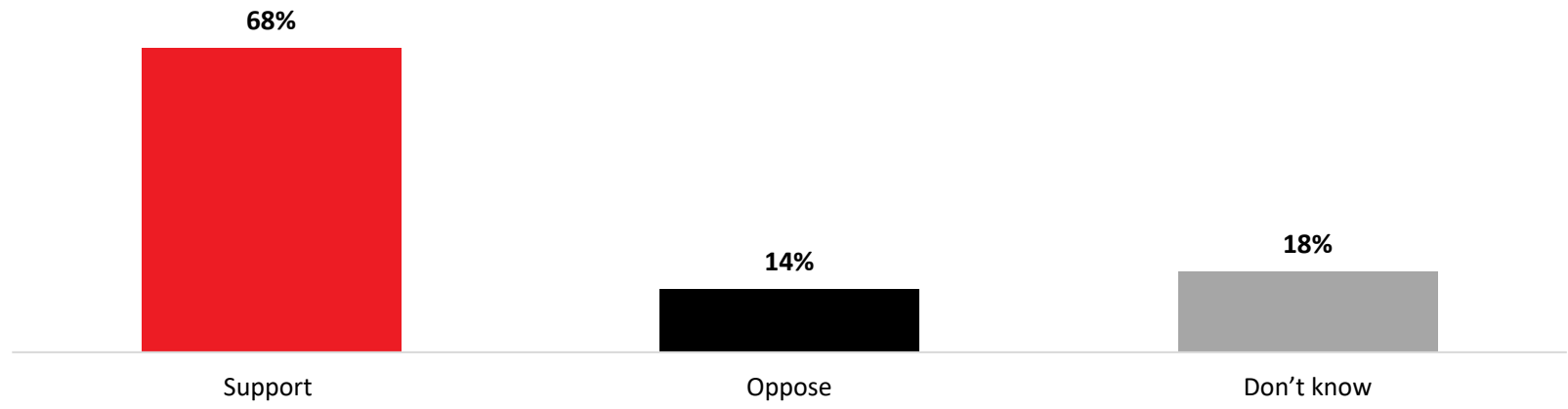
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,548	106	363	594	101	174	210	422	528	598	656	605	272
Unweighted n =	1,548	100	431	603	126	126	162	452	597	499	680	595	261
Support	**68%**	68%	**76%**	67%	63%	**56%**	71%	**76%**	**60%**	70%	**72%**	67%	64%
Oppose	**14%**	10%	**9%**	13%	18%	**27%**	11%	**9%**	15%	16%	13%	13%	17%
Don't know	**18%**	23%	15%	19%	18%	17%	17%	**15%**	**25%**	**14%**	**15%**	**21%**	19%

SUPPORT FOR THE NET ZERO EMISSIONS OBJECTIVE (CANADA VS UNITED STATES)

CTC628. This past week an international summit of the world's major economies gathered to discuss the issue of climate change. Canada/The United States, along with other countries, agreed to a goal of reaching Net Zero carbon emissions by the year 2050. This means any new carbon emissions entering earth's atmosphere will be offset by a reduction in emissions. Do you support or oppose the goal of Net Zero emissions for Canada/the United States?

Base: All respondents
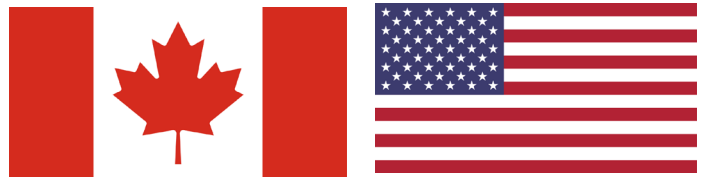
|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,548	1,003	
Unweighted n =	1,548	1,003	
Support	68%	53%	15
Oppose	14%	19%	5
Don't know	18%	27%	9

REDUCING RELIANCE ON OIL AND NATURAL GAS TO MEET THE OBJECTIVE

CTC629. For Canada, the goal of Net Zero emissions by 2050 means the country will have to significantly reduce its reliance on oil and natural gas development and export, which will mean changes to Canada's economy. Do you support or oppose the goal of Net Zero emissions for Canada?

Base: All respondents (n=1,548)

	Support	Oppose	Don't know
	64%	18%	17%
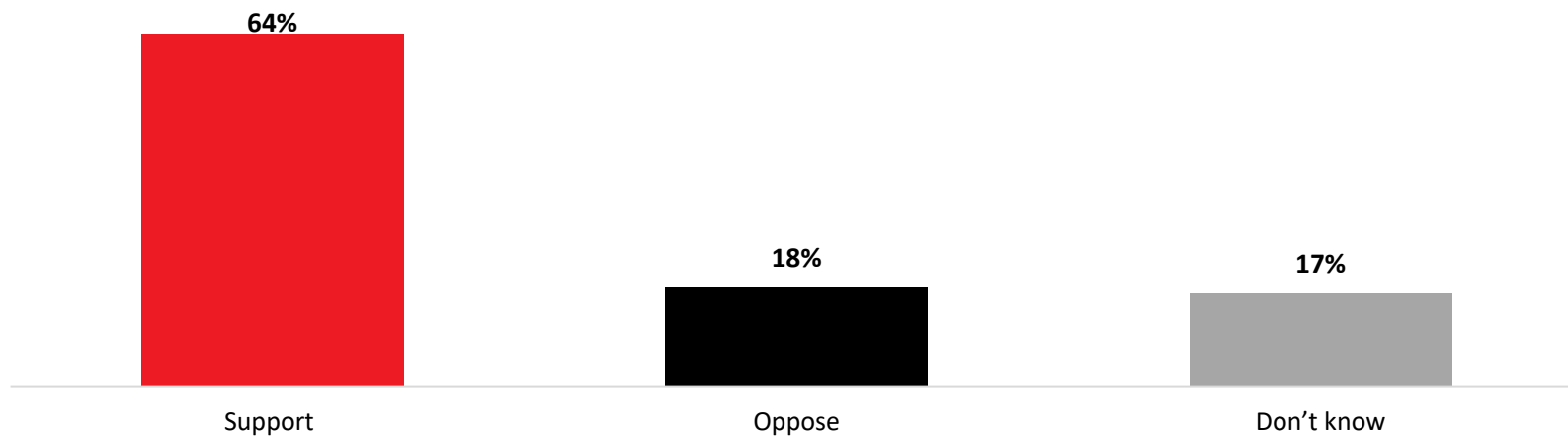
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,548	106	363	594	101	174	210	422	528	598	656	605	272
Unweighted n =	1,548	100	431	603	126	126	162	452	597	499	680	595	261
Support	**64%**	57%	**75%**	64%	59%	**47%**	66%	**72%**	**58%**	64%	**68%**	64%	**55%**
Oppose	**18%**	17%	**11%**	18%	**27%**	**37%**	14%	**12%**	20%	**21%**	**16%**	17%	**27%**
Don't know	**17%**	**26%**	14%	18%	13%	16%	20%	16%	**22%**	**15%**	16%	19%	18%

REDUCING RELIANCE ON OIL AND NATURAL GAS TO MEET THE OBJECTIVE (CANADA VS UNITED STATES)

CTC629. For Canada/the United States, the goal of Net Zero emissions by 2050 means the country will have to significantly reduce its reliance on oil and natural gas development and export, which will mean changes to Canada's/U.S.'s economy. Do you support or oppose the goal of Net Zero emissions for Canada/the United States?

Base: All respondents
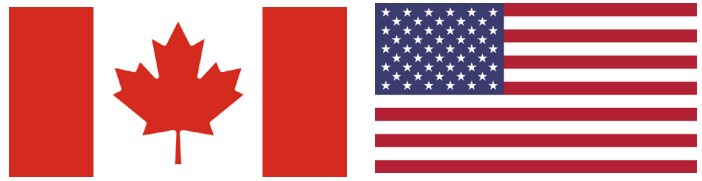
|	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,548	1,003	
Unweighted n =	1,548	1,003	
Support	64%	49%	15
Oppose	18%	26%	8
Don't know	17%	25%	8

PRICE INCREASE DUE TO THE OBJECTIVE

CTC630. When the Canadian economy shifts away from its reliance on oil and natural gas to achieve its Net Zero goal by 2050, it will likely mean the cost for gasoline, diesel fuel and natural gas will increase in price. This means the price for certain things will increase during this transition. Do you support or oppose the goal of Net Zero emissions for Canada?

Base: All respondents (n=1,548)

53% Support
30% Oppose
18% Don't know
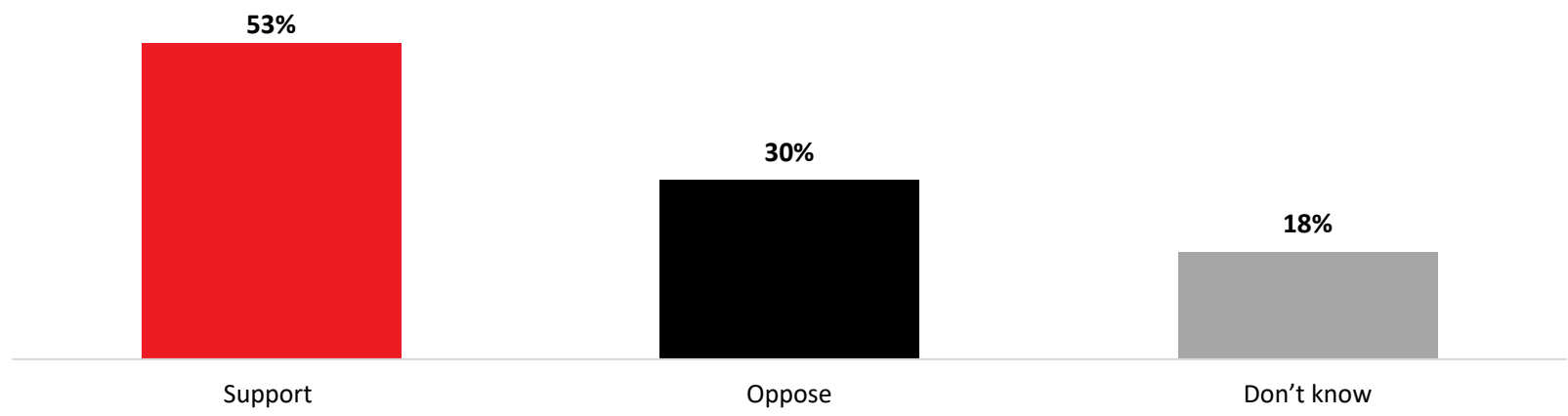
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,548	106	363	594	101	174	210	422	528	598	656	605	272
Unweighted n =	1,548	100	431	603	126	126	162	452	597	499	680	595	261
Support	**53%**	45%	**59%**	55%	45%	**38%**	55%	**60%**	**46%**	53%	**57%**	51%	**45%**
Oppose	**30%**	38%	**24%**	27%	36%	**46%**	25%	**22%**	**34%**	31%	**24%**	31%	**41%**
Don't know	**18%**	18%	17%	18%	19%	16%	20%	18%	20%	16%	19%	18%	14%

PRICE INCREASE DUE TO THE OBJECTIVE (CANADA VS UNITED STATES)

CTC630. When the Canadian/American economy shifts away from its reliance on oil and natural gas to achieve its Net Zero goal by 2050, it will likely mean the cost for gasoline, diesel fuel and natural gas will increase in price. This means the price for certain things will increase during this transition. Do you support or oppose the goal of Net Zero emissions for Canada/the United States?

Base: All respondents
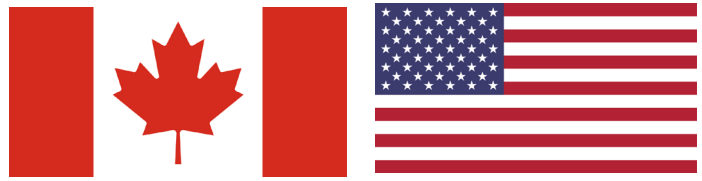
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,548	1,003	
Unweighted n =	1,548	1,003	
Support	53%	40%	13
Oppose	30%	37%	7
Don't know	18%	23%	5

WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly **Omnibus** to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

Leger

OMNIBUS TYPE	n=	REGIONS
NATIONAL	1,500	CANADA
PROVINCIAL	1,000	QC, ON, AB, BC
MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
WESTERN	1,500	BC, AB, SK, MB
AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000 panelists** at your disposal

CONTACT US

APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	162	210
Alberta	126	174
Manitoba/Saskatchewan	126	101
Ontario	603	594
Quebec	363	431
Atlantic	100	106

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

US region	Unweighted	Weighted
NorthEast	188	180
MidWest	214	218
South	341	372
West	260	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	752	826
Female	722	796

AGE	Unweighted	Weighted
Between 18 and 34	452	422
Between 35 and 54	597	528
55 or over	499	598

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	954	1,028
French	379	322
Other	214	214

The sample thus collected has a minimum weighting factor of 0.2189 and a maximum weighting factor of 4.0395. The weighted variance is 0.3919.

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	494	486
Female	509	517

AGE	Unweighted	Weighted
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 0.2253 and a maximum weighting factor of 3.5329. The weighted variance is 0.2946.

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.

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