
NORTH AMERICAN TRACKER

Leger

October 12th, 2021
E D I T I O N



THE CANADIAN PRESS 

METHODOLOGICAL APPROACH

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 **1,545 Canadians and 1,000 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 **October 8th, 2021, to October 10th, 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, presence of children in households, and according to the party they voted for in the last federal election 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.

METHODOLOGICAL APPROACH

METHODOLOGY



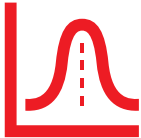
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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.

METHODOLOGICAL APPROACH

METHODOLOGY



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 $\pm 2.49\%$, **19 times out of 20** for the Canadian sample and of $\pm 3.09\%$, **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.

METHODOLOGICAL APPROACH

METHODOLOGY

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 2021, 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>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal* and *The National Post/Postmedia*
September 18, 2021

33%	32%	19%	7%	6%	2%
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OFFICIAL RESULTS

2021 Canadian Federal Election*

33.7%	32.6%	17.8%	7.7%	5.0%	2.3%
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*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

NOTES ON READING THIS REPORT

METHODOLOGY



The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates 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.

For any questions related to our services, or to request an interview, please contact us [by clicking here](#).



Leger



Facebook



Instagram



Messa



What

THE IMPACT OF FACEBOOK ON OUR SOCIETY

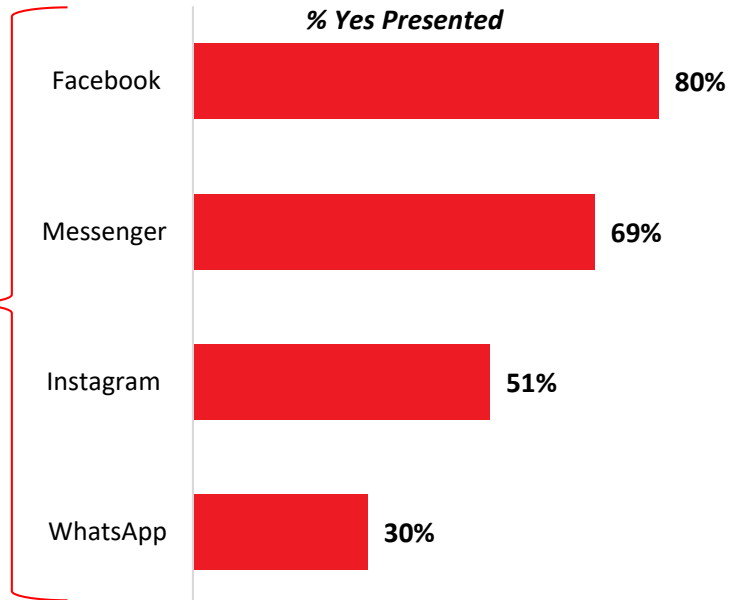
USAGE OF SOCIAL MEDIA IN THE LAST MONTH (1/2)

CTC802. In the last month, did you use the following social media platforms:

Base: All respondents (n=1,545)

89%

of Canadians have used at least one of the platform owned by Facebook in the past month



USAGE OF SOCIAL MEDIA IN THE LAST MONTH (2/2)

CTC802. In the last month, did you use the following social media platforms:



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
% Yes Presented													
Facebook	80%	83%	87%	78%	79%	77%	80%	82%	85%	76%	79%	83%	80%
Messenger	69%	73%	83%	65%	62%	63%	60%	73%	73%	62%	67%	72%	68%
Instagram	51%	48%	46%	55%	54%	57%	44%	80%	51%	31%	53%	52%	44%
WhatsApp	30%	8%	18%	37%	34%	33%	38%	42%	38%	15%	36%	30%	15%

USAGE OF SOCIAL MEDIA IN THE LAST MONTH (CANADA VS UNITED STATES)

CTC802. In the last month, did you use the following social media platforms:

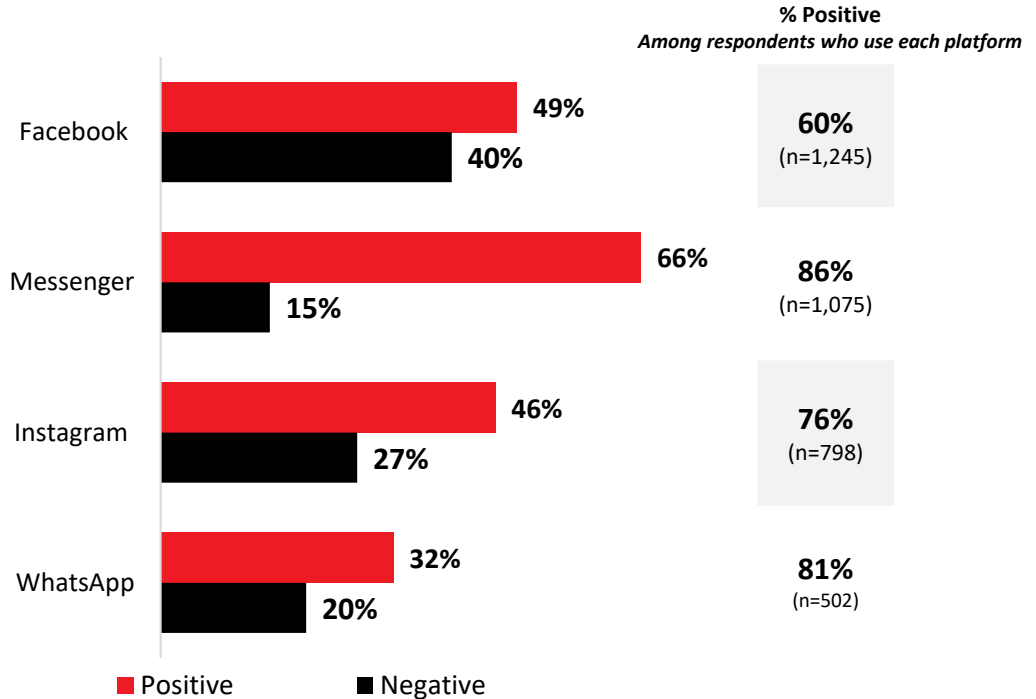
Base: All respondents

				
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n=	1,545	1,000	
	Unweighted n=	1,545	1,000	
<i>% Yes Presented</i>				
	Facebook	80%	76%	4
	Messenger	69%	57%	12
	Instagram	51%	45%	6
	WhatsApp	30%	17%	13

OPINION OF THE DIFFERENT PLATFORMS (1/2)

CTC803. Do you have a positive or negative opinion of the following platforms?

Base: All respondents (n=1,545)



The total at 100% corresponds to the mention: I don't know.

OPINION OF THE DIFFERENT PLATFORMS (2/2)

CTC803. Do you have a positive or negative opinion of the following platforms?



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
Facebook													
Positive	49%	54%	57%	49%	37%	40%	50%	49%	52%	48%	47%	52%	51%
Negative	40%	39%	34%	42%	49%	47%	39%	41%	37%	43%	43%	37%	43%
Messenger													
Positive	66%	65%	81%	62%	56%	53%	63%	65%	71%	61%	64%	68%	66%
Negative	15%	16%	9%	18%	18%	20%	12%	18%	13%	15%	17%	14%	14%
Instagram													
Positive	46%	46%	42%	47%	48%	51%	44%	65%	46%	32%	46%	47%	39%
Negative	27%	24%	27%	28%	26%	28%	24%	26%	30%	25%	27%	26%	28%
WhatsApp													
Positive	32%	11%	24%	36%	35%	34%	42%	42%	39%	19%	38%	33%	18%
Negative	20%	16%	16%	23%	28%	17%	17%	20%	20%	20%	22%	18%	19%

OPINION OF THE DIFFERENT PLATFORMS (CANADA VS UNITED STATES)

CTC803. Do you have a positive or negative opinion of the following platforms?

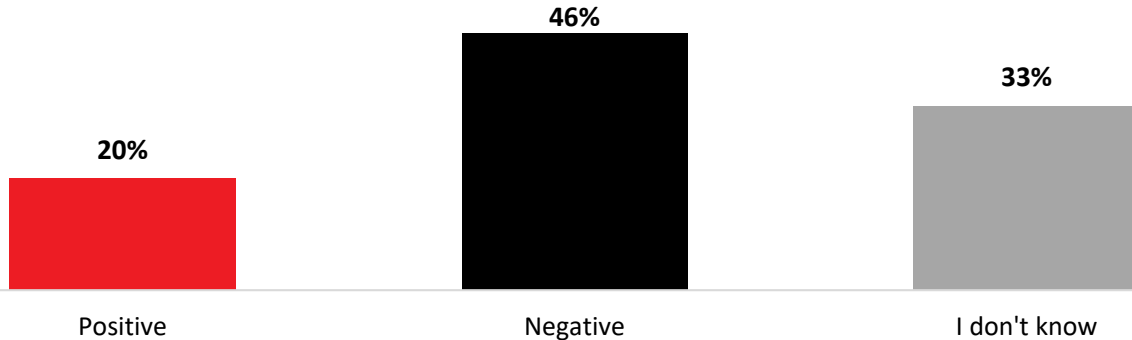
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Facebook			
Positive	49%	44%	5%
Negative	40%	42%	2%
Messenger			
Positive	66%	52%	14
Negative	15%	20%	5
Instagram			
Positive	46%	37%	9
Negative	27%	28%	1
WhatsApp			
Positive	32%	20%	12
Negative	20%	25%	5

OPINION OF MARK ZUCKERBERG

CTC804. Do you have a positive or negative opinion of Mark Zuckerberg, the CEO of Facebook?

Base: All respondents (n=1,545)





	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
Positive	20%	28%	24%	19%	17%	14%	21%	25%	23%	15%	19%	22%	21%
Negative	46%	41%	41%	47%	49%	55%	48%	48%	42%	49%	51%	43%	42%
I don't know	33%	31%	35%	34%	34%	31%	31%	26%	36%	36%	30%	35%	36%

OPINION OF MARK ZUCKERBERG (CANADA VS UNITED STATES)

CTC804. Do you have a positive or negative opinion of Mark Zuckerberg, the CEO of Facebook?

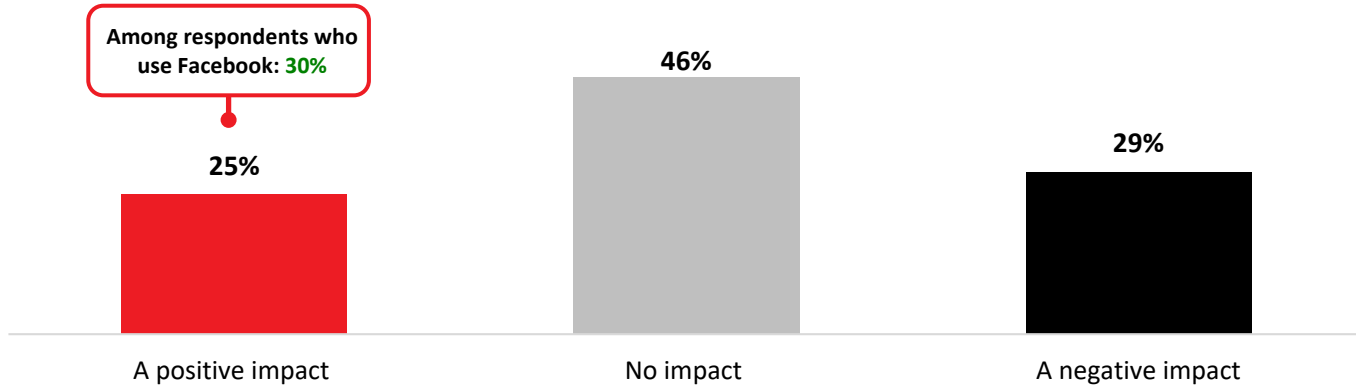
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Positive	20%	19%	1
Negative	46%	52%	6
I don't know	33%	29%	4

IMPACT OF FACEBOOK ON QUALITY OF LIFE

CTC805. In general, do you think Facebook has a positive or negative impact on your quality of life?

Base: All respondents (n=1,545)





	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
A positive impact	25%	28%	23%	26%	20%	26%	27%	25%	29%	22%	25%	25%	25%
No impact	46%	42%	50%	47%	44%	45%	44%	45%	41%	52%	47%	46%	44%
A negative impact	29%	30%	28%	27%	35%	30%	29%	30%	30%	26%	28%	28%	31%

IMPACT OF FACEBOOK ON QUALITY OF LIFE (CANADA VS UNITED STATES)

CTC805. In general, do you think Facebook has a positive or negative impact on your quality of life?

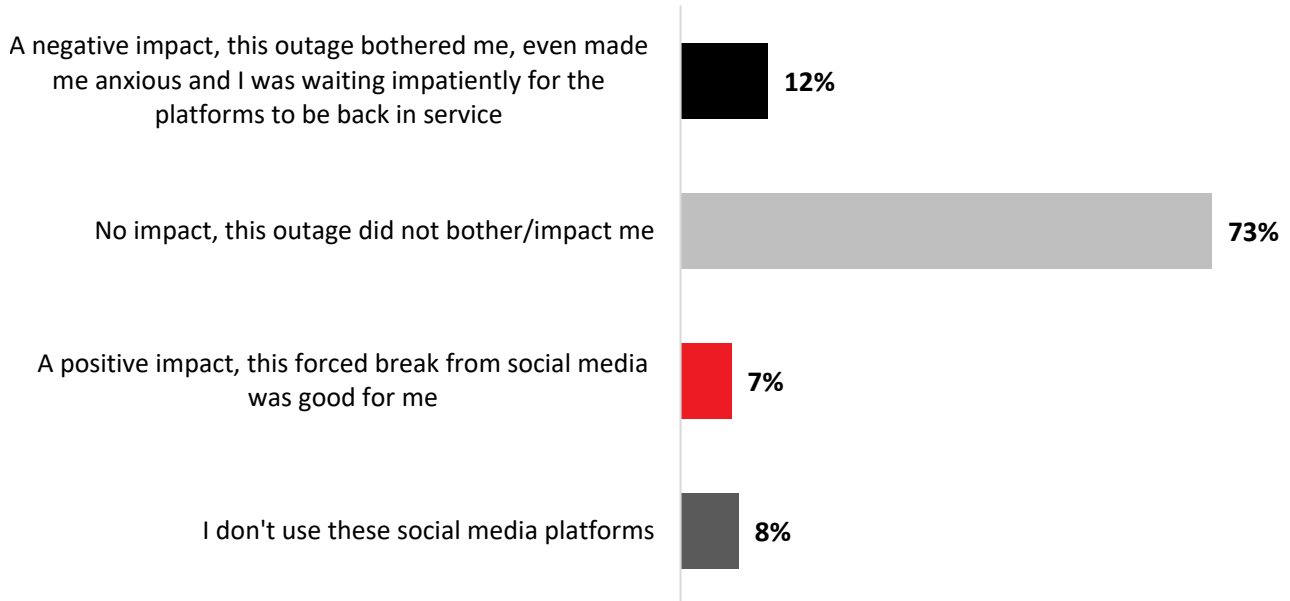
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
A positive impact	25%	24%	1
No impact	46%	49%	3
A negative impact	29%	27%	2

IMPACT OF THE OUTAGE (1/2)

CTC806. On Monday, October 4, all of the Facebook companies experienced a service outage for over 6 hours that affected Facebook, Messenger, Instagram and WhatsApp. Did this outage have a positive or negative impact on you personally?

Base: All respondents (n=1,545)



IMPACT OF THE OUTAGE (2/2)

CTC806. On Monday, October 4, all of the Facebook companies experienced a service outage for over 6 hours that affected Facebook, Messenger, Instagram and WhatsApp. Did this outage have a positive or negative impact on you personally?



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
A negative impact, this outage bothered me, even made me anxious and I was waiting impatiently for the platforms to be back in service	12%	12%	9%	14%	6%	10%	12%	23%	11%	4%	13%	12%	8%
No impact, this outage did not bother/impact me	73%	77%	79%	70%	75%	69%	70%	59%	76%	79%	71%	74%	75%
A positive impact, this forced break from social media was good for me	7%	3%	6%	6%	15%	13%	8%	14%	7%	4%	7%	8%	7%
I don't use these social media platforms	8%	7%	6%	9%	4%	8%	10%	4%	6%	13%	9%	7%	10%

IMPACT OF THE OUTAGE (CANADA VS UNITED STATES)

CTC806. On Monday, October 4, all of the Facebook companies experienced a service outage for over 6 hours that affected Facebook, Messenger, Instagram and WhatsApp. Did this outage have a positive or negative impact on you personally?

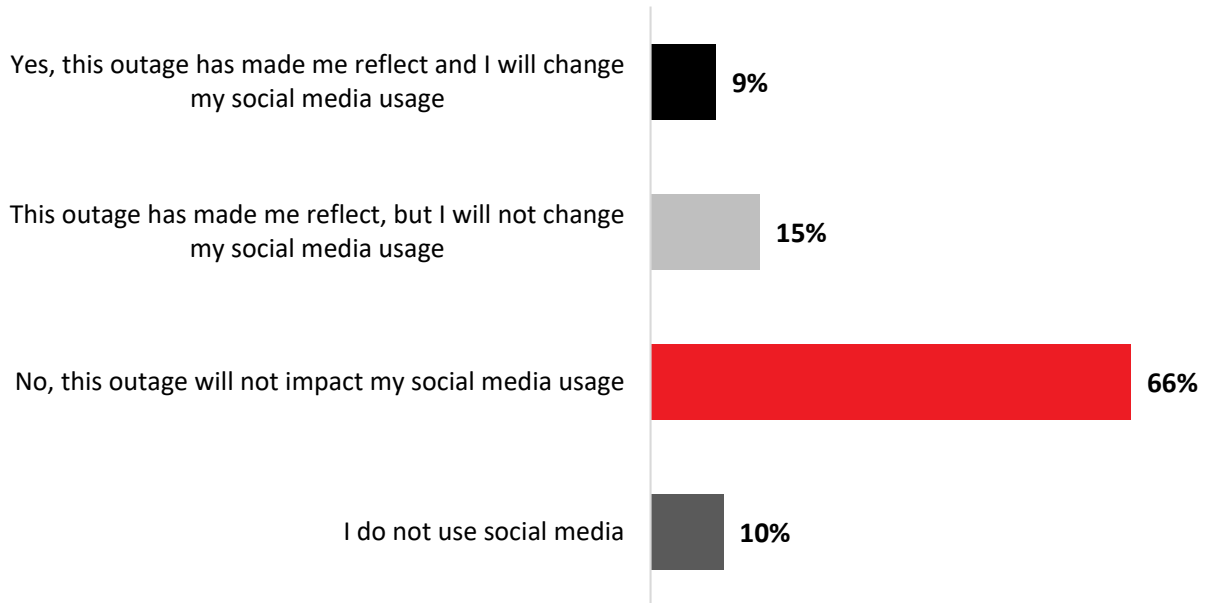
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
A negative impact, this outage bothered me, even made me anxious and I was waiting impatiently for the platforms to be back in service	12%	13%	1
No impact, this outage did not bother/impact me	73%	67%	6
A positive impact, this forced break from social media was good for me	7%	9%	2
I don't use these social media platforms	8%	11%	3

REFLECTION ON THE USE OF SOCIAL MEDIA (1/2)

CTC807. Did this outage make you reconsider your usage of social media?

Base: All respondents (n=1,545)



REFLECTION ON THE USE OF SOCIAL MEDIA (2/2)

CTC807. Did this outage make you reconsider your usage of social media?



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
Yes, this outage has made me reflect and I will change my social media usage	9%	6%	9%	8%	15%	11%	6%	18%	8%	3%	10%	7%	8%
This outage has made me reflect, but I will not change my social media usage	15%	17%	14%	15%	16%	12%	14%	23%	15%	9%	15%	17%	9%
No, this outage will not impact my social media usage	66%	65%	69%	66%	60%	66%	65%	54%	70%	71%	65%	67%	67%
I do not use social media	10%	12%	8%	11%	9%	11%	14%	5%	8%	17%	10%	9%	16%

REFLECTION ON THE USE OF SOCIAL MEDIA (CANADA VS UNITED STATES)

CTC807. Did this outage make you reconsider your usage of social media?

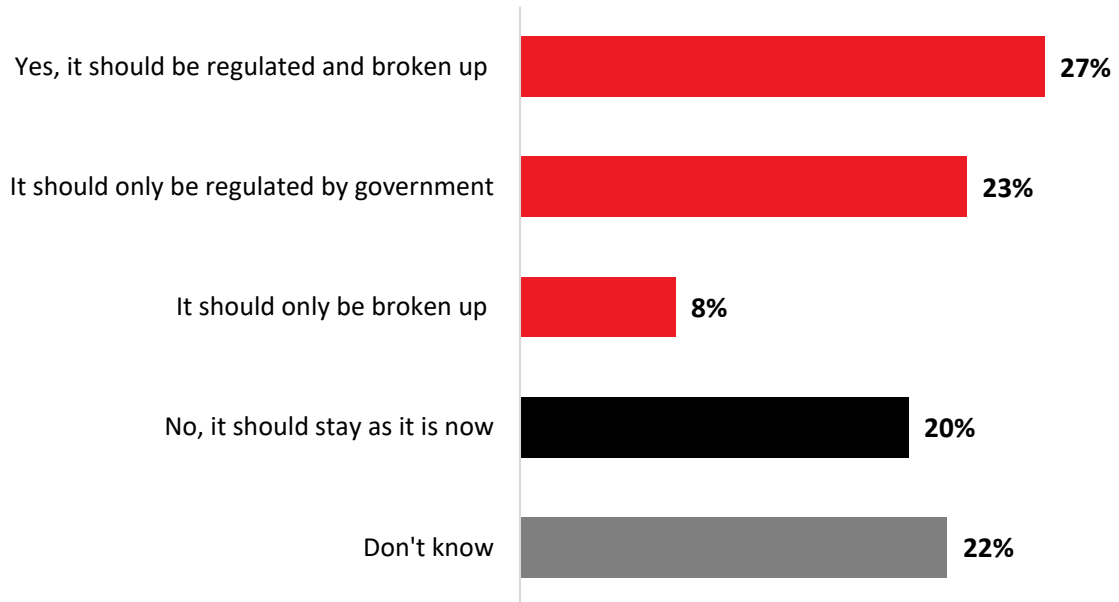
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Yes, this outage has made me reflect and I will change my social media usage	9%	11%	2
This outage has made me reflect, but I will not change my social media usage	15%	14%	1
No, this outage will not impact my social media usage	66%	61%	5
I do not use social media	10%	14%	4

REGULATION OF FACEBOOK (1/2)

CTC808. Facebook is currently a private company that also owns Messenger, Instagram and WhatsApp. Do you think that Facebook should be regulated by government to ensure their interactions with users adhere to certain standards and that this conglomerate should be broken up to ensure healthy competition?

Base: All respondents (n=1,545)



REGULATION OF FACEBOOK (2/2)

CTC808. Facebook is currently a private company that also owns Messenger, Instagram and WhatsApp. Do you think that Facebook should be regulated by government to ensure their interactions with users adhere to certain standards and that this conglomerate should be broken up to ensure healthy competition?



Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
Yes, it should be regulated and broken up	27%	33%	23%	27%	20%	30%	30%	25%	26%	30%	29%	29%	18%
It should only be regulated by government	23%	19%	32%	22%	19%	16%	25%	22%	23%	25%	26%	20%	24%
It should only be broken up	8%	4%	5%	8%	17%	9%	5%	10%	7%	6%	8%	7%	9%
No, it should stay as it is now	20%	17%	22%	20%	22%	26%	14%	26%	21%	15%	17%	21%	26%
Don't know	22%	27%	18%	23%	21%	19%	26%	17%	23%	24%	19%	23%	24%

REGULATION OF FACEBOOK (CANADA VS UNITED STATES)

CTC808. Facebook is currently a private company that also owns Messenger, Instagram and WhatsApp. Do you think that Facebook should be regulated by government to ensure their interactions with users adhere to certain standards and that this conglomerate should be broken up to ensure healthy competition?

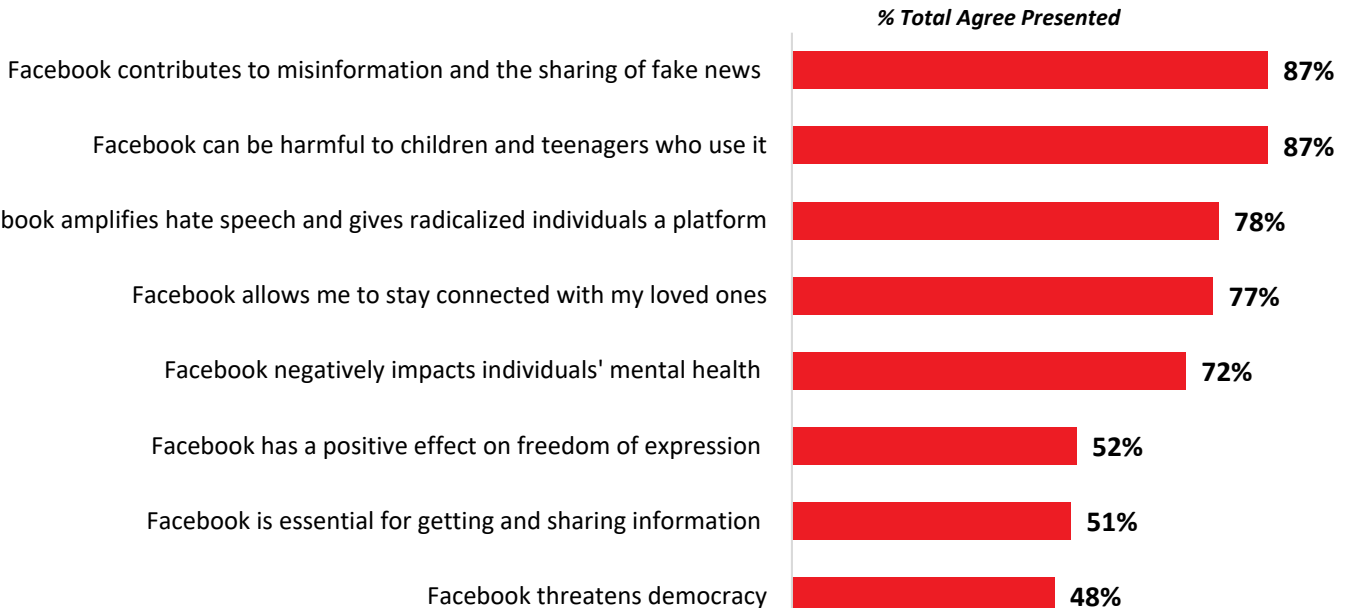
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Yes, it should be regulated and broken up	27%	30%	3
It should only be regulated by government	23%	14%	9
It should only be broken up	8%	8%	-
No, it should stay as it is now	20%	23%	3
Don't know	22%	25%	3

AGREEMENT WITH STATEMENTS ABOUT FACEBOOK (1/3)

CTC807. When you think about the company Facebook (which also includes Messenger, Instagram and WhatsApp), to what extent do you agree or disagree with the following statements:

Base: All respondents (n=1,545)



AGREEMENT WITH STATEMENTS ABOUT FACEBOOK (2/3)

CTC807. When you think about the company Facebook (which also includes Messenger, Instagram and WhatsApp), to what extent do you agree or disagree with the following statements:

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
% Total Agree Presented													
Facebook contributes to misinformation and the sharing of fake news	87%	86%	83%	87%	88%	90%	90%	88%	86%	87%	87%	85%	89%
Facebook can be harmful to children and teenagers who use it	87%	90%	89%	84%	91%	90%	86%	88%	86%	88%	86%	86%	90%
Facebook amplifies hate speech and gives radicalized individuals a platform	78%	81%	81%	73%	78%	78%	83%	75%	75%	81%	79%	78%	73%
Facebook allows me to stay connected with my loved ones	77%	78%	77%	76%	74%	79%	80%	81%	82%	70%	74%	80%	80%
Facebook negatively impacts individuals' mental health	72%	79%	69%	71%	74%	75%	73%	77%	72%	68%	71%	72%	75%
Facebook has a positive effect on freedom of expression	52%	52%	51%	53%	47%	50%	58%	59%	57%	44%	53%	52%	52%
Facebook is essential for getting and sharing information	51%	58%	50%	52%	51%	48%	46%	52%	54%	47%	52%	51%	48%
Facebook threatens democracy	48%	51%	44%	47%	56%	56%	44%	45%	44%	54%	49%	45%	48%

AGREEMENT WITH STATEMENTS ABOUT FACEBOOK (3/3)

– *By social media usage*

CTC807. When you think about the company Facebook (which also includes Messenger, Instagram and WhatsApp), to what extent do you agree or disagree with the following statements:

Base: All respondents



In the last month, did you use the following social media platforms?

	TOTAL CANADA	At Least One Platform	Facebook	Messenger	Instagram	WhatsApp
Weighted n=	1,545	1,370	1,243	1,065	788	467
Unweighted n=	1,545	1,377	1,245	1,075	798	502
% Total Agree Presented						
Facebook contributes to misinformation and the sharing of fake news	87%	86%	85%	86%	86%	86%
Facebook can be harmful to children and teenagers who use it	87%	87%	86%	87%	87%	88%
Facebook amplifies hate speech and gives radicalized individuals a platform	78%	77%	76%	77%	77%	77%
Facebook allows me to stay connected with my loved ones	77%	83%	88%	89%	85%	80%
Facebook negatively impacts individuals' mental health	72%	70%	68%	68%	75%	75%
Facebook has a positive effect on freedom of expression	52%	56%	58%	57%	55%	57%
Facebook is essential for getting and sharing information	51%	55%	58%	59%	57%	58%
Facebook threatens democracy	48%	45%	43%	43%	44%	50%

AGREEMENT WITH STATEMENTS ABOUT FACEBOOK (CANADA VS UNITED STATES)

CTC807. When you think about the company Facebook (which also includes Messenger, Instagram and WhatsApp), to what extent do you agree or disagree with the following statements:

Base: All respondents

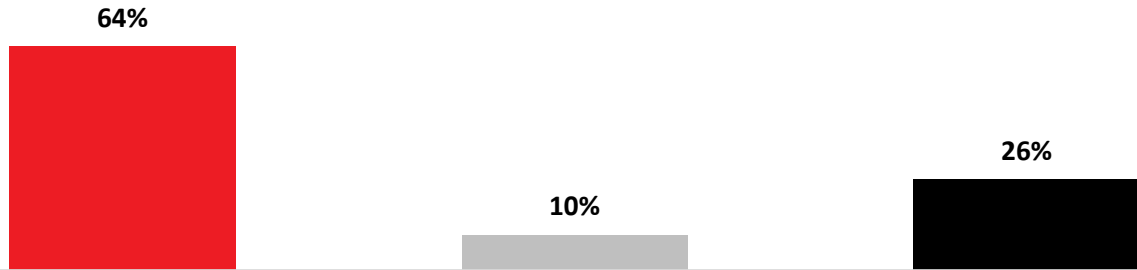
			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
% Total Agree Presented			
Facebook contributes to misinformation and the sharing of fake news	87%	79%	8
Facebook can be harmful to children and teenagers who use it	87%	82%	5
Facebook amplifies hate speech and gives radicalized individuals a platform	78%	65%	13
Facebook allows me to stay connected with my loved ones	77%	75%	2
Facebook negatively impacts individuals' mental health	72%	62%	10
Facebook has a positive effect on freedom of expression	52%	51%	1
Facebook is essential for getting and sharing information	51%	52%	1
Facebook threatens democracy	48%	47%	1

WHISTLEBLOWER'S CLAIMS

CTC809B. Recently, a former Facebook employee leaked some confidential Facebook documents to the media and testified in a senate hearing that Facebook is aware of the negative impacts of its platforms, including the threat to democracy and the negative impacts on the mental health of young people who use their platforms.

Do you believe these claims made by the whistleblower are true?

Base: All respondents (n=1,545)



Yes

No

I haven't heard of this event



	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268
Yes	64%	72%	60%	62%	68%	71%	63%	61%	60%	69%	64%	64%	65%
No	10%	4%	10%	13%	14%	11%	8%	11%	11%	9%	13%	9%	7%
I haven't heard of this event	26%	24%	30%	25%	19%	18%	30%	28%	29%	22%	23%	27%	28%

WHISTLEBLOWER'S CLAIMS (CANADA VS UNITED STATES)

CTC809B. Recently, a former Facebook employee leaked some confidential Facebook documents to the media and testified in a senate hearing that Facebook is aware of the negative impacts of its platforms, including the threat to democracy and the negative impacts on the mental health of young people who use their platforms.

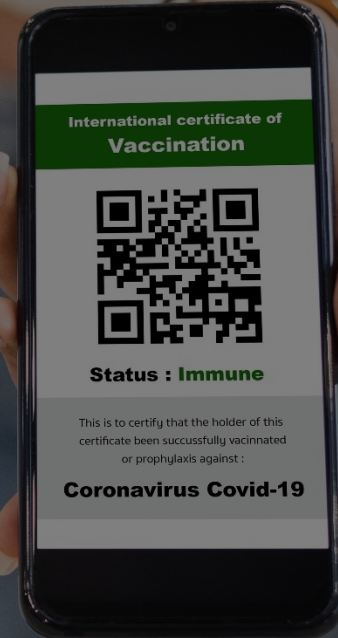
Do you believe these claims made by the whistleblower are true?

Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Yes	64%	59%	5
No	10%	17%	7
I haven't heard of this event	26%	24%	2



Leger

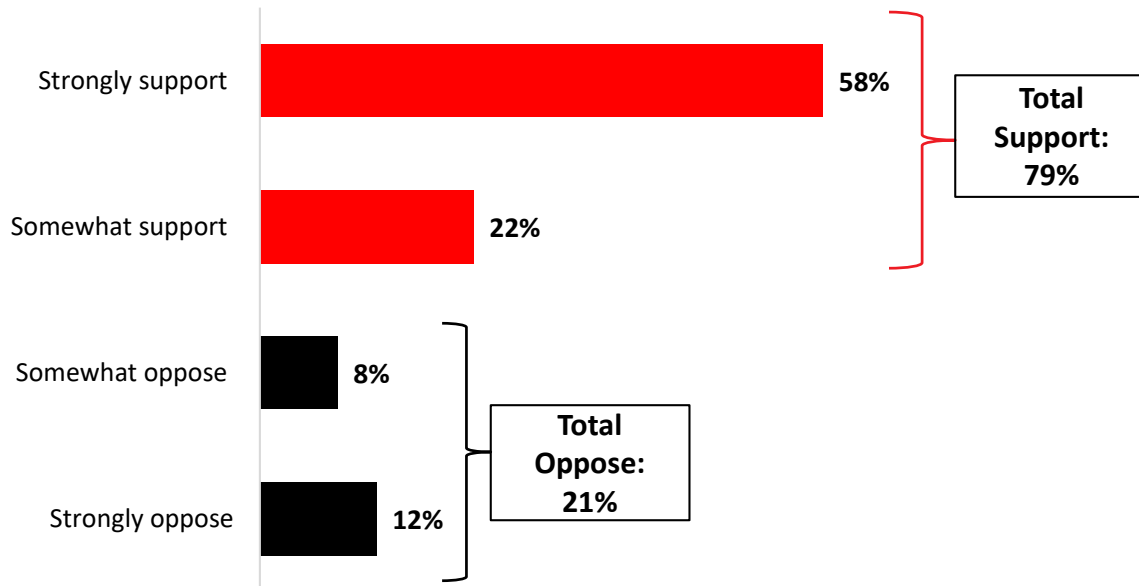


VACCINE PASSPORT

SUPPORT FOR A VACCINE PASSPORT IN CANADA (1/2)

CTC742C. Certain provincial governments have announced the implementation of a vaccine passport. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, concert halls or festivals and where many people are present. Do you or would you support or oppose the introduction of a vaccine passport in your province?

Base: All respondents (n=1,545)



SUPPORT FOR A VACCINE PASSPORT IN CANADA (2/2)

CTC742C. Certain provincial governments have announced the implementation of a vaccine passport. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, concert halls or festivals and where many people are present. Do you or would you support or oppose the introduction of a vaccine passport in your province?

Base: All respondents

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 27 th	Gap
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262	1,537	
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268	1,537	
Total Support	79%	79%	78%	79%	78%	80%	84%	74%	75%	87%	83%	79%	76%	78%	+1
Strongly support	58%	60%	61%	56%	50%	52%	63%	44%	50%	73%	58%	61%	53%	56%	+2
Somewhat support	22%	18%	17%	23%	28%	28%	21%	30%	25%	13%	25%	18%	23%	22%	-
Total Oppose	21%	21%	22%	21%	22%	20%	16%	26%	25%	13%	17%	21%	24%	22%	-1
Somewhat oppose	8%	11%	10%	8%	8%	5%	8%	12%	9%	5%	7%	8%	9%	9%	-1
Strongly oppose	12%	11%	12%	13%	14%	16%	8%	14%	15%	8%	10%	13%	15%	13%	-1

SUPPORT FOR A VACCINE PASSPORT (CANADA VS UNITED STATES)

CTC742C. Certain provincial/**state** governments have announced the implementation of a vaccine passport. This proof of vaccination will be required to visit certain public places deemed "non-essential" such as bars, restaurants, gyms, concert halls or festivals and where many people are present. Do you or would you support or oppose the introduction of a vaccine passport in your province/**state**?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Total Support	79%	56%	23
Strongly support	58%	35%	23
Somewhat support	22%	21%	1
Total Oppose	21%	44%	23
Somewhat oppose	8%	11%	3
Strongly oppose	12%	33%	21



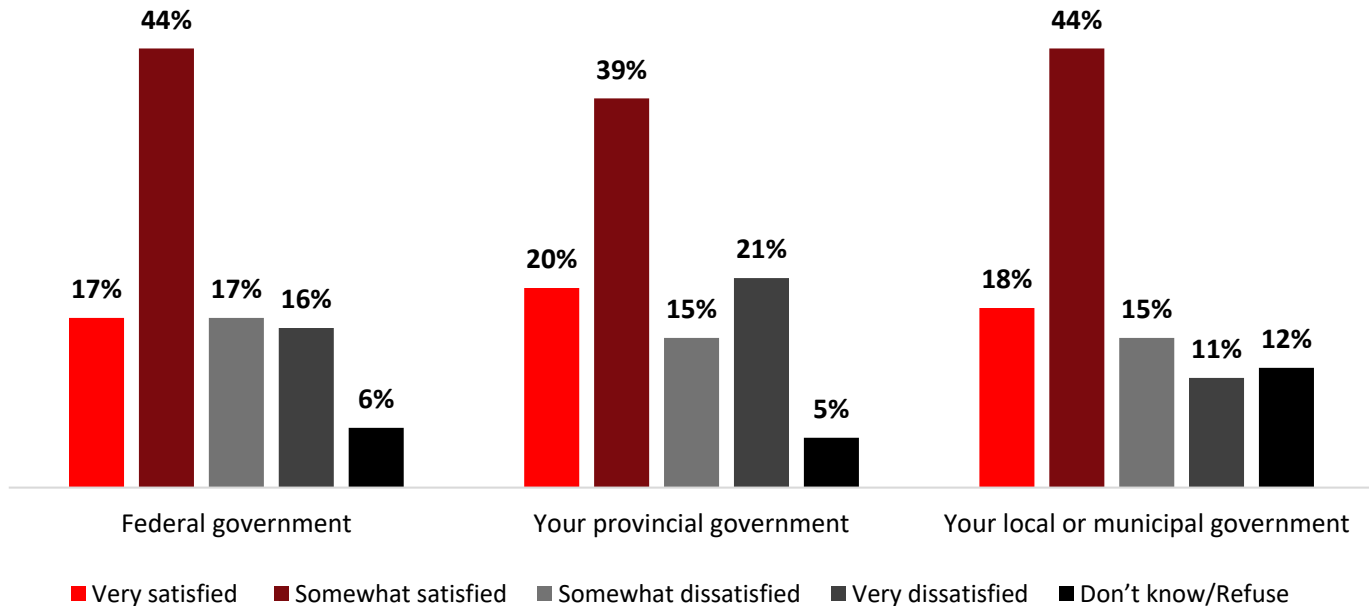
Leger

SATISFACTION WITH GOVERNMENTS DURING THE CRISIS

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (1/2)

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=1,545)



SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (2/2)

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

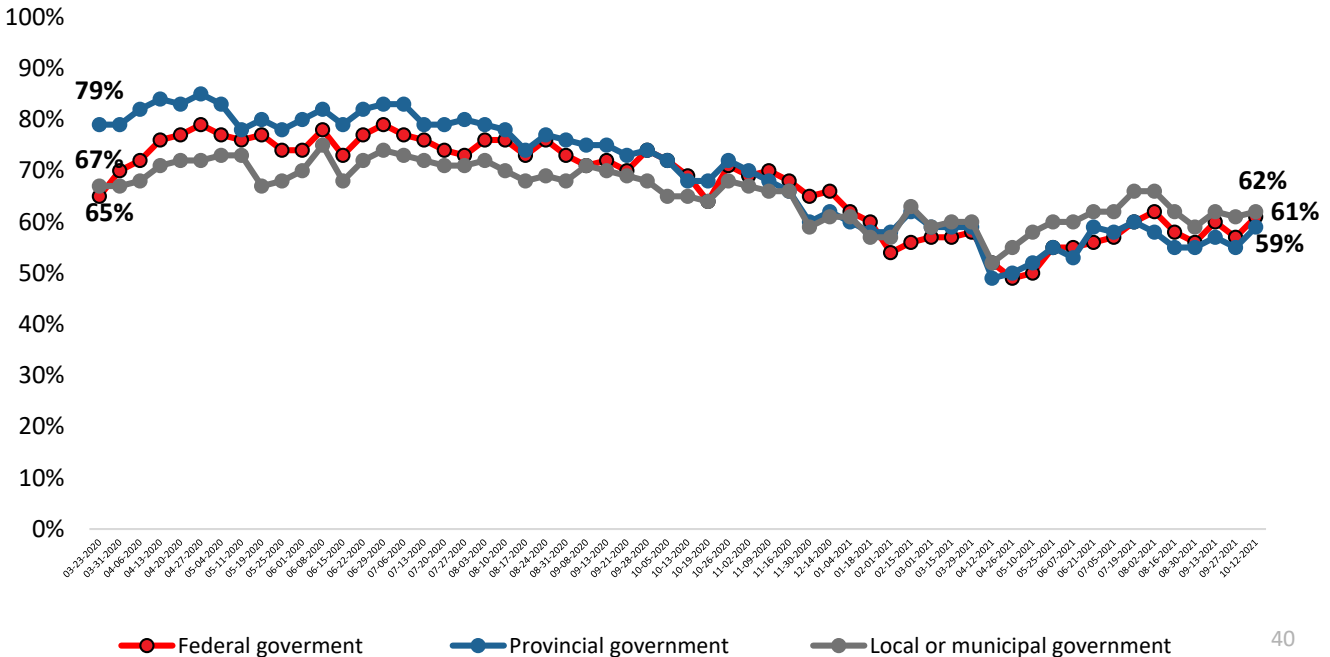
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 27 th	Gap
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262	1,537	
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268	1,537	
Federal government															
Total Satisfied	61%	68%	63%	64%	54%	52%	61%	58%	59%	66%	65%	60%	58%	57%	+4
Total Dissatisfied	33%	31%	34%	29%	42%	40%	33%	32%	36%	32%	30%	34%	39%	37%	-4
Your provincial government															
Total Satisfied	59%	67%	75%	56%	42%	26%	71%	53%	56%	66%	57%	60%	63%	55%	+4
Total Dissatisfied	36%	32%	22%	38%	53%	69%	23%	39%	39%	32%	38%	35%	35%	40%	-4
Your local or municipal government															
Total Satisfied	62%	64%	64%	65%	47%	49%	62%	56%	59%	67%	62%	63%	61%	61%	+1
Total Dissatisfied	26%	24%	18%	25%	40%	45%	24%	26%	30%	23%	26%	26%	27%	28%	-2

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



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



François Legault

Doug Ford

Kelvin Goertzen*

Scott Moe

Jason Kenney

John Horgan

	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n=	1,545	106	362	593	54	47	173	210
Unweighted n=	1,545	101	415	617	66	60	128	158
Total Satisfied	59%	67%	75%	56%	44%	40%	26%	71%
Very satisfied	20%	40%	38%	11%	18%	12%	6%	22%
Somewhat satisfied	39%	27%	37%	45%	26%	27%	21%	49%
Total Dissatisfied	36%	32%	22%	38%	51%	56%	69%	23%
Somewhat dissatisfied	15%	9%	9%	20%	16%	24%	14%	15%
Very dissatisfied	21%	24%	12%	19%	35%	32%	54%	7%
Don't know/Refuse	5%	1%	3%	6%	6%	4%	5%	6%

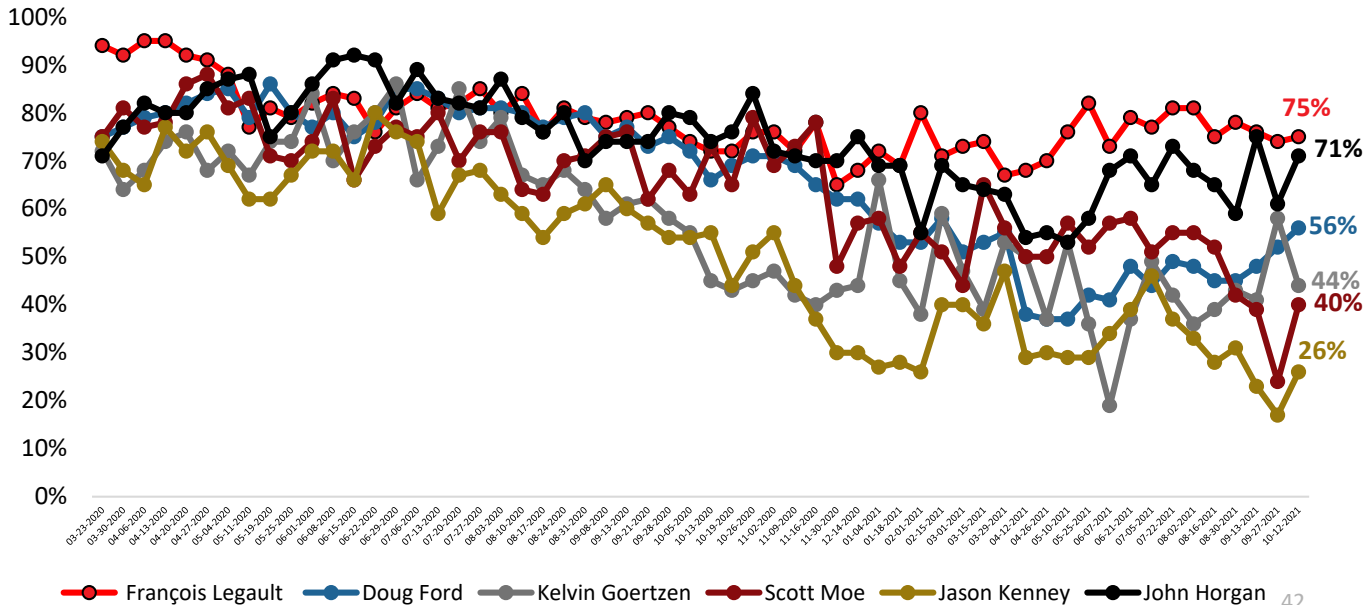
*Kelvin Goertzen has been acting prime minister of Manitoba since September 1st

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



*Kelvin Goertzen has been acting prime minister of Manitoba since September 1st

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



		TOTAL CANADA	TOTAL USA	Gap
% "Satisfied" presented	Weighted n=	1,545	1,000	
	Unweighted n=	1,545	1,000	
	Federal government / The US President	61%	49%	12
Your provincial government / Your State government	59%	51%	8	
Your local or municipal government	62%	55%	7	



Leger

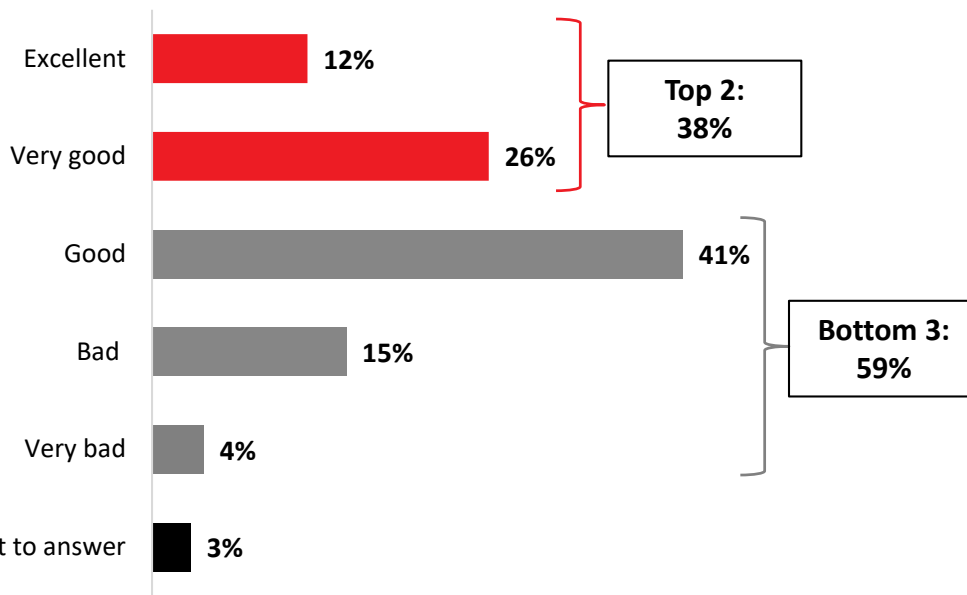


COVID-19 DEVELOPMENTS

MENTAL HEALTH DURING THE CRISIS (1/2)

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

Base: All respondents (n=1,545)



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

MENTAL HEALTH DURING THE CRISIS (2/2)

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

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 27 th	Gap
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262	1,537	
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268	1,537	
Total Top 2	38%	43%	49%	37%	32%	26%	32%	29%	32%	49%	38%	39%	38%	43%	-5
Excellent	12%	14%	19%	8%	12%	9%	13%	8%	10%	17%	13%	13%	11%	16%	-4
Very good	26%	29%	30%	28%	20%	17%	19%	21%	22%	32%	25%	26%	27%	26%	-
Total Bottom 3	59%	55%	49%	60%	65%	72%	65%	69%	64%	49%	59%	59%	59%	56%	+3
Good *	41%	37%	38%	40%	40%	49%	41%	41%	42%	39%	39%	43%	40%	38%	+3
Bad	15%	12%	10%	16%	20%	17%	18%	21%	17%	8%	15%	13%	16%	14%	+1
Very bad	4%	6%	2%	4%	6%	6%	6%	7%	5%	2%	6%	3%	3%	4%	-
Don't know/Prefer not to answer	3%	1%	1%	4%	3%	2%	3%	3%	4%	2%	3%	2%	3%	1%	+2

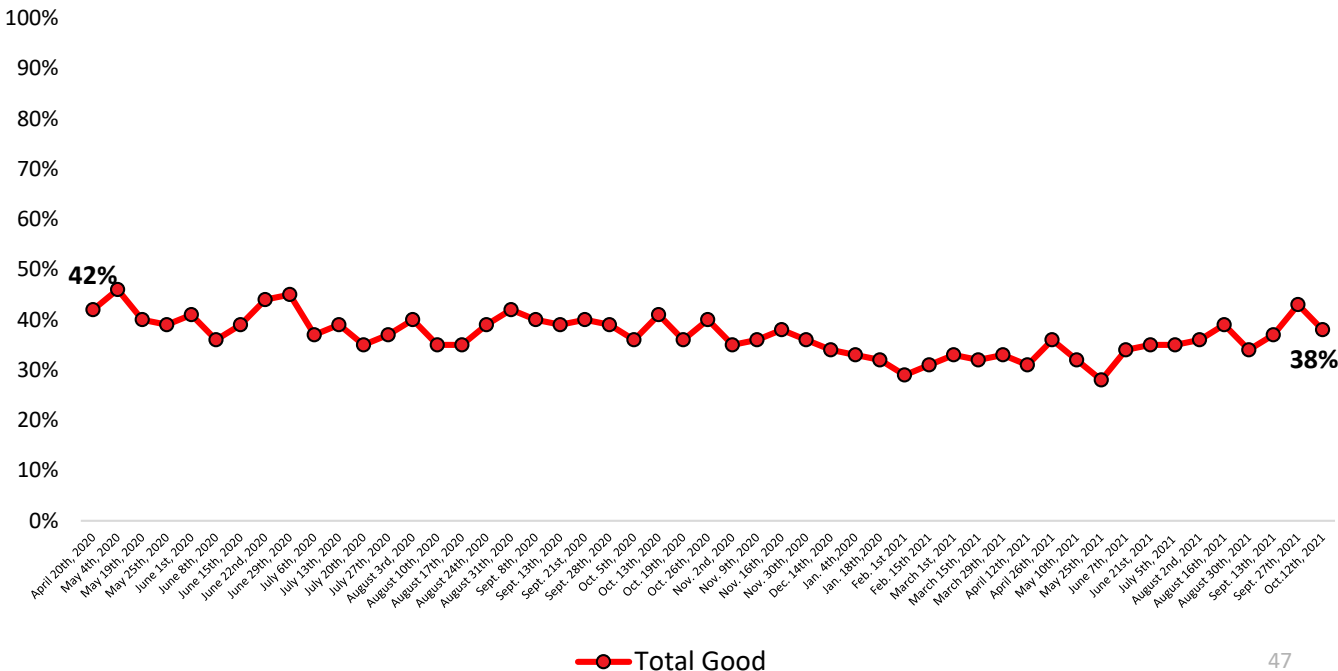
*The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

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

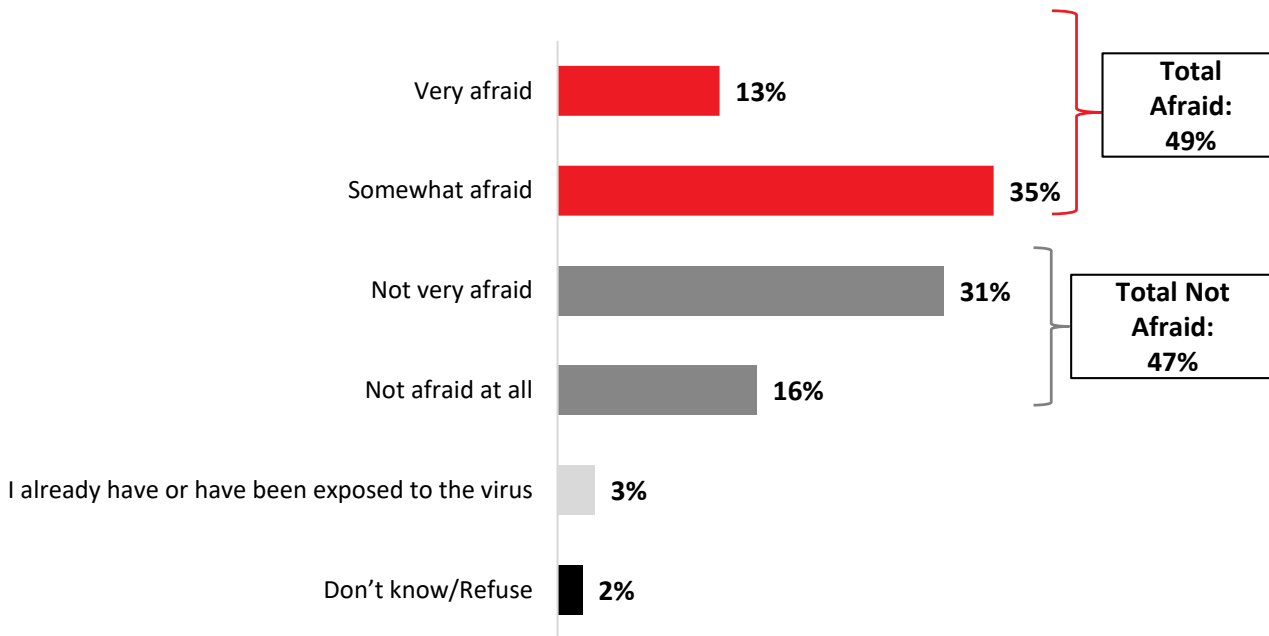
			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Total Top 2	38%	45%	7
Excellent	12%	19%	7
Very good	26%	26%	-
Total Bottom 3	59%	51%	8
Good *	41%	34%	7
Bad	15%	13%	2
Very bad	4%	5%	1
Don't know/Prefer not to answer	3%	4%	1

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

FEAR OF CONTRACTING THE VIRUS (1/2)

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

Base: All respondents (n=1,545)



FEAR OF CONTRACTING THE VIRUS (2/2)

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

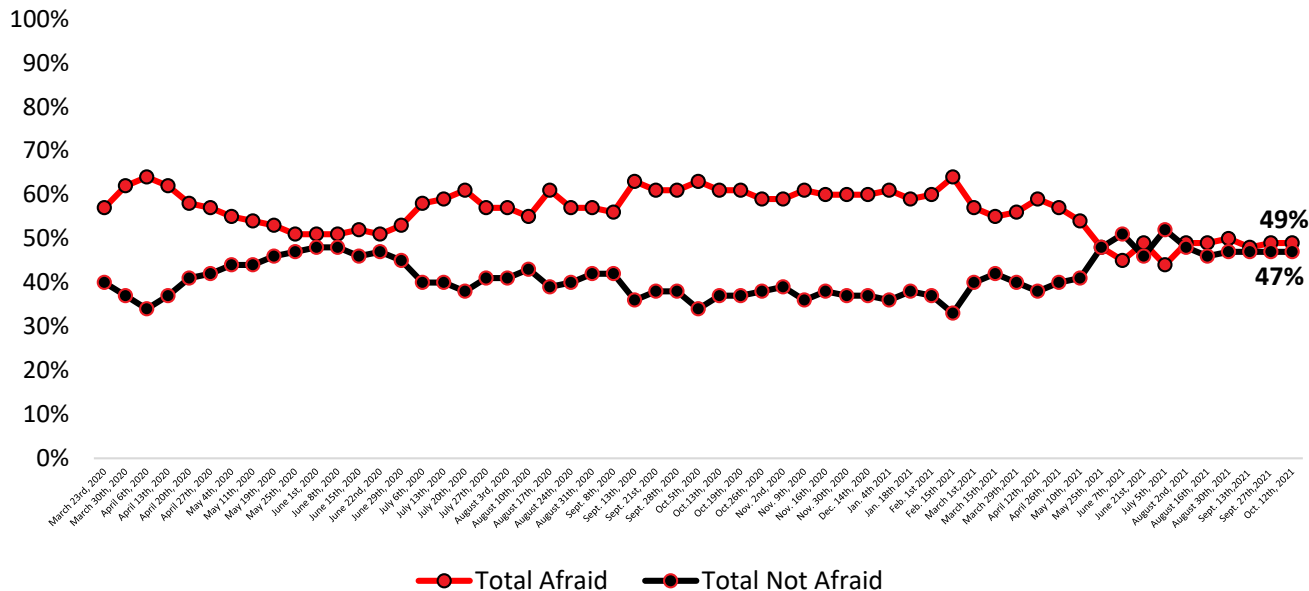
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 27 th	Gap
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262	1,537	
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268	1,537	
Total Afraid	49%	51%	36%	57%	49%	40%	55%	45%	50%	51%	51%	46%	48%	49%	-
Very afraid	13%	13%	9%	15%	13%	8%	22%	13%	13%	14%	14%	13%	13%	15%	-2
Somewhat afraid	35%	38%	27%	41%	36%	32%	33%	31%	37%	36%	37%	33%	35%	33%	+2
Total Not Afraid	47%	48%	60%	40%	42%	51%	41%	50%	44%	47%	43%	50%	48%	47%	-
Not very afraid	31%	34%	41%	25%	29%	31%	31%	31%	28%	33%	28%	34%	33%	30%	+1
Not afraid at all	16%	14%	19%	15%	13%	21%	10%	18%	16%	14%	15%	16%	15%	17%	-1
I already have or have been exposed to the virus	3%	1%	2%	2%	6%	8%	3%	2%	4%	2%	3%	2%	3%	3%	-
Don't know/Refuse	2%	0%	2%	2%	3%	1%	2%	3%	2%	1%	2%	2%	1%	1%	+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)?

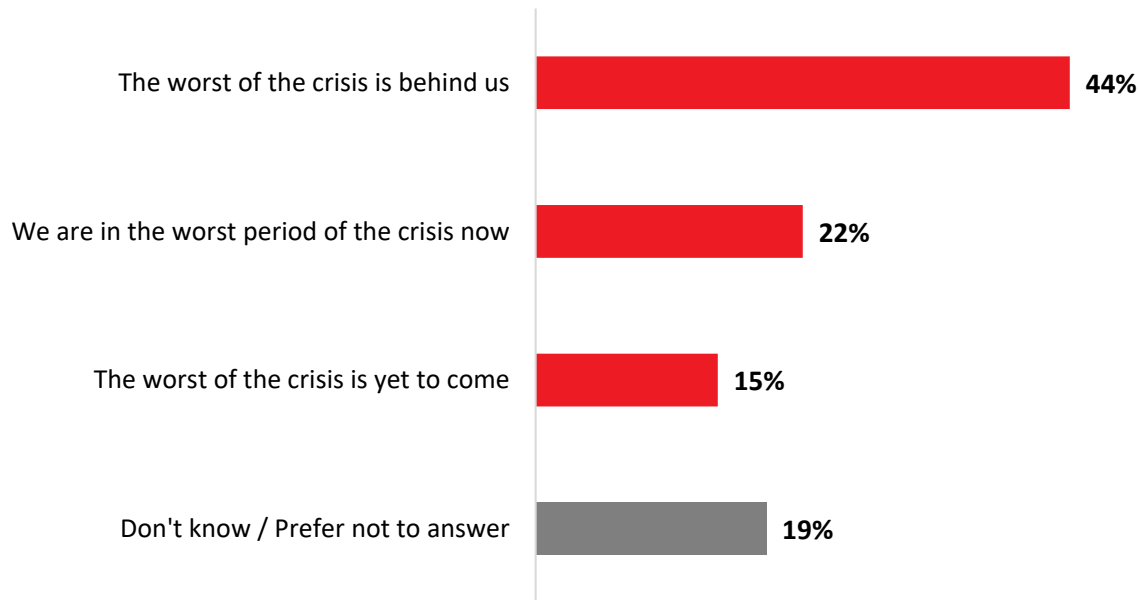
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Total Afraid	49%	47%	2
Very afraid	13%	18%	5
Somewhat afraid	35%	30%	5
Total Not Afraid	47%	46%	1
Not very afraid	31%	24%	7
Not afraid at all	16%	22%	6
I already have or have been exposed to the virus	3%	6%	3
Don't know/Refuse	2%	0%	2

EVOLUTION OF THE COVID-19 PANDEMIC (1/2)

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

Base: All respondents (n=1,545)



EVOLUTION OF THE COVID-19 PANDEMIC (2/2)

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



Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 27 th	Gap
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262	1,537	
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268	1,537	
The worst of the crisis is behind us	44%	25%	65%	48%	24%	30%	29%	50%	43%	42%	41%	50%	39%	39%	+5
We are in the worst period of the crisis now	22%	36%	10%	18%	34%	34%	30%	22%	20%	23%	23%	20%	22%	22%	-
The worst of the crisis is yet to come	15%	23%	13%	13%	21%	15%	17%	11%	16%	17%	17%	13%	15%	21%	-6
Don't know / Prefer not to answer	19%	16%	12%	21%	20%	21%	24%	17%	22%	18%	19%	16%	24%	19%	-

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**?

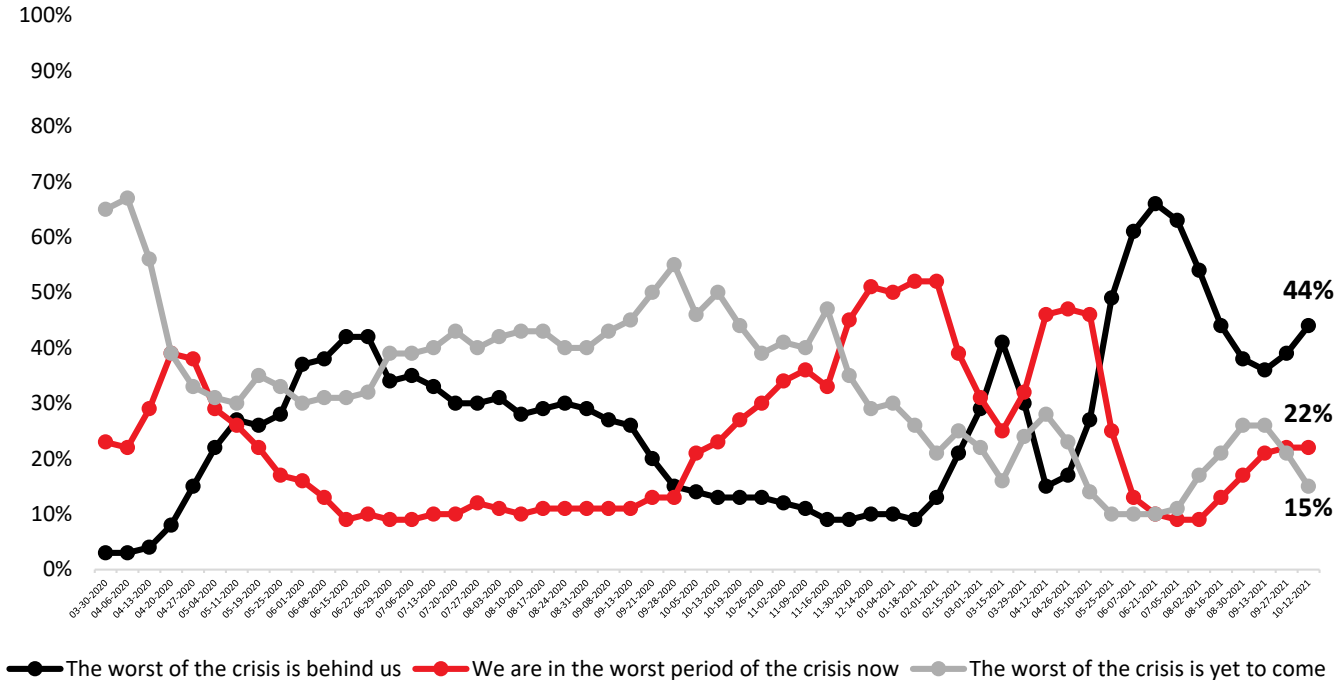
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
The worst of the crisis is behind us	44%	40%	4
We are in the worst period of the crisis now	22%	19%	3
The worst of the crisis is yet to come	15%	18%	3
Don't know / Prefer not to answer	19%	23%	4

EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)

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

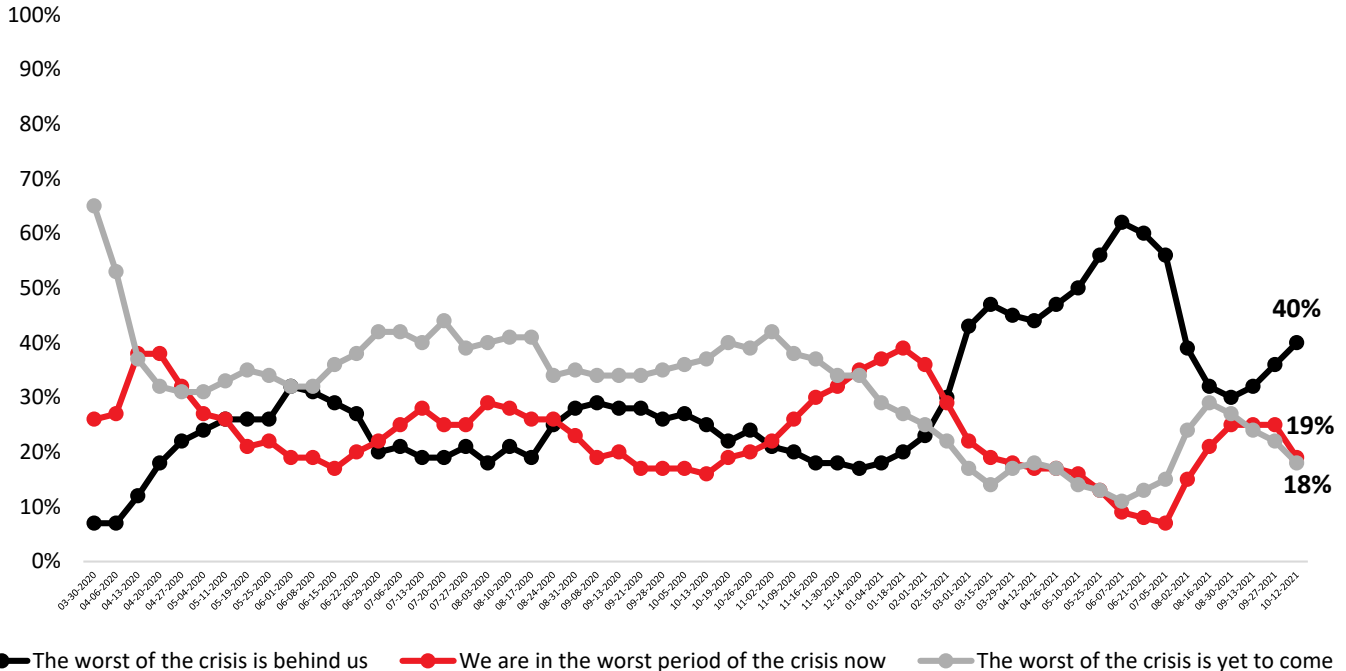
Base: All respondents



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** ?

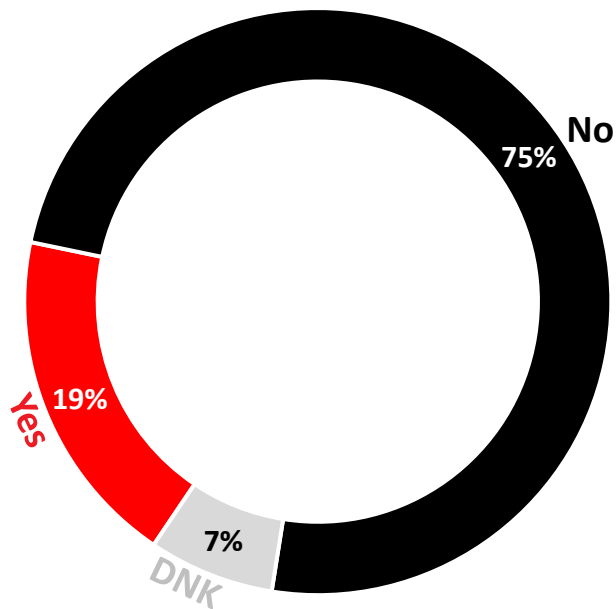
Base: All respondents



LIFTING ALL RESTRICTIONS (1/2)

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

Base: All respondents (n=1,545)



LIFTING ALL RESTRICTIONS (2/2)

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

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 27 th	Gap
Weighted n=	1,545	106	362	593	101	173	210	410	538	597	643	614	262	1,537	
Unweighted n=	1,545	101	415	617	126	128	158	453	610	482	662	598	268	1,537	
Yes	19%	13%	23%	20%	16%	18%	12%	24%	23%	11%	19%	17%	19%	18%	+1
No	75%	86%	71%	73%	76%	76%	82%	70%	69%	84%	74%	77%	76%	74%	+1
Don't know	7%	1%	7%	8%	8%	5%	7%	7%	9%	5%	6%	6%	6%	8%	-1

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



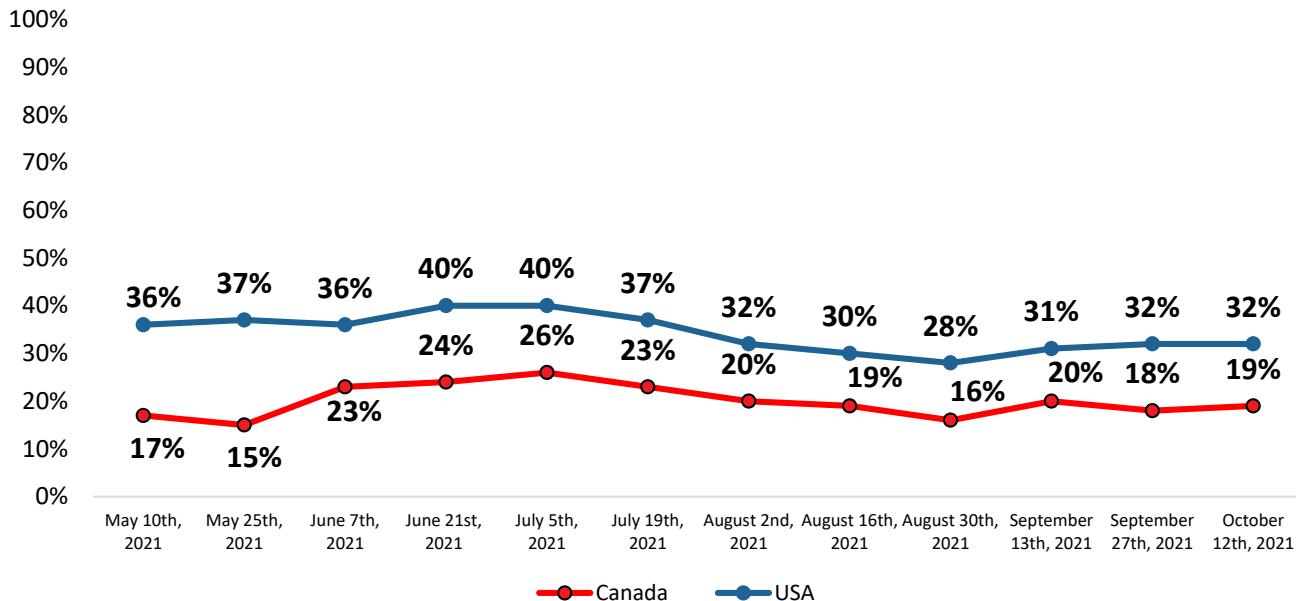
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	1,545	1,000	
Unweighted n=	1,545	1,000	
Yes	19%	32%	13
No	75%	56%	19
Don't know	7%	12%	5

LIFTING ALL RESTRICTIONS - EVOLUTION

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

Base: All respondents

% Yes presented



**BIDEN
HARRIS**



Leger

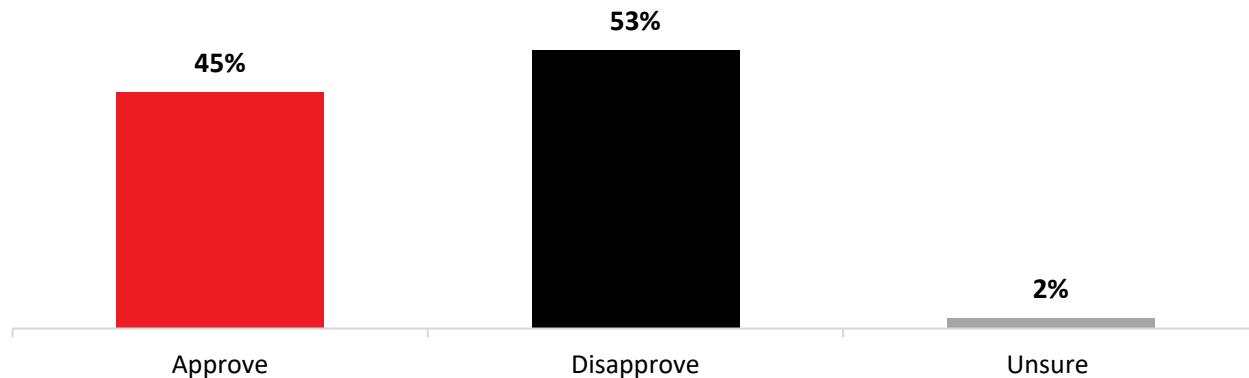
**JOE BIDEN AND KAMALA
HARRIS' APPROVAL RATING**

BIDEN'S APPROVAL RATING (1/2)

CTC631T. 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=1,000)



BIDEN'S APPROVAL RATING (2/2)

CTC631T. 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

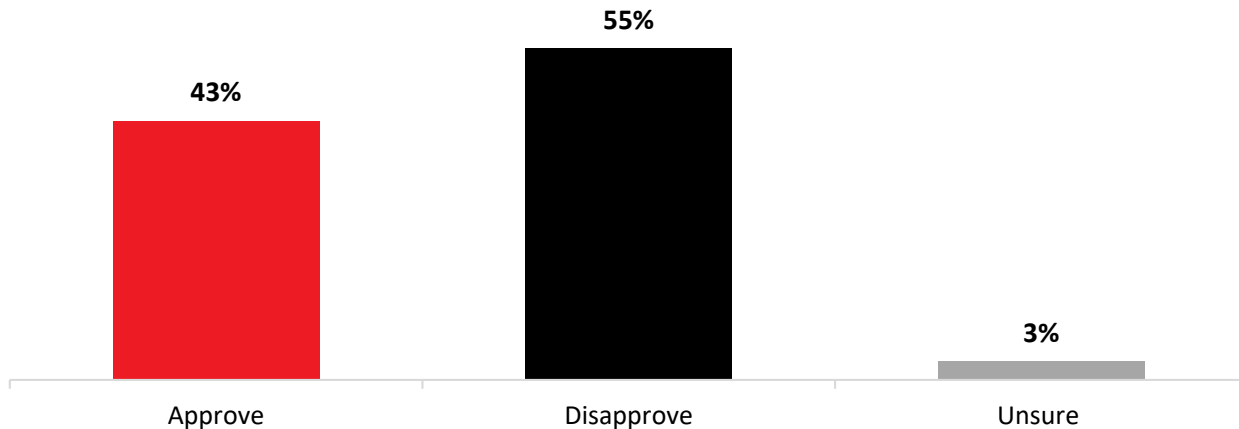
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL Sept. 27 th	Gap
Weighted n=	1,000	179	217	371	233	269	411	320	485	515	371	403	16	1,001	
Unweighted n=	1,000	188	231	328	253	197	436	367	488	512	317	461	38	1,001	
Approve	45%	44%	44%	42%	51%	45%	48%	41%	45%	45%	9%	84%	24%	46%	-1
Disapprove	53%	55%	54%	56%	46%	51%	50%	58%	54%	52%	91%	15%	76%	52%	+1
Unsure	2%	1%	3%	2%	3%	4%	2%	1%	2%	3%	1%	2%	0%	2%	-

HARRIS' APPROVAL RATING (1/2)

CTC632T. 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=1,000)



HARRIS' APPROVAL RATING (2/2)

CTC632T. 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

	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 Sept. 27 th	Gap
Weighted n =	1,000	179	217	371	233	269	411	320	485	515	371	403	16	1,001	
Unweighted n =	1,000	188	231	328	253	197	436	367	488	512	317	461	38	1,001	
Approve	43%	45%	45%	39%	45%	42%	46%	39%	42%	43%	8%	79%	31%	43%	-
Disapprove	55%	53%	53%	59%	52%	54%	51%	60%	56%	54%	90%	20%	69%	54%	+1
Unsure	3%	2%	3%	3%	3%	4%	3%	1%	2%	3%	1%	2%	0%	3%	-

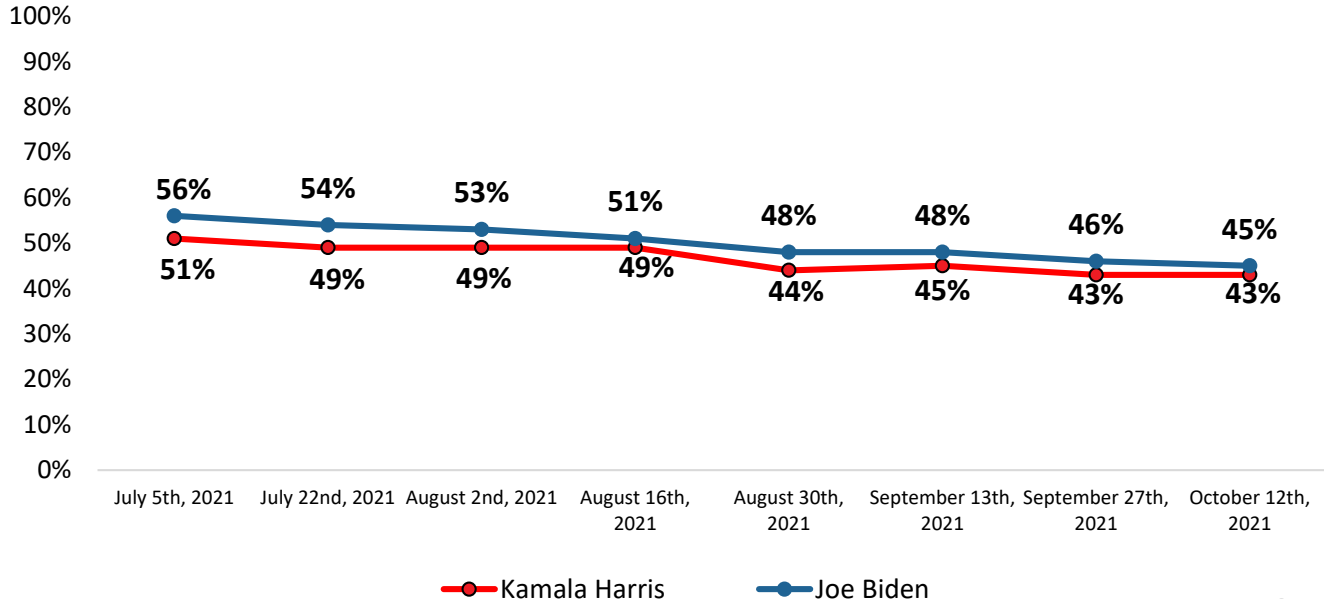
JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

American Survey

CTC631 and CTC632. Overall, do you approve or disapprove of the way Joe Biden/**Kamala Harris** is handling his job as president/**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 Joe Biden/**Kamala Harris** is handling his job as president/**vice president**?*






Base: All respondents

% Approve presented



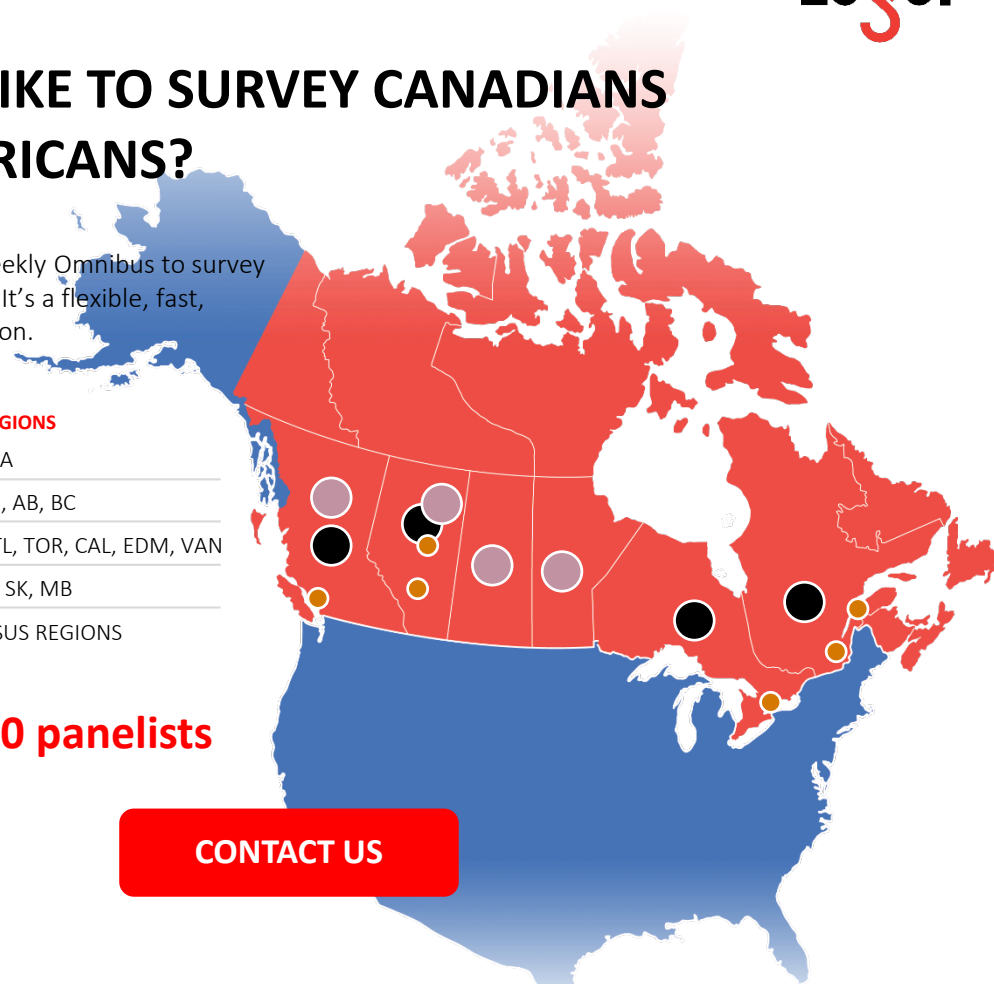
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

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

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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	158	210
Alberta	128	173
Manitoba/Saskatchewan	126	101
Ontario	617	593
Quebec	415	362
Atlantic	101	106

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

US Region	Unweighted	Weighted
NorthEast	188	179
MidWest	231	217
South	328	371
West	253	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	866	750
Female	769	795

AGE	Unweighted	Weighted
Between 18 and 34	453	410
Between 35 and 54	610	538
55 or over	482	597

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	936	994
French	364	321
Other	242	227

The sample thus collected has a minimum weighting factor of 0.2009 and a maximum weighting factor of 4.6877. The weighted variance is 0.4186.

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	488	485
Female	512	515

AGE	Unweighted	Weighted
Between 18 and 29	103	173
Between 30 and 39	207	219
Between 40 and 49	211	186
Between 50 and 64	271	250
65 or older	208	172

The sample thus collected has a minimum weighting factor of 0.1854 and a maximum weighting factor of 5.4064. The weighted variance is 0.4059.

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