



METHODOLOGY



Methodology

Study Population

· Canada residents, aged 18 and older.

Data Collection

- A total of n of 2002 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from August 20 to August 22, 2021.

Statistical Analysis

- As a non-probability internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be n~2000 ±2.2%, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- Through out the report, proportions highlighted green are significantly larger than those highlighted in red at 95% confidence interval

For additional information or questions regarding this poll please contact Andrew Enns (aenns@leger360.com).

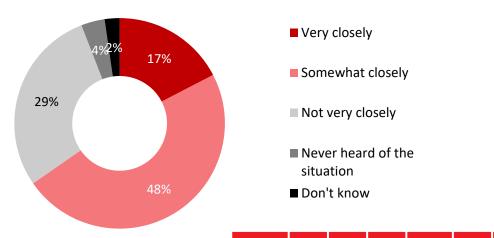


Detailed results

Afghanistan situation

AFGHANISTAN SITUATION – FOLLOWING/ NOT FOLLOWING





Following Closely: 65%

Not Following Closely: 32%

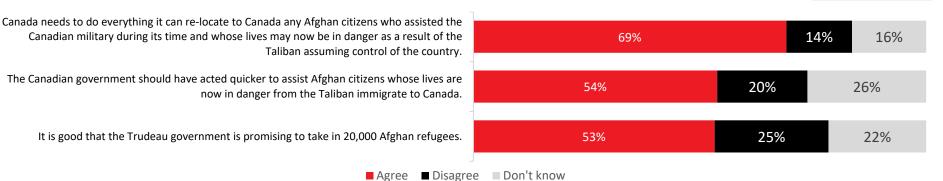
		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-44	55+	Male	Female	LPC	NDP	СРС
	Weighted n =	2002	137	470	769	131	225	271	546	682	972	1030	558	360	517	2002
Following Closely		65%	58%	66%	65%	69%	68%	67%	60%	58%	76%	73%	59%	71%	66%	73%
Not Following Closely		32%	38%	33%	32%	31%	30%	31%	38%	37%	24%	26%	39%	28%	34%	26%

CNP5: How closely have you been following the unfolding situation in Afghanistan and the fact the Taliban are quickly taking over control of the country including the capital city of Kabul?

Base: Canadians (n=2002)

AFGHANISTAN SITUATION – CANADA'S RESPONSE





% Agree	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	Male	Female	LPC	NDP	СРС
Weighted n =	2002	137	470	769	131	225	271	546	682	774	972	1030	558	360	517
Canada needs to do everything it can re-locate to Canada any Afghan citizens who assisted the Canadian military during its time and whose lives may now be in danger as a result of the Taliban assuming control of the country.	69%	66%	67%	69%	74%	73%	68%	70%	59%	77%	70%	68%	78%	79%	68%
The Canadian government should have acted quicker to assist Afghan citizens whose lives are now in danger from the Taliban immigrate to Canada.	54%	47%	52%	57%	54%	57%	50%	52%	48%	60%	58%	50%	50%	63%	59%
It is good that the Trudeau government is promising to take in 20,000 Afghan refugees.	53%	59%	53%	52%	52%	53%	55%	58%	45%	58%	55%	51%	69%	67%	42%

CNP6: Do you agree or disagree with the following statements?

6



RESPONDENT PROFILE



RESPONDENT PROFILE – Canada

		Weighted
	n=	2002
Gender		(%)
Male		49
Female		51
Age		
18 to 34		27
35 to 54		34
55 years of age or older	39	
Region		
British Columbia		14
Alberta		11
MB/SK		7
Ontario		38
Quebec		23
Atlantic		7



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

OUR CREDENTIALS





Leger is a member of the <u>Canadian Research Insights Council (CRIC)</u>, the industry association for the market/survey/insights research industry.



Leger is a member of <u>ESOMAR</u> (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 <u>international ICC/ESOMAR</u> code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the <u>Insights Association</u>, the American Association of Marketing Research Analytics.

Leger

We know Canadians









