

REPORT

## **Ukraine-Russia Conflict**

2 Years Later

Survey of Canadians



DATE 2024-02-20



## Methodology









#### Method

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Online survey among respondents 18 years of age or older. (Canadian sample: n= 1,529).

Respondents had the option of completing the

survey in English or in French and were

randomly recruited using LEO's online panel.

#### When

February 16 to February 18, 2024

#### Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±2.51%, (19 times out of 20) for the Canadian sample.

#### Weighting

Results were weighted according to age, gender, mother tongue, region, education and presence of children in the household in order to ensure a representative sample of the Canadian population.

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## Methodology







# Significant differences

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.

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#### **Rounded data**

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

#### Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: <u>cbourque@leger360.com</u> A more detailed methodology is presented in the Appendix.



## Methodology

Leger is the polling firm that has presented the most accurate election survey 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 (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <u>https://338canada.com/pollster-ratings.htm</u>

2021 CANADIAN FEDERAL ELECTION	C	Ŀ	+NDP	ß	PPC	
<b>LEGER SURVEY</b> Published in <i>Le Journal de Montréal</i> and The National Post/Postmedia September 18, 2021	33%	32%	19%	7%	6%	2%
<b>OFFICIAL RESULTS</b> 2021 <b>Canadian</b> Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%



\*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.



# Key Highlights (1/2)

*From February 16 to 18, 2024, we surveyed Canadians to find out their opinion and perceptions on the Russia-Ukraine war, on the second year of the ongoing conflict.* 

# Some of the key highlights of our survey about the Russia-Ukraine war include...

- About a quarter of Canadians believe that the Government of Canada should increase its efforts in humanitarian aid (28%), role in diplomatic efforts to support Ukraine (27%), military training (26%), and supplying ammunition and other military supplies (25%). Since October 2023, significantly more Canadians wish for the Canadian government to boost its efforts in supplying ammunition and other military supplies (20% in October vs 25% now).
- More than a third of Canadians (38%) believe the level of financial aid that the Canadian government is providing to Ukraine should remain the same, while 31% think it should be decreased, and 16% believe it should be increased. Since October 2023, there has been a 4-point increase (12%) among Canadians who wish for the government to increase funding.
- Six out of ten Canadians (58%) believe the conflict between Ukraine and Russia has the potential to escalate into a global conflict and world war, marking a significant 16-point decrease since the last measurement in March 2022.



# Key Highlights (2/2)

- Nearly half of Canadians (47%) are unable to say which of the two countries will win the conflict. The other half
  is divided between Ukraine (28%) and Russia (25%), with a notable 5-point decrease in Canadians believing
  Ukraine will win (from 33% in March 2022).
- 60% of Canadians believe there is no peace in sight and the conflict could drag on for several more years, compared to a third (33%) who believe it will last another 2 years, and 7% who think it will end in the coming months.

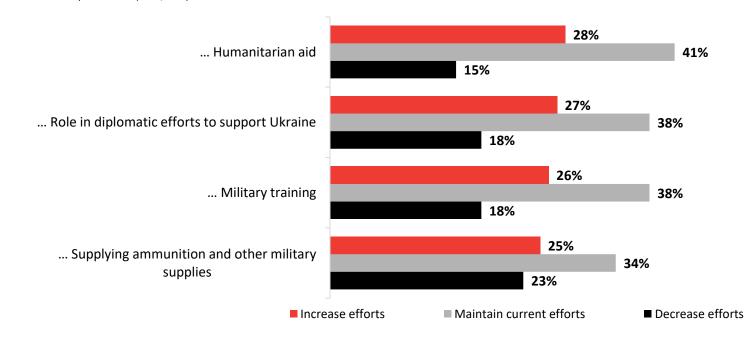
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# Detailed Results



### Canada's Involvement in the Ukraine Conflict (1/2)

**Q1.** When it comes to the conflict in Ukraine, what do you feel should be the Government of Canada's involvement in the following? Base: All respondents (n=1,529)



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### Canada's Involvement in the Ukraine Conflict (2/2)

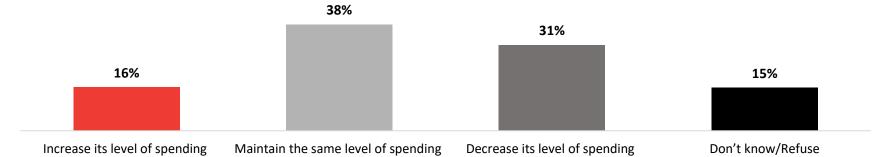
**Q1.** When it comes to the conflict in Ukraine, what do you feel should be the Government of Canada's involvement in the following? Base: All respondents Leger

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total October 2023	Gap
Weighted n=	1,529	103	353	593	97	170	213	745	784	406	493	630	1,521	
Unweighted n=	1,529	102	416	600	131	129	151	778	751	372	576	581	1,521	
Humanitarian aid														
Increase efforts	28%	21%	36%	27%	19%	31%	24%	29%	28%	26%	24%	33%	30%	-2
Maintain current efforts	41%	41%	42%	40%	45%	39%	40%	42%	39%	38%	38%	45%	46%	-5
Decrease efforts	15%	13%	<b>10%</b>	16%	11%	16%	25%	18%	<b>12%</b>	15%	19%	<b>12%</b>	14%	+1
Role in diplomatic efforts to support Uk	raine													
Increase efforts	27%	22%	29%	27%	25%	28%	24%	31%	22%	<b>20%</b>	24%	33%	30%	-3
Maintain current efforts	38%	33%	41%	36%	42%	40%	38%	36%	40%	32%	38%	42%	40%	-2
Decrease efforts	18%	20%	14%	19%	8%	22%	24%	21%	16%	23%	19%	15%	18%	-
Military training														
Increase efforts	26%	19%	28%	24%	22%	29%	29%	31%	<b>20%</b>	<b>19%</b>	24%	31%	23%	+3
Maintain current efforts	38%	31%	42%	40%	41%	38%	<b>29%</b>	37%	40%	36%	36%	41%	46%	-8
Decrease efforts	18%	17%	15%	18%	15%	19%	26%	20%	16%	21%	21%	15%	18%	-
Supplying ammunition and other militar	y supplies													
Increase efforts	25%	16%	34%	23%	18%	22%	25%	32%	19%	21%	<b>20%</b>	31%	20%	+5
Maintain current efforts	34%	37%	35%	34%	43%	34%	28%	33%	35%	31%	35%	35%	41%	-7
Decrease efforts	23%	21%	15%	24%	17%	30%	31%	25%	21%	23%	26%	20%	25%	-2

#### **Canada's Financial Aid to Ukraine**



**Q2.** With regard to the financial aid that the Canadian government is providing to Ukraine, do you think that Canada should... Base: All respondents (n=1,529)

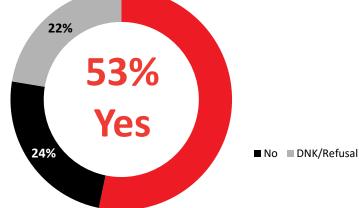


	Total Canada	ATL	QC	ON	MB/SK	АВ	вс	Male	Female	18-34	35-54	55+	Total October 2023	Gap
Weighted n=	1,529	103	353	593	97	170	213	745	784	406	493	630	1,521	
Unweighted n=	1,529	102	416	600	131	129	151	778	751	372	576	581	1,521	
Increase its level of spending	16%	10%	22%	13%	13%	14%	18%	19%	<b>12%</b>	<b>10%</b>	14%	20%	12%	+4
Maintain the same level of spending	38%	36%	39%	39%	41%	40%	32%	39%	37%	37%	38%	39%	45%	-7
Decrease its level of spending	31%	34%	24%	33%	17%	34%	38%	31%	30%	34%	33%	27%	30%	+1
Don't know/Refuse	15%	20%	15%	15%	29%	12%	12%	<b>10%</b>	20%	19%	15%	13%	12%	+3



## **Status of Ukrainian Immigrants**

**Q3.** Do you believe that Ukrainians who came to Canada under the emergency visa program should be allowed to stay permanently in the country? Base: All respondents (n=1,529)

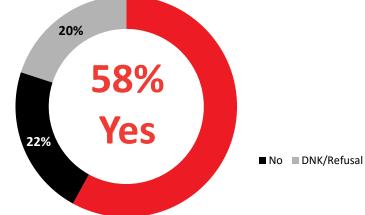


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total November 2023	Gap
Weighted n=	1,529	103	353	593	97	170	213	745	784	406	493	630	1,529	
Unweighted n=	1,529	102	416	600	131	129	151	778	751	372	576	581	1,529	
Yes	53%	48%	62%	49%	58%	53%	52%	54%	52%	52%	50%	56%	54%	-1
No	24%	30%	17%	27%	18%	29%	27%	27%	22%	28%	27%	<b>20%</b>	23%	+1
I don't know / I prefer not to answer	22%	22%	21%	25%	24%	18%	21%	<b>19%</b>	<b>26%</b>	19%	23%	24%	22%	-

### Potential To Develop Into a World War



**Q4.** Do you think the Russian invasion of Ukraine has the potential to develop into a world war? Base: All respondents (n=1,529)

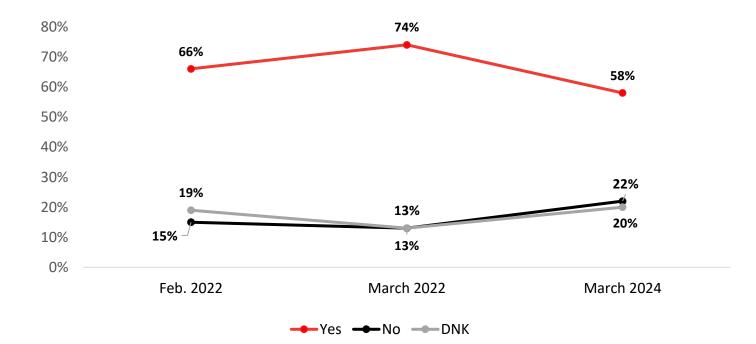


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 2022	Gap
Weighted n=	1,529	103	353	593	97	170	213	745	784	406	493	630	1,529	
Unweighted n=	1,529	102	416	600	131	129	151	778	751	372	576	581	1,529	
Yes	58%	56%	60%	57%	53%	59%	61%	59%	58%	57%	55%	62%	74%	-16
No	22%	22%	22%	21%	17%	24%	25%	<b>26%</b>	<b>18%</b>	25%	24%	<b>18%</b>	13%	+9
I don't know / I prefer not to answer	20%	22%	18%	22%	30%	16%	13%	15%	25%	18%	22%	20%	13%	+7



## Potential To Develop Into a World War – Evolution

**Q4.** Do you think the Russian invasion of Ukraine has the potential to develop into a world war? Base: All respondents

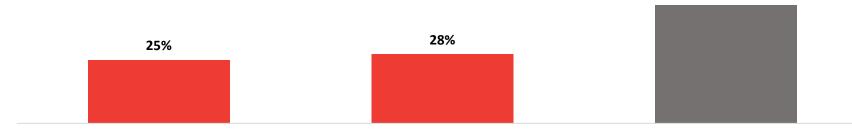


### **Country That Will Win the Conflict**



47%

**Q5.** After two full years of conflict, which country do you think will win in the end? Base: All respondents (n=1,529)



Russia	Russia Ukraine						e Don't know							
	Total Canada	ATL	QC	ON	MB/SK	АВ	ВС	Male	Female	18-34	35-54	55+	Total March 2022*	Gap
Weighted n=	1,529	103	353	593	97	170	213	745	784	406	493	630	1,515	
Unweighted n=	1,529	102	416	600	131	129	151	778	751	372	576	581	1,515	
Russia	25%	27%	31%	20%	18%	29%	29%	30%	<b>20%</b>	24%	29%	23%	27%	-2
Ukraine	28%	21%	25%	27%	40%	29%	29%	31%	24%	26%	25%	31%	33%	-5
Don't know	47%	52%	44%	53%	42%	42%	42%	<b>38%</b>	56%	50%	46%	46%	41%	+6

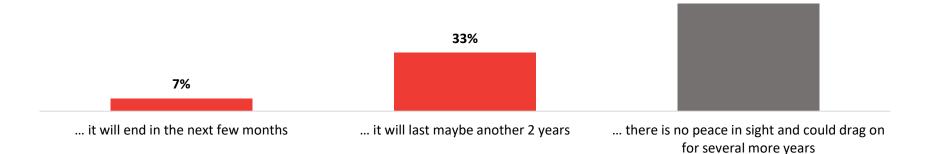
In March 2022, the question was: In the end, who do you think will win the conflict?

#### **Duration of the Ukraine-Russia Conflict**



60%

**Q6.** Based on the history of this conflict, do you believe ... Base: All respondents (n=1,529)



	Total Canada	ATL	QC	ON	MB/SK	AB	ВС	Male	Female	18-34	35-54	55+
Weighted n=	1,529	103	353	593	97	170	213	745	784	406	493	630
Unweighted n=	1,529	102	416	600	131	129	151	778	751	372	576	581
it will end in the next few months	7%	5%	9%	6%	7%	9%	7%	10%	5%	7%	11%	5%
it will last maybe another 2 years	33%	29%	34%	29%	38%	35%	36%	35%	31%	36%	32%	31%
there is no peace in sight and could drag on for several more years	60%	67%	56%	65%	56%	56%	57%	56%	64%	57%	57%	<b>64%</b>

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# Detailed Methodology





# Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	1,529	1,529
British Columbia	151	213
Alberta	129	170
Manitoba/Saskatchewan	131	97
Ontario	600	593
Quebec	416	353
Atlantic	102	103



# Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

	Unweighted	Weighted
Gender	1,529	1,529
Male	778	745
Female	751	784
Age	1,529	1,529
18 to 34	372	406
35 to 54	576	493
55+	581	630
Language (Mother tongue)	1,529	1,529
English	980	1,052
French	365	302
Other	183	174

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- Leger Analytics (LEA) Data modelling and analysis
- Leger Opinion (LEO) Panel management
- Leger Communities Online community management
- Leger Digital Digital strategy and user experience
- International Research
   Worldwide Independent Network (WIN)

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



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