

Report

LEGER'S WEEKLY SURVEY

PRESENTED BY

**Leger**

THE CANADIAN PRESS 



Association for Canadian Studies • Association d'études canadiennes

September 21st, 2020

**Leger**



# 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 **1,538 Canadians and 1,001 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 **September 18<sup>th</sup> to September 20<sup>th</sup>, 2020**, 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 and household size 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 **±2.50%, 19 times out of 20** for the Canadian sample and of **±3.1%, 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

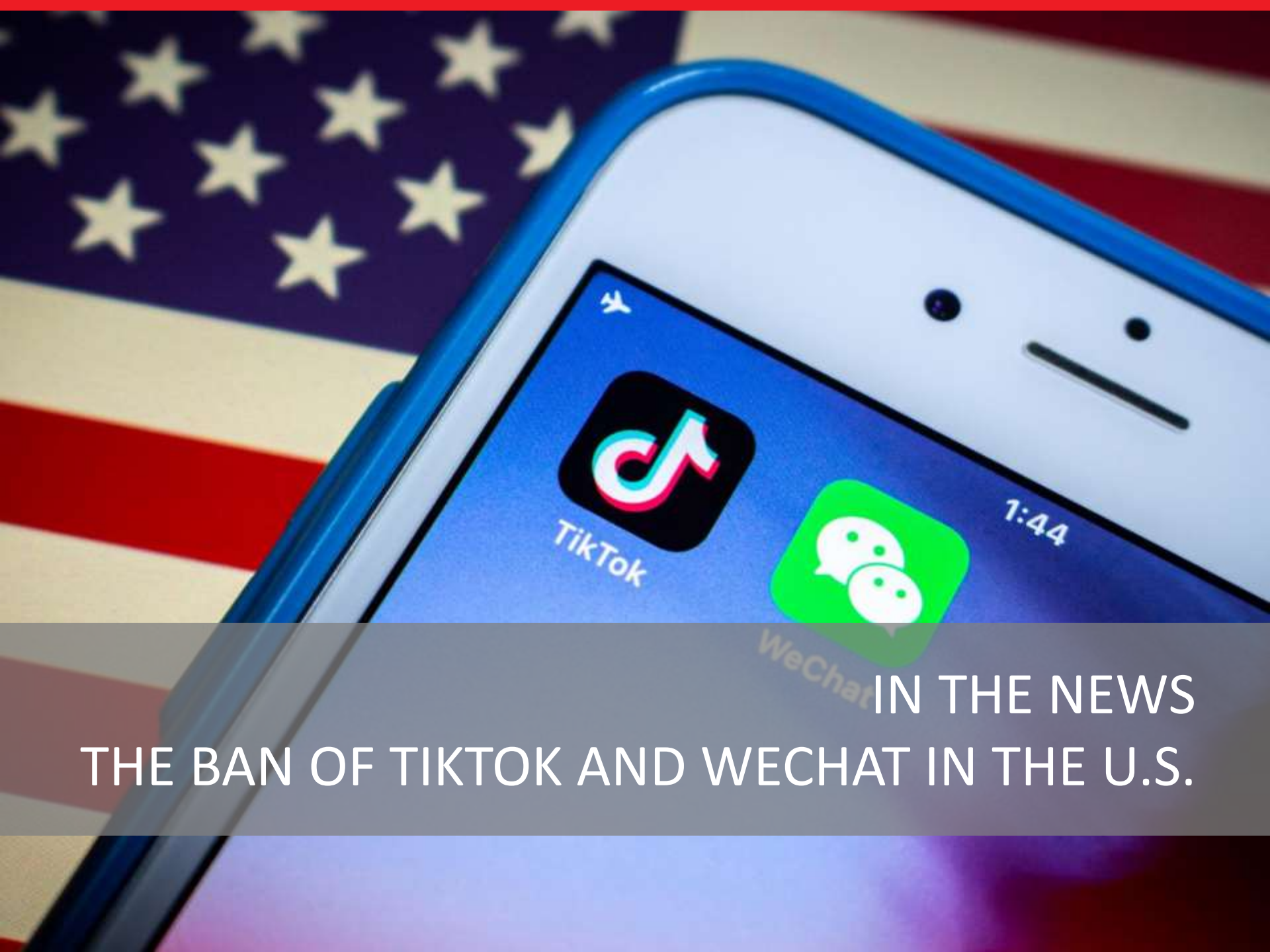
## Notes on Reading this Report

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](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca)



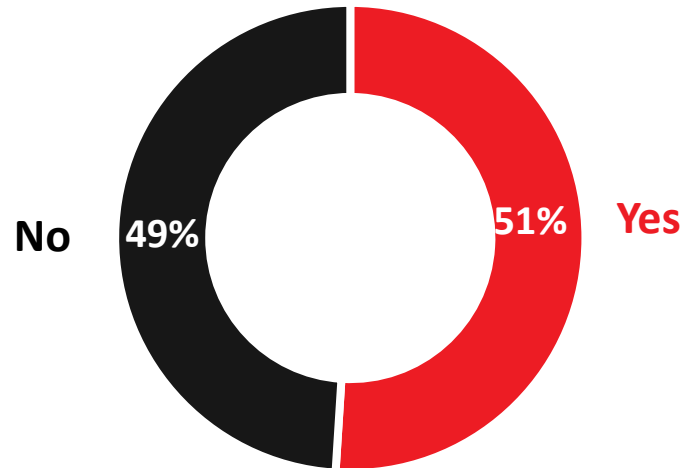
IN THE NEWS  
THE BAN OF TIKTOK AND WECHAT IN THE U.S.

# THE BAN OF TIKTOK AND WECHAT IN THE US



CTC232. Do you agree with Donald Trump's decision to ban TikTok and the WeChat app in the United States?

Base: All respondents (n=1,001)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	1,001	179	217	371	233	304	332	364	485	516	293	336	303	69
Unweighted n =	1,001	230	209	297	265	231	311	459	498	503	284	368	289	60
Yes	51%	56%	53%	47%	51%	46%	52%	54%	60%	43%	79%	28%	54%	28%
No	49%	44%	47%	53%	49%	54%	48%	46%	40%	57%	21%	72%	46%	72%



IN THE NEWS  
US PRESIDENTIAL ELECTION

# 2020 VOTING INTENTIONS

**CTC255. If the 2020 presidential election were held today, would you vote for Donald Trump, Joe Biden or another candidate?**

*In the event that a respondent had no opinion, the following follow-up question was asked:*

**CTC255B. Even if your choice is not made yet, who would you most likely vote for at the 2020 presidential election between Donald Trump, Joe Biden or another candidate?**

Base: Respondents who are registered to vote and who intend to vote in the next election (n=862)

	TOTAL USA	TOTAL Decided voters	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Total Sept. 13 <sup>th</sup> , 2020	Gap
Weighted n =	830	781	141	168	277	196	198	267	316	404	377	764	
Unweighted n =	862	818	187	169	229	233	156	260	402	434	384	808	
<b>Donald Trump</b>	<b>41%</b>	<b>43%</b>	<b>50%</b>	45%	46%	<b>33%</b>	<b>35%</b>	45%	47%	<b>49%</b>	<b>38%</b>	45%	-2
<b>Joe Biden</b>	<b>48%</b>	<b>51%</b>	47%	53%	46%	<b>59%</b>	56%	49%	50%	<b>46%</b>	<b>57%</b>	52%	-1
<b>Other</b>	<b>5%</b>	<b>6%</b>	3%	<b>2%</b>	7%	8%	<b>9%</b>	6%	<b>3%</b>	5%	6%	-	-
<b>I will not vote</b>	<b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-
<b>I don't know</b>	<b>5%</b>	-	-	-	-	-	-	-	-	-	-	-	-

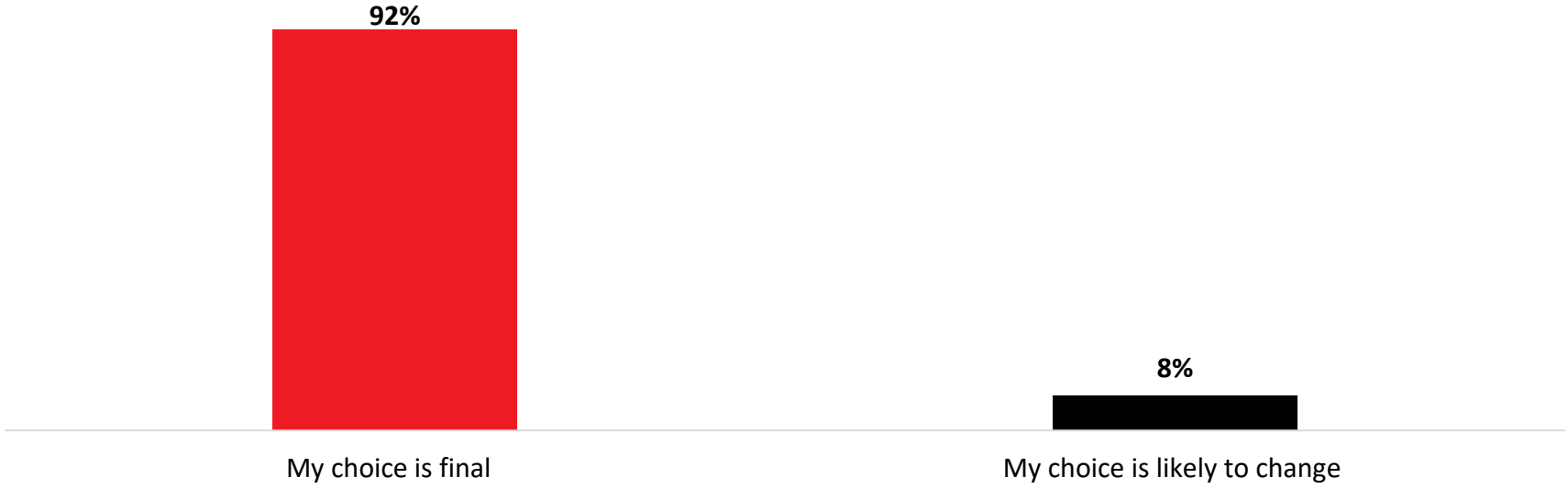
New question

# IS YOUR CHOICE FINAL?



CTC318. Is your choice of candidate for the next presidential election final, or is it likely to change?

Base: Decider voters (n=818)



CHOICE OF CANDIDATE

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Donald Trump	Joe Biden
Weighted n =	781	141	168	277	196	198	267	316	404	377	338	400
Unweighted n =	818	187	169	229	233	156	260	402	434	384	329	451
My choice is final	92%	94%	95%	90%	91%	88%	92%	94%	92%	92%	95%	95%
My choice is likely to change	8%	6%	5%	10%	9%	12%	8%	6%	8%	8%	5%	5%

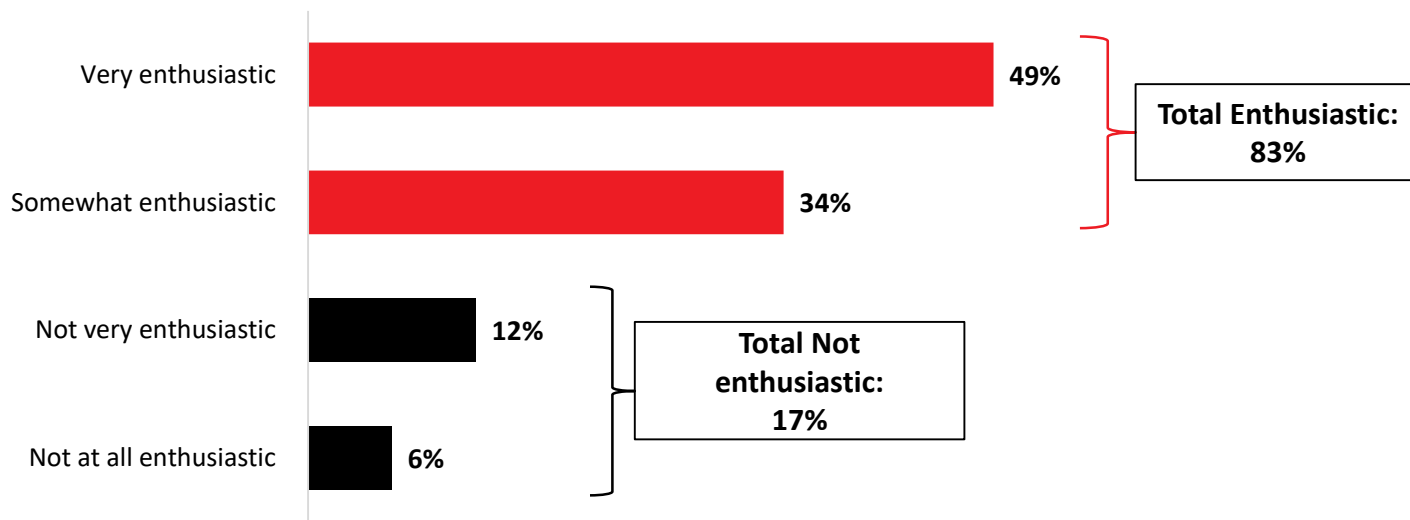
New question

# ENTHUSIASM FOR THE CANDIDATE



**CTC316. Are you very enthusiastic, somewhat enthusiastic, not very enthusiastic or not at all enthusiastic about supporting your candidate?**

Base: Decider voters (n=818)



**CHOICE OF CANDIDATE**

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Donald Trump	Joe Biden
Weighted n =	781	141	168	277	196	198	267	316	404	377	338	400
Unweighted n =	818	187	169	229	233	156	260	402	434	384	329	451
<b>Total Enthusiastic</b>	<b>83%</b>	83%	82%	83%	83%	79%	81%	<b>87%</b>	85%	81%	<b>89%</b>	82%
Very enthusiastic	<b>49%</b>	54%	46%	46%	50%	42%	45%	<b>56%</b>	<b>53%</b>	<b>44%</b>	<b>58%</b>	<b>44%</b>
Somewhat enthusiastic	<b>34%</b>	29%	36%	37%	33%	37%	36%	31%	32%	37%	<b>30%</b>	<b>38%</b>
<b>Total Not enthusiastic</b>	<b>17%</b>	17%	18%	17%	17%	21%	19%	<b>13%</b>	15%	19%	<b>11%</b>	18%
Not very enthusiastic	<b>12%</b>	14%	14%	<b>8%</b>	12%	12%	13%	10%	<b>9%</b>	<b>14%</b>	<b>7%</b>	13%
Not at all enthusiastic	<b>6%</b>	3%	4%	<b>9%</b>	5%	8%	7%	<b>3%</b>	6%	5%	4%	5%

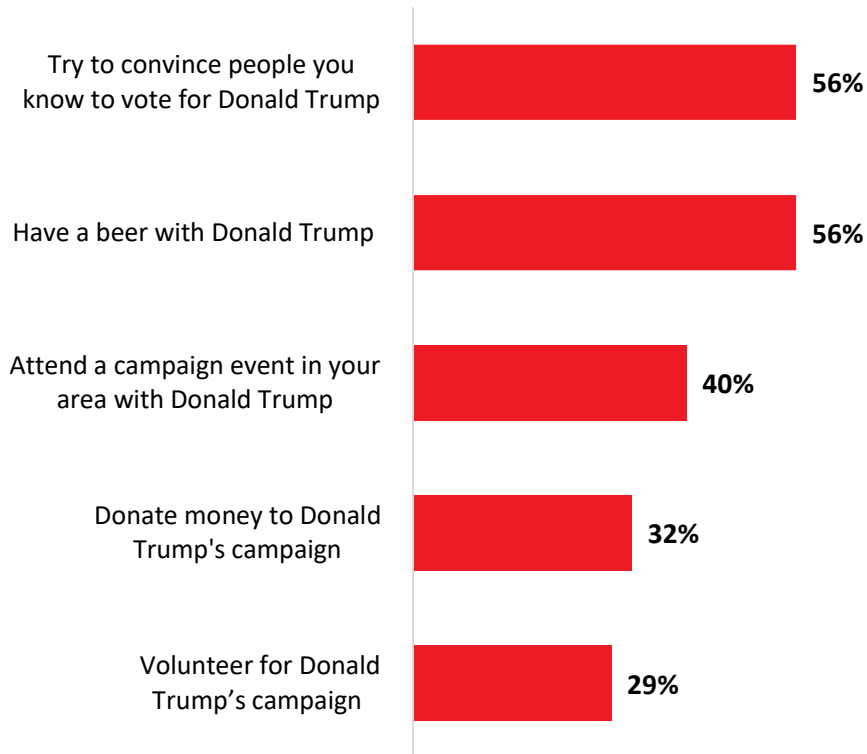
# INTEREST IN THE CANDIDATE

## CTC317. You mentioned that you will vote for...

Base: Respondents who are registered to vote and who intend to vote in the next election for Donald Trump or Joe Biden

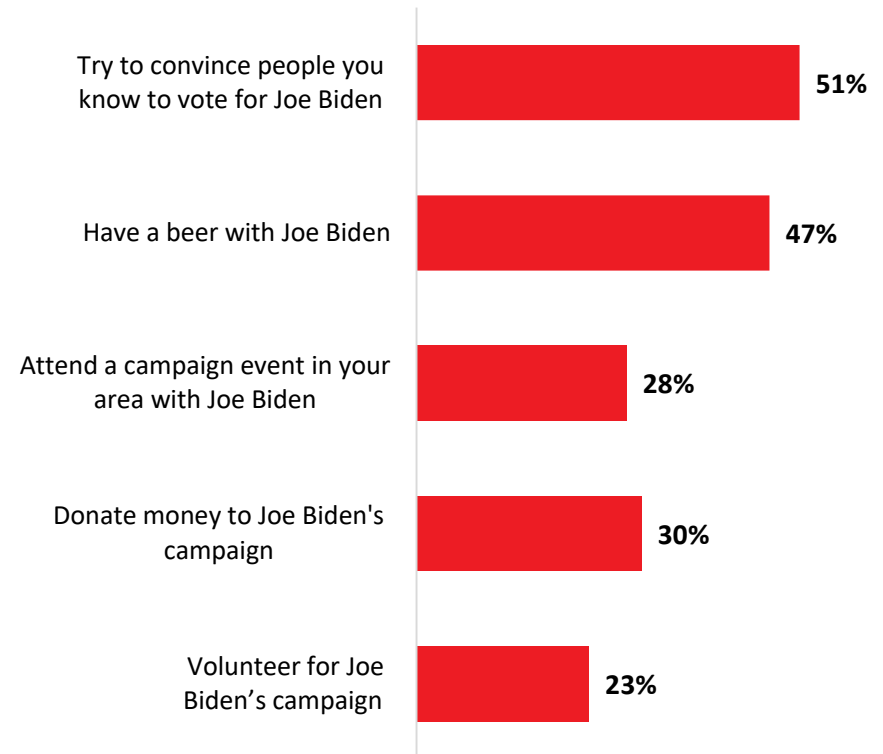
### ...Donald Trump. Would you like to...?

% Yes presented  
(n=329)



### ...Joe Biden. Would you like to...?

% Yes presented  
(n=451)



**New question**

# INTEREST IN THE CANDIDATE - DETAILS



## CTC317. You mentioned that you will vote for...

Base: Respondents who are registered to vote and who intend to vote in the next election for Donald Trump or Joe Biden

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	338	70	75	128	65	68	121	149	197	142
Unweighted n =	329	87	71	101	70	52	103	174	198	131
<b>% Yes presented</b>										
<b>Donald Trump (n=329)</b>										
Try to convince people you know to vote for Donald Trump	56%	61%	62%	57%	42%	62%	54%	54%	63%	46%
Have a beer with Donald Trump	56%	58%	61%	56%	45%	59%	61%	50%	65%	42%
Attend a campaign event in your area with Donald Trump	40%	50%	29%	42%	37%	56%	38%	34%	42%	36%
Donate money to Donald Trump's campaign	32%	36%	32%	31%	27%	39%	32%	28%	34%	29%
Volunteer for Donald Trump's campaign	29%	36%	25%	29%	23%	34%	32%	24%	31%	26%
Weighted n =	400	67	88	128	117	112	131	157	186	213
Unweighted n =	451	96	95	112	148	91	144	216	217	234
<b>Joe Biden (n=451)</b>										
Try to convince people you know to vote for Joe Biden	51%	50%	43%	51%	57%	56%	54%	44%	57%	45%
Have a beer with Joe Biden	47%	45%	41%	47%	53%	48%	51%	44%	57%	38%
Attend a campaign event in your area with Joe Biden	28%	21%	25%	31%	31%	40%	29%	18%	35%	22%
Donate money to Joe Biden's campaign	30%	35%	19%	27%	40%	33%	34%	26%	38%	23%
Volunteer for Joe Biden's campaign	23%	27%	16%	18%	30%	30%	27%	13%	28%	18%

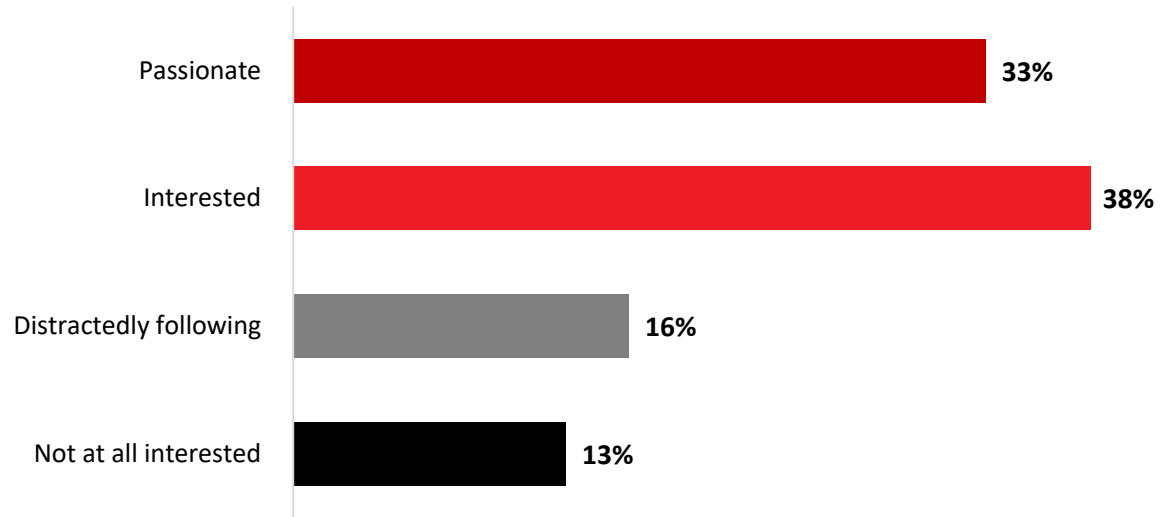
**New question**

# INTEREST IN THE U.S. PRESIDENTIAL RACE



**CTC315. Are you passionate about, interested in, distractedly following, or not at all interested in the U.S. presidential race ?**

Base: All respondents (n=1,001)

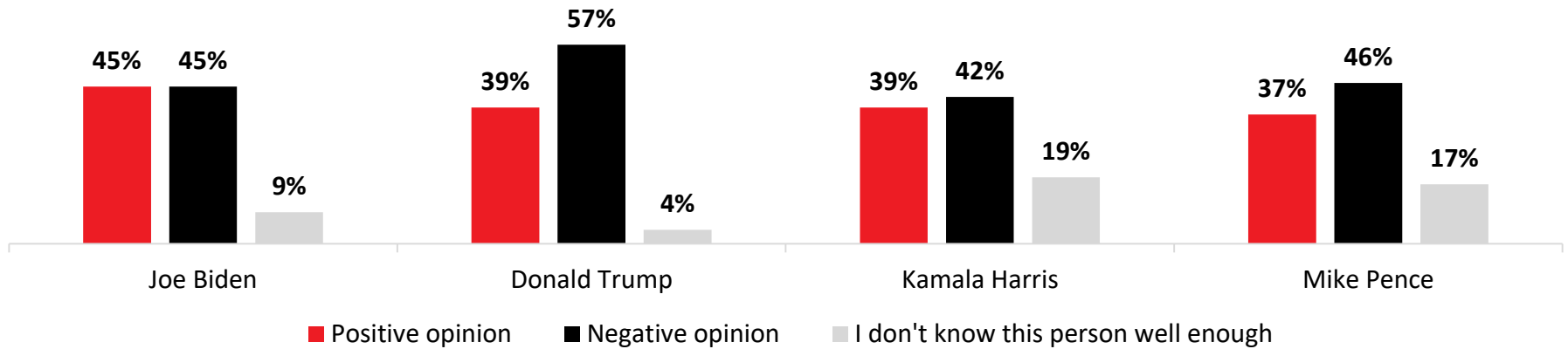


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	1,001	179	217	371	233	304	332	364	485	516	293	336	303	69
Unweighted n =	1,001	230	209	297	265	231	311	459	498	503	284	368	289	60
Passionate	33%	34%	31%	33%	35%	29%	30%	41%	41%	27%	41%	43%	21%	9%
Interested	38%	39%	37%	35%	42%	35%	40%	39%	38%	38%	40%	37%	39%	31%
Distractedly following	16%	17%	18%	16%	13%	19%	16%	13%	13%	18%	14%	13%	20%	18%
Not at all interested	13%	10%	14%	16%	10%	17%	15%	7%	8%	17%	4%	7%	21%	42%

# OPINION ON CANDIDATES

CTC257. Do you have a positive opinion, a negative opinion or you don't know enough of...?

Base: All respondents (n=1,001)

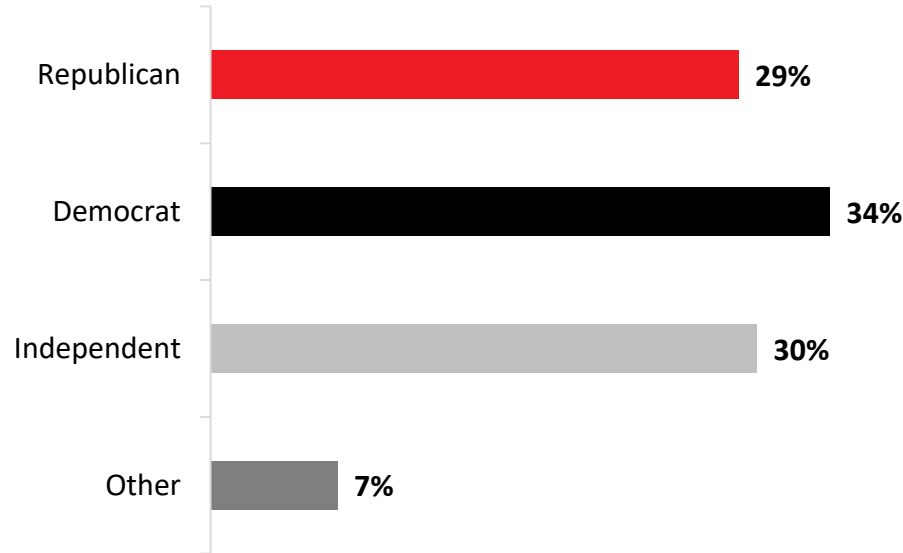


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other	Total Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,001	179	217	371	233	304	332	364	485	516	293	336	303	69	1,001	
Unweighted n =	1,001	230	209	297	265	231	311	459	498	503	284	368	289	60	1,001	
<b>% Positive opinion presented</b>																
Joe Biden	45%	47%	41%	41%	56%	46%	44%	46%	43%	48%	17%	84%	36%	19%	45%	-
Donald Trump	39%	46%	43%	39%	31%	34%	39%	44%	48%	31%	85%	8%	33%	26%	42%	-3
Kamala Harris	39%	43%	34%	34%	48%	40%	38%	39%	37%	40%	15%	73%	31%	9%	39%	-
Mike Pence	37%	46%	38%	37%	28%	26%	40%	43%	43%	31%	76%	10%	33%	16%	36%	+1

# POLITICAL IDENTITY

CTC259. Generally speaking, do you consider yourself to be a Republican, Democrat, Independent or other?

Base: All respondents (n=1,001)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Total Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,001	179	217	371	233	304	332	364	485	516	1,001	
Unweighted n =	1,001	230	209	297	265	231	311	459	498	503	1,001	
Republican	29%	35%	29%	29%	26%	23%	29%	34%	32%	27%	31%	-2
Democrat	34%	31%	30%	30%	45%	33%	35%	32%	31%	36%	34%	-
Independent	30%	29%	34%	33%	23%	32%	32%	28%	31%	30%	28%	+2
Other	7%	4%	7%	8%	7%	12%	4%	6%	6%	7%	8%	-1



IN THE NEWS  
WEARING A MASK IN PUBLIC PLACES



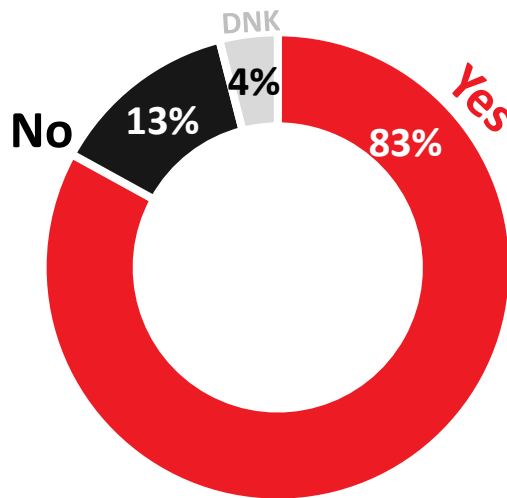
New question

# MANDATORY MASK WEARING



CTC169. In your opinion, should governments make wearing a mask mandatory in all indoor public spaces (public transit, restaurants, grocery stores, shops, etc.)?

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,523	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,523	
Yes	83%	70%	84%	88%	84%	74%	77%	82%	78%	88%	84%	84%	78%	67%	+16
No	13%	20%	13%	9%	13%	24%	11%	13%	17%	9%	12%	13%	16%	27%	-14
Don't know / Prefer not to answer	4%	11%	3%	3%	3%	2%	12%	5%	5%	3%	5%	3%	6%	6%	-2

New question

# MANDATORY MASK WEARING (CANADA VS UNITED STATES)



CTC169. In your opinion, should governments make wearing a mask mandatory in all indoor public spaces (public transit, restaurants, grocery stores, shops, etc.)?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
Yes	83%	68%	15
No	13%	24%	11
Don't know / Prefer not to answer	4%	8%	4

**New question**

# WEARING A MASK: A RESPONSIBILITY OR A BURDEN?



**CTC171. To what extent do you agree or disagree with the following statements?**

Base: All respondents (n=1,538)

**% Agree (strongly + somewhat) presented**

Because wearing a mask protects others from the virus, the obligation to wear it is a civic duty



Requiring people to wear a mask in public places is an infringement on their personal freedoms



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,523	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,523	
<b>% Agree presented</b>															
Because wearing a mask protects others from the virus, the obligation to wear it is a civic duty	<b>87%</b>	86%	88%	89%	<b>94%</b>	<b>82%</b>	83%	<b>84%</b>	<b>82%</b>	<b>94%</b>	<b>90%</b>	86%	84%	<b>84%</b>	<b>+3</b>
Requiring people to wear a mask in public places is an infringement on their personal freedoms	<b>21%</b>	21%	23%	21%	19%	26%	19%	<b>27%</b>	<b>27%</b>	<b>12%</b>	24%	<b>18%</b>	24%	<b>27%</b>	<b>-6</b>

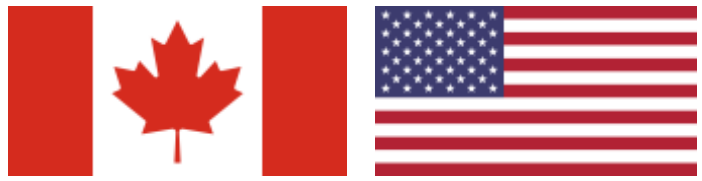
**New question**

# WEARING A MASK: A RESPONSIBILITY OR A BURDEN? (CANADA VS UNITED STATES)



**CTC171. To what extent do you agree or disagree with the following statements?**

Base: All respondents

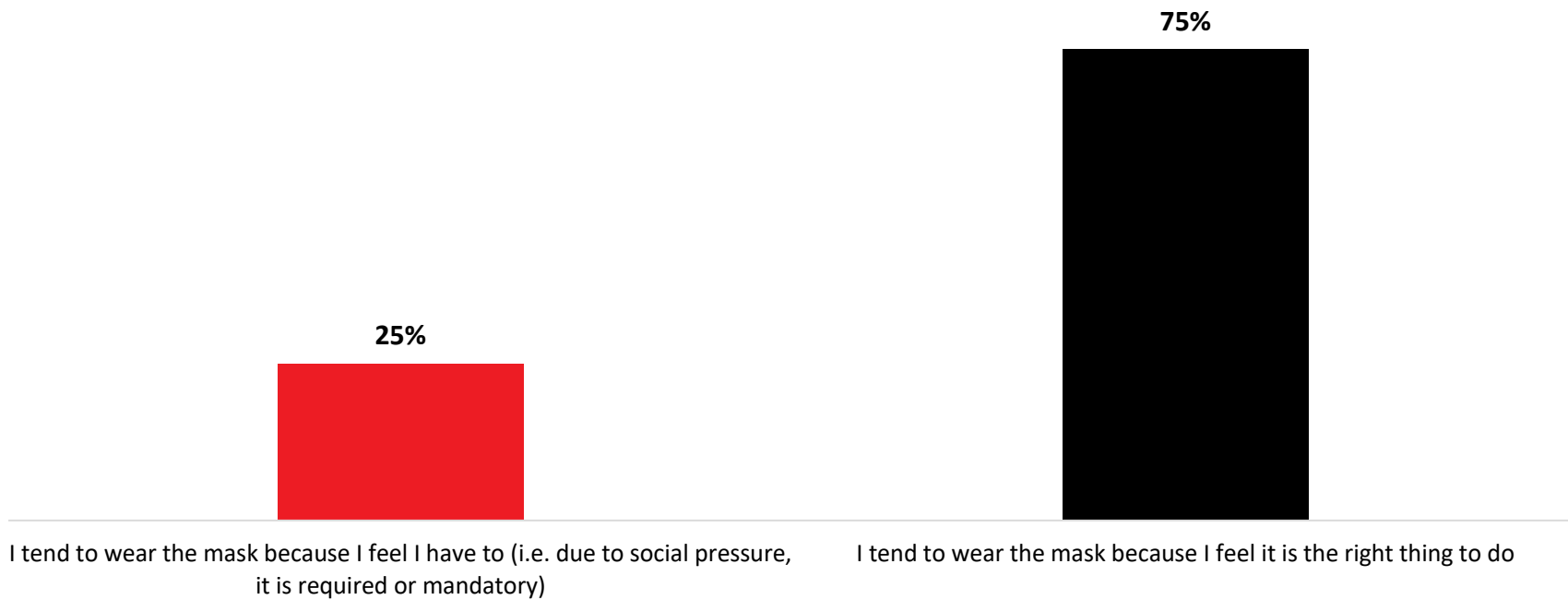


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
<b>% Agree presented</b>			
Because wearing a mask protects others from the virus, the obligation to wear it is a civic duty	<b>87%</b>	<b>78%</b>	9
Requiring people to wear a mask in public places is an infringement on their personal freedoms	<b>21%</b>	<b>43%</b>	22

# REASON FOR WEARING A MASK IN PUBLIC

**CTC308. Which statement is closest to your personal feelings towards wearing the mask in public places?**

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262
I tend to wear the mask because I feel I have to (i.e. due to social pressure, it is required or mandatory)	25%	35%	28%	21%	25%	34%	22%	33%	30%	16%	26%	22%	33%
I tend to wear the mask because I feel it is the right thing to do	75%	65%	72%	79%	75%	66%	78%	67%	70%	84%	74%	78%	67%

New question

# REASON FOR WEARING A MASK IN PUBLIC (CANADA VS UNITED STATES)



CTC308. Which statement is closest to your personal feelings towards wearing the mask in public places?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
I tend to wear the mask because I feel I have to (i.e. due to social pressure, it is required or mandatory)	25%	36%	11
I tend to wear the mask because I feel it is the right thing to do	75%	64%	11

New question

# ANTI-MASK PROTESTS



CTC309. Over the past few weeks there have been so-called “anti-mask” protests in North America, in some European countries and elsewhere. Based on what you have seen or heard about the reasons for these protests, do you tend to ...

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262
... support the protests against wearing the mask	12%	12%	15%	10%	11%	14%	13%	16%	15%	7%	14%	11%	12%
... be opposed to the protests against wearing the mask	88%	88%	85%	90%	89%	86%	87%	84%	85%	93%	86%	89%	88%

New question

# ANTI-MASK PROTESTS (CANADA VS UNITED STATES)



CTC309. Over the past few weeks there have been so-called “anti-mask” protests in North America, in some European countries and elsewhere. Based on what you have seen or heard about the reasons for these protests, do you tend to ...

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	

... support the protests against wearing the mask 12% 31% 19

... be opposed to the protests against wearing the mask 88% 69% 19



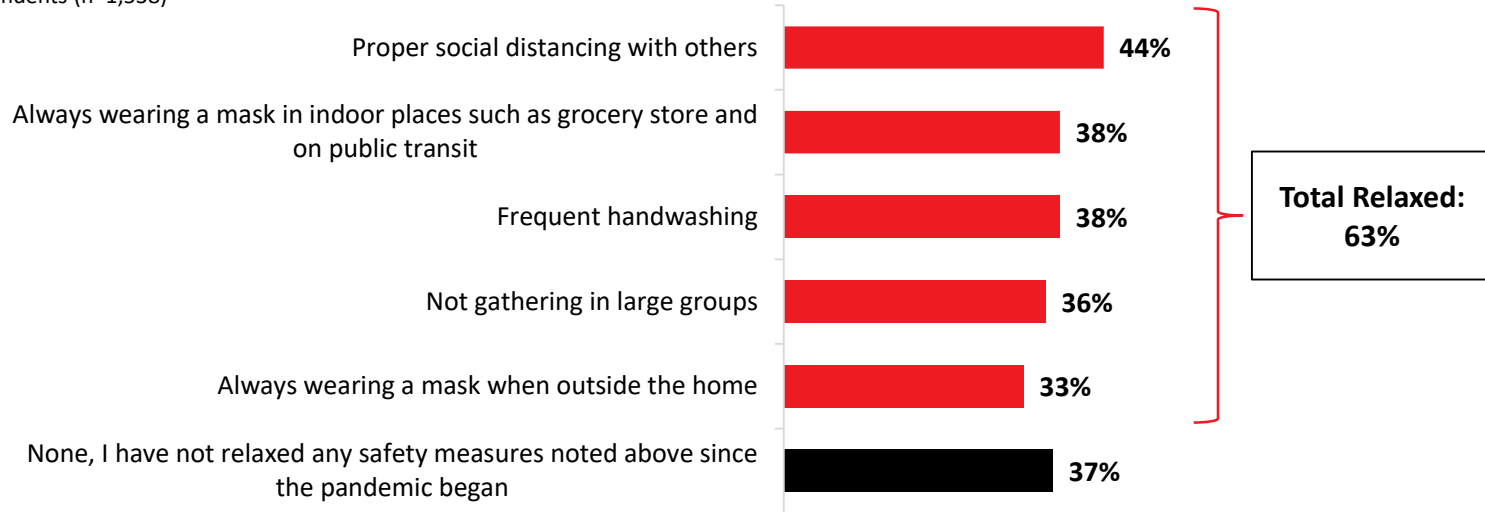
SECOND WAVE OF COVID-19 VIRUS



# RELAXATION OF MEASURES

**CTC296. In the past month which of the following public health safety measures have you relaxed? Select all that apply**

Base: All respondents (n=1,538)



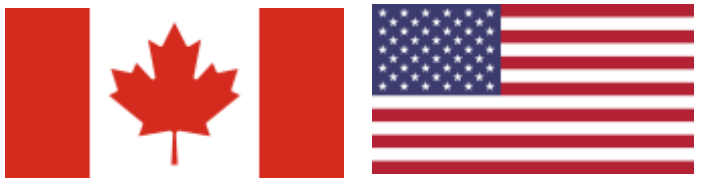
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
<b>Total Relaxed</b>	<b>63%</b>	<b>53%</b>	<b>73%</b>	<b>60%</b>	63%	68%	58%	<b>79%</b>	61%	<b>55%</b>	65%	62%	62%	<b>57%</b>	<b>+6</b>
Proper social distancing with others	<b>44%</b>	37%	<b>51%</b>	43%	40%	<b>52%</b>	<b>35%</b>	<b>55%</b>	42%	<b>39%</b>	42%	46%	44%	<b>37%</b>	<b>+7</b>
Always wearing a mask in indoor places such as grocery store and on public transit	<b>38%</b>	30%	<b>47%</b>	36%	40%	32%	35%	<b>43%</b>	37%	36%	36%	38%	41%	<b>30%</b>	<b>+8</b>
Frequent handwashing	<b>38%</b>	32%	<b>47%</b>	36%	35%	42%	33%	39%	39%	37%	37%	39%	39%	<b>30%</b>	<b>+8</b>
Not gathering in large groups	<b>36%</b>	34%	<b>40%</b>	33%	36%	38%	33%	<b>41%</b>	<b>32%</b>	35%	35%	36%	35%	<b>31%</b>	<b>+5</b>
Always wearing a mask when outside the home	<b>33%</b>	<b>21%</b>	33%	<b>37%</b>	31%	29%	30%	<b>42%</b>	<b>29%</b>	<b>29%</b>	34%	34%	<b>24%</b>	<b>33%</b>	-
None, I have not relaxed any safety measures noted above since the pandemic began	<b>37%</b>	<b>47%</b>	<b>27%</b>	<b>40%</b>	37%	32%	42%	<b>21%</b>	39%	<b>45%</b>	35%	38%	38%	<b>43%</b>	<b>-6</b>

# RELAXATION OF MEASURES (CANADA VS UNITED STATES)



**CTC296. In the past month which of the following public health safety measures have you relaxed? Select all that apply**

Base: All respondents

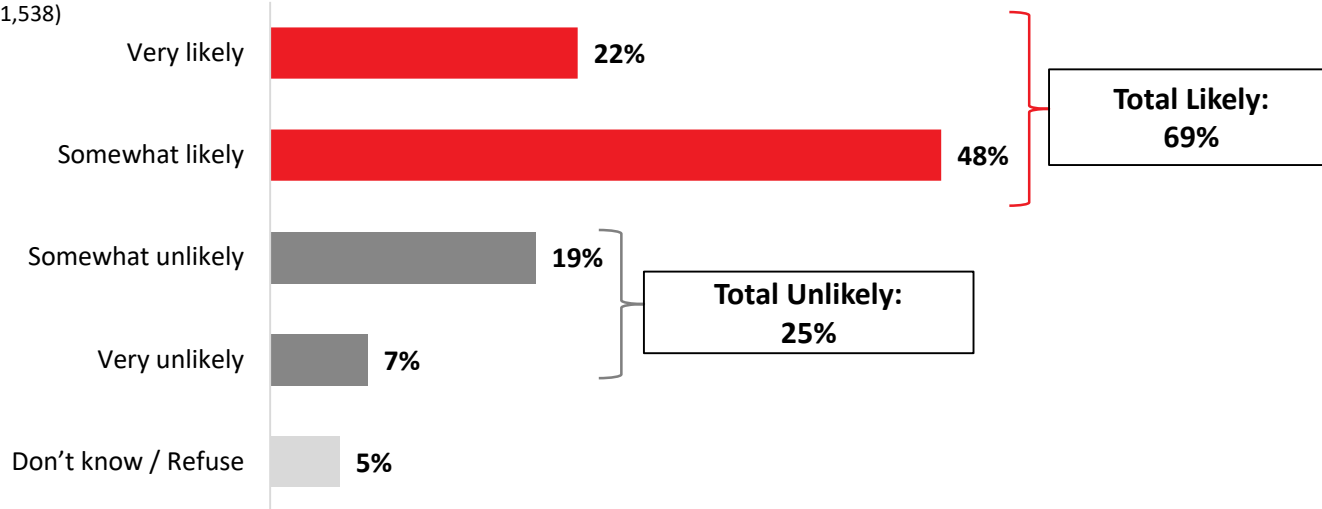


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
<b>Total Relaxed</b>	<b>63%</b>	<b>68%</b>	5
Proper social distancing with others	44%	47%	3
Always wearing a mask in indoor places such as grocery store and on public transit	<b>38%</b>	<b>47%</b>	9
Frequent handwashing	38%	42%	4
Not gathering in large groups	<b>36%</b>	<b>42%</b>	6
Always wearing a mask when outside the home	<b>33%</b>	<b>46%</b>	13
None, I have not relaxed any safety measures noted above since the pandemic began	<b>37%</b>	<b>32%</b>	5

# LIKELIHOOD OF GOING BACK INTO LOCKDOWN

**CTC184. In your view, what is the likelihood that, over the next three months, we will go back to a pandemic lockdown, with business closures and stay-at-home orders (similar to March and April)?**

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
<b>Total Likely</b>	<b>69%</b>	65%	<b>64%</b>	<b>78%</b>	70%	<b>54%</b>	69%	70%	67%	71%	68%	69%	73%	<b>65%</b>	<b>+4</b>
Very likely	<b>22%</b>	<b>11%</b>	<b>16%</b>	<b>29%</b>	27%	18%	19%	23%	24%	<b>19%</b>	21%	21%	25%	<b>20%</b>	<b>+2</b>
Somewhat likely	<b>48%</b>	54%	47%	50%	43%	<b>36%</b>	51%	47%	<b>43%</b>	<b>52%</b>	47%	48%	47%	<b>45%</b>	<b>+3</b>
<b>Total Unlikely</b>	<b>25%</b>	24%	<b>32%</b>	<b>17%</b>	25%	<b>40%</b>	26%	25%	27%	25%	27%	25%	23%	<b>29%</b>	<b>-4</b>
Somewhat unlikely	<b>19%</b>	15%	<b>25%</b>	<b>13%</b>	18%	<b>27%</b>	20%	19%	19%	18%	20%	18%	19%	<b>22%</b>	<b>-3</b>
Very unlikely	<b>7%</b>	9%	7%	<b>4%</b>	7%	<b>14%</b>	6%	6%	8%	6%	7%	7%	4%	<b>7%</b>	<b>-</b>
Don't know/Refuse	<b>5%</b>	<b>11%</b>	4%	5%	5%	5%	5%	5%	6%	4%	5%	6%	4%	<b>6%</b>	<b>-1</b>

# LIKELIHOOD OF GOING BACK INTO LOCKDOWN (CANADA VS UNITED STATES)

CTC184. In your view, what is the likelihood that, over the next three months, that we will go back to a pandemic lockdown, with business closures and stay-at-home orders (similar to March and April)?

Base: All respondents

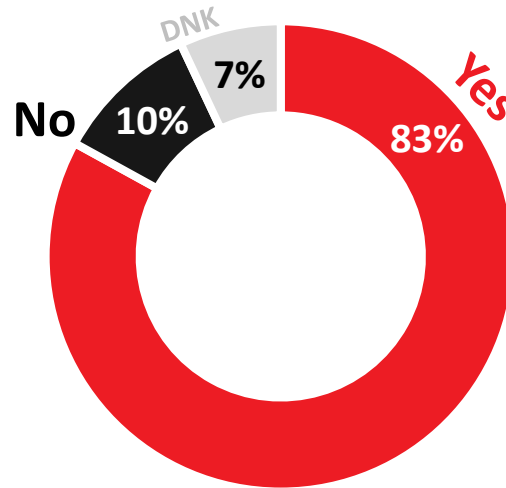


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
<b>Total Likely</b>	<b>69%</b>	<b>49%</b>	20
Very likely	22%	20%	2
Somewhat likely	<b>48%</b>	<b>29%</b>	19
<b>Total Unlikely</b>	<b>25%</b>	<b>36%</b>	11
Somewhat unlikely	19%	18%	1
Very unlikely	<b>7%</b>	<b>19%</b>	12
Don't know/Refuse	<b>5%</b>	<b>15%</b>	10

# SECOND WAVE OF THE VIRUS

CTC96. Do you think there will be a second wave of the virus ?

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
Yes	83%	66%	79%	87%	83%	84%	88%	81%	82%	85%	84%	82%	83%	80%	+3
No	10%	20%	13%	7%	9%	11%	5%	13%	11%	6%	9%	11%	7%	10%	-
Don't know / Prefer not to answer	7%	14%	8%	6%	8%	5%	7%	7%	7%	8%	7%	7%	9%	10%	-3

# SECOND WAVE OF THE VIRUS (CANADA VS UNITED STATES)

CTC96. Do you think there will be a second wave of the virus ?

Base: All respondents

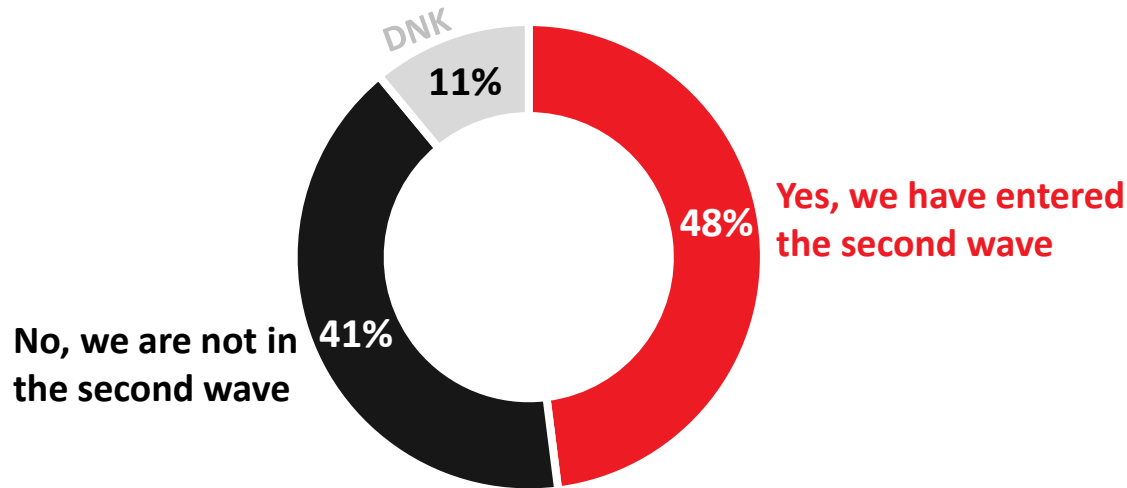


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
Yes	<b>83%</b>	<b>58%</b>	25
No	<b>10%</b>	<b>22%</b>	12
Don't know / Prefer not to answer	<b>7%</b>	<b>20%</b>	13

# START OF A SECOND WAVE IN YOUR PROVINCE

CTC295. Thinking about the situation in your province, do you think we have now entered the second wave of the COVID-19 pandemic?

Base: All respondents (n=1,538)



	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	54	46	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	108	20*	131	161	381	482	675	651	605	262	1,539	
Yes, we have entered the second wave	48%	11%	52%	57%	45%	39%	37%	51%	55%	45%	47%	52%	48%	39%	34%	+14
No, we are not in the second wave	41%	80%	39%	30%	45%	40%	54%	40%	37%	45%	40%	38%	40%	49%	53%	-12
Don't know / Prefer not to answer	11%	9%	9%	13%	11%	21%	9%	9%	9%	10%	13%	10%	11%	11%	13%	-2

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

# START OF A SECOND WAVE IN YOUR PROVINCE/STATE (CANADA VS UNITED STATES)

CTC295. Thinking about the situation in your province/*state*, do you think we have now entered the second wave of the COVID-19 pandemic?

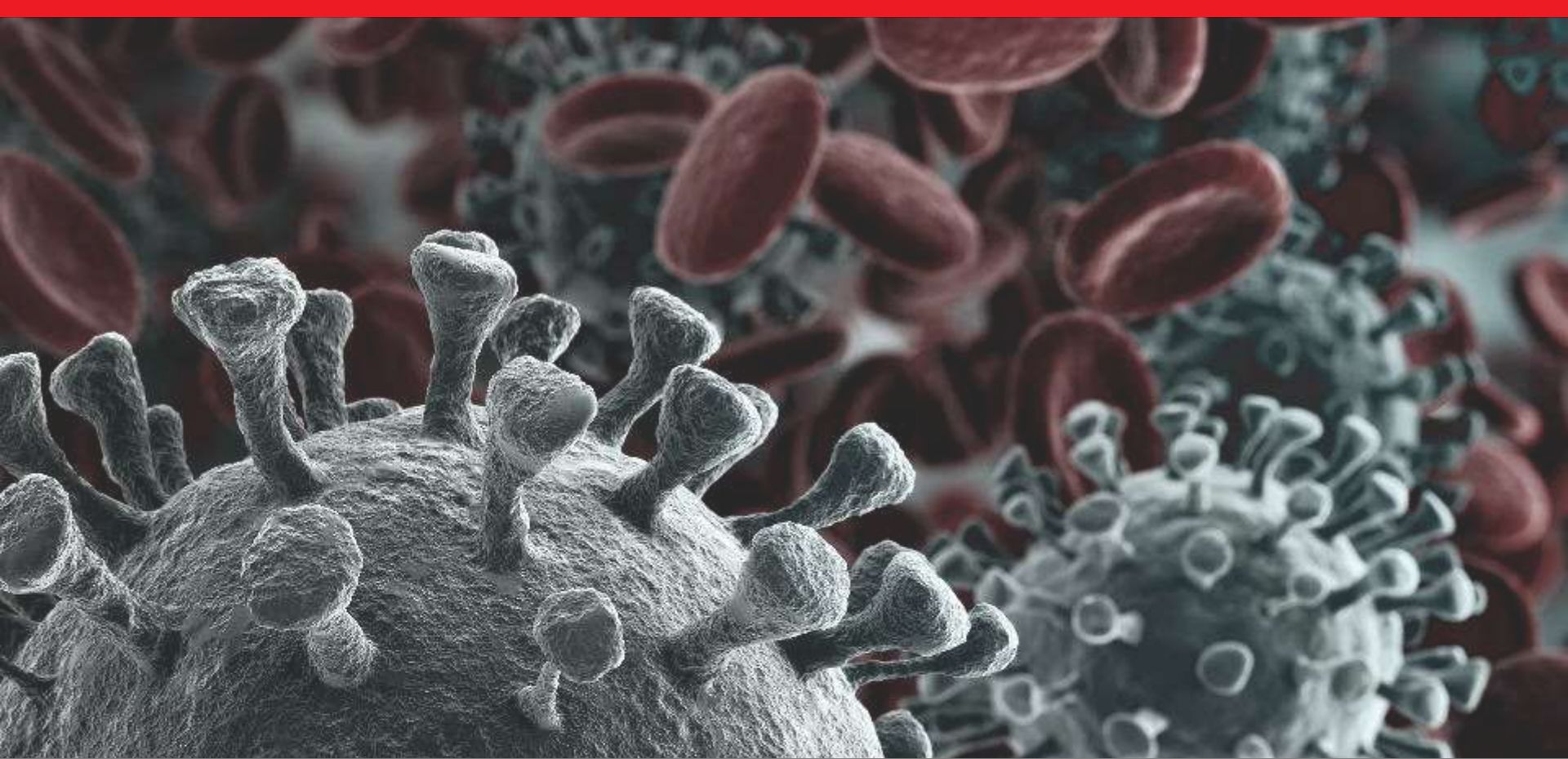
Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
Yes, we have entered the second wave	48%	22%	26
No, we are not in the second wave	41%	52%	11
Don't know / Prefer not to answer	11%	26%	15

## Detailed results - USA

	TOTAL USA	North-East	Mid-West	South	West
Weighted n =	1,001	179	217	371	233
Unweighted n =	1,001	230	209	297	265
Yes, we have entered the second wave	22%	23%	19%	24%	21%
No, we are not in the second wave	52%	56%	55%	50%	50%
Don't know / Prefer not to answer	26%	21%	27%	27%	29%



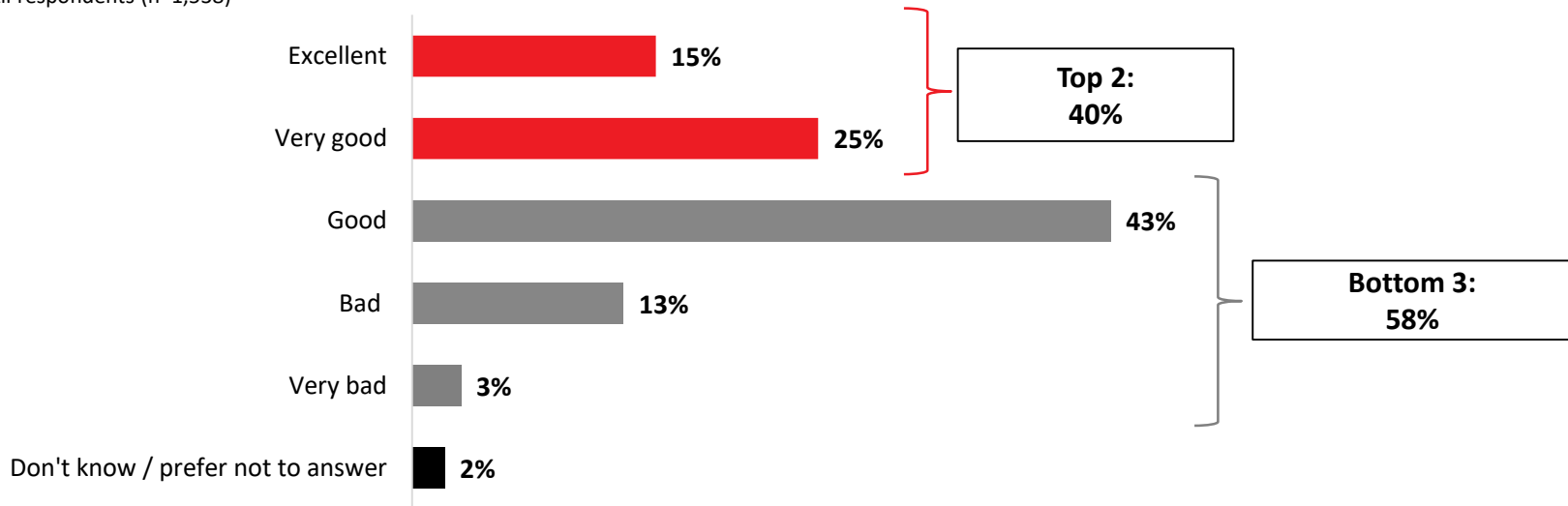
## STRESS AND MENTAL HEALTH



# MENTAL HEALTH DURING THE CRISIS

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

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
<b>Total Top 2</b>	<b>40%</b>	45%	<b>53%</b>	<b>36%</b>	<b>24%</b>	40%	33%	<b>32%</b>	<b>35%</b>	<b>50%</b>	42%	41%	36%	<b>39%</b>	<b>+1</b>
Excellent	<b>15%</b>	18%	<b>19%</b>	13%	9%	16%	13%	12%	13%	<b>18%</b>	13%	17%	15%	<b>14%</b>	<b>+1</b>
Very good	<b>25%</b>	27%	<b>34%</b>	23%	<b>15%</b>	24%	20%	<b>20%</b>	<b>22%</b>	<b>32%</b>	<b>29%</b>	24%	<b>21%</b>	<b>25%</b>	-
<b>Total Bottom 3</b>	<b>58%</b>	53%	<b>47%</b>	61%	<b>74%</b>	57%	64%	<b>65%</b>	<b>63%</b>	<b>49%</b>	56%	57%	62%	<b>59%</b>	<b>-1</b>
Good *	<b>43%</b>	36%	<b>37%</b>	45%	<b>55%</b>	38%	46%	44%	45%	40%	41%	42%	45%	<b>45%</b>	<b>-2</b>
Bad	<b>13%</b>	14%	<b>8%</b>	13%	16%	16%	14%	<b>17%</b>	<b>15%</b>	<b>8%</b>	12%	13%	13%	<b>12%</b>	<b>+1</b>
Very bad	<b>3%</b>	3%	2%	2%	3%	4%	4%	<b>5%</b>	3%	<b>1%</b>	3%	2%	4%	<b>3%</b>	-
Don't know/Prefer not to answer	<b>2%</b>	2%	<b>0%</b>	<b>3%</b>	2%	3%	2%	3%	3%	<b>1%</b>	2%	2%	3%	<b>2%</b>	-

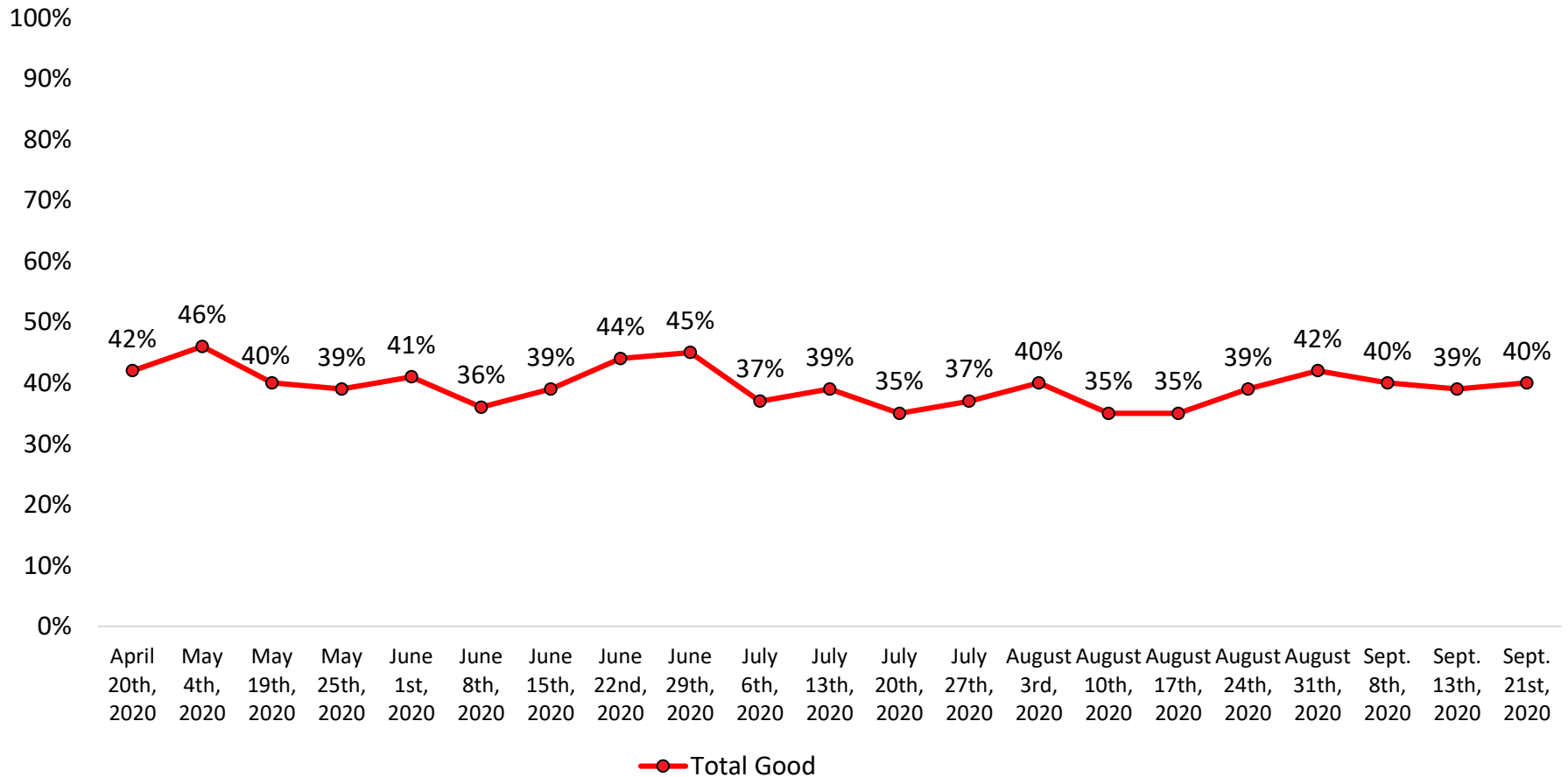
\* The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

# 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)

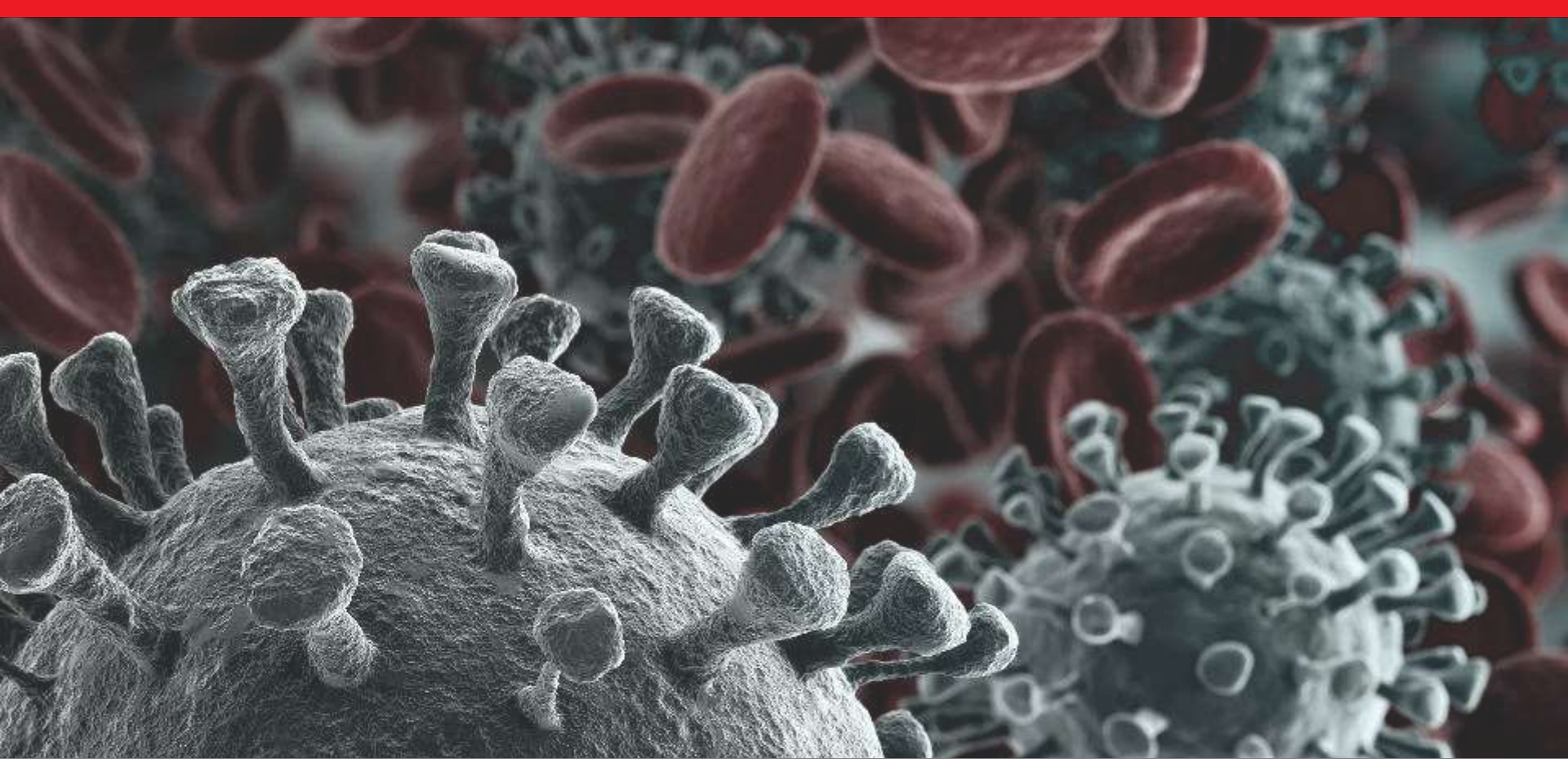
CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
<b>Total Top 2</b>	<b>40%</b>	<b>49%</b>	9
Excellent	15%	22%	7
Very good	25%	27%	2
<b>Total Bottom 3</b>	<b>58%</b>	<b>47%</b>	11
Good *	43%	34%	9
Bad	13%	10%	3
Very bad	3%	3%	-
Don't know/Prefer not to answer	2%	4%	2

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



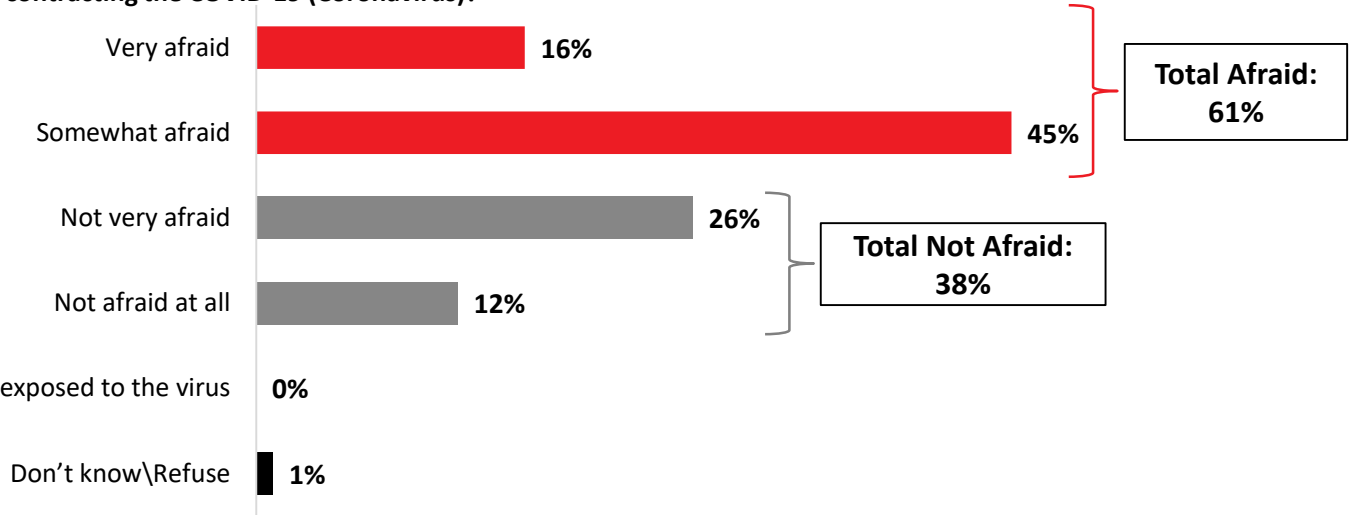
FEAR AND SPREAD OF THE VIRUS



# FEAR OF CONTRACTING THE VIRUS

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

Base: All respondents (n=1,538)

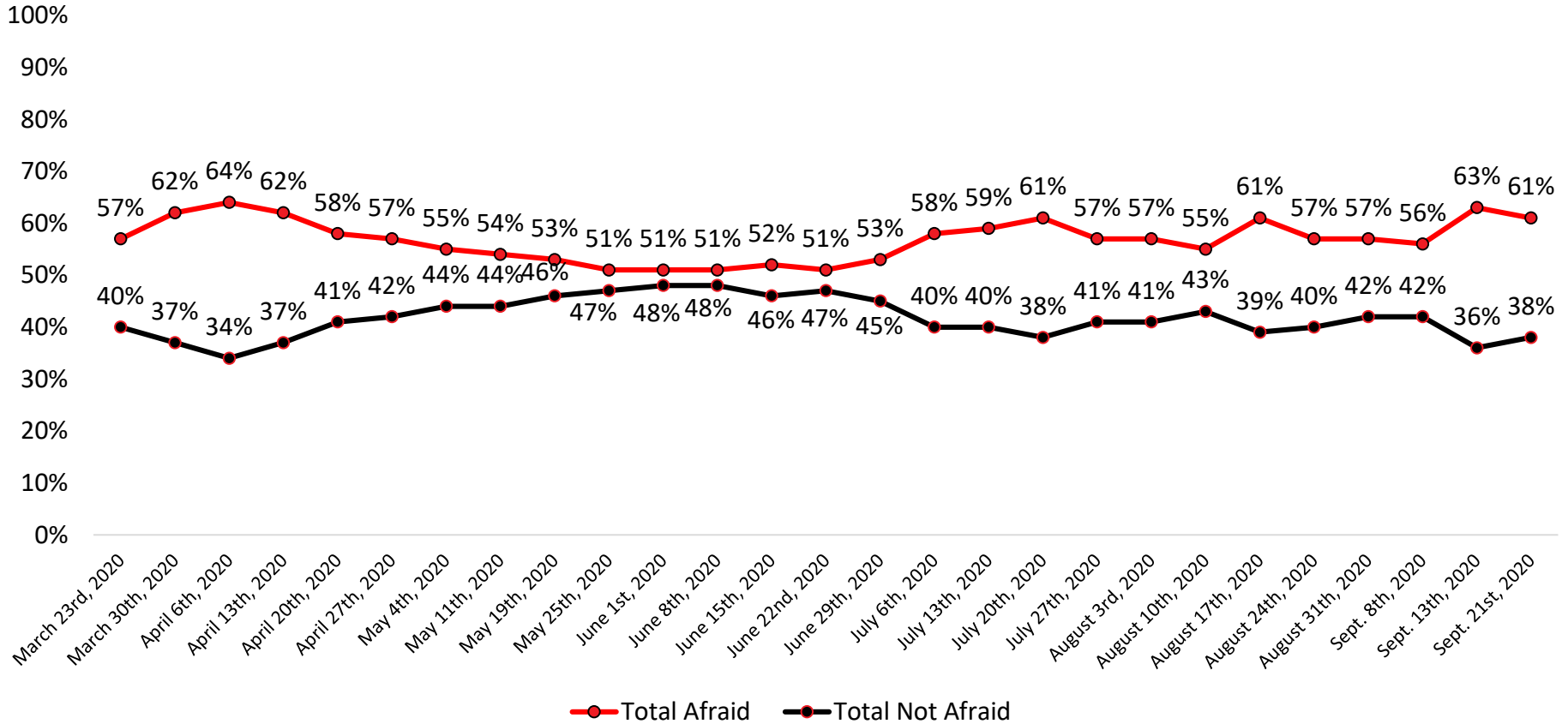


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
<b>Total Afraid</b>	<b>61%</b>	55%	<b>50%</b>	<b>65%</b>	<b>70%</b>	56%	<b>72%</b>	65%	59%	61%	<b>67%</b>	58%	<b>53%</b>	<b>63%</b>	<b>+2</b>
Very afraid	<b>16%</b>	<b>7%</b>	<b>11%</b>	<b>20%</b>	<b>27%</b>	<b>10%</b>	18%	18%	15%	15%	18%	17%	<b>8%</b>	<b>16%</b>	-
Somewhat afraid	<b>45%</b>	49%	<b>39%</b>	45%	43%	46%	<b>53%</b>	47%	43%	46%	<b>49%</b>	<b>41%</b>	45%	<b>47%</b>	<b>-2</b>
<b>Total Not Afraid</b>	<b>38%</b>	45%	<b>48%</b>	<b>33%</b>	30%	42%	<b>28%</b>	34%	40%	38%	<b>32%</b>	<b>41%</b>	<b>45%</b>	<b>36%</b>	<b>+2</b>
Not very afraid	<b>26%</b>	28%	<b>37%</b>	25%	20%	<b>19%</b>	<b>16%</b>	23%	25%	<b>29%</b>	<b>22%</b>	28%	31%	<b>26%</b>	-
Not afraid at all	<b>12%</b>	17%	11%	<b>8%</b>	10%	<b>23%</b>	12%	12%	<b>15%</b>	<b>9%</b>	10%	13%	15%	<b>10%</b>	<b>+2</b>
I already have or have been exposed to the virus	<b>0%</b>	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	<b>0%</b>	-
Don't know/Refuse	<b>1%</b>	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	<b>1%</b>	-

# FEAR OF CONTRACTING THE VIRUS (Evolution)

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

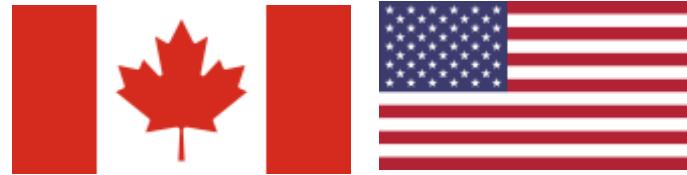
Base: All respondents



# FEAR OF CONTRACTING THE VIRUS (CANADA VS UNITED STATES)

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

Base: All respondents

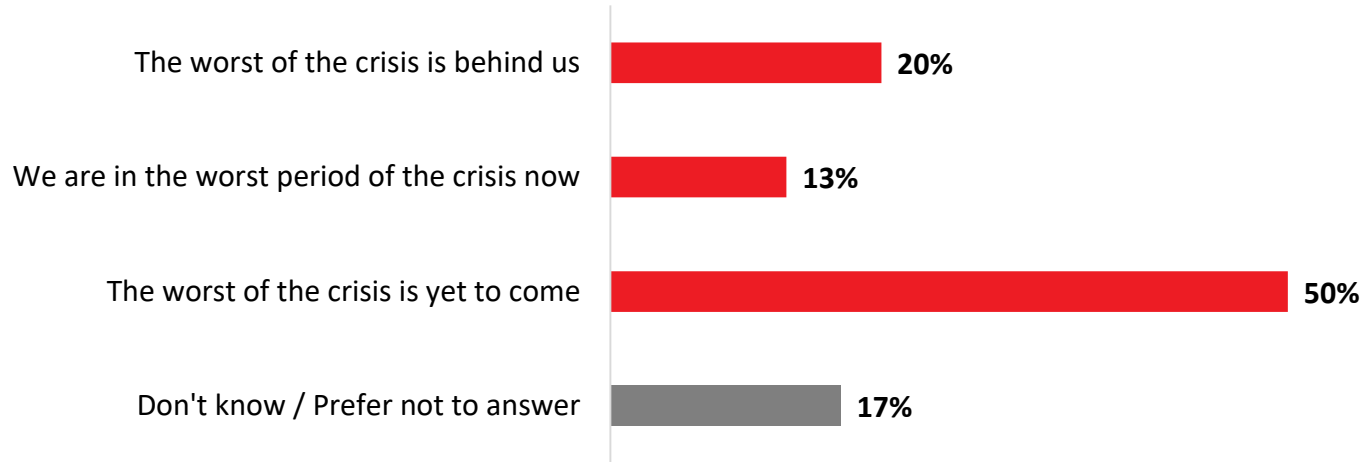


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
<b>Total Afraid</b>	61%	58%	3
Very afraid	16%	22%	6
Somewhat afraid	45%	36%	9
<b>Total Not Afraid</b>	38%	37%	1
Not very afraid	26%	20%	6
Not afraid at all	12%	17%	5
I already have or have been exposed to the virus	0%	2%	2
Don't know/Refuse	1%	2%	1

# EVOLUTION OF THE COVID-19 PANDEMIC

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

Base: All respondents (n=1,538)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
The worst of the crisis is behind us	20%	28%	26%	19%	14%	19%	9%	23%	20%	17%	19%	20%	20%	26%	-6
We are in the worst period of the crisis now	13%	11%	14%	13%	17%	12%	12%	19%	11%	11%	12%	16%	8%	11%	+2
The worst of the crisis is yet to come	50%	38%	46%	52%	60%	46%	58%	42%	52%	54%	50%	50%	55%	45%	+5
Don't know / Prefer not to answer	17%	22%	14%	16%	9%	22%	21%	16%	17%	18%	19%	15%	17%	18%	-1

# 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

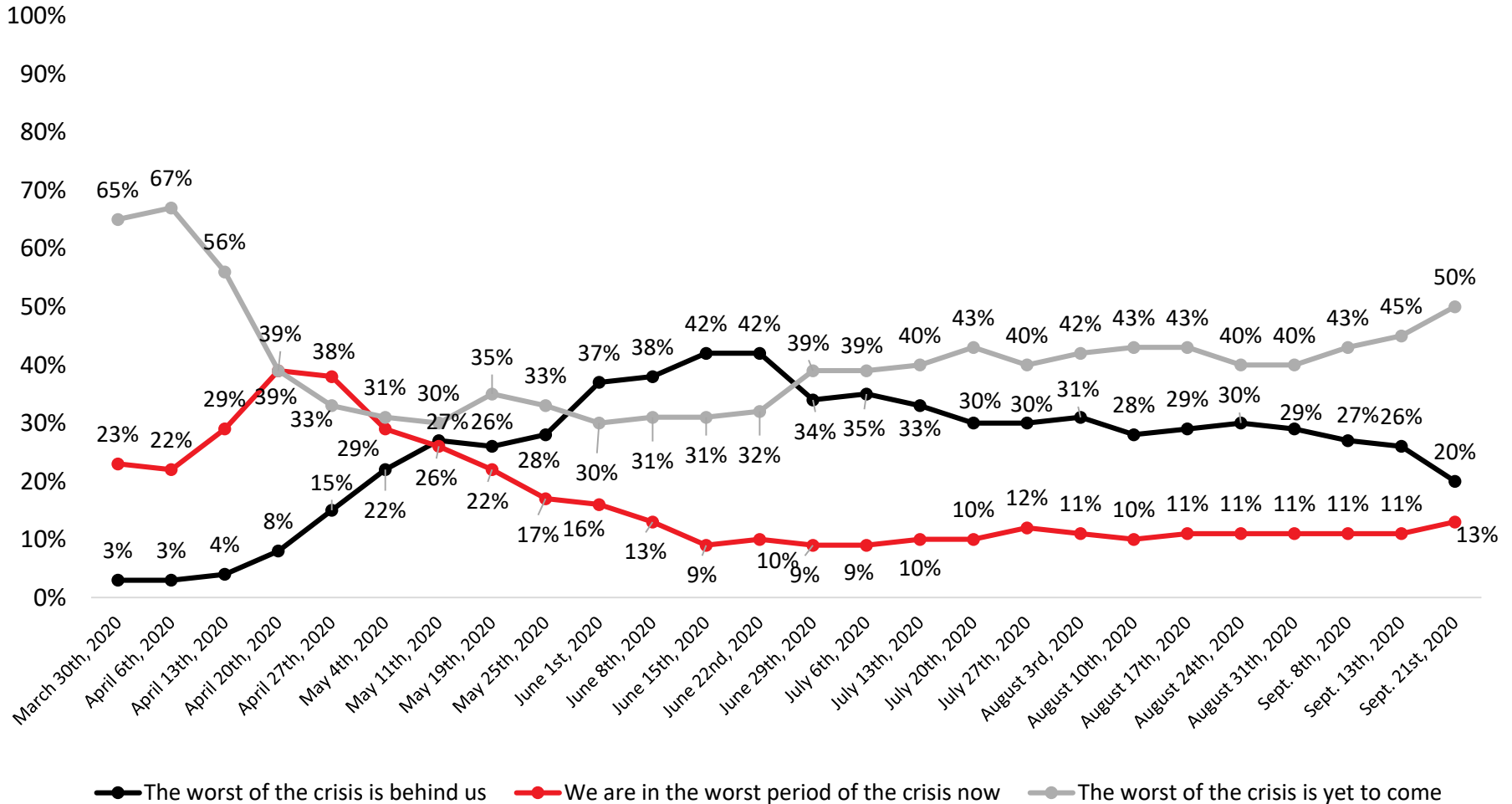


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,538	1,001	
Unweighted n =	1,538	1,001	
The worst of the crisis is behind us	20%	28%	8
We are in the worst period of the crisis now	13%	17%	4
The worst of the crisis is yet to come	50%	34%	16
Don't know / Prefer not to answer	17%	21%	4

# EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)

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

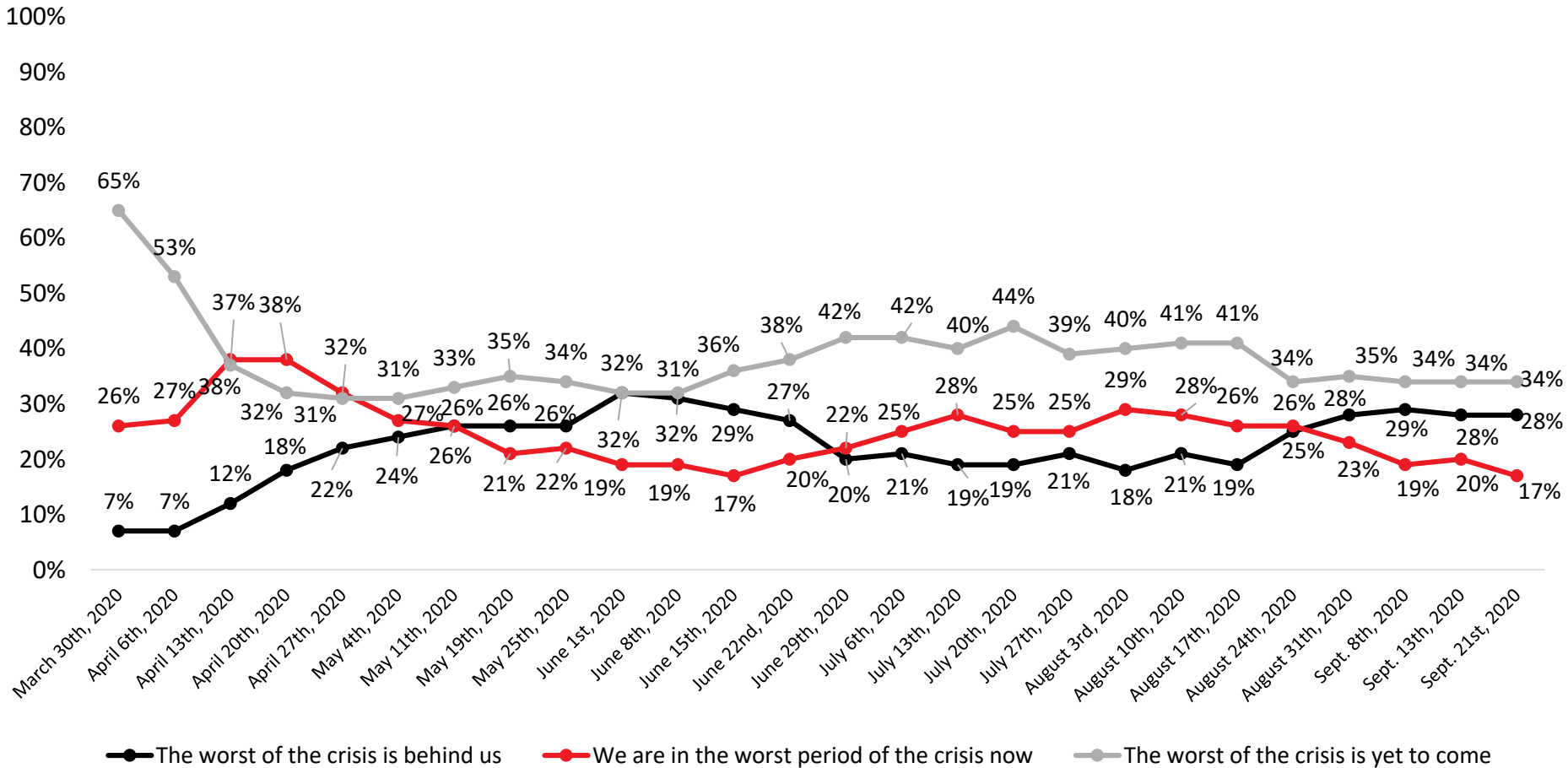
Base: All respondents

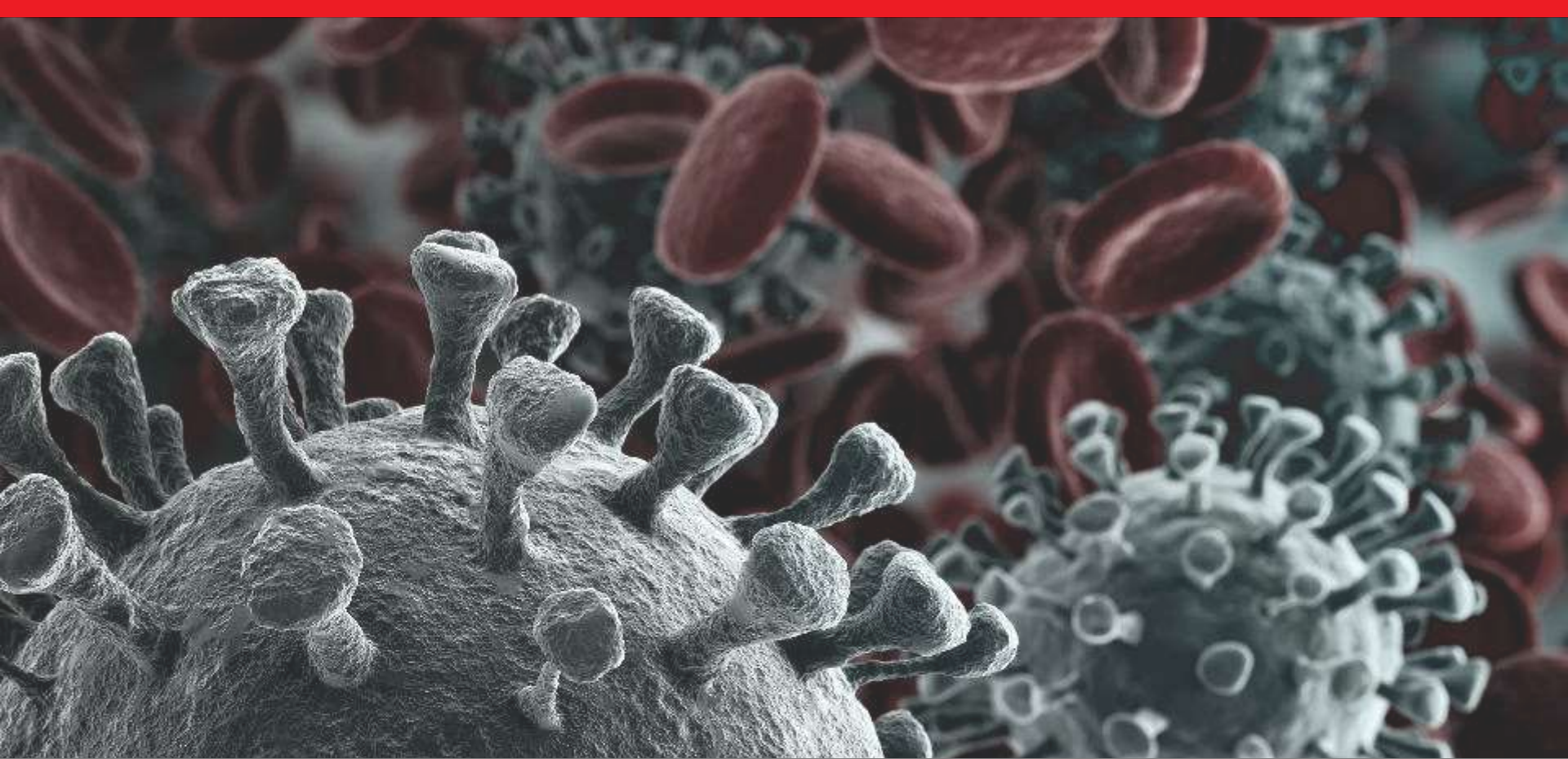


# EVOLUTION OF THE COVID-19 PANDEMIC (UNITED STATES)

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

Base: All respondents





## SATISFACTION WITH GOVERNMENTS DURING THE CRISIS

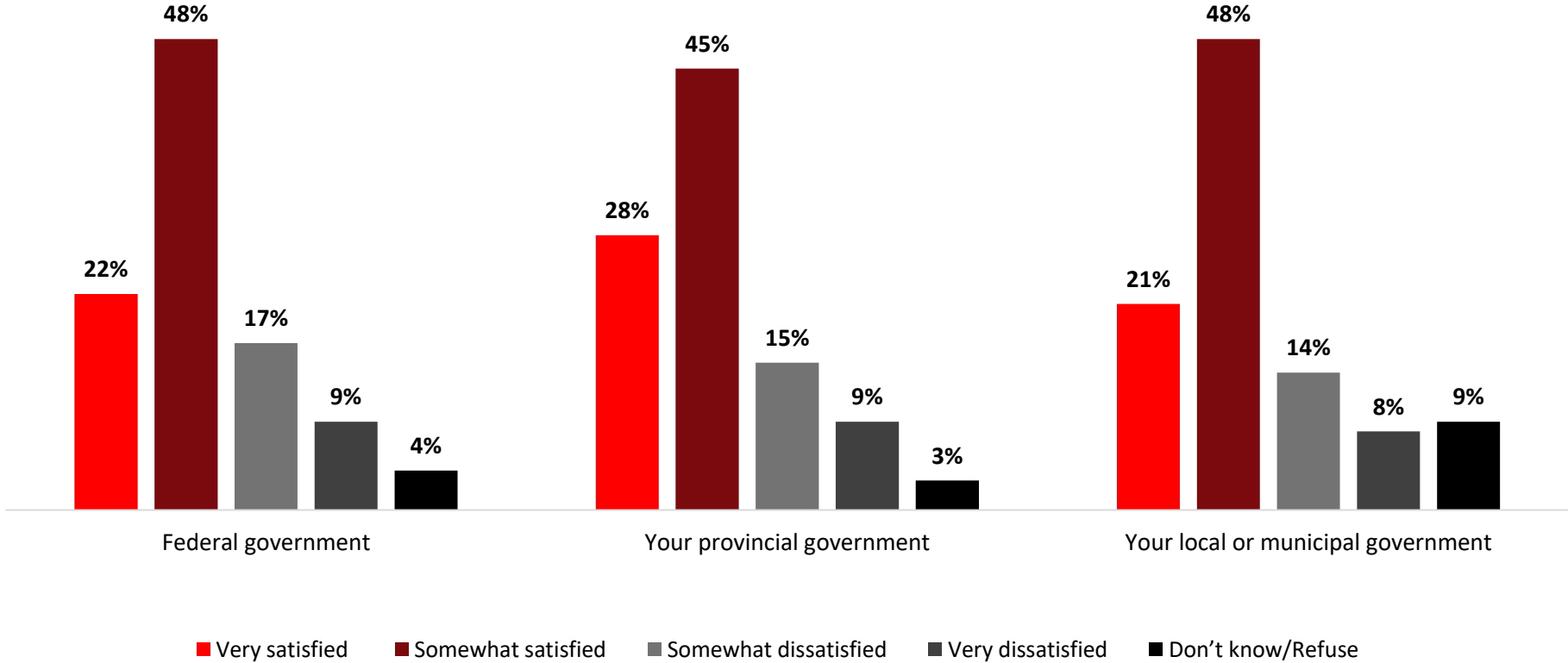


# SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19



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=1,538)



# 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

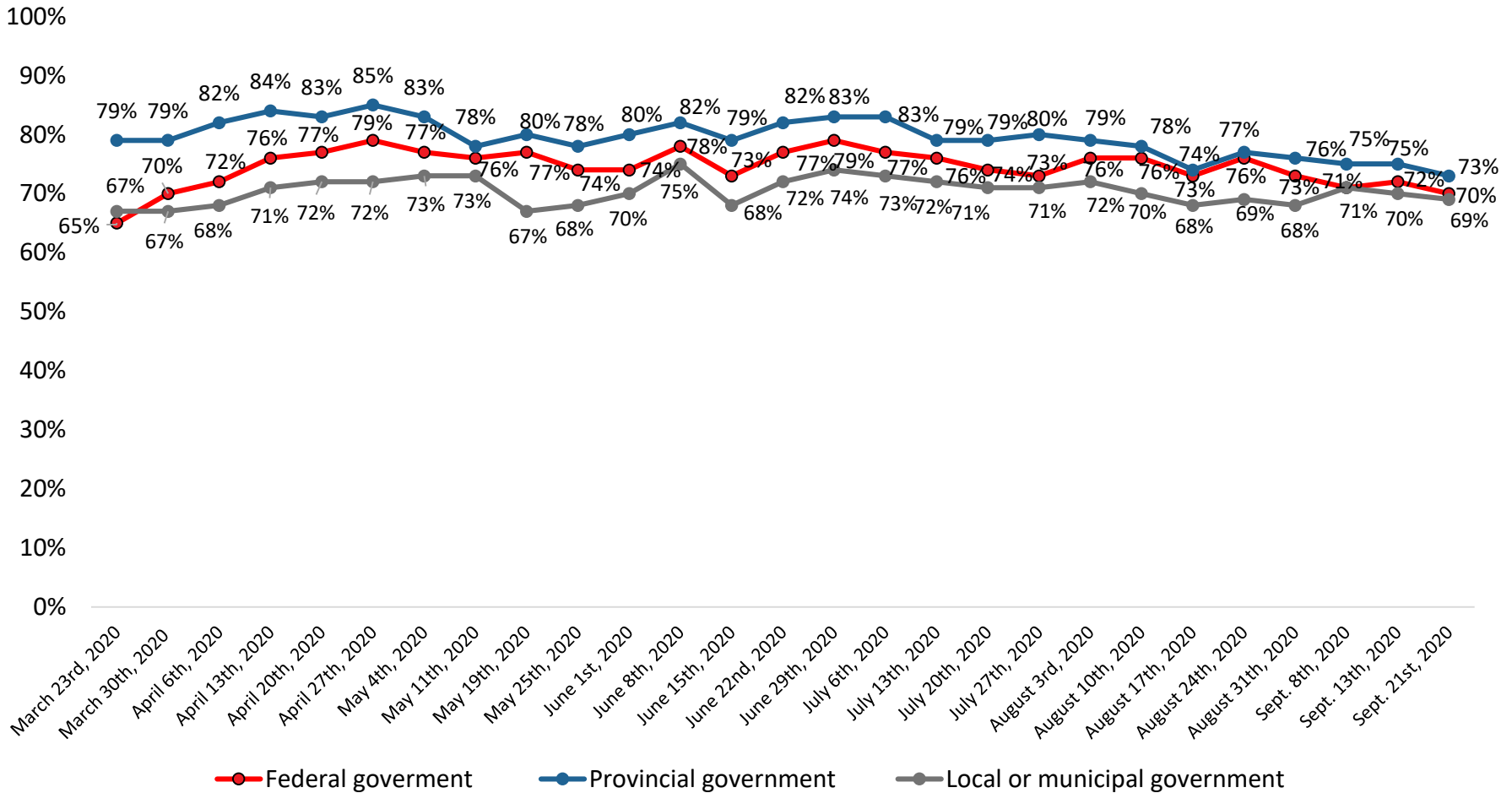
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Sept. 13 <sup>th</sup>	Gap
Weighted n =	1,538	105	361	590	100	173	209	419	524	594	637	622	256	1,539	
Unweighted n =	1,538	101	415	602	128	131	161	381	482	675	651	605	262	1,539	
<b>Federal government</b>															
Total Satisfied	<b>70%</b>	<b>83%</b>	69%	<b>74%</b>	<b>59%</b>	<b>59%</b>	66%	67%	<b>64%</b>	<b>78%</b>	70%	73%	<b>63%</b>	<b>72%</b>	<b>-2</b>
Total Dissatisfied	<b>26%</b>	<b>15%</b>	27%	<b>21%</b>	<b>36%</b>	<b>36%</b>	29%	27%	<b>31%</b>	<b>21%</b>	25%	24%	<b>33%</b>	<b>24%</b>	<b>+2</b>
<b>Your provincial government</b>															
Total Satisfied	<b>73%</b>	<b>83%</b>	<b>80%</b>	73%	<b>62%</b>	<b>57%</b>	74%	<b>66%</b>	<b>67%</b>	<b>83%</b>	<b>70%</b>	76%	75%	<b>75%</b>	<b>-2</b>
Total Dissatisfied	<b>24%</b>	<b>15%</b>	<b>17%</b>	23%	<b>34%</b>	<b>40%</b>	21%	<b>29%</b>	<b>29%</b>	<b>16%</b>	<b>27%</b>	<b>21%</b>	23%	<b>22%</b>	<b>+2</b>
<b>Your local or municipal government</b>															
Total Satisfied	<b>69%</b>	75%	67%	<b>73%</b>	<b>58%</b>	66%	64%	66%	<b>64%</b>	<b>76%</b>	<b>66%</b>	<b>72%</b>	69%	<b>70%</b>	<b>-1</b>
Total Dissatisfied	<b>22%</b>	<b>11%</b>	<b>18%</b>	21%	<b>32%</b>	29%	25%	22%	<b>27%</b>	<b>17%</b>	<b>25%</b>	20%	19%	<b>21%</b>	<b>+1</b>

# 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 your provincial government?

Base: All respondents



François Legault    Doug Ford    Brian Pallister    Scott Moe    Jason Kenney    John Horgan

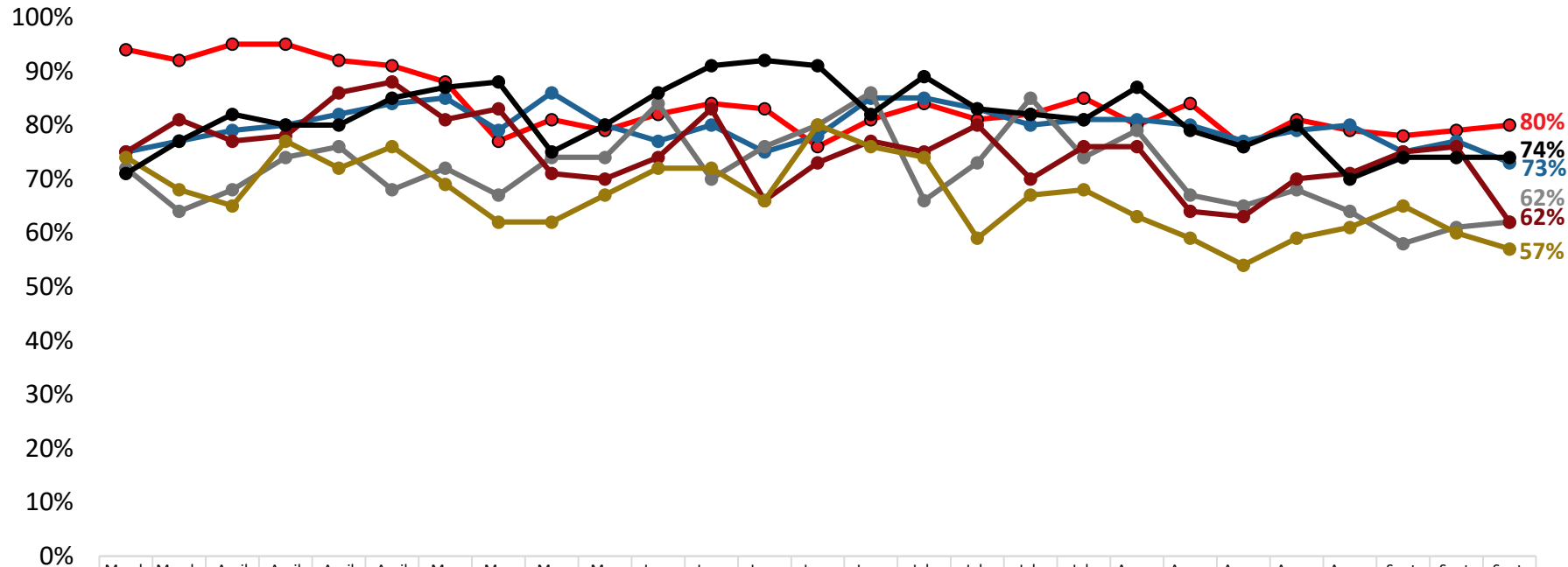
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n =	1,538	105	361	590	54	46	173	209
Unweighted n =	1,538	101	415	602	108	20	131	161
<b>Total Satisfied</b>	<b>73%</b>	<b>83%</b>	<b>80%</b>	73%	<b>62%</b>	62%	<b>57%</b>	74%
Very satisfied	28%	<b>49%</b>	<b>32%</b>	29%	<b>15%</b>	16%	<b>10%</b>	31%
Somewhat satisfied	45%	<b>35%</b>	47%	45%	47%	46%	47%	43%
<b>Total Dissatisfied</b>	<b>24%</b>	<b>15%</b>	<b>17%</b>	23%	<b>35%</b>	32%	<b>40%</b>	21%
Somewhat dissatisfied	15%	8%	<b>10%</b>	<b>18%</b>	<b>24%</b>	28%	20%	<b>10%</b>
Very dissatisfied	9%	7%	7%	<b>6%</b>	12%	5%	<b>20%</b>	12%
Don't know/Refuse	3%	1%	3%	3%	3%	6%	3%	5%

# 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 your provincial government?

Base: All respondents

**% Total Satisfied presented**

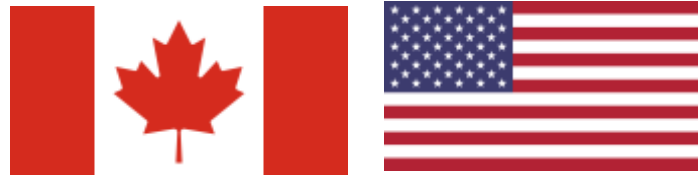


	March 23rd, 2020	March 30th, 2020	April 6th, 2020	April 13th, 2020	April 20th, 2020	April 27th, 2020	May 4th, 2020	May 11th, 2020	May 19th, 2020	May 25th, 2020	June 1st, 2020	June 8th, 2020	June 15th, 2020	June 22nd, 2020	June 29th, 2020	July 6th, 2020	July 13th, 2020	July 20th, 2020	July 27th, 2020	August 3rd, 2020	August 10th, 2020	August 17th, 2020	August 24th, 2020	August 31st, 2020	Sept. 8th, 2020	Sept. 13th, 2020	Sept. 21st, 2020
● François Legault	94%	92%	95%	95%	92%	91%	88%	77%	81%	79%	82%	84%	83%	76%	81%	84%	81%	82%	85%	80%	84%	76%	81%	79%	78%	79%	80%
● Doug Ford	75%	77%	79%	80%	82%	84%	85%	79%	86%	80%	77%	80%	75%	78%	85%	85%	83%	80%	81%	81%	80%	77%	79%	80%	75%	77%	73%
● Brian Pallister	72%	64%	68%	74%	76%	68%	72%	67%	74%	74%	84%	70%	76%	80%	86%	66%	73%	85%	74%	79%	67%	65%	68%	64%	58%	61%	62%
● Scott Moe	75%	81%	77%	78%	86%	88%	81%	83%	71%	70%	74%	83%	66%	73%	77%	75%	80%	70%	76%	76%	64%	63%	70%	71%	75%	76%	62%
● Jason Kenney	74%	68%	65%	77%	72%	76%	69%	62%	62%	67%	72%	72%	66%	80%	76%	74%	59%	67%	68%	63%	59%	54%	59%	61%	65%	60%	57%
● John Horgan	71%	77%	82%	80%	80%	85%	87%	88%	75%	80%	86%	91%	92%	91%	82%	89%	83%	82%	81%	87%	79%	76%	80%	70%	74%	74%	74%

# 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 =	1,538	1,001	
	Unweighted n =	1,538	1,001	
	Federal government / The US President	70%	43%	27
	Your provincial government / Your State government	73%	56%	17
	Your local or municipal government	69%	61%	8

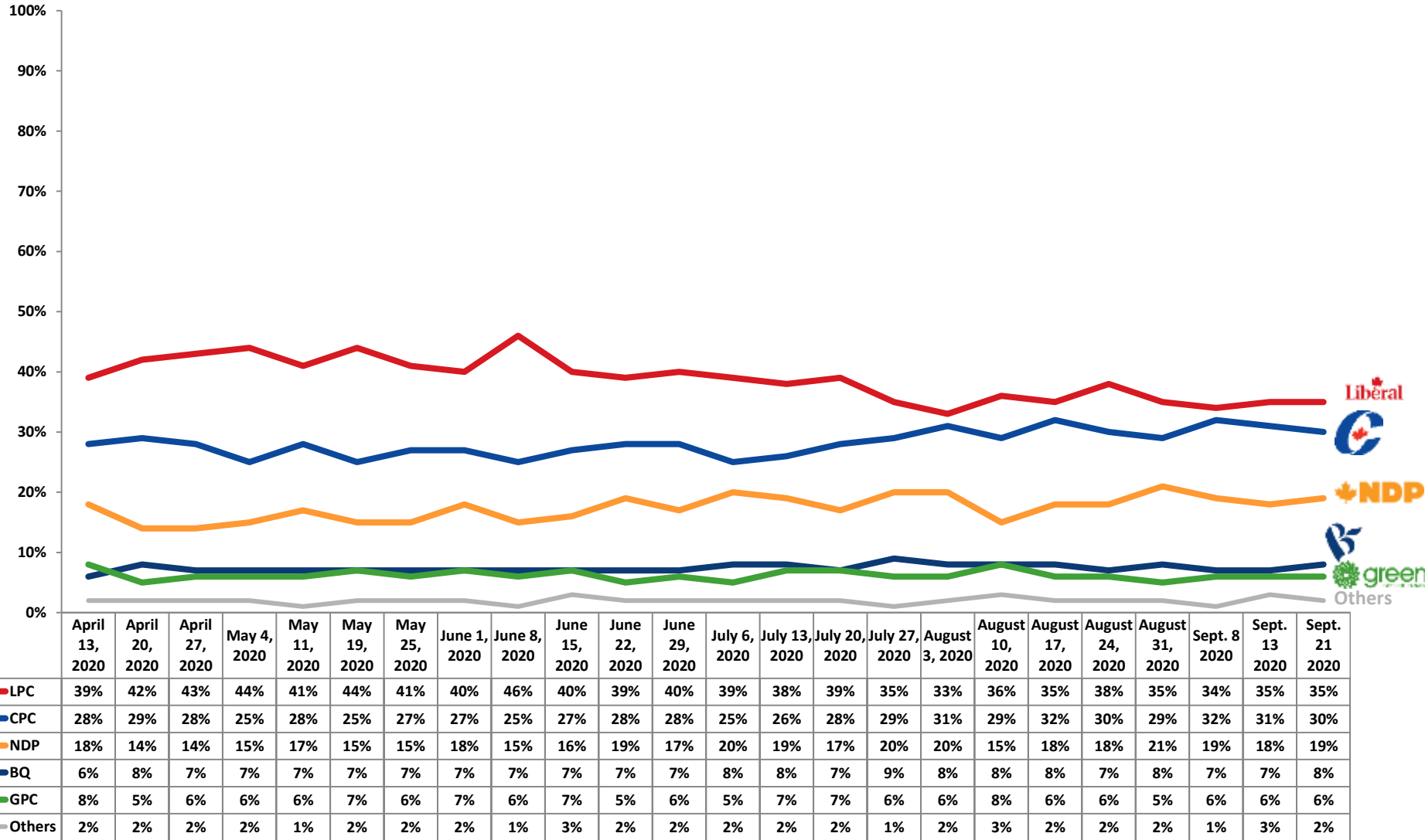
# VOTING INTENTIONS - FEDERAL ELECTIONS

**CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...***

Base: All respondents (n=1,538), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total Sept. 13 <sup>th</sup> , 2020	Gap
Weighted n =	1,538	1,255	80	294	483	76	142	180	621	634	331	402	522	1,276	
Unweighted n =	1,538	1,281	74	341	506	102	114	144	668	613	307	378	596	1,291	
... Justin Trudeau's Liberal Party of Canada	29%	35%	46%	32%	40%	37%	18%	38%	38%	33%	34%	36%	35%	35%	-
... Erin O'Toole's Conservative Party of Canada	24%	30%	24%	18%	35%	30%	49%	24%	33%	27%	20%	28%	38%	31%	-1
... Jagmeet Singh's New Democratic Party of Canada	16%	19%	22%	11%	18%	29%	29%	23%	14%	24%	31%	19%	11%	18%	+1
... Yves-François Blanchet's Bloc Québécois	6%	8%	-	33%	-	-	-	-	-	-	-	-	-	7%	+1
... Joan Robert's Green Party of Canada	5%	6%	8%	4%	7%	2%	2%	8%	5%	6%	7%	8%	4%	6%	-
... another party	1%	2%	0%	1%	0%	2%	3%	6%	3%	1%	1%	2%	2%	3%	-1
I would not vote	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# TRENDS IN VOTING INTENTIONS IN CANADA



# APPENDIX

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	161	209
Alberta	131	173
Manitoba/Saskatchewan	128	100
Ontario	602	590
Quebec	415	361
Atlantic	101	105

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

US region	Unweighted	Weighted
NorthEast	230	179
MidWest	209	217
South	297	371
West	265	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.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	786	747
Female	752	791

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	381	419
Between 35 and 54	482	524
55 or over	675	594

<b>LANGUAGE (MOTHER TONGUE)</b>	<b>Unweighted</b>	<b>Weighted</b>
English	938	1,040
French	410	320
Other	190	178

The sample thus collected has a minimum weighting factor of 0.01156 and a maximum weighting factor of 4.3886. The weighted variance is 0.4204.

# 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.

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	498	503
Female	503	516

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 29	151	220
Between 30 and 39	182	172
Between 40 and 49	142	186
Between 50 and 64	304	250
65 or older	222	172

The sample thus collected has a minimum weighting factor of 0.3881 and a maximum weighting factor of 2.9479. The weighted variance is 0.1653.

## OUR CREDENTIALS



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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