

Report

LEGER'S WEEKLY SURVEY

PRESENTED BY

**Leger**



Association for Canadian Studies • Association d'études canadiennes

July 27<sup>th</sup>, 2020

**Leger**



# METHODOLOGY

## METHODOLOGY

Leger - the largest Canadian-owned polling and marketing research firm – conducted this Web survey with a representative sample of **1,517 Canadians and 1,004 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 between **July 24 and 26, 2020**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2016 Census reference variables, the data was then analyzed and weighted by our statisticians according to gender, age, language spoken, region, education level and the presence of children in households 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  $\pm 2.52\%$ , **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.

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 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.

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)

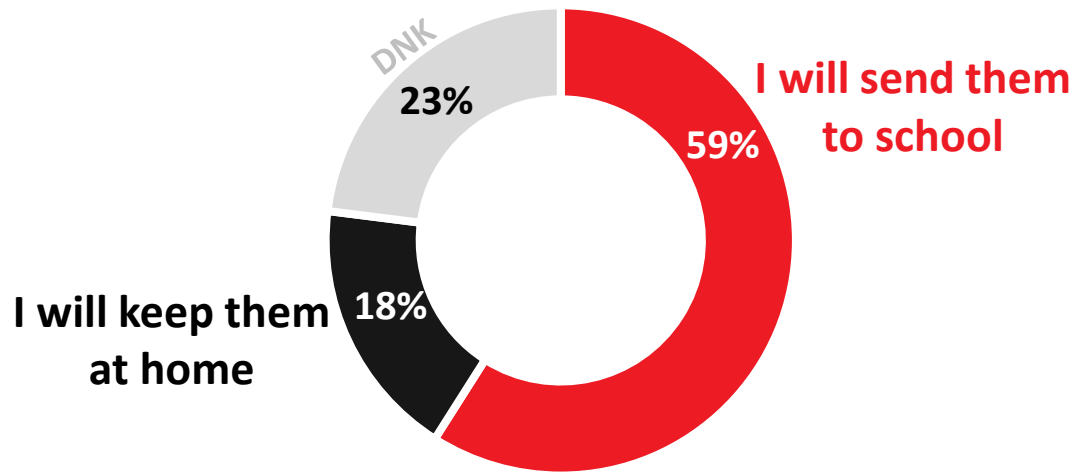


IN THE NEWS  
COVID-19: BACK TO SCHOOL

# RESUMING SCHOOL

**CTC193. When/if school resumes in your province this fall, and assuming there is some form of in classroom instruction at least a few days a week, will you send your children to school or keep them at home?**

Base: Respondents with school-age children (n=391)



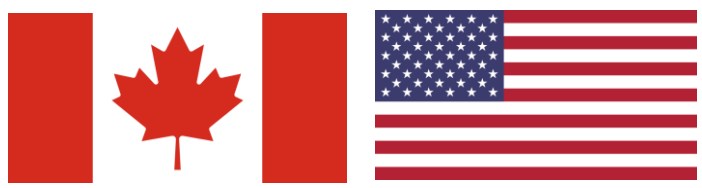
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	396	21	85	150	28	65	47	145	229	22	154	174	59
Unweighted n =	391	26*	105	150	37	42	31	126	240	25*	163	173	50
I will send them to school	59%	65%	77%	54%	67%	58%	40%	54%	64%	54%	63%	61%	52%
I will keep them at home	18%	15%	10%	22%	5%	29%	12%	25%	13%	18%	13%	13%	34%
Don't know at this time	23%	20%	13%	25%	29%	13%	48%	21%	24%	27%	24%	26%	13%

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

# RESUMING SCHOOL (CANADA VS UNITED STATES)

**CTC193. When/if school resumes in your province / state this fall, and assuming there is some form of in classroom instruction at least a few days a week, will you send your children to school or keep them at home?**

Base: Respondents with school-age children



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	396	313	
Unweighted n =	391	295	
I will send them to school	59%	41%	18
I will keep them at home	18%	44%	26
Don't know at this time	23%	15%	8

## Detailed results - USA

	TOTAL USA	North-east	Mid-west	South	West	18-34	35-54	55+
Weighted n =	313	48	72	129	64	125	164	24
Unweighted n =	295	58	59	105	73	102	163	30
I will send them to school	41%	57%	35%	38%	43%	36%	47%	34%
I will keep them at home	44%	30%	49%	48%	41%	46%	41%	50%
Don't know at this time	15%	13%	16%	14%	16%	18%	12%	16%

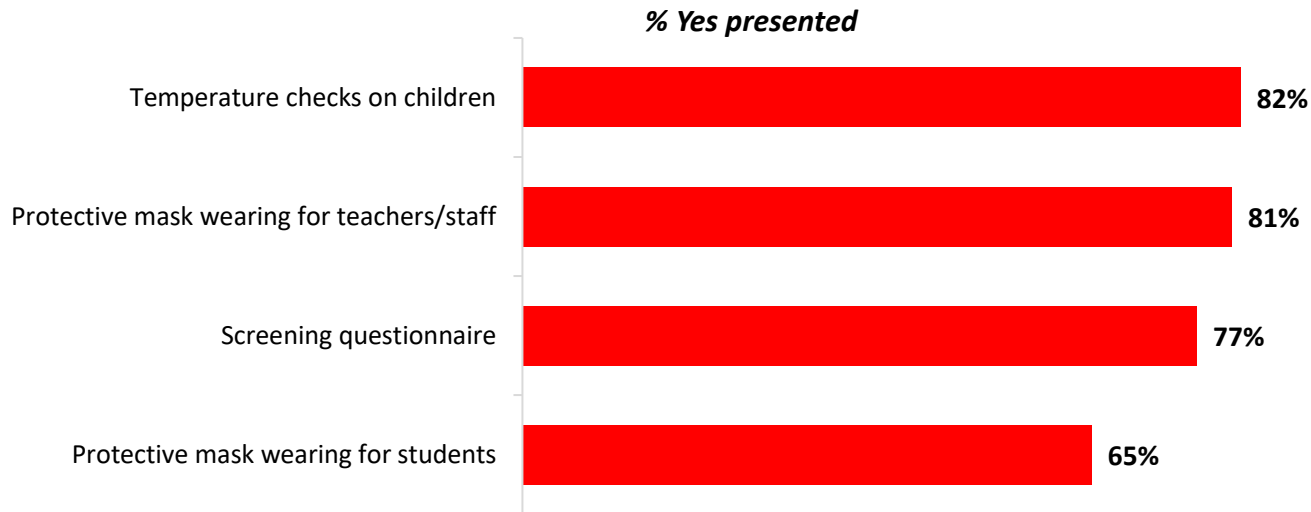
**New question**

# MEASURES PUT IN PLACE IN SCHOOLS



**CTC194. When elementary and high school classes resume which of the following measures should be put in place on a daily basis?**

Base: Respondents with school-age children (n=391)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	396	21	85	150	28	65	47	145	229	22	154	174	59
Unweighted n =	391	26*	105	150	37	42	31	126	240	25*	163	173	50
<b>% Yes presented</b>													
Temperature checks on children	<b>82%</b>	77%	79%	86%	87%	79%	77%	85%	80%	78%	82%	80%	84%
Protective mask wearing for teachers/staff	<b>81%</b>	48%	81%	<b>87%</b>	78%	76%	81%	<b>88%</b>	<b>75%</b>	88%	84%	79%	75%
Screening questionnaire	<b>77%</b>	72%	81%	79%	77%	69%	80%	<b>91%</b>	<b>69%</b>	74%	76%	77%	80%
Protective mask wearing for students	<b>65%</b>	47%	62%	<b>72%</b>	64%	60%	61%	<b>73%</b>	<b>58%</b>	77%	69%	66%	<b>47%</b>

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

**New question**

# MEASURES PUT IN PLACE IN SCHOOLS (CANADA VS UNITED STATES)



**CTC194. When elementary and high school classes resume which of the following measures should be put in place on a daily basis?**

Base: Respondents with school-age children



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	396	313	
Unweighted n =	391	295	
<b>% Yes presented</b>			
Temperature checks on children	82%	84%	2
Protective mask wearing for teachers/staff	<b>81%</b>	<b>87%</b>	6
Screening questionnaire	77%	78%	1
Protective mask wearing for students	<b>65%</b>	<b>82%</b>	17

## Detailed results - USA

	TOTAL USA	North-east	Mid-west	South	West	18-34	35-54	55+
Weighted n =	313	48	72	129	64	125	164	24
Unweighted n =	295	58	59	105	73	102	163	30
<b>% Yes presented</b>								
Temperature checks on children	<b>84%</b>	86%	87%	87%	<b>75%</b>	88%	83%	76%
Protective mask wearing for teachers/staff	<b>87%</b>	88%	89%	86%	84%	91%	84%	84%
Screening questionnaire	<b>78%</b>	80%	82%	76%	76%	84%	<b>73%</b>	81%
Protective mask wearing for students	<b>82%</b>	84%	83%	84%	74%	84%	79%	88%

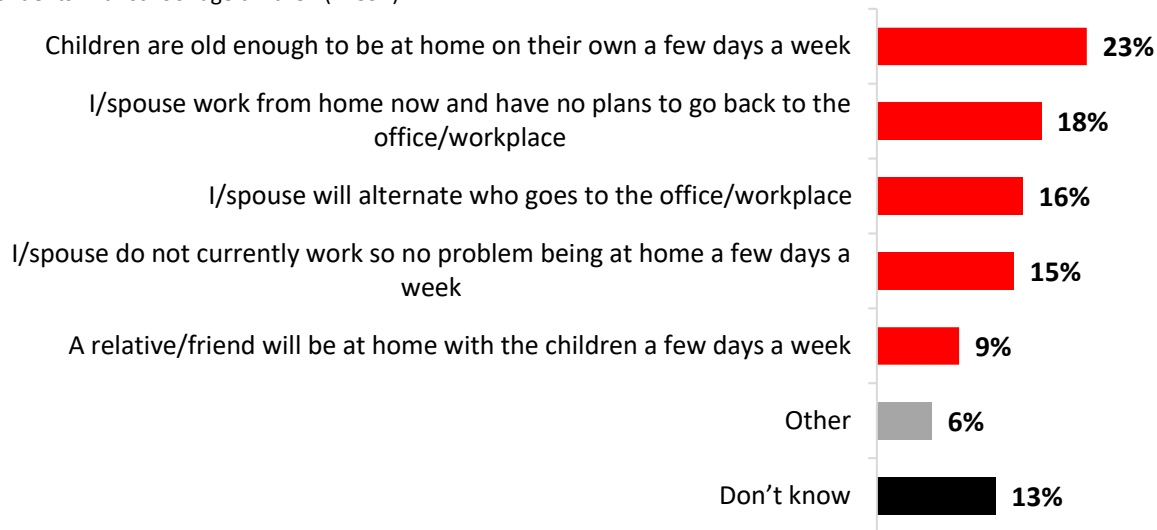
**New question**

# IMPACT ON WORK SITUATION



**CTC195. Many provincial governments are talking about having a hybrid school week. This will involve a few days a week of in-class teaching and a few days a week of at-home remote teaching. This means children will be at home for a few days every week. If this is the case where you live, how will you manage the situation in terms of your work requirements?**

Base: Respondents with school-age children (n=391)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	396	21	85	150	28	65	47	145	229	22	154	174	59
Unweighted n =	391	26*	105	150	37	42	31	126	240	25*	163	173	50
Children are old enough to be at home on their own a few days a week	23%	25%	29%	20%	21%	22%	24%	24%	21%	37%	25%	21%	23%
I/spouse work from home now and have no plans to go back to the office/workplace	18%	13%	23%	22%	20%	10%	13%	18%	19%	15%	17%	23%	10%
I/spouse will alternate who goes to the office/workplace	16%	10%	15%	18%	11%	14%	15%	22%	13%	3%	14%	15%	18%
I/spouse do not currently work so no problem being at home a few days a week	15%	14%	3%	16%	10%	29%	15%	9%	18%	22%	16%	12%	21%
A relative/friend will be at home with the children a few days a week	9%	20%	4%	13%	13%	7%	0%	7%	9%	18%	10%	8%	12%
Other	6%	0%	8%	4%	0%	13%	6%	8%	5%	2%	8%	7%	0%
Don't know	13%	17%	17%	7%	24%	4%	28%	13%	14%	3%	10%	15%	17%

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

# IMPACT ON WORK SITUATION (CANADA VS UNITED STATES)

**CTC195. Many provincial governments are talking about having a hybrid school week. This will involve a few days a week of in-class teaching and a few days a week of at-home remote teaching. This means children will be at home for a few days every week. If this is the case where you live, how will you manage the situation in terms of your work requirements?**

Base: Respondents with school-age children

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	396	313	
Unweighted n =	391	295	
Children are old enough to be at home on their own a few days a week	23%	12%	11
I/spouse work from home now and have no plans to go back to the office/workplace	18%	29%	11
I/spouse will alternate who goes to the office/workplace	16%	18%	2
I/spouse do not currently work so no problem being at home a few days a week	15%	17%	2
A relative/friend will be at home with the children a few days a week	9%	12%	3
Other	6%	7%	1
Don't know	13%	6%	7

## Detailed results - USA

	TOTAL USA	North-east	Mid-west	South	West	18-34	35-54	55+
Weighted n =	313	48	72	129	64	125	164	24
Unweighted n =	295	58	59	105	73	102	163	30
Children are old enough to be at home on their own a few days a week	12%	8%	16%	10%	16%	4%	17%	27%
I/spouse work from home now and have no plans to go back to the office/workplace	29%	31%	26%	27%	34%	30%	28%	24%
I/spouse will alternate who goes to the office/workplace	18%	16%	14%	19%	23%	15%	22%	7%
I/spouse do not currently work so no problem being at home a few days a week	17%	16%	24%	16%	9%	14%	17%	26%
A relative/friend will be at home with the children a few days a week	12%	23%	5%	14%	7%	16%	8%	13%
Other	7%	2%	9%	6%	9%	13%	3%	3%
Don't know	6%	4%	7%	8%	2%	8%	5%	0%

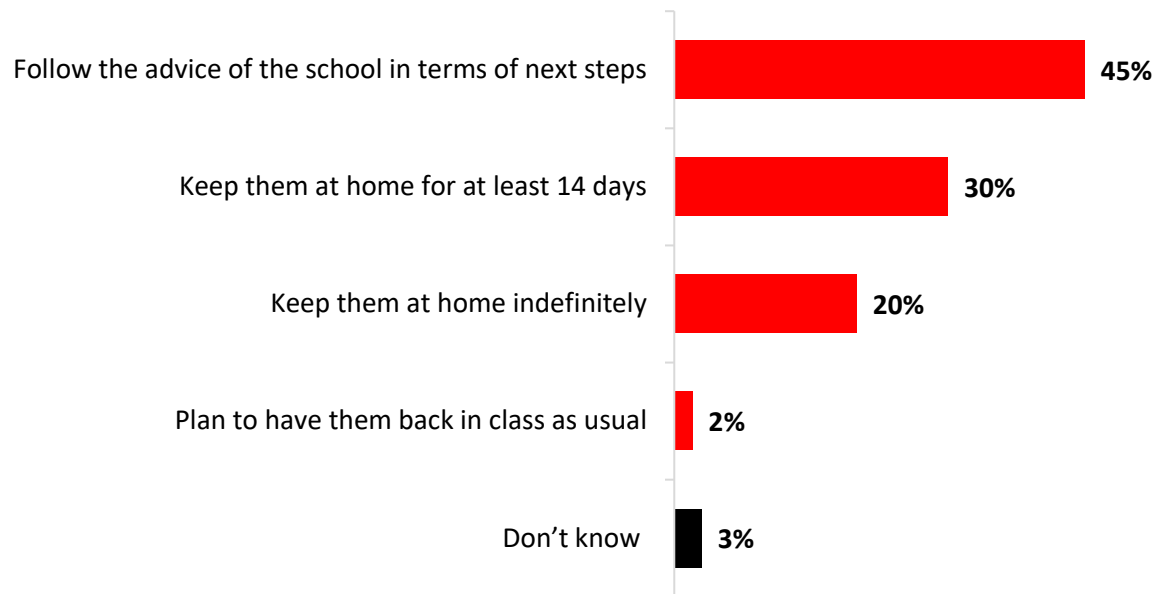
**New question**

## DECLARED CASE OF COVID-19 IN SCHOOL



**CTC196. If a student or a teacher in your child's class has tested positive for the COVID-19 virus, what will you do with your child?**

Base: Respondents with school-age children (n=391)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	396	21	85	150	28	65	47	145	229	22	154	174	59
Unweighted n =	391	26*	105	150	37	42	31	126	240	25*	163	173	50
Follow the advice of the school in terms of next steps	45%	41%	52%	41%	43%	41%	51%	36%	49%	54%	40%	50%	39%
Keep them at home for at least 14 days	30%	31%	20%	34%	42%	26%	32%	37%	26%	18%	31%	30%	28%
Keep them at home indefinitely	20%	28%	23%	21%	3%	21%	14%	23%	18%	17%	21%	16%	29%
Plan to have them back in class as usual	2%	0%	2%	1%	0%	7%	4%	0%	4%	1%	2%	3%	3%
Don't know	3%	0%	3%	3%	11%	4%	0%	3%	3%	10%	6%	2%	1%

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



**New question**

# DECLARED CASE OF COVID IN SCHOOL (CANADA VS UNITED STATES)



**CTC196. If a student or a teacher in your child's class has tested positive for the COVID-19 virus, what will you do with your child?**

Base: Respondents with school-age children

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	396	313	
Unweighted n =	391	295	
Follow the advice of the school in terms of next steps	45%	21%	24
Keep them at home for at least 14 days	30%	26%	4
Keep them at home indefinitely	20%	43%	23
Plan to have them back in class as usual	2%	6%	4
Don't know	3%	4%	1

## Detailed results - USA

	TOTAL USA	North-east	Mid-west	South	West	18-34	35-54	55+
Weighted n =	313	48	72	129	64	125	164	24
Unweighted n =	295	58	59	105	73	102	163	30
Follow the advice of the school in terms of next steps	21%	38%	23%	14%	19%	14%	25%	30%
Keep them at home for at least 14 days	26%	26%	23%	31%	20%	34%	21%	19%
Keep them at home indefinitely	43%	29%	41%	48%	44%	45%	42%	34%
Plan to have them back in class as usual	6%	4%	7%	5%	10%	2%	9%	8%
Don't know	4%	4%	6%	2%	7%	5%	4%	8%

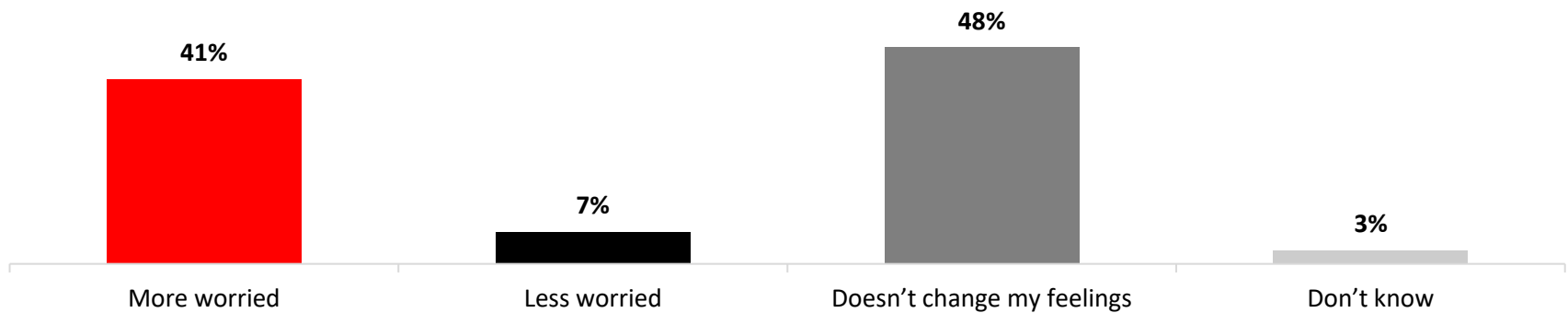
**New question**

# CONCERNS ABOUT BACK TO SCHOOL



**CTC197. Elementary and high schools are planning to re-open in the next month or so. Does this make you more worried, less worried or not change your concerns toward personally contracting the COVID-19 virus?**

Base: All respondents (n=1,517)





	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259
More worried	41%	43%	22%	49%	42%	43%	49%	49%	40%	37%	42%	42%	38%
Less worried	7%	3%	13%	7%	5%	7%	4%	10%	7%	6%	9%	7%	4%
Doesn't change my feelings	48%	50%	62%	40%	46%	49%	43%	37%	49%	54%	45%	48%	54%
Don't know	3%	4%	3%	4%	7%	1%	4%	4%	4%	3%	3%	3%	4%

# CONCERNS ABOUT BACK TO SCHOOL (CANADA VS UNITED STATES)

**CTC197. Elementary and high schools are planning to re-open in the next month or so. Does this make you more worried, less worried or not change your concerns toward personally contracting the COVID-19 virus?**

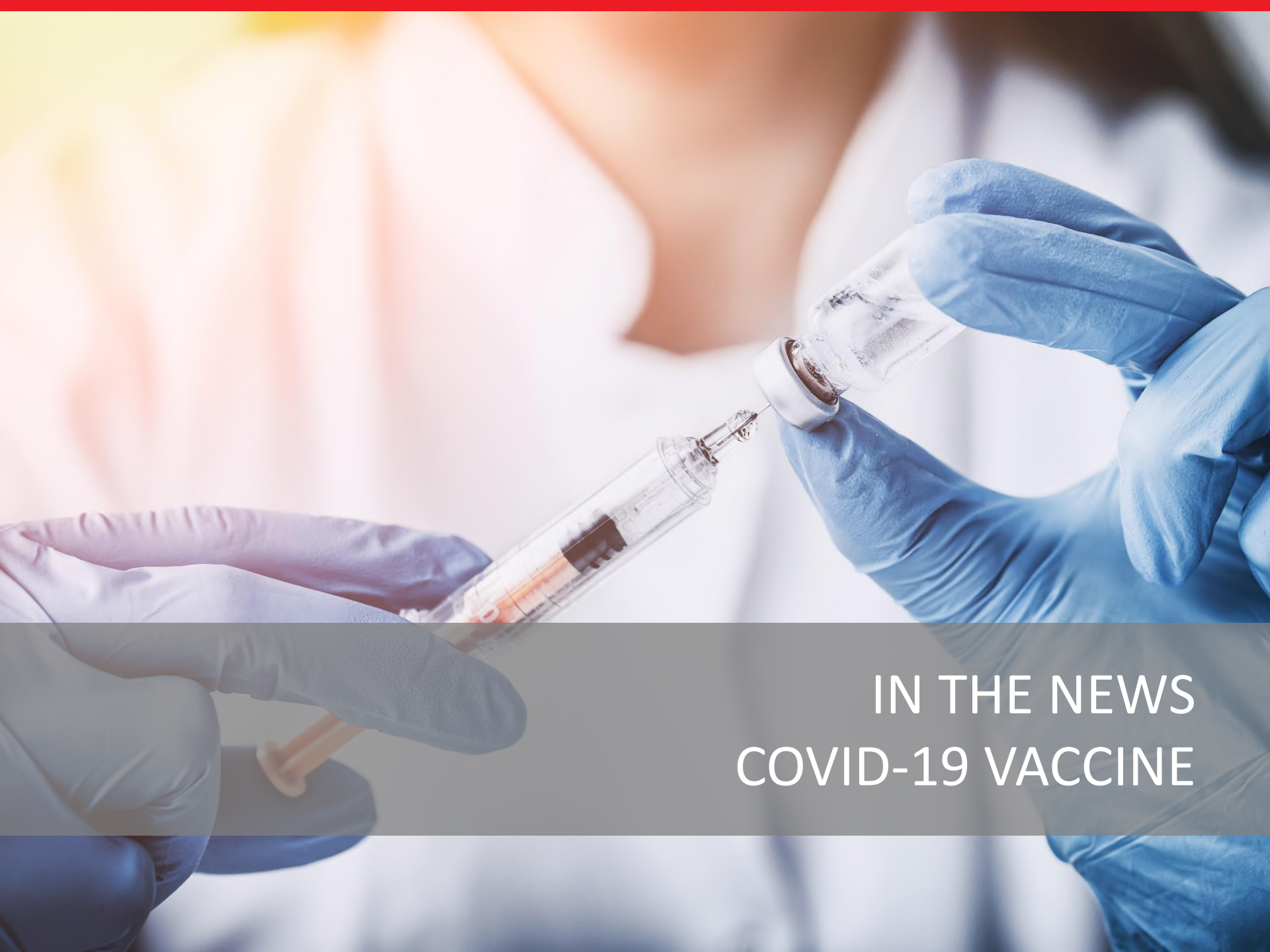
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
More worried	<b>41%</b>	<b>51%</b>	10
Less worried	7%	7%	-
Doesn't change my feelings	<b>48%</b>	<b>37%</b>	11
Don't know	<b>3%</b>	<b>6%</b>	3

## Detailed results - USA

	TOTAL USA	North-east	Mid-west	South	West	18-34	35-54	55+
Weighted n =	1,004	180	218	372	234	308	353	343
Unweighted n =	1,004	208	182	324	290	246	351	407
More worried	<b>51%</b>	<b>43%</b>	50%	<b>59%</b>	46%	54%	55%	<b>44%</b>
Less worried	7%	8%	<b>10%</b>	5%	6%	<b>10%</b>	7%	<b>4%</b>
Doesn't change my feelings	<b>37%</b>	41%	38%	<b>29%</b>	<b>45%</b>	<b>29%</b>	<b>32%</b>	<b>49%</b>
Don't know	<b>6%</b>	8%	3%	7%	3%	8%	6%	<b>3%</b>

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

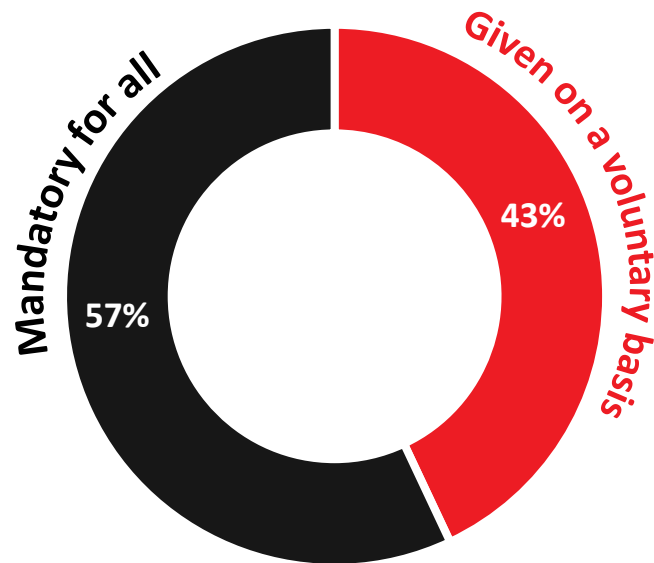


IN THE NEWS  
COVID-19 VACCINE

# COVID-19 VACCINE

**CTC55. When a COVID-19 vaccine becomes available to the population, do you think it should be...**

Base: All respondents (n=1,517)



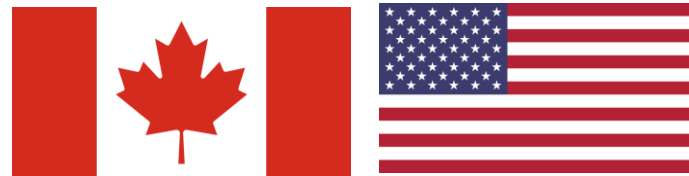
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 4 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,526	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,526	
Mandatory for all	<b>57%</b>	64%	58%	58%	<b>47%</b>	<b>47%</b>	64%	57%	<b>53%</b>	<b>62%</b>	59%	59%	<b>48%</b>	<b>61%</b>	-4
Given on a voluntary basis	<b>43%</b>	36%	42%	42%	<b>53%</b>	<b>53%</b>	36%	43%	<b>47%</b>	<b>38%</b>	41%	41%	<b>52%</b>	<b>39%</b>	+4

New question

# COVID-19 VACCINE (CANADA VS UNITED STATES)

CTC55. When a COVID-19 vaccine becomes available to the population, do you think it should be...

Base: All respondents

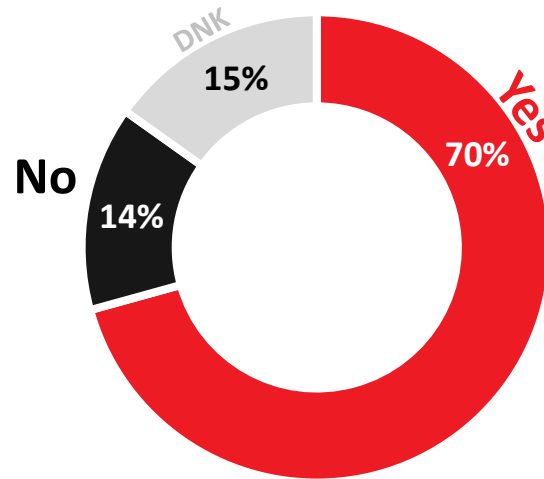


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
Mandatory for all	57%	51%	6
Given on a voluntary basis	43%	49%	6

# INTENTION TO GET VACCINATED

CTC108. When it becomes available to the population, do you intend to receive the vaccine against COVID-19?

Base: All respondents (n=1,517)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 8 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,523	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,523	
Yes	70%	75%	73%	69%	68%	65%	73%	69%	65%	76%	72%	73%	61%	68%	+2
No	14%	14%	13%	15%	16%	19%	9%	15%	18%	10%	11%	16%	20%	16%	-2
Don't know / Prefer not to answer	15%	11%	14%	16%	15%	16%	18%	16%	17%	13%	17%	12%	19%	16%	-1

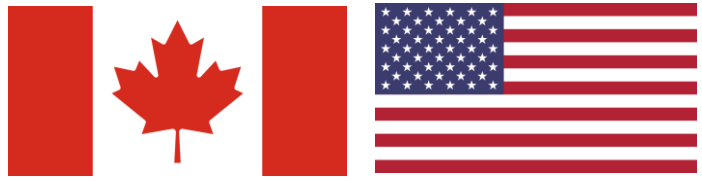
New question

# INTENTION TO GET VACCINATED (CANADA VS UNITED STATES)



CTC108. When it becomes available to the population, do you intend to receive the vaccine against COVID-19?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
Yes	70%	60%	10
No	14%	21%	7
Don't know / Prefer not to answer	15%	20%	5



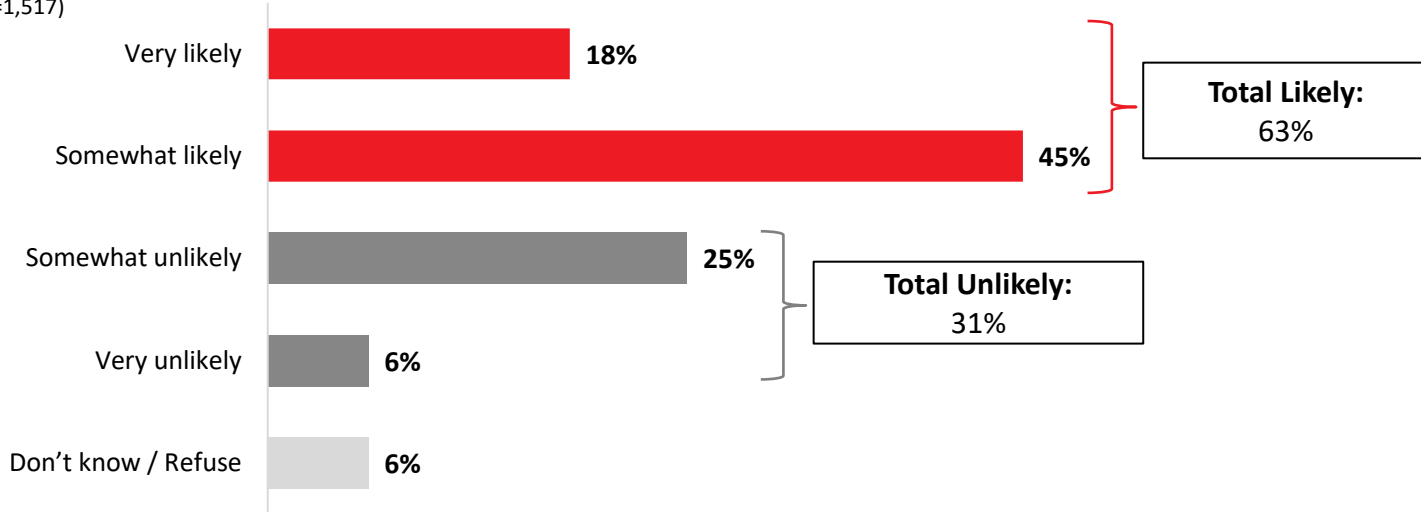
SECOND WAVE OF COVID-19 VIRUS



# 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=1,517)

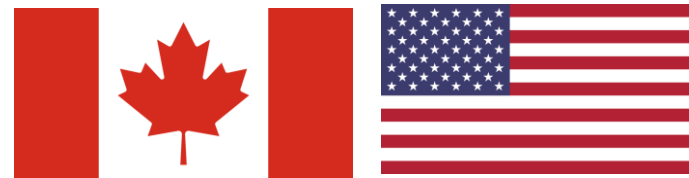


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
<b>Total Likely</b>	<b>63%</b>	71%	<b>52%</b>	65%	64%	66%	69%	<b>67%</b>	62%	61%	62%	64%	64%	<b>63%</b>	-
Very likely	<b>18%</b>	25%	<b>12%</b>	<b>21%</b>	19%	17%	16%	19%	20%	<b>15%</b>	19%	17%	18%	<b>17%</b>	<b>+1</b>
Somewhat likely	<b>45%</b>	46%	<b>40%</b>	44%	45%	48%	<b>54%</b>	48%	42%	46%	43%	47%	47%	<b>46%</b>	<b>-1</b>
<b>Total Unlikely</b>	<b>31%</b>	28%	<b>43%</b>	28%	31%	27%	25%	28%	30%	34%	31%	32%	30%	<b>30%</b>	<b>+1</b>
Somewhat unlikely	<b>25%</b>	23%	<b>34%</b>	23%	24%	21%	20%	24%	22%	<b>29%</b>	26%	26%	22%	<b>23%</b>	<b>+2</b>
Very unlikely	<b>6%</b>	5%	<b>9%</b>	5%	7%	6%	5%	4%	<b>8%</b>	5%	5%	6%	8%	<b>7%</b>	<b>-1</b>
Don't know/Refuse	<b>6%</b>	<b>1%</b>	5%	7%	5%	7%	6%	4%	<b>8%</b>	5%	<b>7%</b>	4%	6%	<b>7%</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

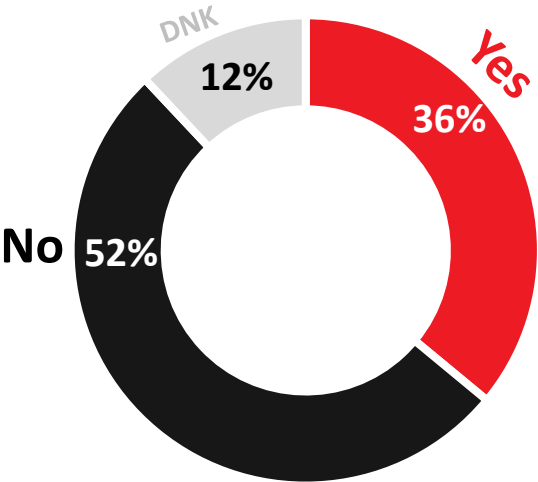


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
<b>Total Likely</b>	63%	63%	-
Very likely	18%	31%	13
Somewhat likely	45%	32%	13
<b>Total Unlikely</b>	31%	26%	5
Somewhat unlikely	25%	14%	11
Very unlikely	6%	12%	6
Don't know/Refuse	6%	11%	5

# END OF THE FIRST WAVE

CTC116. Do you think we've reached the end of the first wave of the COVID-19 pandemic?

Base: All respondents (n=1,517)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
Yes	36%	49%	50%	32%	35%	25%	27%	45%	42%	25%	36%	38%	32%	40%	-4
No	52%	38%	39%	56%	52%	62%	61%	43%	47%	62%	54%	51%	52%	50%	+2
Don't know / Prefer not to answer	12%	13%	11%	12%	13%	13%	12%	12%	11%	13%	10%	11%	15%	11%	+1

# END OF THE FIRST WAVE (CANADA VS UNITED STATES)

CTC116. Do you think we've reached the end of the first wave of the COVID-19 pandemic?

Base: All respondents

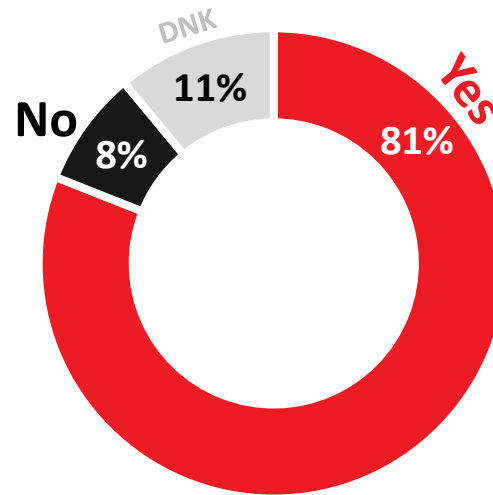


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
Yes	36%	24%	12
No	52%	61%	9
Don't know / Prefer not to answer	12%	14%	2

# SECOND WAVE OF THE VIRUS

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

Base: All respondents (n=1,517)

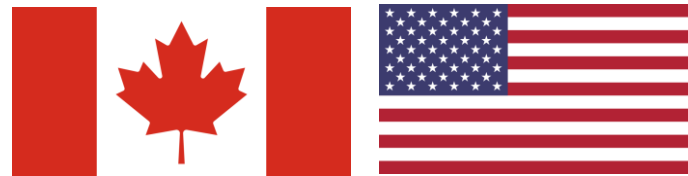


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
Yes	81%	78%	78%	81%	84%	84%	86%	83%	81%	81%	83%	82%	79%	82%	-1
No	8%	7%	12%	9%	5%	5%	2%	9%	9%	6%	7%	8%	9%	8%	-
Don't know / Prefer not to answer	11%	15%	10%	10%	11%	11%	12%	8%	10%	13%	11%	10%	12%	10%	+1

## 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

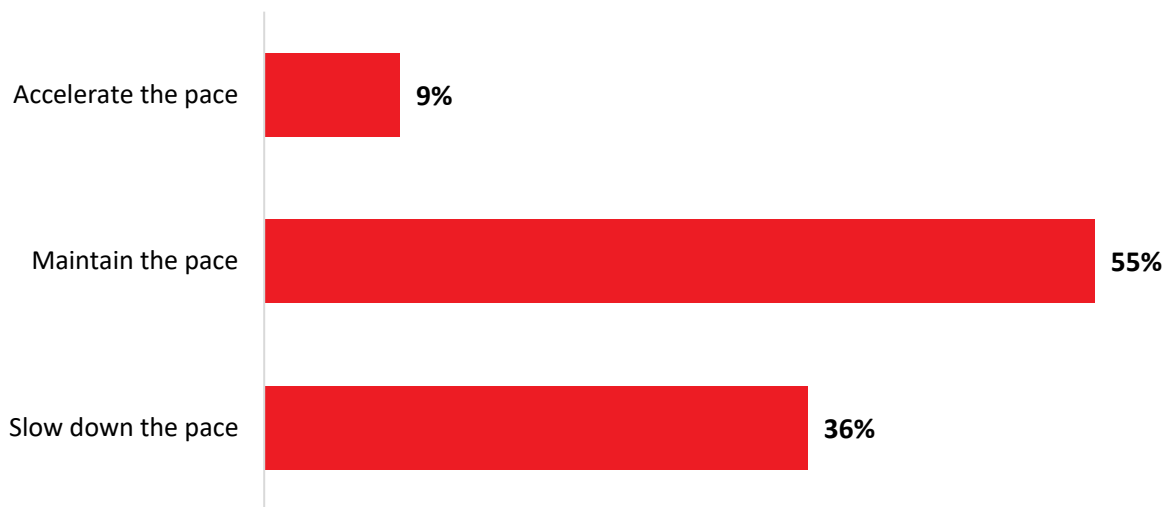


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
Yes	81%	70%	11
No	8%	15%	7
Don't know / Prefer not to answer	11%	16%	5

# PACE OF RELAXING PROTECTIVE MEASURES BY GOVERNMENTS

CTC64. Do you feel that governments should accelerate, maintain, or slow down the pace at which it is relaxing social distancing/self-isolation measures to allow a gradual return to normal activities?

Base: All respondents (n=1,517)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
Accelerate the pace	9%	11%	11%	8%	8%	9%	10%	11%	11%	7%	8%	9%	11%	9%	-
Maintain the pace	55%	63%	61%	56%	47%	45%	49%	54%	54%	57%	57%	54%	52%	58%	-3
Slow down the pace	36%	26%	28%	36%	45%	46%	41%	35%	36%	37%	35%	38%	36%	33%	+3

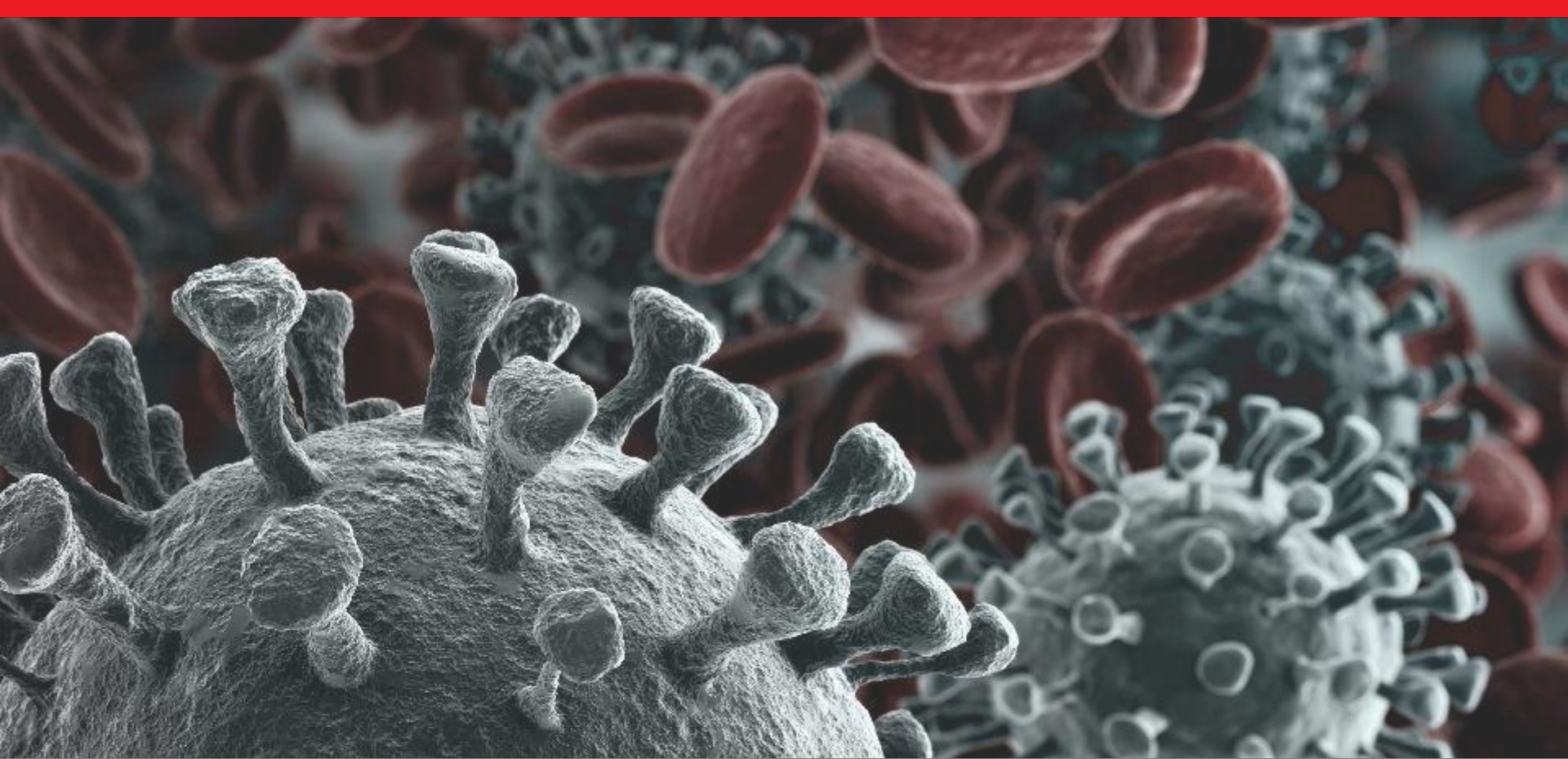
# PACE OF RELAXING PROTECTIVE MEASURES BY GOVERNMENTS (CANADA VS UNITED STATES)

CTC64. Do you feel that governments should accelerate, maintain, or slow down the pace at which it is relaxing social distancing/self-isolation measures to allow a gradual return to normal activities?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
Accelerate the pace	9%	23%	14
Maintain the pace	55%	35%	20
Slow down the pace	36%	42%	6



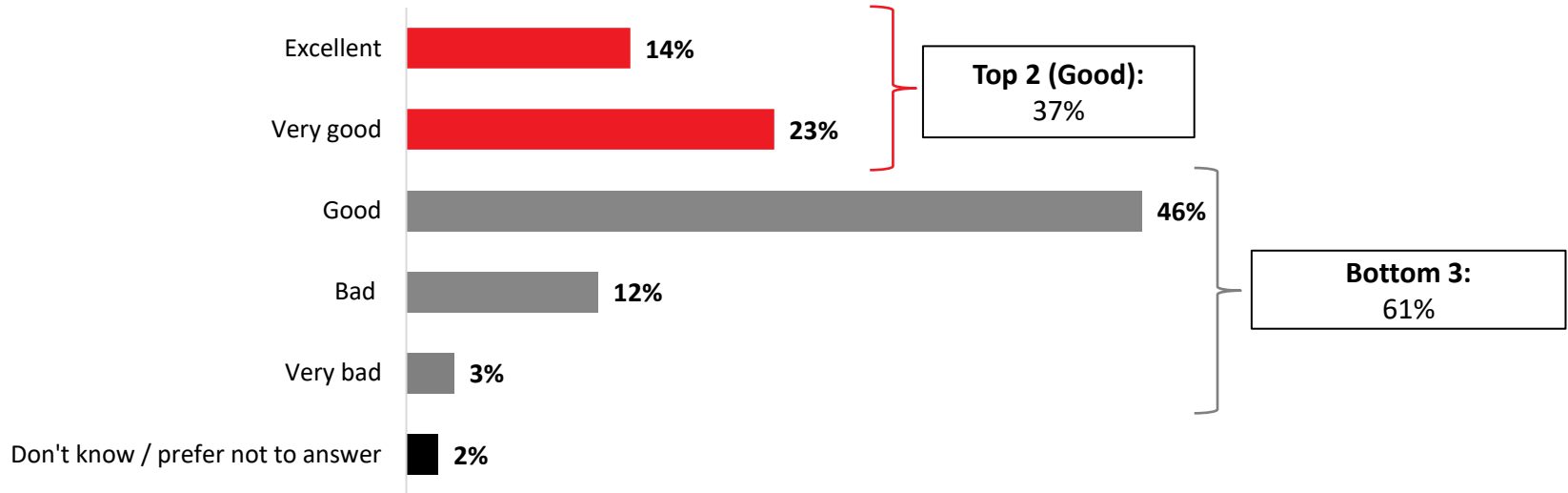
## STRESS AND MENTAL HEALTH



# 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=1,517)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
<b>Total Top 2 (Good)</b>	<b>37%</b>	33%	<b>46%</b>	35%	31%	36%	33%	<b>26%</b>	<b>32%</b>	<b>50%</b>	<b>34%</b>	37%	<b>44%</b>	<b>35%</b>	<b>+2</b>
Excellent	14%	12%	<b>17%</b>	14%	11%	13%	12%	<b>8%</b>	13%	<b>19%</b>	13%	14%	16%	<b>13%</b>	<b>+1</b>
Very good	23%	21%	<b>29%</b>	21%	20%	23%	21%	<b>17%</b>	<b>19%</b>	<b>31%</b>	22%	23%	27%	<b>22%</b>	<b>+1</b>
<b>Total Bottom 3</b>	<b>61%</b>	62%	<b>52%</b>	63%	67%	63%	65%	<b>73%</b>	<b>66%</b>	<b>49%</b>	64%	61%	<b>54%</b>	<b>62%</b>	<b>-1</b>
Good *	46%	45%	42%	46%	44%	46%	52%	49%	47%	<b>42%</b>	48%	46%	41%	<b>48%</b>	<b>-2</b>
Bad	12%	14%	<b>9%</b>	12%	<b>19%</b>	13%	14%	<b>18%</b>	<b>15%</b>	<b>6%</b>	14%	12%	11%	<b>12%</b>	-
Very bad	3%	3%	<b>1%</b>	<b>4%</b>	4%	4%	<b>0%</b>	<b>6%</b>	3%	<b>1%</b>	2%	<b>4%</b>	2%	<b>2%</b>	<b>+1</b>
Don't know/Prefer not to answer	2%	<b>5%</b>	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	<b>2%</b>	-

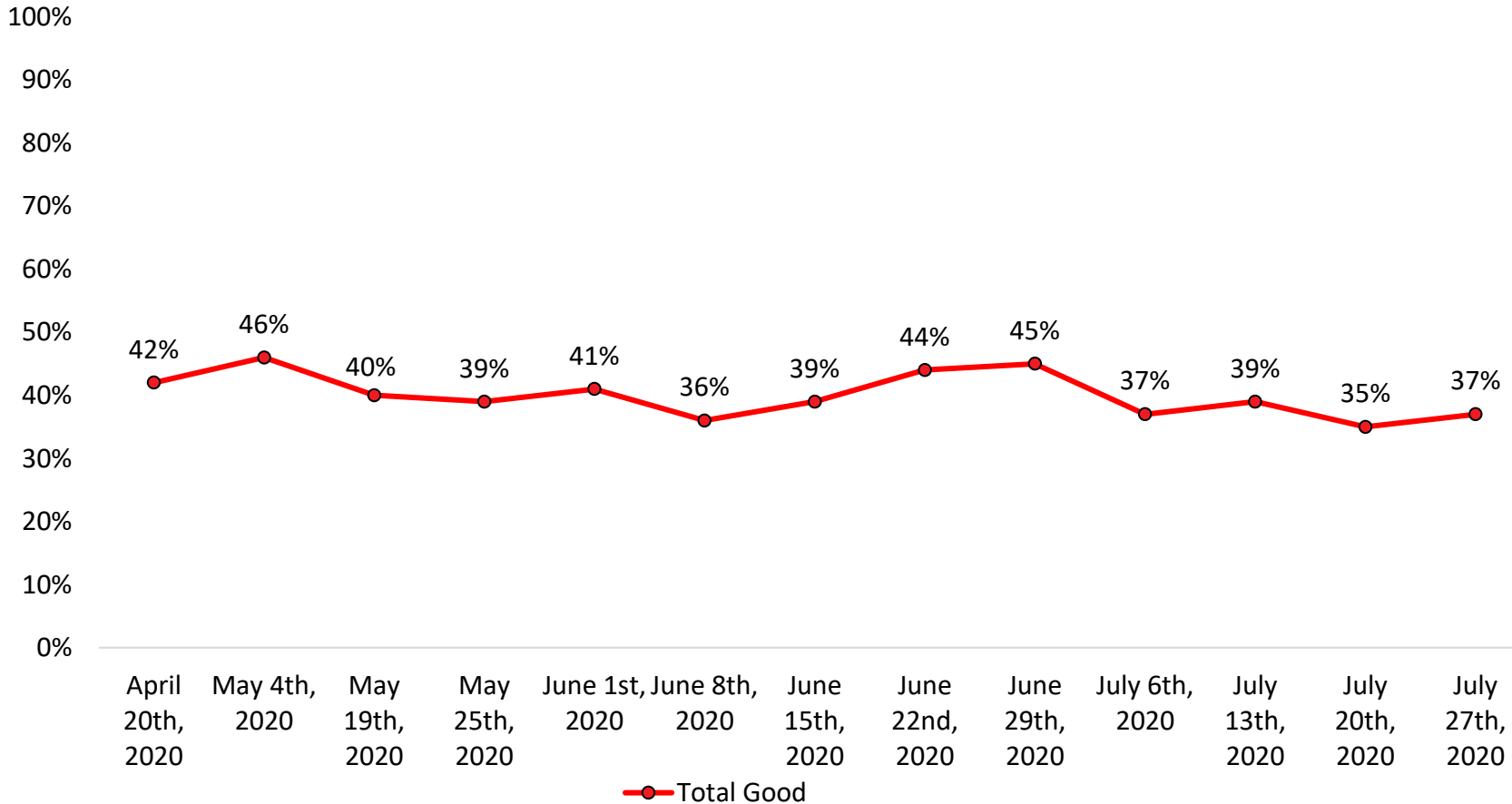
\* The *Good* rating is placed in the bottom 3 as part of a standardized scale in academic research

# 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



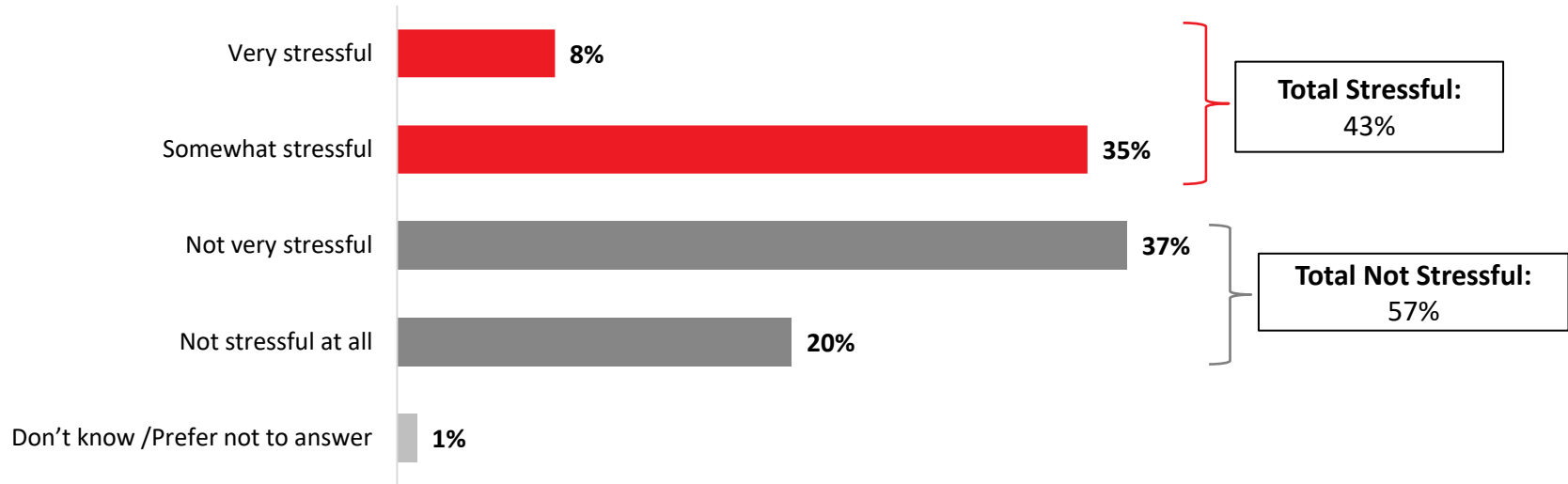
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
<b>Total Top 2 (Good)</b>	<b>37%</b>	<b>47%</b>	10
Excellent	14%	21%	7
Very good	23%	26%	3
<b>Total Bottom 3</b>	<b>61%</b>	<b>50%</b>	11
Good *	46%	35%	11
Bad	12%	11%	1
Very bad	3%	4%	1
Don't know/Prefer not to answer	2%	3%	1

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

# STRESS: LEAVING THE HOUSE / BEING IN PUBLIC

CTC72. When you have to leave your house and be out in public, to what extent do you find that stressful?

Base: All respondents (n=1,517)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
<b>Total Stressful</b>	<b>43%</b>	50%	<b>29%</b>	<b>48%</b>	45%	44%	47%	<b>49%</b>	42%	<b>39%</b>	43%	44%	41%	<b>46%</b>	<b>-3</b>
Very stressful	<b>8%</b>	7%	<b>4%</b>	9%	8%	9%	12%	10%	9%	<b>6%</b>	8%	9%	6%	<b>9%</b>	<b>-1</b>
Somewhat stressful	<b>35%</b>	42%	<b>25%</b>	<b>39%</b>	37%	35%	35%	<b>39%</b>	33%	33%	36%	35%	34%	<b>37%</b>	<b>-2</b>
<b>Total Not Stressful</b>	<b>57%</b>	50%	<b>70%</b>	<b>51%</b>	55%	56%	52%	<b>50%</b>	57%	<b>61%</b>	56%	56%	59%	<b>53%</b>	<b>+4</b>
Not very stressful	<b>37%</b>	34%	<b>49%</b>	<b>31%</b>	35%	37%	35%	37%	34%	39%	37%	37%	37%	<b>38%</b>	<b>-1</b>
Not stressful at all	<b>20%</b>	17%	22%	20%	21%	19%	17%	<b>13%</b>	22%	22%	20%	19%	22%	<b>16%</b>	<b>+4</b>
Don't know/Refuse	<b>1%</b>	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	<b>0%</b>	<b>+1</b>

# STRESS: LEAVING THE HOUSE / BEING IN PUBLIC (CANADA VS UNITED STATES)

CTC72. When you have to leave your house and be out in public, to what extent do you find that stressful?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
<b>Total Stressful</b>	<b>43%</b>	<b>62%</b>	19
Very stressful	8%	23%	15
Somewhat stressful	35%	38%	3
<b>Total Not Stressful</b>	<b>57%</b>	<b>36%</b>	21
Not very stressful	37%	19%	18
Not stressful at all	20%	17%	3
Don't know/Refuse	1%	2%	1



FEAR AND SPREAD OF THE VIRUS



# WEARING A MASK IN ENCLOSED SPACES

## CTC168. Do you always and systematically wear a mask when...

Base: All respondents (n=1,517)

**% Yes presented**





	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
<b>% Yes presented</b>															
...you are in stores	76%	38%	94%	90%	38%	54%	59%	77%	73%	77%	79%	80%	61%	67%	+9
...you are at the grocery store	75%	38%	94%	90%	36%	54%	56%	76%	71%	78%	79%	79%	61%	67%	+8
...you are in any other indoor public place (offices, schools, etc.)	68%	40%	83%	78%	38%	54%	50%	69%	66%	68%	70%	71%	55%	58%	+10
...you are in a restaurant	42%	12%	64%	49%	12%	29%	26%	49%	37%	41%	47%	43%	28%	34%	+8
...you are on public transportation	34%	14%	35%	40%	16%	28%	35%	47%	32%	26%	42%	31%	18%	33%	+1

# WEARING A MASK IN ENCLOSED SPACES (CANADA VS UNITED STATES)

CTC168. Do you always and systematically wear a mask when...

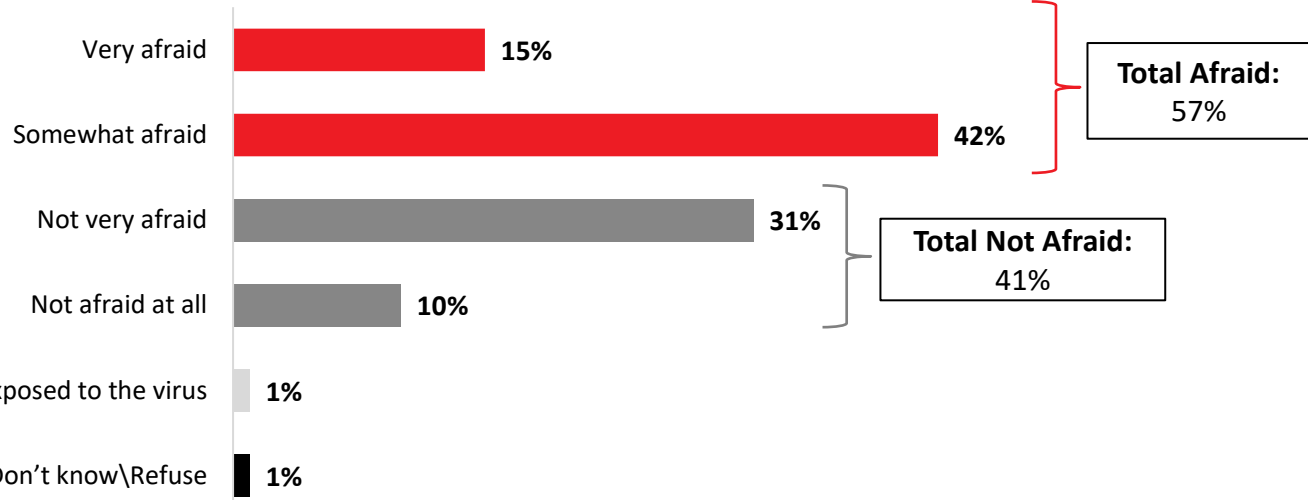
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
<b>% Yes presented</b>			
...you are in stores	<b>76%</b>	<b>84%</b>	8
...you are at the grocery store	<b>75%</b>	<b>87%</b>	12
...you are in any other indoor public place (offices, schools, etc.)	68%	71%	3
...you are in a restaurant	<b>42%</b>	<b>54%</b>	12
...you are on public transportation	<b>34%</b>	<b>38%</b>	4

# FEAR OF CONTRACTING THE VIRUS

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

Base: All respondents (n=1,517)

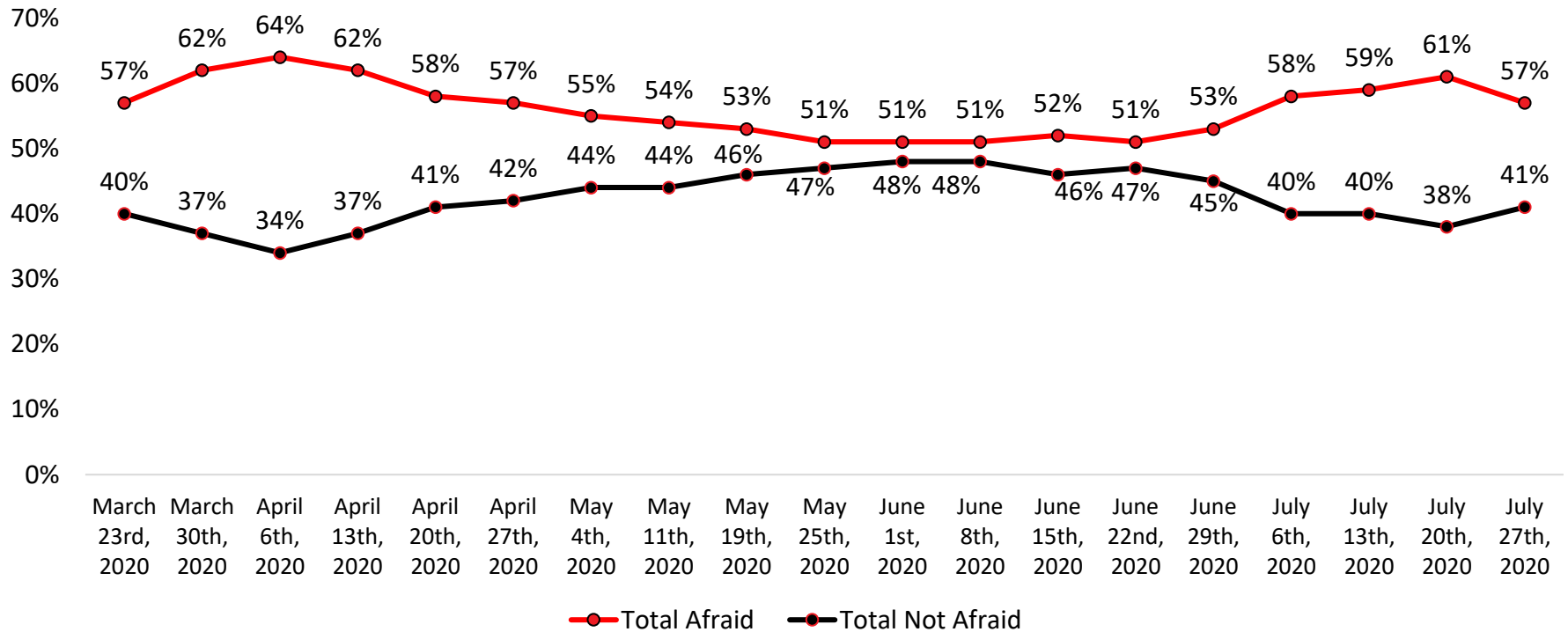


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
<b>Total Afraid</b>	<b>57%</b>	57%	<b>43%</b>	<b>62%</b>	61%	59%	<b>67%</b>	60%	56%	57%	59%	59%	<b>50%</b>	<b>61%</b>	<b>-4</b>
Very afraid	<b>15%</b>	13%	<b>11%</b>	17%	12%	16%	18%	15%	14%	16%	16%	16%	12%	<b>16%</b>	<b>-1</b>
Somewhat afraid	<b>42%</b>	44%	<b>32%</b>	45%	49%	43%	49%	45%	43%	41%	44%	43%	38%	<b>44%</b>	<b>-2</b>
<b>Total Not Afraid</b>	<b>41%</b>	38%	<b>55%</b>	<b>36%</b>	39%	41%	<b>31%</b>	38%	41%	42%	39%	40%	<b>47%</b>	<b>38%</b>	<b>+3</b>
Not very afraid	<b>31%</b>	27%	<b>45%</b>	<b>27%</b>	29%	25%	<b>24%</b>	30%	29%	34%	32%	29%	35%	<b>28%</b>	<b>+3</b>
Not afraid at all	<b>10%</b>	11%	10%	8%	10%	<b>16%</b>	7%	9%	<b>13%</b>	<b>8%</b>	<b>7%</b>	10%	<b>13%</b>	<b>11%</b>	<b>-1</b>
I already have or have been exposed to the virus	<b>1%</b>	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	<b>1%</b>	-
Don't know/Refuse	<b>1%</b>	<b>4%</b>	1%	2%	0%	0%	2%	1%	2%	1%	1%	1%	2%	<b>1%</b>	-

# FEAR OF CONTRACTING THE VIRUS (Evolution)

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

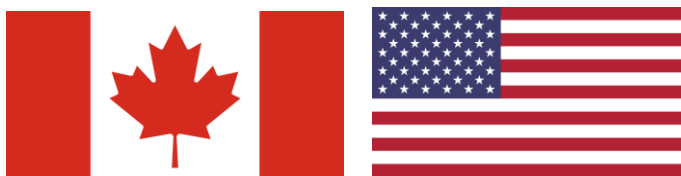
Base: All respondents



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

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

Base: All respondents

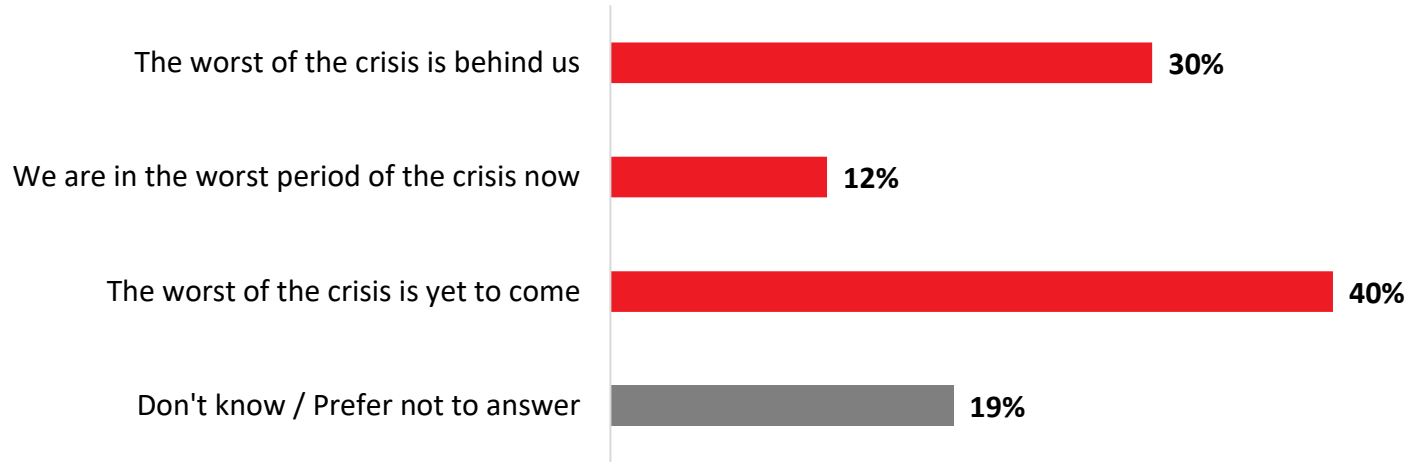


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
<b>Total Afraid</b>	<b>57%</b>	<b>64%</b>	7
Very afraid	15%	30%	15
Somewhat afraid	42%	34%	8
<b>Total Not Afraid</b>	<b>41%</b>	<b>31%</b>	10
Not very afraid	31%	15%	16
Not afraid at all	10%	16%	6
I already have or have been exposed to the virus	1%	2%	1
Don't know/Refuse	1%	3%	2

# 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=1,517)

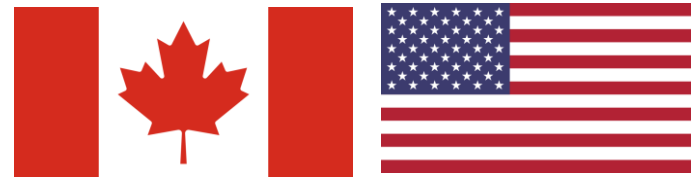


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
The worst of the crisis is behind us	30%	28%	34%	35%	21%	21%	19%	32%	31%	27%	30%	31%	26%	30%	-
We are in the worst period of the crisis now	12%	4%	11%	10%	12%	20%	16%	13%	10%	12%	12%	12%	12%	10%	+2
The worst of the crisis is yet to come	40%	46%	41%	35%	51%	42%	38%	41%	39%	39%	39%	40%	40%	43%	-3
Don't know / Prefer not to answer	19%	22%	13%	20%	16%	17%	26%	14%	20%	22%	19%	18%	22%	17%	+2

# 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

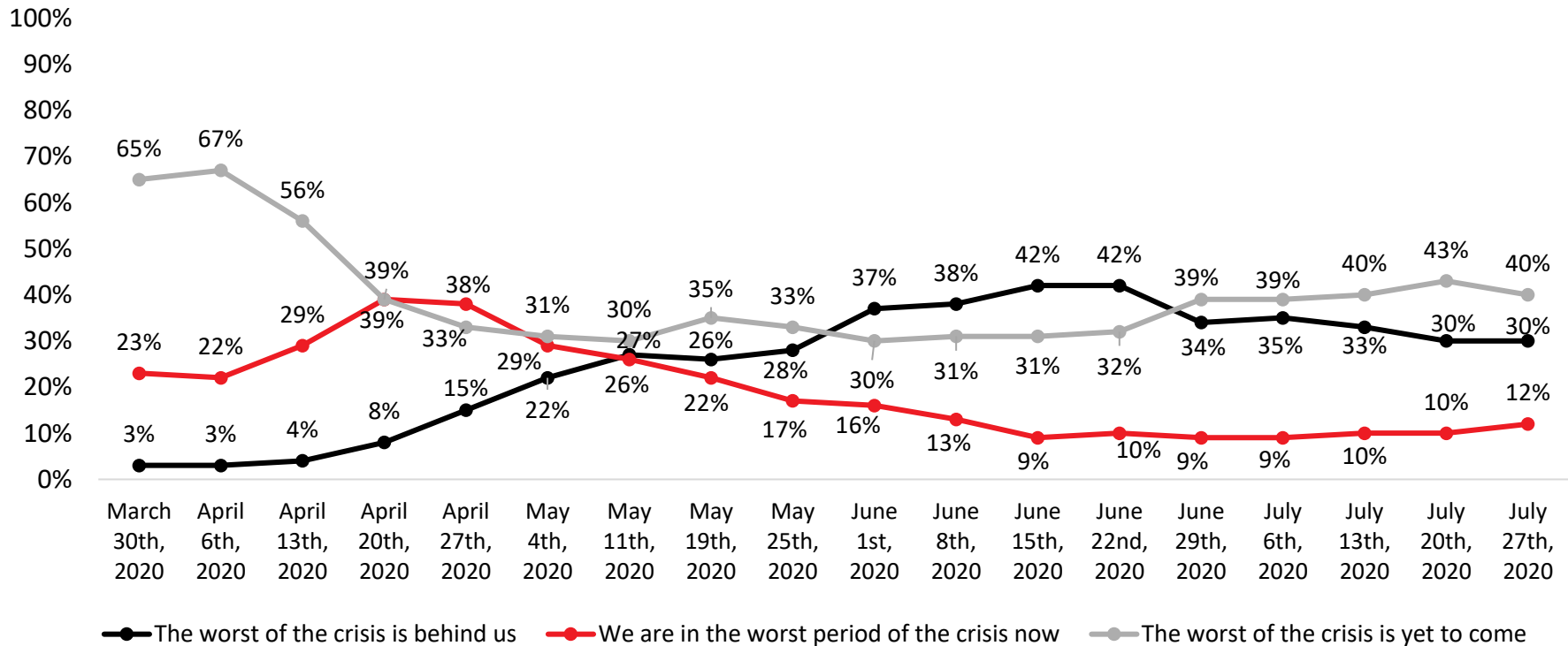


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,517	1,004	
Unweighted n =	1,517	1,004	
The worst of the crisis is behind us	30%	21%	9
We are in the worst period of the crisis now	12%	25%	13
The worst of the crisis is yet to come	40%	39%	1
Don't know / Prefer not to answer	19%	15%	4

# EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)

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

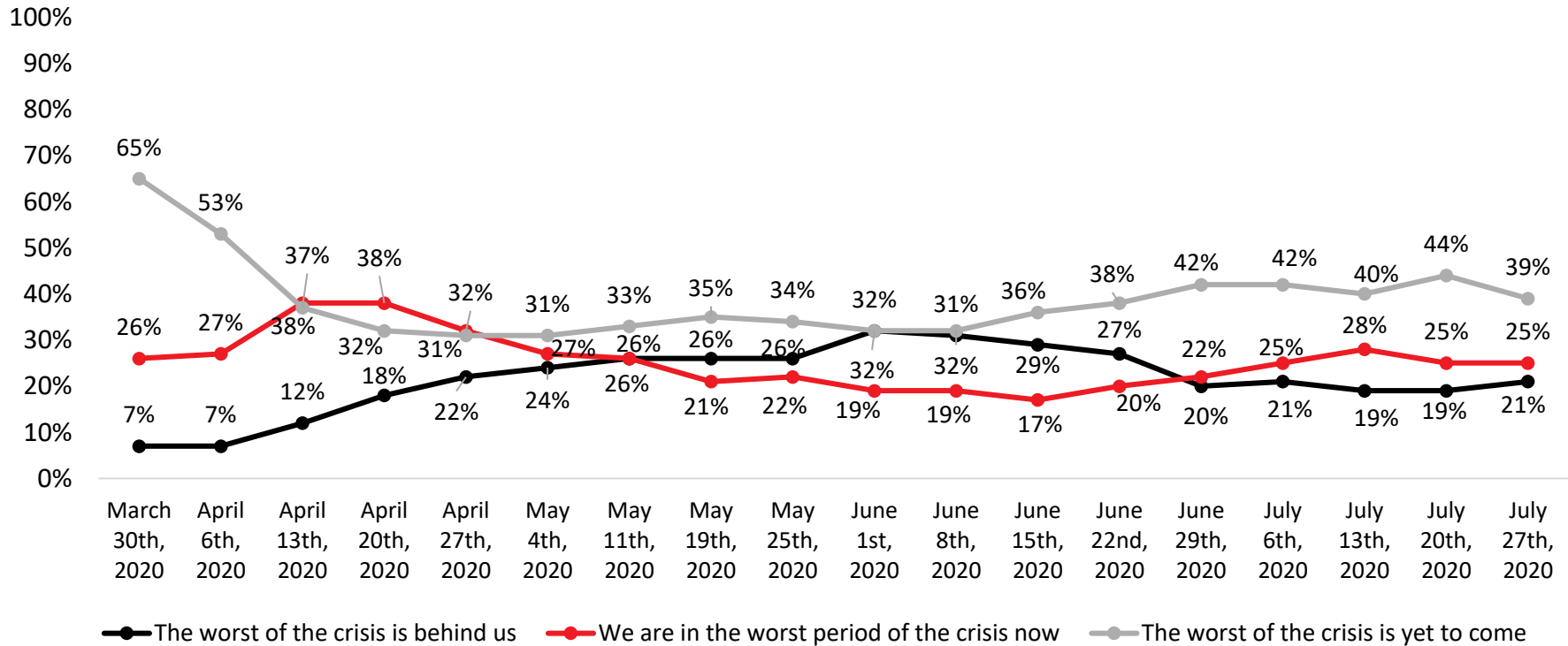
Base: All respondents

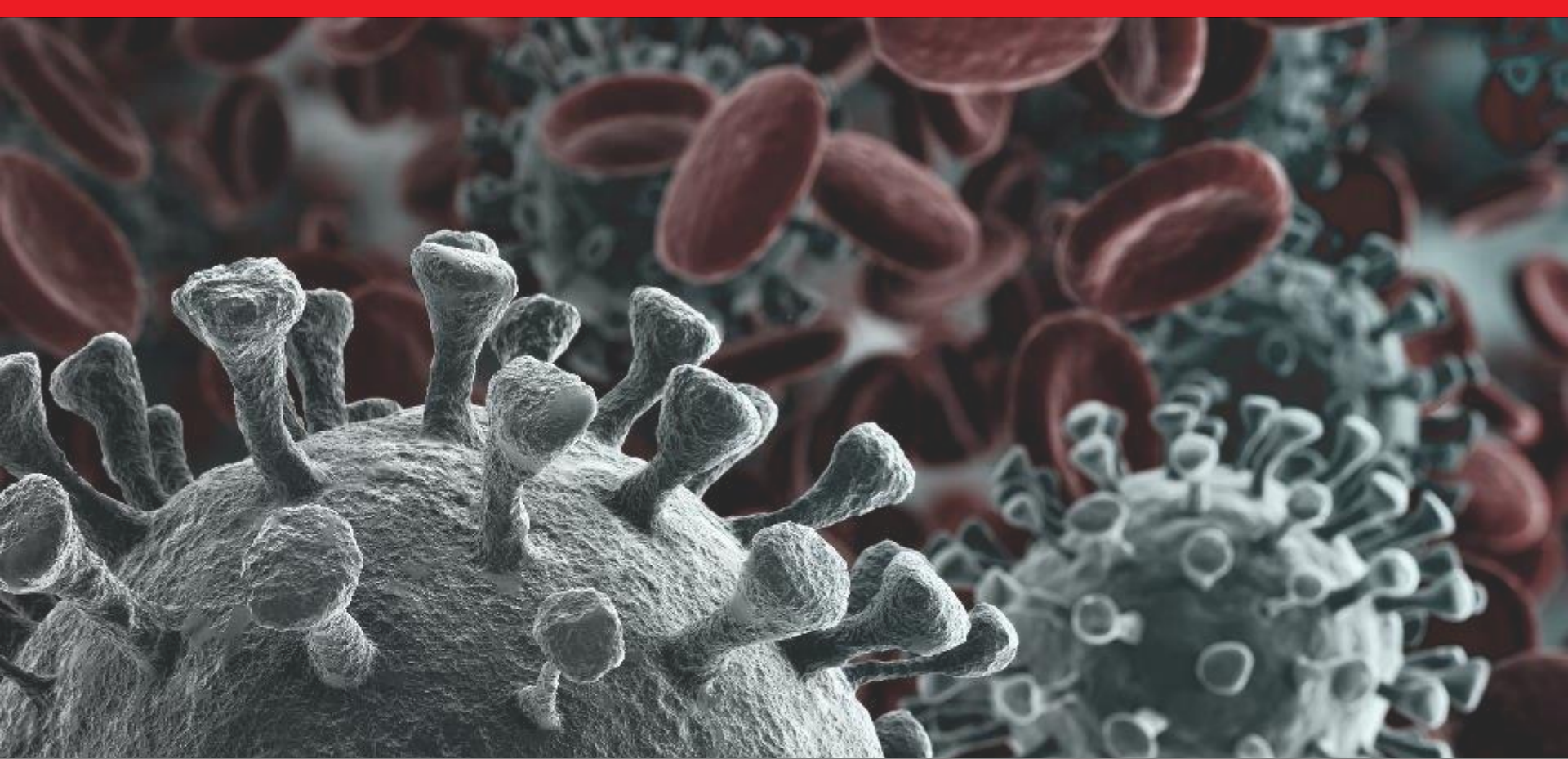


# EVOLUTION OF THE COVID-19 PANDEMIC (UNITED STATES)

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

Base: All respondents





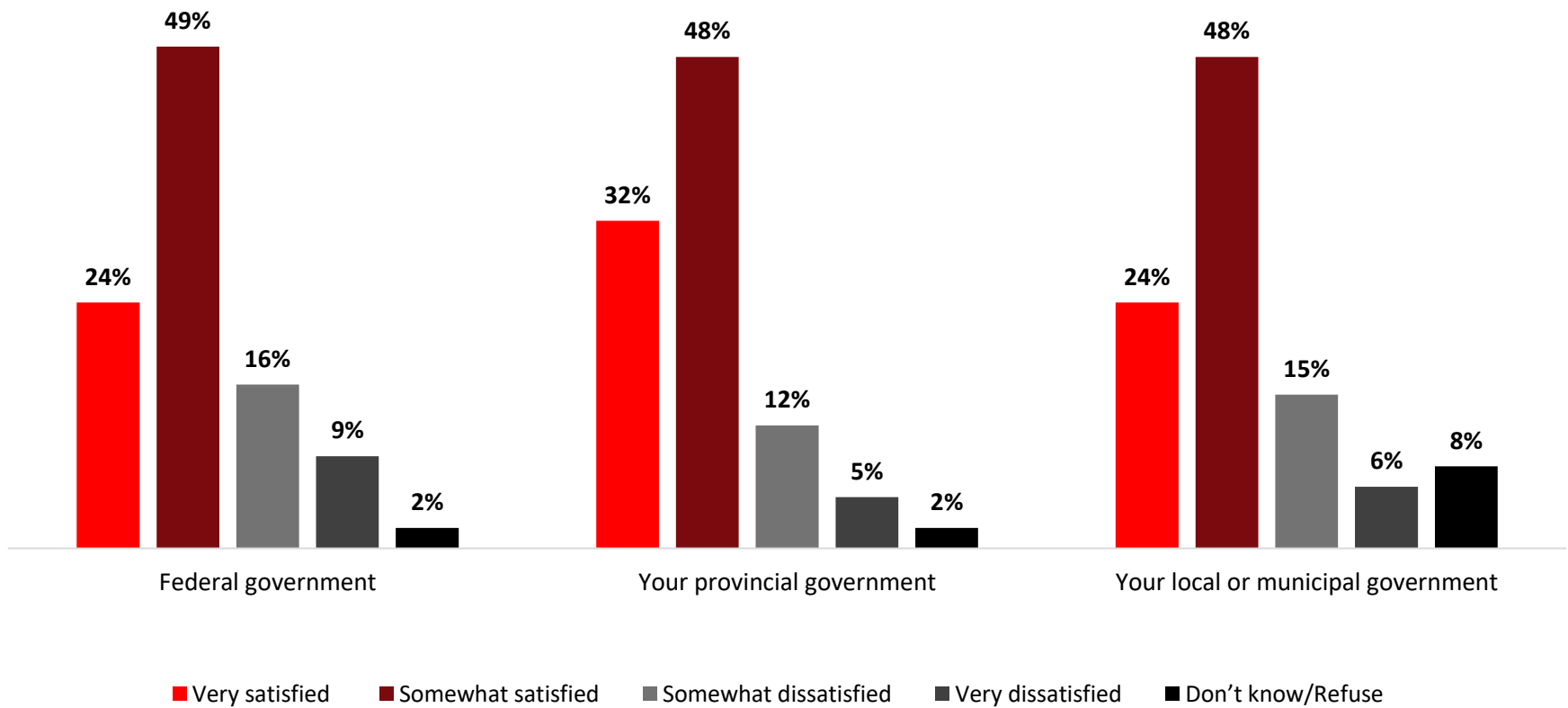
SATISFACTION WITH GOVERNMENTS DURING THE CRISIS



# 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=1,517)



# 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

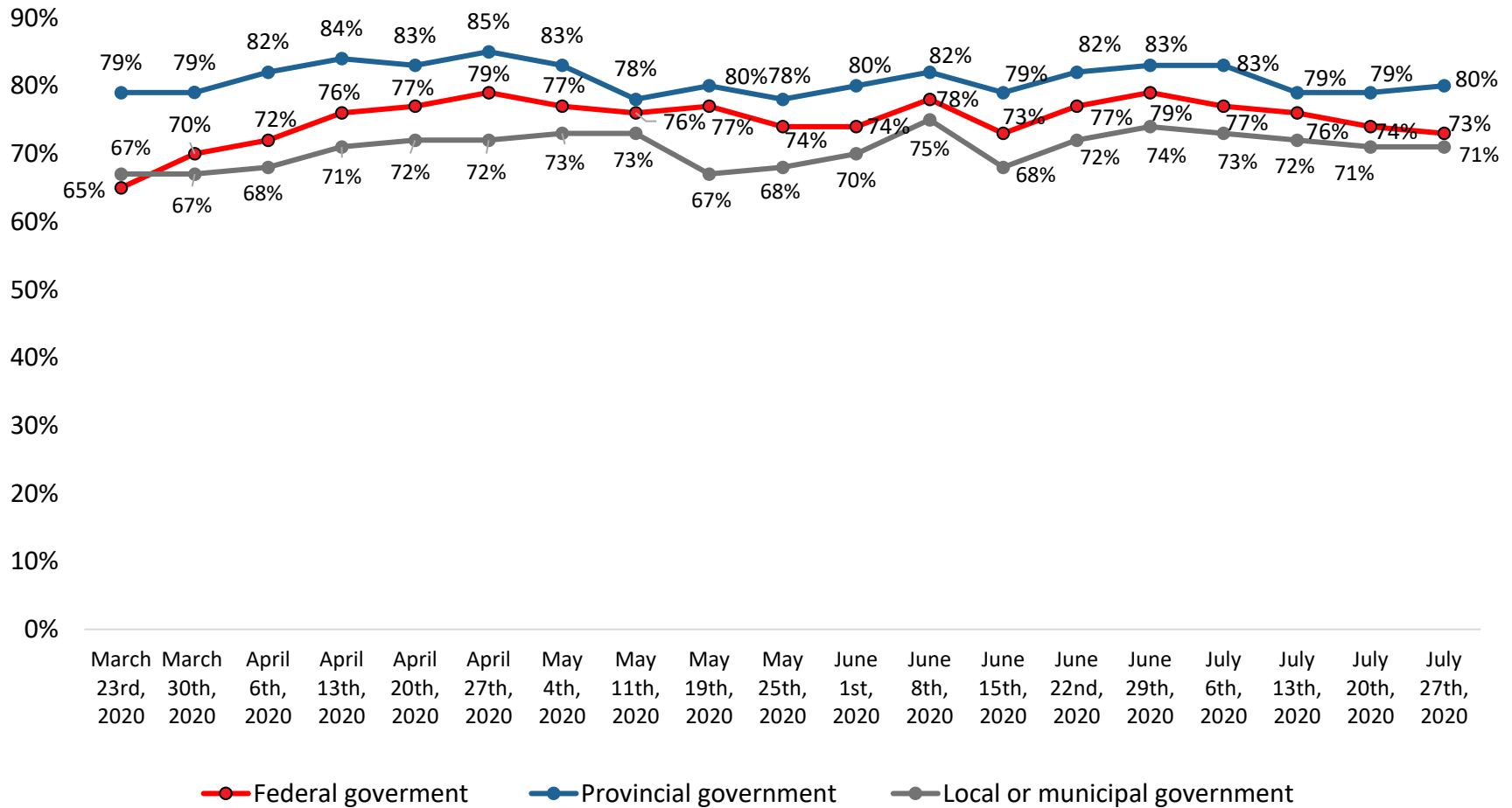
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL July 20 <sup>th</sup>	Gap
Weighted n =	1,517	104	356	582	99	170	206	414	516	587	612	602	276	1,524	
Unweighted n =	1,517	100	412	604	125	125	151	383	502	632	634	605	259	1,524	
<b>Federal government</b>															
Total Satisfied	<b>73%</b>	<b>83%</b>	70%	73%	74%	69%	76%	74%	71%	74%	74%	72%	73%	<b>74%</b>	<b>-1</b>
Total Dissatisfied	<b>25%</b>	17%	28%	23%	24%	30%	22%	22%	27%	25%	24%	26%	26%	<b>23%</b>	<b>+2</b>
<b>Your provincial government</b>															
Total Satisfied	<b>80%</b>	87%	<b>85%</b>	81%	75%	<b>68%</b>	81%	78%	<b>75%</b>	<b>86%</b>	79%	80%	83%	<b>79%</b>	<b>+1</b>
Total Dissatisfied	<b>18%</b>	12%	<b>14%</b>	17%	23%	<b>30%</b>	16%	18%	<b>23%</b>	<b>13%</b>	19%	17%	16%	<b>18%</b>	-
<b>Your local or municipal government</b>															
Total Satisfied	<b>71%</b>	<b>80%</b>	70%	<b>75%</b>	70%	65%	65%	69%	69%	<b>75%</b>	<b>69%</b>	71%	<b>78%</b>	<b>71%</b>	-
Total Dissatisfied	<b>21%</b>	<b>11%</b>	<b>16%</b>	20%	22%	<b>31%</b>	26%	20%	23%	19%	<b>24%</b>	21%	<b>14%</b>	<b>21%</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

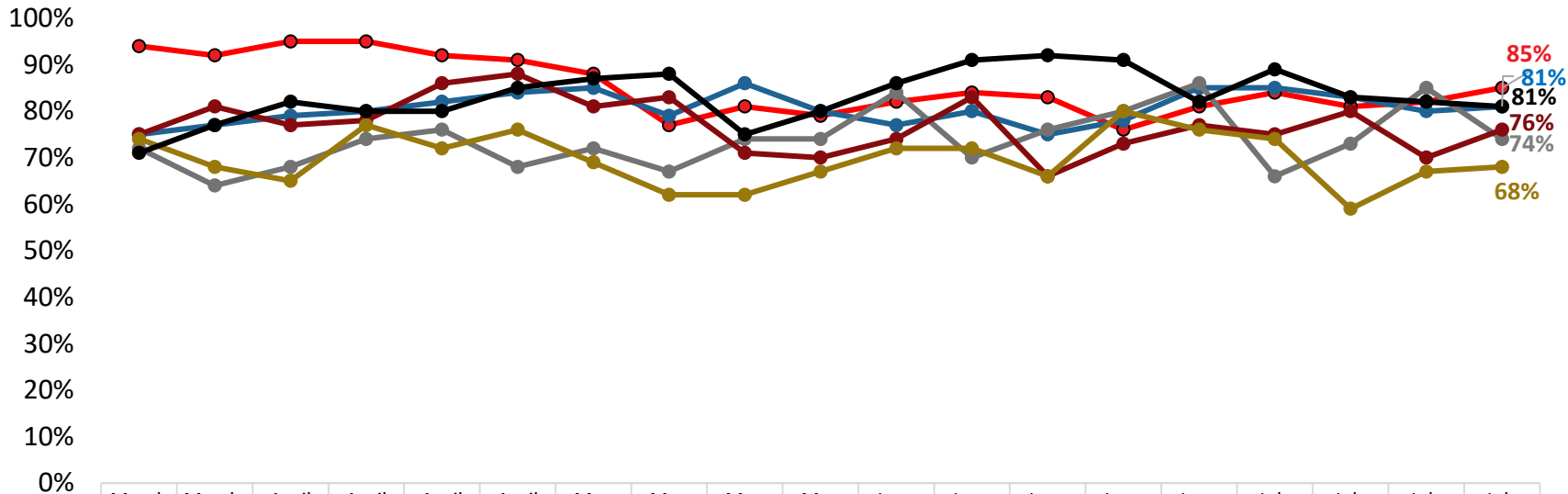
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n =	1,517	104	356	582	53	46	170	206
Unweighted n =	1,517	100	412	604	78	47	125	151
<b>Total Satisfied</b>	<b>80%</b>	87%	<b>85%</b>	81%	74%	76%	<b>68%</b>	81%
Very satisfied	<b>32%</b>	33%	36%	34%	<b>18%</b>	38%	<b>11%</b>	<b>39%</b>
Somewhat satisfied	<b>48%</b>	53%	49%	47%	56%	38%	<b>57%</b>	42%
<b>Total Dissatisfied</b>	<b>18%</b>	12%	<b>14%</b>	17%	23%	24%	<b>30%</b>	16%
Somewhat dissatisfied	<b>12%</b>	10%	10%	10%	18%	16%	<b>20%</b>	12%
Very dissatisfied	<b>5%</b>	3%	<b>3%</b>	6%	4%	8%	<b>10%</b>	4%
Don't know/Refuse	<b>2%</b>	1%	2%	2%	3%	0%	2%	3%

# 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
— François Legault	94%	92%	95%	95%	92%	91%	88%	77%	81%	79%	82%	84%	83%	76%	81%	84%	81%	82%	85%
— Doug Ford	75%	77%	79%	80%	82%	84%	85%	79%	86%	80%	77%	80%	75%	78%	85%	85%	83%	80%	81%
— Brian Pallister	72%	64%	68%	74%	76%	68%	72%	67%	74%	74%	84%	70%	76%	80%	86%	66%	73%	85%	74%
— Scott Moe	75%	81%	77%	78%	86%	88%	81%	83%	71%	70%	74%	83%	66%	73%	77%	75%	80%	70%	76%
— Jason Kenney	74%	68%	65%	77%	72%	76%	69%	62%	62%	67%	72%	72%	66%	80%	76%	74%	59%	67%	68%
— John Horgan	71%	77%	82%	80%	80%	85%	87%	88%	75%	80%	86%	91%	92%	91%	82%	89%	83%	82%	81%

# 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 =	1,517	1,004	
	Unweighted n =	1,517	1,004	
	Federal government/ <i>The US President</i>	<b>73%</b>	<b>41%</b>	32
Your provincial government/ <i>Your State government</i>	<b>80%</b>	<b>56%</b>	24	
Your local or municipal government	<b>71%</b>	<b>58%</b>	13	

# 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=1,517), 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+	July 20 <sup>th</sup> , 2020	Gap
Weighted n =	1,517	1,199	85	275	468	77	126	169	618	580	305	411	482	1,190	
Unweighted n =	1,517	1,222	81	323	499	99	97	123	672	550	293	398	531	1,231	
... Liberal Party of Canada	28%	35%	37%	30%	39%	26%	28%	42%	34%	36%	32%	35%	37%	39%	-4
... Conservative Party of Canada	23%	29%	34%	13%	32%	47%	49%	23%	33%	25%	22%	27%	35%	28%	+1
... New Democratic Party of Canada	16%	20%	17%	15%	22%	18%	19%	24%	17%	23%	32%	21%	11%	17%	+3
... Bloc Québécois	7%	9%	-	39%	-	-	-	-	-	-	-	-	-	7%	+2
... Green Party of Canada	4%	6%	11%	3%	6%	8%	0%	10%	5%	7%	7%	7%	4%	7%	-1
... another party	1%	1%	0%	1%	1%	1%	4%	1%	2%	1%	1%	2%	1%		
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# ANNEXES

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	151	206
Alberta	125	170
Manitoba/Saskatchewan	125	99
Ontario	604	582
Quebec	412	356
Atlantic	100	104

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

US region	Unweighted	Weighted
NorthEast	208	180
MidWest	182	218
South	324	372
West	290	234

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample for Canada

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

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	791	738
Female	726	779

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	383	414
Between 35 and 54	502	516
55 or over	632	587

<b>LANGUAGE (MOTHER TONGUE)</b>	<b>Unweighted</b>	<b>Weighted</b>
English	914	989
French	409	316
Other	191	208

The sample thus collected has a minimum weighting factor of 0.1839 and a maximum weighting factor of 4.7034. The weighted variance is 0.3409.

# 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	500	487
Female	504	517

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 29	149	221
Between 30 and 39	200	173
Between 40 and 49	154	187
Between 50 and 64	296	251
65 or older	205	173

The sample thus collected has a minimum weighting factor of 0.1839 and a maximum weighting factor of 4.7034. The weighted variance is 0.3409.

## 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 [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.

# Leger

*We know Canadians*



[leger360.com](http://leger360.com)



[@leger360](https://twitter.com/leger360)



[/LegerCanada](https://www.facebook.com/LegerCanada)



[/company/leger360](https://www.linkedin.com/company/leger360)



[@leger360](https://www.instagram.com/leger360)