Report

WEEKLY PANDEMIC TRACKER

PRESENTED BY

Leger

ACS • AEC

Association for Canadian Studies • Association d'études canadiennes

June 1st, 2020

METHODOLOGY

METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.

From May 29th to May 31st, 2020

1,536 Canadians and 1,002 Americans, 18 years of age or older, randomly recruited from LEO's online panel.

Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1,536 respondents would have a margin of error of ±2.50%, 19 times out of 20, while a probability sample of 1,002 would have a margin of error of ±3.1%, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

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 that 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-Present at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca

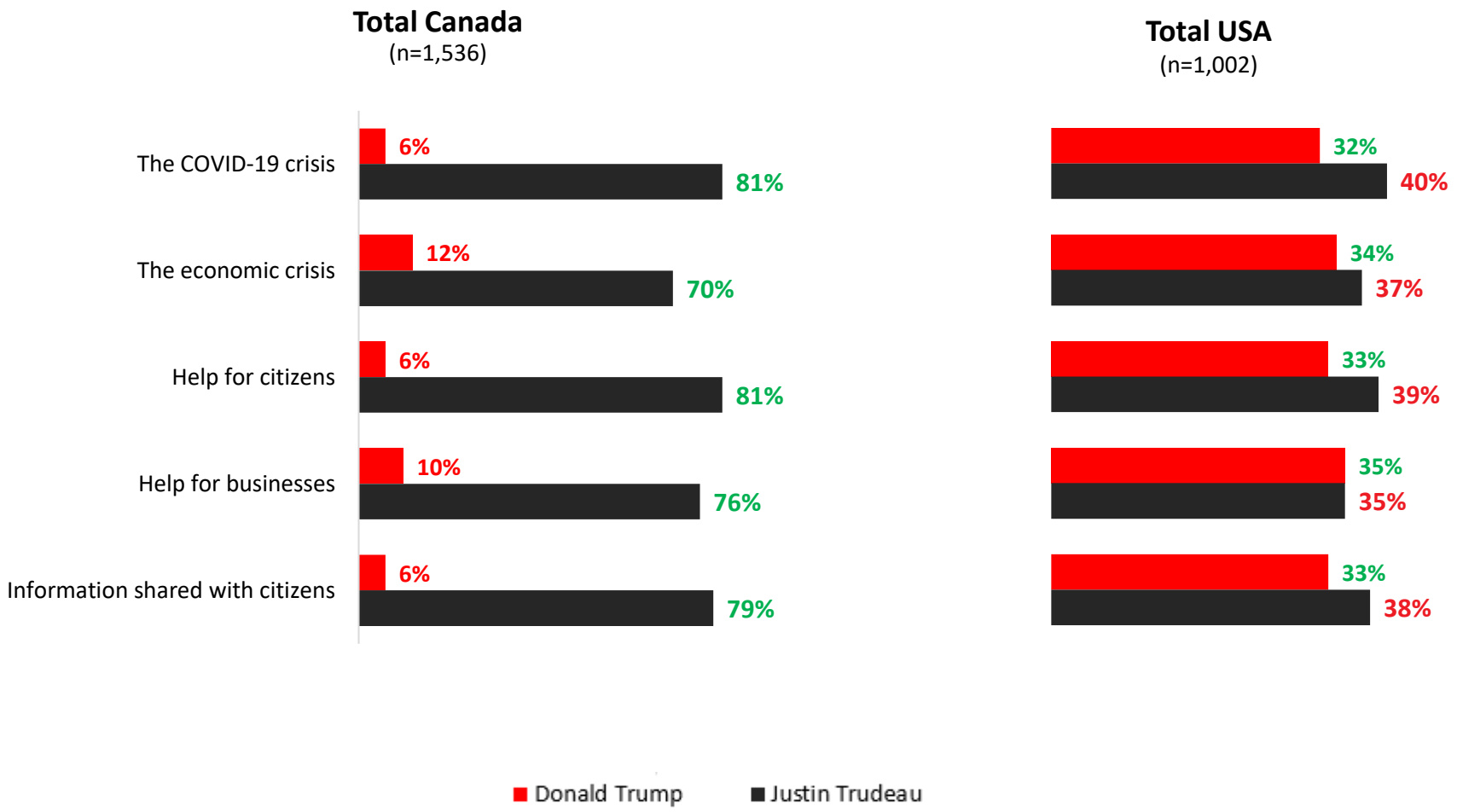
COUNTRY LEADER: TRUMP VS TRUDEAU

New question

CRISIS MANAGEMENT (CANADA VS UNITED STATES)

CTC91. Who, between U.S. President Donald Trump and Canadian Prime Minister Justin Trudeau, has best managed ...

Base: All respondents



*Results for respondents who answered "Don't know / Prefer not to answer" are not presented.

New question

CRISIS MANAGEMENT (CANADA VS UNITED STATES) – *ACCORDING TO VOTING INTENTIONS*

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CTC91. Who, between U.S. President Donald Trump and Canadian Prime Minister Justin Trudeau, has best managed ...

Base: All respondents

	TOTAL CANADA	LPC	NDP	Bloc Québé-cois**	CPC	GPC
Weighted n =	1,536	479	211	85	321	87
Unweighted n =	1,536	538	196	88	320	83
The COVID-19 crisis						
Donald Trump	6%	1%	3%	3%	18%	4%
Justin Trudeau	81%	98%	92%	75%	58%	89%
The economic crisis						
Donald Trump	12%	2%	5%	19%	34%	10%
Justin Trudeau	70%	93%	88%	53%	40%	68%
Help for citizens						
Donald Trump	6%	1%	3%	0%	19%	4%
Justin Trudeau	81%	97%	92%	77%	60%	81%
Help for businesses						
Donald Trump	10%	3%	4%	4%	29%	6%
Justin Trudeau	76%	93%	88%	77%	51%	77%
Information shared with citizens						
Donald Trump	6%	1%	2%	2%	20%	4%
Justin Trudeau	79%	97%	94%	69%	55%	83%

	TOTAL USA	Republican	Democrat	Independent
Weighted n =	1,002	310	335	294
Unweighted n =	1,002	330	335	274
The COVID-19 crisis				
Donald Trump	32%	64%	10%	25%
Justin Trudeau	40%	13%	64%	42%
The economic crisis				
Donald Trump	34%	67%	13%	26%
Justin Trudeau	37%	10%	61%	40%
Help for citizens				
Donald Trump	33%	66%	12%	26%
Justin Trudeau	39%	11%	64%	42%
Help for businesses				
Donald Trump	35%	67%	15%	27%
Justin Trudeau	35%	9%	60%	38%
Information shared with citizens				
Donald Trump	33%	67%	11%	26%
Justin Trudeau	38%	11%	66%	39%

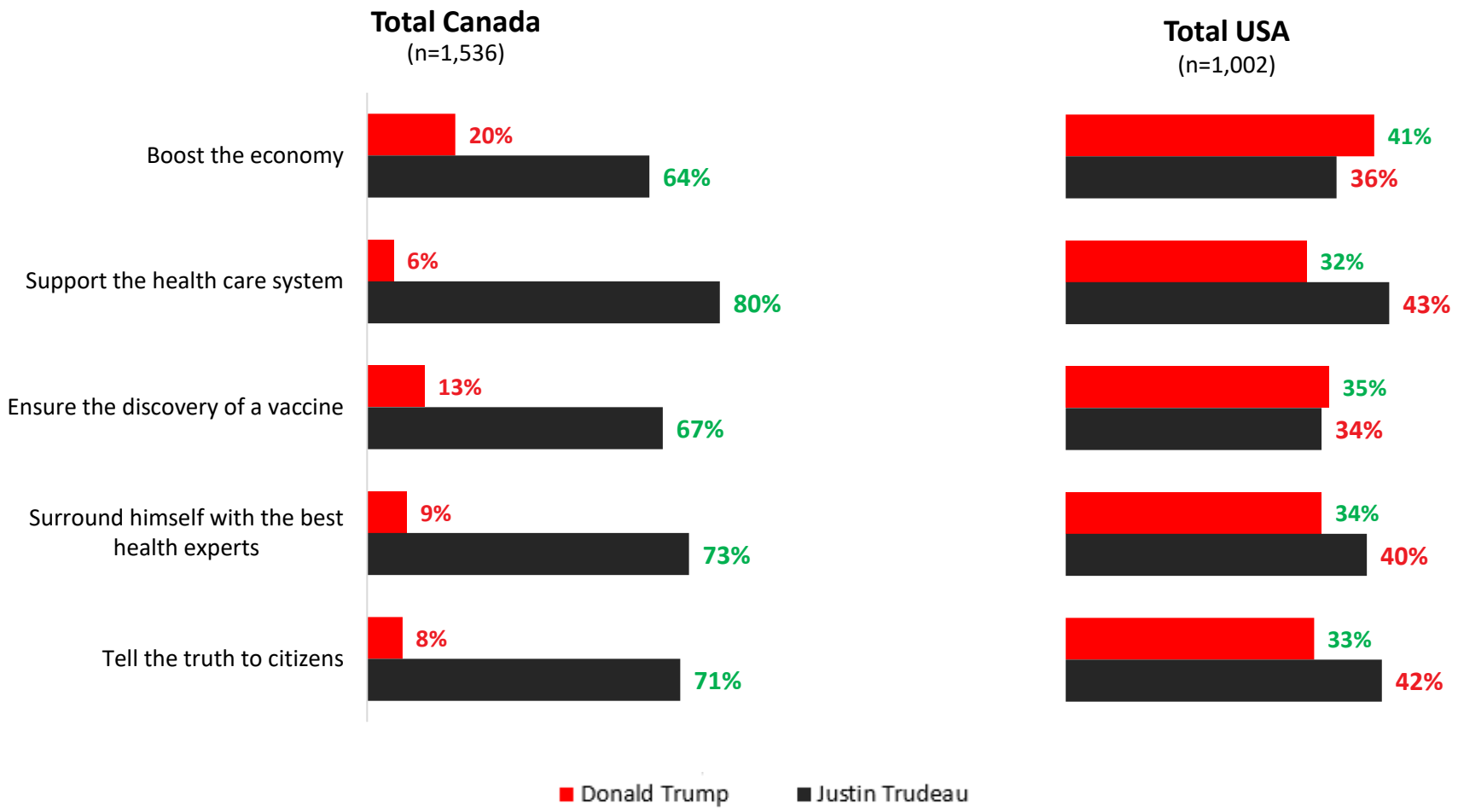
*Results for respondents who answered "Don't know / Prefer not to answer" are not presented. **Quebecers only

New question

TRUST IN THE LEADERS (CANADA VS UNITED STATES)

CTC92. Who do you trust the most between Justin Trudeau and Donald Trump to...

Base: All respondents



*Results for respondents who answered "Don't know / Prefer not to answer" are not presented.

New question

TRUST IN THE LEADERS (CANADA VS UNITED STATES)
- *ACCORDING TO VOTING INTENTIONS*

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Leger

CTC92. Who do you trust the most between Justin Trudeau and Donald Trump to...

Base: All respondents

	TOTAL CANADA	LPC	NDP	Bloc Québé-cois**	CPC	GPC
Weighted n =	1,536	479	211	85	321	87
Unweighted n =	1,536	538	196	88	320	83
Boost the economy						
Donald Trump	20%	9%	11%	27%	48%	19%
Justin Trudeau	64%	86%	81%	53%	32%	66%
Support the health care system						
Donald Trump	6%	1%	3%	4%	18%	4%
Justin Trudeau	80%	97%	90%	72%	60%	82%
Ensure the discovery of a vaccine						
Donald Trump	13%	5%	6%	17%	32%	8%
Justin Trudeau	67%	89%	87%	56%	40%	71%
Surround himself with the best health experts						
Donald Trump	9%	3%	5%	8%	24%	5%
Justin Trudeau	73%	93%	89%	71%	47%	78%
Tell the truth to citizens						
Donald Trump	8%	1%	2%	7%	24%	3%
Justin Trudeau	71%	96%	87%	65%	42%	73%

	TOTAL USA	Republican	Democrat	Independent
Weighted n =	1,002	310	335	294
Unweighted n =	1,002	330	335	274
Boost the economy				
Donald Trump	41%	82%	15%	32%
Justin Trudeau	36%	6%	64%	37%
Support the health care system				
Donald Trump	32%	69%	8%	25%
Justin Trudeau	43%	14%	71%	43%
Ensure the discovery of a vaccine				
Donald Trump	35%	72%	11%	29%
Justin Trudeau	34%	8%	61%	33%
Surround himself with the best health experts				
Donald Trump	34%	72%	10%	26%
Justin Trudeau	40%	10%	67%	41%
Tell the truth to citizens				
Donald Trump	33%	70%	8%	26%
Justin Trudeau	42%	11%	73%	41%

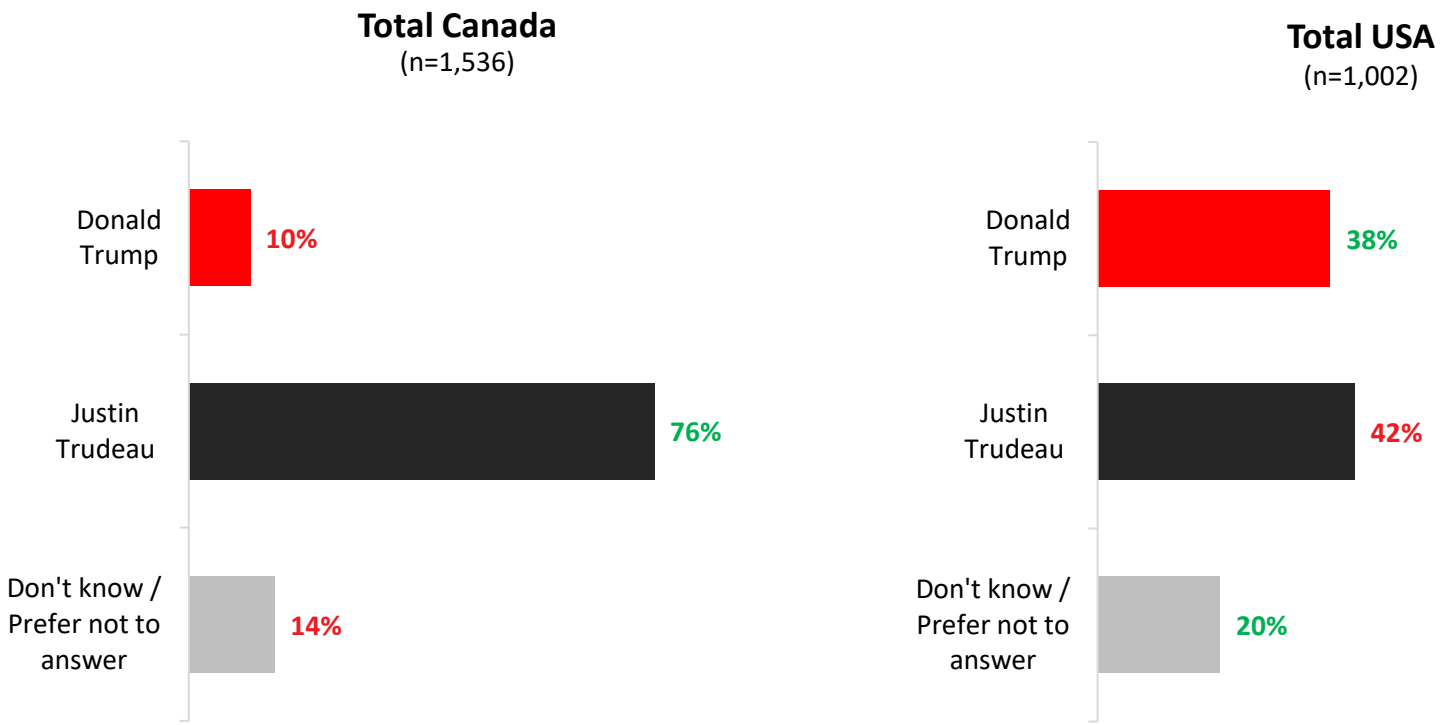
*Results for respondents who answered "Don't know / Prefer not to answer" are not presented. **Quebecers only

New question

PREFERRED COUNTRY LEADER (CANADA VS UNITED STATES)

CTC93. Would you prefer to have Justin Trudeau or Donald Trump as the leader of your country?

Base: All respondents



New question

PREFERRED COUNTRY LEADER (CANADA VS UNITED STATES) - *ACCORDING TO VOTING INTENTIONS*

CTC93. Would you prefer to have Justin Trudeau or Donald Trump as the leader of your country?

Base: All respondents

	TOTAL CANADA	LPC	NDP	Bloc Québécois*	CPC	GPC
Weighted n =	1,536	479	211	85	321	87
Unweighted n =	1,536	538	196	88	320	83
Donald Trump	**10%**	**2%**	**3%**	5%	**31%**	7%
Justin Trudeau	**76%**	**96%**	**89%**	71%	**45%**	85%
Don't know / Prefer not to answer	**14%**	**2%**	8%	**23%**	**24%**	8%

	TOTAL USA	Republican	Democrat	Independant
Weighted n =	1,002	310	335	294
Unweighted n =	1,002	330	335	274
Donald Trump	**38%**	**82%**	**8%**	**30%**
Justin Trudeau	**42%**	**8%**	**74%**	42%
Don't know / Prefer not to answer	**20%**	**10%**	17%	**27%**

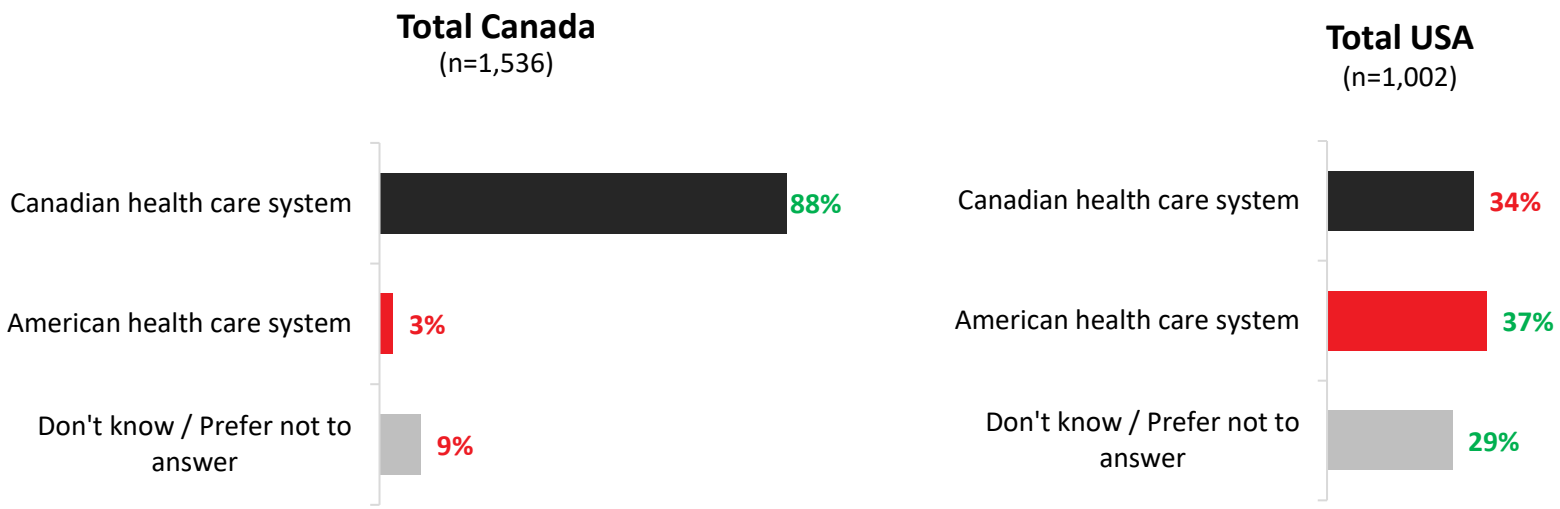
*Quebecers only

New question

BEST HEALTH CARE SYSTEM DURING THE CRISIS (CANADA VS UNITED STATES)

CTC94. During the COVID-19 crisis, which health care system best met the needs of the population, the Canadian or the American health care system?

Base: All respondents



New question

BEST HEALTH CARE SYSTEM DURING THE CRISIS (CANADA VS UNITED STATES) - *ACCORDING TO VOTING INTENTIONS*

CTC94. During the COVID-19 crisis, which health care system best met the needs of the population, the Canadian or the American health care system?

Base: All respondents

	TOTAL CANADA	LPC	NDP	Bloc Québécois*	CPC	GPC
Weighted n =	1,536	479	211	85	321	87
Unweighted n =	1,536	538	196	88	320	83
Canadian health care system	88%	96%	95%	89%	79%	86%
American health care system	3%	1%	1%	2%	6%	0%
Don't know / Prefer not to answer	9%	2%	4%	9%	15%	13%

	TOTAL USA	Republican	Democrat	Independent
Weighted n =	1,002	310	335	294
Unweighted n =	1,002	330	335	274
Canadian health care system	34%	14%	54%	33%
American health care system	37%	63%	21%	32%
Don't know / Prefer not to answer	29%	24%	25%	35%

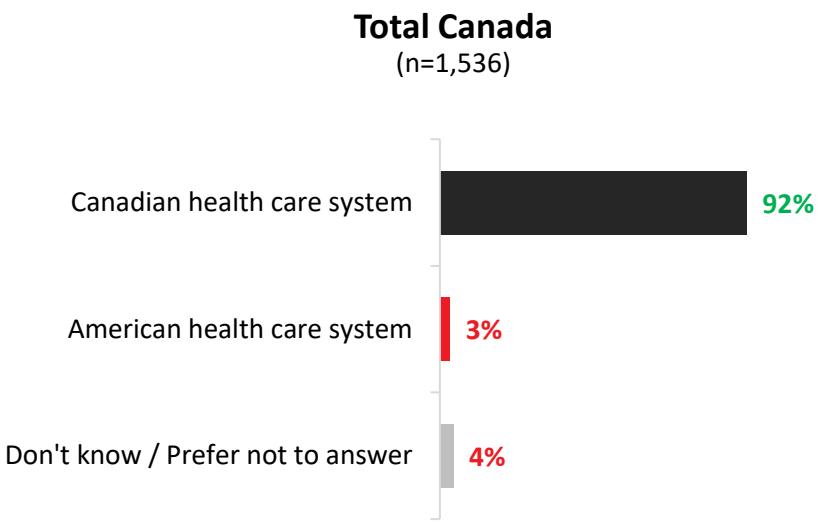
*Quebecers only

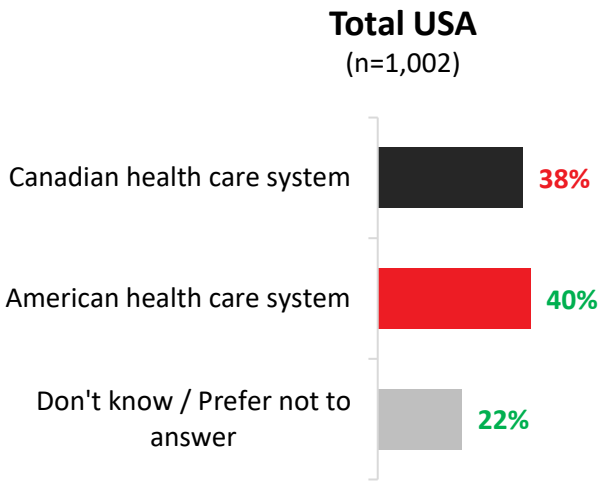
New question

BEST HEALTH CARE SYSTEM IN GENERAL (CANADA VS UNITED STATES)

CTC95. In general, which health care system do you prefer, the Canadian or the American health care system?

Base: All respondents





New question

BEST HEALTH CARE SYSTEM IN GENERAL (CANADA VS UNITED STATES) - *ACCORDING TO VOTING INTENTIONS*

CTC95. In general, which health care system do you prefer, the Canadian or the American health care system?

Base: All respondents

	TOTAL CANADA	LPC	NDP	Bloc Québécois*	CPC	GPC
Weighted n =	1,536	479	211	85	321	87
Unweighted n =	1,536	538	196	88	320	83
Canadian health care system	92%	97%	98%	93%	88%	88%
American health care system	3%	1%	1%	2%	8%	5%
Don't know / Prefer not to answer	4%	2%	1%	6%	5%	8%

	TOTAL USA	Republican	Democrat	Independent
Weighted n =	1,002	310	335	294
Unweighted n =	1,002	330	335	274
Canadian health care system	38%	15%	62%	37%
American health care system	40%	70%	19%	37%
Don't know / Prefer not to answer	22%	15%	19%	27%

*Quebecers only

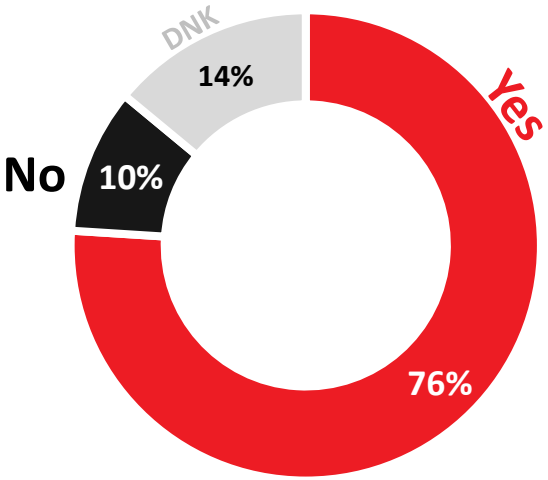
SECOND WAVE OF COVID-19 VIRUS

New question

SECOND WAVE OF THE VIRUS

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

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
Yes	76%	64%	74%	78%	73%	80%	81%	80%	74%	76%	77%	79%	71%
No	10%	15%	11%	8%	9%	14%	7%	13%	11%	7%	8%	9%	14%
Don’t know / Prefer not to answer	14%	21%	15%	14%	18%	6%	13%	7%	15%	17%	15%	12%	15%

New question

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

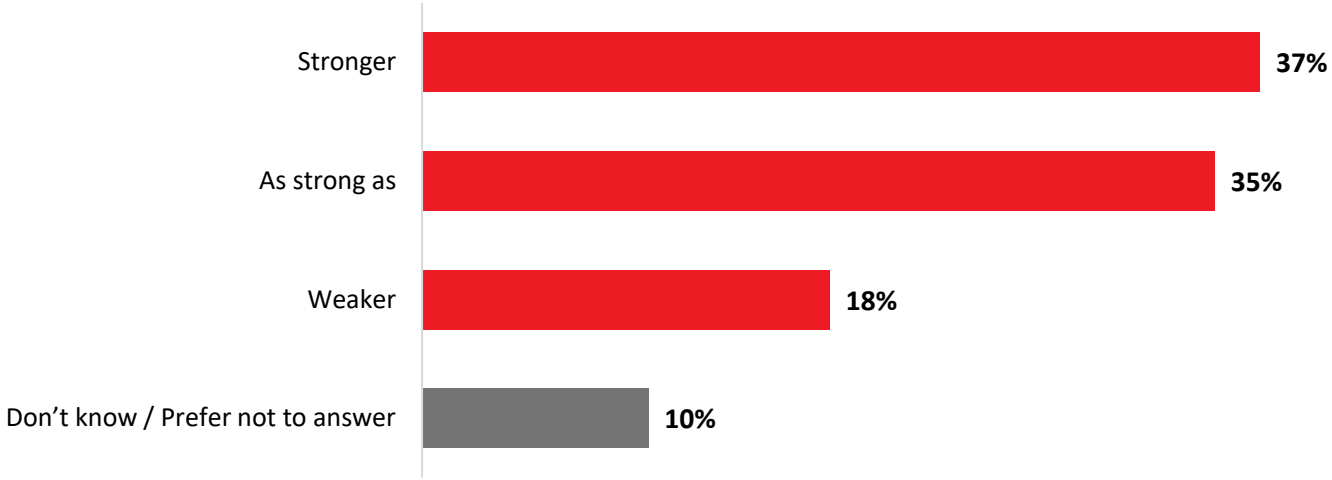
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Yes	76%	62%	14
No	10%	19%	9
Don’t know / Prefer not to answer	14%	20%	6

New question

STRENGTH OF THE SECOND WAVE

CTC97. Do you think the second wave will be stronger, as strong or weaker than the current wave?

Base: Respondents who think there will be a second wave (n=1,188)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,175	67	266	463	73	137	169	336	389	451	474	472	219
Unweighted n =	1,188	70	316	477	94	103	128	312	375	501	498	456	225
Stronger	**37%**	48%	33%	40%	36%	45%	**26%**	40%	**45%**	**29%**	**32%**	**41%**	40%
As strong as	**35%**	28%	37%	33%	32%	**26%**	**46%**	33%	**31%**	**40%**	37%	32%	34%
Weaker	**18%**	16%	22%	17%	19%	16%	18%	22%	**14%**	20%	**21%**	18%	14%
Don't know / Prefer not to answer	**10%**	8%	8%	9%	13%	13%	10%	**6%**	11%	12%	9%	10%	11%

New question

STRENGTH OF THE SECOND WAVE (CANADA VS UNITED STATES)

CTC97. Do you think the second wave will be stronger, as strong or weaker than the current wave?

Base: Respondents who think there will be a second wave

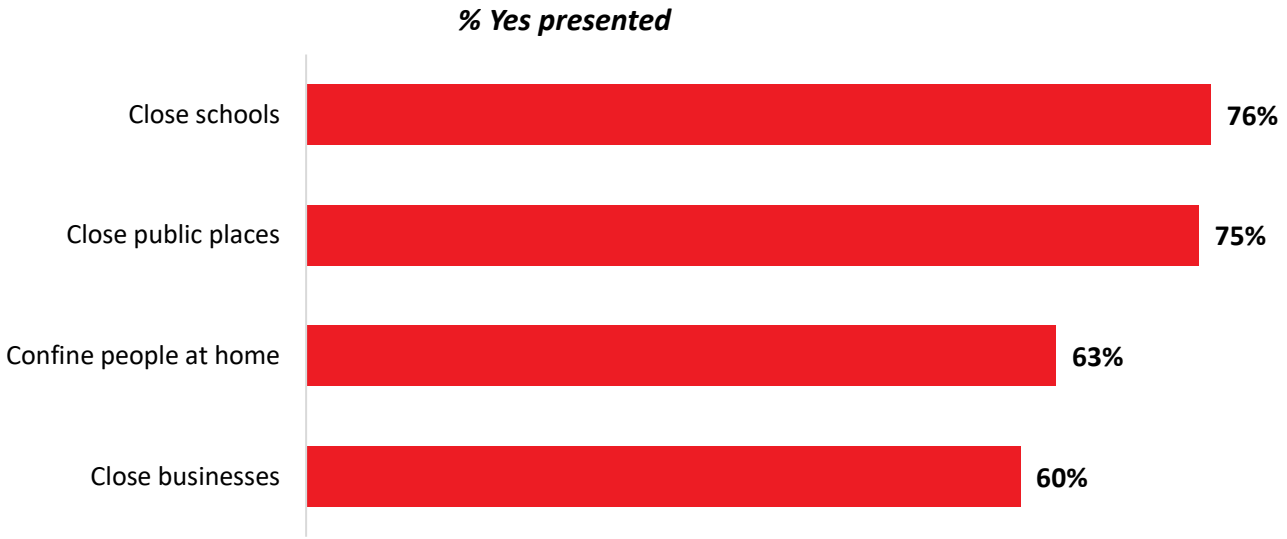
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,175	618	
Unweighted n =	1,188	605	
Stronger	**37%**	**44%**	7
As strong	35%	33%	2
Weaker	**18%**	**12%**	6
Don’t know / Prefer not to answer	10%	12%	2

New question

RESUMING PROTECTIVE MEASURES

CTC98. If there is a second wave as strong as the current one, should the government...?

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
% Yes presented													
Close schools	**76%**	76%	**65%**	**83%**	76%	73%	73%	77%	73%	77%	**73%**	**80%**	73%
Close public places	**75%**	78%	71%	**79%**	75%	70%	69%	75%	**71%**	77%	72%	77%	75%
Confine people at home	**63%**	58%	64%	**67%**	63%	57%	**55%**	67%	**58%**	64%	62%	64%	62%
Close businesses	**60%**	64%	57%	**66%**	59%	53%	57%	**66%**	**55%**	61%	60%	**64%**	56%

New question

RESUMING PROTECTIVE MEASURES (CANADA VS UNITED STATES)

CTC98. If there is a second wave as strong as the current one, should the government...?

Base: All respondents

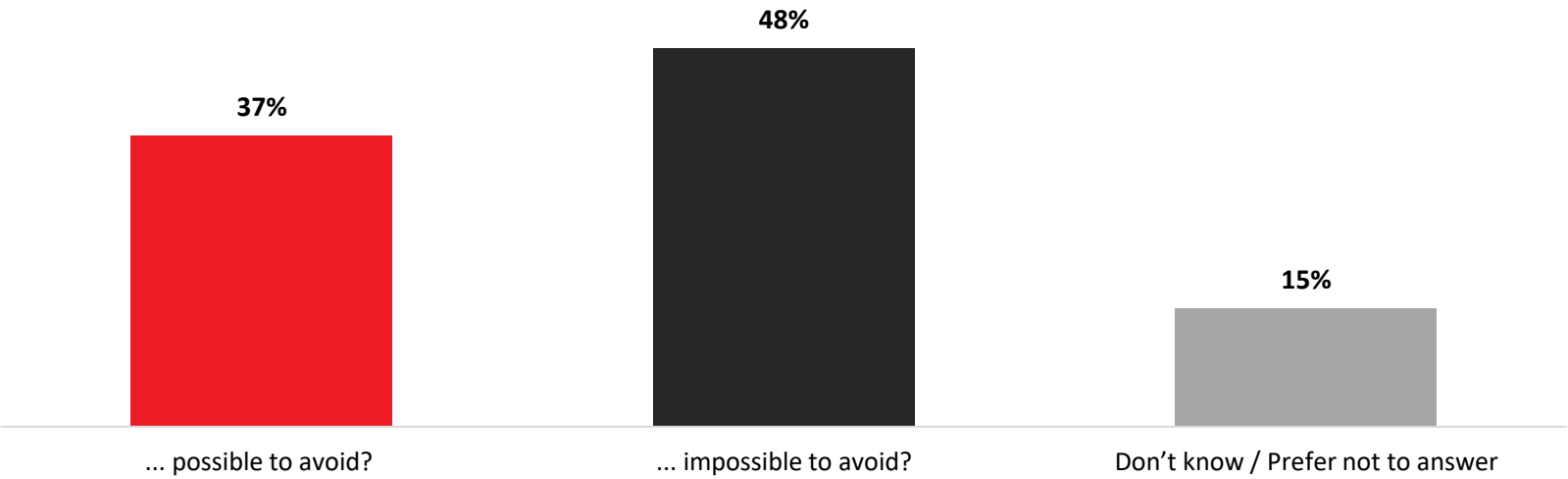
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
% Yes presented			
Close schools	76%	66%	10
Close public places	75%	61%	14
Confine people at home	63%	55%	8
Close businesses	60%	52%	8

New question

AVOIDABILITY OF THE SECOND WAVE

CTC99. In your opinion, is the second wave of the virus…

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
... possible to avoid?	**37%**	36%	37%	36%	29%	41%	41%	39%	37%	36%	38%	36%	38%
... impossible to avoid?	**48%**	43%	50%	47%	55%	51%	46%	50%	48%	47%	46%	**52%**	43%
Don't know / Prefer not to answer	**15%**	21%	13%	17%	16%	**8%**	13%	**11%**	15%	**18%**	15%	**12%**	**19%**

New question

AVOIDABILITY OF THE SECOND WAVE (CANADA VS UNITED STATES)

CTC99. In your opinion, is the second wave of the virus…

Base: All respondents

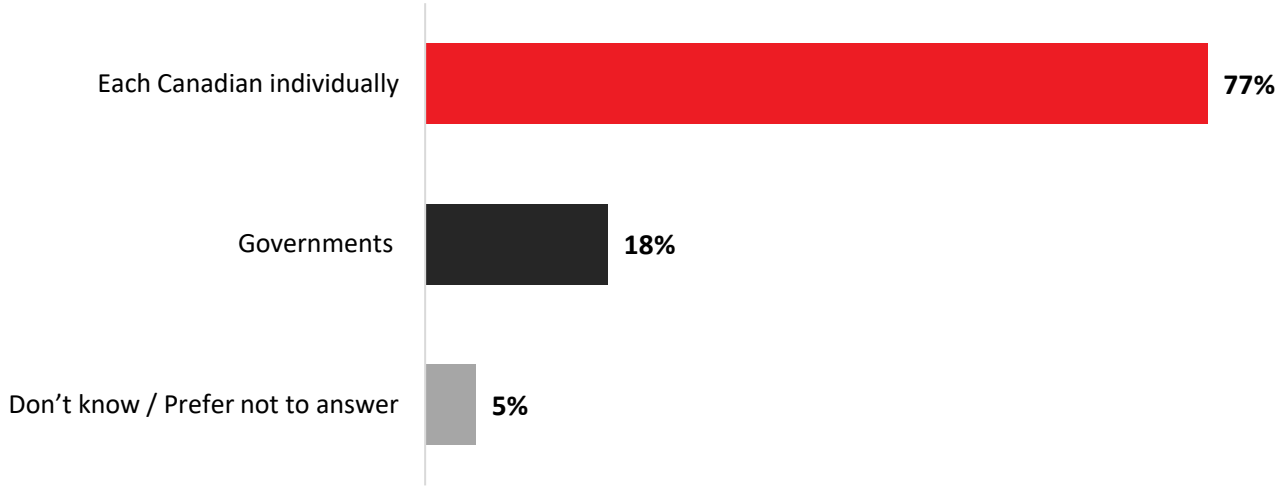
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
... possible to avoid?	37%	41%	4
... impossible to avoid?	48%	36%	12
Don’t know / Prefer not to answer	15%	24%	9

New question

RESPONSIBILITY FOR AVOIDING A SECOND WAVE

CTC100. Who do you think has a greater responsibility to take adequate measures to try to avoid a possible second wave of the pandemic?

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
Each Canadian individually	**77%**	80%	76%	79%	72%	72%	81%	**63%**	76%	**88%**	**75%**	79%	80%
Governments	**18%**	17%	19%	16%	17%	**24%**	16%	**29%**	18%	**9%**	20%	17%	15%
Don't know / Prefer not to answer	**5%**	3%	5%	5%	**10%**	4%	2%	**7%**	5%	**3%**	6%	4%	5%

New question

RESPONSIBILITY FOR AVOIDING A SECOND WAVE (CANADA VS UNITED STATES)

CTC100. Who do you think has a greater responsibility to take adequate measures to try to avoid a possible second wave of the pandemic?

Base: All respondents

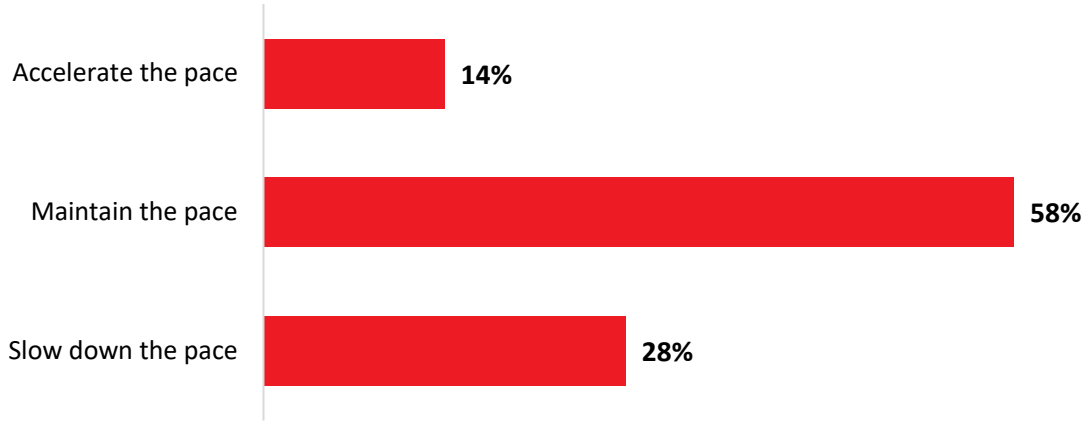
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Each Canadian / American individually	77%	66%	11
Governments	18%	24%	6
Don't know / Prefer not to answer	5%	10%	5

New question

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=1,536)



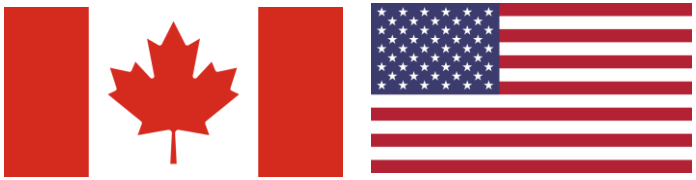
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
Accelerate the pace	**14%**	11%	13%	14%	9%	14%	17%	**20%**	13%	**10%**	15%	**11%**	17%
Maintain the pace	**58%**	59%	61%	**54%**	**70%**	55%	64%	**51%**	58%	**64%**	61%	59%	**51%**
Slow down the pace	**28%**	30%	26%	**32%**	21%	32%	**19%**	29%	30%	26%	**24%**	30%	32%

New question

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 =	1,536	1,002	
Unweighted n =	1,536	1,002	
Accelerate the pace	14%	25%	11
Maintain the pace	58%	46%	12
Slow down the pace	28%	28%	-

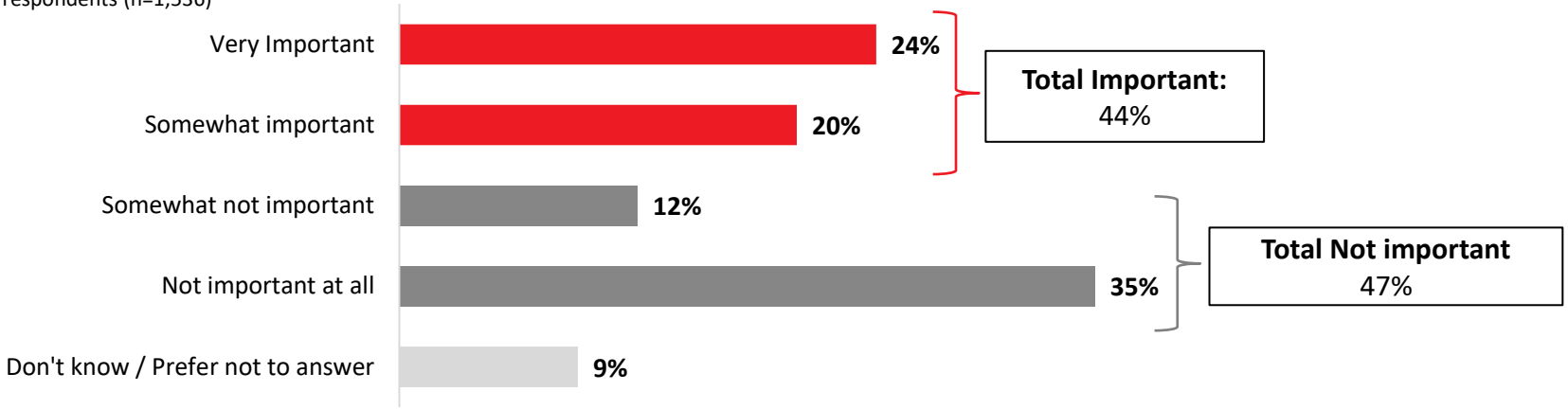
SOCIAL DISTANCING AND WEARING A MASK

New question

STANLEY CUP PLAYOFFS

CTC106. The NHL has announced a short list of cities, from which two will be chosen to host the Stanley Cup finals later this summer. The games would be played without spectators in the stands. Three Canadian cities (Vancouver, Edmonton, and Toronto) are on the short list. **How important is it that a Canadian city hosts some of the Stanley Cup playoffs?**

Base: All respondents (n=1,536)



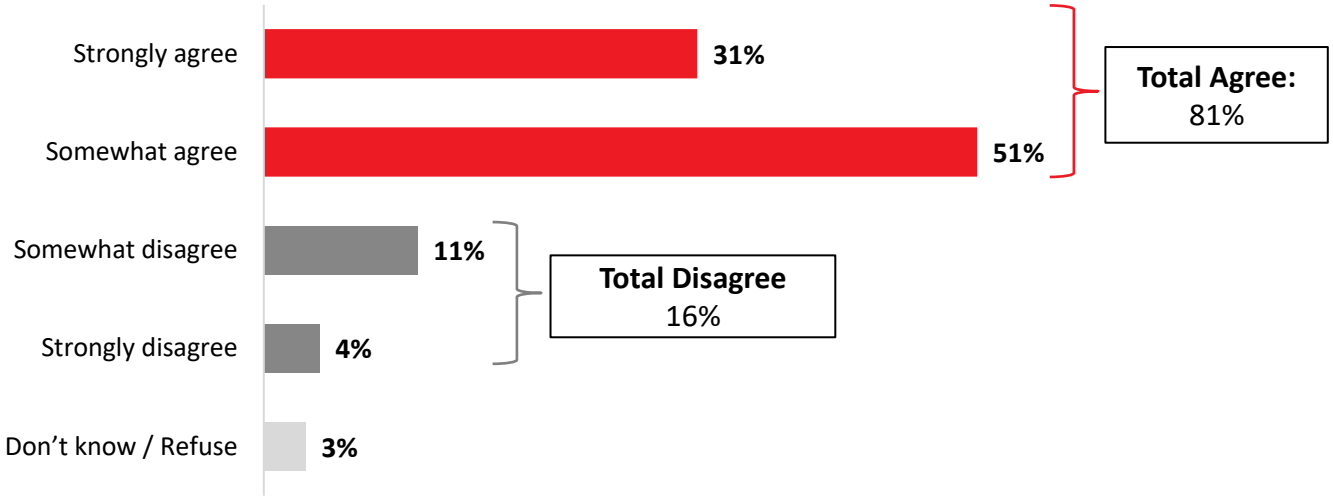
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
Total Important	**44%**	52%	42%	43%	44%	**56%**	38%	41%	44%	47%	46%	44%	40%
Very important	**24%**	29%	24%	24%	18%	**32%**	18%	**17%**	25%	**28%**	25%	24%	22%
Somewhat important	**20%**	23%	18%	20%	26%	24%	20%	**24%**	19%	19%	21%	20%	18%
Total Not important	**47%**	40%	48%	49%	42%	**36%**	**55%**	48%	47%	46%	**42%**	50%	51%
Somewhat not important	**12%**	**5%**	**18%**	**10%**	11%	7%	16%	**16%**	11%	11%	14%	11%	10%
Not important at all	**35%**	35%	**30%**	**39%**	31%	29%	39%	32%	37%	35%	**28%**	**39%**	**41%**
Don't know / Prefer not to answer	**9%**	8%	10%	8%	**15%**	8%	7%	11%	9%	8%	**12%**	**6%**	8%

New question

PREVENTION THROUGH SOCIAL DISTANCING

CTC104. Do you agree or disagree with the following : social distancing will prevent someone from getting infected with COVID-19?

Base: All respondents (n=1,536)



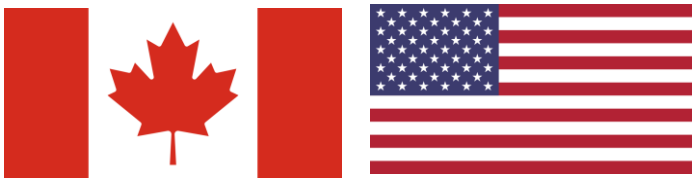
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
Total Agree	**81%**	86%	81%	83%	86%	76%	79%	78%	**77%**	**87%**	81%	83%	78%
Strongly agree	**31%**	**39%**	**25%**	**35%**	28%	24%	31%	27%	**27%**	**36%**	33%	30%	27%
Somewhat agree	**51%**	47%	**56%**	48%	58%	53%	48%	51%	50%	51%	49%	53%	51%
Total Disagree	**16%**	11%	15%	14%	12%	**21%**	20%	18%	**19%**	**11%**	16%	14%	19%
Somewhat disagree	**11%**	6%	11%	10%	9%	16%	**16%**	13%	**15%**	**8%**	12%	10%	13%
Strongly disagree	**4%**	4%	4%	5%	3%	6%	3%	5%	4%	3%	4%	4%	5%
Don't know/Refuse	**3%**	3%	**5%**	3%	2%	2%	1%	4%	4%	**2%**	3%	3%	3%

New question

PREVENTION THROUGH SOCIAL DISTANCING (CANADA VS UNITED STATES)

CTC104. Do you agree or disagree with the following : social distancing will prevent someone from getting infected with COVID-19?

Base: All respondents

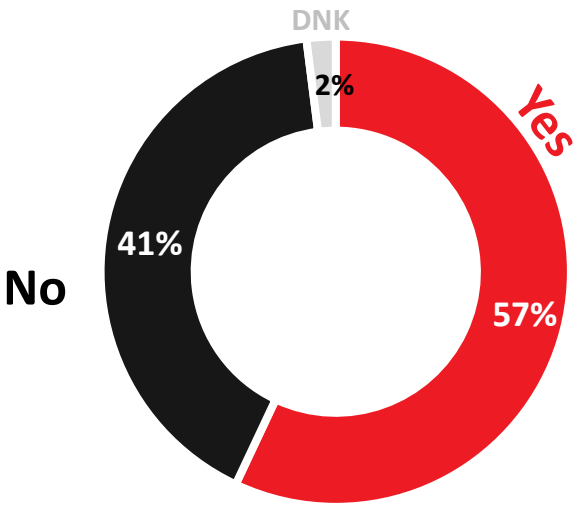


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Total Agree	81%	79%	2
Strongly agree	31%	36%	5
Somewhat agree	51%	43%	8
Total Disagree	16%	15%	1
Somewhat disagree	11%	8%	3
Strongly disagree	4%	7%	3
Don’t know/Refuse	3%	6%	3

OTHERS GETTING WITHIN TWO METERS OF CANADIANS

CTC71. Despite the fact that you are making considerable efforts to respect social distancing, have people outside your family gotten within two meters of you over the past week ?

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Yes	**57%**	53%	57%	**53%**	**69%**	57%	**70%**	**64%**	**63%**	**48%**	60%	60%	**49%**	**56%**	**+1**
No	**41%**	44%	42%	**45%**	**30%**	43%	**28%**	**33%**	**36%**	**50%**	39%	39%	**48%**	**41%**	**-**
Don’t know / Prefer not to answer	**2%**	3%	1%	3%	1%	0%	2%	3%	1%	2%	2%	1%	**3%**	**3%**	**-1**

OTHERS GETTING WITHIN TWO METERS OF RESPONDENTS (CANADA VS UNITED STATES)

CTC71. Despite the fact that you are making considerable efforts to respect social distancing, have people outside your family gotten within two meters of you over the past week ?

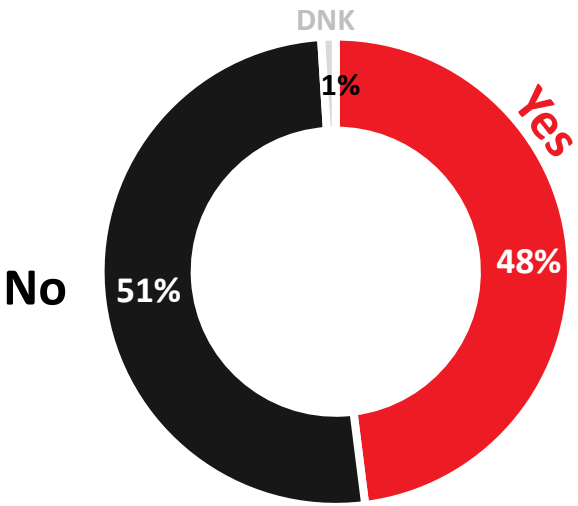
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Yes	57%	55%	2
No	41%	39%	2
Don’t know / Prefer not to answer	2%	5%	3

WEARING A MASK IN PUBLIC

CTC82. Do you wear a mask when you go out in public?

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Yes	**48%**	38%	50%	**56%**	**31%**	**35%**	42%	46%	**44%**	**52%**	49%	49%	**42%**	**45%**	**+3**
No	**51%**	**62%**	48%	**43%**	**69%**	**62%**	57%	52%	54%	**48%**	49%	50%	**57%**	**54%**	**-3**
Don't know / Prefer not to answer	**1%**	0%	2%	1%	0%	3%	1%	2%	**2%**	**0%**	2%	1%	1%	**1%**	**-**

WEARING A MASK IN PUBLIC (CANADA VS UNITED STATES)

CTC82. Do you wear a mask when you go out in public?

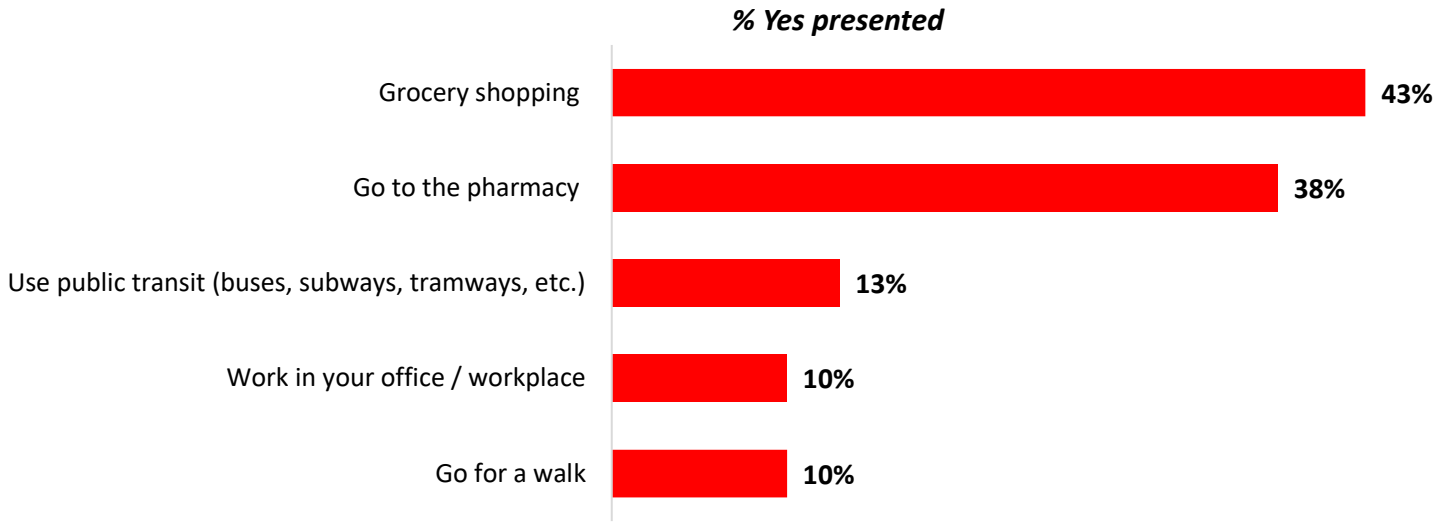
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Yes	48%	77%	29
No	51%	21%	30
Don’t know / Prefer not to answer	1%	2%	1

ACTIVITIES CANADIANS WEAR A MASK FOR

CTC74. Do you wear a mask to do the following ?

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
% Yes presented															
Grocery shopping	**43%**	35%	46%	**50%**	**27%**	**34%**	40%	44%	**40%**	46%	45%	45%	**38%**	**41%**	**+2**
Go to the pharmacy	**38%**	**28%**	**43%**	**44%**	**22%**	**27%**	32%	36%	**32%**	**44%**	**41%**	38%	**30%**	**37%**	**+1**
Use public transit (buses, subways, tramways, etc.)	**13%**	**1%**	14%	12%	**7%**	17%	17%	**23%**	11%	**7%**	**18%**	11%	**4%**	**10%**	**+3**
Work in your office / workplace	**10%**	**4%**	11%	12%	7%	7%	9%	**16%**	10%	**5%**	12%	11%	**5%**	**9%**	**+1**
Go for a walk	**10%**	9%	10%	**13%**	**3%**	9%	6%	11%	**7%**	**12%**	**13%**	8%	8%	**9%**	**+1**

ACTIVITIES CANADIANS / AMERICANS WEAR A MASK FOR (CANADA VS UNITED STATES)

CTC74. Do you wear a mask to do the following?

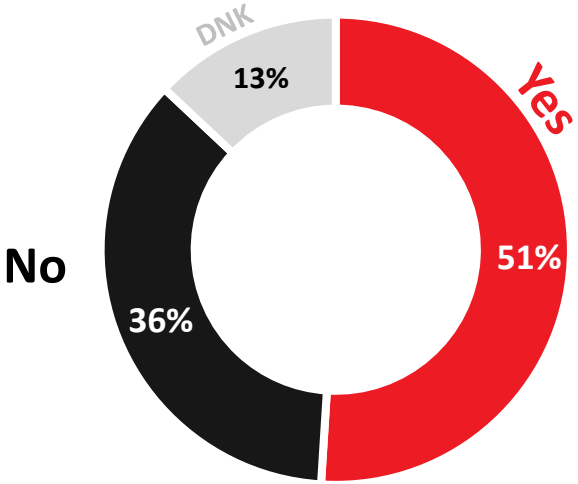
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
% Yes presented			
Grocery shopping	43%	72%	29
Go to the pharmacy	38%	58%	20
Use public transit (buses, subways, tramways, etc.)	13%	25%	12
Work in your office / workplace	10%	30%	20
Go for a walk	10%	35%	25

MANDATORY MASK WEARING

CTC84. Should the wearing of a protective mask be made mandatory for all Canadians when they are out in public and confined spaces such as grocery stores, shopping malls or public transit?

Base: All respondents (n=1,536)

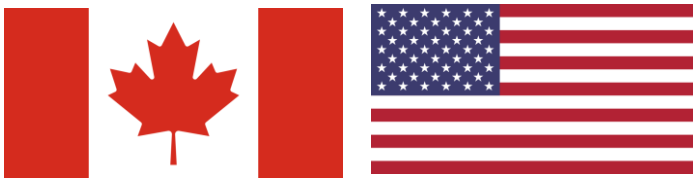


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Yes	**51%**	43%	**58%**	**58%**	**35%**	**37%**	46%	50%	**45%**	**57%**	51%	54%	48%	**51%**	-
No	**36%**	38%	35%	**30%**	**50%**	**45%**	42%	38%	**41%**	**30%**	35%	36%	39%	**35%**	**+1**
Don't know / Prefer not to answer	**13%**	19%	**8%**	13%	16%	18%	12%	11%	14%	13%	14%	11%	14%	**14%**	**-1**

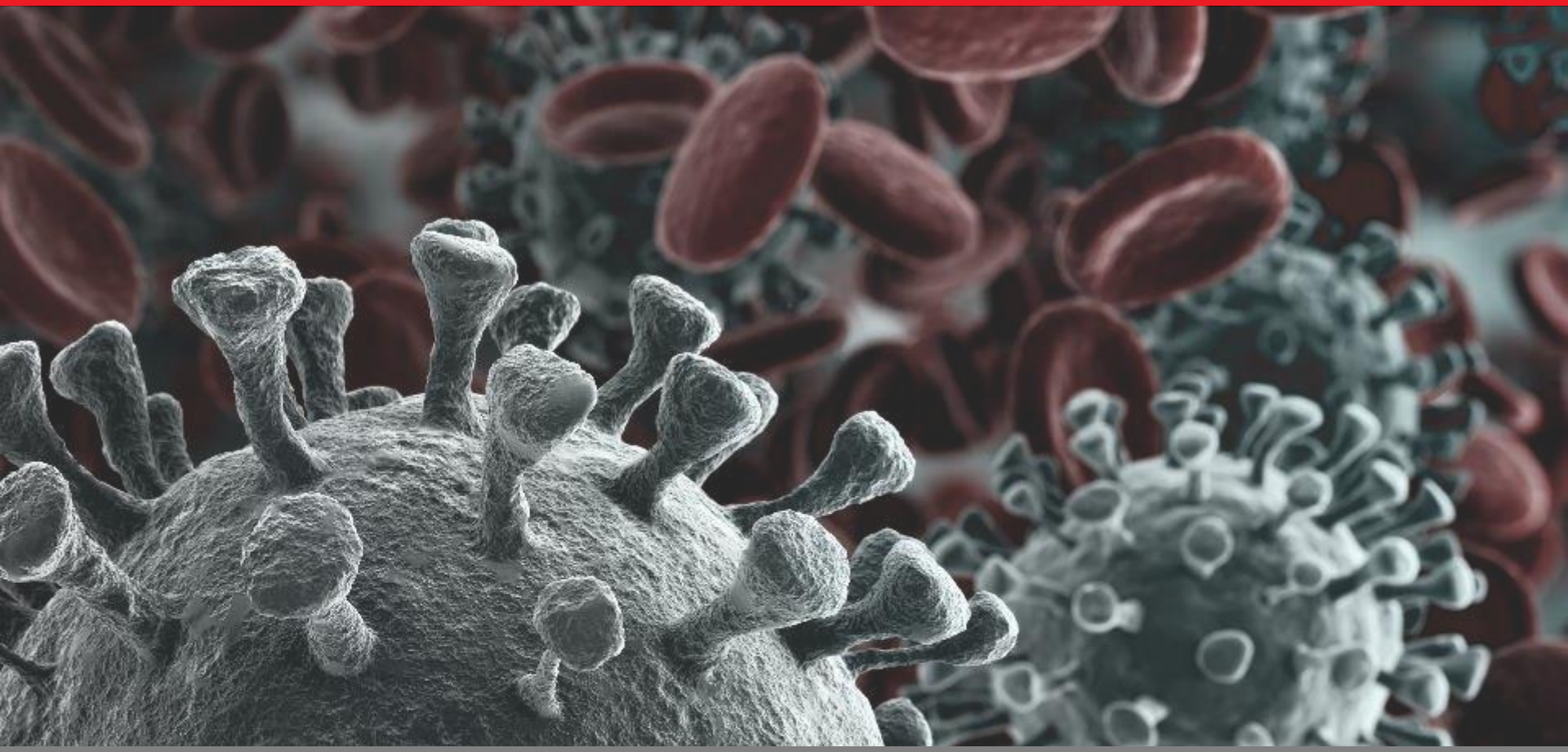
MANDATORY MASK WEARING (CANADA VS UNITED STATES)

CTC84. Should the wearing of a protective mask be made mandatory for all Canadians/ all Americans when they are out in public and confined spaces such as grocery stores, shopping malls or public transit?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Yes	51%	64%	13
No	36%	28%	8
Don’t know / Prefer not to answer	13%	8%	5

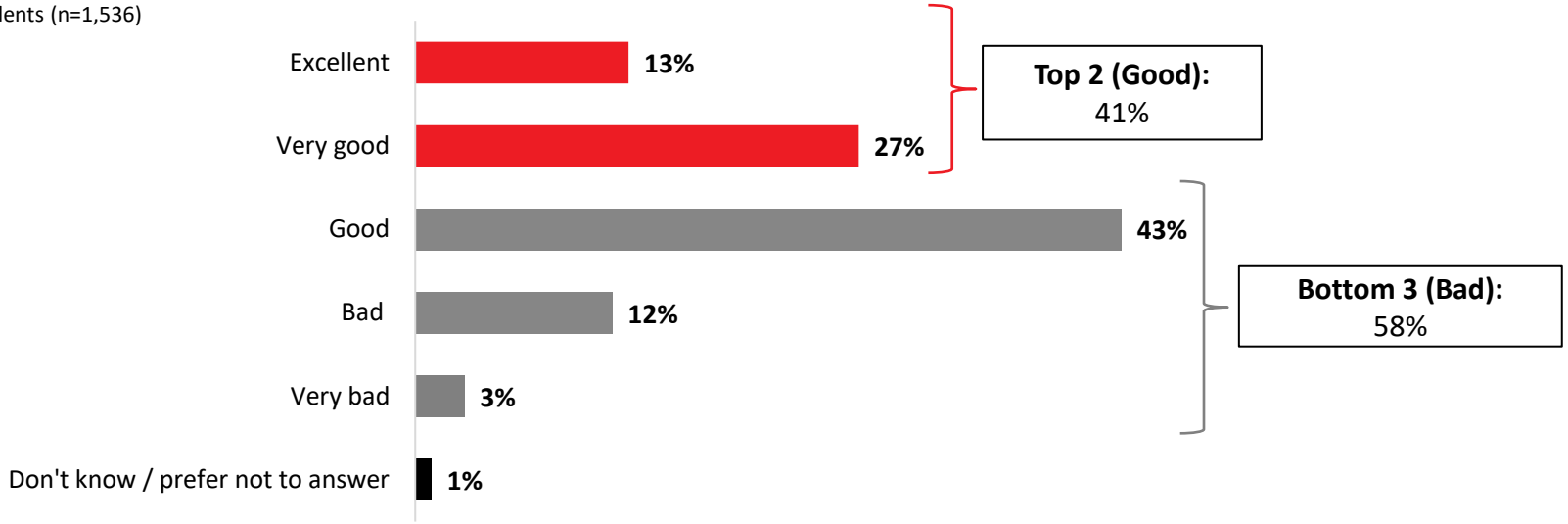


STRESS AND MENTAL HEALTH

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=1,536)

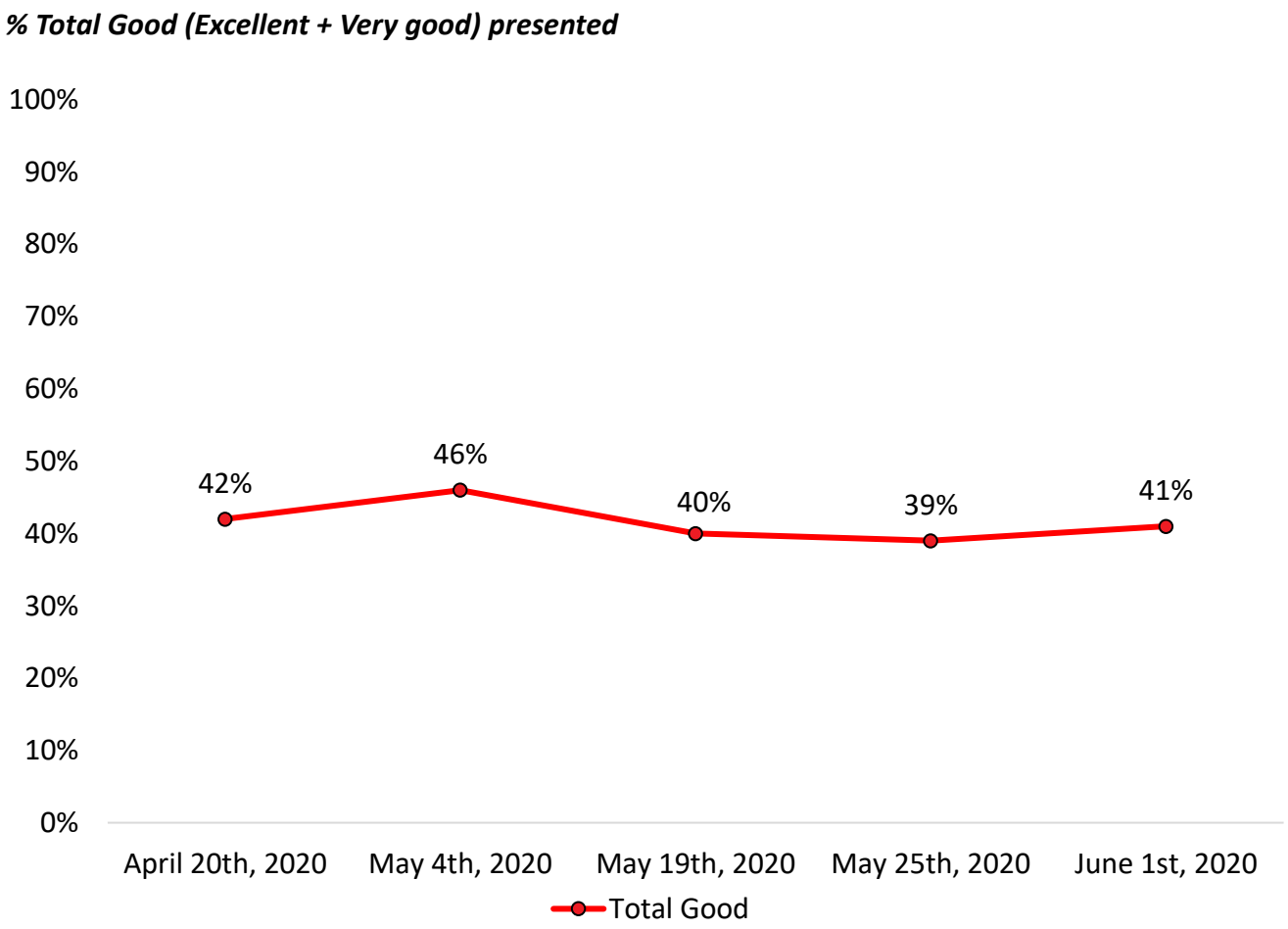


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Total Top 2 (Good)	**41%**	33%	**50%**	**37%**	33%	41%	43%	**32%**	**36%**	**51%**	40%	40%	45%	**39%**	**+2**
Excellent	**13%**	11%	**19%**	11%	8%	14%	13%	**7%**	**10%**	**21%**	14%	12%	16%	**14%**	**-1**
Very good	**27%**	23%	31%	26%	24%	27%	30%	25%	25%	**31%**	26%	28%	29%	**25%**	**+2**
Total Bottom 3 (Bad)	**58%**	65%	**49%**	**61%**	**67%**	59%	56%	**66%**	**64%**	**48%**	59%	60%	**52%**	**58%**	**-**
Good	**43%**	52%	**39%**	43%	**53%**	42%	44%	43%	**47%**	**39%**	43%	43%	43%	**45%**	**-2**
Bad	**12%**	8%	**9%**	**15%**	11%	13%	10%	**19%**	13%	**7%**	13%	13%	**8%**	**11%**	**+1**
Very bad	**3%**	5%	**1%**	3%	4%	4%	2%	4%	**4%**	**1%**	4%	3%	1%	**2%**	**+1**
Don't know/Prefer not to answer	**1%**	1%	1%	2%	1%	0%	1%	**2%**	1%	1%	1%	1%	**2%**	**2%**	**-1**

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



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?

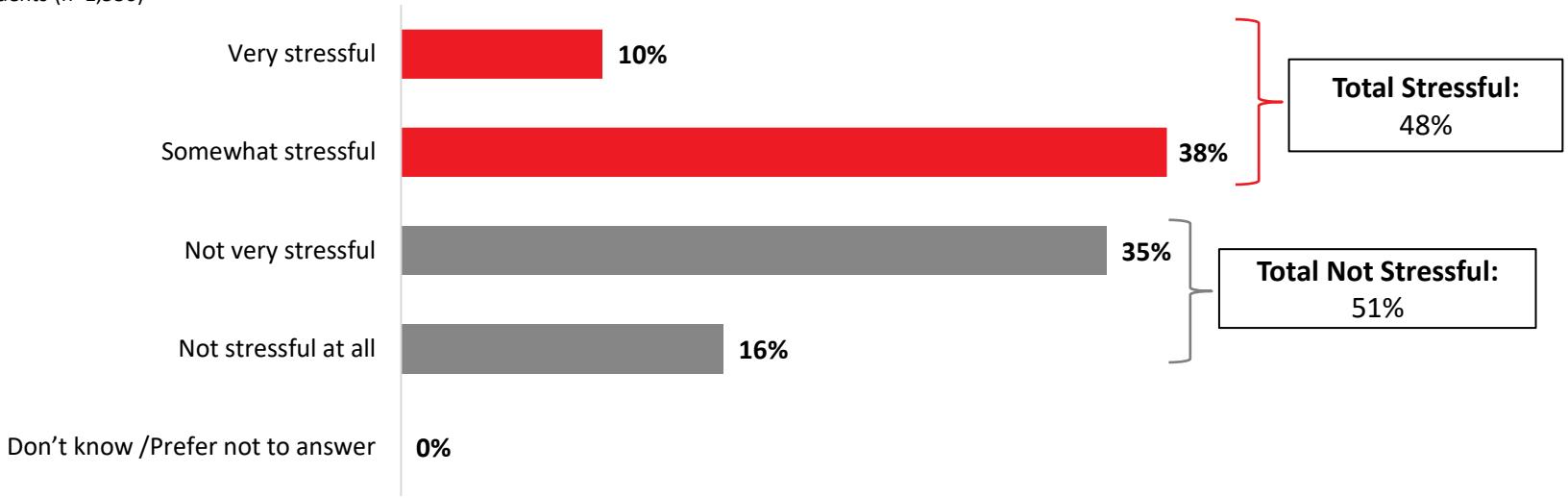
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Total Top 2 (Good)	**41%**	**46%**	5
Excellent	**13%**	**19%**	6
Very good	27%	26%	1
Total Bottom 3 (Bad)	**58%**	**52%**	6
Good	43%	41%	2
Bad	**12%**	**9%**	3
Very bad	3%	3%	-
Don’t know/Prefer not to answer	1%	2%	1

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=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Total Stressful	**48%**	50%	**37%**	**57%**	48%	49%	**40%**	50%	51%	**44%**	46%	50%	48%	**51%**	**-3**
Very stressful	**10%**	14%	**6%**	**16%**	8%	8%	**4%**	11%	9%	11%	10%	9%	**14%**	**9%**	**+1**
Somewhat stressful	**38%**	36%	**31%**	**42%**	40%	41%	35%	39%	**41%**	**34%**	36%	**41%**	34%	**42%**	**-4**
Total Not Stressful	**51%**	50%	**63%**	**42%**	50%	51%	**60%**	49%	49%	**55%**	54%	49%	52%	**48%**	**+3**
Not very stressful	**35%**	33%	**47%**	**27%**	34%	28%	**47%**	34%	**32%**	**39%**	38%	35%	33%	**34%**	**+1**
Not stressful at all	**16%**	17%	16%	15%	16%	**23%**	13%	15%	17%	16%	16%	14%	19%	**14%**	**+2**
Don't know/Refuse	**0%**	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	**1%**	0%	**1%**	**-1**

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

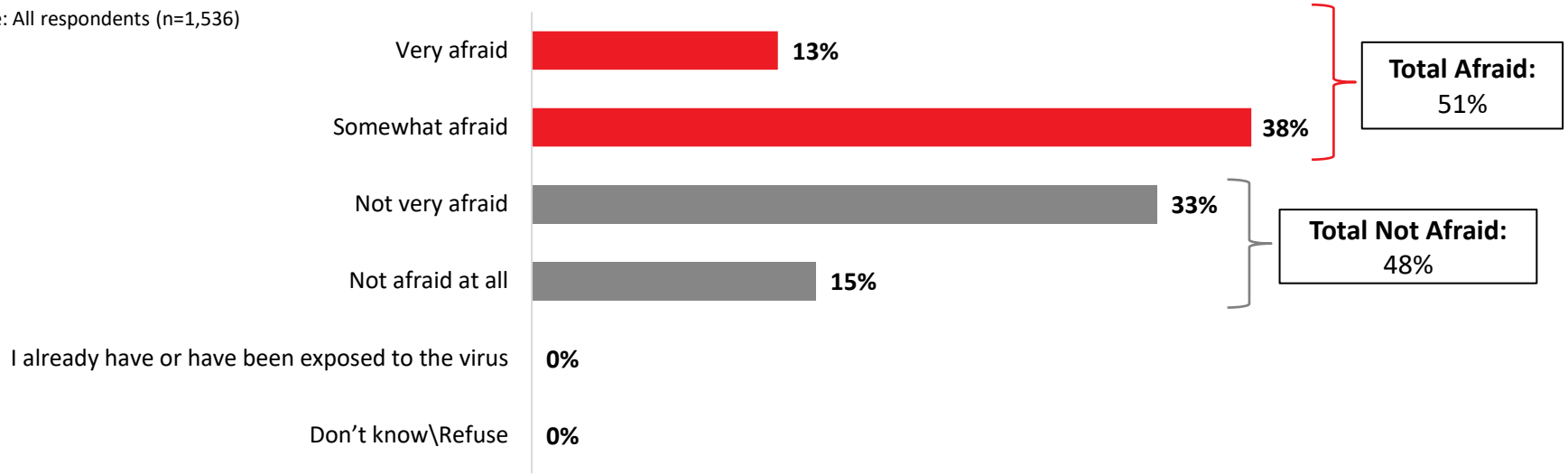
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Total Stressful	**48%**	**58%**	10
Very stressful	**10%**	**21%**	11
Somewhat stressful	38%	37%	1
Total Not Stressful	**51%**	**40%**	11
Not very stressful	**35%**	**23%**	12
Not stressful at all	16%	17%	1
Don't know/Refuse	**0%**	**2%**	2

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=1,536)

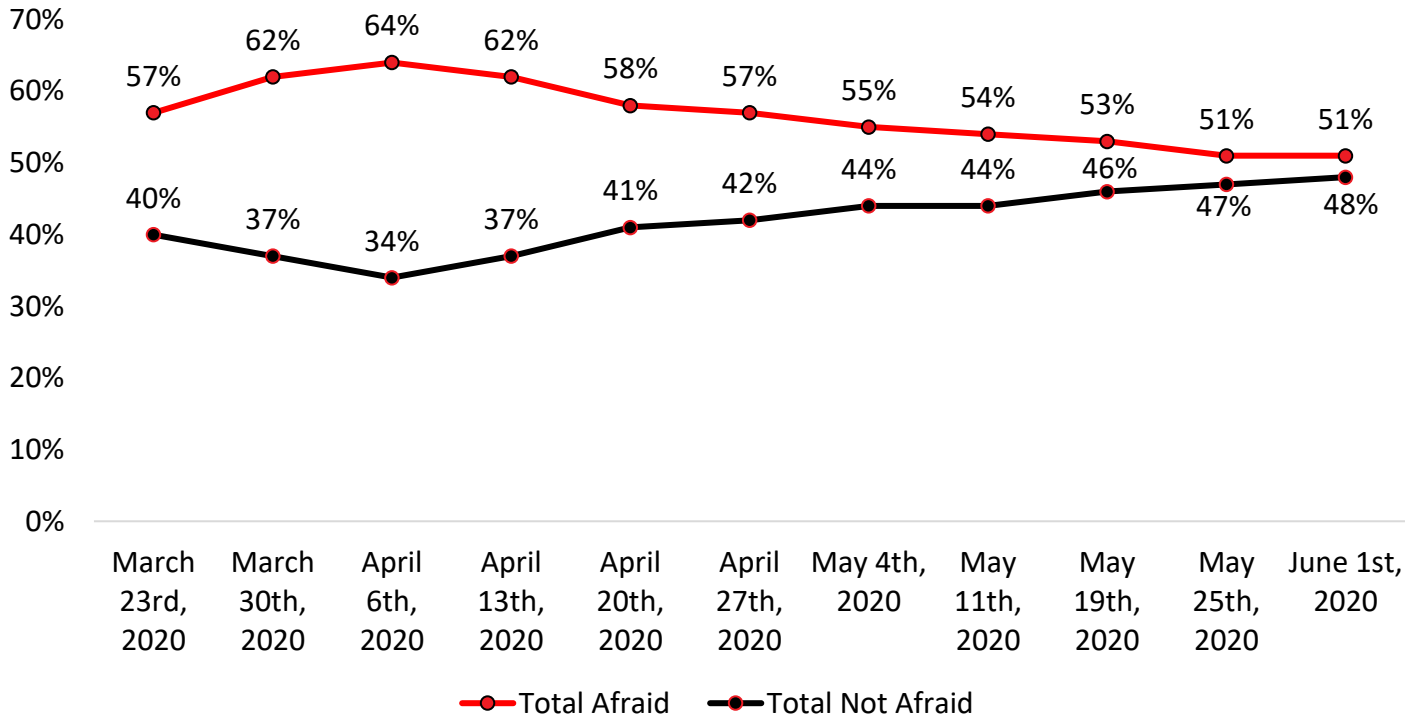


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Total Afraid	**51%**	47%	**45%**	**59%**	43%	53%	**44%**	48%	52%	52%	49%	52%	53%	**51%**	-
Very afraid	**13%**	10%	**9%**	**17%**	14%	16%	9%	15%	13%	12%	14%	12%	14%	**14%**	-1
Somewhat afraid	**38%**	37%	35%	**42%**	**29%**	37%	35%	**33%**	39%	40%	35%	40%	39%	**37%**	+1
Total Not Afraid	**48%**	53%	**54%**	**40%**	55%	47%	**56%**	51%	47%	47%	50%	48%	46%	**47%**	+1
Not very afraid	**33%**	41%	**41%**	**27%**	35%	29%	37%	31%	34%	34%	34%	34%	31%	**32%**	+1
Not afraid at all	**15%**	13%	14%	13%	21%	18%	19%	**19%**	13%	13%	16%	13%	15%	**15%**	-
I already have or have been exposed to the virus	**0%**	0%	0%	**1%**	0%	0%	0%	1%	0%	0%	0%	0%	1%	**1%**	-1
Don't know/Refuse	**0%**	0%	1%	0%	**2%**	0%	0%	0%	0%	1%	1%	0%	0%	**1%**	-1

FEAR OF CONTRACTING THE VIRUS (Evolution)

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

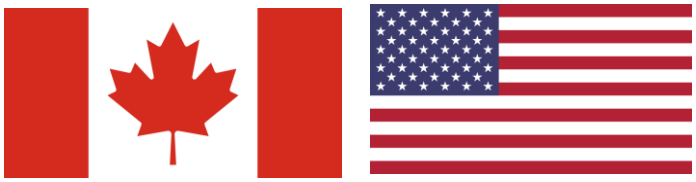
Base: All respondents



FEAR OF CONTRACTING THE VIRUS (CANADA VS UNITED STATES)

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

Base: All respondents

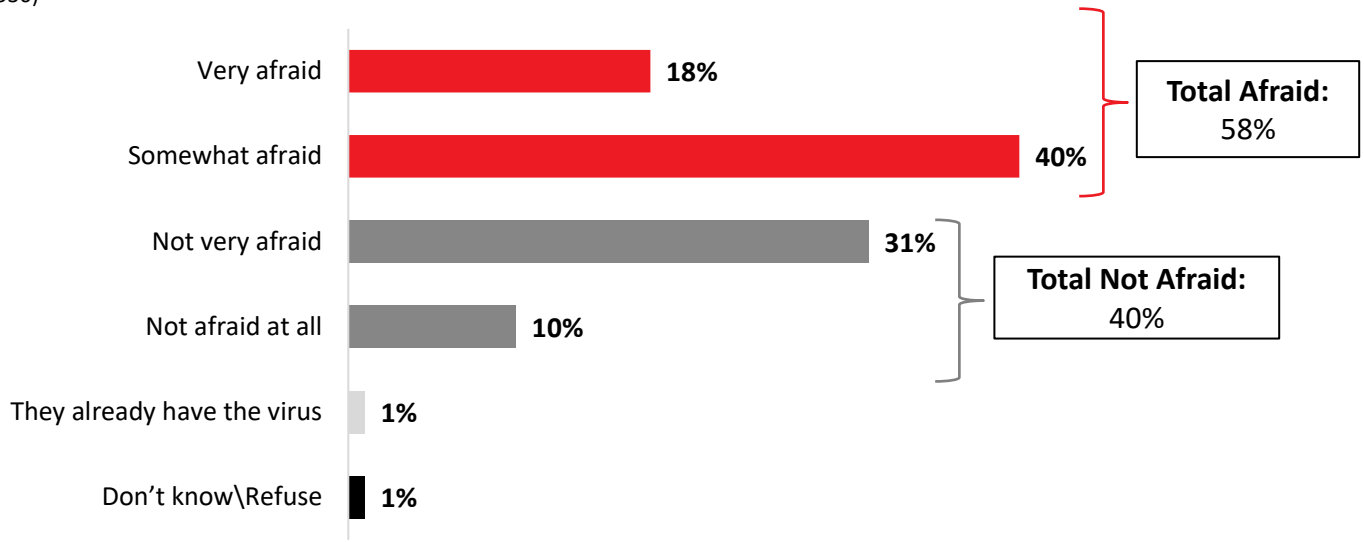


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Total Afraid	51%	58%	7
Very afraid	13%	25%	12
Somewhat afraid	38%	33%	5
Total Not Afraid	48%	39%	9
Not very afraid	33%	21%	12
Not afraid at all	15%	18%	3
I already have or have been exposed to the virus	0%	1%	1
Don't know/Refuse	0%	2%	2

FEAR OF A FAMILY MEMBER GETTING THE VIRUS

CTC2. Are you afraid that someone in your immediate family will be contracting the COVID-19 (Coronavirus)?

Base: All respondents (n=1,536)

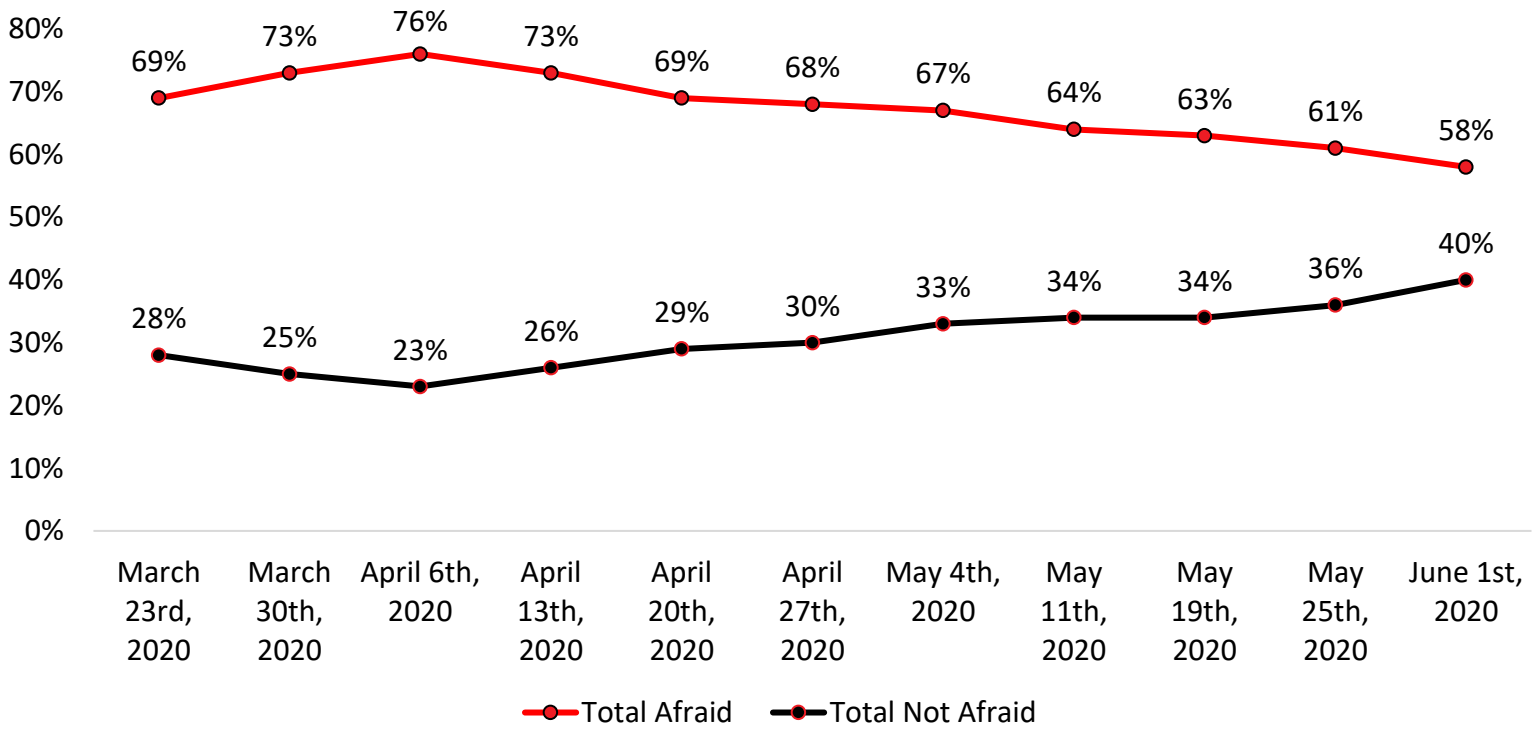


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Total Afraid	**58%**	50%	53%	67%	51%	52%	56%	54%	59%	60%	53%	61%	61%	**61%**	**-3**
Very afraid	**18%**	14%	16%	23%	13%	16%	12%	19%	20%	16%	17%	19%	16%	**18%**	**-**
Somewhat afraid	**40%**	36%	36%	44%	38%	36%	43%	36%	39%	44%	36%	42%	45%	**43%**	**-3**
Total Not Afraid	**40%**	49%	45%	31%	49%	45%	44%	43%	39%	39%	45%	37%	37%	**36%**	**+4**
Not very afraid	**31%**	39%	38%	24%	32%	32%	31%	32%	31%	30%	33%	29%	28%	**26%**	**+5**
Not afraid at all	**10%**	10%	7%	8%	17%	14%	13%	12%	8%	9%	12%	8%	9%	**11%**	**-1**
They already have the virus	**1%**	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	**1%**	**-**
Don't know/Refuse	**1%**	1%	1%	1%	0%	2%	0%	2%	1%	0%	1%	1%	1%	**1%**	**-**

FEAR OF A FAMILY MEMBER GETTING THE VIRUS (Evolution)

CTC2. Are you afraid that someone in your immediate family will be contracting the COVID-19 (Coronavirus)?

Base: All respondents



FEAR OF A FAMILY MEMBER GETTING THE VIRUS (CANADA VS UNITED STATES)

CTC2. Are you afraid that someone in your immediate family will be contracting the COVID-19 (Coronavirus)?

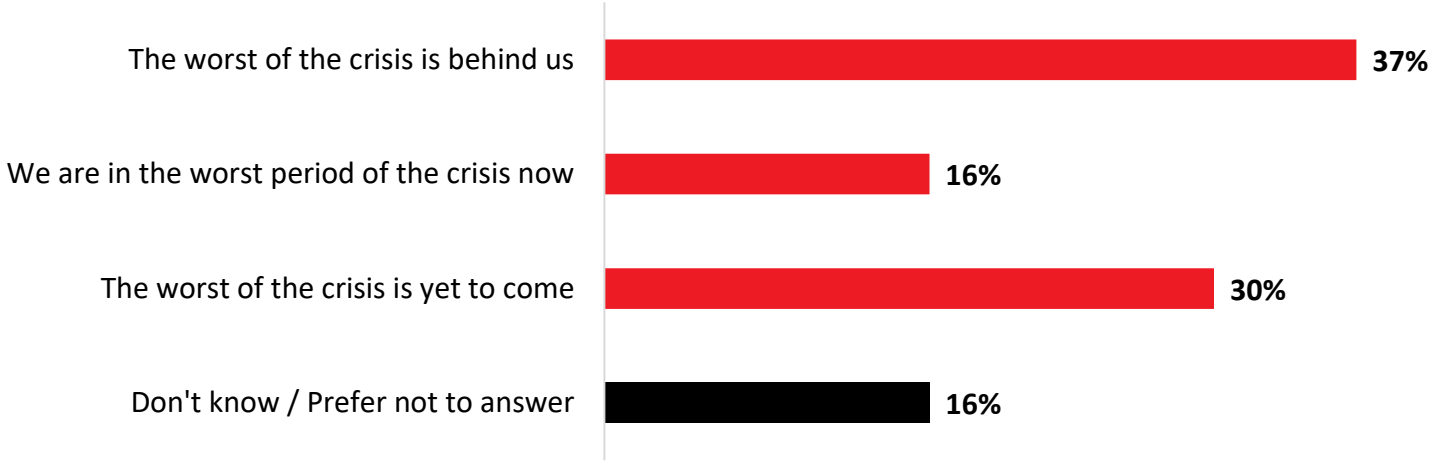
Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Total Afraid	58%	62%	4
Very afraid	18%	26%	8
Somewhat afraid	40%	36%	4
Total Not Afraid	40%	35%	5
Not very afraid	31%	19%	12
Not afraid at all	10%	16%	6
They already have the virus	1%	1%	-
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=1,536)

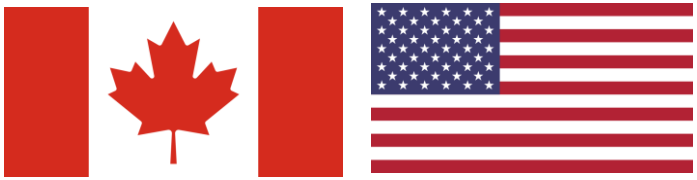


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
The worst of the crisis is behind us	**37%**	32%	41%	**33%**	34%	38%	**47%**	38%	35%	38%	39%	39%	**31%**	**28%**	**+9**
We are in the worst period of the crisis now	**16%**	17%	16%	15%	18%	20%	14%	14%	18%	15%	17%	15%	16%	**17%**	**-1**
The worst of the crisis is yet to come	**30%**	34%	31%	31%	30%	31%	26%	33%	31%	28%	28%	30%	**36%**	**33%**	**-3**
Don't know / Prefer not to answer	**16%**	18%	**12%**	**20%**	18%	11%	13%	15%	15%	18%	15%	16%	18%	**22%**	**-6**

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 =	1,536	1,002	
Unweighted n =	1,536	1,002	
The worst of the crisis is behind us	37%	32%	5
We are in the worst period of the crisis now	16%	19%	3
The worst of the crisis is yet to come	30%	32%	2
Don't know / Prefer not to answer	16%	17%	1

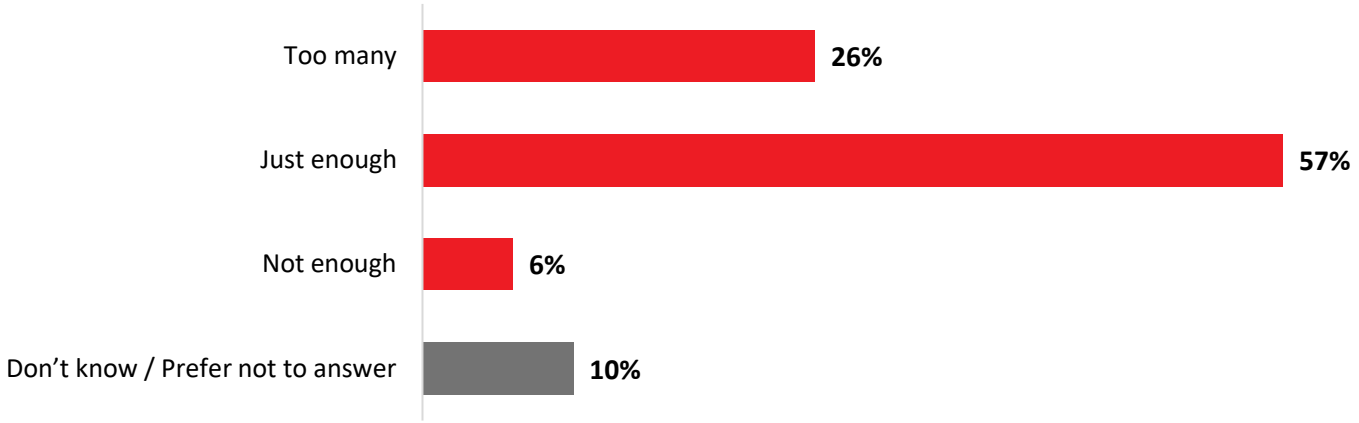
SATISFACTION WITH GOVERNMENTS DURING THE CRISIS

New question

GOVERNMENT PRESS CONFERENCES AND ANNOUNCEMENTS

CTC101. Do you think there is too many, just enough or not enough of Prime Minister Justin Trudeau's announcements and press conferences?

Base: All respondents (n=1,536)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308
Too many	**26%**	18%	**31%**	25%	**18%**	30%	28%	**20%**	28%	29%	29%	25%	25%
Just enough	**57%**	**72%**	58%	57%	57%	**44%**	61%	55%	55%	**61%**	55%	60%	57%
Not enough	**6%**	**2%**	7%	6%	8%	9%	5%	**8%**	7%	**4%**	7%	7%	4%
Don't know / Prefer not to answer	**10%**	7%	**4%**	11%	**17%**	**17%**	6%	**16%**	10%	**5%**	9%	9%	**14%**

New question

GOVERNMENT PRESS CONFERENCES AND ANNOUNCEMENTS (CANADA VS UNITED STATES)

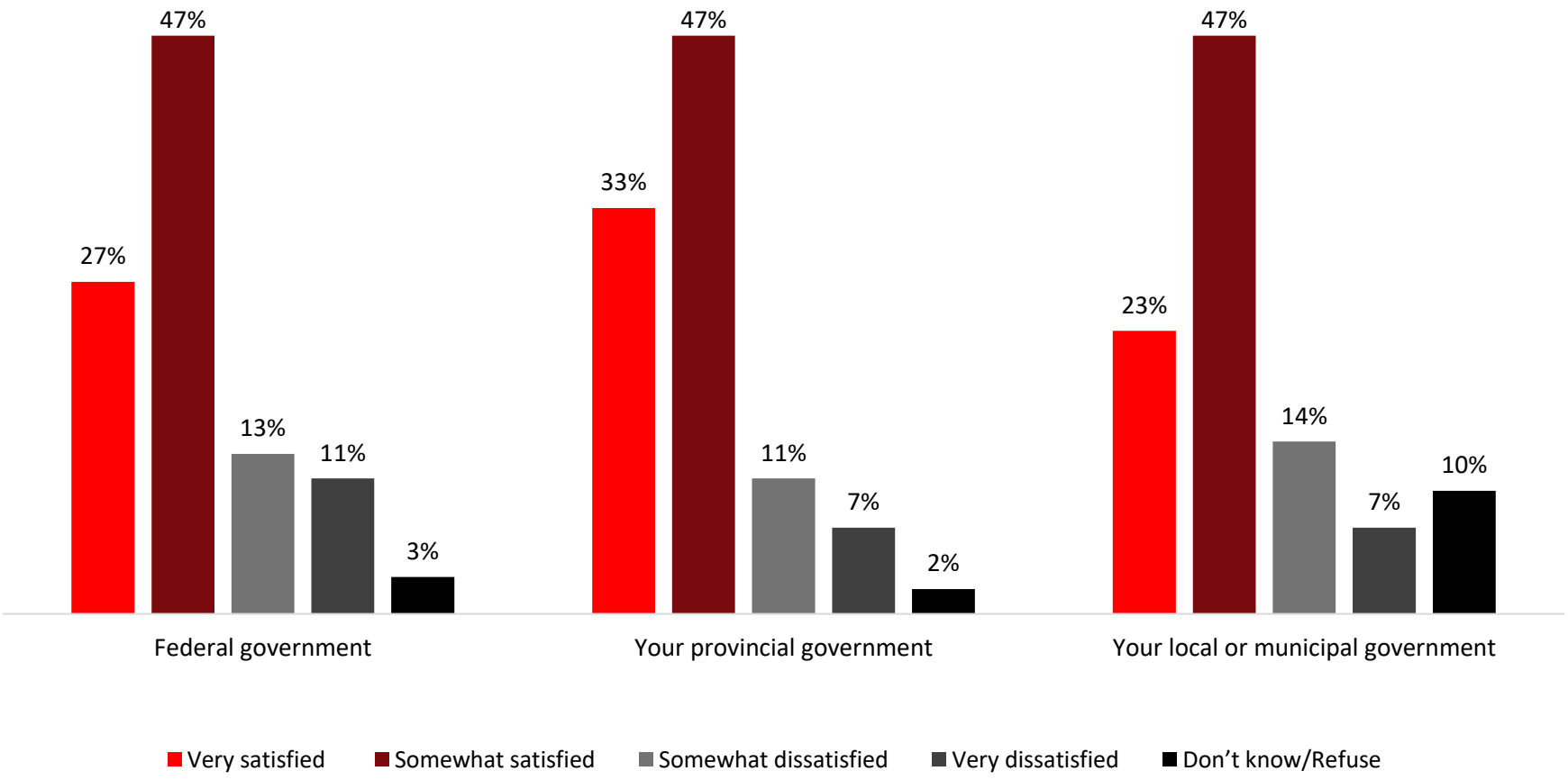
CTC101. Do you think there is too many, just enough or not enough of Prime Minister Justin Trudeau's (Canada) / U.S President Donald Trump (USA) announcements and press conferences?

Base: All respondents

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Too many	26%	37%	11
Just enough	57%	39%	18
Not enough	6%	12%	6
Don't know / Prefer not to answer	10%	12%	2

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=1,536)



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

ACS • AEC
Association for Canadian Studies • Association d'études canadiennes

Leger

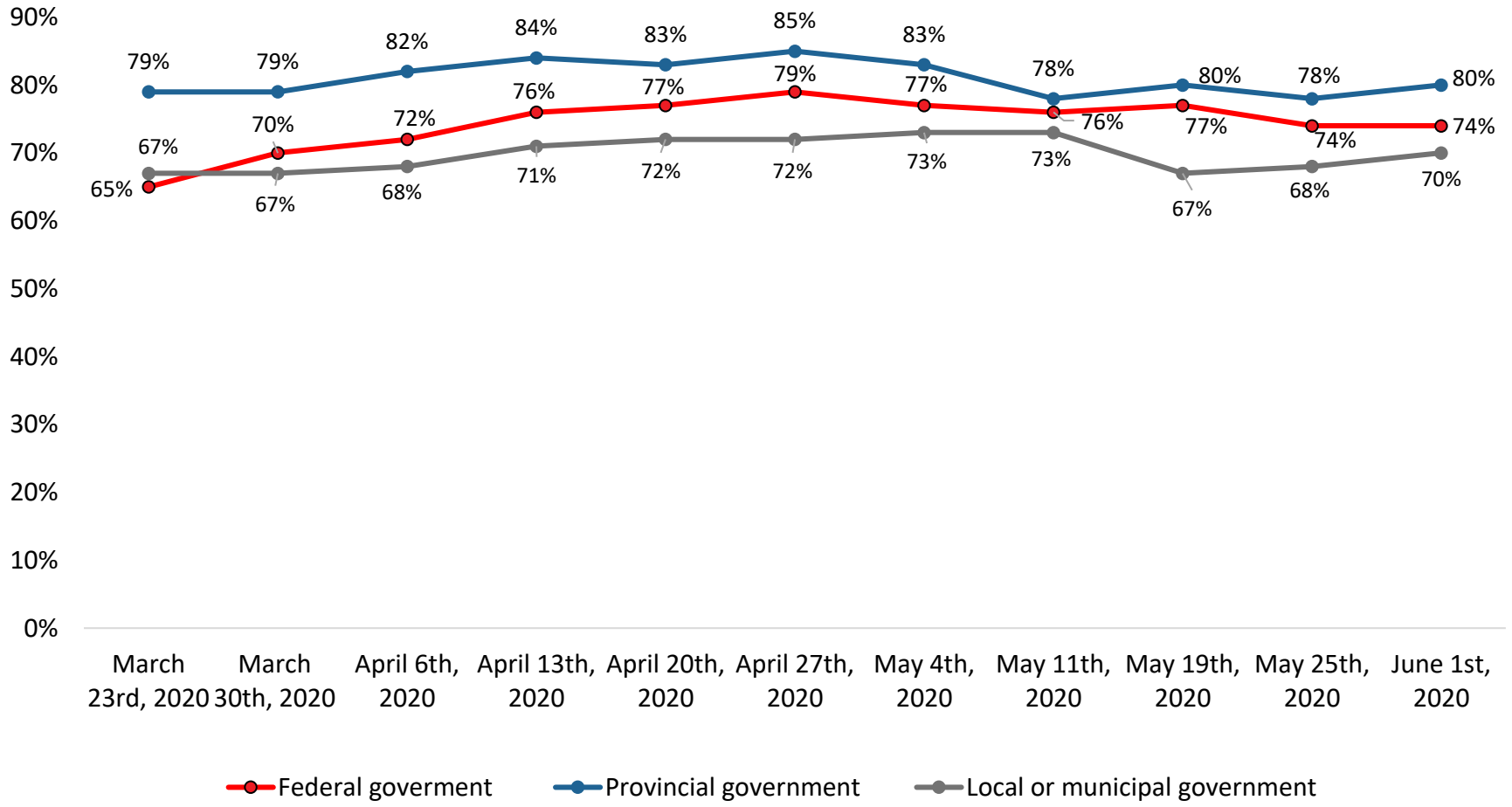
CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?
Base: All respondents (n=1,536)

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL May 25th	Gap
Weighted n =	1,536	105	360	590	100	172	208	419	524	593	617	599	309	1,510	
Unweighted n =	1,536	103	419	604	125	125	160	389	492	655	639	579	308	1,510	
Federal government															
Total Satisfied	**74%**	**89%**	**69%**	73%	78%	71%	77%	72%	75%	75%	73%	76%	71%	**74%**	-
Total Dissatisfied	**23%**	**10%**	**28%**	23%	19%	28%	22%	25%	22%	23%	25%	22%	24%	**23%**	-
Your provincial government															
Total Satisfied	**80%**	**90%**	82%	**77%**	80%	**72%**	**86%**	**72%**	79%	**86%**	79%	81%	78%	**78%**	**+2**
Total Dissatisfied	**18%**	**7%**	17%	20%	18%	**27%**	**12%**	**24%**	19%	**13%**	20%	17%	17%	**20%**	**-2**
Your local or municipal government															
Total Satisfied	**70%**	**81%**	**62%**	69%	72%	77%	71%	66%	69%	**73%**	69%	72%	68%	**68%**	**+2**
Total Dissatisfied	**21%**	**12%**	20%	23%	18%	19%	23%	22%	22%	19%	**25%**	**18%**	19%	**22%**	**-1**

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 (n=1,536)

François Legault

Doug Ford

Brian Pallister

Scott Moe

Jason Kenney

John Horgan

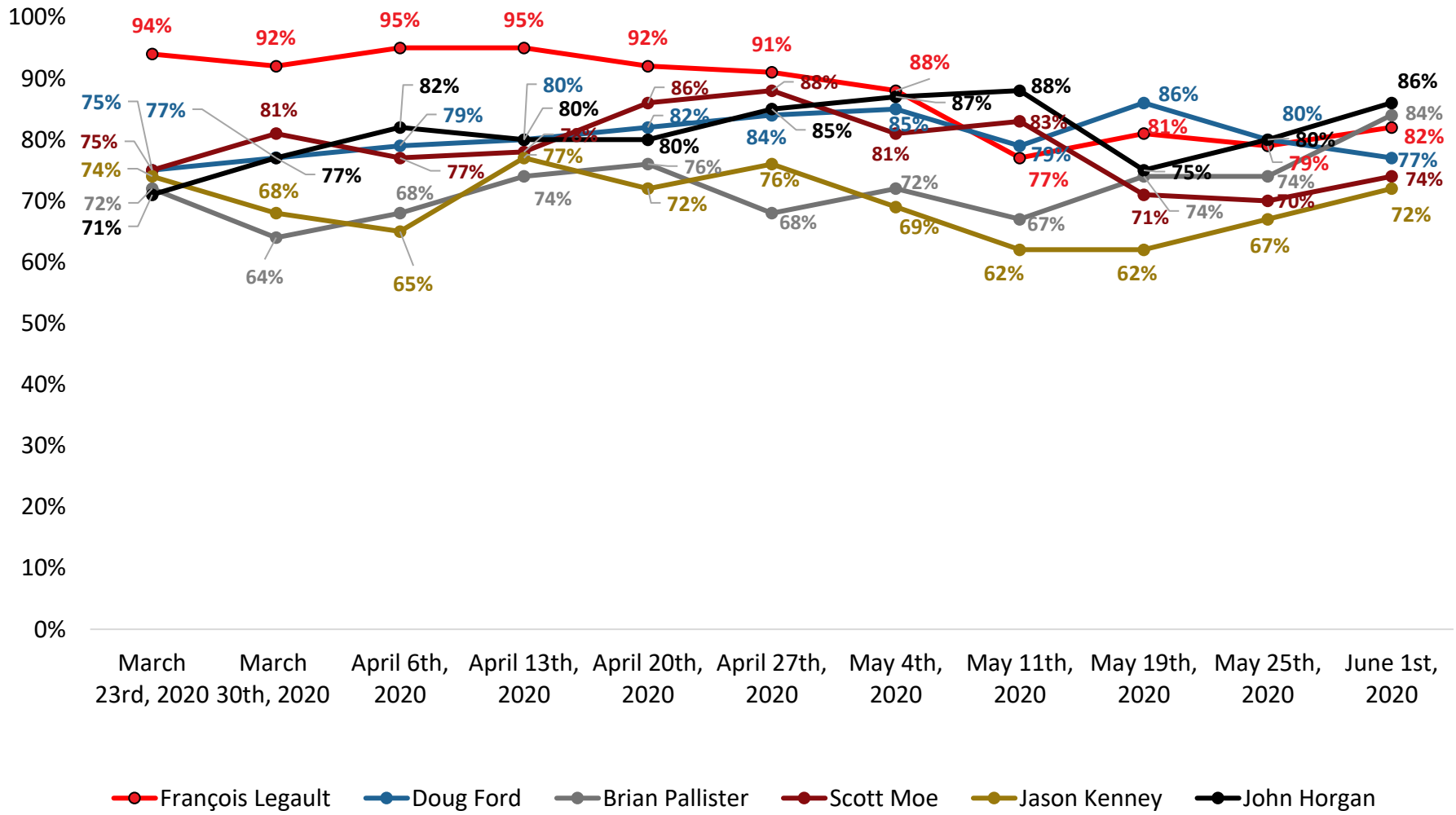
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n =	1,536	105	360	590	54	46	172	208
Unweighted n =	1,536	103	419	604	51	74	125	160
Total Satisfied	**80%**	**90%**	82%	**77%**	84%	74%	**72%**	**86%**
Very satisfied	**33%**	**54%**	37%	**29%**	**15%**	27%	**18%**	**45%**
Somewhat satisfied	**47%**	**37%**	45%	48%	**69%**	47%	54%	41%
Total Dissatisfied	**18%**	**7%**	17%	20%	11%	25%	**27%**	**12%**
Somewhat dissatisfied	**11%**	**3%**	10%	**14%**	9%	11%	**17%**	8%
Very dissatisfied	**7%**	4%	7%	7%	2%	**14%**	10%	4%
Don’t know/Refuse	**2%**	3%	2%	3%	4%	1%	1%	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



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

% "Satisfied" presented	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,536	1,002	
Unweighted n =	1,536	1,002	
Federal government/The US President	**74%**	**46%**	28
Your provincial government/Your State government	**80%**	**64%**	16
Your local or municipal government	**70%**	**64%**	6

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=1 536), except for the Bloc Québécois, Quebecers only

INTENTIONS BEFORE THE COVID-19 CRISIS

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	January 22nd, 2020	Gap
Weighted n =	1,536	1,205	74	279	453	72	142	183	611	594	312	399	494	1,289	
Unweighted n =	1,536	1,241	76	331	485	102	106	141	654	587	292	394	555	1,327	
... Liberal Party of Canada	**31%**	**40%**	**58%**	38%	**45%**	32%	**20%**	42%	**37%**	**43%**	**32%**	41%	**44%**	**31%**	**+9**
... Conservative Party of Canada	**21%**	**27%**	**16%**	**14%**	26%	**35%**	**47%**	31%	29%	24%	**20%**	28%	29%	**32%**	**-5**
... New Democratic Party of Canada	**14%**	**18%**	11%	**12%**	19%	13%	23%	21%	18%	17%	**31%**	15%	**11%**	**19%**	**-1**
... Bloc Québécois	**6%**	**7%**	-	**30%**	-	-	-	-	-	-	-	-	-	**8%**	**-1**
... Green Party of Canada	**6%**	**7%**	11%	5%	7%	**13%**	9%	6%	7%	7%	**14%**	6%	**5%**	**8%**	**-1**
... another party	**1%**	**2%**	4%	1%	3%	**6%**	0%	0%	2%	1%	1%	**3%**	1%	**2%**	**-**
I would not vote	**5%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	**2%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	**12%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	**3%**	-	-	-	-	-	-	-	-	-	-	-	-	-	-

ANNEXES

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	160	208
Alberta	125	172
Manitoba/Saskatchewan	125	100
Ontario	604	590
Quebec	419	360
Atlantic	105	103

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

US region	Unweighted	Weighted
NorthEast	220	179
MidWest	199	217
South	298	372
West	285	233

DETAILED METHODOLOGY

Weighted and Unweighted Sample for Canada

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

GENDER	Unweighted	Weighted
Male	774	741
Female	762	795

AGE	Unweighted	Weighted
Between 18 and 34	419	389
Between 35 and 54	524	492
55 or over	593	593

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,036	988
French	319	319
Other	204	180

The sample thus collected has a minimum weighting factor of 0.0712 and a maximum weighting factor of 4.7195. The weighted variance is 0.4013.

DETAILED METHODOLOGY

Weighted and Unweighted Sample for The United States

The following tables present the demographic distribution of respondents according to gender and age for The United States.

GENDER	Unweighted	Weighted
Male	502	486
Female	516	500

AGE	Unweighted	Weighted
Between 18 and 29	108	220
Between 30 and 39	195	172
Between 40 and 49	182	186
Between 50 and 64	302	250
65 or older	215	172

The sample thus collected has a minimum weighting factor of 0.0712 and a maximum weighting factor of 4.7195. The weighted variance is 0.4013.

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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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