

Report

COVID-19 TRACKING SURVEY RESULTS

PRESENTED BY

Leger



Association for Canadian Studies

Association d'études canadiennes

May 4th, 2020

Leger



METHODOLOGY



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



From May 1st to May 3rd, 2020



1,526 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 1,526 respondents would have a margin of error of $\pm 2.51\%$, 19 times out of 20, while a probability sample of 1,002 would have a margin of error of $\pm 3.1\%$, 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 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 or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca

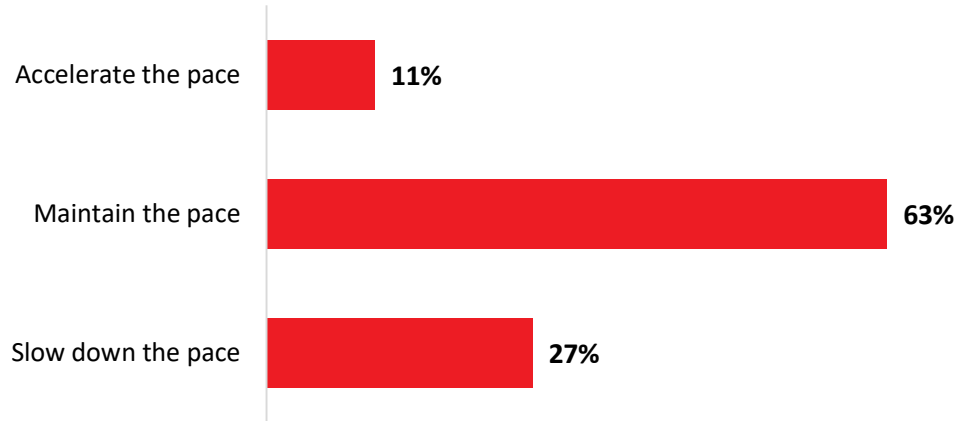


Newest developments

PACE OF RELAXING PROTECTIVE MEASURES (PROVINCIAL GOVERNMENT)

CTC64. Do you feel that your provincial government 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=1,526)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+
Weighted n =	1,526	104	358	586	100	171	207	416	520	590
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583
Accelerate the pace	11%	10%	8%	12%	12%	7%	14%	14%	11%	8%
Maintain the pace	63%	65%	63%	65%	60%	44%	70%	58%	59%	69%
Slow down the pace	27%	25%	30%	22%	28%	50%	16%	28%	30%	23%

PACE OF RELAXING PROTECTIVE MEASURES (PROVINCIAL/STATE GOVERNMENT)

(CANADA VS UNITED STATES)

CTC64. Do you feel that your provincial/state government 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

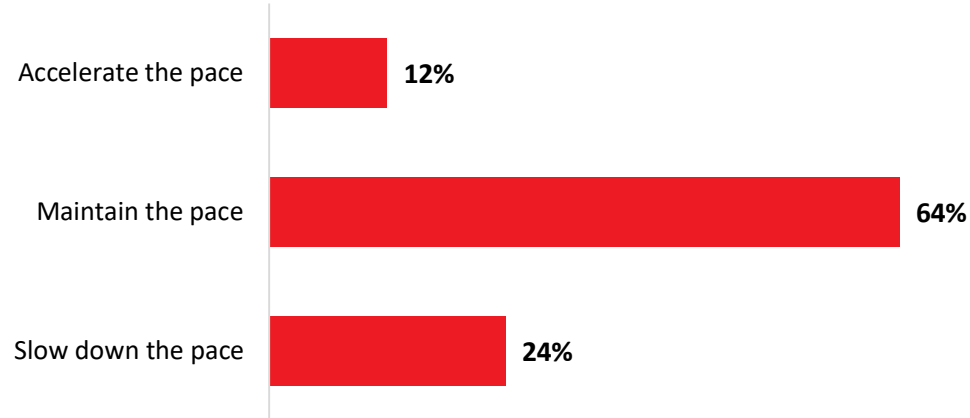


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Accelerate the pace	11%	21%	10
Maintain the pace	63%	51%	12
Slow down the pace	27%	28%	1

PACE OF RELAXING PROTECTIVE MEASURES (FEDERAL GOVERNMENT)

CTC65. Do you feel that your federal government 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=1,526)

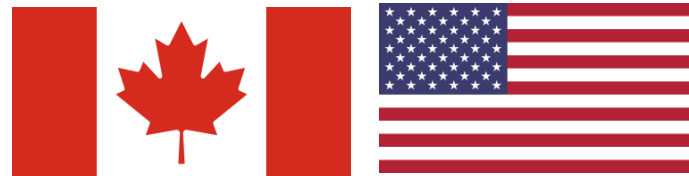


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+
Weighted n =	1,526	104	358	586	100	171	207	416	520	590
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583
Accelerate the pace	12%	11%	14%	12%	13%	11%	11%	15%	12%	11%
Maintain the pace	64%	61%	62%	67%	63%	52%	72%	58%	62%	70%
Slow down the pace	24%	28%	23%	21%	25%	38%	17%	27%	26%	19%

PACE OF RELAXING PROTECTIVE MEASURES (FEDERAL GOVERNMENT) (CANADA VS UNITED STATES)

CTC65. Do you feel that your federal government 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

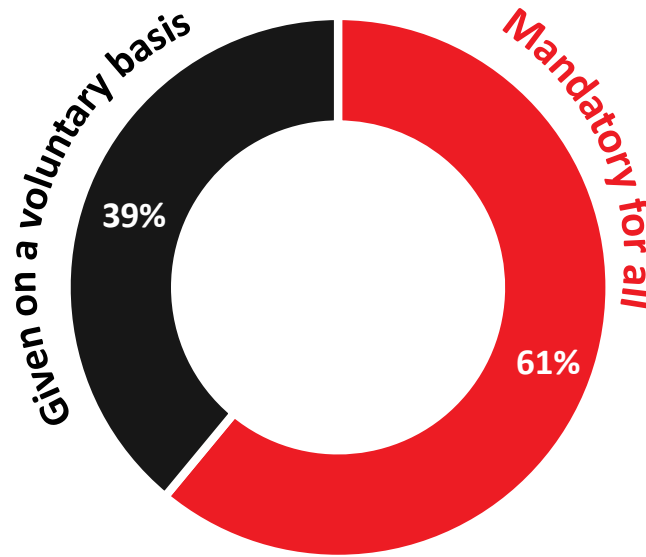


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Accelerate the pace	12%	23%	11
Maintain the pace	64%	43%	21
Slow down the pace	24%	34%	10

COVID-19 VACCINE

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

Base: All respondents (n=1,526)

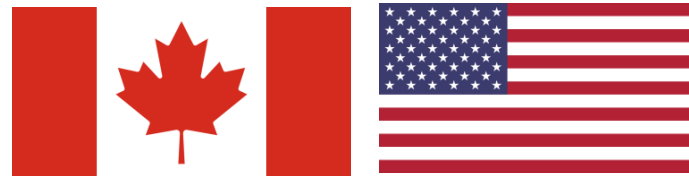


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Mandatory for all	61%	57%	59%	61%	66%	60%	65%	65%	52%	67%	60%	+1
Given on a voluntary basis	39%	43%	41%	39%	34%	40%	35%	35%	48%	33%	40%	-1

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

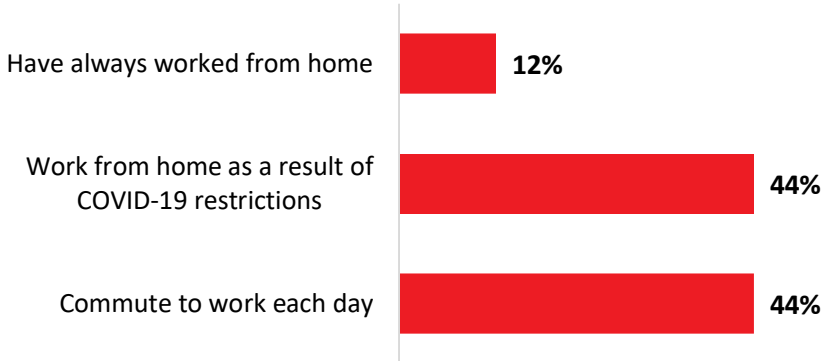


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Mandatory for all	61%	49%	12
Given on a voluntary basis	39%	51%	12

WORK SITUATION

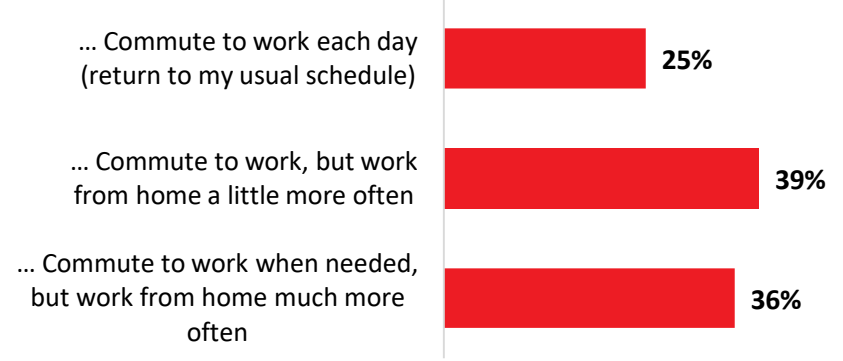
CTC43. What is your current work situation?

Base: Respondents who are currently working (n=708)



CTC51. After the crisis which would you prefer to do...?

Base: Respondents who are currently working from home as a result of COVID-19 restrictions (n=355)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	668	45	179	238	47	68	90	194	335	138	645	
Unweighted n =	708	47	232	249	61	50	69	221	357	130	686	
Have always worked from home	12%	11%	17%	9%	10%	7%	16%	5%	13%	20%	15%	-3
Work from home as a result of COVID-19 restrictions	44%	46%	40%	51%	40%	40%	33%	48%	45%	34%	46%	-2
Commute to work each day	44%	44%	42%	40%	49%	54%	50%	47%	42%	45%	39%	+5

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	291	21	72	122	19	27	30	94	150	48	297	
Unweighted n =	355	20*	110	148	29*	20*	28*	118	189	48	338	
... Commute to work each day (return to my usual schedule)	25%	23%	16%	28%	36%	24%	31%	20%	25%	34%	31%	-6
... Commute to work, but work from home a little more often	39%	57%	45%	32%	35%	40%	46%	44%	41%	24%	37%	+2
... Commute to work when needed, but work from home much more often	36%	21%	39%	41%	29%	36%	23%	36%	33%	43%	32%	+4

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

WORK SITUATION (CANADA VS UNITED STATES)

CTC43. What is your current work situation?

Base: Respondents who are currently working



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	668	463	
Unweighted n =	708	471	
Have always worked from home	12%	22%	10
Work from home as a result of COVID-19 restrictions	44%	45%	1
Commute to work each day	44%	33%	11

CTC51. After the crisis which would you prefer to do...?

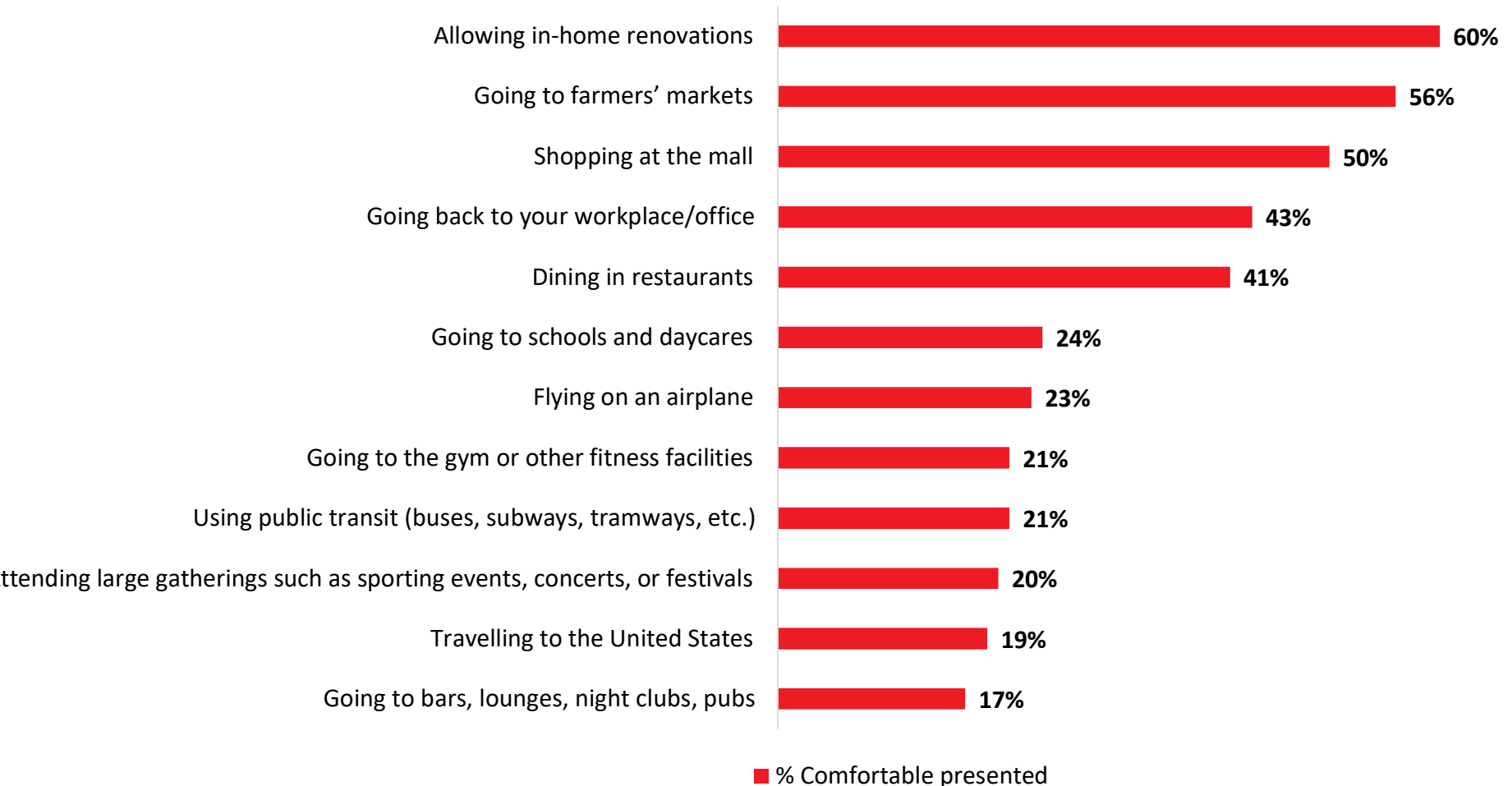
Base: Respondents who are currently working from home as a result of COVID-19 restrictions

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	291	209	
Unweighted n =	355	217	
... Commute to work each day (return to my usual schedule)	25%	31%	6
... Commute to work, but work from home a little more often	39%	39%	-
... Commute to work when needed, but work from home much more often	36%	30%	6

LEVEL OF COMFORT WITH ACTIVITIES AFTER PROTECTIVE MEASURES ARE LIFTED

CTC54. Once the governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing...

Base: All respondents (n=1,526)



LEVEL OF COMFORT WITH ACTIVITIES AFTER PROTECTIVE MEASURES ARE LIFTED – DETAILS

CTC54. Once the governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing...

Base: All respondents (n=1,526)

		TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
	Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
	Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
% Comfortable Presented													
Allowing in-home renovations		60%	61%	60%	62%	58%	59%	55%	57%	63%	59%	58%	+2
Going to farmers' markets		56%	47%	51%	60%	54%	49%	65%	56%	57%	55%	57%	-1
Shopping at the mall		50%	54%	45%	49%	51%	54%	54%	48%	52%	49%	53%	-3
Going back to your workplace/office		43%	48%	45%	42%	40%	45%	41%	57%	55%	23%	42%	+1
Dining in restaurants		41%	47%	41%	39%	40%	41%	41%	45%	39%	40%	45%	-4
Going to schools and daycares		24%	26%	26%	23%	31%	18%	26%	31%	30%	15%	27%	-3
Flying on an airplane		23%	22%	19%	23%	25%	26%	27%	27%	25%	18%	23%	-
Going to the gym or other fitness facilities		21%	27%	18%	22%	30%	20%	18%	26%	24%	16%	24%	-3
Using public transit (buses, subways, tramways, etc.)		21%	21%	17%	22%	21%	16%	26%	25%	20%	18%	21%	-
Attending large gatherings such as sporting events, concerts, or festivals		20%	25%	13%	22%	26%	17%	19%	24%	22%	15%	20%	-
Travelling to the United States		19%	14%	14%	22%	23%	16%	22%	20%	23%	15%	19%	-
Going to bars, lounges, night clubs, pubs		17%	20%	13%	17%	20%	20%	22%	22%	20%	11%	17%	-

LEVEL OF COMFORT WITH ACTIVITIES AFTER PROTECTIVE MEASURES ARE LIFTED (CANADA VS UNITED STATES)

CTC54. Once the governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing...

Base: All respondents

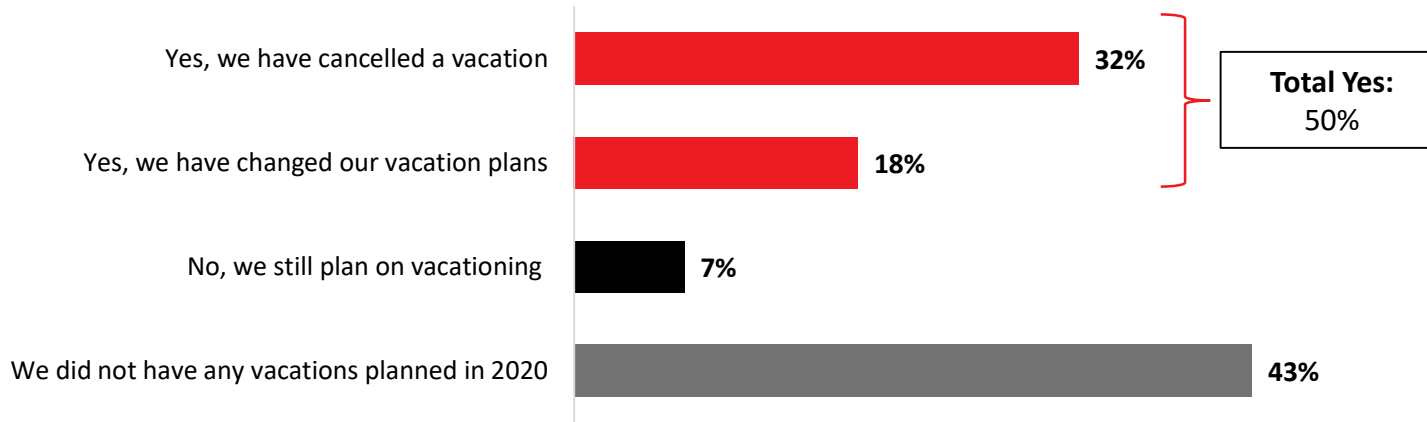


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
% Comfortable presented			
Allowing in-home renovations	60%	45%	15
Going to farmers' markets	56%	46%	10
Shopping at the mall	50%	37%	13
Going back to your workplace/office	43%	36%	7
Dining in restaurants	41%	37%	4
Going to schools and daycares	24%	20%	4
Flying on an airplane	23%	25%	2
Going to the gym or other fitness facilities	21%	23%	2
Using public transit (buses, subways, tramways, etc.)	21%	21%	-
Attending large gatherings such as sporting events, concerts, or festivals	20%	22%	2
Travelling to the United States / To Canada	19%	33%	14
Going to bars, lounges, night clubs, pubs	17%	19%	2

VACATION PLANS FOR 2020

CTC57. Have you changed vacation plans in 2020 due to the Coronavirus pandemic?

Base: All respondents (n=1,526)

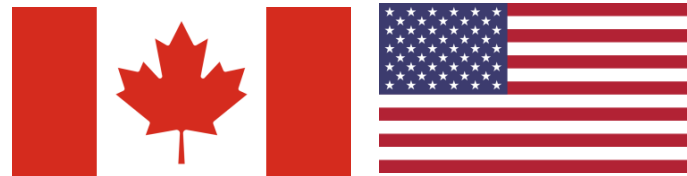


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Total Yes	50%	45%	43%	50%	47%	53%	62%	57%	49%	46%	51%	-1
Yes, we have cancelled a vacation	32%	34%	23%	32%	31%	34%	45%	38%	32%	27%	31%	+1
Yes, we have changed our vacation plans	18%	11%	20%	19%	17%	19%	17%	20%	16%	19%	19%	-1
No, we still plan on vacationing	7%	7%	8%	7%	6%	5%	7%	5%	8%	8%	8%	-1
We did not have any vacations planned in 2020	43%	48%	48%	43%	46%	42%	31%	38%	43%	46%	42%	+1

VACATION PLANS FOR 2020 (CANADA VS UNITED STATES)

CTC57. Have you changed vacation plans in 2020 due to the Coronavirus pandemic?

Base: All respondents

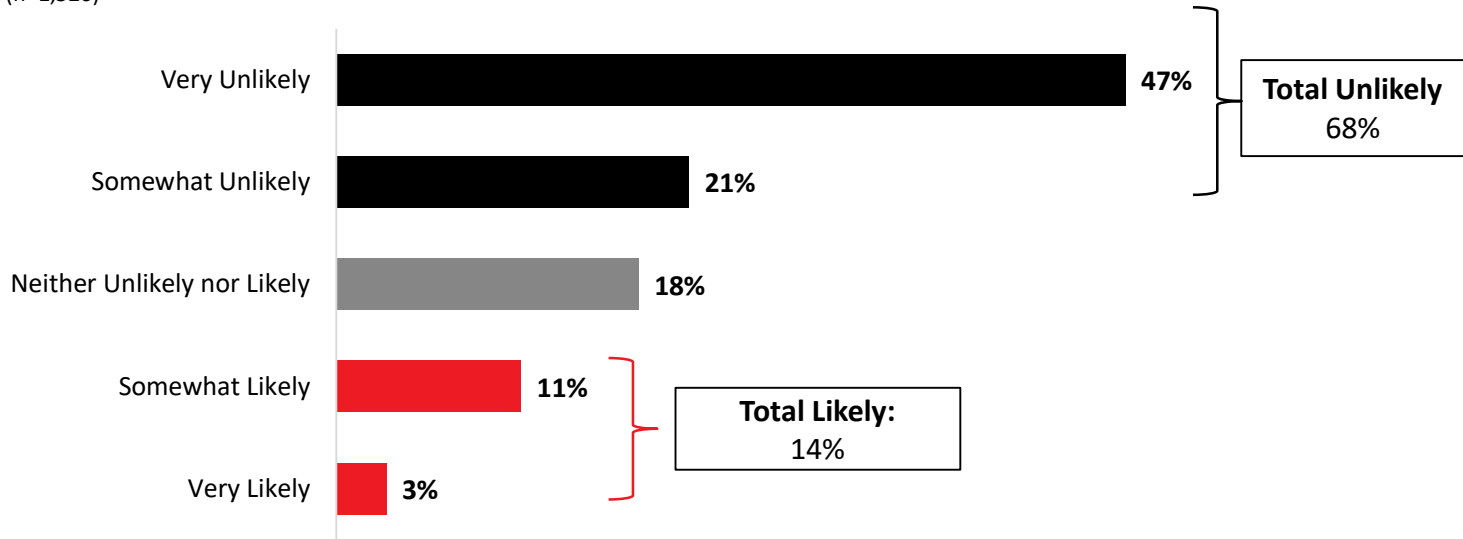


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Total Yes	50%	44%	6
Yes, we have cancelled a vacation	32%	31%	1
Yes, we have changed our vacation plans	18%	13%	5
No, we still plan on vacationing	7%	10%	3
We did not have any vacations planned in 2020	43%	46%	3

LIKELIHOOD OF TAKING A VACATION IN 2020

CTC58. How likely are you to take a vacation in 2020 now that a pandemic is upon us?

Base: All respondents (n=1,526)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Total Unlikely	68%	79%	61%	71%	64%	70%	65%	72%	62%	70%	72%	-4
Very Unlikely	47%	66%	33%	50%	46%	51%	49%	53%	43%	46%	51%	-4
Somewhat Unlikely	21%	13%	28%	20%	18%	19%	16%	18%	19%	24%	21%	-
Neither Unlikely nor Likely	18%	13%	22%	16%	21%	18%	15%	16%	19%	18%	14%	+4
Total Likely	14%	8%	16%	14%	14%	11%	19%	12%	19%	11%	14%	-
Somewhat Likely	11%	7%	11%	10%	10%	9%	17%	9%	15%	9%	10%	+1
Very Likely	3%	1%	5%	4%	4%	2%	2%	3%	5%	2%	4%	-1

LIKELIHOOD OF TAKING A VACATION IN 2020 (CANADA VS UNITED STATES)

CTC58. How likely are you to take a vacation in 2020 now that a pandemic is upon us?

Base: All respondents

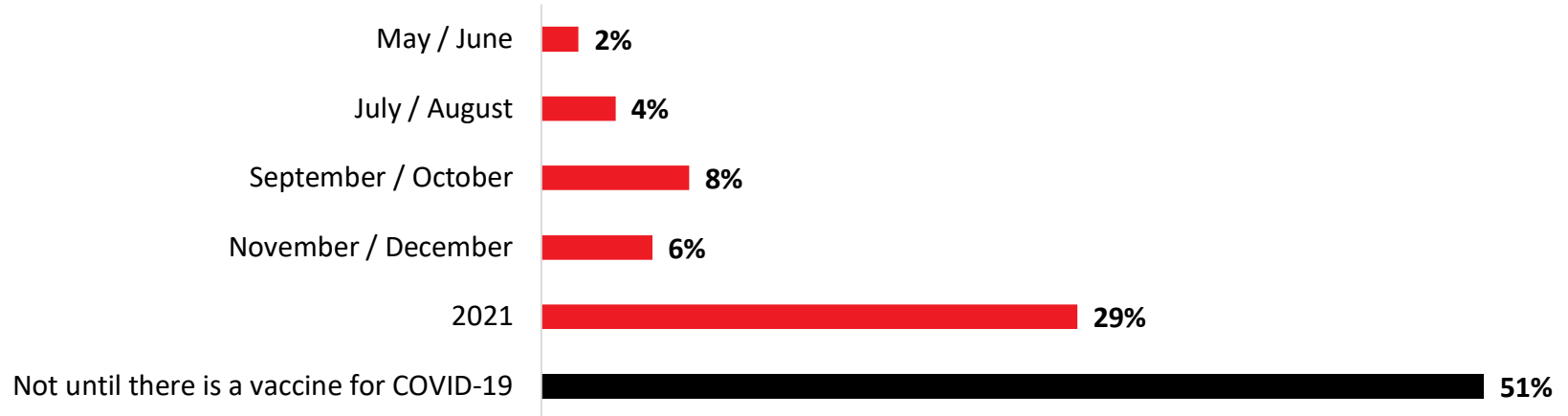


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Total Unlikely	68%	62%	6
Very Unlikely	47%	44%	3
Somewhat Unlikely	21%	18%	3
Neither Unlikely nor Likely	18%	20%	2
Total Likely	14%	18%	4
Somewhat Likely	11%	9%	2
Very Likely	3%	8%	5

LEVEL OF COMFORT WITH TRAVELING IN THE UNITED STATES

CTC59. When do you think you will feel comfortable traveling again in the US?

Base: All respondents (n=1,526)





	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
May / June	2%	2%	2%	3%	4%	3%	2%	2%	4%	2%	2%	-
July / August	4%	1%	4%	5%	3%	3%	4%	6%	5%	3%	6%	-2
September / October	8%	6%	5%	8%	8%	8%	11%	9%	8%	6%	8%	-
November / December	6%	5%	5%	7%	7%	4%	8%	7%	5%	7%	5%	+1
2021	29%	21%	28%	29%	29%	33%	30%	35%	29%	24%	26%	+3
Not until there is a vaccine for COVID-19	51%	64%	56%	48%	49%	50%	45%	41%	50%	59%	54%	-3

LEVEL OF COMFORT WITH TRAVELING IN THE UNITED STATES / IN CANADA (CANADA VS UNITED STATES)

CTC59. When do you think you will feel comfortable traveling again in the US / Canada?

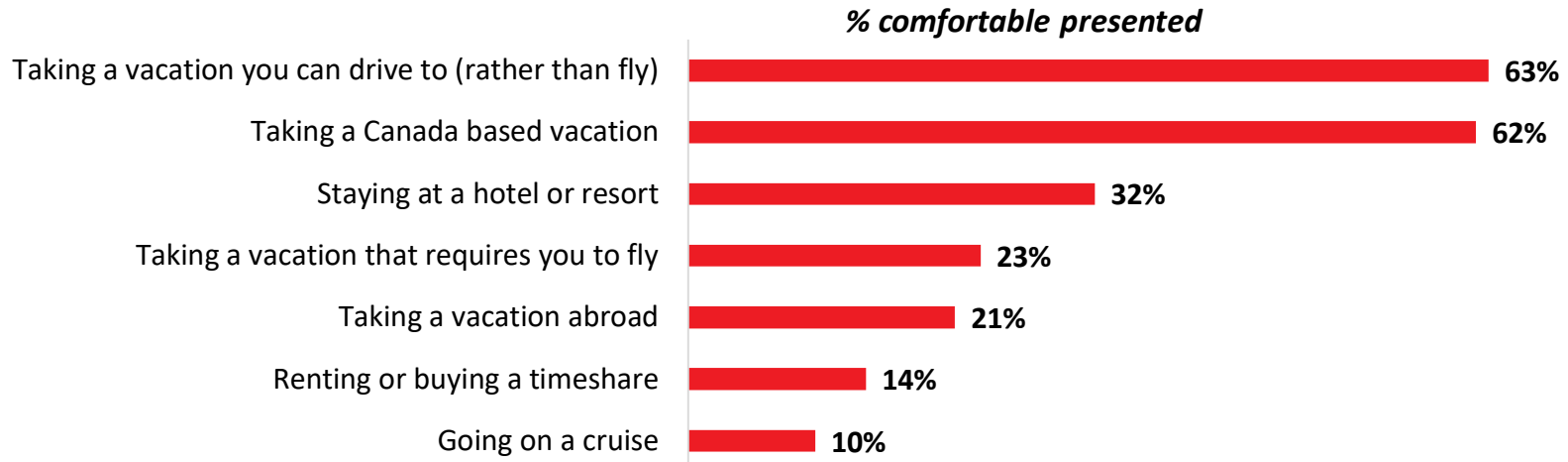
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
May / June	2%	6%	4
July / August	4%	10%	6
September / October	8%	12%	4
November / December	6%	6%	-
2021	29%	23%	6
Not until there is a vaccine for COVID-19	51%	42%	9

LEVEL OF COMFORT (VACATIONS)

CTC60. On a scale from 1 to 5, where 1 is very uncomfortable and 5 is very comfortable, how comfortable do you think you will be with each of the following vacation statements once the Coronavirus pandemic has ended?

Base: All respondents (n=1,526)





	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
% comfortable presented												
Taking a vacation you can drive to (rather than fly)	63%	69%	61%	63%	57%	69%	64%	67%	64%	60%	65%	-2
Taking a Canada based vacation	62%	58%	62%	62%	57%	62%	69%	62%	63%	61%	63%	-1
Staying at a hotel or resort	32%	25%	36%	32%	26%	36%	32%	35%	31%	31%	35%	-3
Taking a vacation that requires you to fly	23%	20%	25%	21%	22%	28%	20%	25%	25%	20%	25%	-2
Taking a vacation abroad	21%	17%	23%	21%	23%	19%	20%	22%	22%	19%	24%	-3
Renting or buying a timeshare	14%	14%	19%	13%	16%	12%	12%	14%	18%	11%	13%	+1
Going on a cruise	10%	12%	13%	10%	12%	7%	7%	11%	12%	9%	12%	-2

LEVEL OF COMFORT (VACATIONS) (CANADA VS UNITED STATES)

CTC60. On a scale from 1 to 5, where 1 is very uncomfortable and 5 is very comfortable, how comfortable do you think you will be with each of the following vacation statements once the Coronavirus pandemic has ended?

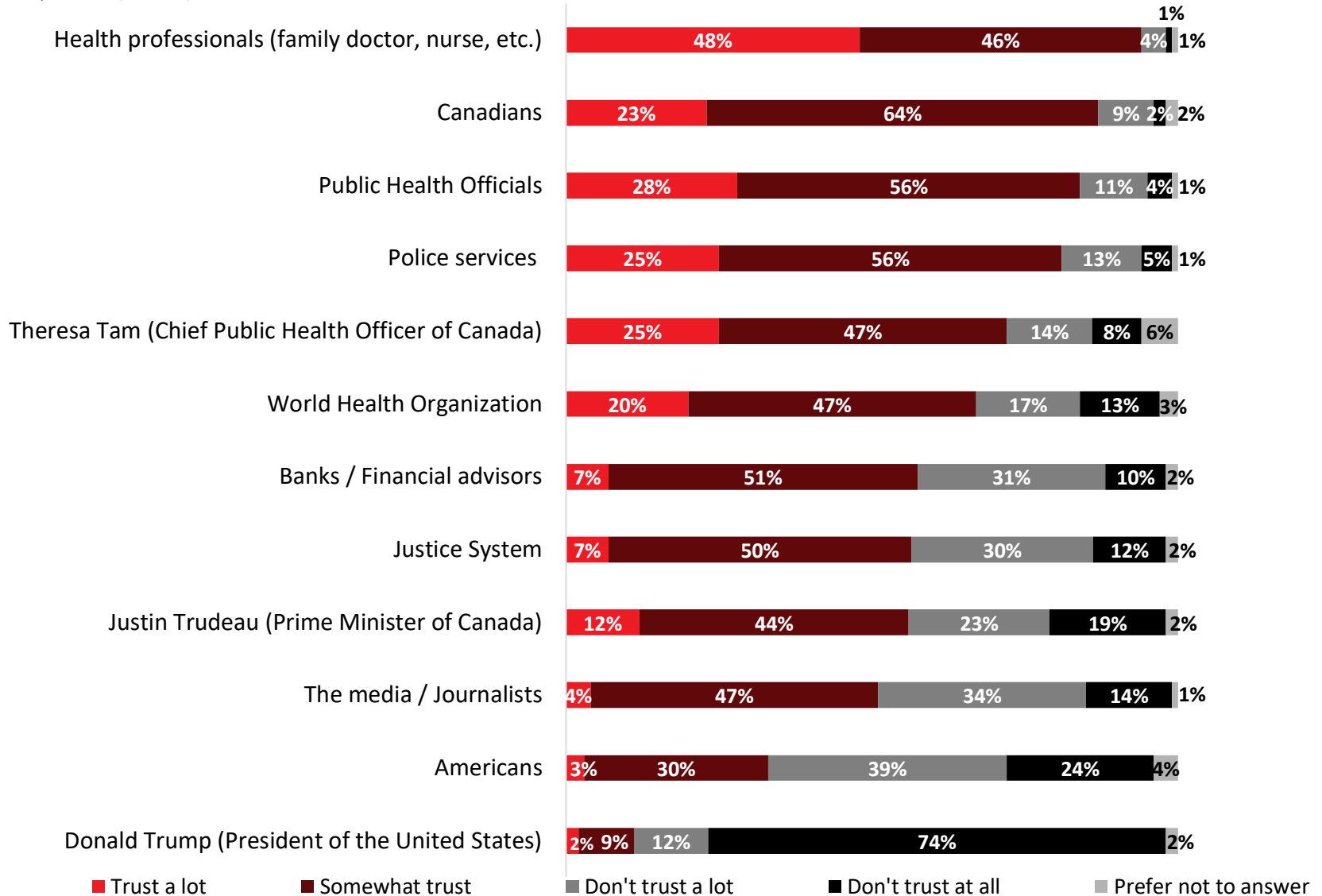
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Taking a vacation you can drive to (rather than fly)	63%	54%	9
Taking a Canada-based / US-based vacation	62%	47%	15
Staying at a hotel or resort	32%	35%	3
Taking a vacation that requires you to fly	23%	26%	3
Taking a vacation abroad	21%	22%	1
Renting or buying a timeshare	14%	19%	5
Going on a cruise	10%	18%	8

TRUST IN DIFFERENT PEOPLE AND INSTITUTIONS

CTC39. To what extent do you trust each of the following?

Base: All respondents (n=1,526)



TRUST IN DIFFERENT PEOPLE AND INSTITUTIONS – DETAILS

CTC39. To what extent do you trust each of the following?

Base: All respondents (n=1,526)

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Total April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
% Total Trust presented												
Health professionals (family doctor, nurse, etc.)	94%	97%	94%	94%	93%	89%	95%	92%	90%	97%	93%	+1
Canadians	87%	96%	78%	90%	88%	83%	94%	85%	86%	90%	87%	-
Public Health Officials	84%	92%	84%	84%	87%	74%	88%	85%	78%	89%	84%	-
Police services	81%	85%	83%	79%	81%	74%	83%	75%	77%	88%	79%	+2
Theresa Tam (Chief Public Health Officer of Canada)	73%	72%	66%	74%	72%	70%	84%	68%	70%	78%	73%	-
World Health Organization	67%	69%	73%	67%	60%	58%	65%	70%	63%	69%	70%	-3
Banks / Financial advisors	58%	68%	51%	61%	59%	55%	54%	57%	51%	64%	58%	-
Justice System	56%	63%	54%	58%	51%	54%	57%	55%	54%	59%	-	-
Justin Trudeau (Prime Minister of Canada)	56%	63%	44%	66%	47%	41%	64%	59%	55%	55%	56%	-
The media / Journalists	51%	44%	50%	53%	51%	48%	50%	45%	49%	56%	52%	-1
Americans	33%	36%	17%	36%	34%	38%	42%	33%	32%	33%	34%	-1
Donald Trump (President of the United States)	12%	14%	6%	14%	14%	17%	9%	12%	14%	9%	12%	-

TRUST IN DIFFERENT PEOPLE AND INSTITUTIONS (CANADA VS UNITED STATES)

CTC39. To what extent do you trust each of the following?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
% Total Trust presented			
Health professionals (family doctor, nurse, etc.)	94%	81%	13
Canadians	87%	71%	16
Public Health Officials	84%	67%	17
Police services	81%	63%	18
Theresa Tam (Chief Public Health Officer of Canada) / Dr. Anthony Fauci (Director of the National Institute of Allergy and Infectious Diseases)	73%	69%	4
World Health Organization	67%	56%	11
Banks / Financial advisors	58%	51%	7
Justice System	56%	47%	9
Justin Trudeau (Prime Minister of Canada)	56%	52%	4
The media/Journalists	51%	46%	5
Americans	33%	67%	34
Donald Trump (President of the United States)	12%	38%	26



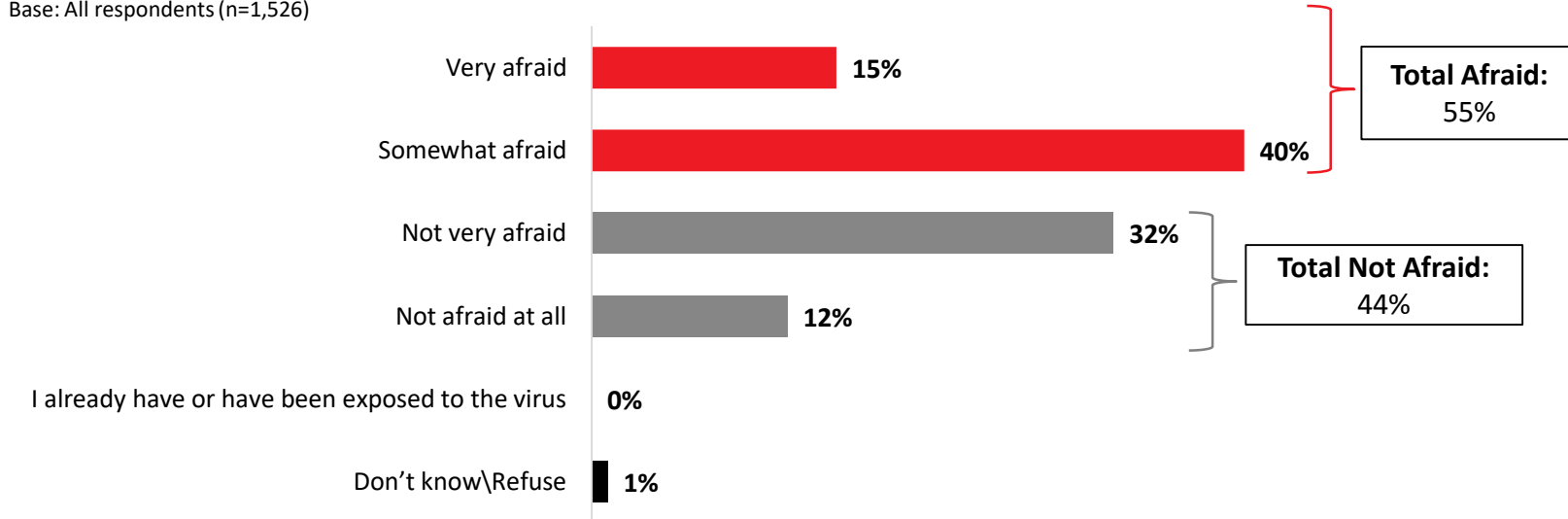
Tracking of the COVID-19 Virus

Week 7

FEAR OF CONTRACTING THE VIRUS

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

Base: All respondents (n=1,526)

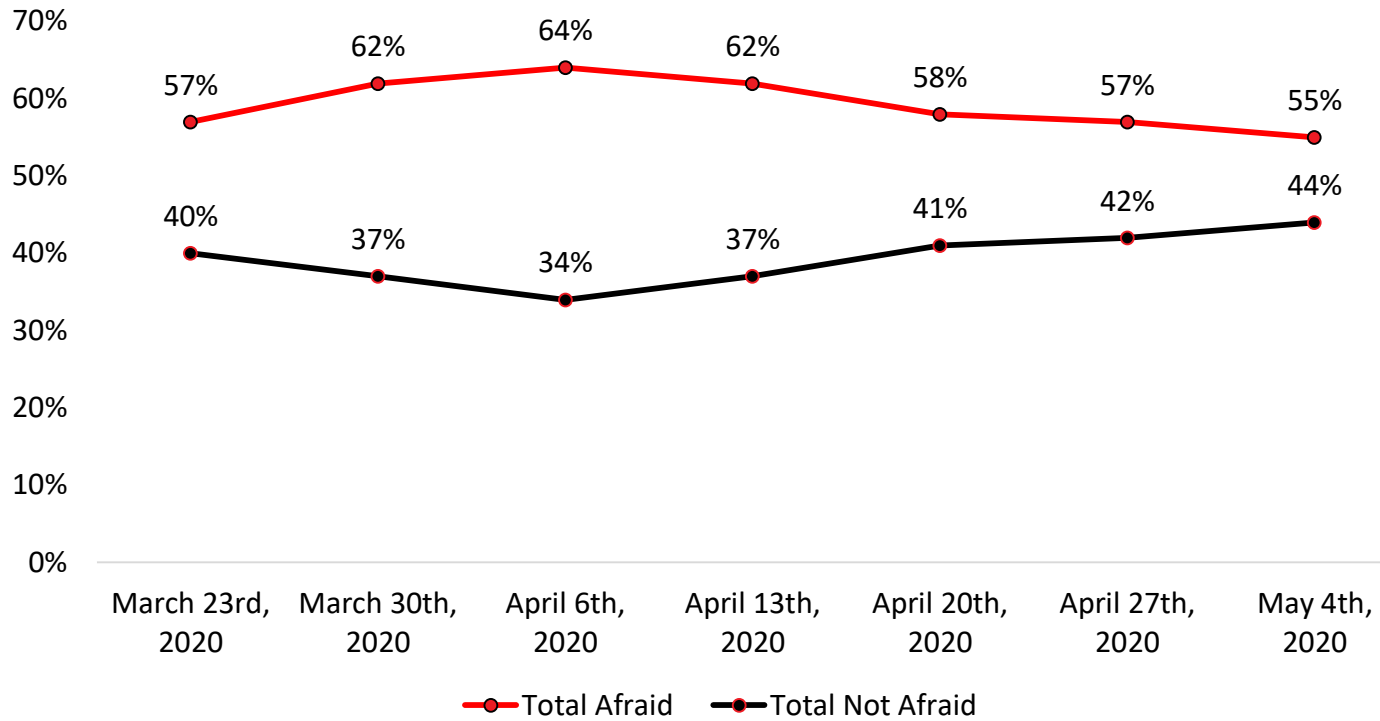


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Total Afraid	55%	52%	49%	61%	51%	55%	52%	51%	56%	57%	57%	-2
Very afraid	15%	19%	13%	17%	10%	17%	14%	10%	20%	15%	16%	-1
Somewhat afraid	40%	33%	36%	44%	41%	38%	38%	40%	36%	42%	41%	-1
Total Not Afraid	44%	48%	48%	39%	47%	42%	48%	47%	44%	41%	42%	+2
Not very afraid	32%	33%	40%	27%	37%	26%	37%	31%	33%	33%	30%	+2
Not afraid at all	12%	15%	9%	12%	11%	16%	11%	16%	11%	9%	11%	+1
I already have or have been exposed to the virus	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	-
Don't know/Refuse	1%	0%	1%	0%	1%	3%	0%	1%	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

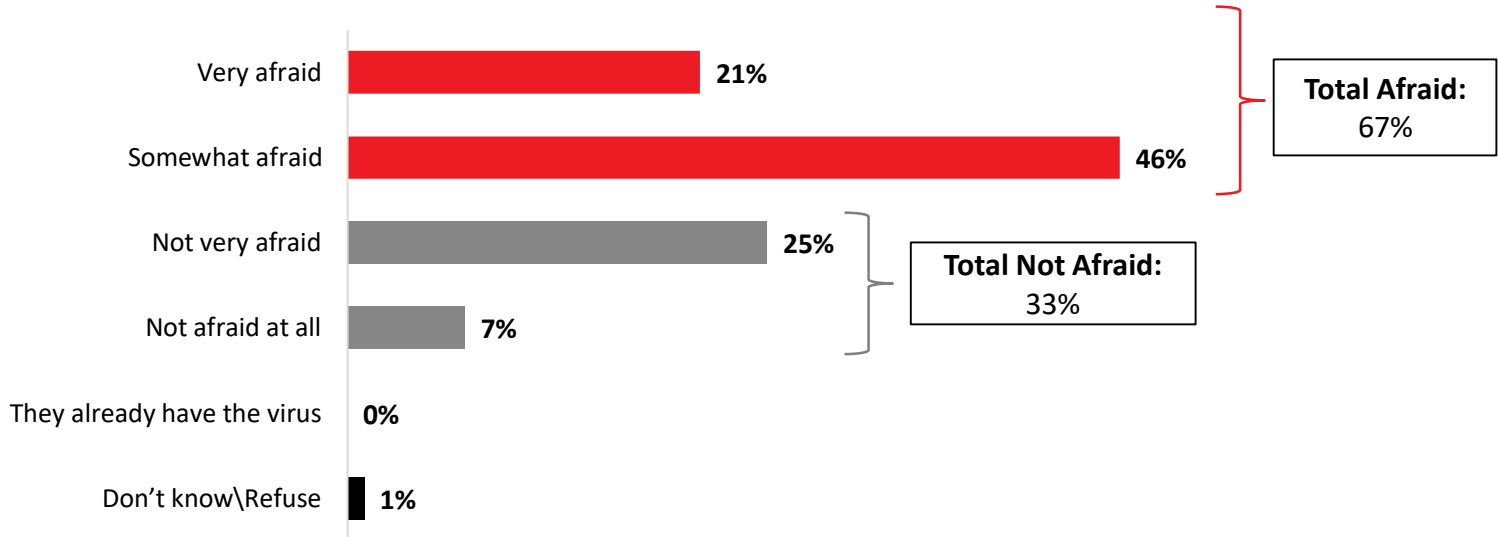


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Total Afraid	55%	65%	10
Very afraid	15%	29%	14
Somewhat afraid	40%	36%	4
Total Not Afraid	44%	33%	11
Not very afraid	32%	19%	13
Not afraid at all	12%	14%	2
I already have or have been exposed to the virus	0%	0%	-
Don't know/Refuse	1%	2%	1

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=1,526)

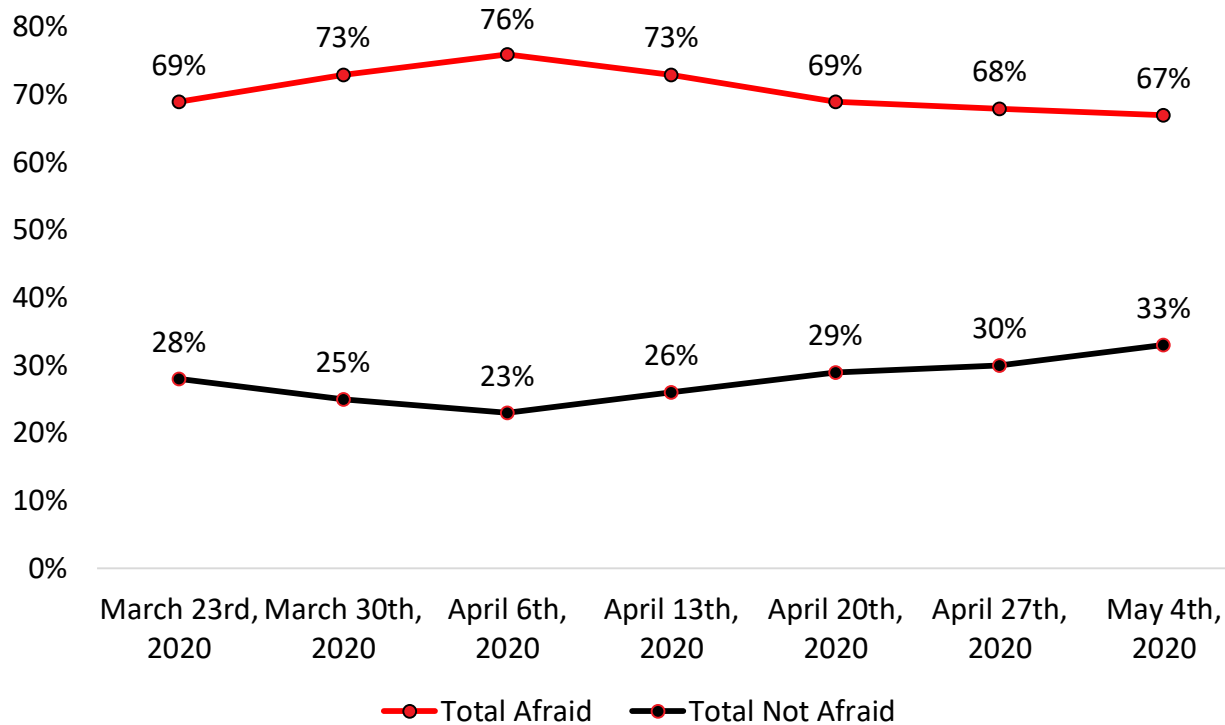


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Total Afraid	67%	64%	61%	70%	65%	75%	62%	70%	67%	63%	68%	-1
Very afraid	21%	17%	20%	23%	18%	16%	24%	22%	25%	16%	24%	-3
Somewhat afraid	46%	47%	40%	47%	47%	59%	38%	48%	43%	47%	45%	+1
Total Not Afraid	33%	36%	37%	30%	33%	25%	37%	30%	32%	35%	30%	+3
Not very afraid	25%	25%	33%	20%	28%	21%	30%	21%	25%	29%	22%	+3
Not afraid at all	7%	11%	5%	9%	6%	4%	7%	9%	8%	6%	8%	-1
They already have the virus	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	-
Don't know/Refuse	1%	0%	2%	0%	1%	0%	0%	0%	0%	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

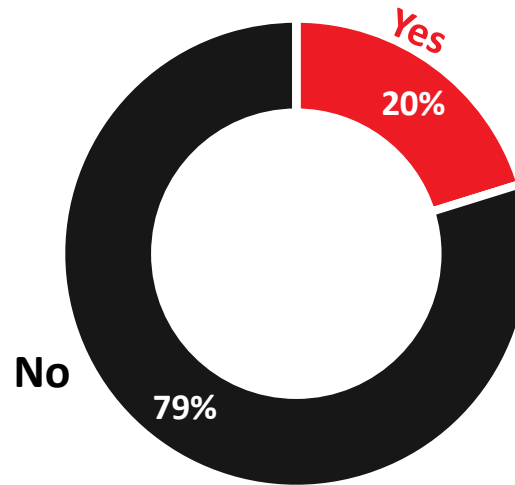


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Total Afraid	67%	67%	-
Very afraid	21%	33%	12
Somewhat afraid	46%	34%	12
Total Not Afraid	33%	29%	4
Not very afraid	25%	17%	8
Not afraid at all	7%	12%	5
They already have the virus	0%	1%	1
Don't know/Refuse	1%	3%	2

RELATIVES INFECTED BY COVID-19

CTC7. Do you personally know someone who has received a diagnosis that they actually have the virus?

Base: All respondents (n=1,526)

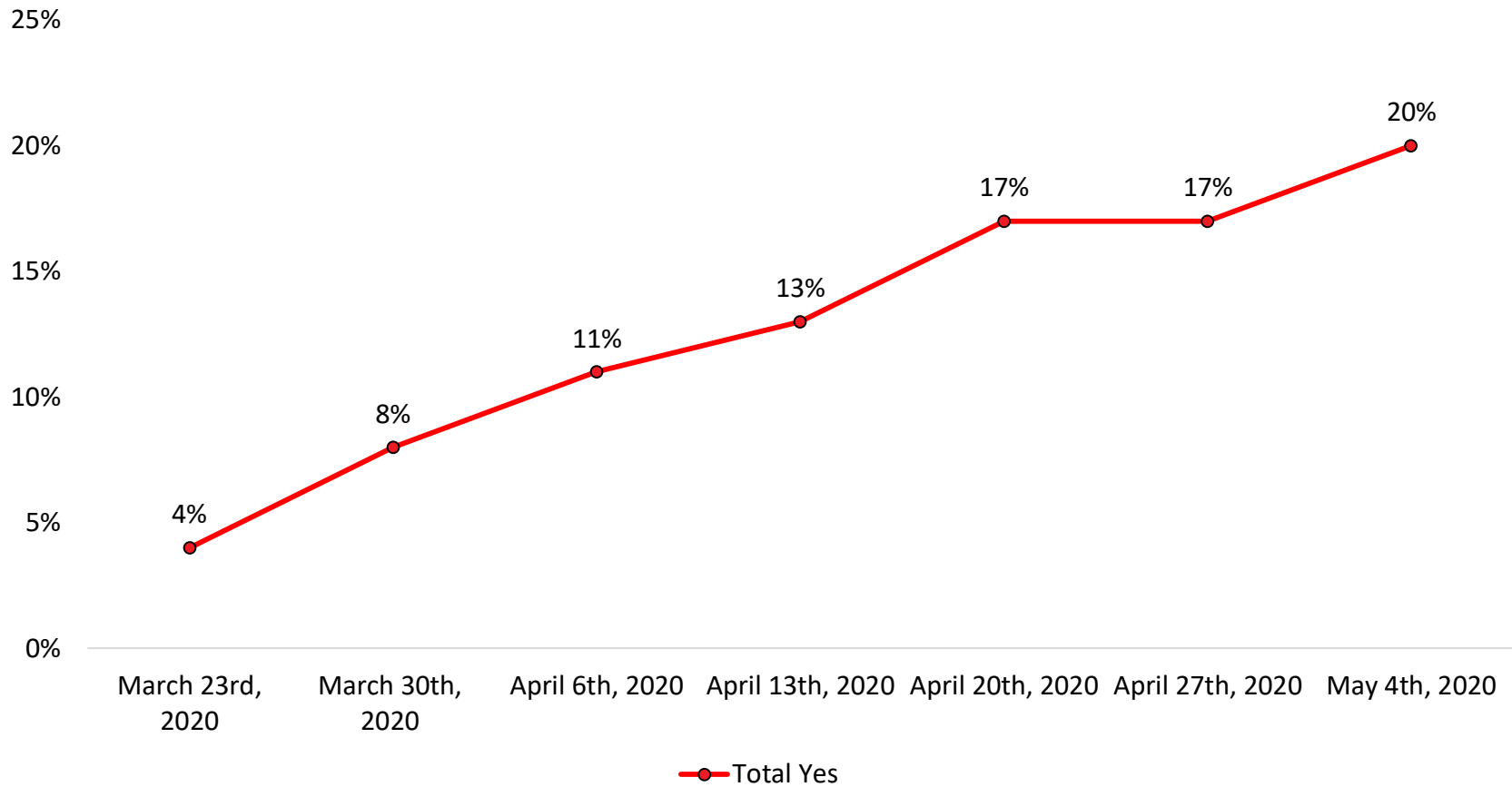


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Total YES	20%	15%	21%	23%	16%	18%	19%	27%	22%	14%	17%	+3
Yes, a friend or family member who does not live with me	10%	6%	8%	11%	5%	9%	12%	15%	10%	6%	7%	+3
Yes, an acquaintance	11%	9%	14%	12%	8%	9%	10%	11%	14%	9%	10%	+1
No	79%	84%	79%	76%	84%	82%	81%	73%	77%	86%	83%	-4
Don't know	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	-1

RELATIVES INFECTED BY COVID-19 (Evolution)

CTC7. Do you personally know someone who has received a diagnosis that they actually have the virus?

Base: All respondents



RELATIVES INFECTED BY COVID-19 (CANADA VS UNITED STATES)

CTC7. Do you personally know someone who has received a diagnosis that they actually have the virus?

Base: All respondents

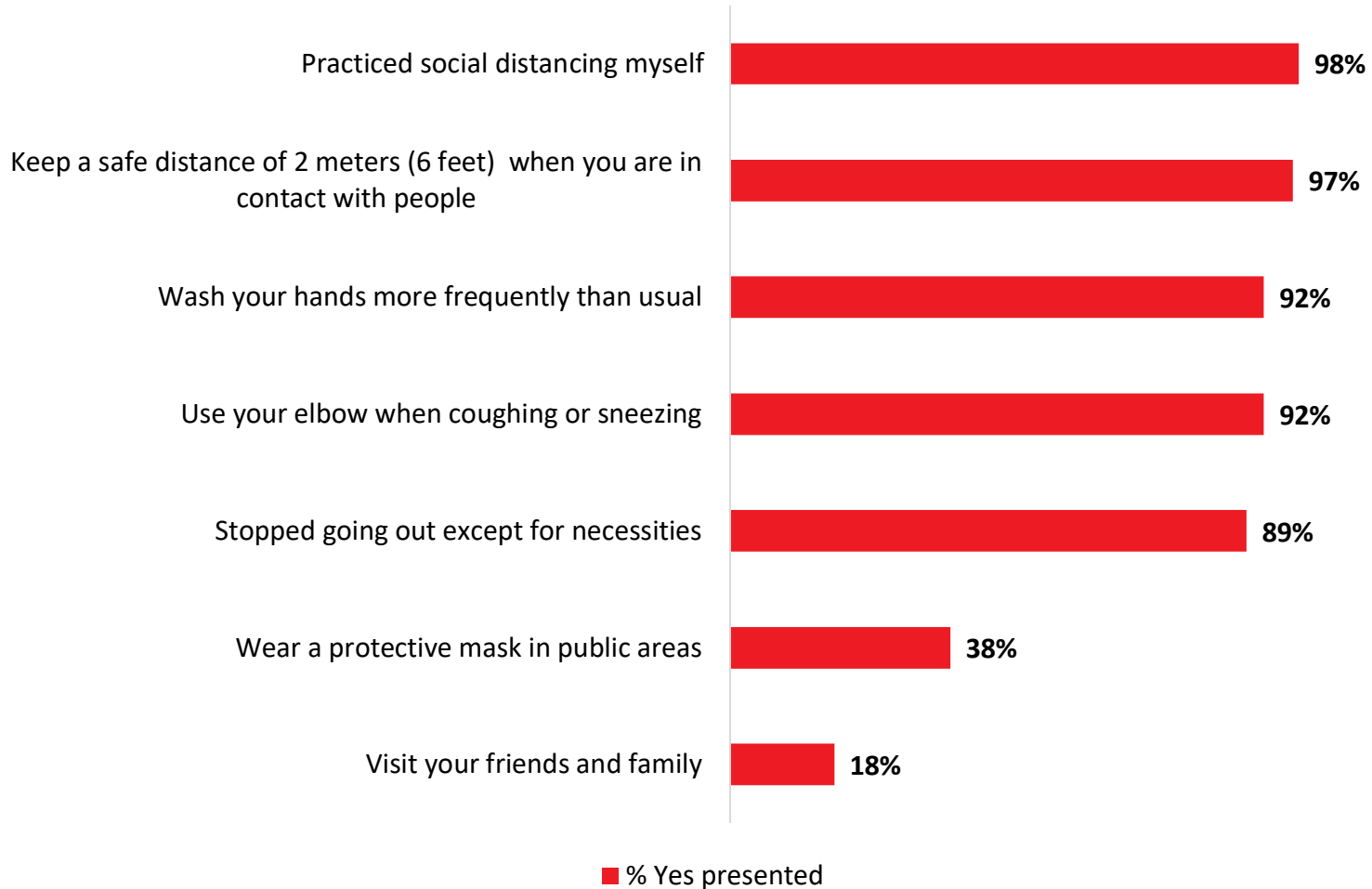


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Total Yes	20%	25%	5
Yes, a friend or family member who does not live with me	10%	11%	1
Yes, an acquaintance	11%	12%	1
No	79%	72%	7
Don't know	0%	3%	3

IMPACT ON COMMON BEHAVIOUR

CTC15: In the past week, have you done any of the following MULTIPLE MENTIONS*:

Base: All respondents (n=1,526)



*Because respondents were able to give multiple answers, total mentions may exceed 100%.

IMPACT ON COMMON BEHAVIOUR – DETAILS

CTC15: In the past week, have you done any of the following, MULTIPLE MENTIONS*

Base: All respondents (n=1,526)

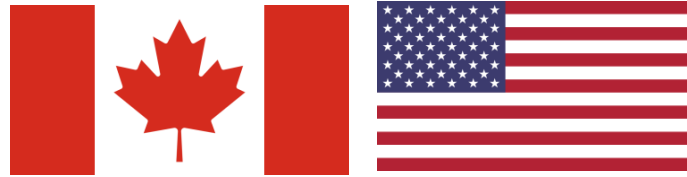
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
% Yes presented												
Practiced social distancing myself	98%	98%	97%	98%	95%	99%	98%	98%	98%	98%	98%	-
Keep a safe distance of 2 meters (6 feet) when you are in contact with people	97%	99%	96%	98%	97%	96%	98%	95%	98%	98%	97%	-
Wash your hands more frequently than usual	92%	96%	95%	90%	96%	91%	92%	89%	93%	94%	93%	
Use your elbow when coughing or sneezing	92%	86%	93%	91%	93%	93%	96%	94%	93%	90%	91%	+1
Stopped going out except for necessities	89%	90%	93%	90%	87%	83%	85%	88%	90%	89%	89%	-
Wear a protective mask in public areas	38%	35%	30%	45%	31%	48%	33%	40%	36%	39%	35%	
Visit your friends and family	18%	25%	10%	17%	33%	23%	19%	25%	17%	14%	16%	+2

*Because respondents were able to give multiple answers, total mentions may exceed 100%.

IMPACT ON COMMON BEHAVIOUR (CANADA VS UNITED STATES)

CTC15: In the past week, have you done any of the following, MULTIPLE MENTIONS*

Base: All respondents



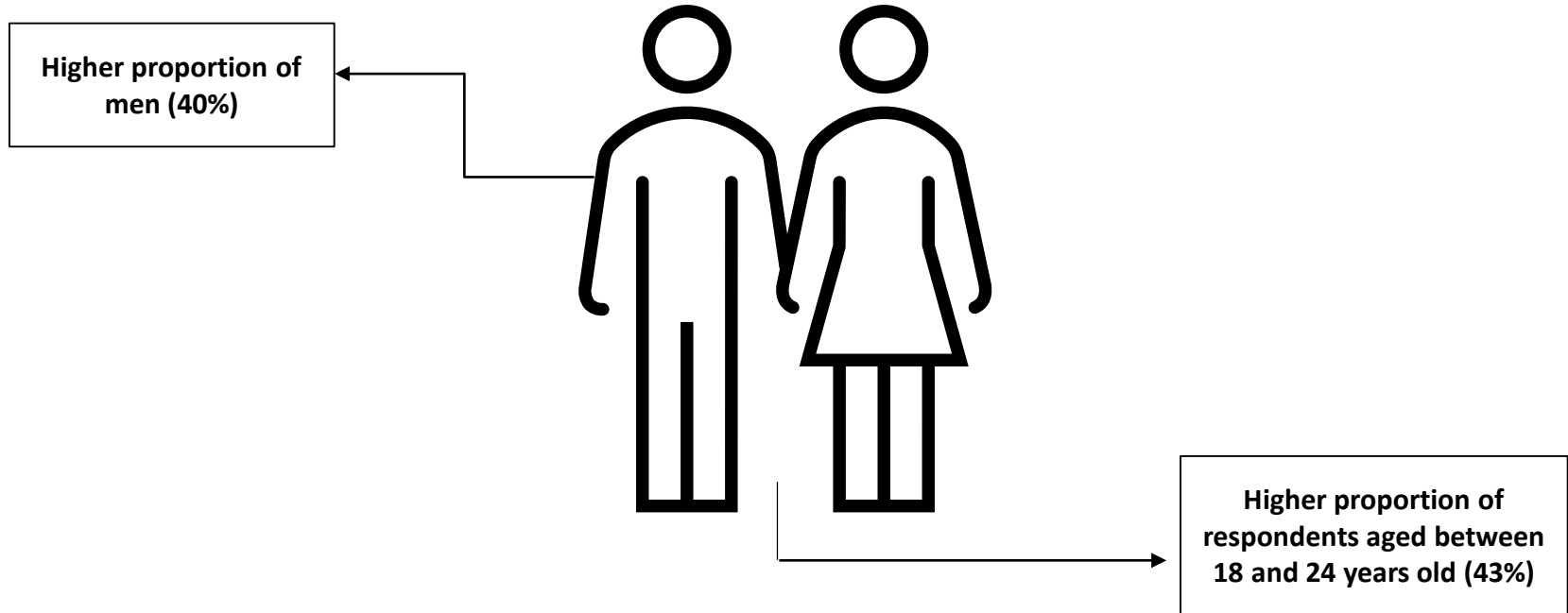
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
% Yes presented			
Practiced social distancing myself	98%	93%	5
Keep a safe distance of 2 meters (6 feet) when you are in contact with people	97%	92%	5
Wash your hands more frequently than usual	92%	87%	5
Use your elbow when coughing or sneezing	92%	84%	8
Stopped going out except for necessities	89%	85%	4
Wear a protective mask in public areas	38%	77%	39
Visit your friends and family	18%	33%	15

*Because respondents were able to give multiple answers, total mentions may exceed 100%.

CANADIANS' COMPLIANCE WITH MEASURES IN PLACE

% of respondents who did not comply with at least one of the measures in CTC15

Base: All respondents (n=1,526)

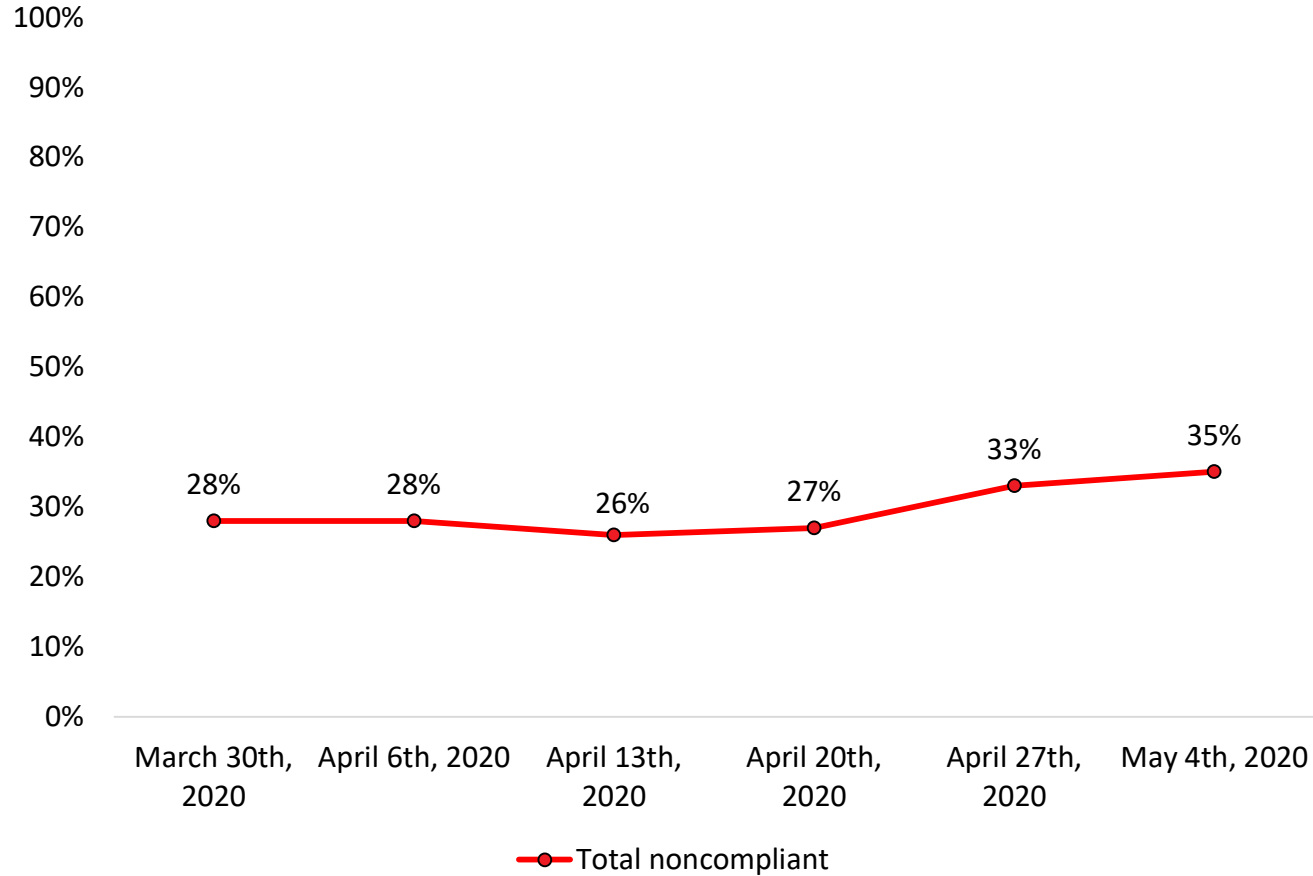


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 20 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
TOTAL NONCOMPLIANT	35%	46%	26%	34%	44%	45%	35%	41%	33%	31%	33%	+2

CANADIANS' COMPLIANCE WITH MEASURES IN PLACE (Evolution)

% of respondents who did not comply with at least one of the measures in CTC15



Base: All respondents



COMPLIANCE WITH MEASURES IN PLACE (CANADA VS UNITED STATES)

% of respondents who did not comply with at least one of the measures in CTC15

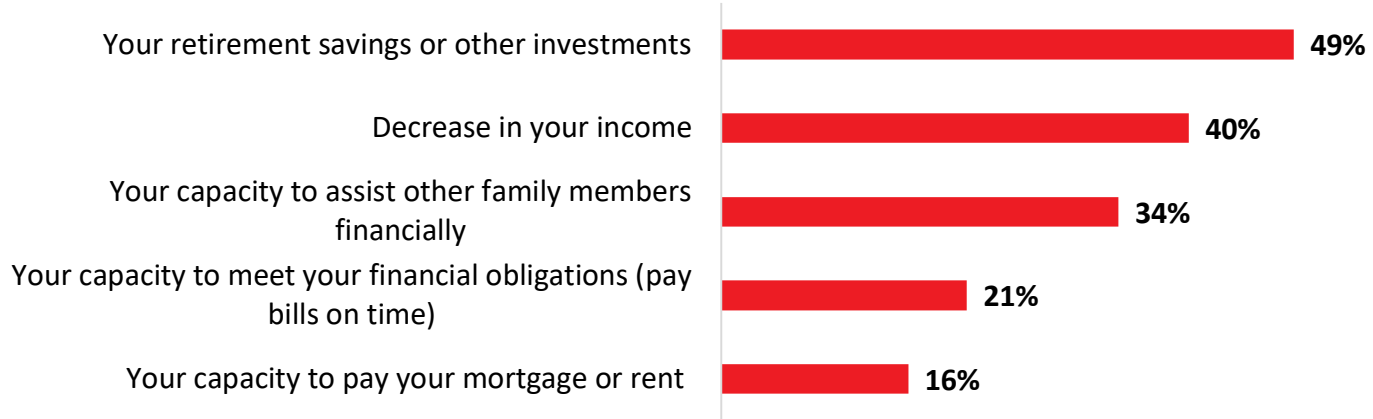
Base: All respondents

	 TOTAL CANADA	 TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
TOTAL NONCOMPLIANT	35%	52%	17

FINANCIAL IMPACT OF THE PANDEMIC

CTC9. At the moment, has the current crisis had a negative impact on you financially, when it comes to the following:

Base: All respondents (n=1,526)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
% Yes presented												
Your retirement savings or other investments	49%	59%	35%	51%	51%	60%	52%	39%	50%	55%	53%	-4
Decrease in your income	40%	39%	33%	42%	32%	50%	41%	53%	43%	27%	42%	-2
Your capacity to assist other family members financially	34%	32%	21%	39%	37%	41%	38%	40%	33%	31%	34%	-
Your capacity to meet your financial obligations (pay bills on time)	21%	18%	14%	23%	20%	29%	24%	27%	26%	13%	22%	-1
Your capacity to pay your mortgage or rent	16%	13%	12%	16%	14%	23%	17%	22%	20%	8%	17%	-1

FINANCIAL IMPACT OF THE PANDEMIC (CANADA VS UNITED STATES)

CTC9. At the moment, has the current crisis had a negative impact on you financially, when it comes to the following:

Base: All respondents

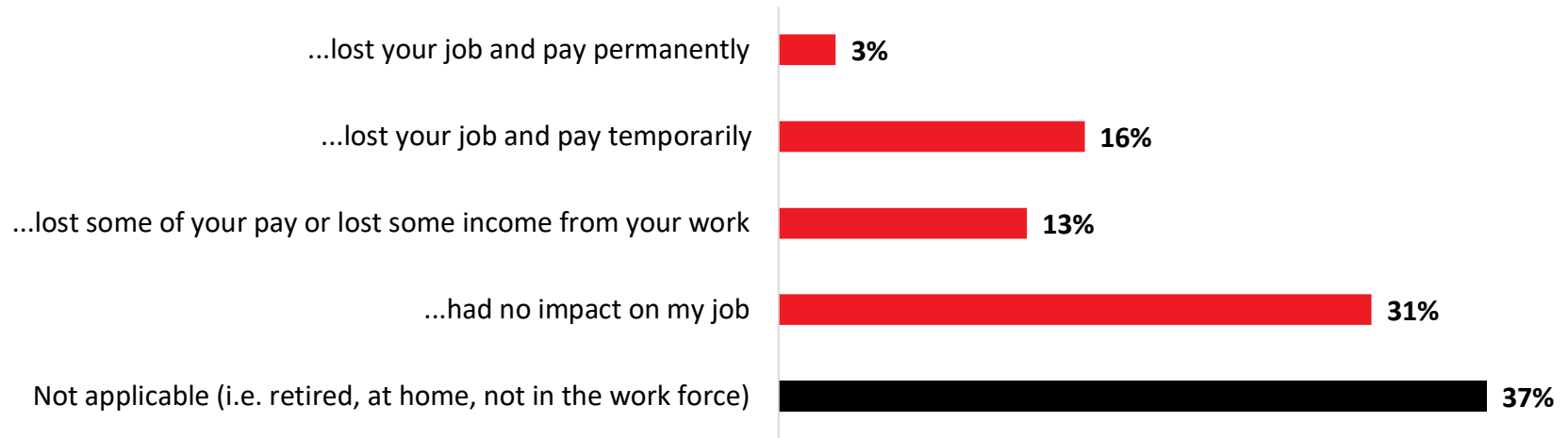


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
% Yes presented			
Your retirement savings or other investments	49%	45%	4
Decrease in your income	40%	44%	4
Your capacity to assist other family members financially	34%	35%	1
Your capacity to meet your financial obligations (pay bills on time)	21%	28%	7
Your capacity to pay your mortgage or rent	16%	21%	5

IMPACT OF THE PANDEMIC ON WORK SITUATION

CTC18: Since the beginning of the crisis have you...?

Base: All respondents (n=1,526)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
...lost your job and pay permanently	3%	3%	2%	5%	1%	8%	2%	5%	5%	1%	3%	-
...lost your job and pay temporarily	16%	20%	17%	16%	10%	16%	15%	27%	14%	9%	18%	-2
...lost some of your pay or lost some income from your work	13%	14%	12%	11%	13%	17%	15%	16%	16%	7%	13%	-
...had no impact on my job	31%	30%	39%	29%	35%	23%	28%	30%	48%	16%	29%	+2
Not applicable (i.e. retired, at home, not in the work force)	37%	34%	32%	39%	41%	37%	40%	21%	16%	67%	37%	-

IMPACT OF THE PANDEMIC ON WORK SITUATION (CANADA VS UNITED STATES)

CTC18: Since the beginning of the crisis have you...?

Base: All respondents

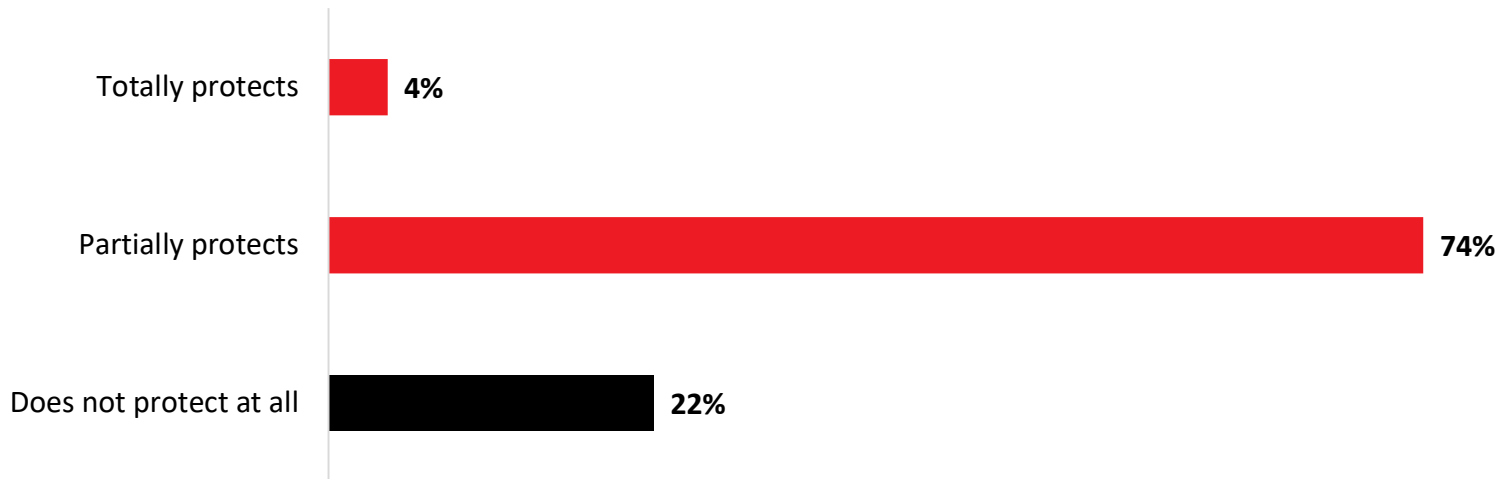


	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
...lost your job and pay permanently	3%	6%	3
...lost your job and pay temporarily	16%	12%	4
...lost some of your pay or lost some income from your work	13%	18%	5
...had no impact on my job	31%	29%	2
Not applicable (i.e. retired, at home, not in the work force)	37%	36%	1

THE USE OF MASKS

CTC32. To what extent do you think wearing a non-surgical mask protects you from getting the COVID-19 virus?

Base: All respondents (n=1,526)





	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Total April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Totally protects	4%	0%	3%	5%	1%	8%	4%	9%	3%	1%	3%	+1
Partially protects	74%	70%	82%	73%	73%	70%	70%	71%	73%	77%	74%	-
Does not protect at all	22%	30%	16%	22%	26%	22%	26%	19%	24%	22%	23%	-1

THE USE OF MASKS (CANADA VS UNITED STATES)

CTC32. To what extent do you think wearing a non-surgical mask protects you from getting the COVID-19 virus?

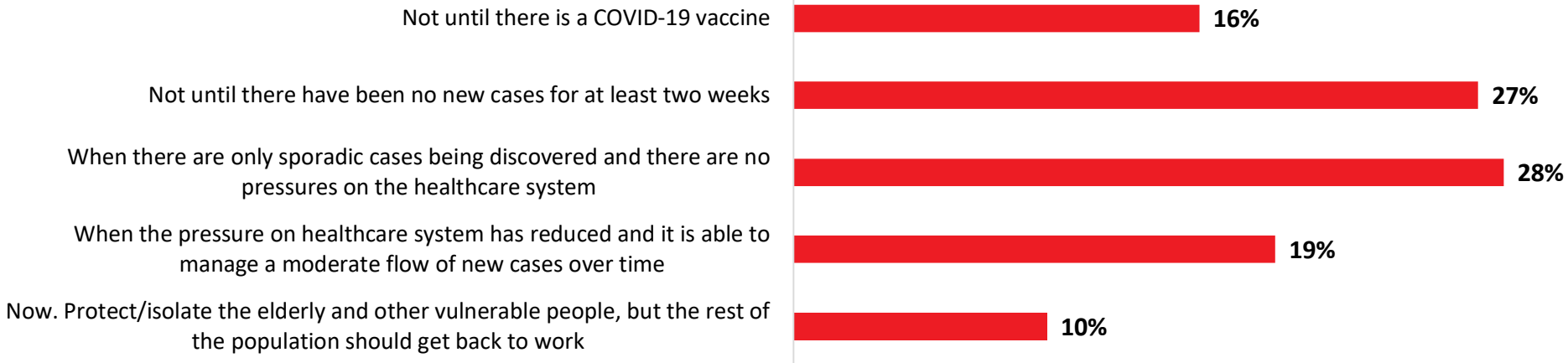
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Totally protects	4%	12%	8
Partially protects	74%	72%	2
Does not protect at all	22%	16%	6

RETURN TO NORMAL

CTC34. At what point will you be comfortable with the government lifting the restrictions on workplace and leisure activities and allowing Canadians to return to work?

Base: All respondents (n=1,526)





	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Total April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Not until there is a COVID-19 vaccine	16%	21%	15%	17%	10%	13%	18%	21%	18%	10%	15%	+1
Not until there have been no new cases for at least two weeks	27%	24%	22%	31%	30%	27%	26%	27%	28%	26%	27%	-
When there are only sporadic cases being discovered and there are no pressures on the healthcare system	28%	23%	21%	28%	40%	31%	32%	22%	27%	33%	28%	-
When the pressure on healthcare system has reduced and it is able to manage a moderate flow of new cases over time	19%	19%	25%	18%	9%	20%	17%	21%	17%	20%	20%	-1
Now. Protect/isolate the elderly and other vulnerable people, but the rest of the population should get back to work	10%	12%	18%	7%	11%	8%	8%	9%	11%	10%	10%	-

RETURN TO NORMAL (CANADA VS UNITED STATES)

CTC34. At what point will you be comfortable with the government lifting the restrictions on workplace and leisure activity and allowing Canadians (Americans) to return to work?

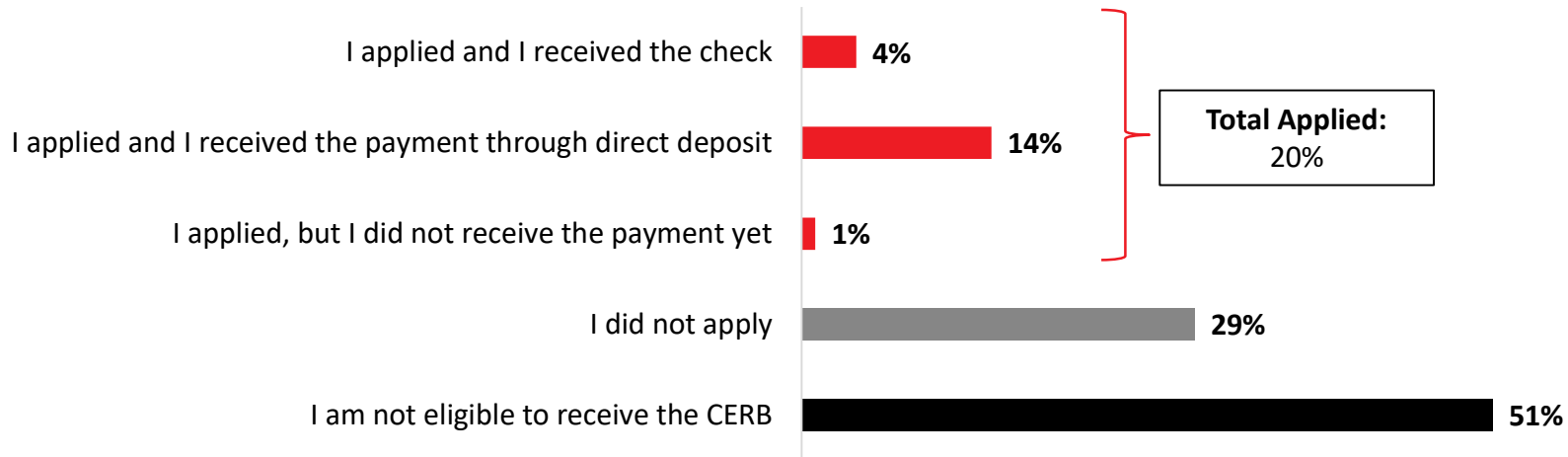
Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,526	1,002	
Unweighted n =	1,526	1,002	
Not until there is a COVID-19 vaccine	16%	29%	13
Not until there have been no new cases for at least two weeks	27%	21%	6
When there are only sporadic cases being discovered and there are no pressures on the healthcare system	28%	24%	4
When the pressure on healthcare system has reduced and it is able to manage a moderate flow of new cases over time	19%	11%	8
Now. Protect/isolate the elderly and other vulnerable people, but the rest of the population should get back to work	10%	15%	5

CANADA EMERGENCY RESPONSE BENEFIT (CERB)

CTC31: Have you applied to receive the Canada Emergency Response Benefit (CERB), which provides \$2,000 for workers who have stopped working because of COVID-19?

Base: All respondents (n=1,526)

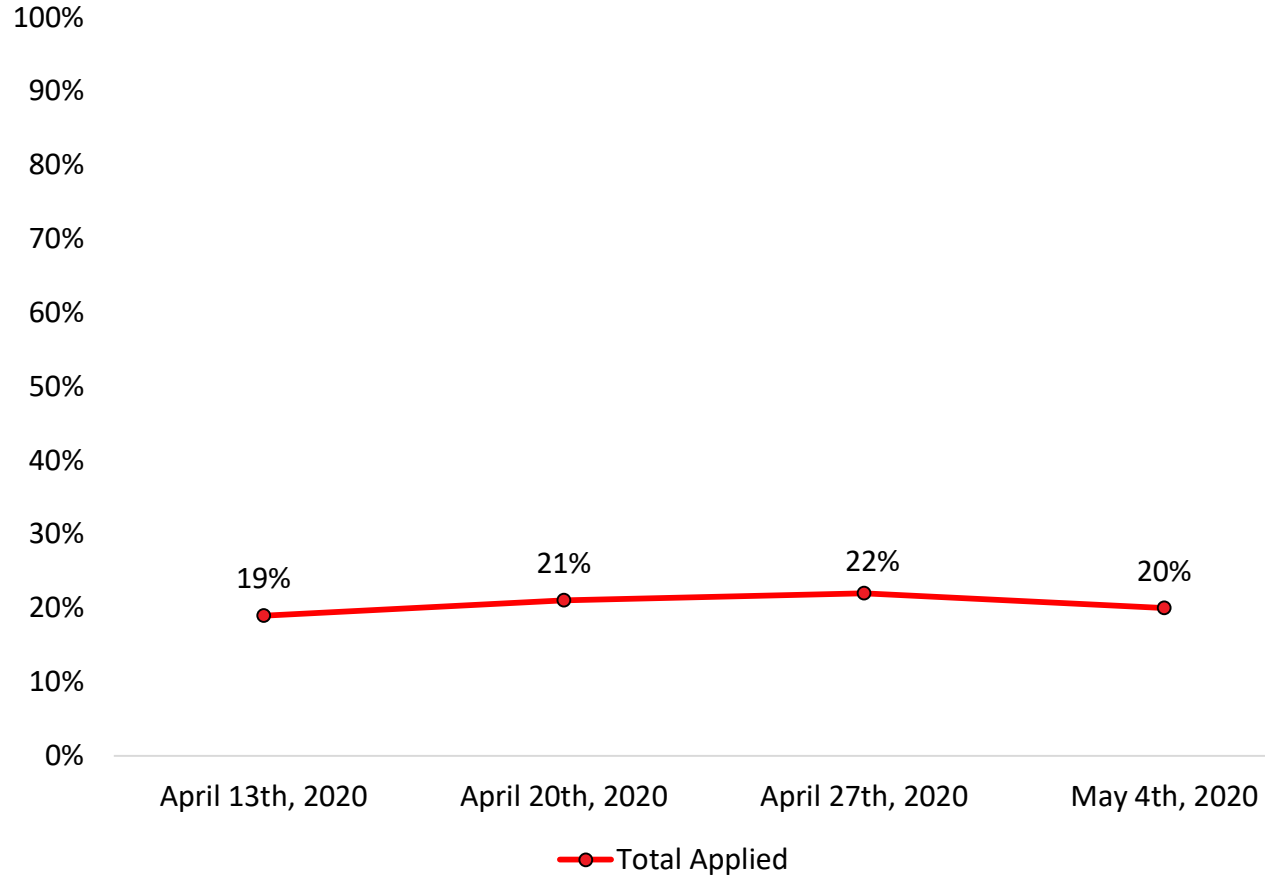


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Total April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Total Applied	20%	15%	19%	23%	11%	14%	21%	33%	20%	10%	22%	-2
I applied and I received the check	4%	5%	5%	4%	3%	3%	3%	8%	3%	2%	4%	-
I applied and I received the payment through direct deposit	14%	10%	13%	18%	8%	8%	15%	23%	15%	6%	16%	-2
I applied, but I did not receive the payment yet	1%	0%	0%	2%	1%	3%	3%	1%	2%	2%	2%	-1
I did not apply	29%	25%	35%	26%	35%	37%	23%	25%	36%	26%	26%	+3
I am not eligible to receive the CERB	51%	60%	46%	51%	54%	48%	56%	42%	44%	64%	52%	-1

CANADA EMERGENCY RESPONSE BENEFIT (CERB) (Evolution)

CTC31: Have you applied to receive the Canada Emergency Response Benefit (CERB), which provides \$2,000 for workers who have stopped working because of COVID-19?

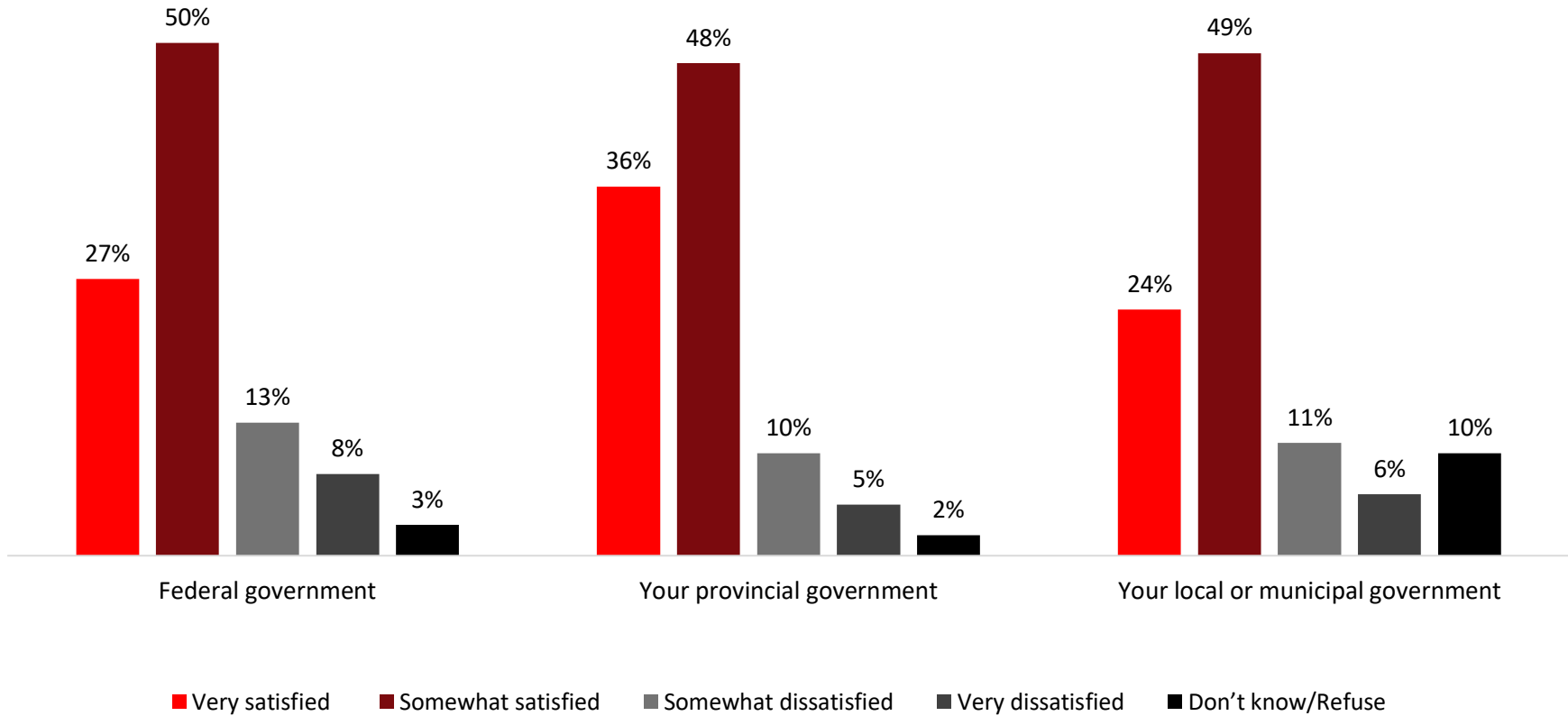
Base: All respondents



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=1,526)



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 (n=1,526)

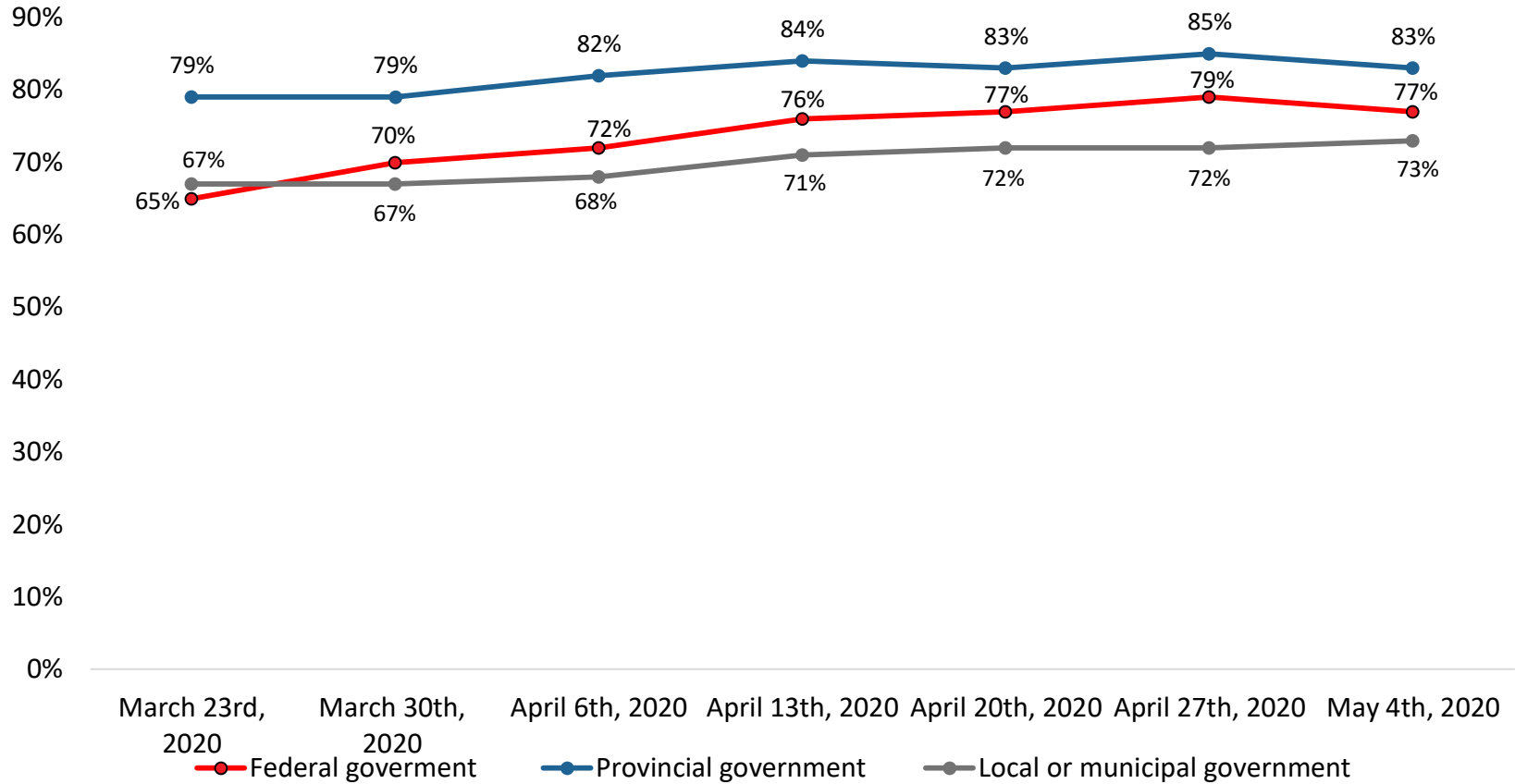
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
Federal government												
Total Satisfied	77%	83%	73%	80%	74%	66%	82%	74%	73%	82%	79%	-2
Total Dissatisfied	21%	15%	24%	18%	21%	30%	17%	21%	25%	18%	19%	+2
Your provincial government												
Total Satisfied	83%	87%	88%	85%	76%	69%	87%	81%	79%	89%	85%	-2
Total Dissatisfied	15%	11%	10%	14%	20%	27%	13%	15%	19%	10%	13%	+2
Your local or municipal government												
Total Satisfied	73%	77%	68%	75%	77%	70%	74%	69%	70%	78%	72%	+1
Total Dissatisfied	17%	10%	15%	18%	17%	23%	17%	20%	20%	12%	17%	-

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=1,526)



François Legault



Doug Ford



Brian Pallister



Scott Moe



Jason Kenney



John Horgan

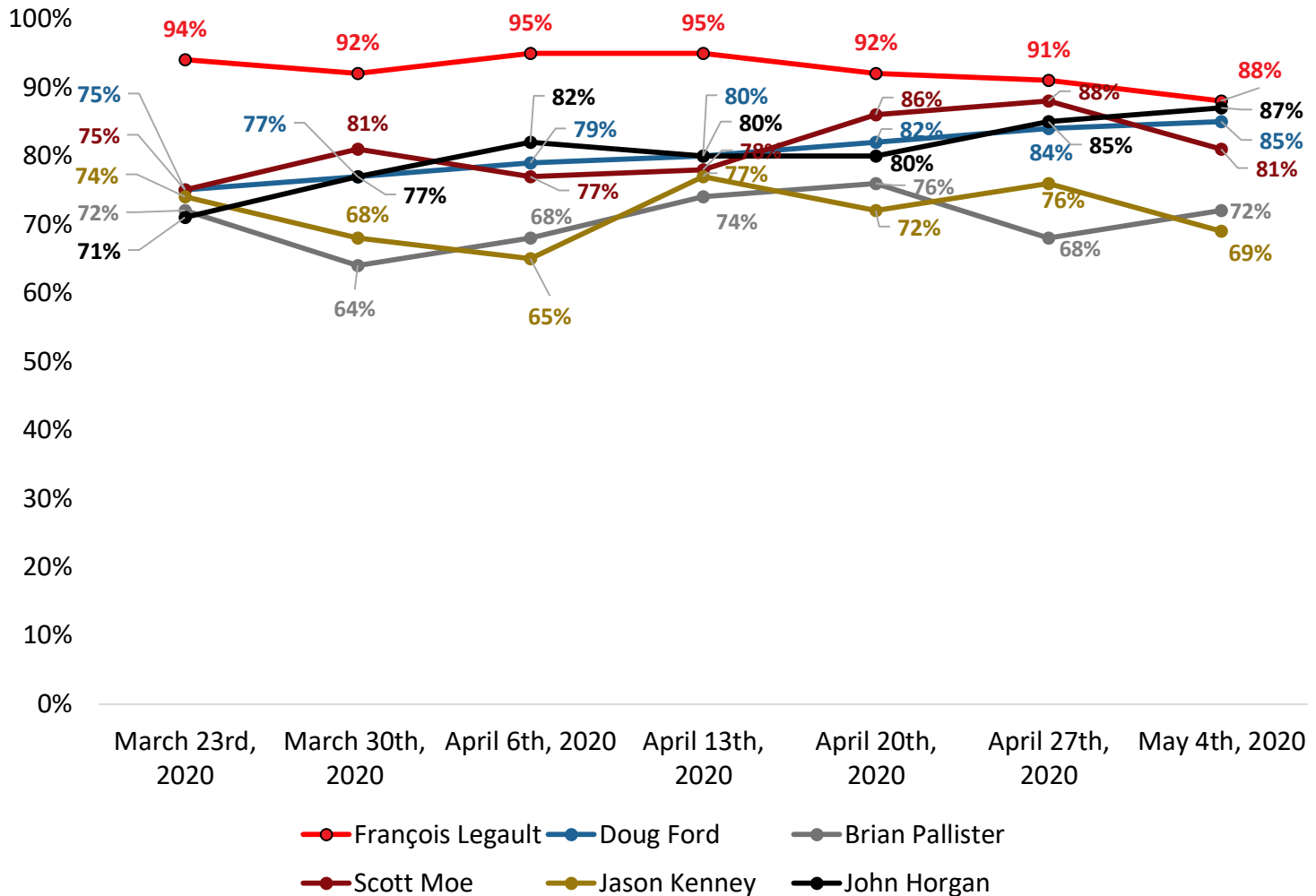
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n =	1,526	104	358	586	54	46	171	207
Unweighted n =	1,526	100	419	604	72	54	126	151
Total Satisfied	83%	87%	88%	85%	72%	81%	69%	87%
Very satisfied	36%	41%	44%	37%	25%	31%	20%	32%
Somewhat satisfied	48%	46%	44%	48%	47%	50%	49%	55%
Total Dissatisfied	15%	11%	10%	14%	22%	17%	27%	13%
Somewhat dissatisfied	10%	8%	8%	9%	12%	12%	16%	11%
Very dissatisfied	5%	4%	3%	5%	10%	6%	12%	2%
Don't know/Refuse	2%	2%	2%	2%	6%	2%	4%	0%

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

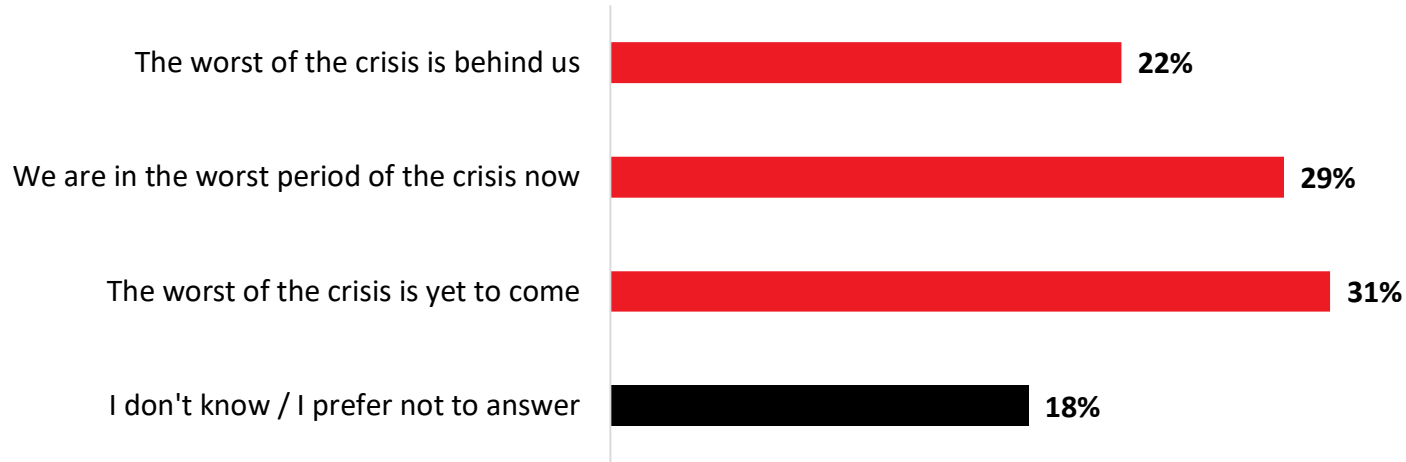


		TOTAL CANADA	TOTAL USA	Gap
% "Satisfied" presented	Weighted n =	1,526	1,002	
	Unweighted n =	1,526	1,002	
	Federal government/The US President	77%	43%	34
Your provincial government/Your State government		83%	65%	18
Your local or municipal government		73%	64%	9

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=1,526)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	TOTAL April 27 th	Gap
Weighted n =	1,526	104	358	586	100	171	207	416	520	590	1,515	
Unweighted n =	1,526	100	419	604	126	126	151	419	524	583	1,515	
The worst of the crisis is behind us	22%	27%	13%	22%	29%	26%	28%	26%	20%	21%	15%	+7
We are in the worst period of the crisis now	29%	22%	36%	32%	18%	20%	25%	31%	26%	31%	38%	-9
The worst of the crisis is yet to come	31%	30%	39%	27%	33%	35%	26%	32%	34%	28%	33%	-2
I don't know / I prefer not to answer	18%	20%	12%	18%	20%	19%	21%	10%	20%	21%	14%	+4

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 =	1,526	1,002	
Unweighted n =	1,526	1,002	
The worst of the crisis is behind us	22%	24%	2
We are in the worst period of the crisis now	29%	27%	2
The worst of the crisis is yet to come	31%	31%	-
I don't know / I prefer not to answer	18%	17%	1

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=1,526), 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 22 nd , 2020	Gap
Weighted n =	1,526	1,199	76	271	469	77	139	168	620	580	313	393	494	1,289	
Unweighted n =	1,526	1,223	76	311	506	98	107	125	640	583	318	405	500	1,327	
... Liberal Party of Canada	34%	44%	44%	38%	52%	32%	32%	46%	39%	49%	39%	45%	46%	31%	+13
... Conservative Party of Canada	20%	25%	26%	11%	25%	43%	47%	24%	32%	19%	19%	26%	29%	32%	-7
... New Democratic Party of Canada	12%	15%	16%	13%	16%	15%	15%	19%	13%	18%	26%	14%	10%	19%	-4
... Bloc Québécois	5%	7%	-	30%	-	-	-	-	-	-	-	-	-	8%	-1
... Green Party of Canada	5%	6%	9%	4%	6%	7%	5%	6%	5%	7%	10%	7%	3%	8%	-2
... another party	2%	2%	4%	3%	2%	2%	1%	4%	3%	2%	3%	3%	2%	2%	-
I would not vote	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	151	207
Alberta	100	104
Manitoba/Saskatchewan	126	100
Ontario	604	586
Quebec	419	358
Atlantic	100	104

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

US region	Unweighted	Weighted
NorthEast	225	182
MidWest	207	220
South	312	377
West	272	237

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	755	741
Female	771	785

AGE	Unweighted	Weighted
Between 18 and 34	419	416
Between 35 and 54	524	520
55 or over	583	590

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	934	982
French	344	317
Other	247	226

The sample thus collected has a minimum weighting factor of 0.1174 and a maximum weighting factor of 4.0937. The weighted variance is 0.4011.

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	500	516

AGE	Unweighted	Weighted
Between 18 and 29	103	220
Between 30 and 39	209	172
Between 40 and 49	177	186
Between 50 and 64	303	250
65 or older	210	172

The sample thus collected has a minimum weighting factor of 0.1174 and a maximum weighting factor of 4.0937. The weighted variance is 0.4011.

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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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