

# Leger

## WEEKLY SURVEY

November 9<sup>th</sup>, 2020

THE CANADIAN PRESS



# METHODOLOGY



## METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with the Canadian press, conducted this Web survey with a representative sample of **1,534 Canadians and 1,002 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **November 6<sup>th</sup> to November 8<sup>th</sup>, 2020**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2016 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level and the presence of children in households in order to render a representative sample of the general population. Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access. LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double-opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application. In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.50%, 19 times out of 20** for the Canadian sample and of **±3.1%, 19 times out of 20** for the American sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again the most accurate firm in the country. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

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

| Federal Elections 2019 |              |                  |
|------------------------|--------------|------------------|
| Federal Parties        | Leger Survey | Official Results |
| LPC                    | 33%          | 33%              |
| CPC                    | 33%          | 34%              |
| NDP                    | 18%          | 16%              |
| BQ                     | 8%           | 8%               |
| Green                  | 6%           | 7%               |
| PPC                    | 2%           | 2%               |

# METHODOLOGY

## Notes on Reading this Report

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

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: [cbourque@leger360.com](mailto:cbourque@leger360.com) or Jack Jedwab, President & CEO of the Association for Canadian Studies: [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca)



IN THE NEWS  
OUTCOME OF THE PRESIDENTIAL ELECTION

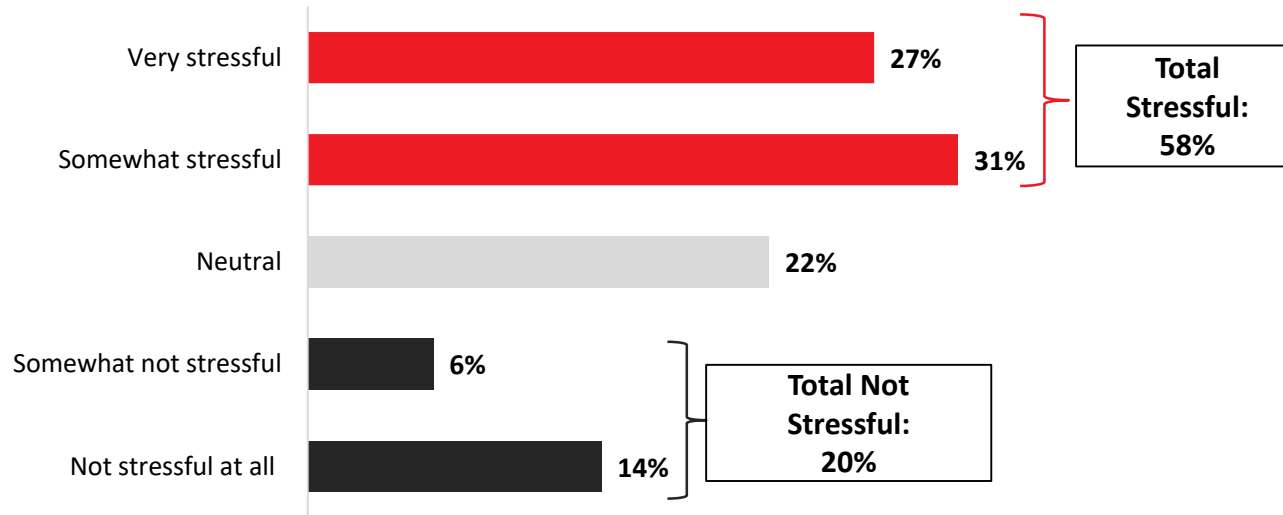
New question

# STRESS OF THE PRESIDENTIAL ELECTION



CTC425. How stressful has the U.S. presidential election been for you and your family?

Base: All respondents (n=1,002)



Who did you vote for?

|                            | TOTAL USA  | North-East | Mid-West   | South | West | 18-34      | 35-54 | 55+        | Male       | Female     | Donald Trump | Joe Biden  |
|----------------------------|------------|------------|------------|-------|------|------------|-------|------------|------------|------------|--------------|------------|
| Weighted n =               | 1,002      | 179        | 217        | 372   | 233  | 321        | 368   | 313        | 486        | 516        | 471          | 511        |
| Unweighted n =             | 1,002      | 177        | 221        | 366   | 238  | 273        | 386   | 343        | 502        | 500        | 471          | 511        |
| <b>Total Stressful</b>     | <b>58%</b> | 58%        | <b>50%</b> | 61%   | 59%  | 57%        | 58%   | 58%        | 55%        | 61%        | 62%          | <b>68%</b> |
| Very stressful             | <b>27%</b> | 31%        | <b>21%</b> | 30%   | 25%  | <b>33%</b> | 30%   | <b>17%</b> | 25%        | 28%        | 29%          | 33%        |
| Somewhat stressful         | <b>31%</b> | 27%        | 30%        | 31%   | 34%  | <b>25%</b> | 28%   | <b>40%</b> | 29%        | 32%        | 33%          | 35%        |
| Neutral                    | <b>22%</b> | 21%        | 24%        | 21%   | 21%  | 21%        | 23%   | 21%        | 19%        | 24%        | 20%          | 18%        |
| <b>Total Not Stressful</b> | <b>20%</b> | 21%        | <b>26%</b> | 18%   | 19%  | 22%        | 19%   | 21%        | <b>26%</b> | <b>15%</b> | 18%          | <b>14%</b> |
| Somewhat not stressful     | <b>6%</b>  | 6%         | 8%         | 6%    | 5%   | 8%         | 5%    | 6%         | <b>8%</b>  | <b>4%</b>  | 7%           | <b>4%</b>  |
| Not stressful at all       | <b>14%</b> | 15%        | 18%        | 12%   | 14%  | 14%        | 14%   | 16%        | <b>18%</b> | <b>11%</b> | 11%          | 10%        |

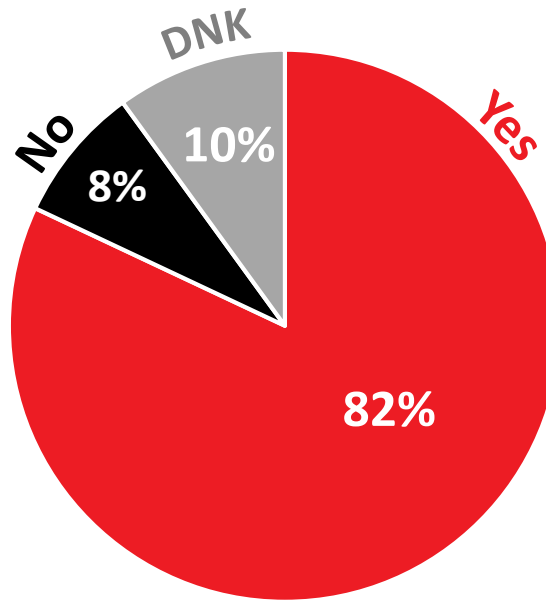
New question

# COUNTING OF VOTES



CTC422. Do you think all votes submitted before the voting deadline in the U.S. presidential election should be counted?

Base: All respondents (n=1,002)



Who did you vote for?

|                | TOTAL USA | North-East | Mid-West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Donald Trump | Joe Biden |
|----------------|-----------|------------|----------|-------|------|-------|-------|-----|------|--------|--------------|-----------|
| Weighted n =   | 1,002     | 179        | 217      | 372   | 233  | 321   | 368   | 313 | 486  | 516    | 471          | 511       |
| Unweighted n = | 1,002     | 177        | 221      | 366   | 238  | 273   | 386   | 343 | 502  | 500    | 471          | 511       |
| Yes            | 82%       | 88%        | 76%      | 80%   | 85%  | 84%   | 78%   | 85% | 83%  | 81%    | 77%          | 95%       |
| No             | 8%        | 5%         | 11%      | 9%    | 7%   | 7%    | 9%    | 8%  | 9%   | 7%     | 15%          | 2%        |
| Don't know     | 10%       | 7%         | 13%      | 10%   | 8%   | 9%    | 13%   | 8%  | 8%   | 11%    | 8%           | 3%        |

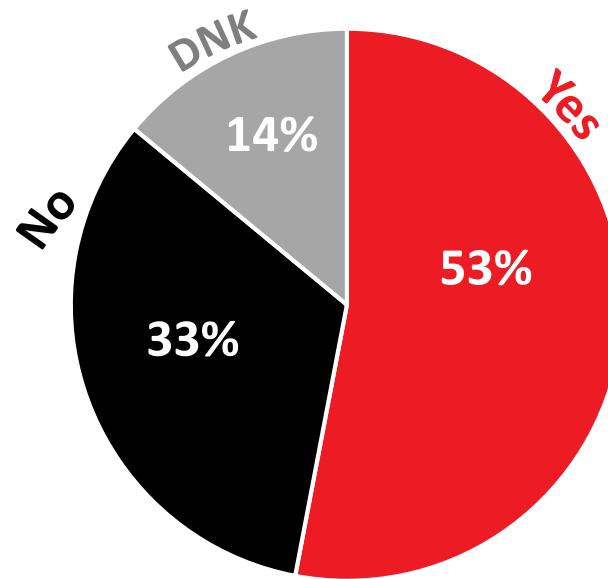
New question

# WAS THE ELECTION FAIR?



CTC421. Do you think the 2020 U.S. presidential election process has been fair?

Base: All respondents (n=1,002)



Who did you vote for?

|                | TOTAL USA | North-East | Mid-West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Donald Trump | Joe Biden |
|----------------|-----------|------------|----------|-------|------|-------|-------|-----|------|--------|--------------|-----------|
| Weighted n =   | 1,002     | 179        | 217      | 372   | 233  | 321   | 368   | 313 | 486  | 516    | 471          | 511       |
| Unweighted n = | 1,002     | 177        | 221      | 366   | 238  | 273   | 386   | 343 | 502  | 500    | 471          | 511       |
| Yes            | 53%       | 57%        | 46%      | 53%   | 56%  | 59%   | 52%   | 48% | 56%  | 50%    | 21%          | 86%       |
| No             | 33%       | 32%        | 33%      | 34%   | 29%  | 27%   | 33%   | 38% | 33%  | 32%    | 67%          | 7%        |
| Don't know     | 14%       | 10%        | 20%      | 13%   | 14%  | 14%   | 15%   | 13% | 10%  | 18%    | 12%          | 7%        |

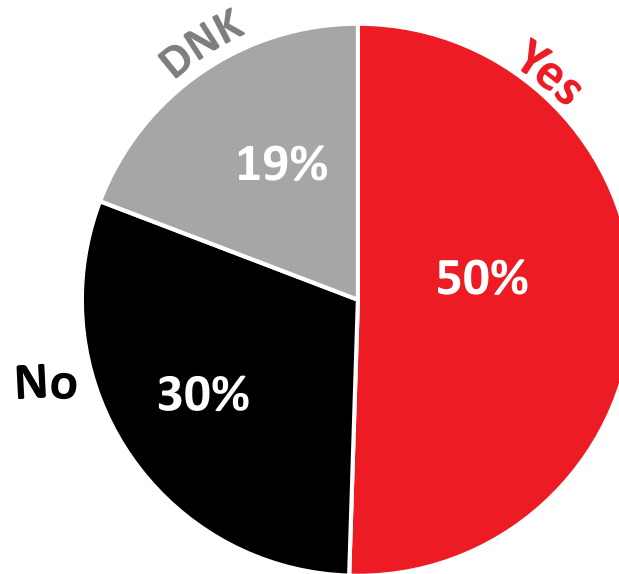
New question

# CHANGES IN THE U.S. ELECTORAL PROCESS



CTC426. Do you think the way America votes, the U.S. electoral college, needs to change?

Base: All respondents (n=1,002)



Who did you vote for?

|                | TOTAL USA | North-East | Mid-West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Donald Trump | Joe Biden |
|----------------|-----------|------------|----------|-------|------|-------|-------|-----|------|--------|--------------|-----------|
| Weighted n =   | 1,002     | 179        | 217      | 372   | 233  | 321   | 368   | 313 | 486  | 516    | 471          | 511       |
| Unweighted n = | 1,002     | 177        | 221      | 366   | 238  | 273   | 386   | 343 | 502  | 500    | 471          | 511       |
| Yes            | 50%       | 50%        | 48%      | 49%   | 55%  | 56%   | 50%   | 44% | 49%  | 51%    | 42%          | 62%       |
| No             | 30%       | 29%        | 30%      | 32%   | 29%  | 24%   | 31%   | 36% | 36%  | 26%    | 48%          | 19%       |
| Don't know     | 19%       | 21%        | 23%      | 19%   | 15%  | 20%   | 18%   | 20% | 15%  | 23%    | 10%          | 19%       |





# IN THE NEWS COVID-19: CURFEW AND LONG-TERM CONSEQUENCES

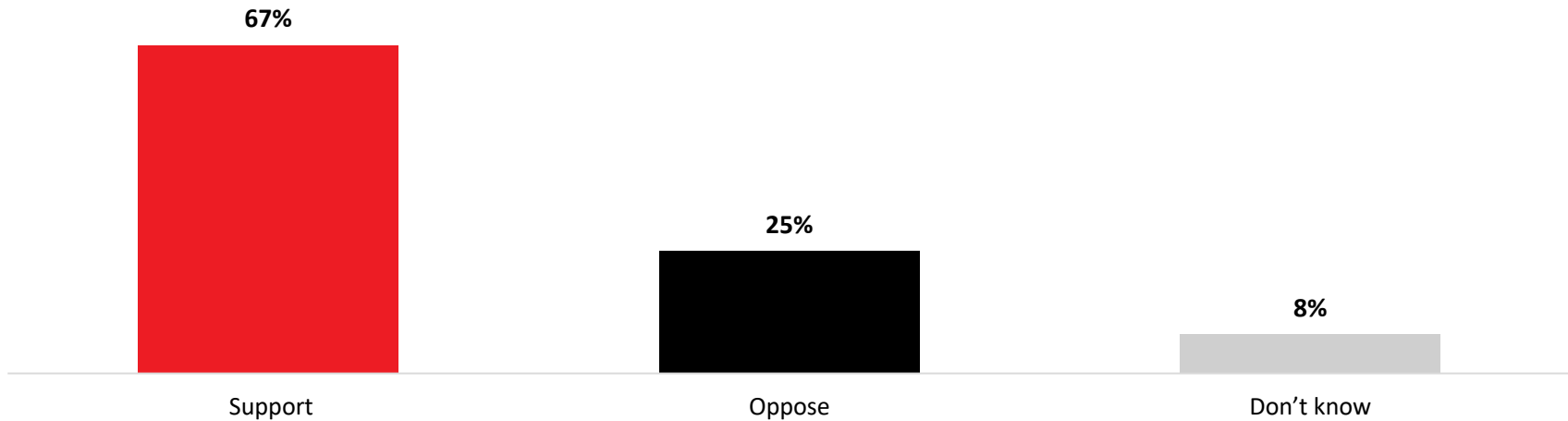
New question

# CURFEW IN PROVINCES



**CTC429. Some provinces have discussed the implementation of a temporary night-time curfew (i.e. from 10pm to 5am) to help control the spread of the virus. If the spread of the virus was serious enough in your province and public health officials recommended it, would you support or oppose a temporary night-time curfew?**

Base: All respondents (n=1,534)



|                | TOTAL CANADA | ATL | QC  | ON  | MB/SK | AB  | BC  | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural |
|----------------|--------------|-----|-----|-----|-------|-----|-----|-------|-------|-----|-------|-----------|-------|
| Weighted n =   | 1,534        | 105 | 360 | 589 | 100   | 172 | 208 | 409   | 526   | 599 | 661   | 571       | 279   |
| Unweighted n = | 1,534        | 101 | 414 | 604 | 127   | 131 | 157 | 378   | 573   | 583 | 686   | 562       | 269   |
| Support        | 67%          | 72% | 63% | 64% | 77%   | 64% | 76% | 55%   | 65%   | 76% | 64%   | 69%       | 69%   |
| Oppose         | 25%          | 24% | 30% | 26% | 14%   | 27% | 19% | 34%   | 28%   | 17% | 26%   | 24%       | 25%   |
| Don't know     | 8%           | 5%  | 7%  | 11% | 9%    | 10% | 5%  | 10%   | 7%    | 8%  | 9%    | 7%        | 6%    |

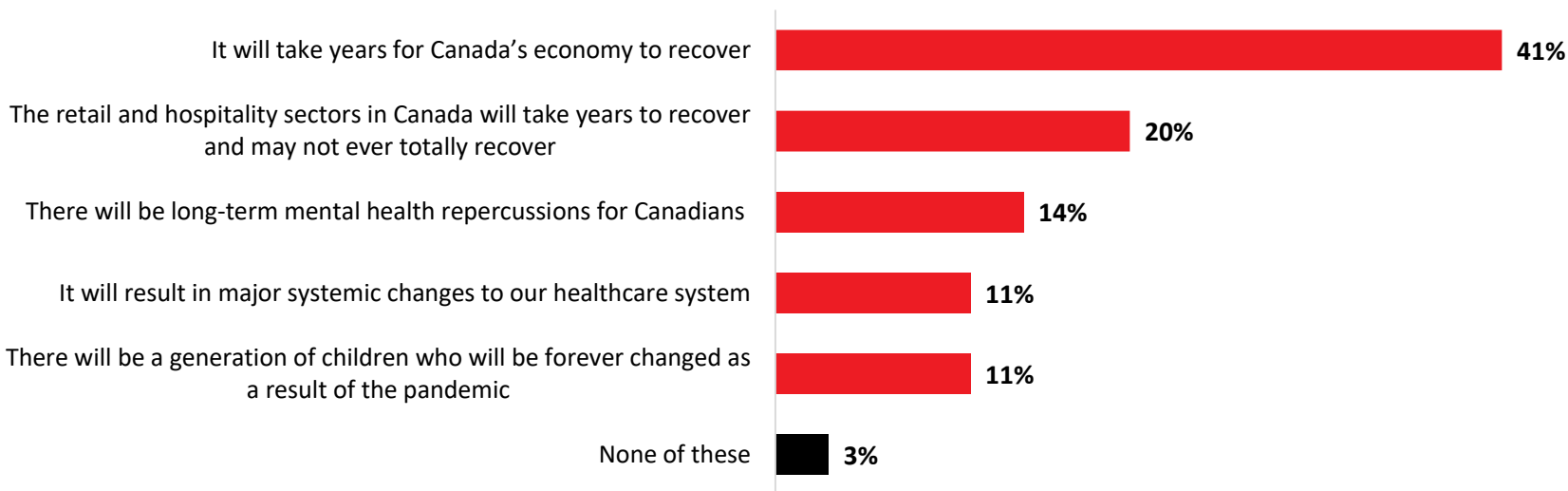
**New question**

# LONG-TERM CONSEQUENCE OF COVID-19



**CTC430. The COVID-19 virus has been affecting Canada and Canadians for over 8 months and likely will continue to for many more months. What do you feel will be the most far-reaching, long-term consequence of the virus on life in Canada?**

Base: All respondents (n=1,534)



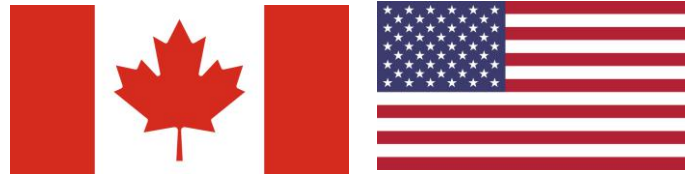
|  | TOTAL CANADA | ATL | QC  | ON  | MB/SK | AB  | BC  | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural |
|--|--------------|-----|-----|-----|-------|-----|-----|-------|-------|-----|-------|-----------|-------|
| Weighted n =   | 1,534        | 105 | 360 | 589 | 100   | 172 | 208 | 409   | 526   | 599 | 661   | 571       | 279   |
| Unweighted n =   | 1,534        | 101 | 414 | 604 | 127   | 131 | 157 | 378   | 573   | 583 | 686   | 562       | 269   |
| It will take years for Canada's economy to recover   | 41%          | 38% | 42% | 43% | 31%   | 49% | 35% | 36%   | 41%   | 45% | 41%   | 38%       | 49%   |
| The retail and hospitality sectors in Canada will take years to recover and may not ever totally recover | 20%          | 18% | 18% | 18% | 18%   | 19% | 33% | 15%   | 19%   | 24% | 20%   | 22%       | 18%   |
| There will be long-term mental health repercussions for Canadians  | 14%          | 22% | 18% | 11% | 18%   | 12% | 8%  | 21%   | 15%   | 7%  | 13%   | 15%       | 13%   |
| It will result in major systemic changes to our healthcare system  | 11%          | 8%  | 12% | 10% | 17%   | 7%  | 15% | 11%   | 11%   | 12% | 11%   | 12%       | 11%   |
| There will be a generation of children who will be forever changed as a result of the pandemic           | 11%          | 12% | 9%  | 14% | 10%   | 7%  | 7%  | 14%   | 9%    | 9%  | 12%   | 11%       | 6%    |
| None of these  | 3%           | 2%  | 2%  | 3%  | 6%    | 5%  | 3%  | 3%    | 4%    | 3%  | 3%    | 2%        | 4%    |

# LONG-TERM CONSEQUENCE OF COVID-19 (CANADA VS UNITED STATES)



CTC430. The COVID-19 virus has been affecting Canada and Canadians / **the United States and Americans** for over 8 months and likely will continue to for many more months. What do you feel will be the most far-reaching, long-term consequence of the virus on life in Canada / **the United States**?

Base: All respondents



|  | TOTAL CANADA | TOTAL USA  | Gap |
|--|--------------|------------|-----|
| Weighted n =   | 1,534        | 1,002      |     |
| Unweighted n =   | 1,534        | 1,002      |     |
| It will take years for Canada's / <b>the United States'</b> economy to recover   | <b>41%</b>   | <b>26%</b> | 15  |
| The retail and hospitality sectors in Canada / <b>in the United States</b> will take years to recover and may not ever totally recover | 20%          | 20%        | -   |
| There will be long-term mental health repercussions for Canadians / <b>Americans</b>   | 14%          | 13%        | 1   |
| It will result in major systemic changes to our healthcare system  | 11%          | 11%        | -   |
| There will be a generation of children who will be forever changed as a result of the pandemic   | <b>11%</b>   | <b>18%</b> | 7   |
| None of these  | <b>3%</b>    | <b>11%</b> | 8   |



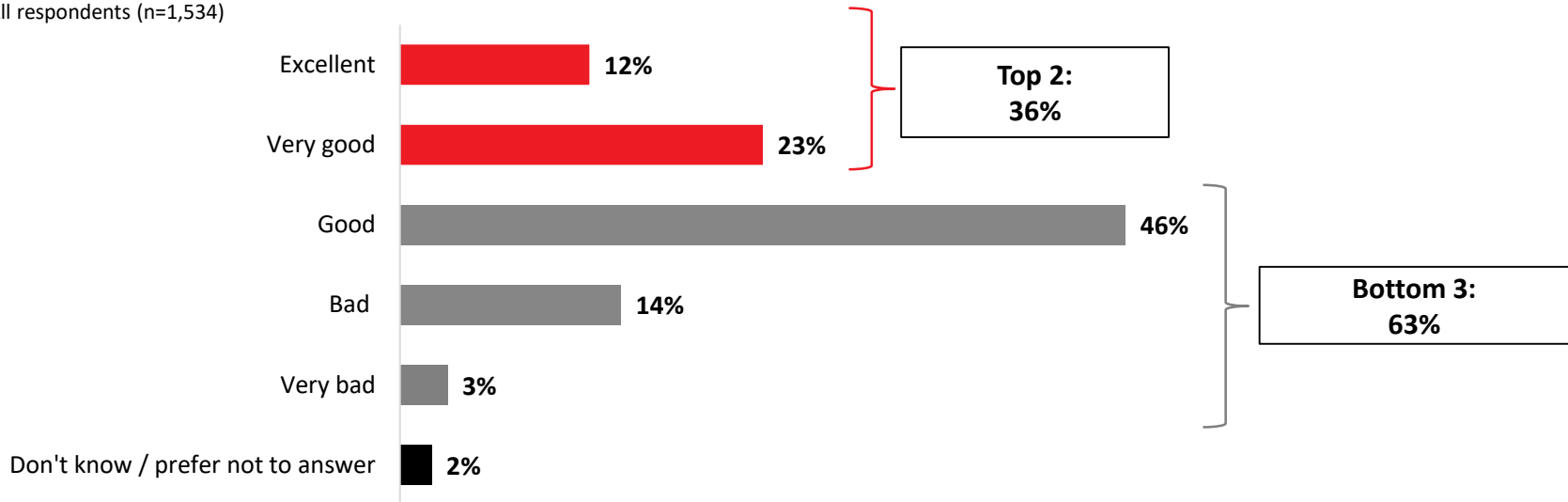
# STRESS AND MENTAL HEALTH

# 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=1,534)



|                                 | TOTAL CANADA | ATL | QC  | ON  | MB/SK | AB  | BC  | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | TOTAL Nov. 2nd | Gap |
|---------------------------------|--------------|-----|-----|-----|-------|-----|-----|-------|-------|-----|-------|-----------|-------|----------------|-----|
| Weighted n =                    | 1,534        | 105 | 360 | 589 | 100   | 172 | 208 | 409   | 526   | 599 | 661   | 571       | 279   | 1,516          |     |
| Unweighted n =                  | 1,534        | 101 | 414 | 604 | 127   | 131 | 157 | 378   | 573   | 583 | 686   | 562       | 269   | 1,516          |     |
| <b>Total Top 2</b>              | <b>36%</b>   | 44% | 44% | 34% | 27%   | 32% | 29% | 26%   | 30%   | 47% | 31%   | 36%       | 46%   | 35%            | +1  |
| Excellent                       | 12%          | 20% | 18% | 10% | 8%    | 12% | 8%  | 9%    | 11%   | 16% | 10%   | 14%       | 17%   | 12%            | -   |
| Very good                       | 23%          | 24% | 26% | 24% | 19%   | 20% | 21% | 17%   | 19%   | 31% | 21%   | 23%       | 29%   | 24%            | -1  |
| <b>Total Bottom 3</b>           | <b>63%</b>   | 55% | 55% | 63% | 70%   | 66% | 70% | 72%   | 67%   | 52% | 67%   | 63%       | 52%   | 63%            | -   |
| Good *                          | 46%          | 41% | 43% | 46% | 49%   | 47% | 50% | 43%   | 49%   | 45% | 45%   | 48%       | 42%   | 47%            | -1  |
| Bad                             | 14%          | 12% | 11% | 13% | 16%   | 15% | 18% | 24%   | 15%   | 6%  | 19%   | 11%       | 8%    | 12%            | +2  |
| Very bad                        | 3%           | 3%  | 1%  | 4%  | 5%    | 3%  | 2%  | 6%    | 4%    | 1%  | 3%    | 3%        | 2%    | 4%             | -1  |
| Don't know/Prefer not to answer | 2%           | 1%  | 1%  | 3%  | 3%    | 3%  | 1%  | 2%    | 2%    | 1%  | 2%    | 1%        | 2%    | 2%             | -   |

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

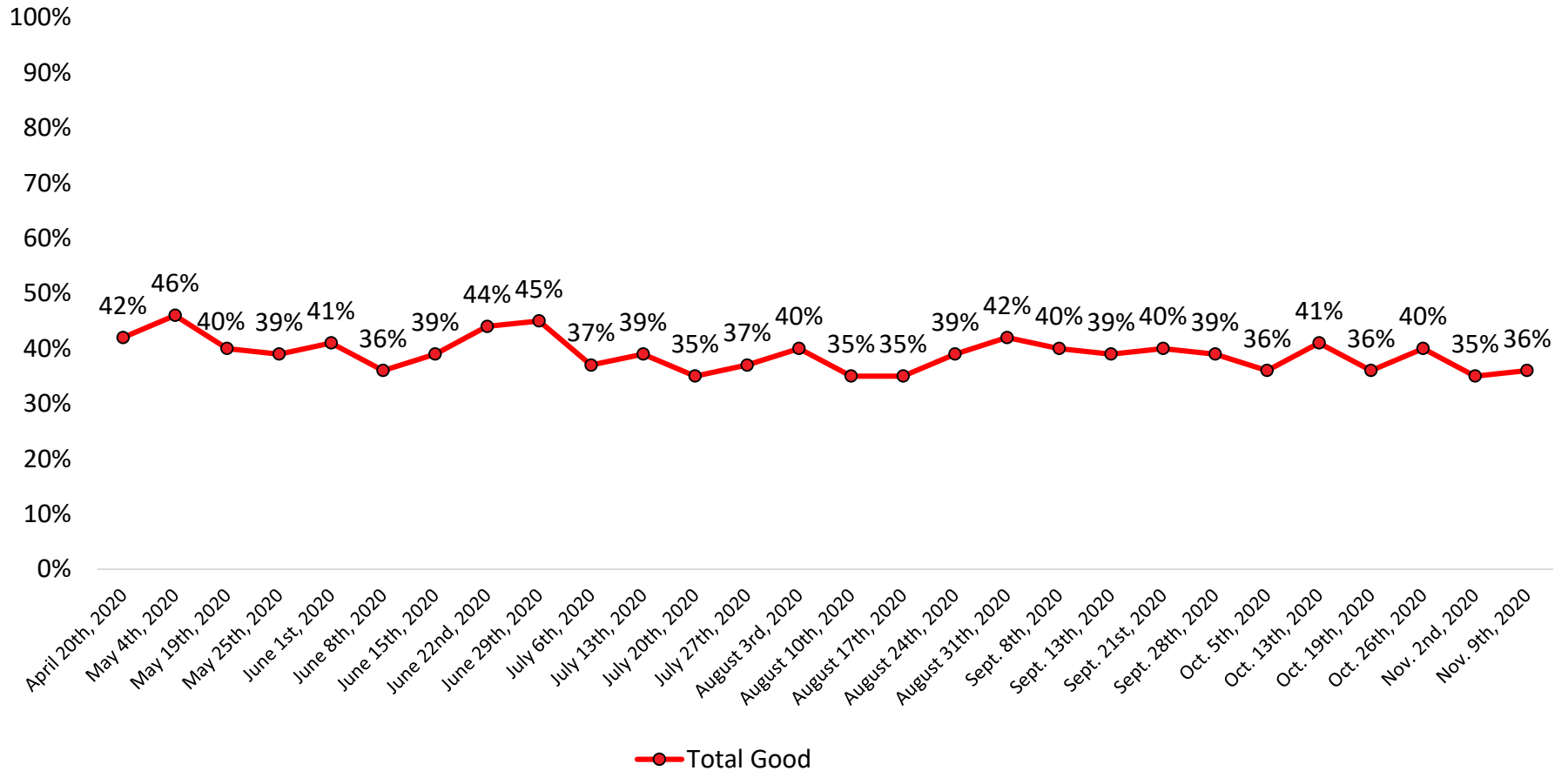
# MENTAL HEALTH DURING THE CRISIS (Evolution)



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

Base: All respondents

**% Total Good (Excellent + Very good) presented**

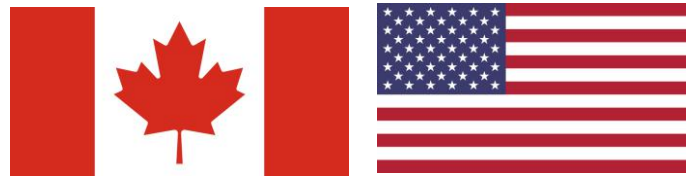


# MENTAL HEALTH DURING THE CRISIS (CANADA VS UNITED STATES)



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

Base: All respondents



|                                 | TOTAL CANADA | TOTAL USA  | Gap |
|---------------------------------|--------------|------------|-----|
| Weighted n =                    | 1,534        | 1,002      |     |
| Unweighted n =                  | 1,534        | 1,002      |     |
| <b>Total Top 2</b>              | <b>36%</b>   | <b>42%</b> | 6   |
| Excellent                       | 12%          | 20%        | 8   |
| Very good                       | 23%          | 21%        | 2   |
| <b>Total Bottom 3</b>           | <b>63%</b>   | <b>53%</b> | 10  |
| Good *                          | 46%          | 36%        | 10  |
| Bad                             | 14%          | 12%        | 2   |
| Very bad                        | 3%           | 5%         | 2   |
| Don't know/Prefer not to answer | 2%           | 5%         | 3   |

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





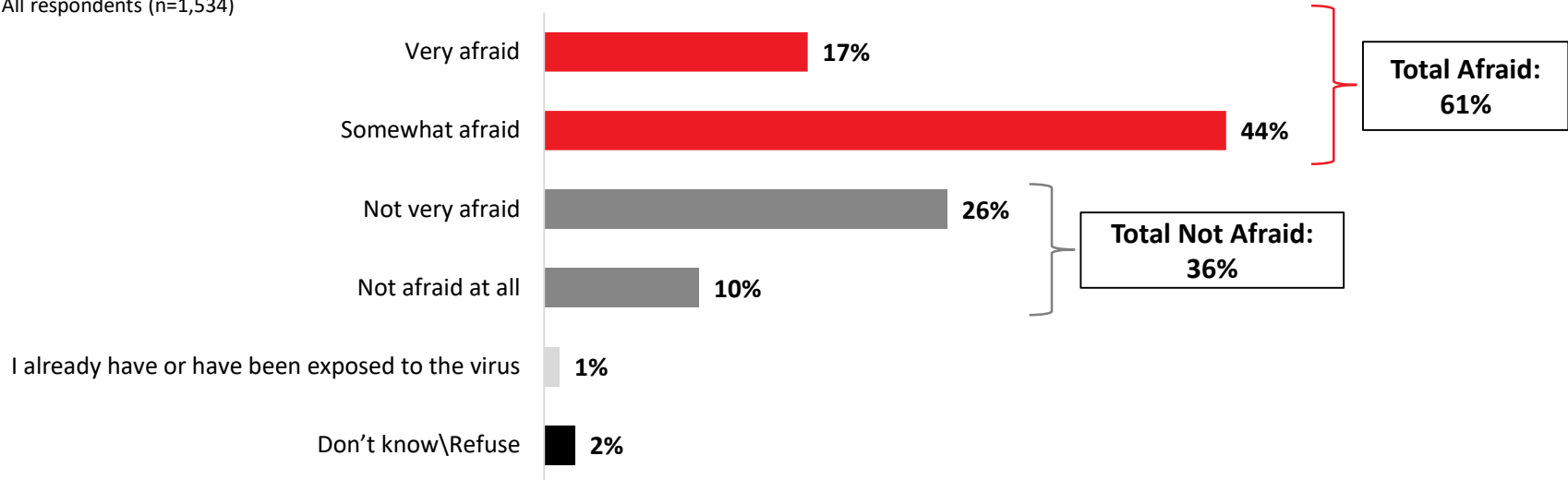
## FEAR AND SPREAD OF THE VIRUS



# FEAR OF CONTRACTING THE VIRUS

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

Base: All respondents (n=1,534)

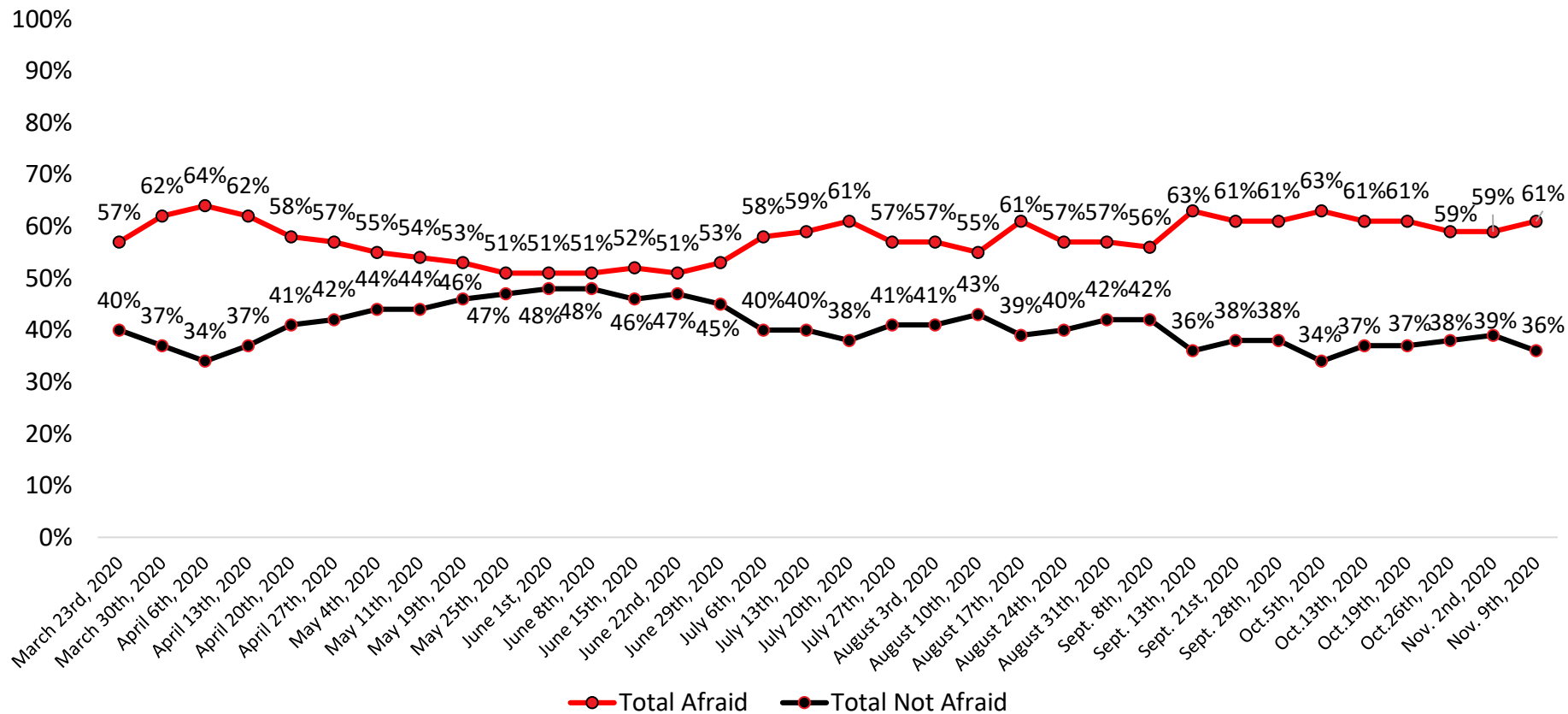


|  | TOTAL CANADA | ATL | QC         | ON         | MB/SK | AB         | BC  | 18-34 | 35-54      | 55+        | Urban      | Sub-urban  | Rural     | TOTAL Nov. 2 <sup>nd</sup> | Gap       |
|--|--------------|-----|------------|------------|-------|------------|-----|-------|------------|------------|------------|------------|-----------|----------------------------|-----------|
| Weighted n =                                     | 1,534        | 105 | 360        | 589        | 100   | 172        | 208 | 409   | 526        | 599        | 661        | 571        | 279       | 1,516                      |           |
| Unweighted n =                                   | 1,534        | 101 | 414        | 604        | 127   | 131        | 157 | 378   | 573        | 583        | 686        | 562        | 269       | 1,516                      |           |
| <b>Total Afraid</b>                              | <b>61%</b>   | 59% | <b>51%</b> | 64%        | 67%   | 69%        | 63% | 58%   | 60%        | <b>65%</b> | <b>67%</b> | <b>56%</b> | 57%       | <b>59%</b>                 | <b>+2</b> |
| Very afraid                                      | <b>17%</b>   | 16% | <b>9%</b>  | 19%        | 19%   | <b>25%</b> | 22% | 15%   | 17%        | 19%        | <b>20%</b> | 16%        | 14%       | <b>16%</b>                 | <b>+1</b> |
| Somewhat afraid                                  | <b>44%</b>   | 43% | 42%        | 46%        | 48%   | 43%        | 41% | 43%   | 42%        | 46%        | <b>48%</b> | <b>41%</b> | 42%       | <b>43%</b>                 | <b>+1</b> |
| <b>Total Not Afraid</b>                          | <b>36%</b>   | 39% | <b>45%</b> | 34%        | 29%   | 30%        | 35% | 39%   | 39%        | <b>33%</b> | <b>32%</b> | <b>41%</b> | 40%       | <b>39%</b>                 | <b>-3</b> |
| Not very afraid                                  | <b>26%</b>   | 27% | <b>36%</b> | <b>22%</b> | 23%   | 22%        | 23% | 27%   | 25%        | 25%        | <b>22%</b> | <b>30%</b> | 27%       | <b>28%</b>                 | <b>-2</b> |
| Not afraid at all                                | <b>10%</b>   | 12% | 10%        | 11%        | 6%    | 9%         | 12% | 12%   | <b>13%</b> | <b>7%</b>  | 10%        | 10%        | 13%       | <b>11%</b>                 | <b>-1</b> |
| I already have or have been exposed to the virus | <b>1%</b>    | 0%  | <b>1%</b>  | 1%         | 1%    | 0%         | 1%  | 1%    | 1%         | 0%         | 1%         | 1%         | 0%        | <b>1%</b>                  | <b>-</b>  |
| Don't know/Refuse                                | <b>2%</b>    | 1%  | 3%         | 1%         | 4%    | 1%         | 1%  | 2%    | 1%         | 2%         | <b>0%</b>  | 2%         | <b>3%</b> | <b>1%</b>                  | <b>+1</b> |

# FEAR OF CONTRACTING THE VIRUS (Evolution)

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

Base: All respondents

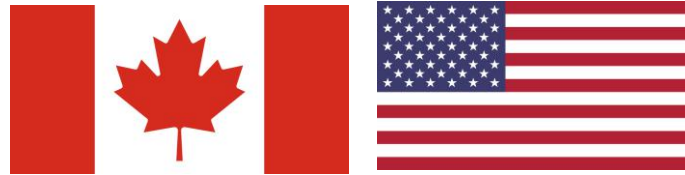


# FEAR OF CONTRACTING THE VIRUS (CANADA VS UNITED STATES)



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

Base: All respondents



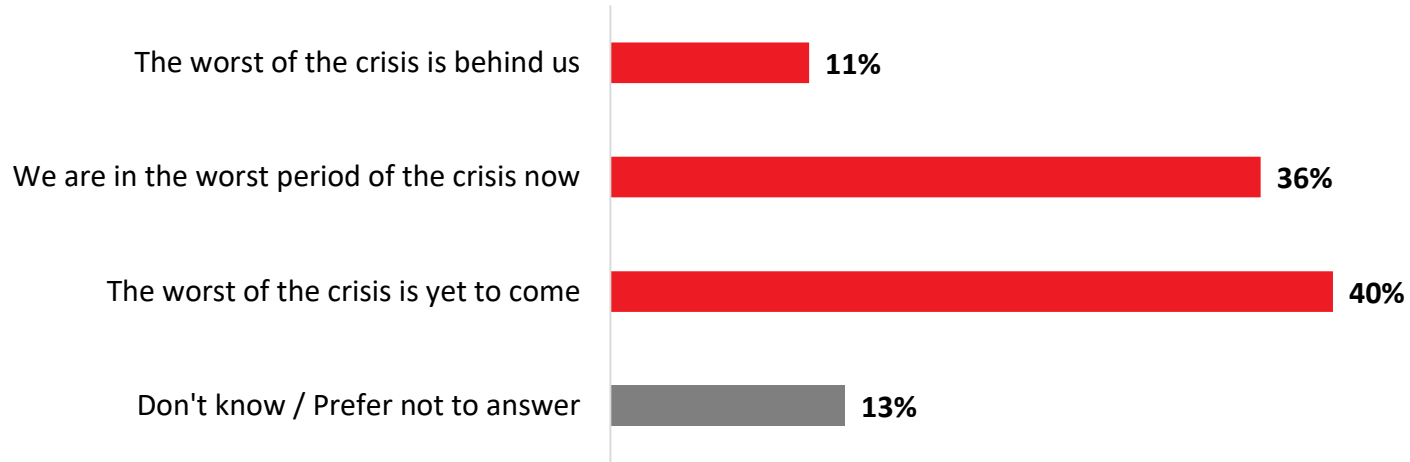
|  | TOTAL CANADA | TOTAL USA | Gap |
|--|--------------|-----------|-----|
| Weighted n =                                     | 1,534        | 1,002     |     |
| Unweighted n =                                   | 1,534        | 1,002     |     |
| <b>Total Afraid</b>                              | 61%          | 60%       | 1   |
| Very afraid                                      | 17%          | 25%       | 8   |
| Somewhat afraid                                  | 44%          | 35%       | 9   |
| <b>Total Not Afraid</b>                          | 36%          | 34%       | 2   |
| Not very afraid                                  | 26%          | 17%       | 9   |
| Not afraid at all                                | 10%          | 17%       | 7   |
| I already have or have been exposed to the virus | 1%           | 3%        | 2   |
| Don't know/Refuse                                | 2%           | 3%        | 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=1,534)



|  | TOTAL CANADA | ATL | QC  | ON  | MB/SK | AB  | BC  | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | TOTAL Nov. 2nd | Gap |
|--|--------------|-----|-----|-----|-------|-----|-----|-------|-------|-----|-------|-----------|-------|----------------|-----|
| Weighted n =                                 | 1,534        | 105 | 360 | 589 | 100   | 172 | 208 | 409   | 526   | 599 | 661   | 571       | 279   | 1,516          |     |
| Unweighted n =                               | 1,534        | 101 | 414 | 604 | 127   | 131 | 157 | 378   | 573   | 583 | 686   | 562       | 269   | 1,516          |     |
| The worst of the crisis is behind us         | 11%          | 12% | 15% | 11% | 4%    | 8%  | 10% | 17%   | 12%   | 6%  | 12%   | 11%       | 11%   | 12%            | -1  |
| We are in the worst period of the crisis now | 36%          | 34% | 42% | 36% | 31%   | 32% | 32% | 39%   | 30%   | 39% | 36%   | 35%       | 38%   | 34%            | +2  |
| The worst of the crisis is yet to come       | 40%          | 40% | 30% | 39% | 50%   | 53% | 45% | 30%   | 44%   | 44% | 39%   | 41%       | 42%   | 41%            | -1  |
| Don't know / Prefer not to answer            | 13%          | 15% | 13% | 14% | 15%   | 8%  | 13% | 14%   | 14%   | 11% | 13%   | 13%       | 10%   | 13%            | -   |

# 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



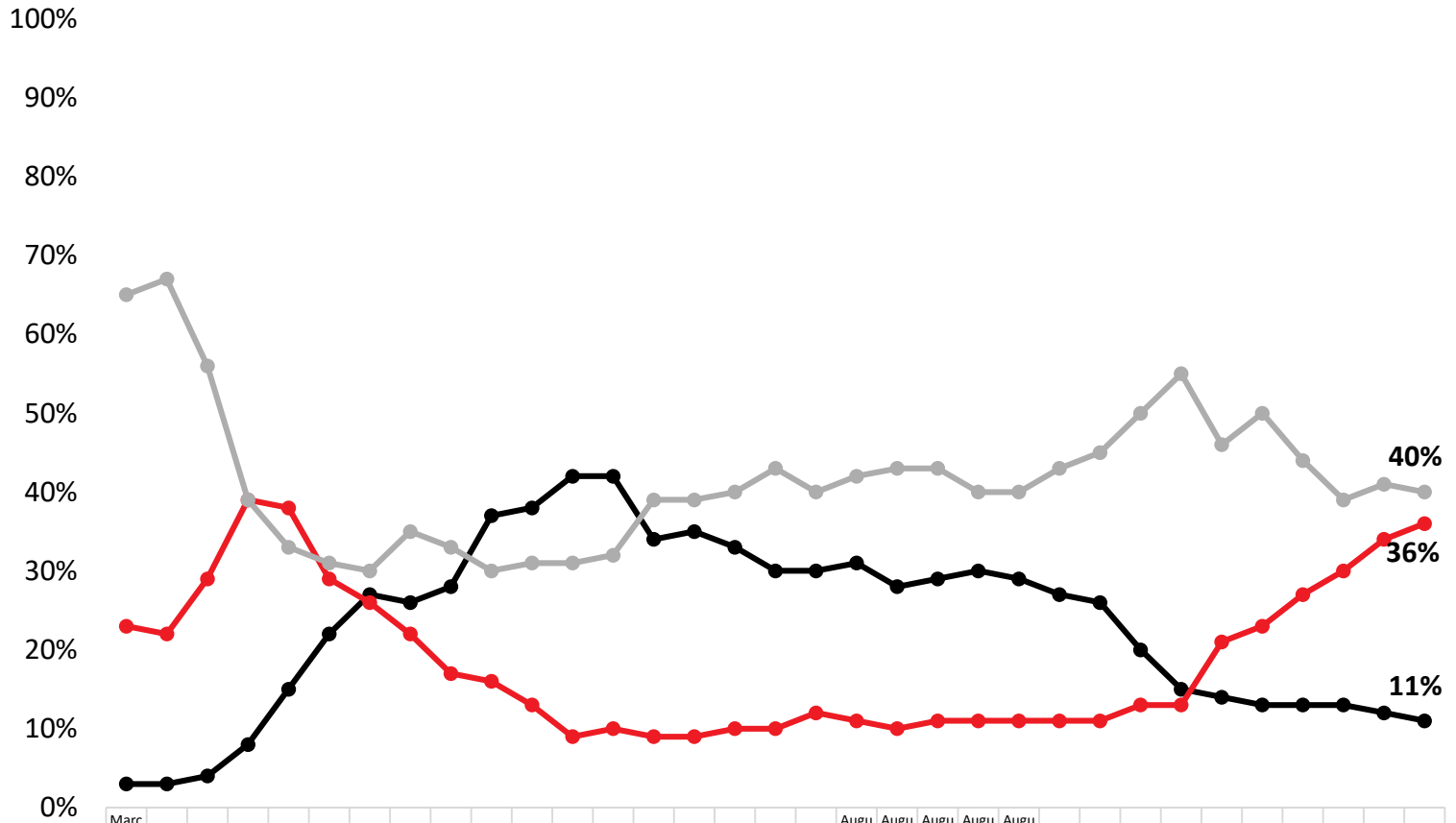
|  | TOTAL CANADA | TOTAL USA | Gap |
|--|--------------|-----------|-----|
| Weighted n =                                 | 1,534        | 1,002     |     |
| Unweighted n =                               | 1,534        | 1,002     |     |
| The worst of the crisis is behind us         | 11%          | 20%       | 9   |
| We are in the worst period of the crisis now | 36%          | 26%       | 10  |
| The worst of the crisis is yet to come       | 40%          | 38%       | 2   |
| Don't know / Prefer not to answer            | 13%          | 15%       | 2   |

# EVOLUTION OF THE COVID-19 PANDEMIC (CANADA)



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

Base: All respondents



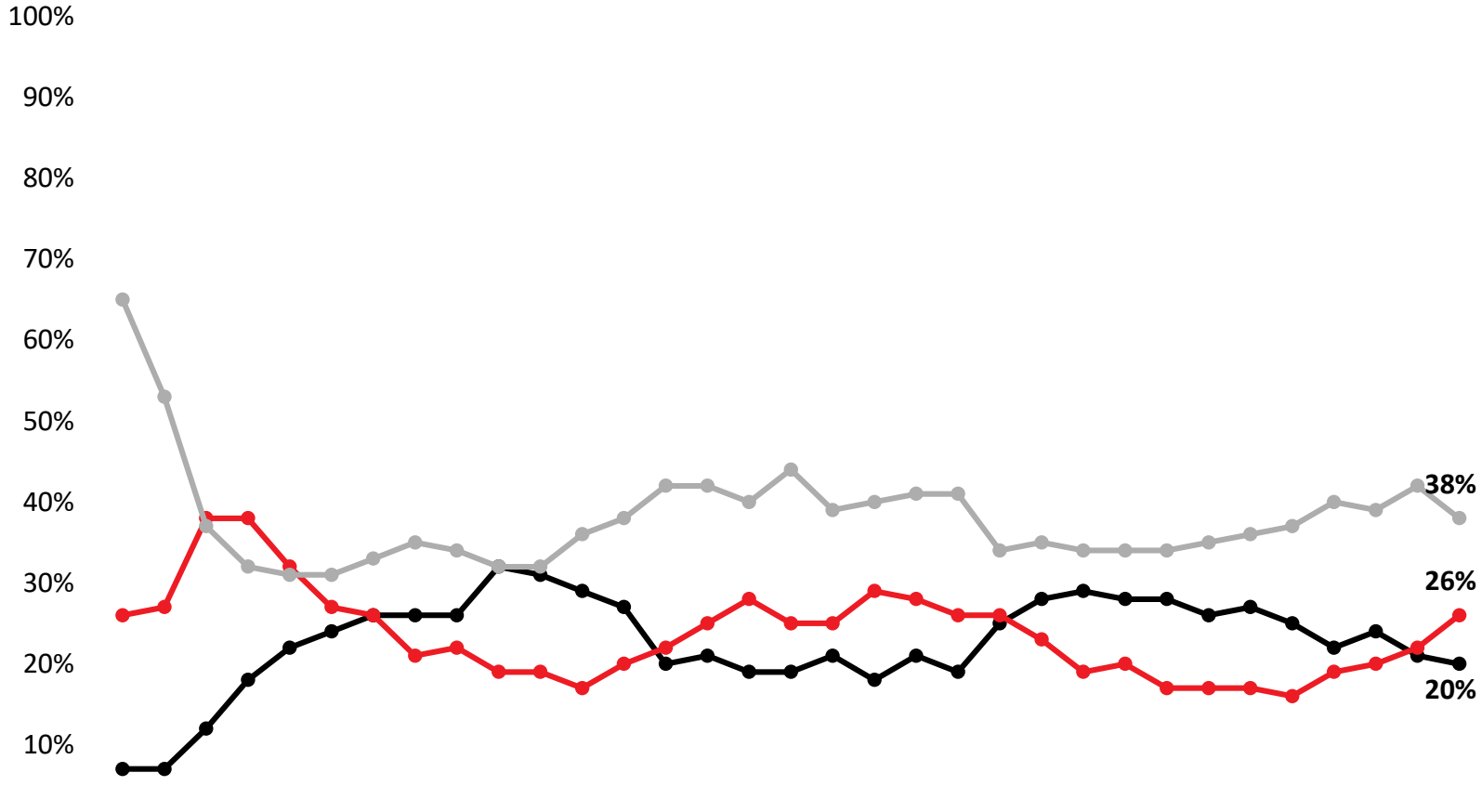
|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ● The worst of the crisis is behind us         | 3%  | 3%  | 4%  | 8%  | 15% | 22% | 27% | 26% | 28% | 37% | 38% | 42% | 42% | 34% | 35% | 33% | 30% | 30% | 31% | 28% | 29% | 30% | 29% | 27% | 26% | 20% | 15% | 14% | 13% | 13% | 13% | 12% | 11% |     |     |
| ● We are in the worst period of the crisis now | 23% | 22% | 29% | 39% | 38% | 29% | 26% | 22% | 17% | 16% | 13% | 9%  | 10% | 9%  | 9%  | 10% | 10% | 12% | 11% | 10% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 13% | 13% | 21% | 23% | 27% | 30% | 34% | 36% |
| ● The worst of the crisis is yet to come       | 65% | 67% | 56% | 39% | 33% | 31% | 30% | 35% | 33% | 30% | 31% | 31% | 32% | 39% | 39% | 40% | 43% | 40% | 42% | 43% | 43% | 43% | 40% | 40% | 43% | 45% | 50% | 55% | 46% | 50% | 44% | 39% | 41% | 40% |     |

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



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

Base: All respondents



|  | March 30th, 2020 | April 6th, 2020 | April 13th, 2020 | April 20th, 2020 | April 27th, 2020 | May 4th, 2020 | May 11th, 2020 | May 19th, 2020 | May 25th, 2020 | June 1st, 2020 | June 8th, 2020 | June 15th, 2020 | June 22nd, 2020 | June 29th, 2020 | July 6th, 2020 | July 13th, 2020 | July 20th, 2020 | July 27th, 2020 | August 3rd, 2020 | August 10th, 2020 | August 17th, 2020 | August 24th, 2020 | August 31st, 2020 | Sept. 8th, 2020 | Sept. 13th, 2020 | Sept. 21st, 2020 | Sept. 28th, 2020 | Oct. 5th, 2020 | Oct. 13th, 2020 | Oct. 19th, 2020 | Oct. 26th, 2020 | Nov 2nd, 2020 | Nov 9th, 2020 |
|--|------------------|-----------------|------------------|------------------|------------------|---------------|----------------|----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|-------------------|-------------------|-------------------|-------------------|-----------------|------------------|------------------|------------------|----------------|-----------------|-----------------|-----------------|---------------|---------------|
| —●— The worst of the crisis is behind us         | 7%               | 7%              | 12%              | 18%              | 22%              | 24%           | 26%            | 26%            | 26%            | 32%            | 31%            | 29%             | 27%             | 20%             | 21%            | 19%             | 19%             | 21%             | 18%              | 21%               | 19%               | 25%               | 28%               | 29%             | 28%              | 28%              | 26%              | 27%            | 25%             | 22%             | 24%             | 21%           | 20%           |
| —●— We are in the worst period of the crisis now | 26%              | 27%             | 38%              | 38%              | 32%              | 27%           | 26%            | 21%            | 22%            | 19%            | 19%            | 17%             | 20%             | 22%             | 25%            | 28%             | 25%             | 25%             | 29%              | 28%               | 26%               | 26%               | 23%               | 19%             | 20%              | 17%              | 17%              | 16%            | 19%             | 20%             | 22%             | 26%           |               |
| —●— The worst of the crisis is yet to come       | 65%              | 53%             | 37%              | 32%              | 31%              | 31%           | 33%            | 35%            | 34%            | 32%            | 32%            | 36%             | 38%             | 42%             | 42%            | 40%             | 44%             | 39%             | 40%              | 41%               | 41%               | 34%               | 35%               | 34%             | 34%              | 34%              | 35%              | 36%            | 37%             | 40%             | 39%             | 42%           | 38%           |





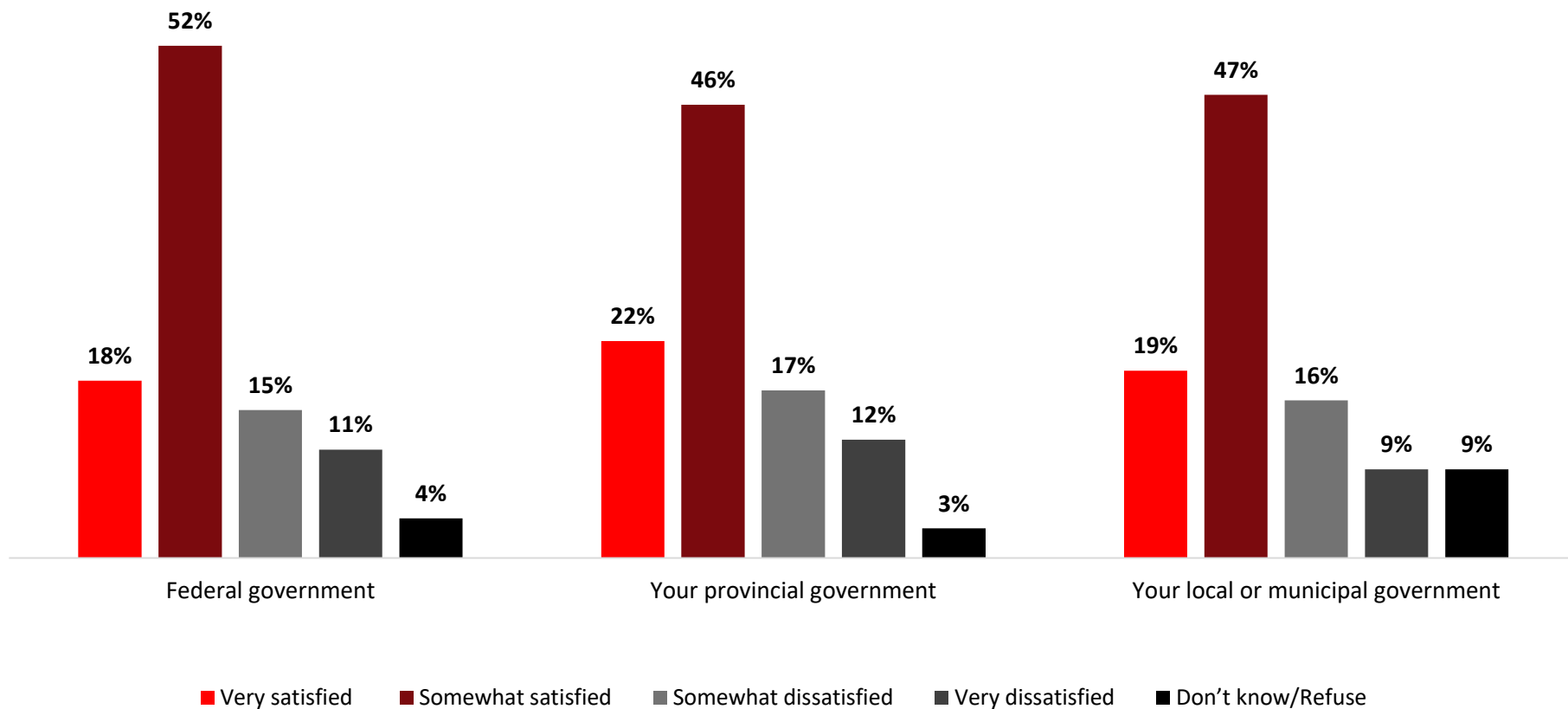
## SATISFACTION WITH GOVERNMENTS DURING THE CRISIS



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

**CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?**

Base: All respondents (n=1,534)



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



CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

|   | TOTAL CANADA | ATL | QC  | ON  | MB/SK | AB  | BC  | 18-34 | 35-54 | 55+ | Urban | Sub-urban | Rural | TOTAL Nov. 2 <sup>nd</sup> | Gap |
|---|--------------|-----|-----|-----|-------|-----|-----|-------|-------|-----|-------|-----------|-------|----------------------------|-----|
| Weighted n =                              | 1,534        | 105 | 360 | 589 | 100   | 172 | 208 | 409   | 526   | 599 | 661   | 571       | 279   | 1,516                      |     |
| Unweighted n =                            | 1,534        | 101 | 414 | 604 | 127   | 131 | 157 | 378   | 573   | 583 | 686   | 562       | 269   | 1,516                      |     |
| <b>Federal government</b>                 |              |     |     |     |       |     |     |       |       |     |       |           |       |                            |     |
| Total Satisfied                           | 70%          | 84% | 63% | 74% | 70%   | 63% | 73% | 68%   | 65%   | 76% | 73%   | 69%       | 67%   | 69%                        | +1  |
| Total Dissatisfied                        | 26%          | 15% | 33% | 23% | 27%   | 32% | 25% | 26%   | 30%   | 23% | 23%   | 27%       | 30%   | 28%                        | -2  |
| <b>Your provincial government</b>         |              |     |     |     |       |     |     |       |       |     |       |           |       |                            |     |
| Total Satisfied                           | 68%          | 88% | 72% | 69% | 57%   | 44% | 71% | 60%   | 62%   | 78% | 63%   | 72%       | 72%   | 70%                        | -2  |
| Total Dissatisfied                        | 29%          | 11% | 26% | 27% | 40%   | 52% | 26% | 36%   | 34%   | 20% | 34%   | 26%       | 25%   | 27%                        | +2  |
| <b>Your local or municipal government</b> |              |     |     |     |       |     |     |       |       |     |       |           |       |                            |     |
| Total Satisfied                           | 66%          | 81% | 62% | 68% | 56%   | 65% | 62% | 59%   | 61%   | 74% | 63%   | 67%       | 71%   | 67%                        | -1  |
| Total Dissatisfied                        | 26%          | 13% | 22% | 26% | 36%   | 27% | 31% | 31%   | 29%   | 19% | 29%   | 24%       | 21%   | 25%                        | +1  |

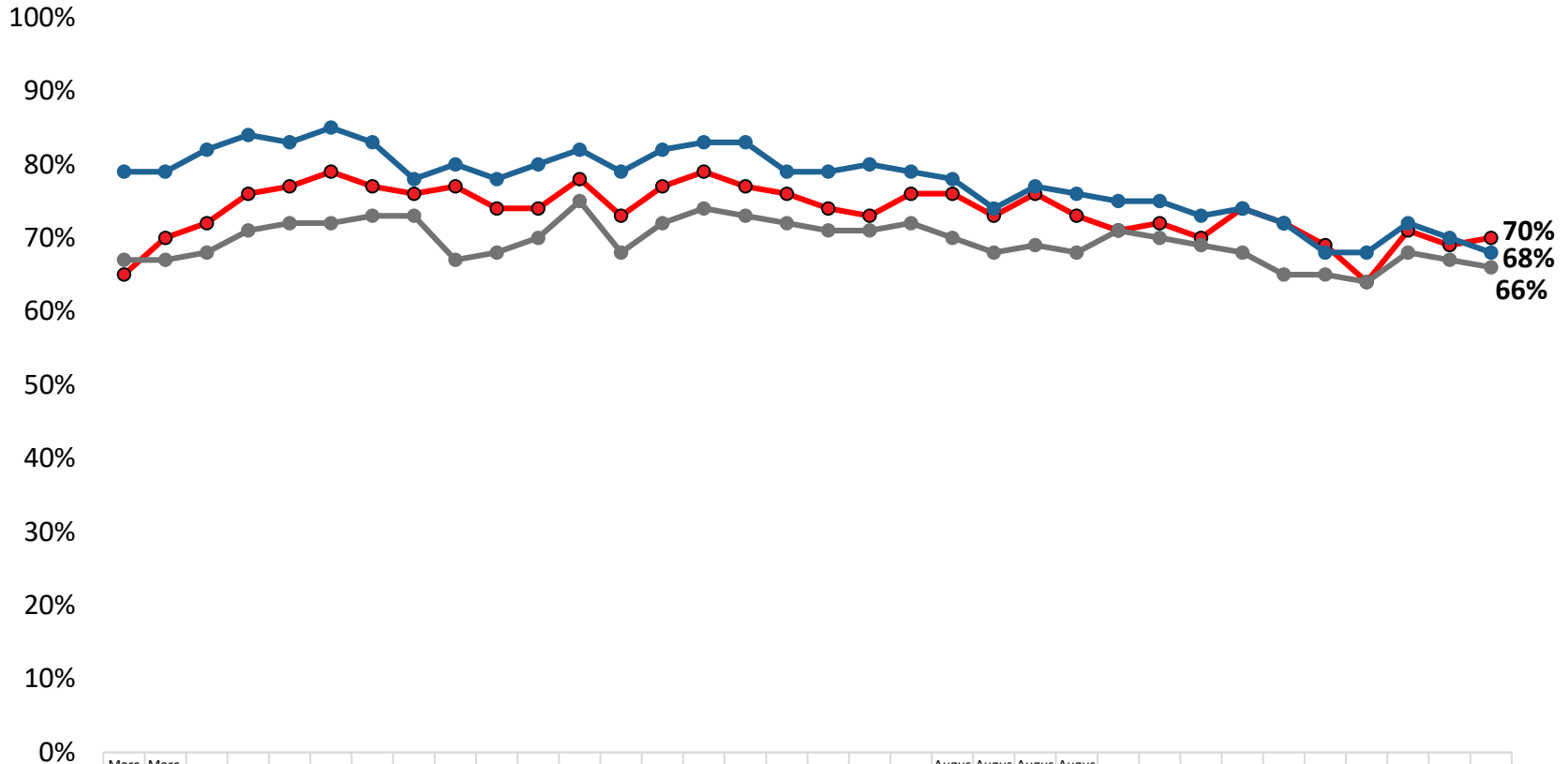
# SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (Evolution)



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*



|                               | March 23rd, 2020 | March 30th, 2020 | April 6th, 2020 | April 13th, 2020 | April 20th, 2020 | April 27th, 2020 | May 4th, 2020 | May 11th, 2020 | May 19th, 2020 | May 25th, 2020 | June 1st, 2020 | June 8th, 2020 | June 15th, 2020 | June 22nd, 2020 | June 29th, 2020 | July 6th, 2020 | July 13th, 2020 | July 20th, 2020 | July 27th, 2020 | August 3rd, 2020 | August 10th, 2020 | August 17th, 2020 | August 24th, 2020 | August 31st, 2020 | Sept. 8th, 2020 | Sept. 13th, 2020 | Sept. 21st, 2020 | Sept. 28th, 2020 | Oct. 5th, 2020 | Oct. 13th, 2020 | Oct. 20th, 2020 | Oct. 27th, 2020 | Nov. 3rd, 2020 | Nov. 10th, 2020 | Nov. 17th, 2020 | Nov. 24th, 2020 | Nov. 31st, 2020 |
|-------------------------------|------------------|------------------|-----------------|------------------|------------------|------------------|---------------|----------------|----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|-------------------|-------------------|-------------------|-------------------|-----------------|------------------|------------------|------------------|----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|-----------------|
| Federal government            | 65%              | 70%              | 72%             | 76%              | 77%              | 79%              | 77%           | 76%            | 77%            | 74%            | 74%            | 78%            | 73%             | 77%             | 79%             | 77%            | 76%             | 74%             | 73%             | 76%              | 76%               | 73%               | 76%               | 73%               | 71%             | 72%              | 70%              | 74%              | 72%            | 69%             | 64%             | 71%             | 69%            | 70%             | 68%             | 66%             |                 |
| Provincial government         | 79%              | 79%              | 82%             | 84%              | 83%              | 85%              | 83%           | 78%            | 80%            | 78%            | 80%            | 82%            | 79%             | 82%             | 83%             | 83%            | 79%             | 79%             | 80%             | 79%              | 78%               | 74%               | 77%               | 76%               | 75%             | 75%              | 73%              | 74%              | 72%            | 68%             | 68%             | 72%             | 70%            | 68%             | 68%             | 67%             | 66%             |
| Local or municipal government | 67%              | 67%              | 68%             | 71%              | 72%              | 72%              | 73%           | 73%            | 67%            | 68%            | 70%            | 75%            | 68%             | 72%             | 74%             | 73%            | 72%             | 71%             | 71%             | 72%              | 70%               | 68%               | 69%               | 68%               | 71%             | 70%              | 69%              | 68%              | 65%            | 65%             | 64%             | 68%             | 67%            | 66%             | 66%             | 66%             |                 |

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



CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by your provincial government?

Base: All respondents



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

|                           | TOTAL CANADA | Atlantic   | Quebec     | Ontario    | Manitoba   | Saskatchewan | Alberta    | British Columbia |
|---------------------------|--------------|------------|------------|------------|------------|--------------|------------|------------------|
| Weighted n =              | 1,534        | 105        | 360        | 589        | 54         | 46           | 172        | 208              |
| Unweighted n =            | 1,534        | 101        | 414        | 604        | 94         | 33           | 131        | 157              |
| <b>Total Satisfied</b>    | <b>68%</b>   | <b>88%</b> | <b>72%</b> | 69%        | <b>42%</b> | 73%          | <b>44%</b> | 71%              |
| Very satisfied            | <b>22%</b>   | <b>54%</b> | <b>26%</b> | 20%        | <b>9%</b>  | 9%           | <b>6%</b>  | 26%              |
| Somewhat satisfied        | <b>46%</b>   | <b>34%</b> | 46%        | <b>49%</b> | <b>33%</b> | <b>64%</b>   | 39%        | 45%              |
| <b>Total Dissatisfied</b> | <b>29%</b>   | <b>11%</b> | 26%        | 27%        | <b>55%</b> | 22%          | <b>52%</b> | 26%              |
| Somewhat dissatisfied     | <b>17%</b>   | <b>7%</b>  | 17%        | 16%        | <b>27%</b> | 11%          | <b>27%</b> | 20%              |
| Very dissatisfied         | <b>12%</b>   | <b>4%</b>  | 10%        | 11%        | <b>28%</b> | 11%          | <b>25%</b> | <b>6%</b>        |
| Don't know/Refuse         | <b>3%</b>    | 1%         | 2%         | 4%         | 2%         | 5%           | 4%         | 3%               |

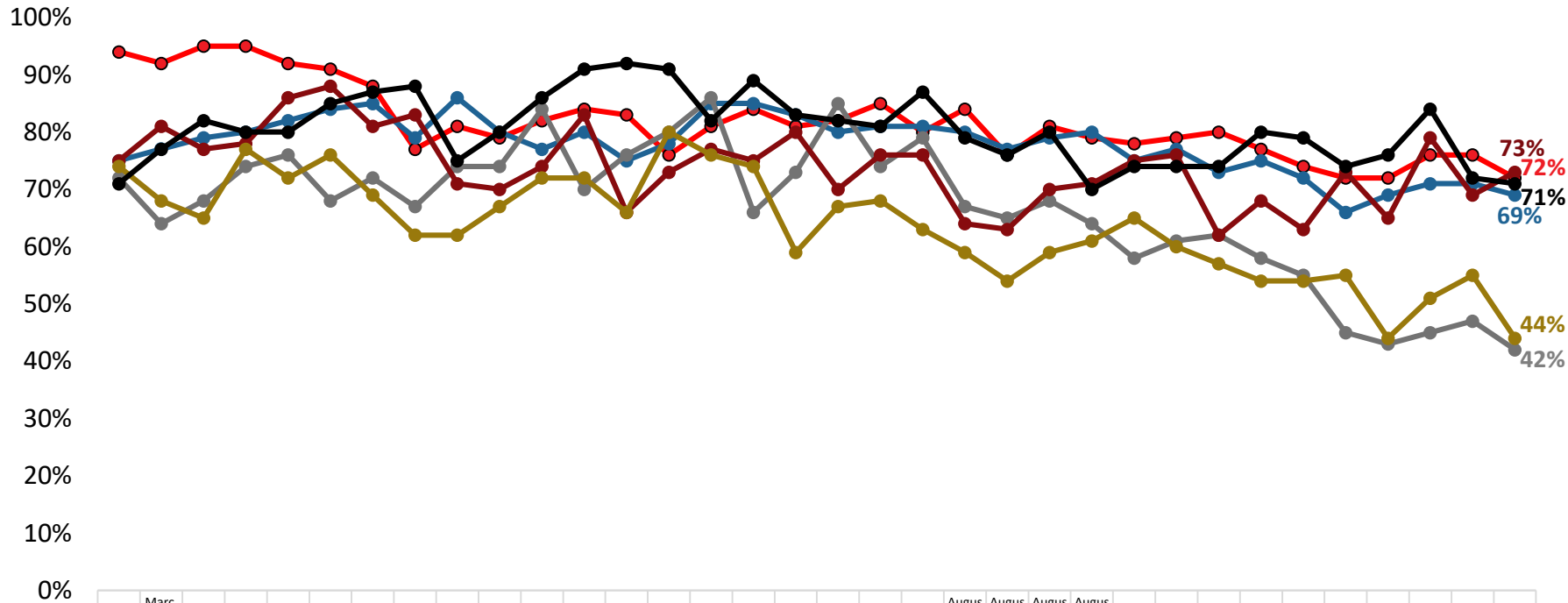
# SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (Evolution)



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*



|                    | 03-23-2020 | March 30th, 2020 | April 6th, 2020 | April 13th, 2020 | April 20th, 2020 | April 27th, 2020 | May 4th, 2020 | May 11th, 2020 | May 19th, 2020 | May 25th, 2020 | June 1st, 2020 | June 8th, 2020 | June 15th, 2020 | June 22nd, 2020 | June 29th, 2020 | July 6th, 2020 | July 13th, 2020 | July 20th, 2020 | July 27th, 2020 | August 3rd, 2020 | August 10th, 2020 | August 17th, 2020 | August 24th, 2020 | August 31st, 2020 | Sept. 8th, 2020 | Sept. 13th, 2020 | Sept. 21st, 2020 | Sept. 28th, 2020 | Oct. 5th, 2020 | Oct. 13th, 2020 | Oct. 21st, 2020 | Oct. 28th, 2020 | Nov. 5th, 2020 | Nov. 12th, 2020 | Nov. 19th, 2020 |
|--------------------|------------|------------------|-----------------|------------------|------------------|------------------|---------------|----------------|----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|-------------------|-------------------|-------------------|-------------------|-----------------|------------------|------------------|------------------|----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|
| ● François Legault | 94%        | 92%              | 95%             | 95%              | 92%              | 91%              | 88%           | 77%            | 81%            | 79%            | 82%            | 84%            | 83%             | 76%             | 81%             | 84%            | 81%             | 82%             | 85%             | 80%              | 84%               | 76%               | 81%               | 79%               | 78%             | 79%              | 80%              | 77%              | 74%            | 72%             | 72%             | 76%             | 76%            | 72%             |                 |
| ● Doug Ford        | 75%        | 77%              | 79%             | 80%              | 82%              | 84%              | 85%           | 79%            | 86%            | 80%            | 77%            | 80%            | 75%             | 78%             | 85%             | 85%            | 83%             | 80%             | 81%             | 81%              | 80%               | 77%               | 79%               | 80%               | 75%             | 77%              | 73%              | 75%              | 72%            | 66%             | 69%             | 71%             | 71%            | 69%             |                 |
| ● Brian Pallister  | 72%        | 64%              | 68%             | 74%              | 76%              | 68%              | 72%           | 67%            | 74%            | 74%            | 84%            | 70%            | 76%             | 80%             | 86%             | 66%            | 73%             | 85%             | 74%             | 79%              | 67%               | 65%               | 68%               | 64%               | 58%             | 61%              | 62%              | 58%              | 55%            | 45%             | 43%             | 45%             | 47%            | 42%             |                 |
| ● Scott Moe        | 75%        | 81%              | 77%             | 78%              | 86%              | 88%              | 81%           | 83%            | 71%            | 70%            | 74%            | 83%            | 66%             | 73%             | 77%             | 75%            | 80%             | 70%             | 76%             | 79%              | 64%               | 63%               | 70%               | 71%               | 75%             | 76%              | 62%              | 68%              | 63%            | 73%             | 65%             | 79%             | 69%            | 73%             |                 |
| ● Jason Kenney     | 74%        | 68%              | 65%             | 77%              | 72%              | 76%              | 69%           | 62%            | 62%            | 67%            | 72%            | 72%            | 66%             | 80%             | 76%             | 74%            | 59%             | 67%             | 68%             | 63%              | 59%               | 54%               | 59%               | 61%               | 65%             | 60%              | 57%              | 54%              | 54%            | 55%             | 44%             | 51%             | 55%            | 44%             |                 |
| ● John Horgan      | 71%        | 77%              | 82%             | 80%              | 80%              | 85%              | 87%           | 88%            | 75%            | 80%            | 86%            | 91%            | 92%             | 91%             | 82%             | 89%            | 83%             | 82%             | 81%             | 87%              | 79%               | 76%               | 80%               | 70%               | 74%             | 74%              | 74%              | 80%              | 79%            | 74%             | 76%             | 84%             | 72%            | 71%             |                 |

# 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 =                                       | 1,534        | 1,002     |     |
|                         | Unweighted n =                                     | 1,534        | 1,002     |     |
|                         | Federal government / The US President              | 70%          | 40%       | 30  |
|                         | Your provincial government / Your State government | 68%          | 54%       | 14  |
|                         | Your local or municipal government                 | 66%          | 58%       | 8   |

# VOTING INTENTIONS - FEDERAL ELECTIONS



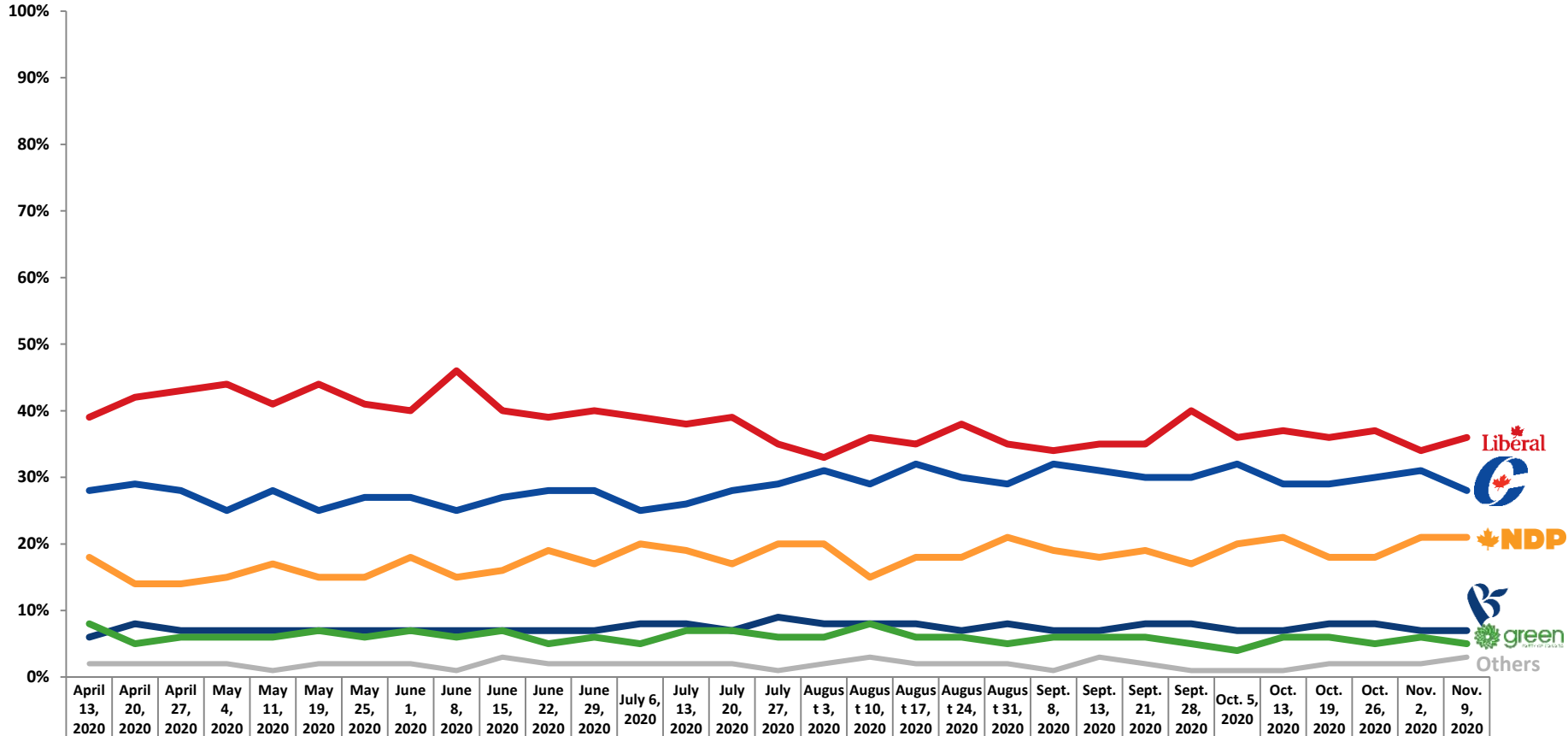
**CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties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

Base: All respondents (n=1,534), except for the Bloc Québécois, Quebecers only

|   | TOTAL Canada | TOTAL Decided voters | ATL | QC         | ON         | MB/SK      | AB         | BC         | Male       | Female     | 18-34      | 35-54 | 55+        | Total Nov. 2 <sup>nd</sup> , 2020 | Gap       |
|---|--------------|----------------------|-----|------------|------------|------------|------------|------------|------------|------------|------------|-------|------------|-----------------------------------|-----------|
| Weighted n =  | 1,534        | 1,282                | 83  | 299        | 489        | 78         | 149        | 185        | 645        | 637        | 332        | 431   | 518        | 1,273                             |           |
| Unweighted n =  | 1,534        | 1,290                | 80  | 341        | 512        | 103        | 115        | 139        | 660        | 630        | 310        | 473   | 507        | 1,291                             |           |
| <b>... Justin Trudeau's Liberal Party of Canada</b>       | <b>30%</b>   | <b>36%</b>           | 43% | <b>30%</b> | <b>41%</b> | <b>24%</b> | 31%        | 41%        | 36%        | 36%        | 35%        | 35%   | 38%        | <b>34%</b>                        | <b>+2</b> |
| <b>... Erin O'Toole's Conservative Party of Canada</b>    | <b>23%</b>   | <b>28%</b>           | 28% | <b>16%</b> | 30%        | <b>44%</b> | <b>42%</b> | 22%        | 30%        | 26%        | <b>15%</b> | 29%   | <b>35%</b> | <b>31%</b>                        | <b>-3</b> |
| <b>... Jagmeet Singh's New Democratic Party of Canada</b> | <b>17%</b>   | <b>21%</b>           | 19% | <b>13%</b> | 21%        | 22%        | 24%        | <b>29%</b> | <b>19%</b> | <b>23%</b> | <b>36%</b> | 19%   | <b>12%</b> | <b>21%</b>                        | <b>-</b>  |
| <b>... Yves-François Blanchet's Bloc Québécois</b>        | <b>6%</b>    | <b>7%</b>            | -   | <b>32%</b> | -          | -          | -          | -          | -          | -          | -          | -     | -          | <b>7%</b>                         | <b>-</b>  |
| <b>... Annamie Paul's Green Party of Canada</b>           | <b>4%</b>    | <b>5%</b>            | 7%  | 5%         | 6%         | 8%         | <b>1%</b>  | 5%         | 5%         | 5%         | <b>7%</b>  | 5%    | 4%         | <b>6%</b>                         | <b>-1</b> |
| <b>... another party</b>                                  | <b>2%</b>    | <b>3%</b>            | 4%  | 4%         | 2%         | 3%         | 2%         | 3%         | 3%         | 3%         | 3%         | 3%    | 2%         | <b>2%</b>                         | <b>+1</b> |
| I would not vote  | <b>5%</b>    | -                    | -   | -          | -          | -          | -          | -          | -          | -          | -          | -     | -          | -                                 | -         |
| I would cancel my vote                                    | <b>1%</b>    | -                    | -   | -          | -          | -          | -          | -          | -          | -          | -          | -     | -          | -                                 | -         |
| I don't know  | <b>9%</b>    | -                    | -   | -          | -          | -          | -          | -          | -          | -          | -          | -     | -          | -                                 | -         |
| Refusal   | <b>2%</b>    | -                    | -   | -          | -          | -          | -          | -          | -          | -          | -          | -     | -          | -                                 | -         |



# TRENDS IN VOTING INTENTIONS IN CANADA



|               | April 13, 2020 | April 20, 2020 | April 27, 2020 | May 4, 2020 | May 11, 2020 | May 19, 2020 | May 25, 2020 | June 1, 2020 | June 8, 2020 | June 15, 2020 | June 22, 2020 | June 29, 2020 | July 6, 2020 | July 13, 2020 | July 20, 2020 | July 27, 2020 | August 3, 2020 | August 10, 2020 | August 17, 2020 | August 24, 2020 | August 31, 2020 | Sept. 8, 2020 | Sept. 13, 2020 | Sept. 21, 2020 | Sept. 28, 2020 | Oct. 5, 2020 | Oct. 13, 2020 | Oct. 19, 2020 | Oct. 26, 2020 | Nov. 2, 2020 | Nov. 9, 2020 |
|---------------|----------------|----------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|----------------|-----------------|-----------------|-----------------|-----------------|---------------|----------------|----------------|----------------|--------------|---------------|---------------|---------------|--------------|--------------|
| <b>LPC</b>    | 39%            | 42%            | 43%            | 44%         | 41%          | 44%          | 41%          | 40%          | 46%          | 40%           | 39%           | 40%           | 39%          | 38%           | 39%           | 35%           | 33%            | 36%             | 35%             | 38%             | 35%             | 34%           | 35%            | 35%            | 40%            | 36%          | 37%           | 36%           | 37%           | 34%          | 36%          |
| <b>CPC</b>    | 28%            | 29%            | 28%            | 25%         | 28%          | 25%          | 27%          | 27%          | 25%          | 27%           | 28%           | 28%           | 25%          | 26%           | 28%           | 29%           | 31%            | 29%             | 32%             | 30%             | 29%             | 32%           | 31%            | 30%            | 30%            | 32%          | 29%           | 29%           | 30%           | 31%          | 28%          |
| <b>NDP</b>    | 18%            | 14%            | 14%            | 15%         | 17%          | 15%          | 15%          | 18%          | 15%          | 16%           | 19%           | 17%           | 20%          | 19%           | 17%           | 20%           | 20%            | 15%             | 18%             | 18%             | 21%             | 19%           | 18%            | 19%            | 17%            | 20%          | 21%           | 18%           | 18%           | 21%          | 21%          |
| <b>BQ</b>     | 6%             | 8%             | 7%             | 7%          | 7%           | 7%           | 7%           | 7%           | 7%           | 7%            | 7%            | 7%            | 8%           | 8%            | 7%            | 9%            | 8%             | 8%              | 8%              | 7%              | 8%              | 7%            | 7%             | 8%             | 8%             | 7%           | 7%            | 8%            | 8%            | 7%           | 7%           |
| <b>GPC</b>    | 8%             | 5%             | 6%             | 6%          | 6%           | 7%           | 6%           | 7%           | 6%           | 7%            | 5%            | 6%            | 5%           | 7%            | 7%            | 6%            | 6%             | 8%              | 6%              | 6%              | 5%              | 6%            | 6%             | 6%             | 5%             | 4%           | 6%            | 6%            | 5%            | 6%           | 5%           |
| <b>Others</b> | 2%             | 2%             | 2%             | 2%          | 1%           | 2%           | 2%           | 2%           | 1%           | 3%            | 2%            | 2%            | 2%           | 2%            | 2%            | 1%            | 2%             | 3%              | 2%              | 2%              | 2%              | 1%            | 3%             | 2%             | 1%             | 1%           | 1%            | 2%            | 2%            | 2%           | 3%           |



**Leger**

# APPENDIX

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample

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

| Province              | Unweighted | Weighted |
|-----------------------|------------|----------|
| British Columbia      | 157        | 208      |
| Alberta               | 131        | 172      |
| Manitoba/Saskatchewan | 127        | 100      |
| Ontario               | 604        | 589      |
| Quebec                | 414        | 360      |
| Atlantic              | 101        | 105      |

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

| US region | Unweighted | Weighted |
|-----------|------------|----------|
| NorthEast | 177        | 179      |
| MidWest   | 221        | 217      |
| South     | 366        | 372      |
| West      | 238        | 233      |

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample for Canada

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

| <b>GENDER</b> | <b>Unweighted</b> | <b>Weighted</b> |
|---------------|-------------------|-----------------|
| Male          | 754               | 745             |
| Female        | 780               | 789             |

| <b>AGE</b>        | <b>Unweighted</b> | <b>Weighted</b> |
|-------------------|-------------------|-----------------|
| Between 18 and 34 | 378               | 409             |
| Between 35 and 54 | 573               | 526             |
| 55 or over        | 583               | 599             |

| <b>LANGUAGE (MOTHER TONGUE)</b> | <b>Unweighted</b> | <b>Weighted</b> |
|---------------------------------|-------------------|-----------------|
| English                         | 968               | 1,019           |
| French                          | 355               | 319             |
| Other                           | 211               | 196             |

The sample thus collected has a minimum weighting factor of 0.1238 and a maximum weighting factor of 4.1474. The weighted variance is 0.3849.

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample for The United States

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

| <b>GENDER</b> | <b>Unweighted</b> | <b>Weighted</b> |
|---------------|-------------------|-----------------|
| Male          | 502               | 486             |
| Female        | 500               | 516             |

| <b>AGE</b>        | <b>Unweighted</b> | <b>Weighted</b> |
|-------------------|-------------------|-----------------|
| Between 18 and 29 | 167               | 220             |
| Between 30 and 39 | 198               | 172             |
| Between 40 and 49 | 171               | 186             |
| Between 50 and 64 | 272               | 250             |
| 65 or older       | 194               | 172             |

The sample thus collected has a minimum weighting factor of 0.5392 and a maximum weighting factor of 4.5408 The weighted variance is 0.2063.

## 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.

## OUR SERVICES

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Real-time VOC satisfaction measurement
- **Leger Analytics**  
Data modeling and analysis
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Online community management
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- **International Research**  
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