Report

COVID-19 TRACKING SURVEY RESULTS

PRESENTED BY

Leger



March 30, 2020



METHODOLOGY





METHODOLOGY



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



From March 27th to March 29th, 2020



1,590 Canadians and 1,004 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 1,590 respondents would have a margin of error of ±2.46%, 19 times out of 20, while a probability sample of 1,004 would have a margin of error of ±3.09%, 19 times out of 20.

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





METHODOLOGY

Notes on Reading this Report

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

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

A more detailed methodology is presented in the appendix.

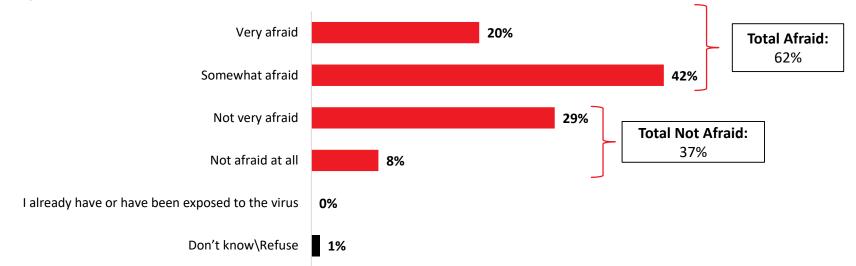
If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-Present at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca







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



	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+	TOTAL March 23 rd	Gap
Weighted n =	1,590	109	373	610	104	178	216	419	559	612	1,508	
Unweighted n =	1,590	105	424	619	133	142	167	396	565	629	1,508	
Total Afraid	62%	62%	58%	68%	63%	53%	63%	55%	68%	62%	57%	5
Very afraid	20%	25%	19%	23%	23%	15%	16%	16%	23%	20%	16%	4
Somewhat afraid	42%	37%	40%	45%	40%	38%	47%	39%	45%	42%	41%	1
Total Not Afraid	37%	38%	41%	31%	36%	45%	37%	44%	31%	36%	40%	3
Not very afraid	29%	28%	35%	24%	26%	35%	28%	33%	25%	30%	29%	-
Not afraid at all	8%	10%	5%	7%	10%	11%	9%	11%	6%	6%	12%	4
I already have or have been exposed to the virus	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1
Don't know\Refuse	1%	0%	1%	1%	1%	2%	0%	0%	1%	1%	1%	-





FEAR OF CONTRACTING THE VIRUS (CANADA VS UNITED STATES)

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



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,590	1,004	
Unweighted n =	1,590	1,004	
Total Afraid	62%	63%	1
Very afraid	20%	25%	5
Somewhat afraid	42%	38%	4
Total Not Afraid	37%	34%	3
Not very afraid	29%	22%	7
Not afraid at all	8%	12%	4
I already have or have been exposed to the virus	0%	0%	-
Don't know\Refuse	1%	3%	2



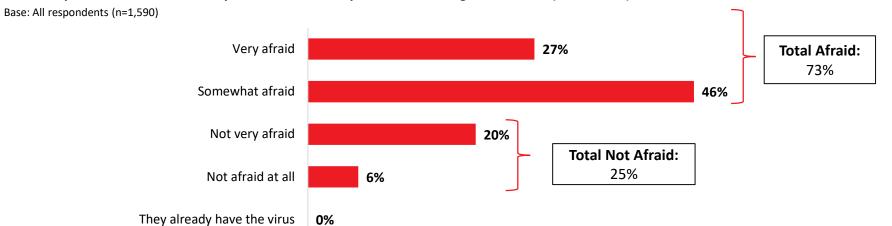




FEAR OF A FAMILY MEMBER GETTING THE VIRUS

Don't know\Refuse

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



		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	TOTAL March 23 rd	Gap
	Weighted n =	1,590	109	373	610	104	178	216	419	559	612	1,508	
	Unweighted n =	1,590	105	424	619	133	142	167	396	565	629	1,508	
Total Afraid		73%	77%	70%	75%	74%	63%	76%	68%	78%	71%	69%	4
Very afraid		27%	28%	27%	28%	31%	21%	23%	22%	32%	25%	26%	1
Somewhat afraid		46%	48%	43%	47%	43%	42%	53%	46%	45%	47%	44%	2
Total Not Afraid		25%	23%	29%	22%	25%	35%	22%	30%	21%	26%	28%	3
Not very afraid		20%	15%	26%	17%	19%	26%	14%	22%	16%	22%	21%	1
Not afraid at all		6%	8%	2%	5%	6%	9%	8%	8%	5%	4%	6%	-
They already have the viru	S	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	-
Don't know\Refuse		1%	0%	1%	1%	1%	2%	1%	0%	1%	2%	2%	1

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)?



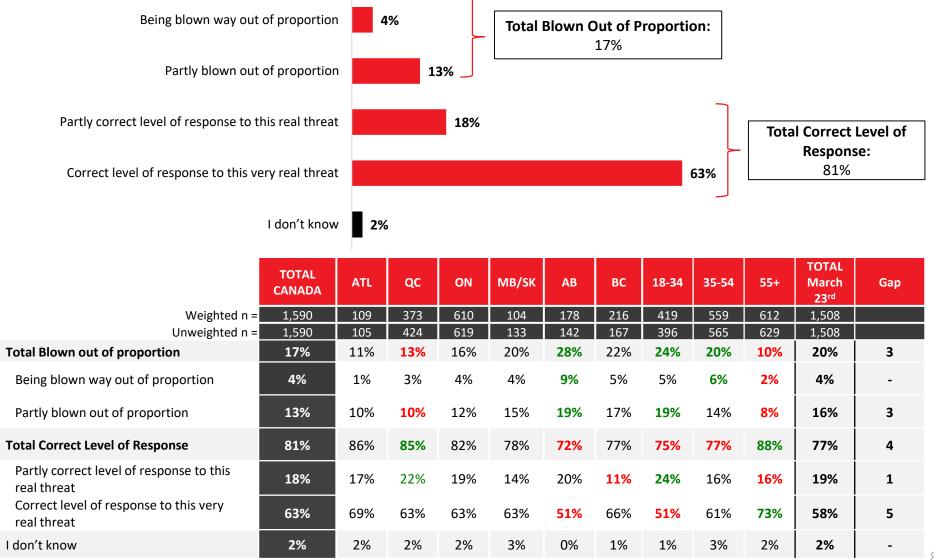
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,590	1,004	
	Unweighted n =	1,590	1,004	
Total Afraid		73%	68%	5
Very afraid		27%	30%	3
Somewhat afraid		46%	38%	8
Total Not Afraid		25%	29%	4
Not very afraid		20%	18%	2
Not afraid at all		6%	11%	5
They already have the virus		0%	0%	-
Don't know\Refuse		1%	3%	2







CTC3. Do you believe that the COVID-19 pandemic is a real threat or is it being blown out of proportion?





COVID-19 PANDEMIC THREAT (CANADA VS UNITED STATES)

CTC3. Do you believe that the COVID-19 pandemic is a real threat or is it being blown out of proportion?



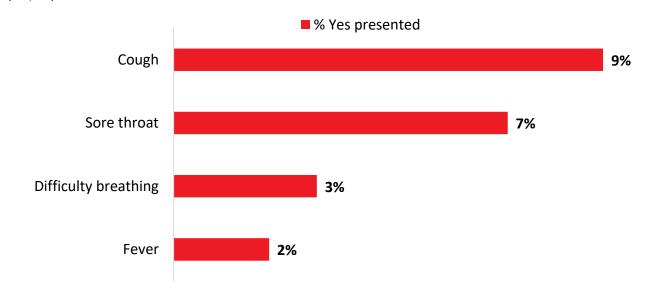
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,590	1,004	
Unweighted n =	1,590	1,004	
Total Blown out of proportion	17%	29%	12
Being blown way out of proportion	4%	12%	8
Partly blown out of proportion	13%	18%	5
Total Correct Level of Response	81%	66%	15
Partly correct level of response to this real threat	18%	20%	2
Correct level of response to this very real threat	63%	47%	16
Don't know\Refuse	2%	4%	2







CTC6. Do you currently have one or more of the common symptoms associated with the COVID-19 (coronavirus) virus?



	TOTAL CANADA	ATL	QС	ON	MB/SK	АВ	вс	18-34	35-54	55+	TOTAL March 23 rd	Gap
Weighted n	1,590	109	373	610	104	178	216	419	559	612	1,508	
Unweighted n % yes presented	1,590	105	424	619	133	142	167	396	565	629	1,508	
Cough	9%	11%	6%	11%	4%	12%	7%	10%	11%	7%	13%	4
Sore throat	7%	3%	7%	8%	8%	9%	6%	9%	8%	5%	10%	3
Difficulty breathing	3%	4%	3%	4%	3%	2%	1%	4%	3%	3%	4%	1
Fever	2%	1%	2%	2%	3%	0%	1%	4%	1%	1%	2%	-





CTC6. Do you currently have one or more of the common symptoms associated with the COVID-19 (coronavirus) virus?



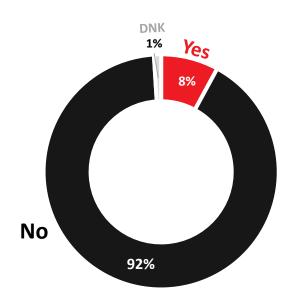
	_			
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,590	1,004	
% yes presented	Unweighted n =	1,590	1,004	
At least one of the symptoms		14%	17%	3
Cough		9%	11%	2
Sore throat		7%	8%	1
Difficulty breathing		3%	4%	1
Fever		2%	3%	1







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



	TOTAL CANADA	ATL	QC	ON	мв/ѕк	АВ	вс	18-34	35-54	55+	TOTAL March 23 rd	Gap
Weighted n =	1,590	109	373	610	104	178	216	419	559	612	1,508	
Unweighted n =	1,590	105	424	619	133	142	167	396	565	629	1,508	
Total YES	8%	7%	7%	8%	5%	6%	12%	14%	7%	5%	4%	4
Yes, someone who lives in my home	1%	0%	1%	1%	0%	0%	0%	2%	0%	0%	-	-
Yes, a friend or family member who does not live with me	3%	4%	2%	2%	3%	3%	4%	4%	2%	2%	-	-
Yes, an acquaintance	5%	3%	5%	5%	1%	3%	8%	7 %	5%	3%	-	-
No	92%	92%	93%	91%	94%	93%	88%	86%	92%	95%	95%	3
Don't know	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	-	-





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?



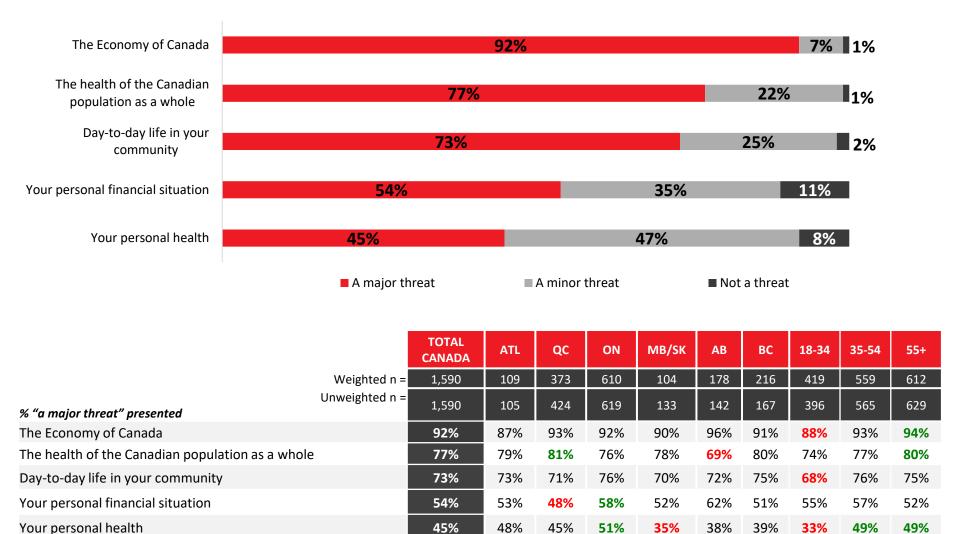
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,590	1,004	
Unweighted n =	1,590	1,004	
Total Yes	8%	10%	2
Yes, someone who lives in my home	1%	1%	-
Yes, a friend or family member who does not live with me	3%	4%	1
Yes, an acquaintance	5%	4%	1
No	92%	88%	4
Don't know	1%	2%	1





COVID-19 THREAT FOR CANADA

CTC14: How much of a threat is the COVID-19 (Coronavirus) outbreak for...?



COVID-19 THREAT -"A MAJOR THREAT" PRESENTED-(CANADA VS UNITED STATES)





CTC14: How much of a threat is the COVID-19 (Coronavirus) outbreak for...?



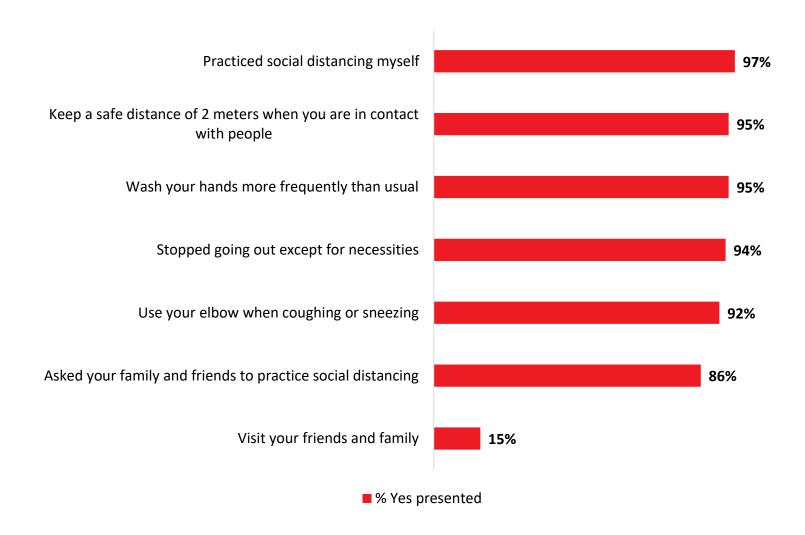
	TOTAL CANADA	TOTAL USA	Gap
Weighted n	1,590	1,004	
Unweighted n = % "a major threat" presented	1,590	1,004	
The Economy of Canada/The United-States	92%	84%	8
The health of the Canadian/American population as a whole	77%	70%	7
Day-to-day life in your community	73%	64%	9
Your personal financial situation	54%	46%	8
Your personal health	45%	46%	1







CTC15: Since the beginning of the crisis, have you done any of the following:









CTC15: Since the beginning of the crisis, have you done any of the following:

	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	вс	18-34	35-54	55+
Weighted n =	1,590	109	373	610	104	178	216	419	559	612
Unweighted n = % Yes presented	1,590	105	424	619	133	142	167	396	565	629
Practiced social distancing myself	97%	97%	95%	98%	98%	97%	97%	95%	97%	98%
Keep a safe distance of 2 meters when you are in contact with people	95%	93%	94%	95%	95%	97%	96%	87%	97%	98%
Wash your hands more frequently than usual	95%	95%	98%	95%	97%	94%	94%	93%	96%	96%
Stopped going out except for necessities	94%	93%	96%	94%	93%	93%	91%	92%	94%	96%
Use your elbow when coughing or sneezing	92%	92%	94%	91%	91%	94%	92%	93%	93%	91%
Asked your family and friends to practice social distancing	86%	79 %	90%	87%	78%	86%	84%	85%	88%	86%
Visit your friends and family	15%	10%	12%	15%	20%	19%	14%	23%	17%	7%







CTC15: Since the beginning of the crisis, have you done any of the following:



		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,590	1,004	
% Yes presented	Unweighted n =	1,590	1,004	
Practiced social distancing myself		97%	92%	5
Keep a safe distance of 2 meters when you with people	u are in contact	95%	86%	9
Wash your hands more frequently than us	sual	95%	90%	5
Stopped going out except for necessities		94%	85%	9
Use your elbow when coughing or sneezing	g	92%	84%	8
Asked your family and friends to practice	social distancing	86%	72%	14
Visit your friends and family		15%	28%	13

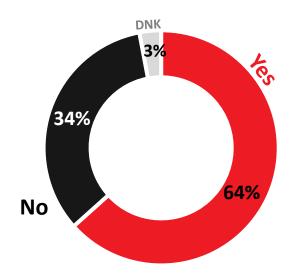






CTC16. In the past week, have you personally witnessed any events in which people did not respect the measures put in place to fight the COVID-19 virus?

Base: All respondents (n=1,590)



		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+
	Weighted n =	1,590	109	373	610	104	178	216	419	559	612
	Unweighted n =	1,590	105	424	619	133	142	167	396	565	629
Yes		64%	64%	64%	62%	63%	61%	69%	69%	65%	58%
No		34%	34%	34%	34%	35%	37%	29%	28%	31%	40%
Don't know		3%	2%	2%	4%	2%	2%	2%	3%	4%	2%

EVENTS THAT DEFY THE MEASURES PUT IN PLACE (CANADA VS UNITED STATES)





CTC16. In the past week, have you personally witnessed any events in which people did not respect the measures put in place to fight the COVID-19 virus?

Base: All respondents



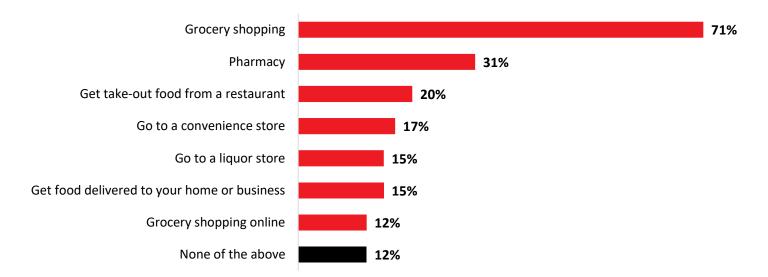
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,590	1,004	
Unweighted n =	1,590	1,004	
Yes	64%	52%	12
No	34%	43%	9
Don't know	3%	5%	2

ACTIVITIES DONE IN THE LAST WEEK





CTC17. Over the past week, which of the following did you do? MULTIPLE MENTIONS*



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	ВС	18-34	35-54	55+
Weighted r	1,590	109	373	610	104	178	216	419	559	612
Unweighted r	1,590	105	424	619	133	142	167	396	565	629
Grocery shopping	71%	75%	64%	70%	67%	79%	79%	63%	77%	71%
Pharmacy	31%	34%	42%	30%	26%	26%	22%	21%	29%	40%
Get take-out food from a restaurant	20%	26%	16%	22%	21%	23%	17%	24%	23%	15%
Go to a convenience store	17%	27%	21%	16%	13%	17%	9%	20%	17%	15%
Go to a liquor store	15%	13%	12%	14%	16%	18%	25%	17%	15%	15%
Get food delivered to your home or business	15%	11%	19%	15%	17%	11%	10%	22%	13%	11%
Grocery shopping online	12%	11%	11%	13%	8%	14%	11%	13%	14%	9%
None of the above	12%	7%	13%	12%	16%	9%	14%	13%	10%	13%

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

ACTIVITIES DONE IN THE LAST WEEK (CANADA VS UNITED STATES)





CTC17. Over the past week, which of the following did you do? MULTIPLE MENTIONS*



		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,590	1,004	
	Unweighted n =	1,590	1,004	
Grocery shopping		71%	71%	-
Grocery shopping online		12%	25%	13
Go to a convenience store		17%	23%	6
Go to a liquor store		15%	10%	5
Get take-out food from a restaurant		20%	33%	13
Get food delivered to your home or business		15%	17%	2
Pharmacy		31%	24%	7
None of the above		12%	12%	-

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







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



	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	TOTAL March 23 rd	Gap
Weighted n	= 1,590	109	373	610	104	178	216	419	559	612	1,508	
Unweighted n % Yes presented	= 1,590	105	424	619	133	142	167	396	565	629	1,508	
Your retirement savings or other investments	54%	50%	47%	56%	47%	61%	58%	40%	55%	62%	48%	6
Decrease in your income	45%	43%	41%	46%	47%	45%	47%	61%	47%	32%	38%	7
Your capacity to assist other family members financially	41%	42%	33%	44%	42%	48%	43%	44%	42%	39%	35%	6
Your capacity to meet your financial obligations (pay bills on time)	27%	30%	22%	29%	23%	36%	26%	36%	35%	15%	27%	-
Your capacity to pay your mortgage or rent	22%	24%	17%	23%	16%	27%	28%	33%	29%	9%	21%	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:



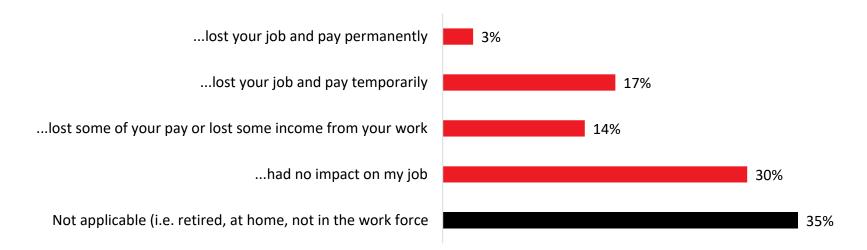
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,590	1,004	
% Yes presented	Unweighted n =	1,590	1,004	
Your retirement savings or other investr	nents	54%	42%	12
Decrease in your income		45%	42%	3
Your capacity to assist other family mem	bers financially	41%	35%	6
Your capacity to meet your financial obligations (pay bills on time)		27%	28%	1
Your capacity to pay your mortgage or re	ent	22%	21%	1







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



	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+
Weighted n =	1,590	109	373	610	104	178	216	419	559	612
Unweighted n =	1,590	105	424	619	133	142	167	396	565	629
lost your job and pay permanently	3%	4%	4%	3%	2%	4%	1%	4%	5%	1%
lost your job and pay temporarily	17%	18%	18%	17%	13%	15%	19%	31%	17%	8%
lost some of your pay or lost some income from your work	14%	12%	11%	17%	10%	17%	11%	15%	15%	12%
had no impact on my job	30%	32%	32%	26%	30%	31%	39%	27%	46%	19%
Not applicable (i.e. retired, at home, not in the work force	35%	34%	36%	37%	45%	33%	29%	23%	17%	61%

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





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



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,590	1,004	
Unweighted n =	1,590	1,004	
lost your job and pay permanently	3%	3%	-
lost your job and pay temporarily	17%	11%	6
lost some of your pay or lost some income from your work	14%	20%	6
had no impact on my job	30%	31%	1
Not applicable (i.e. retired, at home, not in the work force)	35%	35%	-

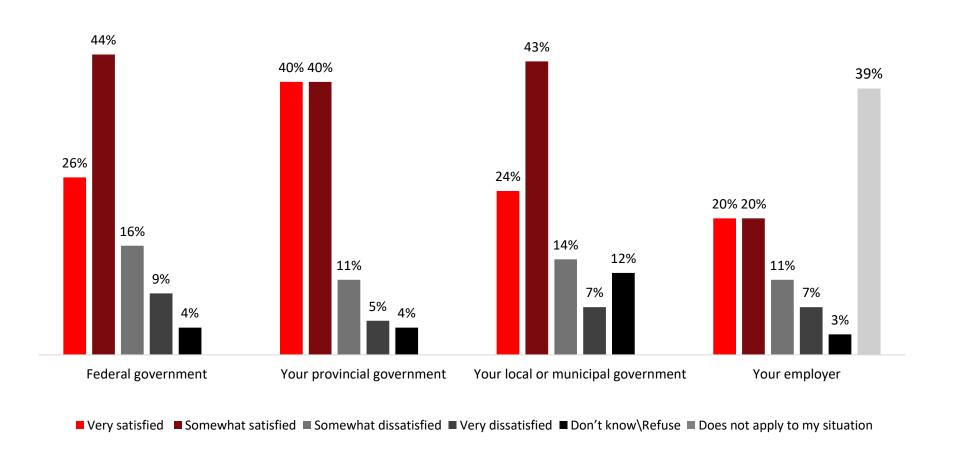
SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19





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=1,590)



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=1,590)

		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+	TOTAL March 23 rd	Gap
	Weighted n =	1,590	109	373	610	104	178	216	419	559	612	1,508	
	Unweighted n =	1,590	105	424	619	133	142	167	396	565	629	1,508	
Federal government													
Total Satisfied		70%	79 %	60%	75%	66%	65%	76%	69%	66%	75%	65%	5
Total Dissatisfied		26%	13%	37 %	22%	29%	30%	19%	24%	30%	23%	30%	4
Your provincial governme	ent												
Total Satisfied		79%	81%	92%	77%	72 %	68%	77%	72 %	77%	86%	79%	-
Total Dissatisfied		17%	13%	5%	20%	25%	27%	16%	22%	18%	12%	16%	1
Your local or municipal g	overnment												
Total Satisfied		67%	68%	70%	67%	63%	66%	66%	57 %	67%	74%	67%	-
Total Dissatisfied		21%	18%	13%	25%	26%	24%	24%	26%	24%	15%	20%	1
Your employer*													
Total Satisfied		40%	41%	41%	39%	36%	45%	38%	50%	54%	21%	48%	8
Total Dissatisfied		17%	13%	14%	18%	17%	16%	25%	25%	21%	9%	15%	2

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?













ault Doug Ford

Brian Pallister

Scott Moe

Jason Kenney John Horgan

	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n =	1,590	109	373	610	56	48	178	216
Unweighted n =	1,590	105	424	619	91	42	142	167
Total Satisfied	79%	81%	92%	77%	64%	81%	68%	77%
Very satisfied	40%	50%	73%	28%	21%	30%	21%	35%
Somewhat satisfied	40%	31%	19%	49%	42%	51%	47%	43%
Total Dissatisfied	17%	13%	5%	20%	32%	16%	27%	16%
Somewhat dissatisfied	11%	7%	4%	14%	24%	14%	14%	10%
Very dissatisfied	5%	6%	1%	6%	8%	2%	13%	7%
Don't know\Refuse	4%	6%	2%	3%	4%	3%	5%	6%







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
Weighted n	1,590	1,004	
Unweighted n % "Satisfied" presented	1,590	1,004	
Federal government/The US President	70%	47%	23
Your provincial government/Your State government	79%	67%	12
Your local or municipal government	67%	67%	-
Your employer	40%	42%	2



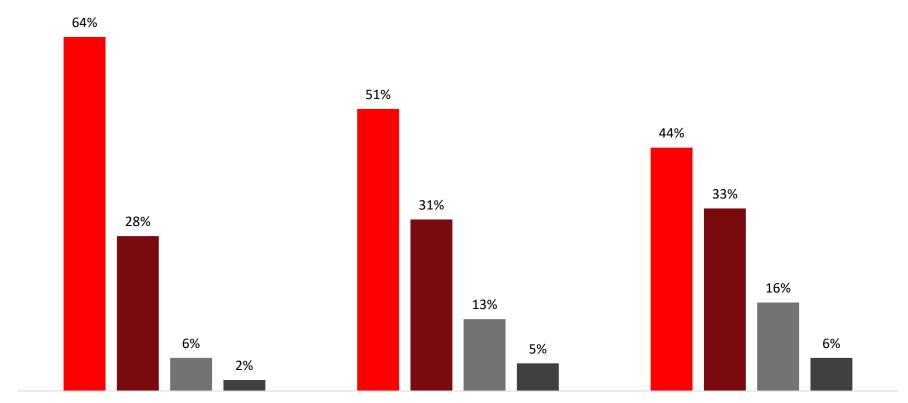




ADDITIONAL MEASURES PUT IN PLACE BY GOVERNMENTS

CTC19: Would you agree or disagree if governments took the following steps to contain the COVID-19 pandemic?

Base: All respondents (n=1,590)



Give permission for police officers to issue fines Give the police permission to arrest citizens to citizens who do not respect the measures put who do not respect the measures put in place in place

Order a complete quarantine of a city (a shutdown of the city meaning that outside essential services, nobody leaves or enters your city).

■ Totally agree ■ Somewhat agree

■ Somewhat disagree

■ Totally disagree





ADDITIONAL MEASURES PUT IN PLACE BY GOVERNMENTS -DETAILS

CTC19: Would you agree or disagree if governments took the following steps to contain the COVID-19 pandemic?

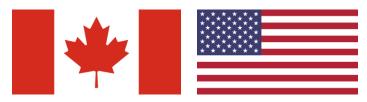
	TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+
	Weighted n = 1,590	109	373	610	104	178	216	419	559	612
	Unweighted n = 1,590	105	424	619	133	142	167	396	565	629
Give permission for police offi	icers to issue fines to citizens	who do no	t respect t	he measur	es put in pl	ace				
Total Agree	92%	86%	92%	93%	88%	89%	95%	88%	93%	93%
Total Disagree	8%	14%	8%	7%	12%	11%	5%	12%	7%	7%
Give the police permission to	arrest citizens who do not res	pect the m	easures pu	ut in place						
Total Agree	82%	85%	85%	81%	83%	77%	82%	74%	85%	85%
Total Disagree	18%	15%	15%	19%	17%	23%	18%	26%	15%	15%
Order a complete quarantine of a city (a shutdown of the city meaning that outside essential services, nobody leaves or enters your city)										
Total Agree	77%	76%	82%	76%	73%	73%	82%	74%	79%	78%
Total Disagree	23%	24%	18%	24%	27%	27%	18%	26%	21%	22%







CTC19: Would you agree or disagree if governments took the following steps to contain the COVID-19 pandemic?



	TOTAL CANADA	TOTAL USA	Gap
Weighted n	= 1,590	1,004	
Unweighted n % "Agree" presented	1,590	1,004	
Give permission for police officers to issue fines to citizens who do not respect the measures put in place	92%	73%	19
Give the police permission to arrest citizens who do not respect the measures put in place	82%	55%	27
Order a complete quarantine of a city (a shutdown of the city meaning that outside essential services, nobody leaves or enters your city)	77%	68%	9

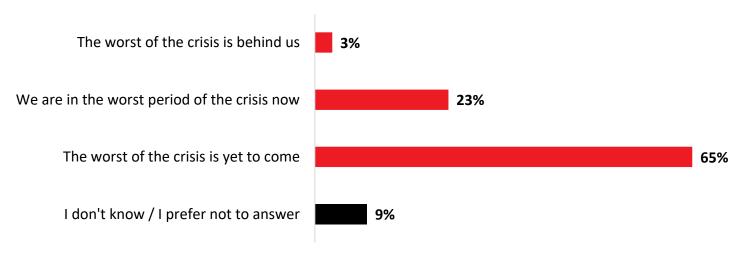






EVOLUTION OF THE COVID-19 PANDEMIC

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



		TOTAL CANADA	ATL	QC	ON	MB/SK	АВ	ВС	18-34	35-54	55+
	Weighted n =	1,590	109	373	610	104	178	216	419	559	612
	Unweighted n =	1,590	105	424	619	133	142	167	396	565	629
The worst of the crisis is behind us		3%	2%	3%	4%	3%	2%	4%	5%	4%	2%
We are in the worst period of the crisis now		23%	24%	21%	23%	16%	20%	29%	29%	24%	17%
The worst of the crisis is yet to come		65%	70%	71%	62%	70%	70%	57%	57 %	64%	73%
I don't know / I prefer not to answer		9%	4%	5%	11%	10%	8%	10%	9%	8%	9%

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?



		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,590	1,004	
	Unweighted n =	1,590	1,004	
The worst of the crisis is behind us		3%	7%	4
We are in the worst period of the crisis now		23%	26%	3
The worst of the crisis is yet to come		65%	53%	12
I don't know / I prefer not to answer		9%	14%	5





ANNEXES





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.





Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	167	216
Alberta	142	178
Manitoba/Saskatchewan	133	104
Ontario	619	610
Quebec	424	373
Atlantic	105	109

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

US region	Unweighted	Weighted
NorthEast	212	180
MidWest	210	218
South	324	372
West	258	234





Weighted and Unweighted Sample for Canada

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

GENDER	Unweighted	Weighted
Male	772	772
Female	803	818

AGE	Unweighted	Weighted
Between 18 and 34	396	419
Between 35 and 55	565	559
55 or over	629	612

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	392	331
French	972	1050
Other	220	200

The sample thus collected has a minimum weighting factor of 0.135 and a maximum weighting factor of 4.454. The weighted variance is 0.620.





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	517	487
Female	467	537

AGE	Unweighted	Weighted
Between 18 and 29	100	221
Between 30 and 39	187	173
Between 40 and 49	187	204
Between 50 and 64	299	251
65 or older	214	173

The sample thus collected has a minimum weighting factor of 0.135 and a maximum weighting factor of 4.454. The weighted variance is 0.620.



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OUR CREDENTIALS



Leger is a member of <u>ESOMAR</u> (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 <u>international ICC/ESOMAR</u> code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the <u>Insights Association</u>, the American Association of Marketing Research Analytics.

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