# Report

LEGER'S U.S. & CANADA WEEKLY SURVEY

PRESENTED BY

# A C S • A E C Association for Canadian Studies • Association d'études canadiennes

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# **METHODOLOGY**





### **METHODOLOGY**

Leger - the largest Canadian-owned polling and marketing research firm — conducted this Web survey with a representative sample of **1,516 Canadians and 1,003 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place between **August 21 to 23, 2020**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2016 Census reference variables, the data was then analyzed and weighted by our statisticians according to gender, age, language spoken, region, education level and the presence of children in households in order to render a representative sample of the general population.

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

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error ± 2.52%, 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 <a href="https://338canada.com/pollster-ratings.htm">https://338canada.com/pollster-ratings.htm</a>

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





## **METHODOLOGY**

### **Notes on Reading this Report**

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

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion 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: <a href="mailto:cbourque@leger360.com">cbourque@leger360.com</a> or Jack Jedwab, President & CEO of the Association for Canadian Studies: <a href="mailto:jack.jedwab@acs-aec.ca">jack.jedwab@acs-aec.ca</a>



### **VOTING INTENTIONS 2020**





CTC255. If the 2020 presidential election were held today, would you vote for Donald Trump, Joe Biden, Jo Jorgensen, Kanye West or Howie Hawkins? In the event that a respondent had no opinion, the following follow-up question was asked:

CTC255B. Even if your choice is not made yet, who would you most likely vote for at the 2020 presidential election between Donald Trump, Joe Biden, Jo Jorgensen, Kanye West or Howie Hawkins?

Base: : Respondents who will vote or are likely to vote and know where their voting place is (n=894)

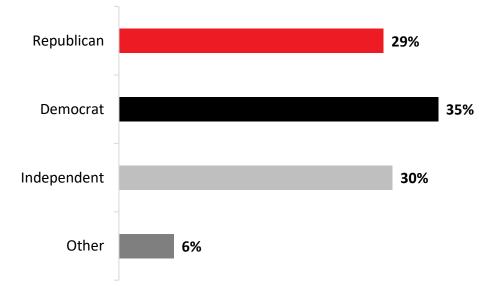
		TOTAL USA	TOTAL Decided voters	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female
	Weighted n =	887	824	151	176	301	195	239	283	302	433	391
	Unweighted n =	894	830	178	161	247	244	165	302	363	443	387
Donald Trump		40%	43%	43%	41%	46%	39%	32%	48%	47%	46%	39%
Joe Biden		49%	52%	54%	55%	48%	56%	59%	48%	51%	48%	<b>57</b> %
Jo Jorgensen		2%	2%	3%	2%	2%	3%	4%	2%	1%	3%	2%
Howie Hawkins		1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Kanye West		1%	2%	0%	2%	3%	1%	3%	2%	0%	2%	1%
I will note vote		1%	-	-	-	-	-	-	-	-	-	-
I don't know		6%	-	-	-	-	-	-	-	-	-	-

# **POLITICAL IDENTITY**





CTC259. Generally speaking, do you consider yourself as a Republican, Democrat, Independent or other?



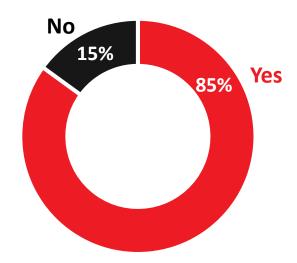
	TOTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,003	180	218	372	234	310	347	346	486	517
Unweighted n =	1,003	211	198	304	290	218	369	416	496	507
Republican	29%	34%	26%	32%	24%	22%	34%	32%	32%	27%
Democrat	35%	36%	34%	33%	37%	38%	33%	33%	33%	36%
Independent	30%	26%	34%	29%	31%	32%	29%	30%	31%	29%
Other	6%	4%	6%	6%	8%	9%	4%	6%	4%	8%

# **REGISTERED TO VOTE**





CTC251. Are you registered to vote at the US Presidential election?



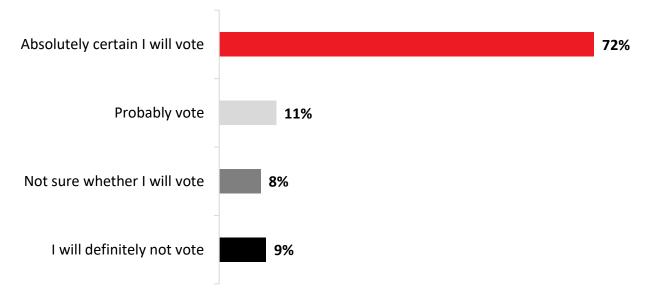
	TOTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n	= 1,003	180	218	372	234	310	347	346	486	517	294	347	301	61
Unweighted n	= 1,003	211	198	304	290	218	369	416	496	507	275	371	294	63
Yes	85%	87%	83%	81%	90%	74%	88%	92%	89%	81%	90%	93%	78%	47%
No	15%	13%	17%	19%	10%	26%	12%	8%	11%	19%	10%	<b>7</b> %	22%	53%

# LIKELYHOOD OF VOTING





CTC252. What are the chances that you will vote in the presidential election: Are you absolutely certain to vote, will you probably vote, are the chances 50-50, or less than that?



	TOTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	1,003	180	218	372	234	310	347	346	486	517	294	347	301	61
Unweighted n =	1,003	211	198	304	290	218	369	416	496	507	275	371	294	63
Absolutely certain I will vote	72%	74%	70%	69%	77%	54%	75%	84%	77%	<b>67</b> %	<b>79</b> %	82%	64%	20%
Probably vote	11%	10%	11%	12%	11%	20%	9%	5%	11%	12%	10%	12%	12%	11%
Not sure whether I will vote	8%	9%	8%	7%	6%	12%	7%	4%	6%	9%	6%	3%	11%	26%
I will definitely not vote	9%	7%	11%	12%	6%	14%	8%	6%	6%	13%	5%	4%	13%	44%

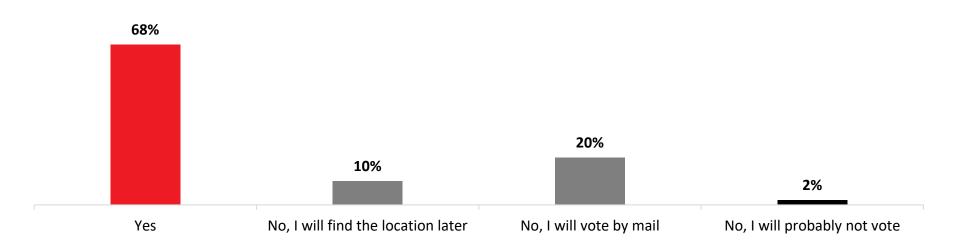
### **AWARENESS OF VOTING LOCATION**





CTC253. Do you know where your voting place is – such as the building name or the street it's on?

Base: Respondents who will vote or are likely to vote (n=917)



	TOTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	910	166	194	329	220	265	318	326	459	451	280	334	261	34
Unweighted n =	917	196	177	271	273	186	339	392	471	446	262	358	259	38
Yes	68%	78%	<b>75</b> %	74%	45%	64%	71%	68%	<b>75</b> %	61%	78%	69%	58%	<b>52</b> %
No, I will find the location later	10%	11%	7%	13%	8%	18%	9%	5%	9%	11%	9%	6%	16%	11%
No, I will vote by mail	20%	9%	16%	10%	45%	15%	17%	26%	15%	24%	12%	23%	23%	20%
No, I will probably not vote	2%	2%	2%	3%	2%	3%	3%	1%	1%	4%	1%	1%	3%	17%

## **AWARENESS OF ELECTION MONTH**





### CTC254. What month is the 2020 US presidential election?

Base: Respondents who will vote or are likely to vote and know where their voting place is (n=894)



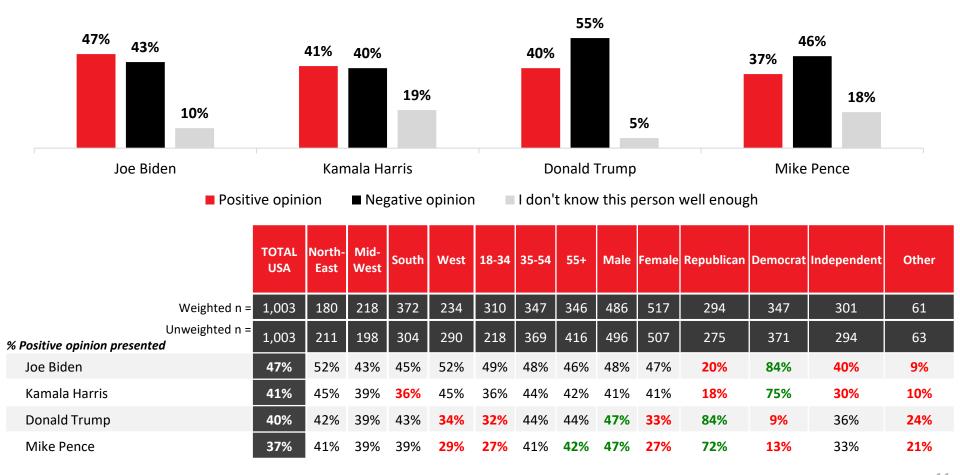
		OTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weigh	ted n = 8	887	163	191	319	215	258	308	321	454	433	277	329	253	29
Unweigh	ted n = 8	894	191	174	263	266	180	328	386	464	430	259	354	250	31
September	4	4%	6%	4%	3%	3%	8%	4%	0%	4%	3%	6%	3%	2%	7%
October	3	3%	3%	5%	3%	2%	8%	2%	1%	4%	2%	2%	4%	3%	3%
November	92	92%	90%	90%	94%	94%	82%	94%	99%	91%	94%	90%	92%	95%	90%
December	1	1%	1%	1%	0%	1%	2%	0%	0%	1%	1%	2%	0%	0%	0%

# **OPINION ON CANDIDATES**





CTC257. Do you have a positive opinion, a negative opinion or you don't know enough of...?



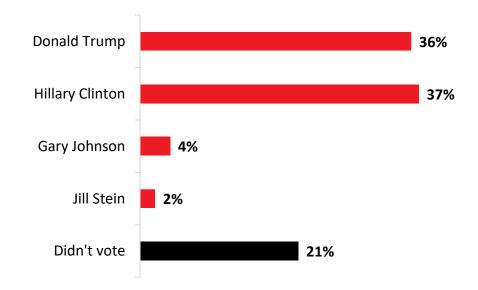
# **2016 ELECTION**





CTC260. Did you vote for Donald Trump, Hillary Clinton, Gary Johnson or Jill Stein or you didn't vote at the November 2016 US Presidential election?

Base: All respondents (n=1,003)



		TOTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
	Weighted n =	1,003	180	218	372	234	310	347	346	486	517	294	347	301	61
	Unweighted n =	1,003	211	198	304	290	218	369	416	496	507	275	371	294	63
Donald Trump		36%	39%	35%	38%	33%	21%	43%	43%	43%	30%	<b>79</b> %	6%	35%	13%
Hillary Clinton		37%	40%	35%	33%	42%	39%	35%	37%	35%	38%	8%	<b>75%</b>	26%	9%
Gary Johnson		4%	5%	4%	4%	4%	6%	3%	4%	6%	2%	2%	4%	7%	4%
Jill Stein		2%	1%	4%	1%	4%	3%	2%	1%	2%	2%	0%	3%	3%	1%
Didn't vote		21%	16%	22%	25%	17%	31%	18%	14%	13%	28%	11%	<b>12</b> %	30%	<b>73</b> %



# **RUSSIAN VACCINE (CANADA VS UNITED STATES)**





CTC266. Russia recently announced it has produced the world's first vaccine to immunize against the COVID-19 virus. Based on what you currently have heard, if you were offered a free dose of the recently released COVID-19 vaccine produced by Russia would you take it?

		*	**********	
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,516	1,003	
	Unweighted n =	1,516	1,003	
Yes, I would take it		14%	24%	10
No, I would not take it		68%	59%	9
Don't know		18%	17%	1

# FUTURE OF SAFETY MEASURES (CANADA VS UNITED STATES)





CTC265. When a vaccine for COVID-19 or a cure becomes widely available in Canada / the United States, do you expect the safety measures (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants, limiting the number of participants in public gatherings) to remain in place or be discontinued?

		**********	
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,516	1,003	
Unweighted n =	1,516	1,003	
These measures will remain	45%	47%	2
These measures will be discontinued	38%	31%	7
Don't know	17%	22%	5



# STOCK MARKET CRASH (CANADA VS UNITED STATES)





CTC247. Do you think there will be a stock market crash in the next 12 months?

		*	**************************************	
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,516	1,003	
	Unweighted n =	1,516	1,003	
Yes		31%	33%	2
No		35%	34%	1
Don't know		34%	32%	2

# STATE OF THE ECONOMY IN THE NEXT YEAR (CANADA VS UNITED STATES)





CTC248.Do you think that the economy will better, the same or Worse in the next 12 months?

	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,516	1,003	
Unweighted n =	1,516	1,003	
Better	21%	30%	9
Same	25%	20%	5
Worse	43%	33%	10
Don't know	10%	17%	7

# LAY-OFFS IN COMPANIES (CANADA VS UNITED STATES)





CTC249. Do you think your company (or organization) will be having lay offs between now and the end of the year?

Base: : Respondents who are working

		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	792	656	
	Unweighted n =	799	634	
Yes		28%	30%	2
No		53%	46%	7
Don't know		19%	24%	5

# FAMILY FINANCIAL SITUATION (CANADA VS UNITED STATES)





CTC250. Is your family better off financially in 2020, same or worse off than it was in 2019?

		* * * * * * * * * * * * * * * * * * *	
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,516	1,003	
Unweighted n =	1,516	1,003	
Better off	11%	16%	5
Same	55%	51%	4
Worse off	32%	28%	4
Don't know	2%	5%	3



# SECOND WAVE OF COVID-19 VIRUS

# LIKELIHOOD OF GOING BACK INTO LOCKDOWN (CANADA VS UNITED STATES)

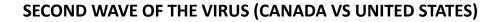




CTC184. In your view, what is the likelihood that, over the next three months, that we will go back to a pandemic lockdown, with business closures and stay-at-home orders (similar to March and April)?



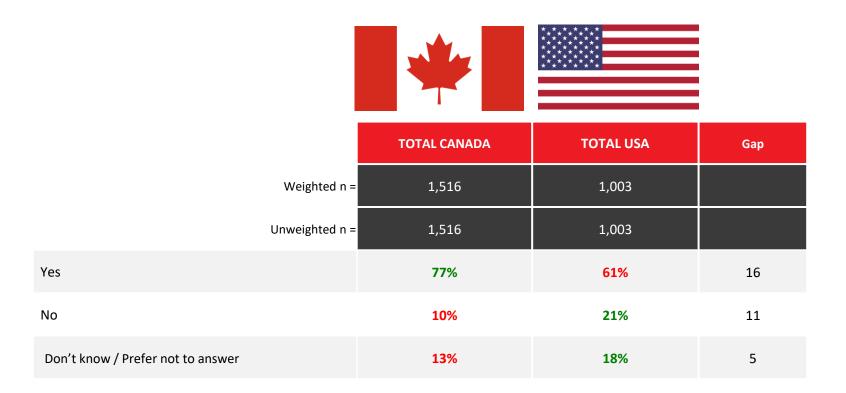
	_			•
		TOTAL CANADA	TOTAL USA	Gap
	Weighted n =	1,516	1,003	
	Unweighted n =	1,516	1,003	
Total Likely		58%	56%	2
Very likely		16%	24%	8
Somewhat likely		42%	33%	9
Total Unlikely		34%	32%	2
Somewhat unlikely		26%	18%	8
Very unlikely		8%	14%	6
Don't know/Refuse		7%	12%	5







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





# STRESS AND MENTAL HEALTH



# 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 =	1,516	1,003	
Unweighted n =	1,516	1,003	
Total Top 2 (Good)	39%	46%	7
Excellent	14%	19%	5
Very good	24%	27%	3
Total Bottom 3	59%	50%	9
Good *	42%	35%	7
Bad	14%	11%	3
Very bad	4%	4%	-
Don't know/Prefer not to answer	2%	4%	2

25



# FEAR AND SPREAD OF THE VIRUS







# 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 =	1,516	1,003	
Unweighted n =	1,516	1,003	
Total Afraid	57%	61%	4
Very afraid	15%	25%	10
Somewhat afraid	43%	36%	7
Total Not Afraid	40%	33%	7
Not very afraid	28%	17%	11
Not afraid at all	12%	16%	4
I already have or have been exposed to the virus	1%	2%	1
Don't know/Refuse	2%	3%	1

# **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 =	1,516	1,003	
	Unweighted n =	1,516	1,003	
The worst of the crisis is behind us		30%	<b>25</b> %	5
We are in the worst period of the crisis now		11%	26%	15
The worst of the crisis is yet to come		40%	34%	6
Don't know / Prefer not to answer		19%	15%	4



# SATISFACTION WITH GOVERNMENTS DURING THE CRISIS







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 =	1,516	1,003	
Unweighted n = % "Satisfied" presented	1,516	1,003	
Federal government / The US President	76%	44%	32
Your provincial government / Your State government	77%	57%	20
Your local or municipal government	69%	57%	12





# **ANNEXES**





# **DETAILED METHODOLOGY**

### **Weighted and Unweighted Sample**

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

Province	Unweighted	Weighted
British Columbia	151	206
Alberta	125	170
Manitoba/Saskatchewan	125	99
Ontario	603	582
Quebec	411	356
Atlantic	101	104

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

US region	Unweighted	Weighted
NorthEast	211	180
MidWest	198	218
South	304	372
West	290	234





# **DETAILED METHODOLOGY**

### Weighted and Unweighted Sample for Canada

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

GENDER	Unweighted	Weighted
Male	781	736
Female	735	781

AGE	Unweighted	Weighted
Between 18 and 34	396	420
Between 35 and 54	483	511
55 or over	637	586

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	927	992
French	389	315
Other	205	206

The sample thus collected has a minimum weighting factor of 0.1561 and a maximum weighting factor of 4.3752. The weighted variance is 0.3721.





# **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	496	486
Female	507	517

AGE	Unweighted	Weighted
Between 18 and 29	116	221
Between 30 and 39	202	173
Between 40 and 49	177	187
Between 50 and 64	300	251
65 or older	208	173

The sample thus collected has a minimum weighting factor of 0.4538 and a maximum weighting factor of 3.9801. The weighted variance is 0.3721.



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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.

# Leger

# We know Canadians











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