LEGER'S NORTH AMERICAN TRACKER

February 8th, 2021

THE CANADIAN PRESS

ACS • AEC

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 **1,559 Canadians and 1,000 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 **January 29th, 2021 to January 31st, 2021**, 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 **±2.48%, 19 times out of 20** for the Canadian sample and of **±3.09%, 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

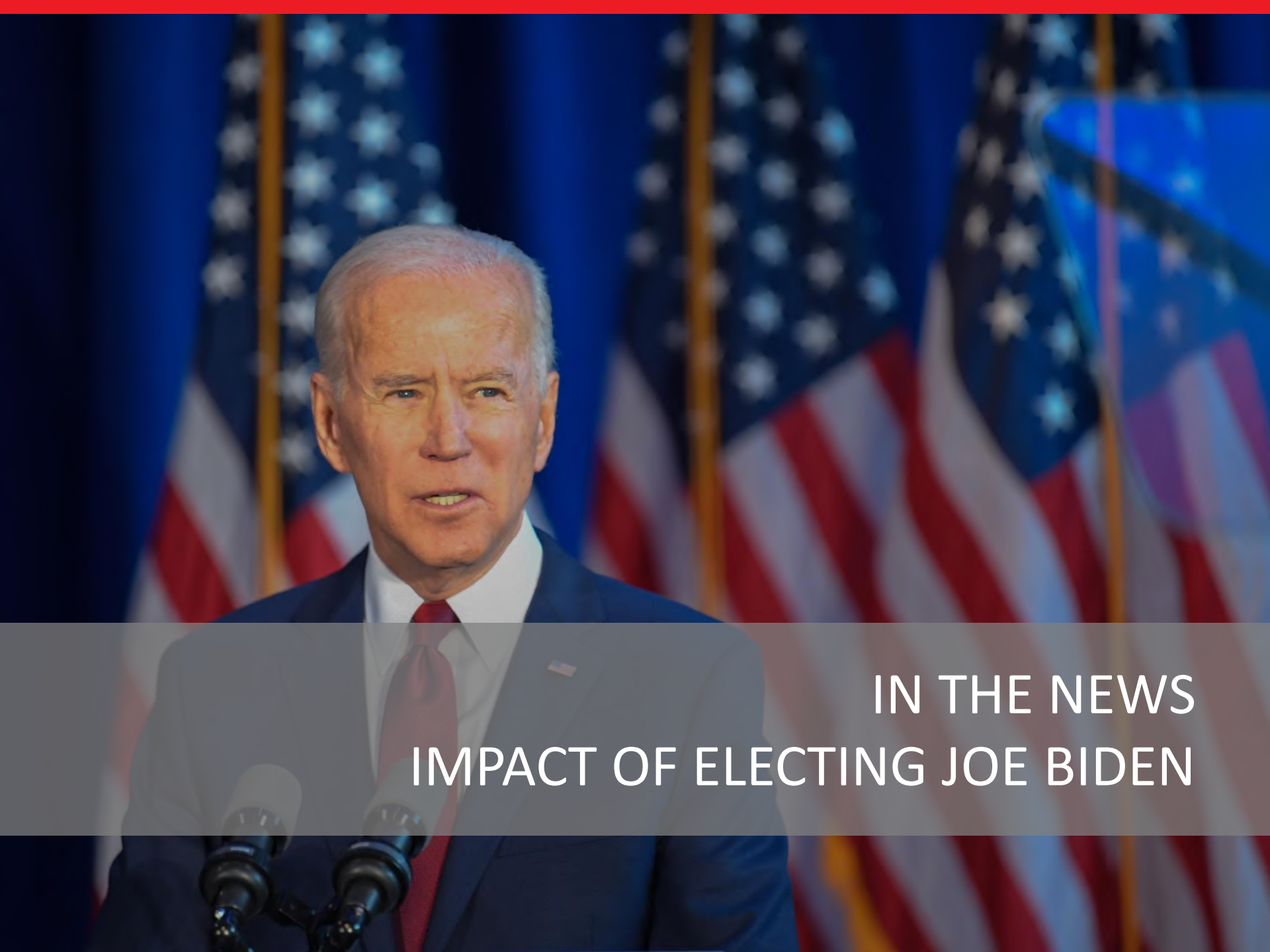
Notes on Reading this Report

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 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



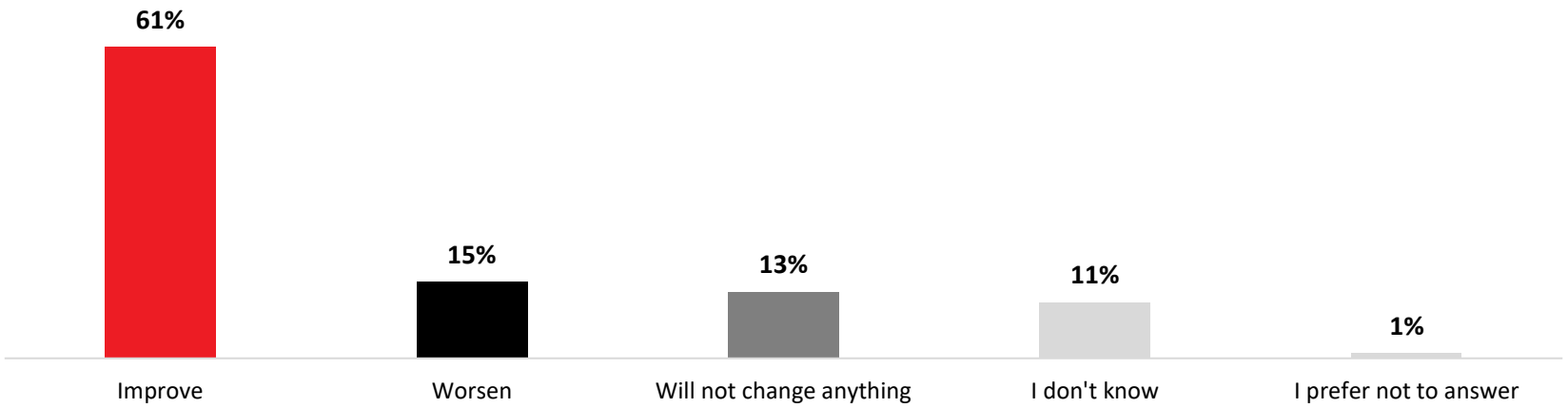
IN THE NEWS
IMPACT OF ELECTING JOE BIDEN

New question

IMPACT ON CANADA-US RELATIONS

CTC527. Do you think that the election of Joe Biden as President of the United States will improve, worsen or not change Canada-US relations?

Base: All respondents (n=1,559)



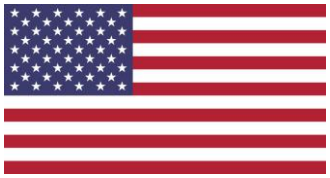
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,559	107	366	599	102	175	211	425	531	602	652	636	258
Unweighted n =	1,559	103	425	613	126	138	154	424	620	515	675	619	252
Improve	**61%**	62%	**69%**	62%	**50%**	**37%**	**68%**	63%	**55%**	**64%**	61%	**64%**	**53%**
Worsen	**15%**	14%	**6%**	**12%**	**25%**	**38%**	12%	17%	17%	**11%**	**12%**	14%	**23%**
Will not change anything	**13%**	9%	13%	15%	15%	14%	8%	**9%**	15%	14%	15%	**11%**	14%
I don't know	**11%**	14%	11%	10%	9%	11%	11%	11%	12%	10%	11%	11%	10%
I prefer not to answer	**1%**	0%	1%	1%	2%	0%	0%	0%	1%	0%	1%	1%	0%

New question

IMPACT ON CANADA-US RELATIONS (CANADA VS UNITED STATES)

CTC527. Do you think that the election of Joe Biden as President of the United States will improve, worsen or not change Canada-U.S. relations?

Base: All respondents



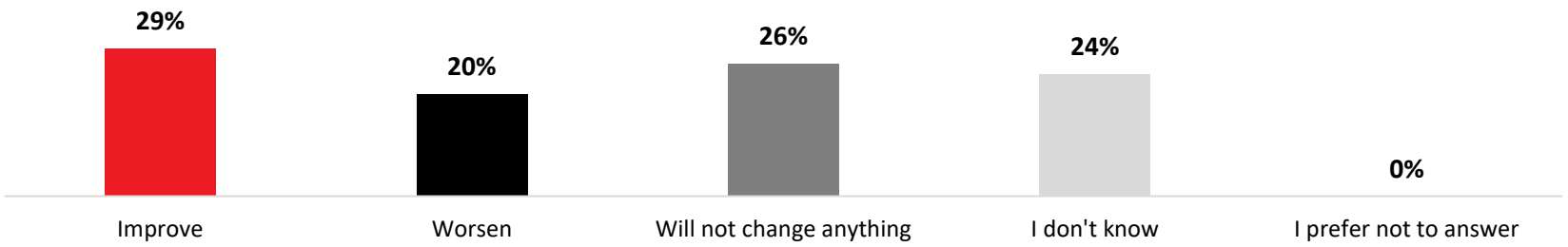
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,559	1,000	
Unweighted n =	1,559	1,000	
Improve	61%	43%	18
Worsen	15%	28%	13
Will not change anything	13%	13%	-
I don't know	11%	15%	4
I prefer not to answer	1%	1%	-

New question

IMPACT ON THE CANADIAN ECONOMY

CTC528. Do you think that the election of Joe Biden as President of the United States will improve, worsen or not change the state of the economy in Canada?

Base: All respondents (n=1,559)



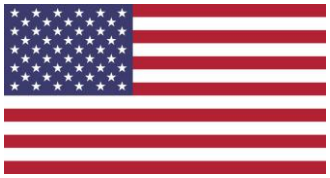
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,559	107	366	599	102	175	211	425	531	602	652	636	258
Unweighted n =	1,559	103	425	613	126	138	154	424	620	515	675	619	252
Improve	**29%**	**39%**	29%	30%	29%	**11%**	**37%**	31%	28%	29%	29%	**32%**	**22%**
Worsen	**20%**	18%	**12%**	18%	25%	**48%**	17%	20%	**24%**	**17%**	20%	20%	23%
Will not change anything	**26%**	24%	**32%**	27%	20%	22%	21%	**17%**	26%	**33%**	26%	**23%**	**31%**
I don't know	**24%**	19%	27%	25%	26%	19%	24%	**32%**	22%	**21%**	25%	24%	23%
I prefer not to answer	**0%**	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	**1%**

New question

IMPACT ON THE CANADIAN/AMERICAN ECONOMY (CANADA VS UNITED STATES)

CTC528. Do you think that the election of Joe Biden as President of the United States will improve, worsen or not change the state of the economy in Canada/the United States?

Base: All respondents



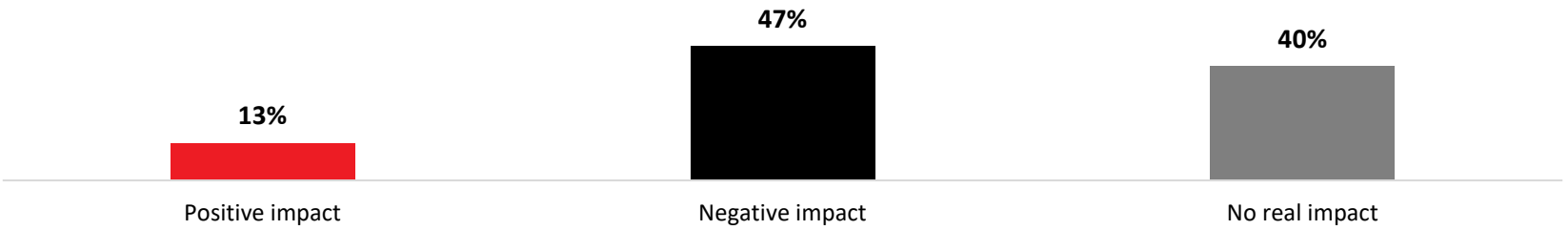
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,559	1,000	
Unweighted n =	1,559	1,000	
Improve	29%	39%	10
Worsen	20%	37%	17
Will not change anything	26%	9%	17
I don't know	24%	13%	11
I prefer not to answer	0%	2%	2

New question

BUY AMERICAN POLICIES

CTC530. President Biden has declared that he will promote Buy American policies during his mandate. Do you believe this will have a positive, negative or no real impact on the Canadian economy?

Base: All respondents (n=1,559)



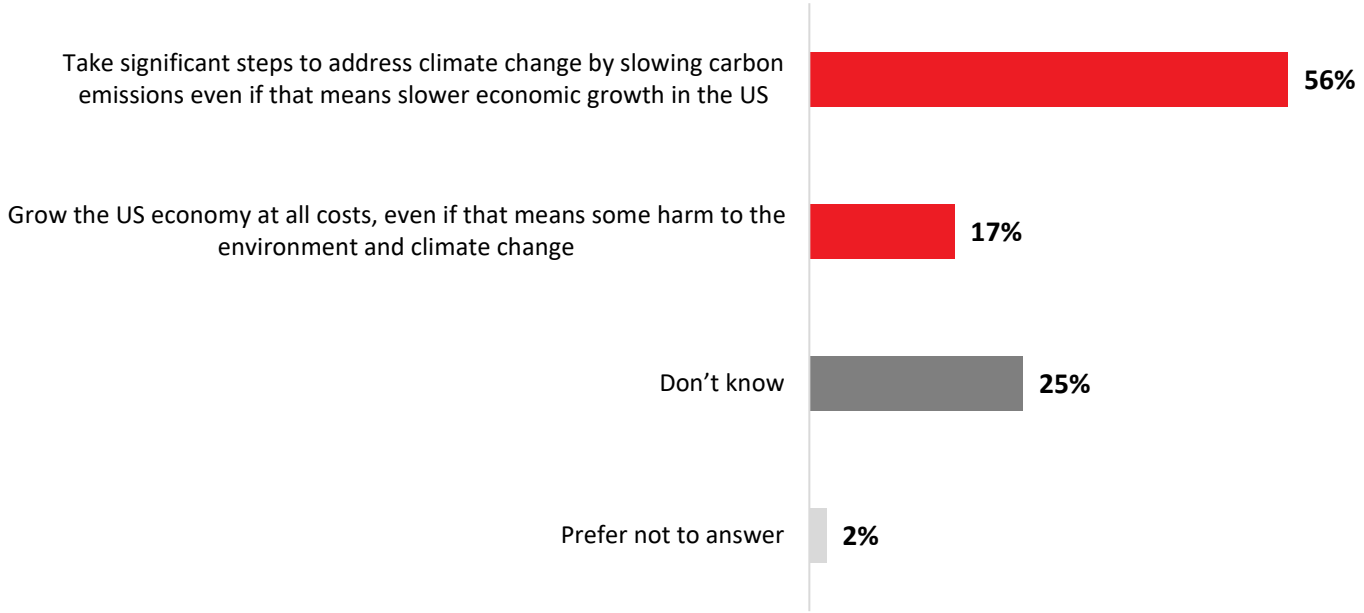
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,559	107	366	599	102	175	211	425	531	602	652	636	258
Unweighted n =	1,559	103	425	613	126	138	154	424	620	515	675	619	252
Positive impact	**13%**	11%	11%	13%	**22%**	**6%**	**18%**	**21%**	11%	**8%**	14%	13%	9%
Negative impact	**47%**	39%	50%	45%	43%	**67%**	**36%**	**43%**	**51%**	46%	45%	47%	52%
No real impact	**40%**	**50%**	39%	42%	35%	**27%**	45%	**36%**	37%	**46%**	40%	40%	39%

New question

BIDEN'S PRIORITY DURING HIS PRESIDENCY

CTC529. Which of the following areas would you recommend President Biden prioritize in his presidency?

Base: All respondents (n=1,559)



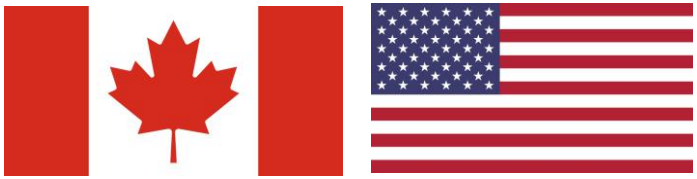
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,559	107	366	599	102	175	211	425	531	602	652	636	258
Unweighted n =	1,559	103	425	613	126	138	154	424	620	515	675	619	252
Take significant steps to address climate change by slowing carbon emissions even if that means slower economic growth in the US	**56%**	**66%**	**67%**	55%	51%	**39%**	53%	**65%**	**49%**	56%	57%	55%	59%
Grow the US economy at all costs, even if that means some harm to the environment and climate change	**17%**	13%	**14%**	16%	23%	**23%**	20%	15%	20%	17%	17%	18%	17%
Don't know	**25%**	19%	**19%**	27%	25%	**34%**	24%	**19%**	**29%**	26%	24%	26%	23%
Prefer not to answer	**2%**	2%	**0%**	2%	1%	3%	3%	2%	2%	1%	2%	2%	1%

New question

BIDEN'S PRIORITY DURING HIS PRESIDENCY (CANADA VS UNITED STATES)

CTC529. Which of the following areas would you recommend President Biden prioritize in his presidency?

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,559	1,000	
Unweighted n =	1,559	1,000	
Take significant steps to address climate change by slowing carbon emissions even if that means slower economic growth in the US	56%	37%	19
Grow the US economy at all costs, even if that means some harm to the environment and climate change	17%	40%	23
Don't know	25%	18%	7
Prefer not to answer	2%	5%	3

IN THE NEWS
US PRESIDENCY

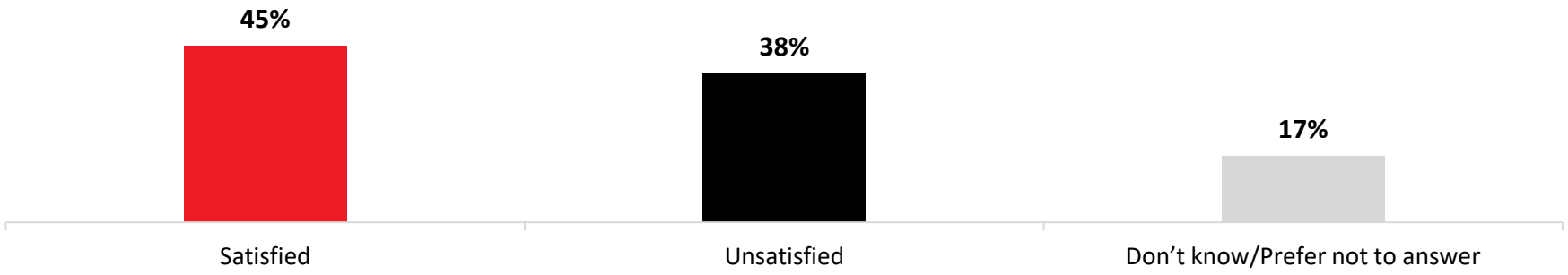
New question

SATISFACTION WITH JOE BIDEN'S WORK

American survey

CTC519. Are you satisfied or unsatisfied with Joe Biden's work as President of the United States?

Base: All respondents (n=1,000)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other
Weighted n =	1,000	179	217	371	233	295	384	321	485	515	287	333	293
Unweighted n =	1,000	177	221	349	253	233	408	359	500	500	292	330	303
Satisfied	**45%**	**52%**	**36%**	45%	49%	48%	48%	**40%**	45%	45%	**17%**	**86%**	**33%**
Unsatisfied	**38%**	**31%**	**44%**	41%	33%	**31%**	35%	**48%**	41%	36%	**72%**	**5%**	**43%**
Don’t know/Prefer not to answer	**17%**	17%	20%	14%	18%	**21%**	17%	**11%**	**14%**	**19%**	**11%**	**9%**	**23%**

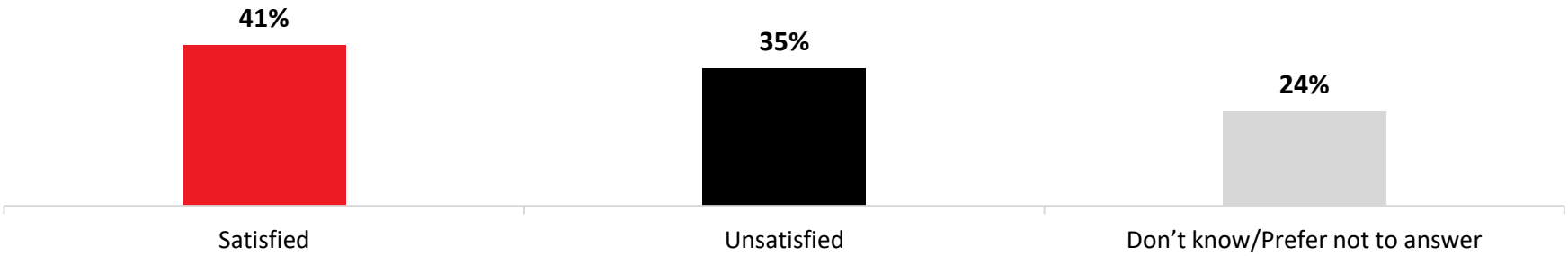
New question

SATISFACTION WITH KAMALA HARRIS' WORK

American survey

CTC519B. Are you satisfied or unsatisfied with Kamala Harris' work as Vice President of the United States?

Base: All respondents (n=1,000)



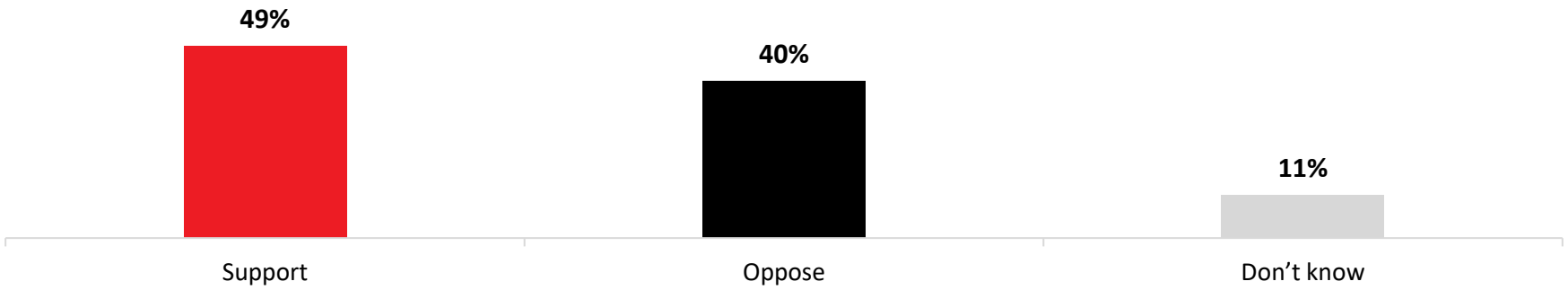
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other
Weighted n =	1,000	179	217	371	233	295	384	321	485	515	287	333	293
Unweighted n =	1,000	177	221	349	253	233	408	359	500	500	292	330	303
Satisfied	**41%**	45%	**32%**	43%	42%	41%	**45%**	**35%**	41%	41%	**16%**	**80%**	**26%**
Unsatisfied	**35%**	30%	**43%**	36%	32%	**30%**	33%	**43%**	36%	35%	**69%**	**4%**	41%
Don't know/Prefer not to answer	**24%**	25%	25%	21%	26%	**28%**	22%	21%	23%	24%	**15%**	**16%**	**33%**

IMPEACHMENT OF TRUMP

American survey

CTC513. Efforts have begun to impeach Donald Trump for a second time for his perceived role in the events earlier this month on Capitol Hill. The second impeachment will not conclude until after President Trump has left the office of the president and therefore its impact will be more of a formality. Do you support or oppose the second impeachment effort of President Trump?

Base: All respondents (n=1,000)



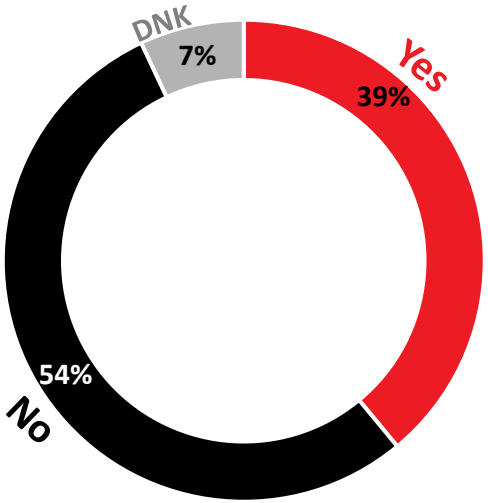
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other	TOTAL Jan. 18th	Gap
Weighted n =	1,000	179	217	371	233	295	384	321	485	515	287	333	293	1,003	
Unweighted n =	1,000	177	221	349	253	233	408	359	500	500	292	330	303	1,003	
Support	**49%**	**58%**	**41%**	48%	52%	**56%**	50%	**42%**	50%	48%	**20%**	**85%**	**43%**	**48%**	**+1**
Oppose	**40%**	34%	**48%**	42%	35%	**30%**	39%	**51%**	42%	38%	**76%**	**9%**	44%	**41%**	**-1**
Don't know	**11%**	8%	11%	10%	13%	**14%**	11%	**7%**	**8%**	**13%**	**4%**	7%	**12%**	**11%**	**-**

TRUMP 2024

American survey

CTC514. Should Donald Trump be allowed to run for President in 2024?

Base: All respondents (n=1,000)



	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other	TOTAL Jan. 18th	Gap
Weighted n =	1,000	179	217	371	233	295	384	321	485	515	287	333	293	1,003	
Unweighted n =	1,000	177	221	349	253	233	408	359	500	500	292	330	303	1,003	
Yes	**39%**	34%	**47%**	40%	**33%**	36%	36%	**45%**	**42%**	**36%**	**78%**	**6%**	41%	**42%**	**-3**
No	**54%**	60%	**45%**	54%	57%	**60%**	55%	**46%**	53%	55%	**15%**	**90%**	51%	**49%**	**+5**
Don't know	**7%**	6%	9%	6%	9%	**4%**	9%	8%	**5%**	**9%**	6%	**4%**	8%	**9%**	**-2**

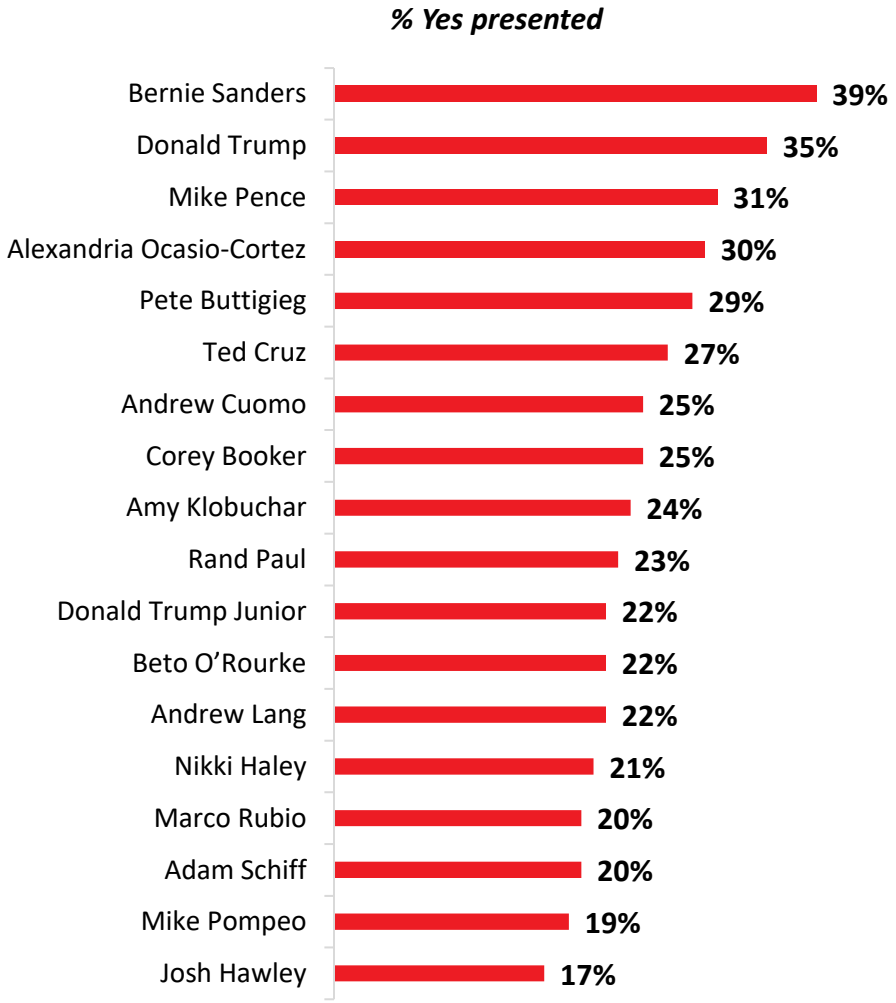
New question

POLITICAL PERSONALITIES

American survey

CTC520. Would you like the following people to play a significant political role in the coming years?

Base: All respondents (n=1,000)



New question

POLITICAL PERSONALITIES

American survey

CTC520. Would you like the following people to play a significant political role in the coming years?

Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Other
Weighted n =	1,000	179	217	371	233	295	384	321	485	515	287	333	293
Unweighted n =	1,000	177	221	349	253	233	408	359	500	500	292	330	303
% Yes presented													
Bernie Sanders	39%	36%	35%	40%	44%	48%	38%	32%	40%	38%	14%	71%	33%
Donald Trump	35%	29%	45%	37%	29%	33%	33%	41%	39%	32%	76%	5%	33%
Mike Pence	31%	33%	36%	28%	30%	27%	29%	38%	36%	26%	63%	14%	25%
Alexandria Ocasio-Cortez	30%	29%	25%	29%	36%	34%	29%	26%	32%	28%	8%	59%	22%
Pete Buttigieg	29%	30%	24%	28%	33%	27%	27%	31%	33%	25%	11%	57%	20%
Ted Cruz	27%	24%	30%	28%	23%	18%	24%	37%	33%	21%	55%	8%	23%
Andrew Cuomo	25%	34%	22%	23%	24%	24%	25%	26%	30%	21%	11%	48%	17%
Corey Booker	25%	29%	20%	23%	30%	22%	27%	26%	30%	21%	9%	51%	17%
Amy Klobuchar	24%	26%	19%	24%	30%	19%	25%	28%	28%	21%	12%	45%	17%
Rand Paul	23%	18%	25%	23%	23%	15%	20%	33%	29%	17%	44%	10%	23%
Donald Trump Junior	22%	20%	30%	22%	16%	22%	20%	26%	24%	20%	52%	4%	18%
Beto O'Rourke	22%	22%	20%	20%	28%	23%	21%	24%	27%	18%	9%	47%	13%
Andrew Lang	22%	26%	14%	20%	30%	24%	21%	22%	27%	17%	10%	42%	16%
Nikki Haley	21%	21%	20%	22%	21%	14%	20%	30%	27%	16%	39%	12%	18%
Marco Rubio	20%	19%	19%	21%	18%	16%	17%	26%	26%	14%	40%	10%	15%
Adam Schiff	20%	23%	17%	14%	28%	17%	20%	22%	25%	14%	8%	42%	10%
Mike Pompeo	19%	15%	24%	18%	20%	16%	16%	26%	25%	14%	39%	10%	16%
Josh Hawley	17%	12%	19%	17%	18%	12%	15%	23%	21%	12%	32%	10%	14%

APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	154	211
Alberta	138	175
Manitoba/Saskatchewan	126	102
Ontario	613	599
Quebec	425	366
Atlantic	107	103

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

US region	Unweighted	Weighted
NorthEast	177	179
MidWest	221	217
South	349	371
West	253	233

DETAILED METHODOLOGY

Weighted and Unweighted Sample for Canada

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

GENDER	Unweighted	Weighted
Male	771	757
Female	788	802

AGE	Unweighted	Weighted
Between 18 and 34	424	425
Between 35 and 54	620	531
55 or over	515	602

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	968	878
French	363	324
Other	226	356

The sample thus collected has a minimum weighting factor of 0.1599 and a maximum weighting factor of 4.6535. The weighted variance is 0.4110.

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	500	485
Female	500	515

AGE	Unweighted	Weighted
Between 18 and 29	157	220
Between 30 and 39	172	172
Between 40 and 49	190	186
Between 50 and 64	282	250
65 or older	199	172

The sample thus collected has a minimum weighting factor of 0.5399 and a maximum weighting factor of 3.2538. The weighted variance is 0.2250.

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

- **Leger**
  Marketing research and polling
- **Leger Metrics**
  Real-time VOC satisfaction measurement
- **Leger Analytics**
  Data modeling and analysis
- **Legerweb**
  Panel management
- **Leger Communities**
  Online community management
- **Leger Digital**
  Digital strategy and user experience
- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG