

LeGER

LEGER'S NORTH AMERICAN TRACKER

May 14th, 2021

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 **1,529 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 from **May 7th, 2021 to May 9th, 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 **±2.51%, 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 than that of other respondents.

A more detailed methodology is presented in the appendix.

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

A hand holding a small flag with the Olympic rings logo against a sunset sky. The flag is white with the five interlocking Olympic rings in blue, yellow, black, green, and red. The hand is silhouetted against the bright sun at the bottom of the frame. The sky transitions from a deep blue at the top to a bright orange and yellow at the bottom where the sun is setting.

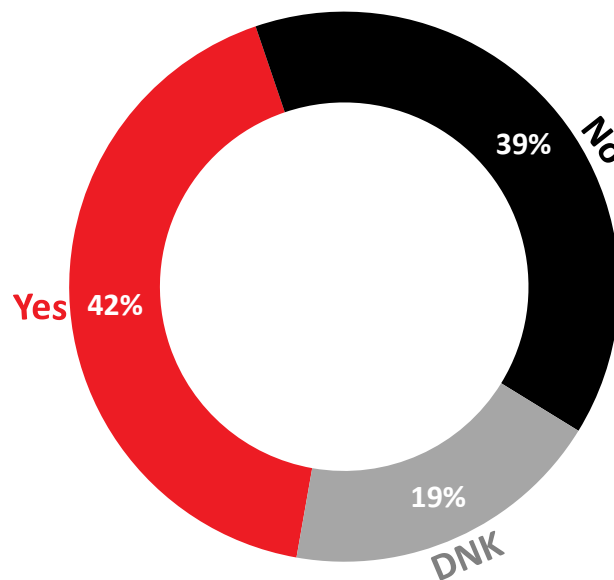
TOKYO 2021 SUMMER OLYMPICS

PARTICIPATION IN THE 2021 OLYMPICS



CTC633. The delayed 2020 Olympics are due to take place in Tokyo, Japan, starting Friday, July 23rd. Do you think Canadian athletes should compete?

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	42%	30%	57%	36%	41%	43%	41%	51%	42%	36%	43%	44%	35%
No	39%	49%	30%	44%	39%	39%	34%	29%	38%	47%	38%	38%	44%
Don't know	19%	21%	13%	20%	20%	19%	25%	19%	20%	17%	19%	18%	21%

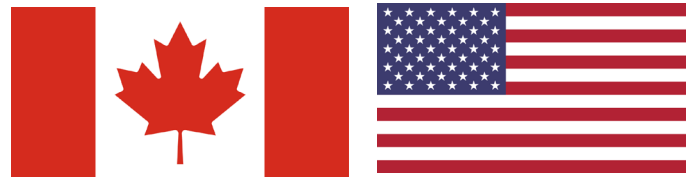
New question

PARTICIPATION IN THE 2021 OLYMPICS (CANADA VS UNITED STATES)



CTC633. The delayed 2020 Olympics are due to take place in Tokyo, Japan, starting Friday, July 23rd. Do you think Canadian/**American** athletes should compete?

Base: All respondents



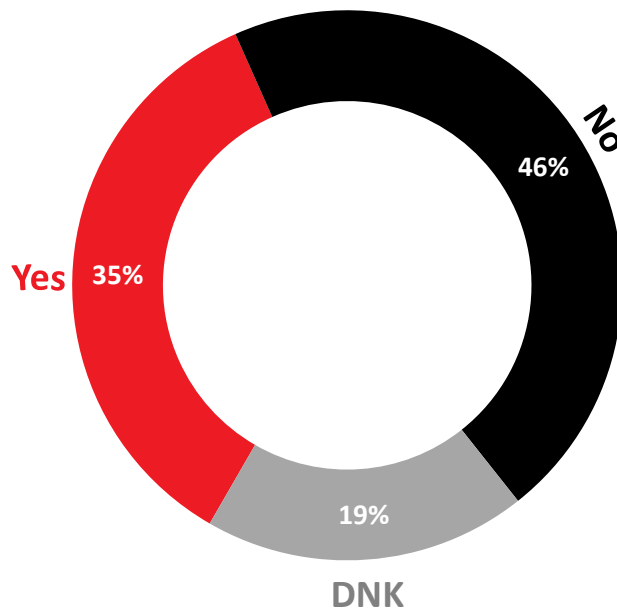
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	42%	55%	13
No	39%	20%	19
Don't know	19%	25%	6

SAFETY OF THE ATHLETES DURING THE OLYMPICS



CTC634. Do you think it is safe for Canadian athletes to compete at the 2021 Olympics?

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	35%	23%	48%	31%	36%	32%	32%	40%	37%	31%	36%	36%	32%
No	46%	60%	36%	51%	48%	42%	41%	37%	45%	52%	48%	42%	47%
Don't know	19%	17%	16%	18%	16%	26%	26%	23%	19%	17%	16%	22%	21%

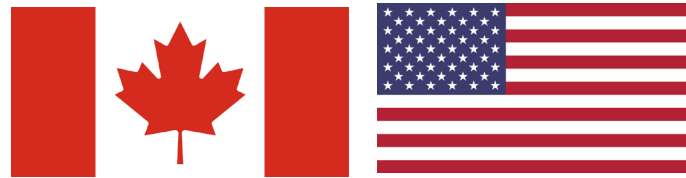
New question

SAFETY OF THE ATHLETES DURING THE OLYMPICS (CANADA VS UNITED STATES)



CTC634. Do you think it is safe for Canadian/**American** athletes to compete at the 2021 Olympics?

Base: All respondents



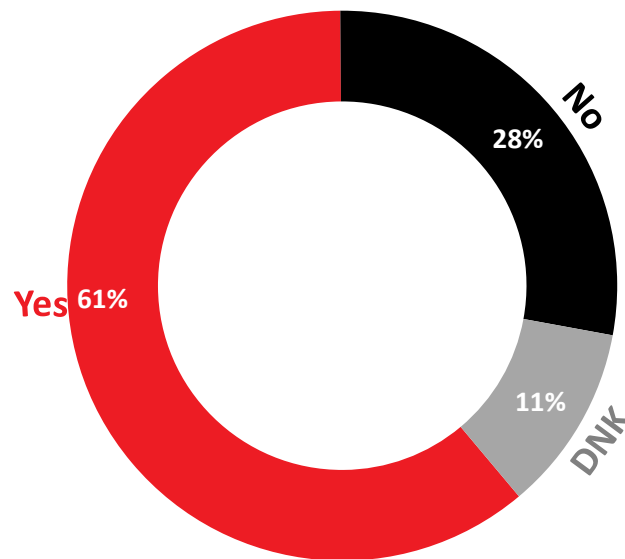
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	35%	51%	16
No	46%	22%	24
Don't know	19%	28%	9

PRIORITY VACCINATION FOR THE DELEGATION



CTC635. Do you think that all the athletes and teams taking part in the 2021 Olympics should receive priority for COVID-19 vaccination in Canada?

Base: All respondents (n=1,529)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,529	105	359	587	100	172	207	417	521	591	641	598	272
Unweighted n =	1,529	101	415	604	126	128	155	421	589	519	678	570	268
Yes	61%	53%	73%	62%	58%	48%	57%	60%	58%	65%	64%	64%	51%
No	28%	37%	21%	27%	35%	34%	31%	29%	28%	27%	27%	25%	34%
Don't know	11%	10%	6%	12%	7%	18%	12%	11%	14%	8%	8%	11%	15%

New question

PRIORITY VACCINATION FOR THE DELEGATION (CANADA VS UNITED STATES)



CTC635. Do you think that all the athletes and teams taking part in the 2021 Olympics should receive priority for COVID-19 vaccination in Canada/**the United States?**

Base: All respondents



	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Yes	61%	58%	3
No	28%	20%	8
Don't know	11%	21%	10

WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly **Omnibus** to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE

n=

REGIONS

	NATIONAL	1,500	CANADA
	PROVINCIAL	1,000	QC, ON, AB, BC
	MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
	WESTERN	1,500	BC, AB, SK, MB
	AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal

[CONTACT US](#)





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APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Province	Unweighted	Weighted
British Columbia	155	207
Alberta	128	172
Manitoba/Saskatchewan	126	100
Ontario	604	587
Quebec	359	415
Atlantic	101	105

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

US region	Unweighted	Weighted
NorthEast	192	180
MidWest	218	227
South	326	372
West	258	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	743	803
Female	726	786

AGE	Unweighted	Weighted
Between 18 and 34	421	417
Between 35 and 54	589	521
55 or over	519	591

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	929	991
French	374	318
Other	224	216

The sample thus collected has a minimum weighting factor of 0.1799 and a maximum weighting factor of 4.8556. The weighted variance is 0.4439.

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	494	486
Female	509	517

AGE	Unweighted	Weighted
Between 18 and 29	112	167
Between 30 and 39	199	226
Between 40 and 49	199	187
Between 50 and 64	303	251
65 or older	190	173

The sample thus collected has a minimum weighting factor of 0.2234 and a maximum weighting factor of 4.0971. The weighted variance is 0.3498.

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



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