



# Leger

THE LARGEST CANADIAN-OWNED  
POLLING, MARKET RESEARCH  
AND ANALYTICS FIRM

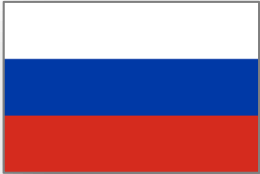
MONTREAL • QUEBEC

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## Report

# American and Canadian Opinions on the Russian Invasion of Ukraine



DATE 3-1-2022

# Leger

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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 **1,004 Americans and 1519 Canadians**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **February 25<sup>th</sup>, 2022 to February 27<sup>th</sup>, 2022**, 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, presence of children in households, and according to the party they voted for in the last federal election 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.

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 **±3.09%, 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>

## NOTES ON READING THIS REPORT

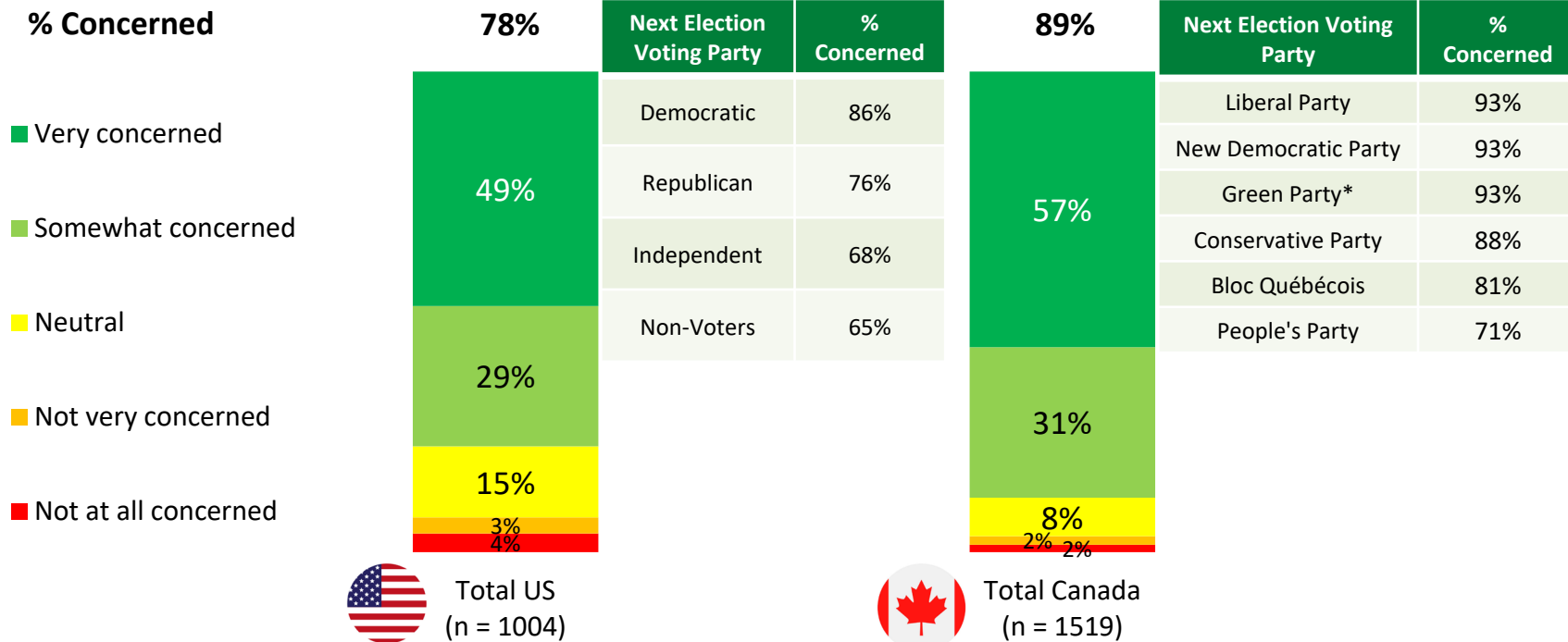
The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

A more detailed methodology is presented in the appendix.

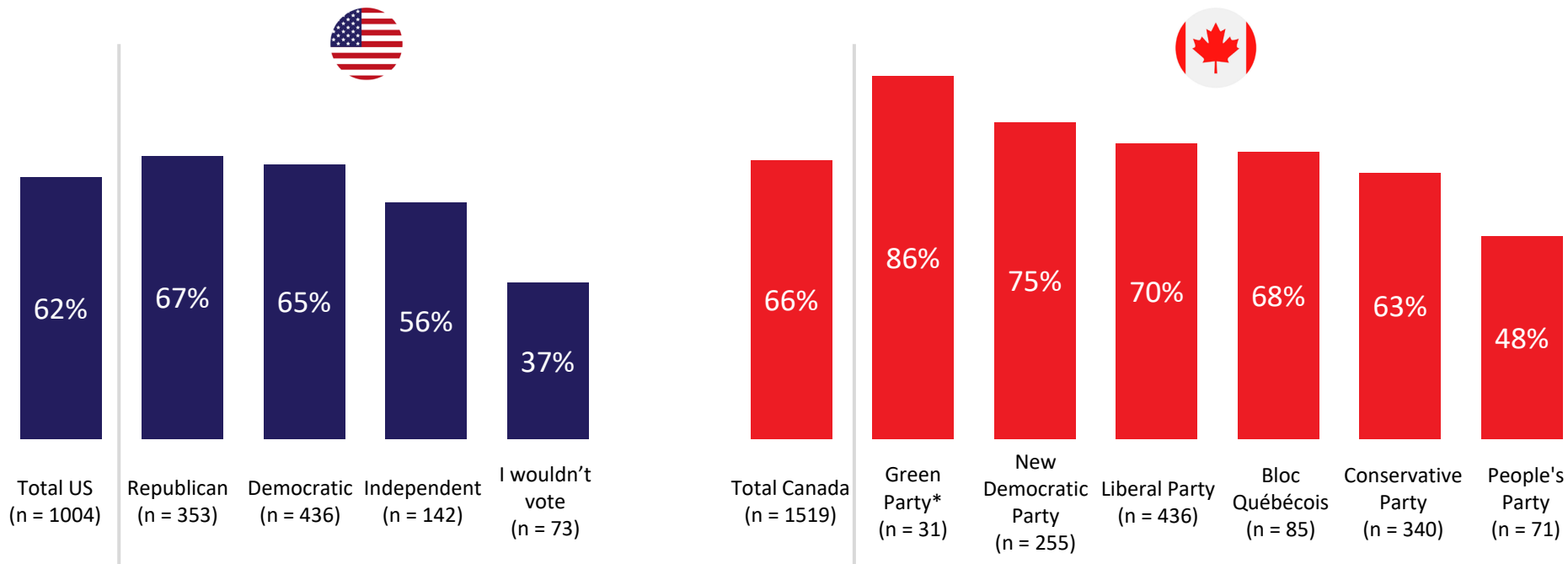
If you have questions about the data presented in this report, please contact Simon Jaworski, President at the following e-mail address: [sjaworski@leger360.com](mailto:sjaworski@leger360.com)

DETAILED RESULTS

# Concern About The Russian Invasion of Ukraine



# Participants Who Believe The Russian Invasion Has The Potential To Develop Into A World War

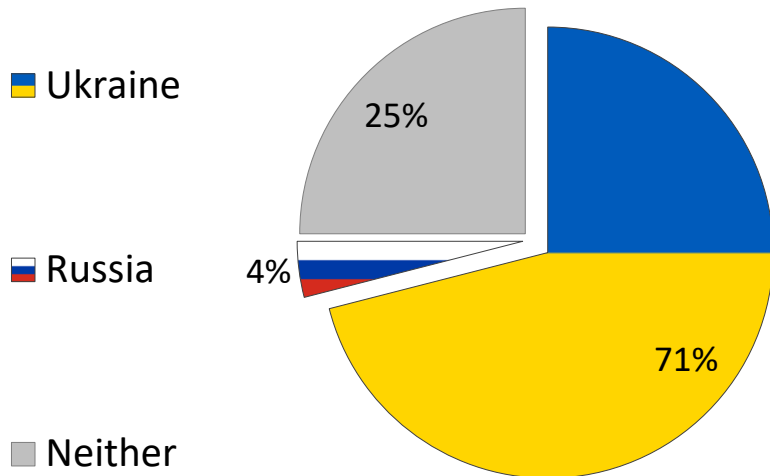




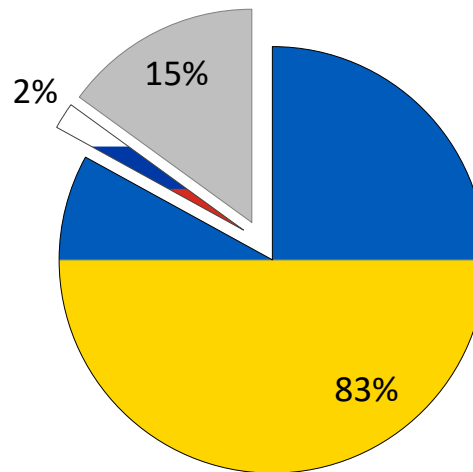
# Support for Ukraine Vs Russia



Total US  
(n = 1004)



Total Canada  
(n = 1519)



# Is Putin Lying?

Russian President, Vladimir Putin stated, "I have decided to conduct a special military operation... to protect people who have been subjected to bullying and genocide... for the last eight years", in reference to why Russia invaded Ukraine.

## What do you think of his statement and reasoning?

	TOTAL USA	Democratic	Republican	Independent	I wouldn't vote
Unweighted n =	1004	436	353	142	73
He is lying	67%	76%	68%	52%	42%
I don't know	27%	17%	25%	43%	51%
He is telling the truth	6%	6%	7%	5%	7%

	Total Canada	Liberal Party	Conservative Party	New Democratic Party	Bloc Québécois	People's Party	Green Party*
Unweighted n =	1519	436	340	255	85	71	31
He is lying	74%	81%	74%	82%	80%	54%	76%
I don't know	22%	17%	21%	17%	20%	21%	18%
He is telling the truth	4%	3%	6%	2%	0%	25%	5%

# First Steps and Potential Military Support

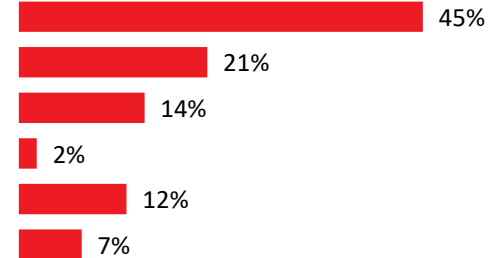
## First Steps



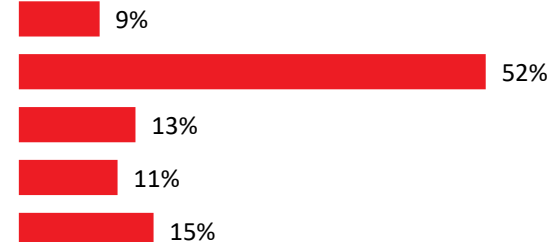
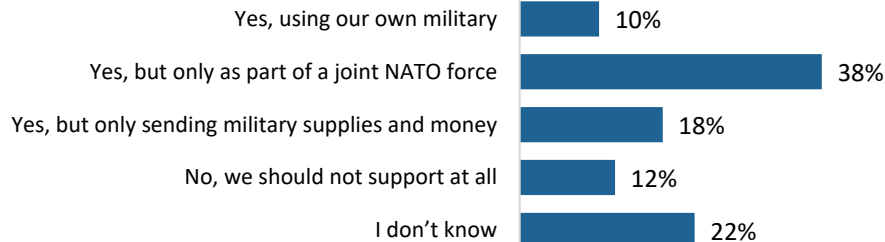
Total US  
(n = 1004)



Total Canada  
(n = 1519)



## Potential Military Support



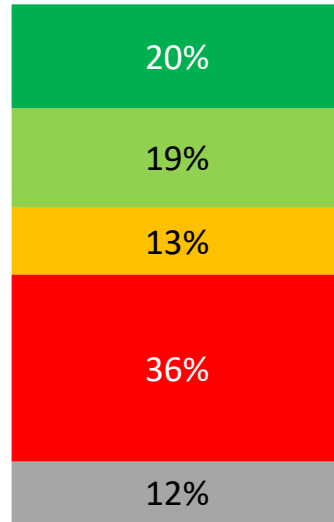
CR15: What do you think USA/Canada should do first, based on Russia's invasion of Ukraine?  
 CR18: Do you think the US/Canada should support Ukraine from a military perspective against Russia?  
 Base: Total US (1004) and Total Canada (1519)


# Confidence in Biden/Trudeau Leadership

**% Confident**

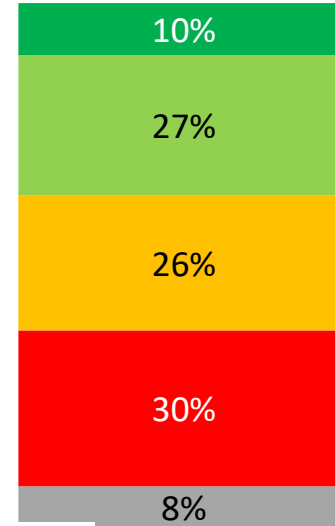
- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- I don't know


**39%**



 Total US  
(n = 1004)

**37%**



 Total Canada  
(n = 1519)

# RESPONDENT PROFILE

# USA: DETAILED METHODOLOGY

## Weighted and Unweighted Sample for The United States

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

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	487	488
Female	217	516

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 29	78	174
Between 30 and 39	145	220
Between 40 and 49	212	187
Between 50 and 64	310	251
65 or older	259	173

<b>US REGION</b>	<b>Unweighted</b>	<b>Weighted</b>
NorthEast	210	180
MidWest	220	218
South	312	372
West	262	234

# CANADA: DETAILED METHODOLOGY

## Weighted and Unweighted Sample for Canada

The following tables present the demographic distribution of respondents according to region and language for Canada.

<b>REGION</b>	<b>Unweighted</b>	<b>Weighted</b>
British Columbia	154	206
Alberta	125	170
Manitoba/Saskatchewan	125	99
Ontario	607	583
Quebec	408	356
Atlantic	100	104

<b>LANGUAGE (MOTHER TOUNGE)</b>	<b>Unweighted</b>	<b>Weighted</b>
French	357	316
English	952	1009
Other	209	193

# CANADA: DETAILED METHODOLOGY

## Weighted and Unweighted Sample for Canada

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

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	805	738
Female	714	781

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 24	163	163
Between 25 and 34	283	251
Between 35 and 44	240	236
Between 45 and 54	316	282
Between 55 and 64	248	266
65+	269	321



## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
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

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

# OUR COMMITMENTS TO QUALITY



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.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

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