

Report

CONCERNS TOWARD COVID-19

Survey of Canadians

DATE 19/03/2020

PROJECT # 16121-004





METHODOLOGY

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A **Web survey** was conducted from **March 13th to March 16th, 2020** among **1,538 English and French-speaking Canadians**, 18 years of age or older.

Using data from Statistics Canada, results were weighted according to gender, age, region, mother tongue, education and presence of minor children in the household in order to ensure a representative sample of the entire population under review.

For comparison purposes, a probability sample of 1,538 respondents would have a margin of error of **±2.5%**, 19 times out of 20.

Notes on Reading this Report

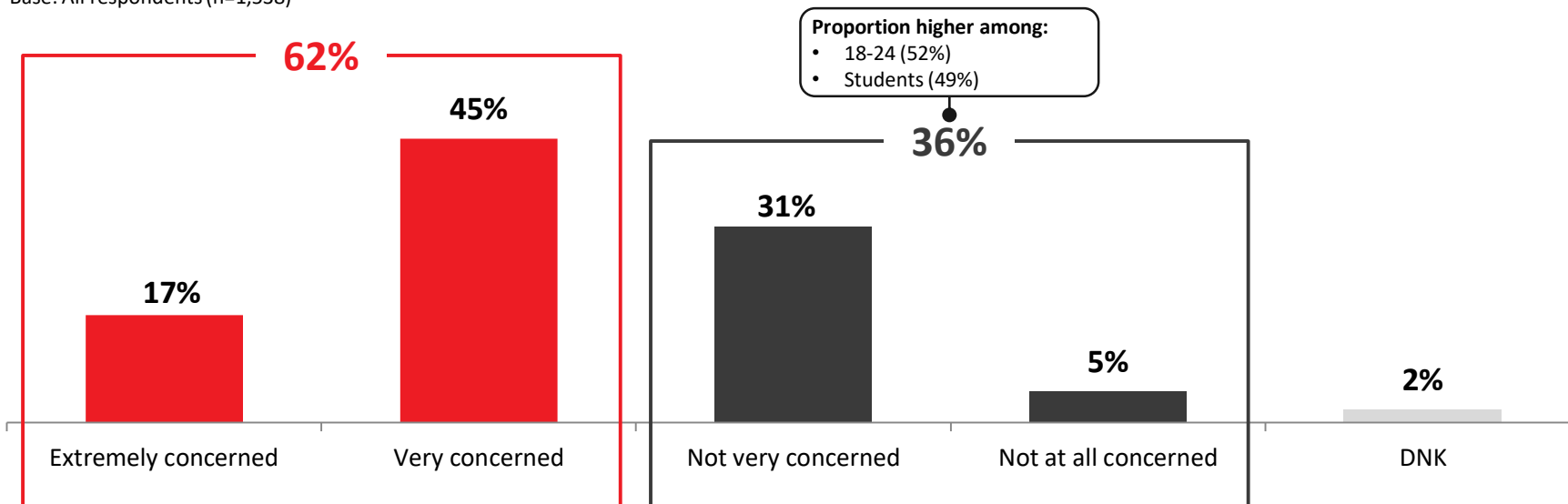
- The numbers presented in this report have been rounded out and their sum (based on the actual numbers before rounding) might not correspond to the manual addition of rounded numbers.
- In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.
- Results presenting statistically significant differences are indicated beside the presentation of overall results in boxes.

DETAILED RESULTS

CONCERNS TOWARD COVID-19

Q1. Taking everything into account, how concerned are you about the threat posed to Canada by the coronavirus?

Base: All respondents (n=1,538)

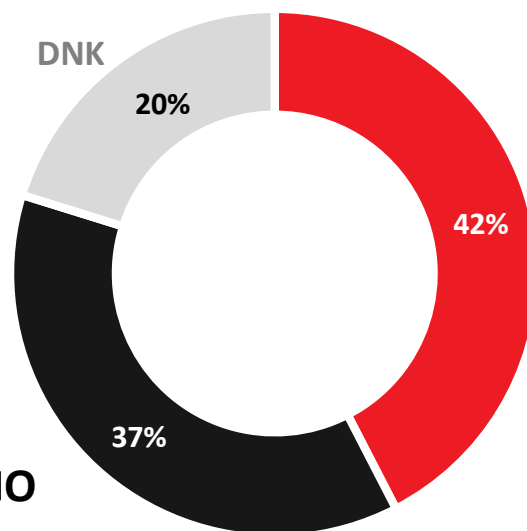


	Total	Province						Gender		Age			Mother tongue			Child(ren)	
		ATL	QC	ON	MB/SK	AB	BC	Man	Woman	18-34	35-54	55+	Fr	Eng	Other	Yes	No
	n= 1,538	100	416	604	131	132	155	784	754	389	540	609	346	954	234	406	1,121
TOTAL CONCERNED	62%	64%	58%	64%	58%	65%	61%	63%	61%	54%	65%	65%	56%	61%	76%	66%	60%
Extremely concerned	17%	7%	16%	17%	17%	26%	18%	18%	17%	17%	21%	15%	15%	16%	26%	22%	16%
Very concerned	45%	57%	42%	47%	41%	39%	43%	46%	44%	37%	44%	51%	41%	45%	50%	44%	45%
TOTAL NOT CONCERNED	36%	35%	41%	33%	41%	35%	35%	36%	36%	43%	33%	34%	44%	37%	23%	32%	38%
Not very concerned	31%	33%	34%	29%	38%	33%	27%	29%	33%	36%	27%	31%	35%	32%	18%	26%	33%
Not at all concerned	5%	1%	8%	4%	4%	2%	8%	7%	3%	7%	6%	3%	8%	4%	5%	5%	5%
Don't know	2%	1%	1%	2%	1%	1%	4%	1%	3%	3%	2%	1%	1%	2%	1%	2%	2%

PERCEPTION OF ACTIONS TAKEN BY THE CANADIAN GOVERNMENT

Q3. Do you believe that the Canadian government are doing enough to protect Canadians from the risk posed by the coronavirus?

Base: All respondents (n=1,538)



YES

Proportion higher among:

- Respondents who are not concerned about the threat posed by the coronavirus (50%)

NO

Proportion higher among:

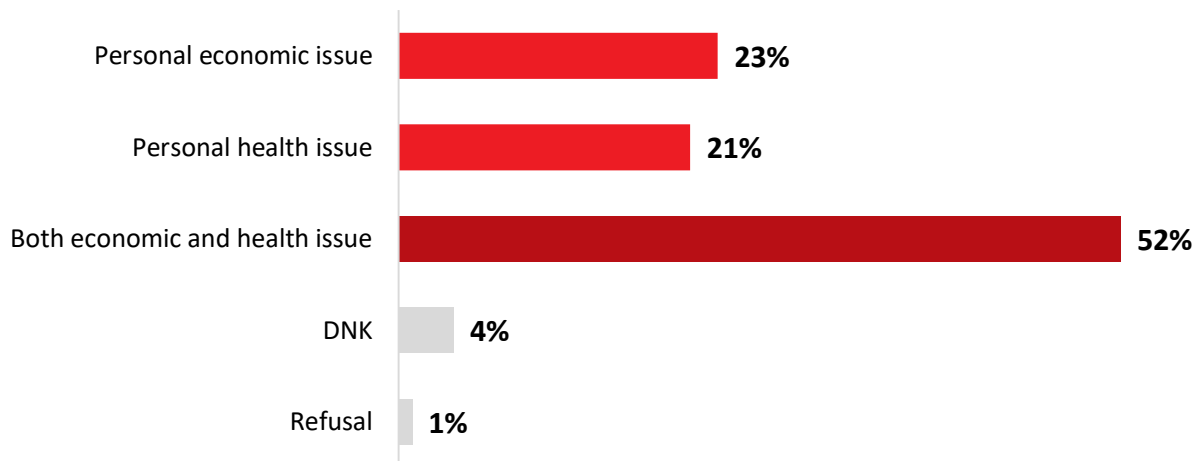
- Respondents who are concerned about the threat posed by the coronavirus (43%)

	Total	Province						Gender		Age			Mother tongue			Child(ren)	
		ATL	QC	ON	MB/SK	AB	BC	Man	Woman	18-34	35-54	55+	Fr	Eng	Other	Yes	No
	n= 1,538	100	416	604	131	132	155	784	754	389	540	609	346	954	234	406	1,121
Yes	42%	48%	37%	43%	38%	43%	45%	45%	39%	48%	35%	44%	36%	44%	39%	41%	42%
No	37%	24%	50%	34%	35%	31%	38%	38%	37%	35%	43%	34%	53%	32%	39%	44%	35%
Don't know	20%	28%	12%	23%	26%	26%	17%	17%	24%	17%	22%	22%	11%	23%	22%	15%	23%

ECONOMIC OR HEALTH ISSUE?

Q2. Taking everything into account, does the coronavirus, or COVID-19, concern you more as a personal economic or a personal health issue?

Base: All respondents (n=1,538)

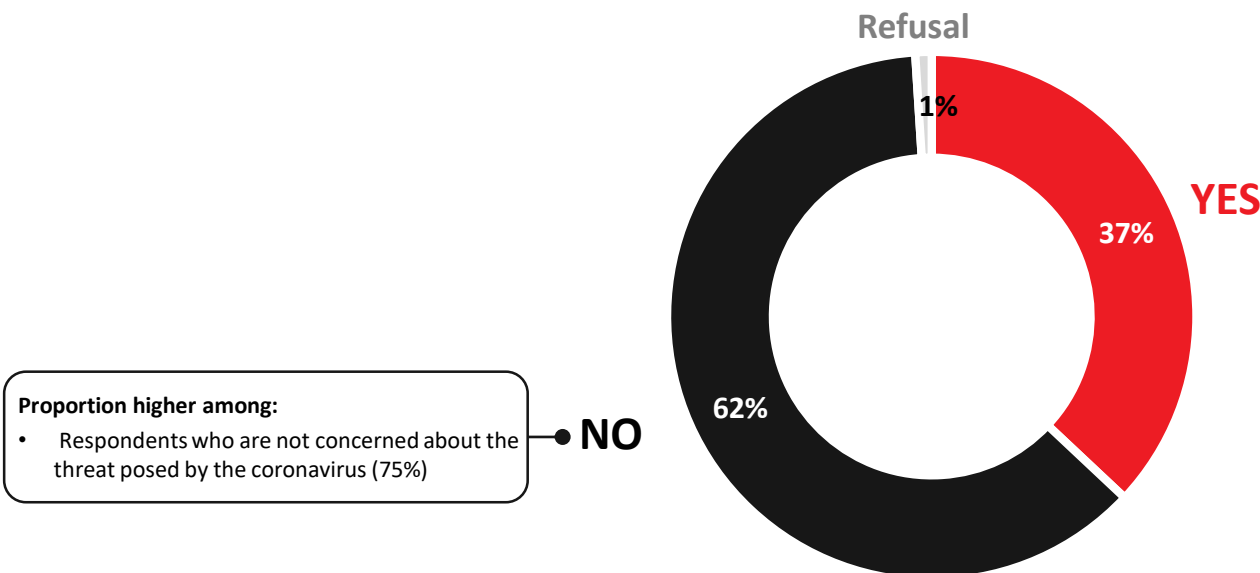


	Total	Province						Gender		Age			Mother tongue			Child(ren)	
		ATL	QC	ON	MB/SK	AB	BC	Man	Woman	18-34	35-54	55+	Fr	Eng	Other	Yes	No
	n= 1,538	100	416	604	131	132	155	784	754	389	540	609	346	954	234	406	1,121
Personal economic issue	23%	24%	20%	26%	31%	20%	19%	25%	21%	28%	22%	21%	19%	24%	22%	25%	23%
Personal health issue	21%	25%	23%	16%	22%	23%	26%	21%	21%	17%	15%	28%	21%	21%	19%	15%	23%
Both economic and health issue	52%	42%	56%	52%	41%	54%	52%	50%	54%	49%	59%	47%	58%	49%	57%	57%	50%
DNK	4%	6%	1%	5%	4%	2%	3%	4%	3%	5%	3%	3%	2%	4%	1%	3%	4%
Refusal	1%	2%	1%	1%	2%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%

CHANGING TRAVEL PLANS

Q4. Have your travel plans for the next months changed due to the recent coronavirus COVID-19 situation?

Base: All respondents (n=1,538)



	Total	Province						Gender		Age			Mother tongue			Child(ren)	
		ATL	QC	ON	MB/SK	AB	BC	Man	Woman	18-34	35-54	55+	Fr	Eng	Other	Yes	No
	n= 1,538	100	416	604	131	132	155	784	754	389	540	609	346	954	234	406	1,121
Yes	37%	30%	43%	37%	26%	34%	41%	37%	38%	34%	38%	39%	40%	35%	45%	41%	36%
No	62%	70%	56%	62%	73%	64%	59%	62%	61%	65%	60%	61%	58%	65%	55%	59%	63%
Refusal	1%	0%	1%	1%	2%	2%	0%	1%	1%	1%	2%	0%	2%	1%	0%	1%	1%

RESPONDENT PROFILE

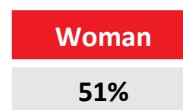
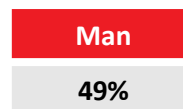
RESPONDENT PROFILE

REGION

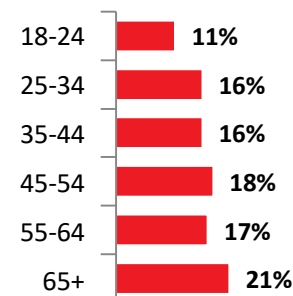


Canada	
Atlantic	7%
Québec	23%
Ontario	38%
Manitoba/Saskatchewan	7%
Alberta	11%
British Columbia	14%

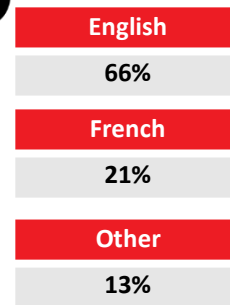
GENDER



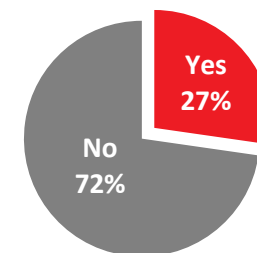
AGE



LANGUAGE



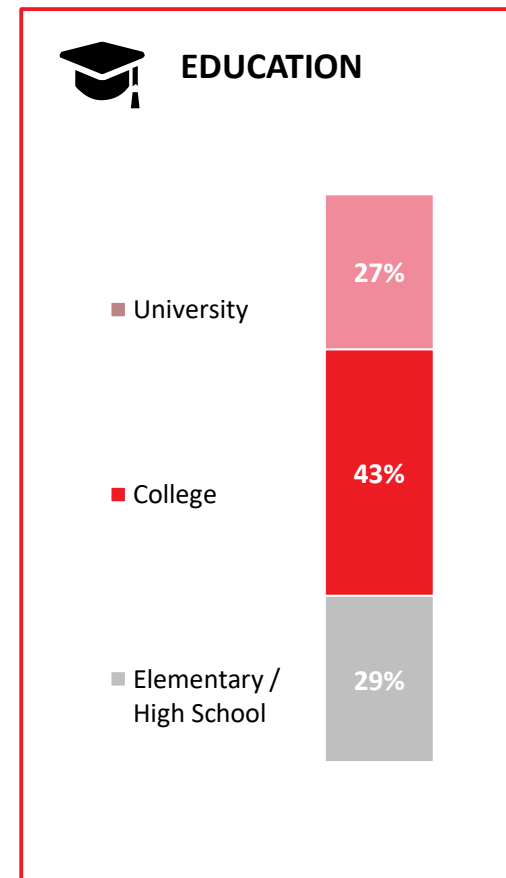
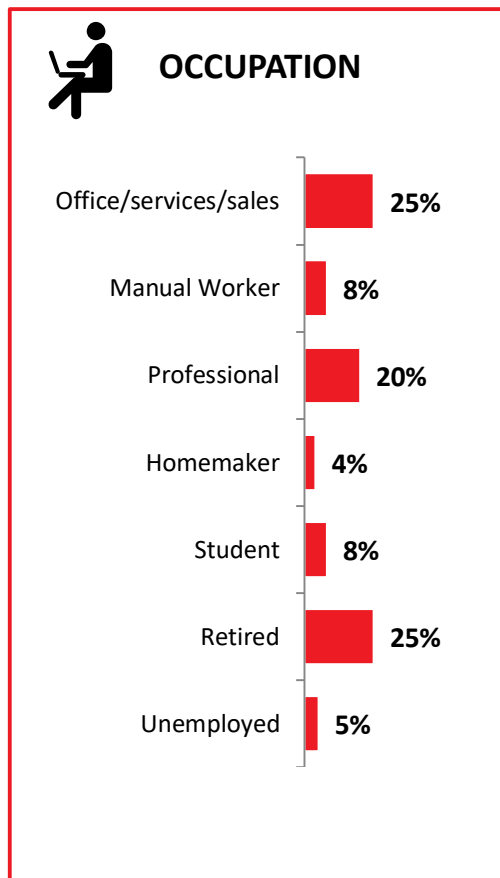
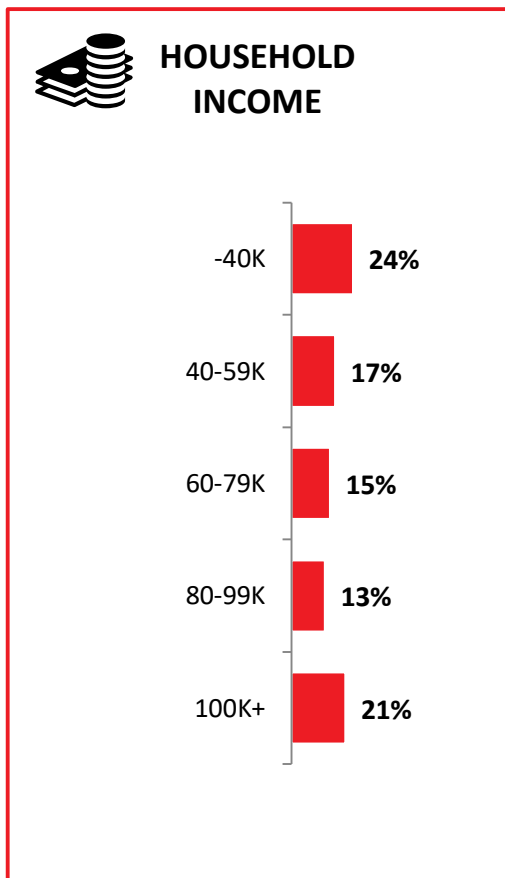
CHILDREN



Base: All respondents (n=1,538)

Note: For each profile category, the complement to 100% represents the mentions "Don't know" and "Refusal".

RESPONDENT PROFILE



Base: All respondents (n=1,538)

Note: For each profile category, the complement to 100% represents the mentions "Don't know" and "Refusal".

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Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

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EMPLOYEES



185
CONSULTANTS



8
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