



# Leger

## Leger's North American Tracker

CANADIANS WHO HAVE CONTRACTED COVID-19

December 22<sup>nd</sup>, 2020

THE CANADIAN PRESS 

## METHODOLOGY

From **July 3rd to November 29th**, 2020, Leger, the largest Canadian-owned polling and marketing research firm, conducted an online survey among **Canadians who had contracted the COVID-19 virus**. The interviews were conducted among a random sample of Canadians, over the age of 18, selected from LEO's (Leger Opinion) representative panel. **Over the course of six months, 21,225 Canadians were contacted**. In total, **303 interviews were completed** among Canadians who had contracted the COVID-19 virus. Incidence weighting was used to render the sample representative of the general population. Using 2016 Census reference variables, the data was analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level and the presence of children in households.

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. 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%

## 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](mailto:cbourque@leger360.com).



EXPERIENCE OF CANADIANS WHO  
CONTRACTED COVID-19



# RESPONDENT PROFILE

Base : Respondents who declared having contracted COVID-19

	TOTAL (n=303)	% Among the Canadian population
<b>Gender</b>		
Male	62%	49%
Female	38%	51%
<b>Age</b>		
18-34 years old	43%	27%
35-54 years old	32%	34%
55+	25%	39%
<b>Province</b>		
British Columbia	10%	14%
Alberta	10%	11%
Manitoba/Saskatchewan	7%	7%
Ontario	38%	38%
Quebec	28%	23%
Atlantic	6%	7%

# 1.43%

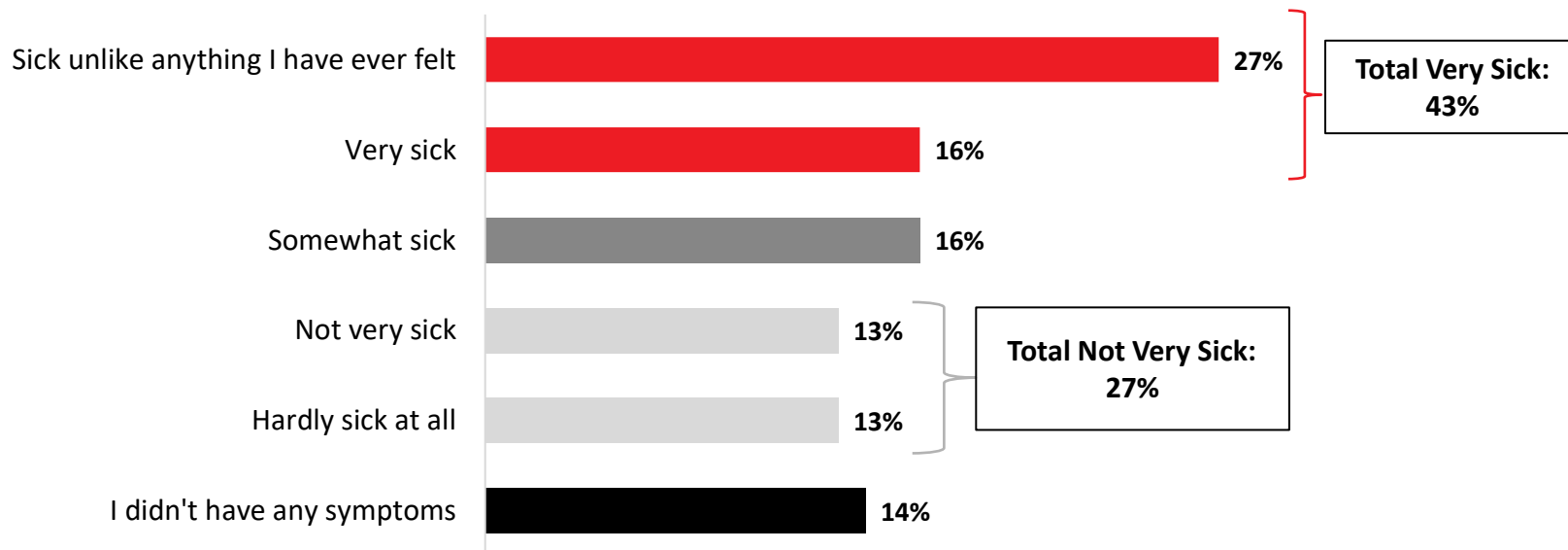
of Canadians declared having contracted COVID-19

Although men represent 49% of the Canadian population, they account for 62% of COVID-19 cases. The same goes for Canadians aged 18-34, who represent 27% of the population but account for 43% of cases.

# HOW SICK DID YOU FEEL?

## CTCX3: How did you feel?

Base: Respondents who declared having contracted COVID-19 (n=303)

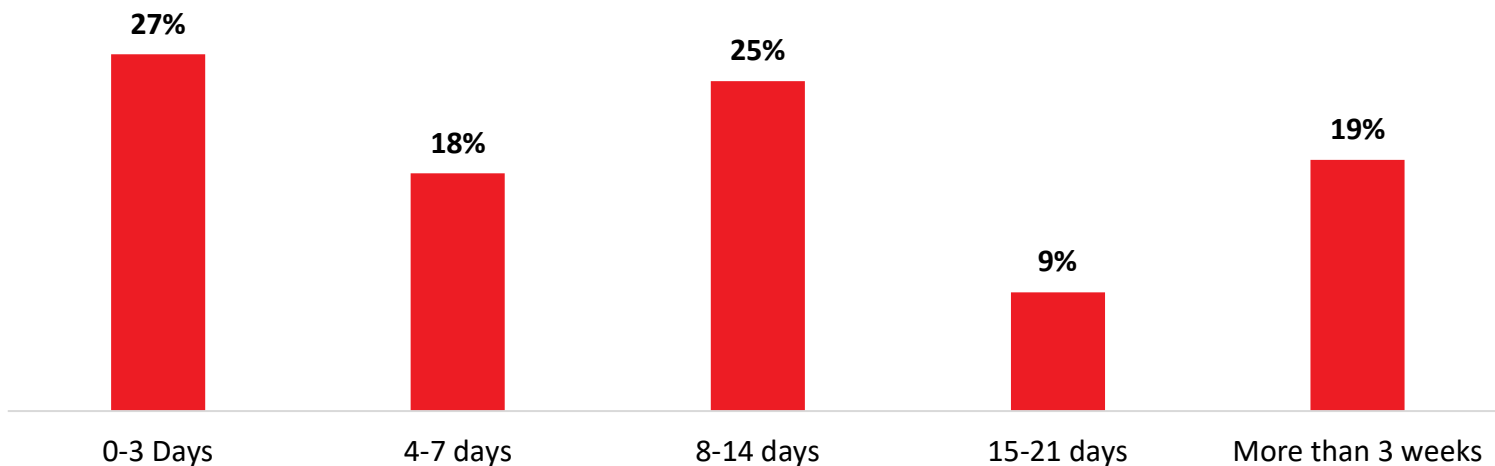


<b>Detailed Results</b>		<b>TOTAL CANADA</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Weighted n =		294	181	113	127	95	72
Unweighted n =		303	169	134	137	89	77
<b>TOTAL VERY SICK</b>		<b>43%</b>	42%	44%	39%	43%	48%
Sick unlike anything I have ever felt		27%	23%	33%	26%	27%	28%
Very sick		16%	18%	12%	13%	16%	20%
Somewhat sick		16%	18%	14%	14%	25%	9%
<b>TOTAL NOT VERY SICK</b>		<b>27%</b>	27%	25%	34%	20%	22%
Not very sick		13%	16%	10%	24%	6%	4%
Hardly sick at all		13%	12%	16%	10%	14%	18%
I didn't have any symptoms		14%	13%	17%	12%	12%	21%

# LENGTH OF THE ILLNESS

**CTCX4: How many days did your illness last?**

Base: Respondents who declared having contracted COVID-19 (n=303)



**12.9**  
days  
*(in average)*

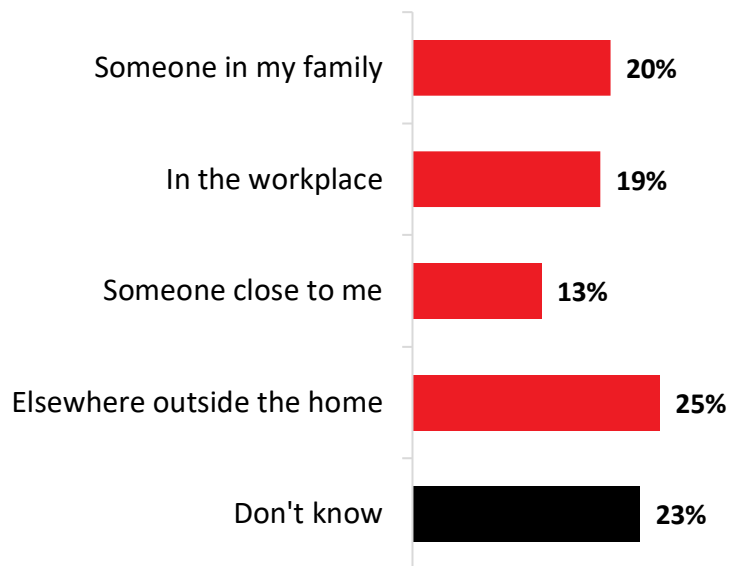
**Detailed Results**

	TOTAL CANADA	Male	Female	18-34	35-54	55+
Weighted n =	294	181	113	127	95	72
Unweighted n =	303	169	134	137	89	77
0-3 Days	27%	30%	23%	37%	20%	20%
4-7 days	18%	19%	18%	18%	24%	13%
8-14 days	25%	28%	21%	28%	26%	20%
15-21 days	9%	7%	14%	5%	11%	16%
More than 3 weeks	19%	16%	25%	13%	19%	31%
Average	12.9	10,7	16,4	9.8	13.1	18.6

# HOW DID YOU CONTRACT COVID-19?

## CTCX5: How did you contract it?

Base: Respondents who declared having contracted COVID-19 (n=303)



### Detailed Results

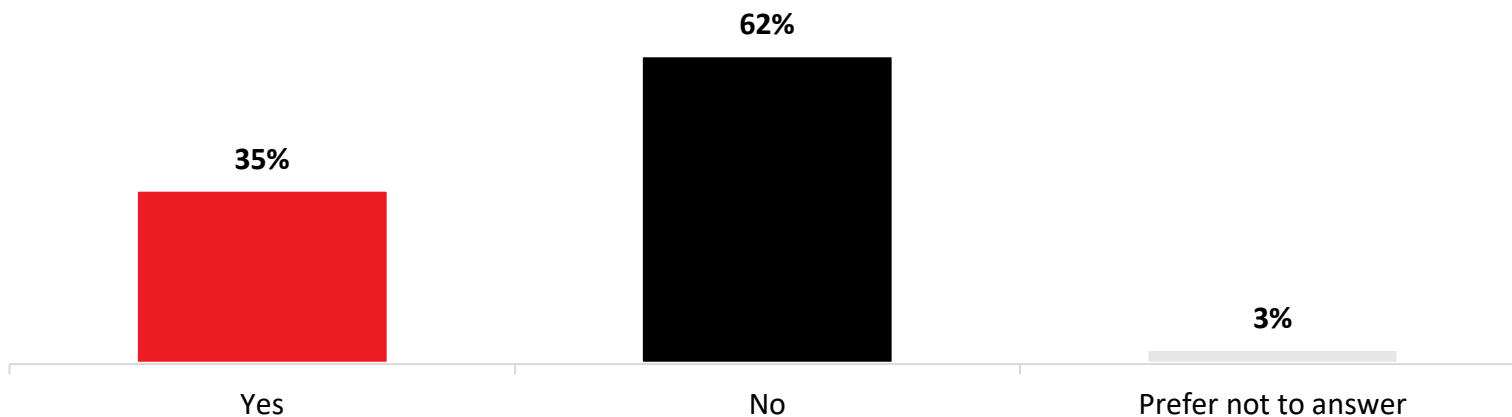
	TOTAL CANADA	Male	Female	18-34	35-54	55+
Weighted n =	294	181	113	127	95	72
Unweighted n =	303	169	134	137	89	77
Someone in my family	20%	20%	21%	27%	16%	12%
In the workplace	19%	19%	18%	24%	19%	8%
Someone close to me	13%	17%	7%	18%	14%	4%
Elsewhere outside the home	25%	23%	28%	17%	30%	32%
Don't know	23%	20%	27%	14%	20%	43%



# WERE YOU AFRAID OF DYING?

**CTCX6: At one time or another, were you afraid of dying because of COVID-19?**

Base: Respondents who declared having contracted COVID-19 (n=303)



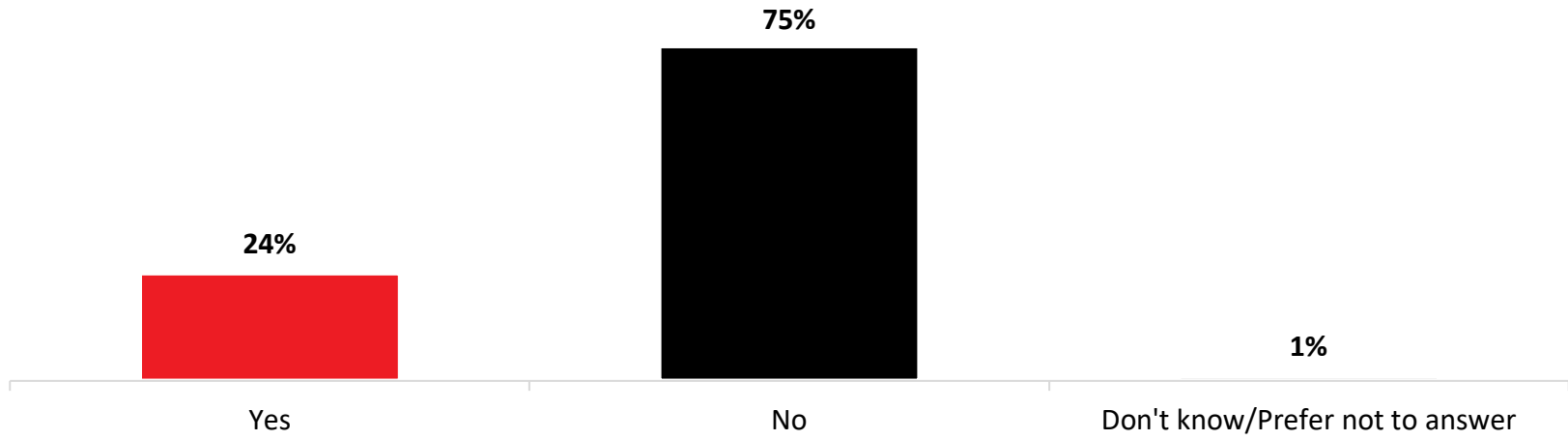
### Detailed Results

	TOTAL CANADA	Male	Female	18-34	35-54	55+
Weighted n =	294	181	113	127	95	72
Unweighted n =	303	169	134	137	89	77
Yes	35%	38%	30%	37%	33%	34%
No	62%	60%	64%	59%	66%	61%
Prefer not to answer	3%	2%	5%	3%	2%	5%

# HAS SOMEONE CLOSE TO YOU DIED OF COVID-19?

CTCX7: Do you know anyone close to you who has died because of COVID-19?

Base: Respondents who declared having contracted COVID-19 (n=303)



**Detailed Results**

	TOTAL CANADA	Male	Female	18-34	35-54	55+
Weighted n =	294	181	113	127	95	72
Unweighted n =	303	169	134	137	89	77
Yes	24%	27%	18%	32%	20%	16%
No	75%	71%	80%	66%	80%	83%
Don't know / Prefer not to answer	1%	1%	2%	3%	0%	1%



# APPENDIX

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample for Canada

The following tables present the demographic distribution of respondents according to geographic distribution, gender, age and language (mother tongue) for Canada. Weighting was applied on the total database of 21,225 respondents.

Province	Unweighted	Weighted
British Columbia	1,963	2,878
Alberta	1,717	2,381
Manitoba/Saskatchewan	1,478	1,386
Ontario	7,611	8,148
Quebec	7,202	4,979
Atlantic	1,254	1,452

GENDER	Unweighted	Weighted
Male	9,645	10,309
Female	11,580	10,916

AGE	Unweighted	Weighted
Between 18 and 34	5,900	5,788
Between 35 and 54	6,500	7,236
55 or over	8,825	8,201

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	11,755	13,904
French	6,695	4,415
Other	2,756	2,879

## 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 MetriCX**  
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

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