

Report

Coronavirus

Vancouver Sun



DATE 2020-02-11

Leger

We know Canadians

METHODOLOGY

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Study Population

- Canadians, with an oversample in British Columbia, aged 18 and older.

Data Collection

- A total of n=2,364 online surveys were conducted via Leger's weekly omnibus survey, including:
 - n=1,363 throughout Canada excluding British Columbia
 - n=453 in British Columbia excluding Greater Vancouver Metro
 - n=548 in Greater Vancouver Metro
- Interviews were conducted from February 7 to February 10, 2020.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

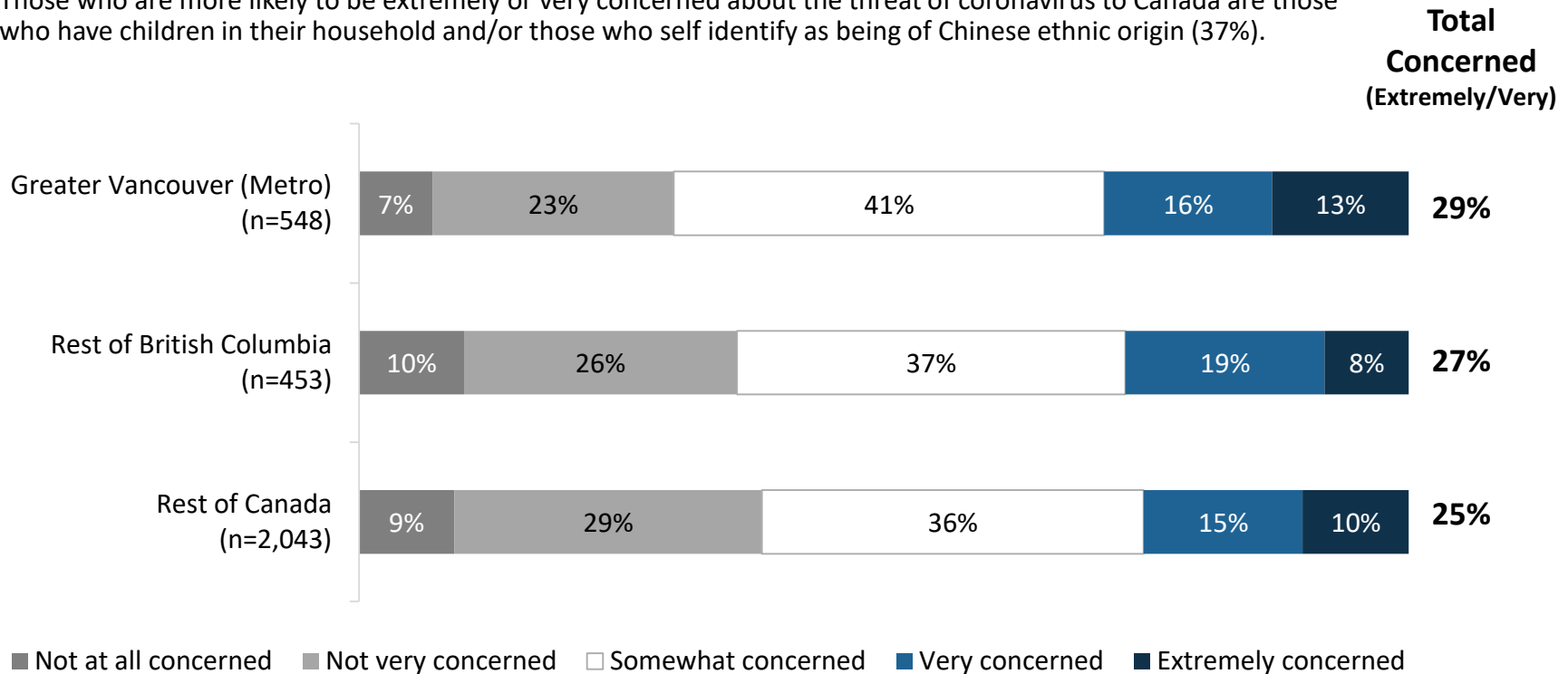
Statistical Analysis

- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
 - Total Canada (n=2,364) $\pm 2.0\%$, 19 times out of 20.
 - Canada excluding British Columbia (n=1,363) $\pm 2.7\%$, 19 times out of 20.
 - British Columbia, excluding Greater Vancouver Metro (n=453) $\pm 4.6\%$, 19 times out of 20.
 - Greater Vancouver Metro (n=548) $\pm 4.2\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- A more detailed methodology can be found in the appendix.

KEY FINDINGS

Three-in-ten Greater Vancouver residents are extremely or very concerned about the threat of coronavirus to Canada, slightly more than those living in the rest of British Columbia or the rest of Canada, although not significant.

Those who are more likely to be extremely or very concerned about the threat of coronavirus to Canada are those who have children in their household and/or those who self identify as being of Chinese ethnic origin (37%).



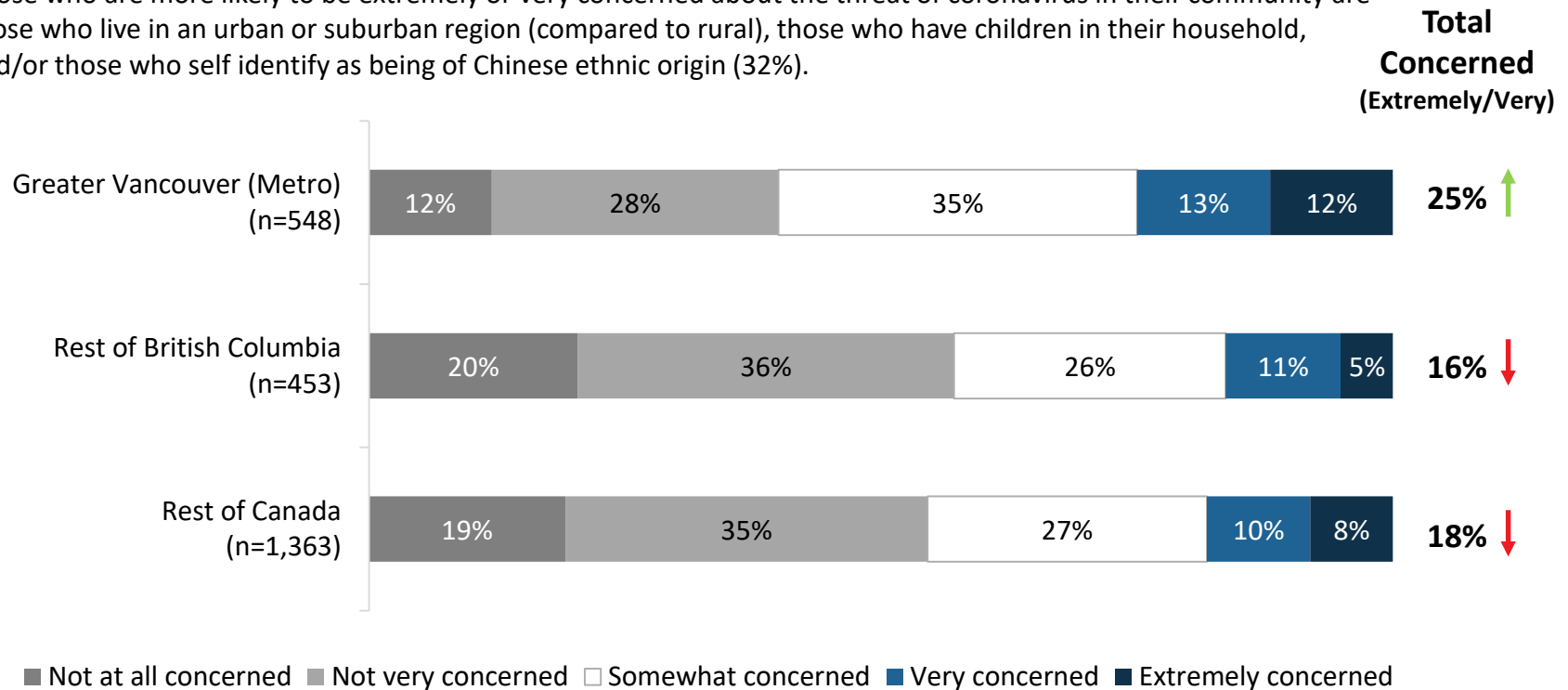
Base: Canadians

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

Note: Don't know and No answer responses not shown

One-quarter of Greater Vancouver residents are extremely or very concerned about the threat of coronavirus in their community, significantly more than British Columbia residents and those living throughout the rest of Canada.

Those who are more likely to be extremely or very concerned about the threat of coronavirus in their community are those who live in an urban or suburban region (compared to rural), those who have children in their household, and/or those who self identify as being of Chinese ethnic origin (32%).

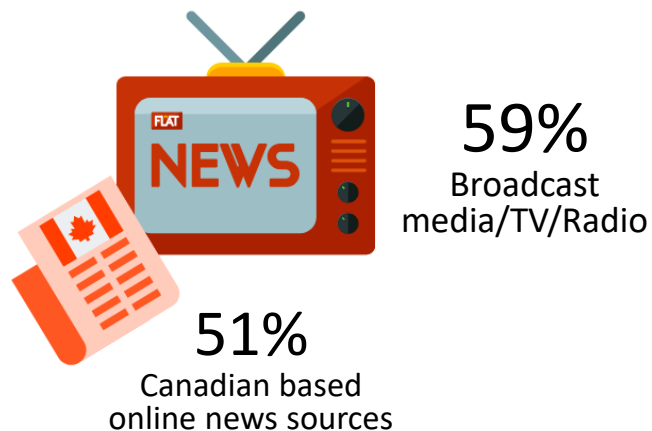


Base: Canadians

Q2. Taking everything into account, how concerned are you about the threat posed in your community by the coronavirus?

Note: Don't know and No answer responses not shown

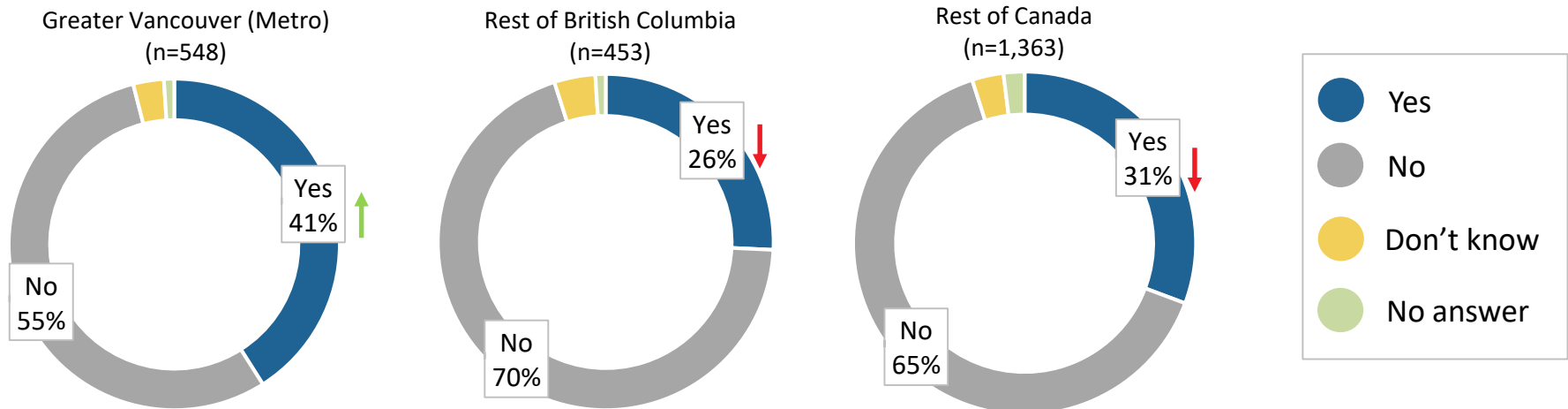
Canadians are primarily looking to broadcast media, television, and radio and/or Canadian based news sources for information about the coronavirus.



	n=2,364
Broadcast media/TV/Radio	59%
Canadian based online news sources	51%
International-based online news sources	33%
Social media (e.g. Facebook, Twitter, Instagram)	32%
Newspaper/print media	29%
US based online news sources	16%
Word of mouth/family and friends	16%
Other	3%
None of the above	2%
Don't know	1%
Prefer not to answer	<1%

Two-in-five Greater Vancouver residents are taking precautions to reduce the potential risk posed by coronavirus to themselves and their family, significantly more than those living in the rest of British Columbia and the rest of Canada.

Those who are more likely to be personally taking precautions to reduce the potential risk posed by coronavirus to themselves and their family are those who are female, those who live in an urban region (compared to rural), those who have a university education, those who have children in their household, and/or those who self identify as being of Chinese ethnic origin (52%).



↑ is significantly greater than ↓

Base: Canadians
 Note: Responses 4% or less shown but not labelled.

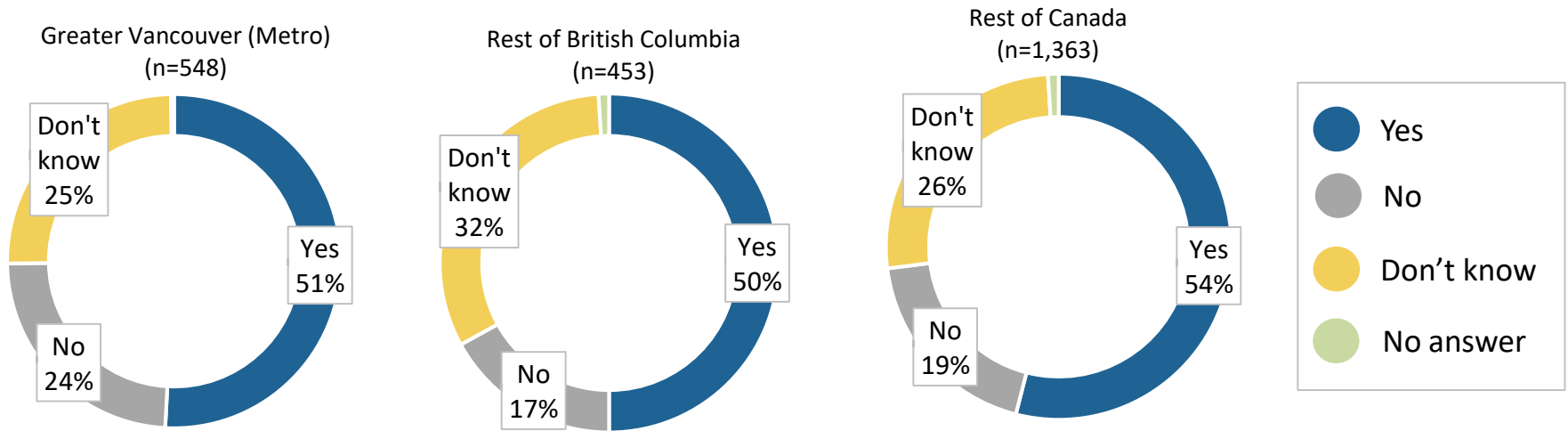
Q4. Are you personally taking any precautions specifically to reduce the potential risk posed by the coronavirus to you or your immediate family?

Four-in-five Canadians who are taking precautions to reduce the potential risk of coronavirus are doing so by washing their hands more often.



	n=787
Washing hands more often with soap and water	80%
Cleaning and disinfecting frequently touched surfaces and objects more often	52%
Using alcohol-based hand sanitizers more often	49%
Avoiding crowds/places where people congregate (e.g. malls, restaurants, public events)	47%
Avoiding people who are more likely to have come in contact with coronavirus such as those who have recently traveled in Asia/internationally	47%
Avoiding imported raw meat/fish	24%
Avoiding transit	23%
Changing/cancelling travels plans internationally	16%
Using more natural remedies/precautions like essential oils, herbal remedies or other natural remedies	13%
Wearing a mask	11%
Changing/cancelling travel plans within Canada	9%
Getting vaccinated against coronavirus	5%
Other	3%
None of the above	1%
Don't know	<1%

Half of Greater Vancouver residents believe the Canadian government and health authorities are doing enough to protect Canadians from the risk of coronavirus, residents in the rest of British Columbia and the rest of Canada share similar beliefs.



Base: Canadians

Q6. Do you believe that the Canadian government and health authorities are doing enough to protect Canadians from the risk posed by the coronavirus?

Note: Responses less than 1% shown but not labelled.

APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

RESPONDENT PROFILE

RESPONDENT PROFILE

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Gender			
Man	55%	41%	49%
Woman	45%	59%	51%
Age			
Between 18 and 24	13%	8%	11%
Between 25 and 34	20%	11%	17%
Between 35 and 44	20%	13%	16%
Between 45 and 54	16%	18%	18%
Between 55 and 64	15%	21%	17%
Between 65 and 74	10%	21%	16%
75 or older	7%	8%	5%
Region			
British Columbia	100%	100%	-
Alberta	-	-	13%
Saskatchewan	-	-	3%
Manitoba	-	-	4%
Ontario	-	-	44%
Quebec	-	-	27%
New Brunswick	-	-	3%
Nova Scotia	-	-	2%
Prince Edward Island	-	-	1%
Newfoundland	-	-	2%

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Area			
Urban area	59%	27%	41%
Suburban area	37%	37%	37%
Rural area	2%	34%	21%
I don't know / I prefer not to answer	2%	2%	1%
Education			
Elementary (7 years or less)	1%	1%	1%
High school, general or vocational (8 to 12 years)	25%	32%	30%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	37%	44%	41%
University certificates and diplomas	6%	6%	4%
University Bachelor (including classical studies)	22%	12%	16%
University Master's degree	8%	3%	6%
University Doctorate (PhD)	2%	2%	1%
I prefer not to answer	1%	1%	1%

*British Columbia excludes Greater Vancouver.

**Canada excludes British Columbia.

RESPONDENT PROFILE

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Children Under 18 years old			
YES	31%	17%	29%
Yes: 12 years of age and OLDER ONLY	9%	5%	8%
Yes: 12 years of age and older AND younger than 12 years old	7%	3%	6%
Yes: YOUNGER than 12 years old ONLY	15%	9%	15%
No children under 18 years old at all in the household	68%	81%	70%
I prefer not to answer	1%	1%	1%
Household Income			
\$19,999 or less	7%	7%	8%
Between \$20,000 and \$39,999	14%	21%	15%
Between \$40,000 and \$59,999	16%	20%	17%
Between \$60,000 and \$79,999	14%	14%	14%
Between \$80,000 and \$99,999	15%	11%	12%
\$100,000 or more	25%	17%	24%
I prefer not to answer	10%	10%	11%

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**Canada excludes British Columbia.

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Current Occupation			
Office worker	13%	11%	11%
Personnel specialized in sales	6%	4%	4%
Personnel specialized in services	5%	5%	8%
Manual workers	2%	4%	4%
Skilled, semi-skilled workers	6%	4%	6%
Science and technologies workers	5%	2%	4%
Professionals	13%	10%	9%
Managers/administrators/owners	9%	6%	7%
Homemaker	4%	5%	5%
Student (full-time or whose studies take up most of his/her time)	9%	6%	8%
Retired (pre-retired or annuitant)	18%	34%	25%
Unemployed (unemployment, welfare)	4%	4%	4%
Other	4%	6%	4%
I prefer not to answer	<1%	1%	2%

RESPONDENT PROFILE

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Own or Rent			
Own	60%	63%	67%
Rent	36%	35%	31%
I prefer not to answer	3%	1%	2%
First Language			
French	2%	3%	24%
English	68%	87%	59%
Other	12%	3%	6%
English and French	-	-	<1%
French and other	12%	4%	5%
English and other	3%	1%	2%
Other and other	3%	2%	3%
I prefer not to answer	1%	<1%	1%
Relationship Status			
Single	35%	21%	28%
Married	44%	47%	44%
Common law	9%	15%	15%
Divorced	7%	7%	7%
Widowed	3%	6%	3%
Separated	2%	3%	2%
I prefer not to answer	<1%	1%	1%

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**Canada excludes British Columbia.

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Ethnic Origin			
Caucasian (White)	63%	88%	82%
Aboriginal / First Nations	1%	4%	2%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%	<1%	1%
Arabic (Middle East, North Africa)	1%	-	1%
Black (African, African-American, etc.)	1%	1%	3%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	5%	1%	4%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	2%	<1%	1%
Chinese	17%	1%	3%
Filipino	3%	1%	1%
Korean	1%	-	<1%
Japanese	1%	<1%	<1%
Other	3%	2%	2%
I prefer not to answer	1%	1%	1%

RESPONDENT PROFILE

	Greater Vancouver	British Columbia*	Canada**
n=	548	453	1,363
Born in Canada			
Yes	70%	86%	83%
No	29%	14%	17%
No opinion	<1%	<1%	<1%
I don't know	<1%	-	<1%
Length of time in Canada			
	n=179	n=73	n=239
Less than 1 year	1%	1%	2%
1 year to less than 5 years	11%	7%	12%
5 years to less than 10 years	16%	10%	12%
More than 10 years	72%	82%	74%
I don't know	-	-	<1%
Parents born in Canada			
Yes, both parents were born in Canada	40%	64%	66%
Yes, one parent was born in Canada	13%	16%	9%
No	47%	20%	25%
Member of a visible minority group			
Yes	24%	11%	13%
No	69%	81%	81%
No opinion	3%	2%	2%
I don't know	4%	6%	4%

*British Columbia excludes Greater Vancouver.

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