

Report

Coronavirus

Leger

We know Canadians

DATE 2020-02-14

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:
- Interviews were conducted from February 7 to February 10, 2020.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

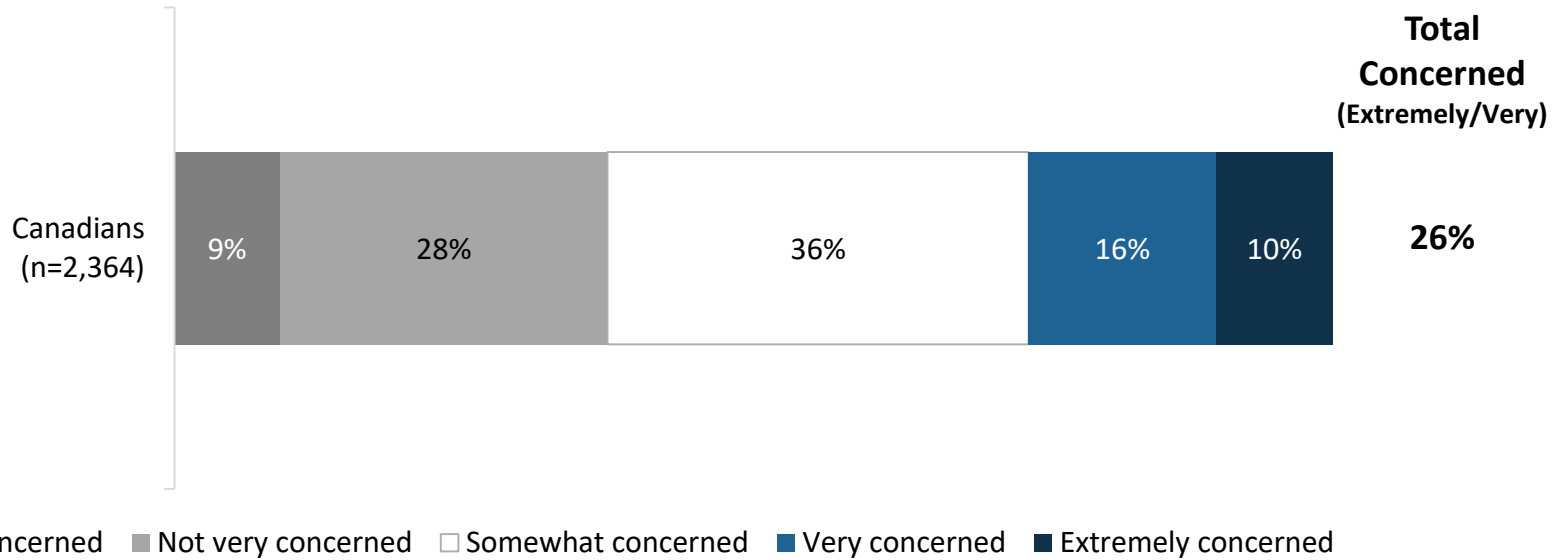
Statistical Analysis

- 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 $\pm 2.0\%$, 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.

Note: for the duration of the study, the virus was called the coronavirus, as of Tuesday, February 11, 2020 the virus is now called COVID-19.

KEY FINDINGS

One-quarter of Canadians are extremely or very concerned about the threat posed to Canada by the coronavirus.



Base: Canadians

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

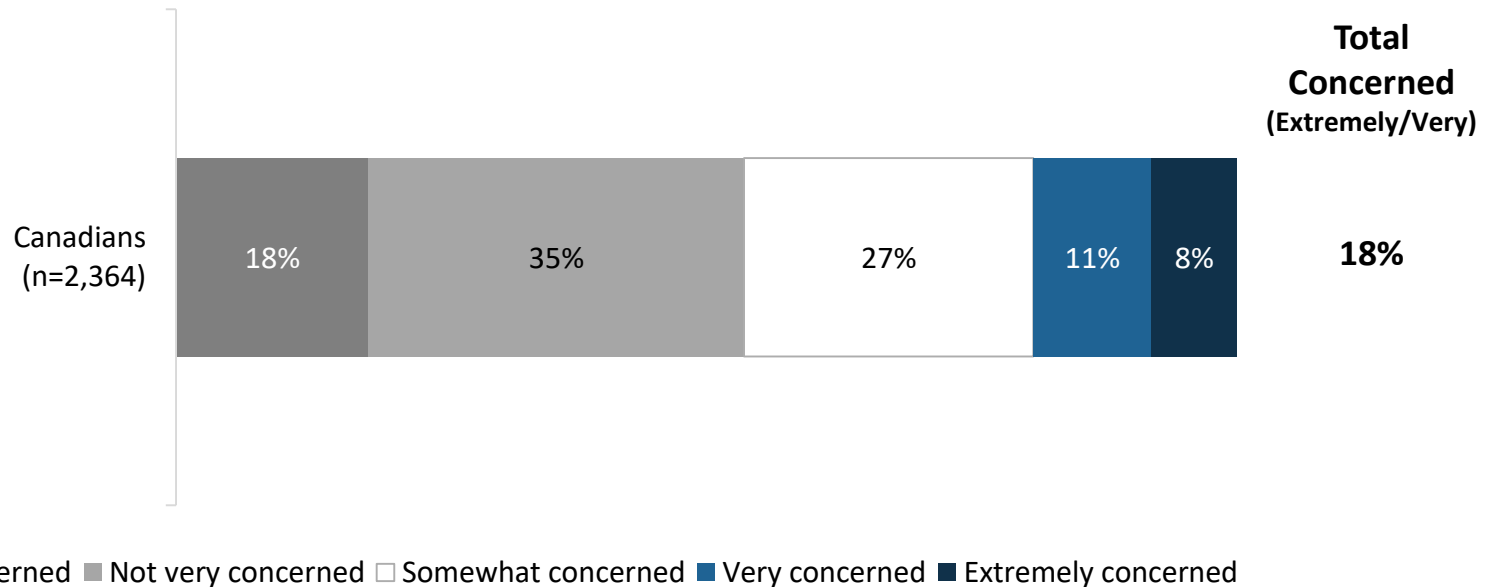
Note: Don't know and No answer responses not shown

Levels of concern across the regions regarding the threat posed to Canada by the coronavirus.

	Total	ATL	QC	ON	MB/SK	AB	BC
n=	2,364	100	411	600	125	127	1,001
Concerned	62%	65%	57%	65%	57%	52%	67%
Extremely/very concerned	26%	23%	20%	29%	25%	24%	28%
Extremely concerned	10%	8%	8%	11%	10%	11%	11%
Very concerned	16%	15%	13%	18%	15%	13%	17%
Somewhat concerned	36%	42%	36%	37%	32%	28%	39%
Not concerned	38%	35%	43%	34%	42%	48%	33%
Not very concerned	28%	31%	33%	24%	32%	33%	24%
Not at all concerned	9%	4%	9%	9%	9%	14%	8%
Don't know	1%	-	1%	1%	1%	1%	<1%
Prefer not to answer	<1%	-	-	1%	1%	-	<1%

% is significantly greater than **%** among regions in the same row

Two-in-ten Canadians are extremely or very concerned about the threat posed in their community by the coronavirus.



Base: Canadians

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

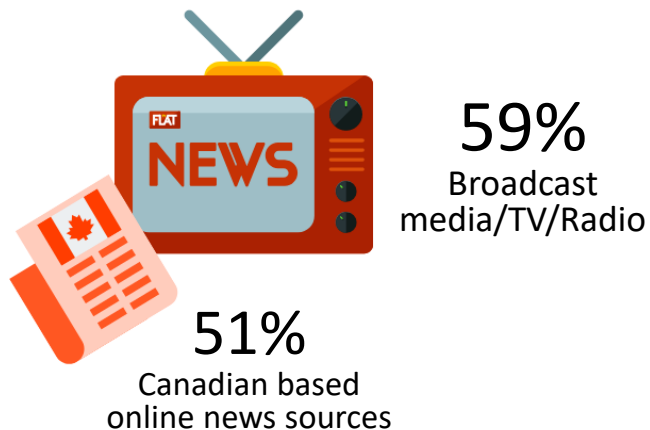
Note: Don't know and No answer responses not shown

Levels of concern across the regions regarding the threat posed to their community by the coronavirus.

	Total	ATL	QC	ON	MB/SK	AB	BC
n=	2,364	100	411	600	125	127	1,001
Concerned	46%	41%	41%	50%	43%	40%	51%
Extremely/very concerned	18%	12%	15%	21%	19%	19%	21%
Extremely concerned	8%	4%	5%	9%	9%	9%	9%
Very concerned	11%	7%	9%	12%	11%	10%	12%
Somewhat concerned	27%	29%	26%	29%	24%	21%	31%
Not concerned	54%	59%	59%	49%	57%	60%	48%
Not very concerned	35%	37%	40%	31%	32%	38%	32%
Not at all concerned	18%	22%	17%	17%	22%	23%	16%
Don't know	1%	-	2%	2%	2%	-	1%
Prefer not to answer	<1%	-	-	1%	-	-	<1%

% is significantly greater than **%**
among regions in the same row

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



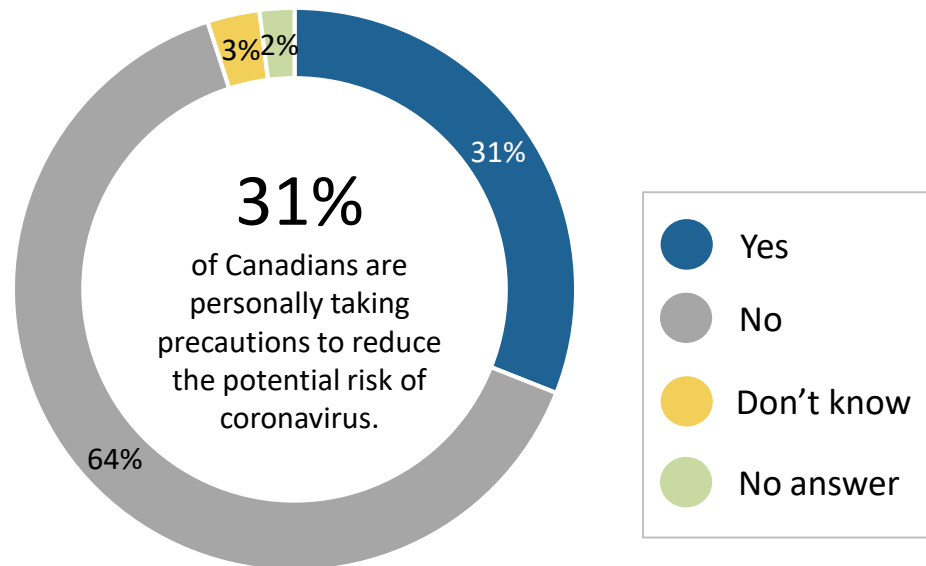
	n=2,364
Broadcast media/TV/Radio	59%
Canadian based online news sources	51%
International-based online news sources	33%
Social media (e.g. Facebook, Twitter, Instagram)	32%
Newspaper/print media	29%
US based online news sources	16%
Word of mouth/family and friends	16%
Other	3%
None of the above	2%
Don't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

Sources used to find information about the coronavirus across the regions.

	Total	ATL	QC	ON	MB/SK	AB	BC
n=	2,364	100	411	600	125	127	1,001
Broadcast media/TV/Radio	59%	52%	64%	60%	52%	57%	57%
Canadian based online news sources	51%	49%	41%	54%	50%	58%	52%
International-based online news sources	33%	40%	30%	34%	32%	30%	37%
Social media (e.g. Facebook, Twitter, Instagram)	32%	32%	33%	31%	41%	31%	31%
Newspaper/print media	29%	26%	35%	26%	30%	32%	28%
US based online news sources	16%	20%	11%	17%	21%	21%	19%
Word of mouth/family and friends	16%	14%	14%	15%	21%	13%	21%
Other	3%	5%	3%	2%	7%	2%	5%
None of the above	2%	3%	3%	3%	1%	-	2%
Don't know	1%	-	1%	1%	2%	-	<1%
Prefer not to answer	<1%	-	<1%	1%	-	-	<1%

% is significantly greater than % among regions in the same row

Three-in-ten Canadians are taking precautions specifically to reduce the potential risk posed by the coronavirus to themselves and their immediate family.



- Yes
- No
- Don't know
- No answer

Personally taking precautions to reduce the potential risk posed by the coronavirus across the regions.

	Total	ATL	QC	ON	MB/SK	AB	BC
n=	2,364	100	411	600	125	127	1,001
Yes	31%	30%	24%	36%	28%	28%	34%
No	64%	67%	69%	59%	71%	69%	62%
Don't know	3%	1%	4%	3%	2%	3%	3%
No answer	2%	2%	3%	2%	-	1%	1%

% is significantly greater than **%**
among regions in the same row

Four-in-five Canadians who are taking precautions to reduce the potential risk posed by the 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 the coronavirus such as those who have recently traveled in Asia/internationally	47%
Avoiding imported raw meat/fish	23%
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 the coronavirus	5%
Other	3%
None of the above	1%
Don't know	<1%

Types of precautions being taken across the regions to reduce the potential risk of coronavirus.

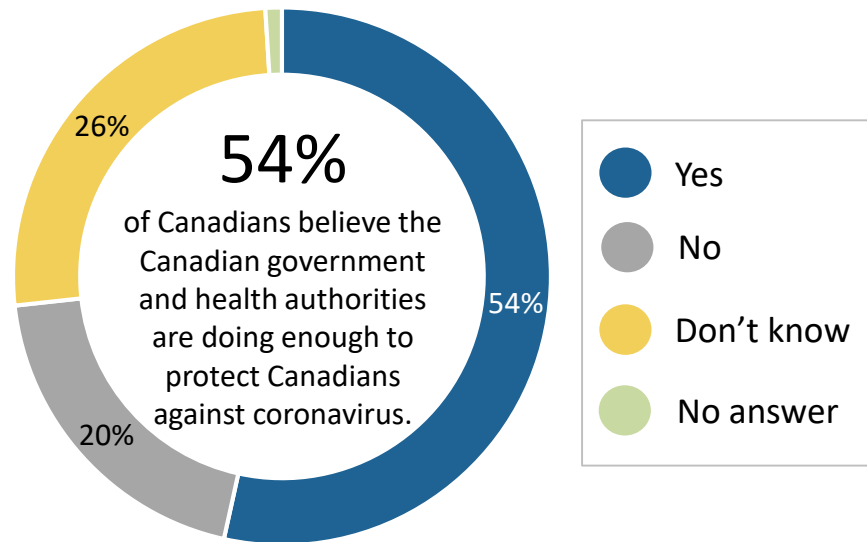
	Total	ATL	QC	ON	MB/SK	AB	BC
n=	787	30	105	226	33	37	356
Any	99%	100%	100%	99%	100%	100%	99%
Washing hands more often with soap and water	80%	77%	85%	80%	73%	76%	84%
Cleaning and disinfecting frequently touched surfaces and objects more often	52%	54%	55%	51%	37%	55%	53%
Using alcohol-based hand sanitizers more often	49%	34%	55%	55%	37%	32%	46%
Avoiding crowds/places where people congregate (e.g. malls, restaurants, public events)	47%	44%	47%	45%	34%	69%	46%
Avoiding people who are more likely to have come in contact with the coronavirus such as those who have recently traveled in Asia/internationally	47%	53%	48%	48%	44%	36%	47%
Avoiding imported raw meat/fish	23%	42%	24%	22%	20%	24%	20%
Avoiding transit	23%	19%	34%	15%	20%	35%	26%
Changing/cancelling travels plans internationally	16%	9%	21%	14%	14%	19%	16%
Using more natural remedies/precautions like essential oils, herbal remedies or other natural remedies	13%	5%	12%	15%	10%	10%	14%
Wearing a mask	11%	7%	12%	11%	22%	10%	10%
Changing/cancelling travel plans within Canada	9%	11%	12%	7%	16%	10%	9%
Getting vaccinated against the coronavirus	5%	3%	1%	4%	10%	15%	4%
Other	3%	2%	4%	2%	5%	-	7%
None of the above	1%	-	-	1%	-	-	1%
Don't know	<1%	-	-	<1%	-	-	-

% is significantly greater than % among regions in the same row

Base: Canadians who are taking precautions to reduce the potential risk posed by coronavirus

Q5. Which of the following precautions, if any, are you specifically taking to reduce the potential risk posed by the coronavirus to you?

Half of Canadians believe the Canadian government and health authorities are doing enough to protect Canadians from the risk posed by the coronavirus.



Base: Canadians (n=2,364)

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 1% or less are shown but not labelled.

Belief across the regions that the Canadian government and health authorities are doing enough to protect Canadians from the risk posed by the coronavirus.

	Total	ATL	QC	ON	MB/SK	AB	BC
n=	2,364	100	411	600	125	127	1,001
Yes	54%	52%	57%	56%	50%	47%	50%
No	20%	14%	20%	19%	21%	22%	21%
Don't know	26%	34%	23%	24%	28%	31%	28%
No answer	1%	1%	<1%	2%	1%	-	1%

% is significantly greater than %
among regions in the same row

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.

The background of the slide is a photograph of a person with long, light brown hair, seen from the side. They are wearing a light blue surgical face mask and a grey zip-up hoodie. The background is blurred, showing what appears to be an outdoor setting with some red and white elements. A dark grey horizontal bar is overlaid at the bottom of the image, containing the text 'RESPONDENT PROFILE' in white, uppercase letters.

RESPONDENT PROFILE

RESPONDENT PROFILE

	Canada
n=	2,364
Sex	
Male	49%
Female	51%
Age	
Between 18 and 24	11%
Between 25 and 34	16%
Between 35 and 44	16%
Between 45 and 54	18%
Between 55 and 64	17%
Between 65 and 74	16%
75 or older	5%
Region	
British Columbia	14%
Alberta	11%
Saskatchewan	3%
Manitoba	4%
Ontario	38%
Quebec	23%
New Brunswick	2%
Nova Scotia	2%
Prince Edward Island	1%
Newfoundland	1%

	Canada
n=	2,364
Area	
Urban area	41%
Suburban area	37%
Rural area	21%
I don't know / I prefer not to answer	1%
Education	
Elementary (7 years or less)	1%
High school, general or vocational (8 to 12 years)	30%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	41%
University certificates and diplomas	4%
University Bachelor (including classical studies)	16%
University Master's degree	6%
University Doctorate (PhD)	1%
I prefer not to answer	1%

RESPONDENT PROFILE

	Canada
n=	2,364
Children Under 18 years old	
YES	29%
Yes: 12 years of age and OLDER ONLY	8%
Yes: 12 years of age and older AND younger than 12 years old	6%
Yes: YOUNGER than 12 years old ONLY	14%
No children under 18 years old at all in the household	71%
I prefer not to answer	1%
Household Income	
\$19,999 or less	8%
Between \$20,000 and \$39,999	15%
Between \$40,000 and \$59,999	17%
Between \$60,000 and \$79,999	14%
Between \$80,000 and \$99,999	12%
\$100,000 or more	24%
I prefer not to answer	10%

	Canada
n=	2,364
Current Occupation	
Office worker	11%
Personnel specialized in sales	4%
Personnel specialized in services	7%
Manual workers	4%
Skilled, semi-skilled workers	6%
Science and technologies workers	4%
Professionals	10%
Managers/administrators/owners	7%
Homemaker	5%
Student (full-time or whose studies take up most of his/her time)	8%
Retired (pre-retired or annuitant)	25%
Unemployed (unemployment, welfare)	4%
Other	4%
I prefer not to answer	1%

RESPONDENT PROFILE

	Canada
n=	2,364
Own or Rent	
Own	66%
Rent	32%
I prefer not to answer	2%
First Language	
French	21%
English	62%
Other	7%
English and French	<1%
French and other	5%
English and other	2%
Other and other	3%
I prefer not to answer	1%
Relationship Status	
Single	28%
Married	45%
Common law	14%
Divorced	7%
Widowed	4%
Separated	2%
I prefer not to answer	1%

	Canada
n=	2,364
Ethnic Origin	
Caucasian (White)	81%
Aboriginal / First Nations	2%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%
Arabic (Middle East, North Africa)	1%
Black (African, African-American, etc.)	2%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	4%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%
West Asian (Iranian, Afghan, etc.)	1%
Chinese	4%
Filipino	1%
Korean	<1%
Japanese	<1%
Other	2%
I prefer not to answer	1%

RESPONDENT PROFILE

	Canada
n=	2,364
Born in Canada	
Yes	82%
No	17%
No opinion	<1%
I don't know	<1%
Length of time in Canada*	
	n=491
Less than 1 year	1%
1 year to less than 5 years	12%
5 years to less than 10 years	12%
More than 10 years	74%
I don't know	<1%
Parents born in Canada	
YES	74%
Yes, both parents were born in Canada	64%
Yes, one parent was born in Canada	10%
No	26%
Member of a visible minority group	
Yes	14%
No	80%
No opinion	2%
I don't know	4%

*Base: those born outside of Canada.

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Leger

We know Canadians



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