

CANADIAN OPINION ON THE CORONA VIRUS – N°5: YOUNG MEN ARE LESS LIKELY TO TAKE COVID-19 SERIOUSLY (GENDER BASED ANALYSIS)

ASSOCIATION FOR CANADIAN STUDIES (ACS)

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INTRODUCTION: THE SHIFTING SPECTRUM OF ANXIETY

- In response to the Coronavirus/Covid 19 several exceptional measures were introduced by the Government of Canada. These measures were a testimony to the increasing seriousness of the virus. Public attitudes and behaviors are an important aspect in managing the national crisis arising from the virus. To examine opinion the Association for Canadian Studies commissioned a detailed survey from Leger Marketing of the population's views over the week of March 9th which aimed at providing a baseline to monitor evolving views arising from the crisis. Starting Monday the 23rd four national surveys will track attitudinal changes over the ensuing weeks.
- Socio-demographic differences are an important characteristic that explain varying reaction and action undertaken. That which follows which represents the last installment from our initial survey examines gender differences in views around the virus and points to one area where this affects behaviors.

METHODOLOGY

- The survey was commissioned by the Association for Canadian Studies and conducted by the firm Leger Marketing with a sample of 2001 Canadians nationally via web panel during the period March 9-12,2020. The survey sample consisted of 1216 respondents born in Canada, 785 born outside of Canada (119 in the last five years, 84 between 5 and 10 years and 581 10 years or more). The survey was weighted to correspond to the country's demographic profile as reflected in Statistics Canada's census. It has a probabilistic margin of error of 2.5 percent 19 times out of 20.

WORLDMETER POINTS TO MALES WITH HIGHER DEATH FROM CORONA THAN FEMALES

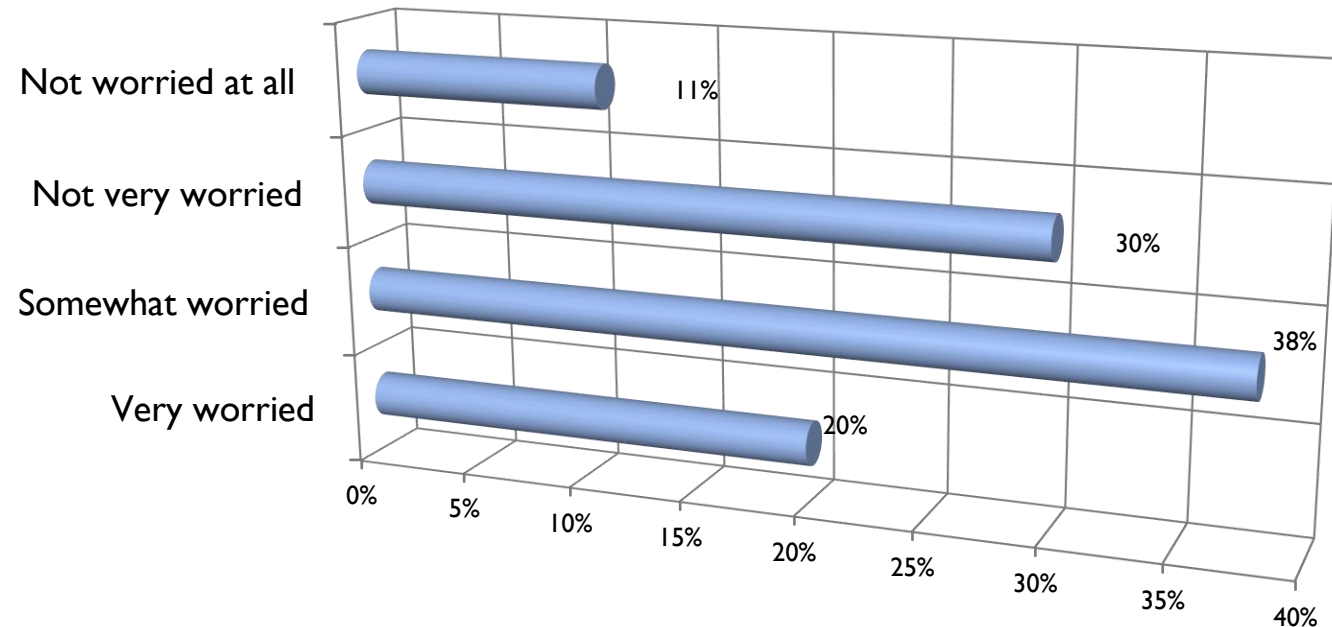
Covid 19	DEATH RATE confirmed cases	DEATH RATE all cases
Male	4.7%	2.8%
Female	2.8%	1.7%

Death Rate = (number of deaths / number of cases) = **probability of dying if infected by the virus (%)**. This probability differs depending on sex. When reading these numbers, it must be taken into account that **smoking** in China is much more prevalent among males. Smoking increases the risks of respiratory complications.

***Death Rate** = (number of deaths / number of cases) = **probability of dying if infected by the virus (%)**. The percentages **do not have to add up to 100%**, as they **do NOT** represent share of deaths by sex.

<https://www.worldometers.info/about/>

FOUR POINTS ACROSS THE SPECTRUM OF ANXIETY AS OF MARCH 12TH (BASED ON IDEA THAT YOU OR SOMEONE IN YOUR FAMILY WILL GET SICK FROM THE CORONAVIRUS/COVID 19)



WOMEN AMONGST SOCIO-DEMOGRAPHIC GROUPS THAT EXHIBIT HIGHER FEELINGS OF THREAT

The three socio-demographic groups that were **less** represented amongst the group that is most worried about getting the virus or a family member getting it were:

- Men
- Young people
- Canadian-born

The three socio-demographic groups that were **more** represented amongst the group that is most worried about getting the virus or a family member getting it were:


- Women
- Persons with children under 12 at home
- Recent Immigrants

THE WEEK OF MARCH 9TH BASELINE WAS 58% WHEN USING THE COMBINED LEVEL OF 'WORRIED' ABOUT RESPONDENT OR FAMILY MEMBER GETTING COVID 19 AS SEEN BELOW THERE IS A WIDE GAP BETWEEN YOUNG MEN AND WOMEN

That you or someone in your family will get sick from the Coronavirus/Covid 19 March 9-12 Baseline 58%			
Total Men 54.2%	Difference 7.2%		Total Women 61.4%
Men 18-24	41.3% very or somewhat worried	62.9% very or somewhat worried	Women 18-24
	Difference 21.6%		

WOMEN FAR MORE WORRIED THAN MEN

That you or someone in your family will get sick from the Coronavirus/Covid 19	Men	Gap	Woman
Very Worried	39.7	20.6	60.3%
Somewhat Worried	48.7	2.6	51.3%
Not Very Worried	52.5	5.0	47.5%
Not Worried at all	54.4	8.8	45.6%
Total	48.6	2.8	51.4%



Amongst those who are **very worried** that themselves or someone in their family will get the virus 51% are worried about their personal health compared with 8% amongst those who are not worried at all that they or a family member will get the virus.

Amongst those who are **very worried** that themselves or someone in their family will get the virus **49%** are stocking up on supplies (e.g. water or food)

Amongst those who are **not very worried** that themselves or someone in their family will get the virus **11%** are stocking up on supplies (e.g. water or food)

THOSE WHO MORE WORRIED ABOUT THE VIRUS WERE FAR MORE LIKELY TO MAKE CHANGES IN THEIR DAY TO DAY LIVES

	That you or someone in your family will get sick from the Coronavirus/Covid 19...			
	Very worried	Somewhat worried	Not very worried	Not worried at all
I made changes to my day to day since the Coronavirus/Covid 19 outbreak?	67.0%	47.5%	27.7%	12.4%

WOMEN MUCH MORE LIKELY TO REPORT DAY TO DAY CHANGES SINCE COVID 19 OUTBREAK

Age	Did you change anything in your day to day since the Coronavirus/Covid 19 outbreak?	
	A man	A woman
Between 18 and 24	44.0%	49.1%
Between 25 and 34	35.0%	41.0%
Between 35 and 44	38.0%	41.8%
Between 45 and 54	27.8%	49.5%
Between 55 and 64	35.7%	48.6%
Between 65 and 74	43.9%	47.8%
75 or older	34.9%	44.9%
Total	36.4%	46.2%

WOMEN UNDER 45 MUCH MORE LIKELY THAN MEN TO WASH HANDS FREQUENTLY AND THOROUGHLY AND MAKE MORE USE OF HAND SANITIZERS THAN MEN

Wash my hands frequently and thoroughly (46.5%) and more use of hand sanitizers (3.5%)		
	A man	A woman
Between 18 and 24	52.9%	69.2%
Between 25 and 34	44.1%	57.6%
Between 35 and 44	35.6%	52.1%
Between 45 and 54	40.8%	46.0%
Between 55 and 64	40.3%	39.6%
65 and over	58.0%	60.0%
Total	46.7%	52.4%

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***Young Men are less likely to take Covid 19 seriously
(Gender Based Analysis).***

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