

# CANADIAN OPINION ON THE CORONA VIRUS – N°6: YOUNG QUEBEC MEN ARE MUCH LESS SERIOUS ABOUT COVID-19

ASSOCIATION FOR CANADIAN STUDIES (ACS)

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# METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.  
From March 20<sup>th</sup> to March 22<sup>nd</sup>, 2020

1,508 Canadians, 18 years of age or older, randomly recruited from LEO's online panel.

Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1,508 respondents would have a margin of error of  $\pm 2.52\%$ , 19 times out of 20. That 'margin' rises for survey sub groups.

# QUEBEC MEN FAR MORE INCLINED TO THINK COVID-19 IS BEING BLOWN OUT OF PROPORTION

| Do you believe that the COVID-19 pandemic is a real threat or is it being blown out of proportion? |        |        |        |
|--|--------|--------|--------|
| Quebec   | Male   | Female | Total  |
| Being blown way out of proportion  | 5.2%   | .6%    | 2.8%   |
| Partly blown out of proportion   | 12.7%  | 4.5%   | 8.5%   |
| Partly correct level of response to this real threat   | 20.2%  | 18.4%  | 19.3%  |
| Correct level of response to this very real threat   | 61.3%  | 73.2%  | 67.3%  |
| I don't know   | .6%    | 3.4%   | 2.0%   |
| Total  | 100.0% | 100.0% | 100.0% |

# QUEBEC MEN UNDER 35 MUCH LESS LIKELY TO BE AFRAID OF GETTING COVID-19

| Are you personally afraid of contracting the COVID-19 (Coronavirus)? * |       |        |
|--|-------|--------|
| Total Afraid (very and somewhat)                                       | Male  | Female |
| 18-24  | 23.5% | 71.4%  |
| 25-34  | 37%   | 64%    |
| 35-44  | 39.2% | 56.6%  |
| 45-54  | 59.4% | 64.5%  |
| 55-64  | 43.7% | 62.9%  |
| Over 65  | 40.7% | 47.2%  |

# QUEBEC MEN UNDER 45 LESS LIKELY TO BE 'VERY AFRAID' THAT SOMEONE IN THEIR IMMEDIATE FAMILY WILL GET THE COVID-19 VIRUS

| Are you very afraid that someone in your immediate family will be contracting the COVID-19 (Coronavirus)? |       |        |
|---|-------|--------|
| Quebec  | Male  | Female |
| 18-24   | 17.6% | 33.3%  |
| 25-34   | 14.8% | 23.1%  |
| 35-44   | 21.4% | 33.3%  |
| 45-54   | 22.6% | 22.6%  |
| 55-64   | 25.8% | 27.3%  |
| Over 65   | 7.4%  | 37.1%  |
| Total   | 20.7% | 29.0%  |

## METHODOLOGY - NOTES ON READING THIS REPORT

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

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) or Jack Jedwab, President & CEO of the Association for Canadian Studies : [jack.jedwab@acs-aec.ca](mailto:jack.jedwab@acs-aec.ca)

# 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.

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting.

| Province              | Unweighted | Weighted |
|-----------------------|------------|----------|
| British Columbia      | 150        | 204      |
| Alberta               | 125        | 169      |
| Manitoba/Saskatchewan | 125        | 98       |
| Ontario               | 600        | 579      |
| Quebec                | 406        | 354      |
| Atlantic              | 102        | 103      |



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