

# CANADIAN OPINION ON THE CORONA VIRUS – PART 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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