

THE EFFECTS OF FOLLOWING THE CONTAGION'S EVOLUTION ABROAD AND THE FEAR OF GETTING COVID-19 IN CANADA

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INTRODUCTION

As Americans were awaiting the official results of the U.S. Elections, COVID-19 cases have reached record numbers with over 125 000 confirmed on November 6th, 2020. For the fourth consecutive day the numbers of deaths from COVID-19 exceeded 1000. For over 30 weeks the ACS and Leger marketing have examined the socio-demographic and cultural differences that contribute to varying rates of fear amongst Canadians of getting the virus. One factor yet to be considered is the extent to which Canadians are following the situation of COVID-19 outside of the country where in the United States and several parts of Europe numbers of cases and fatalities are higher than is the case for Canada.

A MAJORITY OF CANADIANS ARE FOLLOWING THE SITUATION OF COVID-19 ABROAD: YOUNGER CANADIANS AND QUEBEC FRANCOPHONES ARE LESS LIKELY TO FOLLOW THE COVID-19 SITUATION OUTSIDE OF CANADA

How closely are you following the COVID-19 situation outside of Canada?									
October 29-31	Total	18-34	35-54	55+	French	English	Others	QC	ROC
TOTAL CLOSELY	73%	63%	72%	82%	67%	74%	78%	68%	75%
Very closely	20%	12%	19%	26%	19%	19%	26%	21%	19%
Somewhat closely	53%	51%	53%	56%	47%	56%	52%	47%	55%
TOTAL NOT CLOSELY	27%	37%	28%	18%	33%	26%	22%	32%	25%
Not very closely	22%	31%	23%	16%	26%	22%	18%	26%	21%
Not closely at all	5%	6%	6%	3%	7%	4%	4%	6%	4%

THE EXTENT TO WHICH CANADIANS ARE FOLLOWING THE SITUATION OF COVID-19 OUTSIDE OF CANADA PLAYS AN IMPORTANT ROLE IN RAISING CONCERNS

Are you personally afraid of contracting the COVID-19 (Coronavirus)?	How closely are you following the COVID-19 situation outside of Canada?			
	Very closely	Somewhat closely	Not very closely	Not closely at all
Total Afraid	74.8%	60.7%	47.6%	35.2%
Very afraid	35.2%	13.5%	7.7%	5.6%
Somewhat afraid	39.6%	47.2%	39.9%	29.6%
Not very afraid	14.8%	29.3%	35.1%	26.8%
Not afraid at all	9.7%	8.3%	15.5%	29.6%
I already have or have been exposed to the virus	0.3%	0.5%	0.9%	
I don't know / I prefer not to answer	0.3%	1.2%	0.9%	8.5%
Total	100.0%	100.0%	100.0%	100.0%

IMMIGRANTS MORE LIKELY THAN NON-IMMIGRANTS TO FOLLOW THE COVID-19 SITUATION OUTSIDE OF CANADA MORE CLOSELY

How closely are you following the COVID-19 situation outside of Canada?	Non Immigrant	Immigrant
Very closely	19.2%	22.5%
Somewhat closely	52.9%	56.4%
Not very closely	22.6%	19.5%
Not closely at all	5.3%	1.7%
Total	100.0%	100.0%

QUEBEC NON-FRANCOPHONES MORE LIKELY THAN THE PROVINCES FRANCOPHONES TO FOLLOW THE COVID-19 SITUATION OUTSIDE OF THE COUNTRY

How closely are you following the COVID-19 situation outside of Canada? October 29-31	Francophone	Non Francophone	Quebec Total
Total Closely	66.6%	75.3%	68.6%
Very closely	18.4%	29.6%	21.0%
Somewhat closely	48.2%	45.7%	47.6%
Not very closely	26.8%	21.0%	25.5%
Not closely at all	6.6%	3.7%	5.9%
Total	100.0%	100.0%	100.0%

METHODOLOGY

From October 29 to 31, 2020 with 1516 Canadians surveyed via web survey using computer-assisted Web interviewing (CAWI) technology,

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 1500 respondents would have a margin of error of $\pm 2.52\%$, 19 times out of 20

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

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