

CANADIAN OPINION ON THE CORONA VIRUS – N°8: WHEN DO CANADIANS THINK THAT LIFE WILL RETURN TO NORMAL?

ASSOCIATION FOR CANADIAN STUDIES (ACS)

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INTRODUCTION

While US President Donald Trump hopes that things will return to some degree of normalcy by Easter that optimism may not be shared by many of our neighbors south of what is now a closed border. In Canada, a Leger survey in partnership with the Association for Canadian Studies reveals that some two in three Canadians feel it will be a few months before life returns to normal. It is the province of Quebec that the survey points to a higher degree of optimism that things will return to normal sooner rather than later with the 35% feeling that normalcy will return in a few weeks.

METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.

From March 20th to March 22nd, 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.

QUEBECERS MORE LIKELY TO THINK THAT LIFE WILL RETURN TO NORMAL IN A FEW WEEKS OR LESS

Which of the following best describes when you think your life will return to a normal schedule, following the Coronavirus global pandemic?	A few weeks or less	A few months	More than a year	Total
British Columbia	20.0%	66.8%	13.2%	100.0%
Alberta	14.8%	69.8%	15.4%	100.0%
Saskatchewan	33.3%	55.6%	11.1%	100.0%
Manitoba	32.1%	56.6%	11.3%	100.0%
Ontario	24.2%	62.5%	13.3%	100.0%
Quebec	35.3%	57.9%	6.8%	100.0%
New Brunswick	20.6%	64.7%	14.7%	100.0%
Nova Scotia	14.6%	73.2%	12.2%	100.0%
Prince Edward Island	16.7%	83.3%		100.0%
Newfoundland and Labrador	8.3%	79.2%	12.5%	100.0%
Total	25.1%	63.1%	11.8%	100.0%

NEARLY 3 IN 10 BELIEVE THAT LIFE WILL RETURN TO NORMAL IN A FEW WEEKS OR LESS

	Which of the following best describes when you think your life will return to a normal schedule, following the Coronavirus global pandemic?			
	A few weeks or less	A few months	More than a year	Total
Male	28.6%	59.4%	12.0%	100.0%
Female	21.8%	66.8%	11.5%	100.0%
Total	25.1%	63.2%	11.7%	100.0%

SOME TWO-THIRDS OF CANADIANS BELIEVE IT WILL TAKE A FEW MONTHS BEFORE LIFE RETURNS TO NORMAL

	Which of the following best describes when you think your life will return to a normal schedule, following the Coronavirus global pandemic?			
	A few weeks of less	A few months	More than a year	Total
18-24	32.7%	64.8%	2.5%	100.0%
25-34	31.3%	60.4%	8.3%	100.0%
35-44	25.0%	63.9%	11.1%	100.0%
45-54	21.8%	65.7%	12.5%	100.0%
55-64	22.8%	59.1%	18.1%	100.0%
65-74	19.7%	65.2%	15.0%	100.0%
75 or more	23.3%	66.3%	10.5%	100.0%
Total	25.0%	63.3%	11.7%	100.0%

ONE IN FOUR OF THOSE CANADIANS MOST AFRAID OF GETTING THE VIRUS THINK IT COULD TAKE MORE THAN ONE YEAR BEFORE LIFE RETURNS TO NORMAL

Are you personally afraid of contracting the COVID-19 (Coronavirus)?	Which of the following best describes when you think your life will return to a normal schedule, following the Coronavirus global pandemic?			
	A few weeks or less	A few months	More than a year	Total
Very afraid	16.9%	57.6%	25.5%	100.0%
Somewhat afraid	24.1%	67.4%	8.6%	100.0%
Not very afraid	27.5%	63.5%	9.0%	100.0%
Not afraid at all	33.1%	58.3%	8.6%	100.0%

FOUR IN TEN CANADIANS THAT BELIEVE THAT THE PANDEMIC IS FULLY OR PARTLY BEING BLOWN OUT OF PROPORTION BELIEVE LIFE WILL RETURN TO NORMAL IN A FEW WEEKS OR LESS

Do you believe that the COVID-19 pandemic is a real threat or is it being blown out of proportion?	Which of the following best describes when you think your life will return to a normal schedule, following the Coronavirus global pandemic?			
	A few weeks or less	A few months	More than a year	Total
Being blown way out of proportion	40.3%	49.3%	10.4%	100.0%
Partly blown out of proportion	40.4%	53.8%	5.8%	100.0%
Partly correct level of response to this real threat	34.5%	56.6%	9.0%	100.0%
Correct level of response to this very real threat	15.7%	70.6%	13.7%	100.0%

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 or Jack Jedwab, President & CEO of the Association for Canadian Studies : 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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