
WILL VACCINE PUT AN END TO COVID-19 SAFETY MEASURES? MOST CANADIANS AND AMERICANS DO NOT THINK SO HOWEVER QUEBECERS FEEL OTHERWISE

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INTRODUCTION: MOST CANADIANS AND AMERICANS DO NOT THINK THAT VACCINE OR CURE WILL PUT AN END TO SAFETY MEASURES; EXCEPT IN QUEBEC

Most Canadians and Americans believe that when a vaccine for COVID-19 or a cure becomes widely available in Canada, safety measures will remain (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants). Only Quebecers feel otherwise making them the most optimistic on the continent that COVID-19 will come to an end sooner than do others. That view amongst Quebecers is in part attributable to the lower degrees of anxiety they consistently feel compared with other North Americans. The findings are based on a Leger Marketing survey done in partnership with the Association for Canadian Studies over the period August 21 to 23, 2020 (see last slide for methodology).

MOST CANADIANS AND AMERICANS BELIEVE THAT WHEN A VACCINE FOR COVID-19 OR A CURE BECOMES WIDELY AVAILABLE IN CANADA, SAFETY MEASURES WILL REMAIN (WEARING FACE MASKS IN PUBLIC SPACE, KEEPING A SAFE DISTANCE FROM OTHER PEOPLE IN PUBLIC SPACE, DISINFECTING HANDS IN SHOPS AND RESTAURANTS)

When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)

	Canada	United States
These measures will remain	45%	47%
These measures will be discontinued	38%	31%
I don't know	17%	22%

QUEBECERS ARE ONLY NORTH AMERICANS THAT THINK THE SAFETY MEASURES WILL DISCONTINUE AFTER VACCINE/CURE

	When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)					
Canada	Atl.	QC	ON	MB/SK	AB	BC
These measures will remain	34%	39%	50%	44%	49%	43%
These measures will be discontinued	38%	47%	31%	42%	40%	36%
I don't know	28%	14%	19%	14%	11%	21%

	When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)			
United States	NE	MW	South	West
These measures will remain	46%	45%	48%	50%
These measures will be discontinued	31%	36%	28%	30%
I don't know	23%	19%	24%	20%

CANADIAN WOMEN AND YOUNG PEOPLE ARE MOST LIKELY TO FEEL THAT SAFETY MEASURES WILL CONTINUE AFTER VACCINE/CURE

When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)

Canada	Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +
These measures will remain	42%	48%	59%	52%	43%	40%	41%	41%
These measures will be discontinued	44%	32%	33%	37%	40%	40%	40%	36%
I don't know	14%	20%	8%	11%	17%	21%	19%	22%

AMERICAN MEN AND YOUNGER PEOPLE ARE MOST LIKELY TO FEEL THAT SAFETY MEASURES WILL CONTINUE AFTER VACCINE/CURE

When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)

United States	Total	Male	Female	18-29	30-39	40-49	50-64	65+
These measures will remain	47%	51%	44%	56%	48%	53%	37%	43%
These measures will be discontinued	31%	36%	27%	28%	27%	32%	34%	33%
I don't know	22%	14%	30%	17%	25%	15%	28%	24%

THOSE MOST FEARFUL OF GETTING COVID-19 ARE MOST LIKELY TO BELIEVE THAT SAFETY MEASURES WILL REMAIN AFTER VACCINE OR CURE FOR THE CONTAGION

When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)	Are you personally afraid of contracting the COVID-19 (Coronavirus)?			
	Very afraid	Somewhat afraid	Not very afraid	Not afraid at all
These measures will remain	57.5%	50.5%	39.8%	25.3%
These measures will be discontinued	28.1%	30.8%	46.1%	57.3%
I don't know	14.5%	18.8%	14.1%	17.4%
Total	100.0%	100.0%	100.0%	100.0%

VISIBLE MINORITIES IN CANADA AND THE USA MOST LIKELY TO THINK THAT SAFETY MEASURES WILL CONTINUE AFTER VACCINE/CURE

Canada	When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)	
	White	Visible Minorities
These measures will remain	43%	52%
These measures will be discontinued	39%	34%

United States	When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)	
	White	Other
These measures will remain	44%	57%
These measures will be discontinued	34%	21%

QUEBEC FRANCOPHONES MORE LIKELY THAN ANGLOPHONES TO FEEL THAT SAFETY MEASURES WILL END WITH VACCINE/CURE

Quebec	When a vaccine for COVID-19 or a cure becomes widely available in Canada, do you expect the safety measures to remain in place? (wearing face masks in public space, keeping a safe distance from other people in public space, disinfecting hands in shops and restaurants)	
	Francophones	Anglophones
These measures will remain	39%	60%
These measures will be discontinued	49%	32%
Don't know	12%	8%

METHODOLOGY

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

From August 21 to August 23 2020

1516 Canadians and 1001 Americans 18 years of age or older, randomly recruited from LEO's online panel.

Using data from 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 1516 respondents and 1001 respondents would have a margin of error of $\pm 3.1\%$, and $\pm 3.5\%$ respectively 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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