

# Psychographic Segmentation of Canadians Regarding COVID-19

## Final Report



### Prepared for Privy Council Office

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The Privy Council Office (PCO) commissioned Kantar to conduct a public opinion research survey to understand the foundations of the public's perceptions, behaviours and concerns regarding COVID-19 and develop a segmentation that can be used to inform communication strategies and campaigns for the COVID Alert app and address vaccine hesitancy. This publication reports on the findings of this research.

Cette publication est aussi disponible en français sous le titre: Segmentation psychographique des Canadiens et des Canadiennes en ce qui a trait à la COVID-19

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# 1. Executive Summary

## 1.1 Research Purpose and Objectives

In response to the ongoing COVID-19 pandemic, the Privy Council Office (PCO) wanted to develop a psychographic segmentation of Canadians that would fill key knowledge gaps surrounding values-based attitudinal profiles. More specifically, a segmentation would aid PCO in developing an understanding of the relationship between Canadians' social values and attitudes and Canadians' perceptions, behaviours, and concerns regarding public health measures, particularly as it concerns the COVID Alert app and vaccination hesitancy.

To this end, the results of this research will be used to complement existing demographic segmentations of the population to fill key knowledge gaps surrounding values-based attitudinal profiles.

The overall objective of the research is to understand the foundation of the public's perceptions, behaviours and concerns regarding COVID-19. Specific objectives include:

- Segment Canadians in order to inform communication strategies and advertising campaigns for the COVID Alert app and address vaccine hesitancy; and
- Provide input that will help reshape and target messaging as required.

## 1.2 Summary of Findings

The results of the segmentation provided us with five distinct segments:

- The Concerned (21% of survey respondents);
- The Engaged (29% of survey respondents);
- The Trusters (17% of survey respondents);
- The Stoics (22% of survey respondents); and
- The Skeptics (11% of survey respondents).

At a broad level, the segments can be thought of as falling on a quadrant with concern about COVID-19 on the x-axis, and trust in institutions on the y-axis.

### **The Concerned**

Overall, the Concerned have a somewhat lower level of trust in institutions, particularly in businesses. Further, they do not feel the government wants to hear from people like them.

The Concerned are very worried about the transmission of COVID-19. They are afraid of personally getting the virus and strongly believe it will seriously affect their health if a family member or themselves contracts COVID-19.

The Concerned wholly understand and believe in asymptomatic spread. This segment gets very angry when they see others not adhering to public health measures, and features the largest majority of people who say government restrictions have not gone far enough.

### **The Engaged**

The Engaged have a lot of trust in scientists and Canadian medical professionals. They are more likely to actively seek out information on COVID-19 and to closely follow the news on the pandemic.

For this segment, the COVID-19 situation is very serious. Further, they believe COVID-19 will seriously affect their health if a family member or themselves contracts COVID-19 and, they get very angry when they see others not adhering to public health measures. The Engaged are the segment most careful to adhere to all health and safety measures. A majority say government restrictions have not gone far enough.

### **The Trusters**

As their name suggests, Trusters are characterized by very high levels of trust in all institutions, including governments, businesses, scientists, medical professionals, the pharmaceutical industry, and the news media. Further, they feel the government wants to hear from people like them and that experts always provide good advice. The Trusters are also the most likely to trust other Canadians in general.

The Trusters believe the COVID-19 situation is very serious. They are not overtly fearful but believe COVID-19 would greatly affect them if they contracted it. They are the segment most likely to say that recommendations from public health officials have been clear and easy to understand, and as such are careful to adhere to all health and safety measures.

Trusters are the only segment where a majority say that restrictions imposed by government have been about right, neither having gone too far nor not far enough.

### **The Stoics**

The Stoics are quite trusting of institutions. Among all segments, they are the most likely to trust businesses.

The Stoics do not feel their health would be seriously affected by COVID-19 if they contract the virus and are the segment most likely to erroneously believe that COVID-19 cannot be spread asymptotically.

The Stoics tend to not mind so much when they see others defying public health guidelines. Nevertheless, when it comes to their own behaviour, they are more likely to adhere to public health measures than to ignore them. Comparatively, though, they are less cautious than other groups.

The Stoics do not feel they would be seriously affected by COVID-19 if they contract it and erroneously believe that COVID-19 cannot be spread asymptotically.

Generally speaking, the Stoics feel that the death rate has been deliberately and greatly exaggerated. They also believe it is difficult to find reliable and trustworthy information about COVID-19.

### **The Skeptics**

Overall, the Skeptics are unique in their very strong mistrust of all institutions (government, business, the pharmaceutical industry, the news media, etc.). They believe experts are out of touch with ordinary people. They do not trust the government to do what is right nor do they believe the government wants to hear from people like them.

The Skeptics are the segment most likely to believe that the COVID-19 situation is overblown and that the death rate has been deliberately and greatly exaggerated. The vast majority of Skeptics believe government

restrictions have gone too far. They also are the only segment who believe wearing masks should be a personal choice rather than mandated by government.

The Skeptics are the least likely to know someone who has had COVID-19 and the least afraid to contract COVID-19 themselves. The Skeptics are the most likely to say they are tired of hearing about COVID-19 and the least likely to care when they see others not adhering to public health guidelines. Skeptics find it difficult to get reliable and trustworthy information on COVID-19 and do not find it easy to understand the recommendations by public health officials.

### **1.3 Methodology**

An online survey was conducted among 2,002 Canadians, aged 18 years and older. Data collection was conducted from January 29th to February 5th and the survey was conducted using a panel sample. As such this constitutes a non-probabilistic sample, and margin of error therefore cannot be calculated nor can the findings be extrapolated to the broader Canadian population.

The results of the survey were used to undertake a Multi-Domain Segmentation (MDS). Multi-Domain Segmentation starts by finding linkages both within and between domains (attitudes, values, behaviours and profile characteristics) and uses these to divide the population into meaningful, addressable groups.

The key to the MDS analysis is to identify linkages between the various domains of information used to create the segmentation. We begin by separating the variables into two buckets, typically defined as “Key Behaviours” and those variables which can be used to explain those behaviours.

A canonical correlation analysis determines the strength of the relationship between the two sets of variables identified. Factors are identified across the two sets of variables, with loadings to determine the variables that contribute to each canonical dimension. Multiple iterations of this canonical correlation analysis allow us to determine the optimal set of variables to use across the two dimensions. The canonical factors then serve as the basis for deriving segments through the cluster analysis.

### **1.4 Contract Value**

The total contract value for the project was **\$148,862.36** including applicable taxes.

### **1.5 Statement of Political Neutrality**

I hereby certify as a representative of Kantar that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Policy on Communications and Federal Identity and the Directive on the Management of Communications*. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



**Tanya Whitehead**

Kantar

Senior Director, Public Practice Leader

# 2. Psychographic Segmentation of Canadians Regarding COVID-19

## 2.1 Background and Objectives

In response to the ongoing COVID-19 pandemic, the Privy Council Office (PCO) wanted to develop a psychographic segmentation of Canadians that would fill key knowledge gaps surrounding values-based attitudinal profiles. More specifically, a segmentation will aid PCO in developing an understanding of the relationship between Canadians' social values and attitudes and Canadians' perceptions, behaviours, and concerns regarding public health measures, particularly as it concerns the COVID Alert app and vaccination hesitancy. To this end, the results of this research will be used to complement existing demographic segmentations of the population to fill key knowledge gaps surrounding values-based attitudinal profiles.

The overall objective of the research is to understand the foundation of the public's perceptions, behaviours and concerns regarding COVID-19. Specific objectives include:

- Segment Canadians in order to inform communication strategies and advertising campaigns for the COVID Alert app and address vaccine hesitancy; and
- Provide input that will help reshape and target messaging as required.

## 2.2 Segmentation

Successful segmentation of the general population depends upon exploiting the diversity in the population and offering Canadians experiences, services, and messages tailored to their needs or values.

Using population segmentation works well when we can identify the hidden commonalities of needs and behaviours and tailor messaging to address them. The population groupings that result from this analysis should respond differently to one or more communications variables and can therefore be targeted with greater effectiveness.

Segmentation is a goal, not a particular analysis. A successful segmentation is one that provides useable insights. Because of this, there is not a single correct segmentation solution, nor a single correct analytical technique to use in segmentation.

Since there is not a single "correct" segmentation solution, there is not a single analytic technique that is best under all circumstances. In most types of analysis, it is best to be as consistent as possible from one study to the next, allowing comparisons to be made easily. There is no similar benefit in segmentation. If the analytic approach used last time to form segments fails to work, there is no reason to not try another approach. The design of the study and the analysis of the results should be driven by the questions to be answered. In this study, what are the foundations for the public's perceptions, behaviours and concerns related to COVID-19 and how can they be used to inform communication strategies and address vaccine hesitancy in particular? The analytic approaches need to be fitted to the uses of the segmentation and the data at hand.



## 2.3 Analytic Approach

For this research, we undertook a Multi-Domain Segmentation (MDS) approach. Multi-Domain Segmentation starts by finding linkages both within and between domains (attitudes, values, behaviours and profile characteristics) and uses these to divide the population into meaningful, addressable groups.

The key to the MDS analysis is to identify linkages between the various domains of information used to create the segmentation. We begin by separating the variables into two buckets, typically defined as “Key Behaviours” and those variables which can be used to explain those behaviours.

A canonical correlation analysis<sup>1</sup> determines the strength of the relationship between the two sets of variables identified. Factors are identified across the two sets of variables, with loadings to determine the variables that contribute to each canonical dimension. Multiple iterations of this canonical correlation analysis allow us to determine the optimal set of variables to use across the two dimensions. The canonical factors then serve as the basis for deriving segments through the cluster analysis. Use of these canonical factors forces the resulting segments to be maximally different across all domains. Without the use of the canonical correlation step, the cluster analysis tends to yield segments focused on only one domain. The result is a segmentation that is highly actionable, since they are clearly differentiated on:

- **Who they are**, such that targeting is more effective due to sharper delineation of demographics and use of media and information channels.
- **What they do**, so the segments can be prioritized based upon expected behaviours associated with restrictions, prevention and tracking of COVID-19.
- **Why they do it**, allowing marketing and communications to each segment that is easily tailored to those factors or values that will motivate desired actions.

## The Segmentation Solution

Initially, many potential segmentation variables were included in the canonical correlation phase (details can be found in the table below). If the resulting underlying themes are informative, descriptive and complementary, while meeting certain statistical criteria (e.g., eigenvalues, statistical significance, proportion of variance explained), we use those themes as inputs into the clustering phase of the analysis. However, this step generally requires several iterations in which individual items are removed or moved from one side of the equation to another in order to arrive at a more compelling solution.

Once we have identified a set of acceptable themes, we proceed to generate a set of solutions from the cluster analysis which look at different numbers of segments (typically 4-7). Each respective cluster solution is assessed with respect to relative segment sizes, predictability, and the ability of each segment to provide a compelling story while maintaining clear distinction from one another.

In this analysis, this iterative process was repeated more than 20 times, with each step used to assess and refine the approach from the previous version. Ultimately, we arrived at a solution that used all variables from the “Included in Final Version” column of the table below as primary inputs to the analysis (included at the canonical correlation phase), while all other variables were used as additional profiling characteristics to assist in the evaluation and comparison with the resulting cluster solutions.

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<sup>1</sup> [https://www.researchgate.net/profile/Muzaffer-Uysal-3/publication/256406817\\_Attraction\\_attributes\\_and\\_motivations\\_A\\_canonical\\_correlation\\_analysis/links/5b917b47299bf147391f8c1f/Attraction-attributes-and-motivations-A-canonical-correlation-analysis.pdf](https://www.researchgate.net/profile/Muzaffer-Uysal-3/publication/256406817_Attraction_attributes_and_motivations_A_canonical_correlation_analysis/links/5b917b47299bf147391f8c1f/Attraction-attributes-and-motivations-A-canonical-correlation-analysis.pdf)

**Table 1 Variables Included in the Final Segmentation**

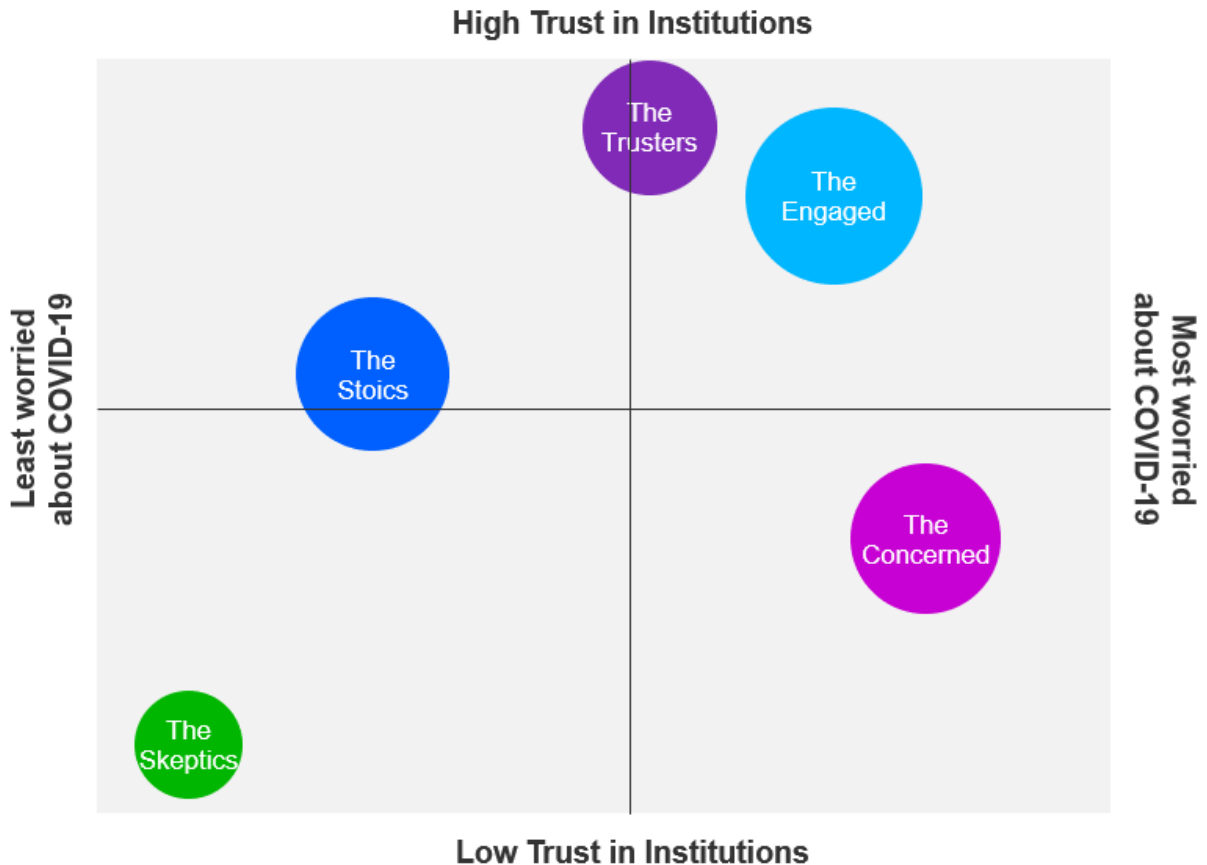
Variable	Segments		
	Included in Final Version	Tested in Iterative Process	Not Included
Q003 - QGEN: GENDER		X	
Q005 - QAGE: AGE		X	
Q006 - PROV: PROVINCE		X	
Q007 - QPSYGR1: PSYCHOGRAPHIC1	X		
Q008 - QTRUST: TRUST	X		
Q009 - QVACTRST: Trust in vaccines	X		
Q010 - QFLUSH: Flu Shot	X		
Q011 - QPSYGR2: : PSYCHOGRAPHIC2	X		
Q012 - QVBD: General COVID-19 Attitudinal statements	X		
Q013 - QRESTR: Government Restrictions	X		
Q014 - QCOVAPP: Downloaded COVID Alert	X		
Q015 - QWHYND: Why not download			X
Q016 - QGETVAC: Getting the COVID-19 vaccine	X		
Q017 - QWHENVAC: Getting the COVID-19 vaccine	X		
Q018 - QWHYNOTVAC: Why not get vaccinated?			X
Q019 - QMessM: Messaging More Likely	X		
Q020 - QMessL: Messaging Less	X		
Q021 - QLKFW: Activity Looking Forward To			X
Q022 - QKNOW: KNOW SOMEONE			X
Q023 - QMEDIA: Traditional Media		X	
Q024 - QFLLW: Follow News Media		X	
Q025 - QPRM: Primary Source of News Media			X

Variable	Segments		
	Included in Final Version	Tested in Iterative Process	Not Included
Q026 - QTRSRC: Trusted Source of Information	X		
Q027 - QEDU: EDUCATION		X	
Q028 - QLANG_SPOKE: LANGUAGES SPOKEN			X
Q029 - QEMP: EMPLOYMENT STATUS		X	
Q030 - QWKH: WORK FROM HOME			X
Q031 - QHHINCOME: HOUSEHOLD INCOME		X	
Q032 - QHHNum: Number of People in Household		X	
Q033 - BORN: BORN IN CANADA		X	
Q034 - YR_EMG: YEAR EMIGRATED			X
Q035 - QINDG: INDIGENOUS		X	
Q036 - ETH: ETHNICITY		X	

## 2.4 Segments

The results of the segmentation provided us with five distinct segments.

At a broad level, the segments can be thought of as falling on a quadrant with concern about COVID-19 on the x-axis, and trust in institutions on the y-axis. For example, the Concerned segment is low on trust in institutions and high on concern about COVID-19. Consequently, this segment is placed in the bottom right quadrant. Conversely, the Engaged segment is high on both trust and fear, which places the segment into the upper right quadrant. The Skeptics segment is the least concerned about COVID-19's health impacts and least likely to say they trust the government or medical professionals; thus, they fall into the bottom left quadrant. Both Stoics and Trusters fall towards the centre line on the grid, as they are only moderately concerned about COVID-19's health impacts. However, they are differentiated when it comes to trust; as their name suggests, the Trusters have the highest trust in institutions.



Given that the segments tend to fall on a spectrum from low to high concern about COVID-19, throughout the remainder of the report the segments are presented in the following order to facilitate comprehension:

- The Concerned;
- The Engaged;
- The Trusters;
- The Stoics; and
- The Skeptics

## 2.5 Segment Profiles

### 2.5.1 The Concerned – 21% of survey respondents

#### Social Values

The Concerned distinguish themselves in worrying a lot about their future, along with feeling they have little control over how their life turns out. Overall, the Concerned have a somewhat lower level of trust in institutions, particularly in businesses. Further, they do not feel the government wants to hear from people like them.

#### COVID-19

The Concerned are very worried about the transmission of the COVID-19. They are afraid of personally getting the virus and strongly believe it will seriously affect their health if a family member or themselves contracts COVID-19.

The Concerned wholly understand and believe in asymptomatic spread. This segment gets very angry when they see others not adhering to public health measures, and features the largest majority of people who say government restrictions have not gone far enough.

The economic fallout of COVID-19 has been particularly hard on the Concerned, the segment by far the most likely to say the pandemic has had a negative impact on their personal financial situation.

The Concerned strongly believe that government restrictions have not gone far enough. They believe that too much priority has been given to economy over health during the pandemic and are the second most likely segment to say that wearing masks should be mandated by government rather than a personal choice.

The Concerned are the least likely segment to have heard of the COVID Alert app; and among those in this segment who say they are unwilling to download the app, the most likely to cite distrust of the government to handle their data privately as the reason why they will not download the app.

While a slight majority of the Concerned say they will definitely get a COVID-19 vaccine, this segment also features the largest number of people who say they will *probably* get the vaccine only once they are confident it is *safe*. Messages that are most likely to encourage vaccine uptake among this segment include a vaccination requirement for travel, family and friends having taken the vaccine, and, most importantly, a personal recommendation from their doctor or other health care provider while reports of serious side effects posted on social media are most likely to reduce vaccine uptake.

#### Post COVID-19 Activities

The Concerned are looking forward to the same things everyone else in Canada is looking forward to, seeing friends and family, travelling internationally, and eating in restaurants.

## **Information Sources**

Media consumption of the Concerned is very similar to the general population with a focus on traditional mainstream media and a reliance on live TV and online news sources for information on COVID-19. Their most trusted source of information on COVID-19 is their doctor or health care provider.

## **Demographics**

The Concerned skew slightly younger (aged 18 to 34) and female. This segment also skews towards those not regularly employed (i.e., unemployed, part-time, students, homemakers) and has the lowest income profile among all segments.

### **2.5.2 The Engaged – 29% of survey respondents**

#### **Social Values**

The Engaged stand out in their collectivist belief that they have a duty to help other people in their community.

They also have a great deal of trust in scientists and Canadian medical professionals. The Engaged feel they have control over how their life turns out and tend to carefully consider all of the facts before making decisions.

#### **COVID-19**

The Engaged are the segment most likely to actively seek out information on COVID-19, the most likely to be closely following the news on the pandemic, and the most careful to adhere to all health and safety measures.

For the Engaged, the COVID-19 situation is very serious and they believe COVID-19 will seriously affect their health if a family member or themselves contracts COVID-19. The Engaged get very angry when they see others not adhering to public health measure and a majority say government restrictions have not gone far enough.

Like Canadians generally, the Engaged are fairly divided on whether or not they will download the COVID Alert app. Barriers to uptake for this group tend to be technological in nature, such as the perceived hassle of installing the app and are less likely to be about mistrust or data privacy.

The Engaged exhibit very strong trust in vaccines in general, are the most likely segment to get an annual flu shot, and the most definitive among all segments in saying they will get the COVID-19 vaccine when it becomes available.

No factors are likely to significantly deter the Engaged from vaccination.

#### **Post COVID-19 Activities**

The Engaged are the segment most likely to be looking forward to seeing friends and family when the pandemic is over.

#### **Information Sources**

The Engaged tune into larger, mainstream, more traditional media outlets to obtain accurate information on the news.

Their primary source of information on COVID-19 is TV-based news and they are less likely to turn to social media to provide information on COVID-19. For the Engaged, the most trusted source of information on COVID-19 is their doctor or health care provider.

## **Demographics**

The Engaged tend to skew older (aged 55+), White, English speaking and well educated (with a university degree). This segment also skews towards retired and smaller households.

### **2.5.3 The Trusters – 17% of survey respondents**

#### **Social Values**

As their name suggests, the Trusters are characterized by very high levels of trust in all institutions, including governments, businesses, scientists, medical professionals, the pharmaceutical industry, and the news media. Further, they feel the government wants to hear from people like them and that experts always provide good advice. The Trusters are also the most likely to trust other Canadians in general.

The Trusters are uniquely inclined to never worry about their future, are the most likely to say their life is well planned, and are also most likely to believe they have complete control over how their life turns out.

#### **COVID-19**

The Trusters believe the COVID-19 situation is very serious. They are not overtly fearful but believe COVID-19 would greatly affect them if they contracted it. They are the segment most likely to say that recommendations from public health officials have been clear and easy to understand, and are careful to adhere to all health and safety measures. They are in fact the second-most compliant segment after the Engaged.

The Trusters are the only segment where a majority say that restrictions imposed by government have been about right, neither having gone too far nor far enough.

Like Canadians generally, the Trusters are fairly divided on whether or not they will download the COVID Alert app. The primary barrier tends to be the fact that they do not have a smartphone.

The Trusters have very strong trust in vaccines in general, and are the second-most definitive among all segments in saying they will get the COVID-19 vaccine when it becomes available. They trail only the Engaged in vaccine intent. A personal recommendation from their doctor or health care provider is most likely to positively impact the willingness of the Trusters to get vaccinated while no factors are likely to dissuade them from getting vaccinated.

#### **Post COVID-19 Activities**

The Trusters are the segment most likely to look forward to eating out at restaurant once the pandemic is over

#### **Information Sources**

The Trusters look to larger, mainstream, traditional media outlets to get accurate information on the news. Their primary source of COVID-19 information is TV-based news and they are less likely to turn to social media.

The Trusters are the most likely segment to trust government officials and the mainstream media for reliable COVID-19 information.

## **Demographics**

The Trusters skew towards Quebec, francophones and White males born in Canada. The Trusters also skew towards the highest income profile among all segments.

## 2.5.4 The Stoics – 22% of survey respondents

### Social Values

The Stoics stand out in their belief that they have little or no control over how their life turns out.

They also tend to be highly disciplined people, make decisions based on their gut or intuition, are more religious than other segments, and place more trust in business than do others. That said, the Stoics generally trust institutions and people across the board.

### COVID-19

The Stoics tend to not mind so much when they see others defying public health guidelines. Nevertheless, when it comes to their own behaviour, they are more likely to adhere to public health measures than to ignore them. Comparatively, the Stoics are less cautious than other groups.

The Stoics do not feel they would be seriously affected by COVID-19 if they contract it and erroneously believe that COVID-19 cannot be spread asymptotically.

Generally speaking, the Stoics feel that the death rate has been deliberately and greatly exaggerated. They also believe it has been difficult to find reliable and trustworthy information about COVID-19.

Despite their lower level of concern with COVID-19, Stoics tend to say that government restrictions have been about right.

The Stoics are slightly more inclined than the general population to download the COVID Alert app. Among those who are not interested in downloading the app, the Stoics are the segment most likely to cite the impact on their mental health as a reason for not doing so.

The Stoics are lukewarm about getting the COVID-19 vaccine. They are the segment most likely to say they will *probably* get a vaccine only once they are confident it will work. Seeing friends and family get the vaccine, as well as politicians, health professionals and/or celebrities doing so on camera would most encourage the Stoics to take the vaccine while reports of serious side effects posted on social media, lack of decline in case counts, and inconvenience in getting vaccinated would discourage uptake.

### Post COVID-19 Activities

The Stoics are looking forward to the same post-pandemic activities as other Canadians, but to a lesser extent seeing family and friends.

### Information Sources

The Stoics rely on both mainstream, larger, traditional media and smaller, alternative, new media outlets to get accurate information on the news.

Compared to other segments, the primary source of COVID-19 information for the Stoics is more likely to be social media but TV and online news sources are also key sources. With a tendency to say it has been difficult to find reliable and trustworthy information about COVID-19, the Stoics are more prone than any other segment to look towards social media and friends and family as trusted sources of information on the pandemic.

### Demographics

The Stoics tend to skew younger (aged 18-54), male, and/or working full-time. This group also tends to have larger household sizes, is overrepresented by individuals born outside of Canada, and is disproportionately composed of visible minorities, notably Blacks, South Asians, and Chinese.



## **2.5.5 The Skeptics – 11% of survey respondents**

### **Social Values**

The Skeptics are traditionalists that believe our country should stick to traditional values and the old ways. For them, personal freedom comes first, they live their life moment to moment and are not afraid of taking risks.

Overall, the Skeptics are unique in their very strong mistrust of all institutions (government, business, the pharmaceutical industry, news media, etc.). They believe experts are out of touch with ordinary people. The Skeptics do not trust the government to do what is right nor do they believe the government wants to hear from people like them.

### **COVID-19**

The Skeptics are the segment most likely to believe that the COVID-19 situation is overblown and that the death rate has been deliberately and greatly exaggerated. The vast majority of the Skeptics believe government restrictions have gone too far, with too much priority being given to health at the expense of the economy and too much damage being done to mental health. They also are the only segment who believe wearing masks should be a personal choice rather than mandated by government.

The Skeptics are the least likely to know someone who has had COVID-19 and the least afraid to contract COVID-19 themselves. The Skeptics are the most likely to say they are tired of hearing about COVID-19 and the least likely to care when they see others not adhering to public health guidelines. The Skeptics find it difficult to get reliable and trustworthy information on COVID-19 and do not find it easy to understand the recommendations by public health officials.

Skeptics overwhelmingly refuse to download the COVID Alert app. Their main reasons include not trusting the government to handle their data and perceiving the app to be an invasion of privacy.

Skeptics have a strong distrust of vaccines in general and are by far the least likely to get the COVID-19 vaccine. Close to half of the Skeptics will definitely not get the COVID-19 vaccine. Reasons provided for their refusal include safety concerns, lack of trust, and the perceptions that the vaccine was developed too quickly.

Skeptics are unlikely to be moved much by any messaging. That said, a vaccination requirement for travel would have the most impact on increasing vaccination intent among this group – albeit likely a moderate impact if any. On the other hand, reports of serious side effects posted on social media would have the most negative impact in terms of reducing vaccine uptake.

### **Post COVID-19 Activities**

Skeptics are looking forward to many of the same post-pandemic activities as other Canadians. However, they are significantly more motivated than other segments by the prospect of attending large social gatherings such as weddings, parties, concerts, sporting events, or going to a bar/nightclub.

### **Information Sources**

Skeptics prefer smaller, alternative, new media outlets to get accurate information on the news.

While Skeptics are less likely to be following the news on COVID-19, their primary source of information about the pandemic consists of online news sources. They tend to not follow the news on TV.

Skeptics are more likely than other segments, with the exception of Stoics, to turn to social media and family and friends for trusted information on the virus. Conversely, unlike any other segment, they express virtually no trust in government officials to provide reliable information about COVID-19.

## Demographics

Skeptics skew slightly towards being less educated, White, Canadian-born, and aged 25-44. They are also slightly overrepresented by Canadians living in the Prairies and in rural areas.

### 2.5.6 Detailed Results

Tables 2a and 2b General Psychographics provide the results of a battery of “either or” statements where respondents are asked with a sliding scale (from 1-10) which statement best describes how they feel. Top 3 box represents the percentage of respondents who identify with the first statement and selected 1,2 or 3 on the scale and bottom 3 box represents people who identify with the second statement on the spectrum and selected 8, 9 or 10 on the scale.

**Table 2a General Psychographics**

Top 3 Box %	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
My personal freedom comes first/I have a duty to help other people in my community	28%	37%	36%	22%	23%	12%
Governments want to hear from people like me/Governments do not want to hear from people like me	26%	36%	22%	8%	19%	60%
I live life spontaneously from moment to moment/My life is very well planned	31%	29%	34%	40%	25%	25%
People would describe me as social, talkative, and outgoing/People would describe me as quiet, reserved, and thoughtful	33%	38%	32%	34%	28%	34%
People would describe me as a fun-loving and easygoing person/People would describe me as a highly disciplined person	18%	16%	15%	18%	24%	19%
I worry a lot about my future/I never worry about my future	16%	2%	9%	43%	18%	15%
I have complete control over how my life turns out/I have little or no control in how my life turns out	11%	17%	5%	3%	20%	11%
I carefully consider all the facts before making decisions/I go with intuition and gut feel when making decisions	11%	10%	7%	7%	19%	9%

Experts always provide good advice/Experts are too often out of touch with ordinary people	19%	21%	15%	6%	21%	45%
People would describe me as someone not afraid of taking risks/People would describe me as someone who doesn't like taking risks	27%	31%	28%	24%	28%	22%
Our country needs to stick with the old ways and traditional values/Our country needs to update its values to keep up with changes in society	41%	54%	42%	43%	35%	23%
I consider myself to be a religious person/I do not consider myself to be a religious person	48%	55%	50%	55%	34%	49%

Q007 - QPSYGR1: PSYCHOGRAPHIC1: Which of the following two statements best describes how you feel and/or behave?

**Table 2b General Psychographics**

Bottom 3 Box %	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
My personal freedom comes first/I have a duty to help other people in my community	20%	15%	11%	24%	24%	37%
Governments want to hear from people like me/Governments do not want to hear from people like me	22%	19%	24%	34%	22%	5%
I live life spontaneously from moment to moment/My life is very well planned	15%	19%	9%	12%	18%	20%
People would describe me as social, talkative, and outgoing/People would describe me as quiet, reserved, and thoughtful	28%	30%	27%	31%	24%	30%
People would describe me as a fun-loving and easygoing person/People would describe me as a highly disciplined person	34%	41%	31%	38%	28%	34%
I worry a lot about my future/I never worry about my future	35%	72%	26%	8%	32%	39%

I have complete control over how my life turns out/I have little or no control in how my life turns out	36%	25%	38%	56%	27%	37%
I carefully consider all the facts before making decisions/I go with intuition and gut feel when making decisions	45%	47%	51%	55%	30%	44%
Experts always provide good advice/Experts are too often out of touch with ordinary people	25%	27%	24%	35%	26%	8%
People would describe me as someone not afraid of taking risks/People would describe me as someone who doesn't like taking risks	22%	22%	18%	28%	20%	26%
Our country needs to stick with the old ways and traditional values/Our country needs to update its values to keep up with changes in society	13%	10%	11%	6%	13%	38%
I consider myself to be a religious person/I do not consider myself to be a religious person	20%	18%	18%	17%	24%	24%

Q007 - QPSYGR1: PSYCHOGRAPHIC1: Which of the following two statements best describes how you feel and/or behave?

Table 3 General Trust provides the results of an agree/disagree battery where the top 3 boxes represent the percentage of respondents who strongly agree (8,9,10 on a scale of 1-10).

**Table 3 General Trust**

Top 3 Box %	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
Governments to do what is right	18%	10%	15%	31%	26%	4%
Businesses to do what is right	14%	11%	10%	19%	23%	9%
Medical professionals in Canada	53%	49%	66%	68%	43%	20%
The pharmaceutical industry	25%	21%	23%	39%	27%	9%
Scientists	51%	53%	61%	65%	42%	20%
Other Canadians in general	24%	18%	24%	27%	29%	23%

Information provided by Canadian news media	25%	20%	28%	35%	28%	5%
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Q008 - QTRUST: TRUST: Please rate your trust in each of the following.

**Table 4 Experience with COVID-19**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
I have tested positive for COVID-19	3%	4%	1%	1%	5%	1%
I personally know someone who has tested positive for COVID-19	36%	42%	40%	30%	34%	25%
I personally know someone who has been hospitalized with COVID-19	13%	16%	10%	11%	16%	7%
I personally know someone who has died from COVID-19	12%	15%	11%	11%	13%	5%

Q022 - QKNOW: KNOW SOMEONE: Which of the following statements apply to you?

Table 5 COVID-19 Attitudes and Behaviours provides the results of an agree/disagree battery where the top 3 box represents the percentage of respondents who strongly agree (8,9,10 on a scale of 1-10).

**Table 5 COVID-19 Attitudes and Behaviours**

Top 3 Box %	Total	Segments				
		The Concerned	The Engaged	Trusters	Stoics	Skeptics
		21%	29%	17%	22%	11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
If a family member catches COVID-19, it will seriously affect their health	52%	68%	61%	48%	45%	16%
A person infected with COVID-19 can transmit the virus, even if they aren't showing any symptoms	80%	92%	95%	89%	50%	59%
Recommendations from public health officials are clear and easy to understand	46%	42%	56%	64%	37%	22%
The COVID-19 death rate has been deliberately and greatly exaggerated	15%	3%	2%	4%	29%	59%
If I catch COVID-19, it won't seriously affect my health	14%	6%	6%	13%	24%	33%
I am afraid of getting COVID-19 myself	43%	65%	49%	32%	41%	8%
It has been difficult for me to find reliable and trustworthy information about COVID-19	17%	20%	6%	9%	24%	43%

Q012 - QVBD: General COVID-19 Attitudinal statements: How much do you disagree or agree with the following statement?

Tables 6a and 6b COVID-19 Attitudes and Behaviours provide the results of a battery of “either or” statements where respondents are asked with a sliding scale (from 1-10) which statement best describes how they feel. Top 3 box represents the percentage of respondents who identify with the first statement and selected 1,2 or 3 on the scale and bottom 3 box represents people who identify with the second statement on the spectrum and selected 8, 9 or 10 on the scale.

**Table 6a COVID-19 Attitudes and Behaviours**

Top 3 Box %	Total	Segments				
		The Concerned	The Engaged	Trusters	Stoics	Skeptics
		21%	29%	17%	22%	11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
I am very careful to adhere to all health and safety measures/I don't really pay much	5%	0%	0%	0%	15%	12%

attention to whether I adhere to the health and safety measures

The COVID-19 situation is very serious/The COVID-19 situation is overblown	10%	0%	1%	1%	15%	57%
Wearing masks should be mandated by government/Wearing masks should be a personal choice	10%	2%	1%	3%	13%	51%
I think we have prioritized health over the economy too much during the COVID-19 pandemic/I think we have prioritized the economy over health too much during the COVID-19 pandemic	26%	48%	28%	12%	21%	10%
The pandemic has had a negative impact on my financial situation/The pandemic has NOT had a negative impact on my financial situation	36%	10%	45%	79%	19%	31%
I am tired of hearing about COVID-19/I seek out as much information as possible on COVID-19	31%	34%	38%	37%	26%	3%
I get very angry when I see someone else not adhering to the latest public health guidelines/When other people don't adhere to the latest public health guidelines, I don't really mind	9%	1%	1%	2%	19%	39%
The restrictions put in place to limit the spread of COVID-19 are necessary even at the expense of mental health/The restrictions put in place to limit the spread of COVID-19 are doing too much damage to mental health	14%	6%	2%	4%	17%	67%

Q011 - QPSYGR2: : PSYCHOGRAPHIC2: Which of the following two statements best describes how you feel and behave in the current COVID-19 (Coronavirus) situation?

**Table 6b COVID-19 Attitudes and Behaviours**

Bottom 3 Box %	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
I am very careful to adhere to all health and safety measures/I don't really pay much attention to whether I adhere to the health and safety measures	78%	90%	95%	90%	46%	57%
The COVID-19 situation is very serious/The COVID-19 situation is overblown	71%	92%	90%	81%	48%	6%
Wearing masks should be mandated by government/Wearing masks should be a personal choice	70%	88%	91%	81%	44%	19%
I think we have prioritized health over the economy too much during the COVID-19 pandemic/I think we have prioritized the economy over health too much during the COVID-19 pandemic	21%	9%	10%	22%	26%	61%
The pandemic has had a negative impact on my financial situation/The pandemic has NOT had a negative impact on my financial situation	28%	61%	12%	3%	29%	40%
I am tired of hearing about COVID-19/I seek out as much information as possible on COVID-19	30%	31%	19%	21%	26%	84%
I get very angry when I see someone else not adhering to the latest public health guidelines/When other people don't adhere to the latest public health guidelines, I don't really mind	62%	84%	81%	63%	35%	20%
The restrictions put in place to limit the spread of COVID-19 are necessary even at the expense of mental health/The restrictions put in place to limit the spread of COVID-19 are doing too much damage to mental health	57%	65%	73%	75%	38%	8%

Q011 - QPSYGR2: : PSYCHOGRAPHIC2: Which of the following two statements best describes how you feel and behave in the current COVID-19 (Coronavirus) situation?



**Table 7 COVID-19 Government Restrictions**

	Total	Segments				
		The Concerned	The Engaged	Trusters	Stoics	Skeptics
		21%	29%	17%	22%	11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
Gone too far	13%	3%	2%	2%	13%	81%
Haven't gone far enough	46%	66%	61%	35%	34%	4%
Are about right	36%	28%	31%	57%	47%	7%
Don't know	6%	4%	6%	7%	6%	8%

Q013 - QRESTR: Government Restrictions: Thinking about the restrictions that governments in Canada have put in place during the pandemic, do you think the restrictions have. . . ?

**Table 8 Downloaded the COVID Alert App**

	Total	Segments				
		The Concerned	The Engaged	Trusters	Stoics	Skeptics
		21%	29%	17%	22%	11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
Yes, I have downloaded the app	31%	35%	33%	33%	34%	5%
No, but I plan to download the app	14%	15%	13%	13%	20%	1%
No, I will not download the app	40%	33%	42%	38%	30%	76%
No, I have never heard of the COVID Alert app	9%	15%	6%	5%	9%	14%
Don't know	7%	2%	7%	12%	7%	3%

Q014 - QCOVAPP: Downloaded Covid Alert: Have you downloaded the **COVID Alert** app?

**Table 9 Why COVID Alert App Not Downloaded**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
It's too much hassle to install the app	6%	8%	7%	3%	10%	4%
Not enough people will install the app so it won't be effective	18%	25%	18%	19%	17%	14%
It would have a negative impact on my mental health	8%	9%	4%	8%	11%	10%
I don't trust the app/government to handle my data privately	33%	45%	22%	21%	21%	58%
I think it is an invasion of privacy	28%	37%	17%	16%	16%	58%
I don't want the government to have access to my location data	28%	35%	17%	22%	23%	50%
I don't believe I will catch the virus	4%	1%	2%	4%	7%	8%
I don't own a smart phone	17%	16%	25%	26%	11%	4%
My smartphone is not compatible with the app	4%	3%	6%	5%	4%	3%
I don't have a data plan on my phone	15%	14%	20%	13%	11%	11%
I don't know how to download the app	2%	3%	2%	1%	5%	1%
The app is not fully functional in my province/territory	4%	4%	8%	1%	3%	2%

Q015 - QWHYND: Why not download: Why won't you download the COVID Alert app?

**Table 10 Attitudes Towards Vaccinations**

Top 3 Box %	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
Vaccines feel very safe	52%	50%	71%	68%	34%	16%
I get my flu shot whenever I can	45%	48%	58%	51%	35%	16%

Q009 - QVACTRST: Trust in vaccines: When thinking about vaccines in general, they feel...

Q010 - QFLUSH: Flu Shot: Please rate the extent to which you disagree or agree with the following statement:

**Table 11 Attitudes Towards the COVID-19 Vaccine**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
I will definitely get a COVID-19 vaccine as soon as it becomes available to me	49%	52%	72%	63%	26%	10%
I will probably get a COVID-19 vaccine once I am confident it is safe	20%	26%	19%	13%	24%	12%
I will probably get a COVID-19 vaccine once I am confident it will work	15%	15%	4%	10%	31%	15%
I will probably not get a COVID-19 vaccine	5%	3%	1%	5%	11%	10%
I will definitely not get a COVID-19 vaccine	7%	3%	2%	2%	3%	45%
Will you get the COVID-19 Vaccine	61%	67%	85%	71%	38%	16%
Will you get the COVID-19 Vaccine - Mean	7.6	8.1	9.1	8.3	6.6	3.6

Q017 - QWHENVAC: Getting the COVID-19 vaccine: Which ONE of the following statements best describes you?

Q016 - QGETVAC: Getting the COVID vaccine: When a COVID-19 vaccine becomes available, how likely or unlikely will you be to get vaccinated?

**Table 12a Influence on Likelihood to Take Vaccine**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
<b>Vaccination Is A Requirement For People To Travel (within Canada Or Outside Of Canada)</b>						
A lot more likely to take COVID-19 vaccine	34%	46%	39%	29%	28%	22%
A little more likely to take COVID-19 vaccine	19%	20%	11%	12%	34%	17%
Would make no difference	39%	30%	45%	48%	30%	49%
<b>My family and friends have taken it</b>						
A lot more likely to take COVID-19 vaccine	23%	31%	24%	24%	22%	6%
A little more likely to take COVID-19 vaccine	20%	20%	16%	12%	36%	11%
Would make no difference	48%	43%	53%	50%	32%	75%
<b>My doctor or health care provider personally recommends i get vaccinated</b>						
A lot more likely to take COVID-19 vaccine	35%	48%	44%	33%	25%	9%
A little more likely to take COVID-19 vaccine	21%	22%	14%	16%	35%	14%
Would make no difference	36%	24%	36%	40%	30%	67%
<b>Seeing Politicians, Health Professionals, And/or Celebrities Get Vaccinated On Camera</b>						
A lot more likely to take COVID-19 vaccine	13%	17%	7%	14%	23%	4%
A little more likely to take COVID-19 vaccine	14%	15%	8%	7%	30%	4%
Would make no difference	68%	66%	81%	71%	40%	89%

Q019 - How would each of the following influence your likelihood of taking a COVID-19 vaccine?

**Table 12b Influence on Likelihood to Take Vaccine**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
<b>It is inconvenient to get vaccinated</b>						
A lot less likely to take COVID-19 vaccine	7%	5%	1%	5%	16%	9%
A little less likely to take COVID-19 vaccine	16%	16%	8%	9%	29%	14%
Would make no difference	67%	68%	82%	71%	44%	66%
<b>COVID-19 cases are not declining even though more Canadians are getting vaccinated</b>						
A lot less likely to take COVID-19 vaccine	11%	10%	3%	7%	22%	18%
A little less likely to take COVID-19 vaccine	19%	21%	9%	13%	35%	17%
Would make no difference	57%	56%	73%	64%	34%	54%
<b>Reports of serious side effects are posted on social media</b>						
A lot less likely to take COVID-19 vaccine	16%	26%	6%	7%	23%	27%
A little less likely to take COVID-19 vaccine	25%	28%	23%	14%	36%	17%
Would make no difference	45%	34%	56%	58%	30%	44%

Q020 - How would each of the following influence your likelihood of taking a COVID-19 vaccine?

**Table 13 Post-COVID-19 Activities Most Looking Forward To**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
Attending a concert or music festival	11%	15%	8%	11%	12%	15%
Traveling or going on a vacation in Canada	22%	19%	26%	24%	19%	26%
Traveling or going on a vacation outside of Canada	36%	38%	41%	32%	31%	34%
Eating out at restaurants	36%	34%	37%	47%	31%	29%
Going to a gym	11%	10%	9%	8%	16%	12%
Going to bars or nightclubs	6%	9%	3%	4%	9%	10%
My children being back in school or daycare in-person	4%	4%	3%	4%	5%	3%
Going back to workplace in-person	5%	5%	4%	2%	8%	5%
Attending a sporting event	7%	6%	7%	5%	7%	11%
Attending a large social gathering like a wedding, party, etc.	10%	11%	10%	5%	9%	19%
Going to a religious service in person	6%	4%	7%	5%	8%	7%
Going to a movie theatre	11%	15%	8%	13%	12%	10%
Seeing family and/or friends	57%	62%	69%	64%	41%	37%
Attending classes for myself in person	4%	4%	2%	1%	9%	5%
Participating in sports	6%	6%	6%	4%	8%	5%
Shopping at a store/mall	16%	15%	14%	16%	21%	16%
Physical contact like hugs or handshakes	25%	28%	29%	29%	16%	21%

Q021 - QLKFW: Activity Looking Forward To: Which THREE activities do you MOST look forward to once the COVID-19 pandemic is over?

**Table 14 Media Consumption**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>

**Traditional Media**

I look to larger, mainstream, traditional media outlets to get accurate information on the news 64% 66% 78% 74% 52% 26%

I look to smaller, alternative, new media outlets to get accurate information on the news 18% 15% 7% 8% 30% 39%

**Follow News Media**

Very closely 30% 33% 40% 33% 22% 13%

**Primary Source of News Media**

Live TV news channel or TV news program on a regular TV set 46% 41% 57% 58% 33% 28%

AM/FM radio from a regular receiver 6% 6% 3% 6% 7% 9%

Printed newspapers 2% 2% 1% 1% 4% 1%

Online news sources (Newspapers, TV, or Radio) 29% 33% 30% 24% 26% 31%

Podcasts 2% 1% 1% 1% 3% 2%

Social media (e. g. , Facebook, Twitter, or YouTube) 13% 14% 6% 7% 23% 20%

**Trusted Source of Information**

Government officials 21% 23% 21% 33% 19% 4%

My doctor or health care provider 29% 41% 36% 19% 21% 23%

Mainstream media (e.g., Newspapers, TV news, Radio, etc.) 27% 22% 32% 34% 27% 17%

Social media (e. g., Facebook, Twitter, YouTube, etc.) 5% 6% 0% 1% 13% 8%

Family and friends	5%	2%	1%	3%	13%	11%
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Q023 - QMEDIA: Which of the following statements best describes you?

Q024 - QFLLW: How closely would you say you are following the news on COVID-19?

Q025 - QPRM: Primary Source of News Media: What has been your PRIMARY source of information on COVID-19?

Q026 - QTRSRC: Trusted Source of Information: Which ONE of the following do you trust the MOST to provide reliable information about COVID-19?

**Table 15 Demographics**

	Total	Segments				
		The Concerned 21%	The Engaged 29%	Trusters 17%	Stoics 22%	Skeptics 11%
<b>Base=actual</b>	<b>2002</b>	<b>415</b>	<b>578</b>	<b>348</b>	<b>448</b>	<b>213</b>
<b>Gender</b>						
Male	49%	42%	46%	57%	57%	44%
Female	51%	57%	54%	43%	43%	56%
<b>Age</b>						
18-34	28%	38%	14%	17%	45%	32%
35-54	33%	30%	28%	30%	40%	39%
55+	39%	32%	58%	52%	15%	30%
<b>Region</b>						
BC + Yukon Territory	14%	16%	16%	9%	12%	15%
Prairies + Other territories	18%	21%	18%	13%	14%	25%
Ontario	39%	45%	40%	29%	43%	32%
Quebec	23%	12%	19%	39%	26%	21%
Atlantic	7%	6%	7%	9%	5%	6%
<b>Education</b>						
High School Or Less	25%	27%	22%	27%	21%	33%



Apprenticeship/College	36%	38%	35%	35%	35%	37%
University or Higher	38%	35%	42%	36%	43%	31%
<b>Languages Spoken</b>						
English	76%	86%	82%	57%	73%	77%
French	22%	11%	17%	40%	26%	21%
<b>Employment Status</b>						
Working full-time, that is, 35 or more hours per week	42%	37%	35%	40%	57%	40%
Working part-time, that is, less than 35 hours per week	10%	11%	9%	8%	13%	11%
Self-employed	5%	6%	6%	2%	5%	7%
Unemployed, but looking for work	6%	9%	3%	5%	5%	8%
A student attending school full-time	4%	7%	2%	2%	6%	4%
Retired	24%	17%	39%	34%	6%	16%
Not in the workforce (Full-time homemaker, unemployed, not looking for work)	7%	11%	4%	6%	6%	9%
Employed	57%	53%	50%	50%	75%	58%
Unemployed	6%	9%	3%	5%	5%	8%
Others	36%	36%	46%	43%	18%	33%
Work from home	35%	30%	29%	30%	53%	30%
<b>Household Income</b>						
Under \$60K	40%	48%	36%	32%	43%	45%
\$60-100K	28%	22%	30%	28%	30%	26%
\$100K-150K	16%	18%	15%	19%	12%	15%
Over \$150K	7%	3%	7%	11%	6%	7%
<b>Number of People in Household</b>						
One	22%	22%	25%	24%	17%	23%

Two	36%	32%	47%	41%	23%	32%
Three Or More	39%	44%	26%	34%	53%	42%
<b>Born in Canada</b>						
Yes	80%	80%	84%	86%	67%	87%
No	19%	19%	15%	14%	31%	13%
<b>Indigenous</b>	4%	5%	2%	3%	7%	3%
<b>Ethnicity</b>						
White	72%	70%	84%	80%	46%	87%
South Asian (e. g. , East Indian, Pakistani, Sri Lankan)	4%	5%	2%	3%	11%	0%
Chinese	7%	9%	5%	4%	13%	3%
Black	4%	4%	2%	2%	8%	2%
Filipino	1%	1%	1%	1%	2%	0%
Latin American	2%	1%	1%	0%	4%	1%
Arab	1%	1%	1%	1%	4%	0%
Southeast Asian (e. g. , Vietnamese, Cambodian, Malaysian, Laotian)	1%	2%	0%	0%	3%	0%
West Asian (e. g. , Iranian, Afghan)	0%	1%	0%	0%	0%	0%
Korean	1%	2%	0%	1%	1%	0%
Japanese	1%	1%	1%	0%	1%	0%

# Appendix A: Methodology

## 2.6 Methodological Overview

### Survey Administration

An online survey was conducted using computer assisted web interviewing (CAWI) technology. CAWI ensures the interview flows as it should with pre-programmed skip patterns. It also controls responses to ensure appropriate ranges and data validity. Surveys were conducted in English or French as chosen by the respondent. All participants were informed of the general purpose of the research, the supplier and that all of their responses would be confidential. At the end of the survey, respondents were informed of the sponsor to avoid inducing bias in responses.

### 2.7 Pretest

A pretest was undertaken on January 29th that included 43 completes of which, at least 10 were in French. No changes were made to the survey and as such the completion were included in the final data set.

### 2.8 Data Collection

Data collection was conducted online from January 29<sup>th</sup> to February 5. The 15-minute online survey was conducted using computer assisted web interviewing (CAWI) technology.

Respondents were randomly selected from Kantar's online panel and invited to participate in the survey by email and/or personal online dashboard via Kantar Profile's website. Panellists who participate in surveys are incentivized through a points system that is redeemable for a variety of gift cards. As such, points were provided as remuneration for participating in the survey.

**Table 16 Sample Quotas**

	Atlantic	Quebec	Ontario	Prairies+ NWT +Nunavut	BC+ Yukon	Totals
18-34	37	131	225	108	79	580
35-54	44	154	264	126	93	680
55+	47	167	287	137	101	740
<b>Totals</b>	128	452	776	371	273	2000

The sampling method for this research was an online survey conducted using a panel sample. As such this constitutes a non-probabilistic sample, and margin of error therefore cannot be calculated.

Given that this is an online panel, Canadians without internet access (6% of Canadians) will not be reached. Additionally, this survey will not cover Canadians who are not members of a panel; however, the total number of those who are not members of a panel cannot be calculated, as Kantar's panel partner may supplement or blend panel with external Canadian panel suppliers.

## 2.9 Weighting

To aim for the sample to be representative of the Canadian adult population 18+, the design first implemented controls using quota sampling. Quota variables included age and region. In addition to the previously mentioned quotas, the final sample was weighted using age, gender and region information available from Statistics Canada outlined below.

**Table 17 Unweighted**

	Total	Region				
		Atlantic (J)	Quebec (K)	Ontario (L)	Prairies, NWT & Nunavut (M)	B. C. & Yukon (N)
<b>Base=actual</b>	<b>2002</b>	<b>128</b>	<b>451</b>	<b>776</b>	<b>374</b>	<b>273</b>
Male 18 to 34	142	6	24	65	31	16
	7%	5%	5%	8%	8%	6%
Male 35 to 54	279	21	62	104	60	32
	14%	16%	14%	13%	16%	12%
Male 55+	581	40	145	212	96	88
	29%	31%	32%	27%	26%	32%
Female 18 to 34	438	31	107	161	77	62
	22%	24%	24%	21%	21%	23%
Female 35 to 54	401	23	88	162	67	61
	20%	18%	20%	21%	18%	22%
Female 55+	161	7	25	72	43	14
	8%	5%	6%	9%	11%	5%

**Table 18 Weighted**

	Region					
	Total	Atlantic (J)	Quebec (K)	Ontario (L)	Prairies, NWT & Nunavut (M)	B. C. & Yukon (N)
<b>Base=actual</b>	<b>2002</b>	<b>128</b>	<b>451</b>	<b>776</b>	<b>374</b>	<b>273</b>
Male 18 to 34	292	16	61	118	57	40
	15%	12%	13%	15%	16%	14%
Male 35 to 54	325	20	75	123	62	44
	16%	15%	16%	16%	17%	16%
Male 55+	371	28	91	140	59	53
	19%	21%	20%	18%	17%	19%
Female 18 to 34	276	16	57	111	54	38
	14%	12%	13%	14%	15%	14%
Female 35 to 54	328	21	73	128	61	46
	16%	16%	16%	16%	17%	16%
Female 55+	410	31	99	158	64	58
	20%	23%	22%	20%	18%	21%

**2.10 Online Completion Rate**

A total of 7637 invitations were sent to panellists, of which n=2,002 completed the survey. The overall completion rate achieved for the online study was 63%. The following table outlines the sample disposition and response rate as per the former Marketing Research and Intelligence Association guidelines.

**Table 19 Completion Rate**

Total Invitations Sent	7637
Contacts	3200
Completes	2002

Break Offs <sup>2</sup>	200
Over Quota <sup>3</sup>	925
Non-Qualifiers <sup>4</sup>	75
Completion Rate <sup>5</sup>	63%
Incidence Rate	96%

### 2.11 Non-response Bias

A non-response bias analysis is the process that results in the quantification of estimated nonresponse bias, and identification of potential sources of nonresponse bias on estimates. To ensure a representative sample, this research used completion quotas and as such a non-response bias analysis cannot be undertaken.

### 2.12 Margin of Error

As mentioned previously, panel sample was used for this study. Panel surveys are considered a non-random sample and as such margin of error does not apply nor can the results be extrapolated to the Canadian population.

### Tabulated Data

Detailed tables are included under separate cover.

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<sup>2</sup> Respondents who partially completed the survey

<sup>3</sup> Respondents who did not qualify for the survey because they fell into demographic groups that already had the requisite number of completes

<sup>4</sup> Respondents who did not qualify for the survey based on exclusionary criteria (e.g., industry screen out for market research employees)

<sup>5</sup> Completion Rate = Completes/Contacts

### 3. Appendix B: English Survey Instrument

Q001 - QLANG: LANGUAGE

Single coded

Not back

Dans quelle langue souhaitez-vous poursuivre?

In which language would you like to proceed?

Normal

- |   |                   |
|---|-------------------|
| 1 | English / Anglais |
| 2 | French / Français |

**Q002 - QINTRO: INTRODUCTORY DISPLAY**

**Text**

**Not back**

Thank you for agreeing to take part in our survey. Kantar is currently conducting a survey on Canadians' attitudes and behaviours regarding a variety of topics.

This survey should take approximately 15 minutes to complete. Your participation in this study is voluntary and confidential. Your answers will remain anonymous and the information you provide will be administered according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation.

Should you wish to verify the legitimacy of this survey, or you require an alternative means of accessing the survey, you may contact Carole Adam at [carole.adam@kantar.com](mailto:carole.adam@kantar.com).

To view our privacy policy, [click here](#).

Thank you for your time and assistance with this survey.

**Scripter notes: HYPERLINK**

[carole.adam@kantar.com](mailto:carole.adam@kantar.com)

PRIVACY- <https://www.tnscanada.ca/privacy-policy.html> FRE: <https://tnscanada.ca/politique-de-protection-de-la-vie-privee.html>

**B001 - SCR: SCREENER**

**Begin block**



**Q003 - QGEN: GENDER**

Single coded

[Not back](#)

What is your gender?

[Normal](#)

- |   |                                      |
|---|--------------------------------------|
| 1 | Male                                 |
| 2 | Female                               |
| 3 | Other (Please specify) * <i>Open</i> |

**Q004 - QYR\_BORN: YEAR BORN**

Numeric

[Not back](#) | [Min = 1900](#) | [Max = 2006](#)

In what year were you born?

**Scripter notes:** ADD Prefer not to answer BUTTON SCREEN OUT THOSE UNDER 18

Not back

Would you be willing to indicate in which of the following age categories you belong?

Normal

- |   |                      |                    |
|---|----------------------|--------------------|
| 1 | 17 or under          | → GO TO SCREEN OUT |
| 2 | 18 to 24             |                    |
| 3 | 25 to 34             |                    |
| 4 | 35 to 44             |                    |
| 5 | 45 to 54             |                    |
| 6 | 55 to 64             |                    |
| 7 | 65 or older          |                    |
| 8 | Prefer not to answer | → GO TO SCREEN OUT |

**Scripter notes:** AUTOCODE QYR\_BORN AGE AND SKIP  
ASK ONLY IF CODE 2 (PREFER NOT TO SAY) AT YR\_BORN

[Not back](#)

In which province or territory do you live?

[Normal](#)

- 1 Alberta
  - 2 British Columbia
  - 3 Manitoba
  - 4 Newfoundland and Labrador
  - 5 New Brunswick
  - 6 Northwest Territories
  - 7 Nova Scotia
  - 8 Nunavut
  - 9 Ontario
  - 10 Prince Edward Island
  - 11 Quebec
  - 12 Saskatchewan
  - 13 Yukon
- 998 Prefer not to answer *\*Fixed \*Exclusive*

➔ [GO TO SCREEN OUT](#)



[Not back](#) | Number of rows: 11

Which of the following two statements best describes how you feel and/or behave?

Please move the slider to select the scale point or place that best reflects where your personal view falls between the two statements.

**Random**

My personal freedom comes first	1 2 3 4 5 6 7 8 9 10	I have a duty to help other people in my community
Governments want to hear from people like me	1 2 3 4 5 6 7 8 9 10	Governments do not want to hear from people like me
I live life spontaneously from moment to moment	1 2 3 4 5 6 7 8 9 10	My life is very well planned
People would describe me as social, talkative, and outgoing	1 2 3 4 5 6 7 8 9 10	People would describe me as quiet, reserved, and thoughtful
People would describe me as a fun-loving and easygoing person	1 2 3 4 5 6 7 8 9 10	People would describe me as a highly disciplined person
I worry a lot about my future	1 2 3 4 5 6 7 8 9 10	I never worry about my future
I have complete control over how my life turns out	1 2 3 4 5 6 7 8 9 10	I have little or no control in how my life turns out
I carefully consider all the facts before making decisions	1 2 3 4 5 6 7 8 9 10	I go with intuition and gut feel when making decisions
Experts always provide good advice	1 2 3 4 5 6 7 8 9 10	Experts are too often out of touch with ordinary people
People would describe me as someone not afraid of taking risks	1 2 3 4 5 6 7 8 9 10	People would describe me as someone who doesn't like taking risks
Our country needs to stick with the old ways and traditional values	1 2 3 4 5 6 7 8 9 10	Our country needs to update its values to keep up with changes in society
I consider myself to be a religious person	1 2 3 4 5 6 7 8 9 10	I do not consider myself to be a religious person

**Scripter notes:** USE SLIDER

INCLUDE Don't know OPTION.

Columns should be labelled:5 4 3 2 1 1 2 3 4 5

**Data processor notes:** Please include T3B/T2B/B3B/B2B nets, Mean, SD, SE.

Please include: grid, detail tables, summary tables for: T3B, T2B, B3B, B2B

[Not back](#) | [Number of rows: 7](#) | [Number of columns: 11](#)

Please rate your trust in each of the following.

[Rows: Random](#) | [Columns: Normal](#)

[Rendered as Dynamic Grid](#)

		1- Completely distrust	2	3	4	5	6	7	8	9	10- Completely trust	Don't know <i>*Fixed</i> <i>*Exclusive</i>
		1	2	3	4	5	6	7	8	9	10	999
Governments to do what is right	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Businesses to do what is right	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical professionals in Canada	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The pharmaceutical industry	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientists	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Canadians in general	6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information provided by Canadian news media	7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Data processor notes:** Please also include Median, along with Mean, on detail tables.

[Not back](#)

When thinking about vaccines in general, they feel...

[Normal](#)

1	1-Very risky
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10-Very safe
999	Don't know *Fixed *Exclusive



**Not back**

Please rate the extent to which you disagree or agree with the following statement:

I get my flu shot whenever I can.

**Normal**

1	1- Strongly disagree
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10-Strongly agree
999	Don't know *Fixed *Exclusive

[Not back](#) | [Number of rows: 8](#)

Which of the following two statements best describes how you feel and behave in the current COVID-19 (Coronavirus) situation?

Please move the slider to select the scale point or place that best reflects where your personal view falls between the two statements

**Random**

I am very careful to adhere to all health and safety measures (e.g., social distancing, mask-wearing, handwashing, etc.)	1 2 3 4 5 6 7 8 9 10	I don't really pay much attention to whether I adhere to the health and safety measures
The COVID-19 situation is very serious	1 2 3 4 5 6 7 8 9 10	The COVID-19 situation is overblown
Wearing masks should be mandated by government	1 2 3 4 5 6 7 8 9 10	Wearing masks should be a personal choice
I think we have prioritized health over the economy too much during the COVID-19 pandemic	1 2 3 4 5 6 7 8 9 10	I think we have prioritized the economy over health too much during the COVID-19 pandemic
The pandemic has had a negative impact on my financial situation	1 2 3 4 5 6 7 8 9 10	The pandemic has NOT had a negative impact on my financial situation
I am tired of hearing about COVID-19	1 2 3 4 5 6 7 8 9 10	I seek out as much information as possible on COVID-19
I get very angry when I see someone else not adhering to the latest public health guidelines	1 2 3 4 5 6 7 8 9 10	When other people don't adhere to the latest public health guidelines, I don't really mind
The restrictions put in place to limit the spread of COVID-19 are necessary even at the expense of mental health	1 2 3 4 5 6 7 8 9 10	The restrictions put in place to limit the spread of COVID-19 are doing too much damage to mental health

**Scripter notes:** USE SLIDER  
INCLUDE Don't know OPTION.

Columns should be labelled: 5 4 3 2 1 1 2 3 4 5

**Data processor notes:** Please include T3B/T2B/B3B/B2B nets, Mean, SD, SE.

Please include: grid, detail tables, summary tables for: T3B, T2B, B3B, B2B

Not back | Number of rows: 7 | Number of columns: 11

How much do you disagree or agree with the following statement?

Rows: Random | Columns: Normal

Rendered as Dynamic Grid

		1- Completely disagree	2	3	4	5	6	7	8	9	10- Completely agree	Don't know <i>*Fixed</i> <i>*Exclusive</i>
		1	2	3	4	5	6	7	8	9	10	999
If a family member catches COVID-19, it will seriously affect their health	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A person infected with COVID-19 can transmit the virus, even if they aren't showing any symptoms	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations from public health officials are clear and easy to understand	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The COVID-19 death rate has been deliberately and greatly exaggerated	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I catch COVID-19, it won't seriously affect my health	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid of getting COVID-19 myself	6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has been difficult for me to find reliable and trustworthy information about COVID-19	7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Data processor notes:** Please also include Median, along with Mean, on detail tables.

**Q013 - QRESTR: Government Restrictions**

Single coded

[Not back](#)

Thinking about the restrictions that governments in Canada have put in place during the pandemic, do you think the restrictions have. . . ?

[Normal](#)

- 1 Gone too far
- 2 Haven't gone far enough
- 3 Are about right
- 4 Don't know

**B002 - ATT\_BEH: ATTITUDES, BEHAVIOURS, VALUES QUESTIONS**

End block

**B003 - APP\_VAC\_HEA: COVID APP, VACCINE, HEALTH QUESTIONS**

Begin block

**Q014 - QCOVAPP: Downloaded COVID Alert**

Single coded

[Not back](#)

Have you downloaded the **COVID Alert** app?

**Normal**

- 1 Yes, I have downloaded the app
- 2 No, but I plan to download the app
- 3 No, I will not download the app
- 4 No, I have never heard of the COVID Alert app
- 5 Don't know

Ask only if Q014 - QCOVAPP,3

Q015 - QWHYND: Why Not Download

Multi coded

[Not back | Min = 1](#)

Why won't you download the **COVID Alert** app?

Select all that apply.

Random

- 1 It's too much hassle to install the app
- 2 Not enough people will install the app so it won't be effective
- 3 It would have a negative impact on my mental health
- 4 I don't trust the app/government to handle my data privately
- 5 I think it is an invasion of privacy
- 6 I don't want the government to have access to my location data
- 7 I don't believe I will catch the virus
- 8 I don't own a smart phone
- 9 My smartphone is not compatible with the app
- 10 I don't have a data plan on my phone
- 11 I don't know how to download the app
- 12 The app is not fully functional in my province/territory
- 996 Other (Please specify) \_\_\_\_\_ *\*open \*Fixed*
- 999 Don't know *\*Fixed \*Exclusive*

[Not back](#)

When a COVID-19 vaccine becomes available, how likely or unlikely will you be to get vaccinated?

[Normal](#)

1	1-Extremely unlikely
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10-Extremely likely
999	Don't know *Fixed *Exclusive

**Q017 - QWHENVAC: Getting the COVID-19 Vaccine**

Single coded

[Not back](#)

Which **ONE** of the following statements best describes you?

[Normal](#)

- 1 I will definitely get a COVID-19 vaccine as soon as it becomes available to me
- 2 I will probably get a COVID-19 vaccine once I am confident it is safe
- 3 I will probably get a COVID-19 vaccine once I am confident it will work
- 4 I will probably not get a COVID-19 vaccine
- 5 I will definitely not get a COVID-19 vaccine
- 999 Don't know *\*Fixed \*Exclusive*

Ask only if **Q017 - QWHENVAC,4,5**

**Q018 - QWHYNOTVAC: Why Not Get Vaccinated?**

Open

[Not back](#)

Why will you not get a COVID-19 vaccine?

**Scripter notes:** INCLUDE Don't know OPTION

**Data processor notes:** Please use base text "THOSE WHO WILL PROB/DEF NOT GET A VACCINE"



Random

- |   |        |
|---|--------|
| 1 | QMessM |
| 2 | QMessL |

[Not back](#) | [Number of rows: 4](#) | [Number of columns: 4](#)

How would each of the following influence your likelihood of taking a COVID-19 vaccine?

[Rows: Random](#) | [Columns: Normal](#)

[Rendered as Dynamic Grid](#)

		A lot more likely to take a COVID-19 vaccine	A little more likely to take a COVID-19 vaccine	Would make no difference	Don't know <i>*Fixed</i> <i>*Exclusive</i>
		1	2	3	999
Vaccination is a requirement for people to travel (within Canada or outside of Canada)	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My family and friends have taken it	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My doctor or health care provider personally recommends I get vaccinated	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeing politicians, health professionals, and/or celebrities get vaccinated on camera	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Data processor notes:** Include grid & detail tables.

No nets/stats needed.

[Not back](#) | [Number of rows: 3](#) | [Number of columns: 4](#)

How would each of the following influence your likelihood of taking a COVID-19 vaccine?

[Rows: Random](#) | [Columns: Normal](#)

[Rendered as Dynamic Grid](#)

		A lot less likely to take a COVID-19 vaccine	A little less likely to take a COVID-19 vaccine	Would make no difference	Don't know <i>*Fixed</i> <i>*Exclusive</i>
		1	2	3	999
It is inconvenient to get vaccinated	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 cases are not declining even though more Canadians are getting vaccinated	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reports of serious side effects are posted on social media	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Data processor notes:** Include grid & detail tables.

No nets/stats needed.



Q021 - QLKFWD: Activity Looking Forward To

Multi coded

[Not back](#) | [Min = 1](#) | [Max = 3](#)

Which **THREE** activities do you **MOST** look forward to once the COVID-19 pandemic is over?

Please select three.

[Random](#)

- 1 Attending a concert or music festival
- 2 Traveling or going on a vacation within Canada
- 3 Traveling or going on a vacation outside of Canada
- 4 Eating out at a restaurant
- 5 Going to the gym
- 6 Going to a bar or nightclub
- 7 My children being back in school or daycare in-person
- 8 Going back to my workplace in-person
- 9 Attending a sporting event
- 10 Attending a large social gathering like a wedding, party, etc.
- 11 Going to a religious service in person
- 12 Going to a movie theatre
- 13 Seeing family and/or friends
- 14 Attending classes for myself in person
- 15 Participating in team sports
- 16 Shopping at a store/mall
- 17 Physical contact like hugs or handshakes
- 996 Other (Please specify) *\*Open \*Fixed*
- 999 Don't know *\*Fixed \*Exclusive*

**Q022 - QKNOW: KNOW SOMEONE**

Multi coded

[Not back](#) | **Min = 1**

Which of the following statements apply to you?

Please select all that apply.

**Rotated**

- 1 I have tested positive for COVID-19
- 2 I personally know someone who has tested positive for COVID-19
- 3 I personally know someone who has been hospitalized with COVID-19
- 4 I personally know someone who has died from COVID-19
- 998 None of the above *\*Fixed \*Exclusive*
- 997 Don't know/Prefer not to answer *\*Fixed \*Exclusive*

**B005 - MESSAGING: MESSAGING**

End block

**B006 - MED\_CON: MEDIA CONSUMPTION**

Begin block

**Q023 - QMEDIA: Traditional Media**

Single coded

[Not back](#)

Which of the following statements best describes you?

[Random](#)

- 1 I look to larger, mainstream, traditional media outlets to get accurate information on the news
- 2 I look to smaller, alternative, new media outlets to get accurate information on the news
- 999 Don't know/Prefer not to answer *\*Fixed \*Exclusive*

**Q024 - QFLLW: Follow News Media**

Single coded

[Not back](#)

How closely would you say you are following the news on COVID-19?

[Normal](#)

- 1 Very closely
- 2 Somewhat closely
- 3 Not closely
- 4 Not following it at all
- 999 Don't know *\*Fixed \*Exclusive*



Ask only if **Q024 - QFLLW**,1,2,3

**Q025 - QPRM: Primary Source of News Media**

Single coded

[Not back](#)

What has been your **PRIMARY** source of information on COVID-19?

Please select only **ONE**.

[Random](#)

- 1 Live TV news channel or TV news program on a regular TV set
- 2 AM/FM radio from a regular receiver
- 3 Printed newspapers
- 4 Online news sources (Newspapers, TV, or Radio)
- 5 Podcasts
- 6 Social media (e. g. , Facebook, Twitter, or YouTube)
- 996 Other (Please specify) *\*Open \*Fixed*
- 999 Don't know *\*Fixed \*Exclusive*

[Not back](#)

Which **ONE** of the following do you trust the **MOST** to provide reliable information about COVID-19?

Please select only **ONE**.

[Random](#)

- 1 Government officials
- 2 My doctor or health care provider
- 3 Mainstream media (e.g., Newspapers, TV news, Radio, etc.)
- 4 Social media (e.g., Facebook, Twitter, YouTube, etc.)
- 5 My family and friends
- 996 Other (Please specify) *\*Open \*Fixed*
- 999 Don't know *\*Fixed \*Exclusive*

[Not back](#) | [Min = 1](#)

What language do you speak most often at home?

Please select all that apply.

**Normal**

- |     |   |
|-----|---|
| 1   | English                                       |
| 2   | French  |
| 996 | Other (Please specify) <i>*Open *Fixed</i>    |
| 998 | Prefer not to answer <i>*Fixed *Exclusive</i> |

**Scripter notes:** IF Q001 Lang= French, SHOW French FIRST AND THEN ENGLISH.

[Not back](#)

What is the highest level of formal education that you have completed?

[Normal](#)

- |     |  |
|-----|--|
| 1   | Less than a high school diploma or equivalent                    |
| 2   | High school diploma or equivalent                                |
| 3   | Registered apprenticeship or other trades certificate or diploma |
| 4   | College, CEGEP or other non-university certificate or diploma    |
| 5   | University certificate or diploma below bachelor's level         |
| 6   | Bachelor's degree  |
| 7   | Post graduate degree above bachelor's level                      |
| 997 | Prefer not to answer *Fixed *Exclusive                           |

[Not back](#)

Which of the following categories best describes your current employment status? Are you...

Please select one answer only.

[Normal](#)

- 1 Working full-time, that is, 35 or more hours per week
- 2 Working part-time, that is, less than 35 hours per week
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (Full-time homemaker, unemployed, not looking for work)
- 996 Other\**Fixed*
- 998 Prefer not to answer \**Fixed* \**Exclusive*

Ask only if **Q029 - QEMP,1,2,3**

**Q030 - QWKH: WORK FROM HOME**

Single coded

**Not back**

Since the COVID-19 pandemic began, have you been able to work from home?

**Normal**

- |     |   |
|-----|---|
| 1   | Yes, always or mostly                         |
| 2   | Yes, sometimes or rarely                      |
| 3   | No, never                                     |
| 998 | Prefer not to answer <i>*Fixed *Exclusive</i> |

**Q031 - QHHINCOME: HOUSEHOLD INCOME**

Single coded

**Not back**

Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

**Normal**

- 1 Under \$20,000
- 2 \$20,000 to just under \$40,000
- 3 \$40,000 to just under \$60,000
- 4 \$60,000 to just under \$80,000
- 5 \$80,000 to just under \$100,000
- 6 \$100,000 to just under \$150,000
- 7 \$150,000 and above
- 998 Prefer not to answer *\*Fixed \*Exclusive*

**Q032 - QHHNum: Number of People in Household**

Numeric

**Not back | Min = 1 | Max = 30**

Including yourself, how many people live in your household?

<p><b>Scripter notes:</b> ADD Prefer not to answer BUTTON</p> <p><b>Data processor notes:</b> Include row for each given response.</p> <p>Include nets: 3 Or More (Net), 6 Or More (Subnet)</p>
---

**Q033 - BORN: BORN IN CANADA**

Single coded

Not back

Were you born in Canada?

Normal

- |   |                      |
|---|----------------------|
| 1 | Yes                  |
| 2 | No                   |
| 3 | Prefer not to answer |

Ask only if **Q033 - BORN,2**

**Q034 - YR\_EMG: YEAR EMIGRATED**

Numeric

Not back | Min = 1900 | Max = 2021

In what year did you come to Canada?

ADD: Prefer not to answer OPTION



**Not back**

Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians?

**Normal**

- |     |  |
|-----|--|
| 1   | Yes                                    |
| 2   | No                                     |
| 999 | Prefer not to answer *Fixed *Exclusive |

Ask only if **Q035 - QINDG,2,999**

**Q036 - ETH: ETHNICITY**

Multi coded

[Not back](#) | [Min = 1- Max 2](#)

You may belong to one or more racial or cultural groups on the following list. Are you. . . ?

Please select up to two.

[Alphabetical](#)

- 1 White
- 2 South Asian (e. g. , East Indian, Pakistani, Sri Lankan)
- 3 Chinese
- 4 Black
- 5 Filipino
- 6 Latin American
- 7 Arab
- 8 Southeast Asian (e. g. , Vietnamese, Cambodian, Malaysian, Laotian)
- 9 West Asian (e. g. , Iranian, Afghan)
- 10 Korean
- 11 Japanese
- 996 Other (Please specify) *\*Open \*Fixed*
- 999 Prefer not to answer *\*Fixed \*Exclusive*

**Q037 - QPOST\_CODE: POSTAL CODE**

Alpha

[Not back](#)

Please enter the first three digits of your postal code:

**Scripter notes:** PLEASE ADD A Don't know/Prefer not to answer OPTION  
SHOW EXAMPLE "A1A(No spaces)" BESIDE BOX.

**Q047 - SATQE: Survey Satisfaction**

Open

[Not back](#)

Do you have comments regarding the survey you just completed?

**B007 - DEMO: DEMOGRAPHICS**

End block

Show to completions only, screenouts and quota full will see typical screen

Q038 - END\_DISP: END DISPLAY

Text

[Not back](#)

Thank you for completing the survey. The Government of Canada is conducting this research survey in order to better understand Canadians' attitudes and behaviours related to the COVID-19 pandemic. The results of this study will help inform the development of future governmental policies and communications. Kantar was hired to administer this survey, and a final report, written by Kantar, will be available to the public from Library and Archives Canada (<http://www.bac-lac.gc.ca/>).

All responses are voluntary and completely confidential. Your answers will remain anonymous.

The Government of Canada is committed to respecting the privacy rights of individuals who participate in surveys like this one. All personal information created, held, or collected by the Government of Canada is protected under the [Privacy Act](#).

For any enquiries about the study, please contact [por-rop@pco-bcp.ca](mailto:por-rop@pco-bcp.ca).

## 4. Appendix C: French Survey Instrument

Q001 – QLANG : LANGUE

Code unique

### Pas en arrière

Dans quelle langue souhaitez-vous poursuivre?

In which language would you like to proceed?

### Normal

- |   |                 |
|---|-----------------|
| 1 | English/Anglais |
| 2 | French/Français |

**Pas en arrière**

Merci d'avoir accepté de participer à notre sondage. Kantar mène actuellement un sondage concernant les attitudes et les comportements des Canadiens et des Canadiennes en ce qui concerne divers sujets.

Ce sondage devrait prendre environ 15 minutes. Votre participation à ce sondage est volontaire et confidentielle. Vos réponses demeureront anonymes et les renseignements que vous fournirez seront gérés conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et de toute autre mesure législative pertinente.

Si vous souhaitez vérifier la légitimité du présent sondage ou si vous avez besoin d'un autre moyen d'accéder au sondage, vous pouvez communiquer avec Carol Adam à l'adresse [carol.adam@kantar.com](mailto:carol.adam@kantar.com).

Pour consulter notre politique de confidentialité, [cliquez ici](#).

Merci de nous accorder de votre temps et d'avoir accepté de participer à ce sondage.

**Notes pour le scripteur : HYPERLIEN**

[carol.adam@kantar.com](mailto:carol.adam@kantar.com)

VIE PRIVÉE-<https://www.tnscanada.ca/privacy-policy.html> FRA : <https://tnscanada.ca/politique-de-protection-de-la-vie-privée.html>

**Q026 – QGEN : GENRE**

**Code unique**

[Pas en arrière](#)

Quel est votre genre?

**Normal**

- |   |   |
|---|---|
| 1 | Homme                                     |
| 2 | Femme                                     |
| 3 | Autre (Veuillez préciser) * <i>Ouvert</i> |

**Q003 – QYR\_BORN : ANNÉE DE NAISSANCE**

**Numérique**

[Pas en arrière](#) | **Min = 1900** | **Max = 2006**

Quelle est votre année de naissance? [Noter l'année – AAAA]

**Notes pour le scripteur : AJOUTER le BOUTON « Je préfère ne pas répondre », ÉCRAN DE SORTIE POUR LES PERSONNES DE MOINS DE 18 ANS**

**Q004 – QAGE : ÂGE**

**Code unique**

[Pas en arrière](#)

[Si le répondant préfère ne pas fournir d'année de naissance précise, poser la question suivante :]

Acceptez-vous d'indiquer dans quelle tranche d'âges vous vous situez?

## Normal

- |   |                            |                             |
|---|----------------------------|-----------------------------|
| 1 | 17 ans ou moins            | ➔ ALLER À L'ÉCRAN DE SORTIE |
| 2 | 18 à 24 ans                |                             |
| 3 | 25 à 34 ans                |                             |
| 4 | 35 à 44 ans                |                             |
| 5 | 45 à 54 ans                |                             |
| 6 | 55 à 64 ans                |                             |
| 7 | 65 ans ou plus             |                             |
| 8 | Je préfère ne pas répondre | ➔ ALLER À L'ÉCRAN DE SORTIE |

**Notes pour le scripteur :** AUTOCODE QYR\_BORN AGE ET SAUTER LA QUESTION  
DEMANDER SEULEMENT SI LE CODE EST DE 2 (JE PRÉFÈRE NE PAS RÉPONDRE) POUR YR\_BORN



Pas en arrière

Dans quelle province ou quel territoire habitez-vous?

Normal

- 1 Alberta
- 2 Colombie-Britannique
- 3 Manitoba
- 4 Terre-Neuve-et-Labrador
- 5 Nouveau-Brunswick
- 6 Territoires du Nord-Ouest
- 7 Nouvelle-Écosse
- 8 Nunavut
- 9 Ontario
- 10 Île-du-Prince-Édouard
- 11 Québec
- 12 Saskatchewan
- 13 Yukon

998 Je préfère ne pas répondre \*Fixe \*Exclusif

➔ [ALLER À L'ÉCRAN DE SORTIE](#)



[Pas en arrière](#) | [Nombre de rangées : 11](#)

Lequel des deux énoncés suivants décrit le mieux ce que vous ressentez et comment vous vous comportez?

Veillez déplacer la barre de défilement pour sélectionner le point de l'échelle correspondant le mieux à votre opinion.

**Au hasard**

Ma liberté personnelle vient en premier	1 2 3 4 5 6 7 8 9 10	J'ai le devoir d'aider d'autres personnes dans ma communauté
Les gouvernements veulent l'opinion des personnes comme moi	1 2 3 4 5 6 7 8 9 10	Les gouvernements ne veulent pas l'opinion des personnes comme moi
Je vis ma vie spontanément, d'un moment à l'autre	1 2 3 4 5 6 7 8 9 10	Ma vie est très bien planifiée
Les gens me décriraient comme étant social(e), bavard(e) et extraverti(e)	1 2 3 4 5 6 7 8 9 10	Les gens me décriraient comme étant silencieux(se), réservé(e) et réfléchi(e)
Les gens me décriraient comme étant une personne joviale et accommodante	1 2 3 4 5 6 7 8 9 10	Les gens me décriraient comme étant une personne très disciplinée
Je m'inquiète beaucoup de mon avenir	1 2 3 4 5 6 7 8 9 10	Je ne m'inquiète jamais de mon avenir
J'exerce un contrôle complet sur ma vie	1 2 3 4 5 6 7 8 9 10	J'exerce peu ou pas de contrôle sur ma vie
Je tiens soigneusement compte de tous les faits avant de prendre des décisions	1 2 3 4 5 6 7 8 9 10	Je suis mon intuition et mon instinct lorsque je prends des décisions
Les experts donnent toujours de bons conseils	1 2 3 4 5 6 7 8 9 10	Les experts sont trop souvent déconnectés de la réalité des gens ordinaires
Les gens me décriraient comme étant une personne qui n'a pas peur de prendre des risques	1 2 3 4 5 6 7 8 9 10	Les gens me décriraient comme étant une personne qui n'aime pas prendre des risques
Notre pays doit s'en tenir aux anciennes façons de faire et aux valeurs traditionnelles	1 2 3 4 5 6 7 8 9 10	Notre pays doit mettre à jour ses valeurs pour tenir compte des changements dans la société
Je me considère être une personne religieuse	1 2 3 4 5 6 7 8 9 10	Je ne me considère pas être une personne religieuse

**Notes pour le scripteur : INCLURE L'OPTION JE NE SAIS PAS. UTILISER LA BARRE DE DÉFILEMENT.**

Pas en arrière | Nombre de rangées : 7 | Nombre de colonnes : 11

Veillez évaluer votre confiance envers chacun des éléments suivants.

Rangées : Aléatoires Normal | Colonnes : Normales

Afficher sous forme de grille dynamique

		1- Pas du tout confiance	2	3	4	5	6	7	8	9	10- Complètement confiance	Je ne sais pas <i>*Fixe</i> <i>*Exclusif</i>
		1	2	3	4	5	6	7	8	9	10	999
Les gouvernements pour agir de façon juste	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les entreprises pour agir de façon juste	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les professionnels médicaux au Canada	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'industrie pharmaceutique	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les scientifiques	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les autres Canadien(ne)s en général	6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les renseignements fournis par les médias canadiens	7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Pas en arrière**

Lorsque vous pensez aux vaccins en général, vous sentez qu'ils sont...

**Normal**

1	1– Très dangereux
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10– Très sécuritaires
999	Je ne sais pas *Fixe *Exclusif

**Pas en arrière**

Veillez indiquer dans quelle mesure vous êtes en désaccord ou en accord avec l'énoncé suivant :

Je me fais vacciner contre la grippe dès que je le peux.

**Normal**

1	1– Pas du tout d'accord
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10– Complètement d'accord
999	Je ne sais pas *Fixe *Exclusif

Pas en arrière | Nombre de rangées : 9

Lequel des deux énoncés suivants décrit le mieux comment vous vous sentez et comment vous vous comportez face à la situation actuelle de la COVID-19 (coronavirus)?

Veuillez déplacer la barre de défilement pour sélectionner le point de l'échelle correspondant le mieux à votre opinion

**Aléatoire**

Je fais très attention à toutes les mesures de santé et de sécurité (p. ex., distanciation sociale, port du masque, lavage des mains, etc.)	1 2 3 4 5 6 7 8 9 10	Je ne porte pas beaucoup attention aux mesures de santé et de sécurité
La situation de la COVID-19 est très grave	1 2 3 4 5 6 7 8 9 10	La situation de la COVID-19 est exagérée
Le port du masque devrait être prescrit par le gouvernement	1 2 3 4 5 6 7 8 9 10	Le port du masque devrait être un choix personnel
Je pense que nous avons trop priorisé la santé par rapport à l'économie pendant la pandémie de COVID-19	1 2 3 4 5 6 7 8 9 10	Je crois que nous avons trop priorisé l'économie par rapport à la santé pendant la pandémie de COVID-19
La pandémie a eu un impact négatif sur ma situation financière	1 2 3 4 5 6 7 8 9 10	La pandémie n'a PAS eu d'impact négatif sur ma situation financière
Je suis tanné(e) d'entendre parler de la COVID-19	1 2 3 4 5 6 7 8 9 10	Je tente d'obtenir le plus de renseignements possible sur la COVID-19
Je suis très en colère lorsque je vois quelqu'un qui ne respecte pas les directives les plus récentes en matière de santé publique	1 2 3 4 5 6 7 8 9 10	Lorsque d'autres personnes ne respectent pas les directives les plus récentes en matière de santé publique, cela ne me dérange pas vraiment
Les restrictions mises en place pour limiter la propagation de la COVID-19 sont nécessaires, même au détriment de la santé mentale	1 2 3 4 5 6 7 8 9 10	Les restrictions mises en place pour limiter la propagation de la COVID-19 nuisent trop à la santé mentale

**Notes pour le scripteur : INCLURE L'OPTION JE NE SAIS PAS. UTILISER LA BARRE DE DÉFILEMENT.**



Pas en arrière | Nombre de rangées : 7 | Nombre de colonnes : 11

Dans quelle mesure êtes-vous en désaccord ou en accord avec l'énoncé suivant?

Rangées : aléatoires : Normal

Afficher sous forme de grille dynamique

		Pas du tout d'accord	2	3	4	5	6	7	8	9	10– Tout à fait d'accord	Je ne sais pas <i>*Fixe</i> <i>*Exclusif</i>
		1	2	3	4	5	6	7	8	9	10	999
Si un membre de ma famille contractait la COVID-19, cela affecterait sérieusement sa santé	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Une personne infectée par la COVID-19 peut transmettre le virus, même si elle ne présente aucun symptôme	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les recommandations des responsables de la santé publique sont claires et faciles à comprendre	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le taux de décès de la COVID-19 a été délibérément et grandement exagéré	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Si je contractais la COVID-19, cela n'aurait aucune incidence grave sur ma santé	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crains de contracter la COVID-19	6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il a été difficile pour moi de trouver des renseignements sur la COVID-19 fiables et dignes de confiance	7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Pas en arrière**

En ce qui concerne les restrictions que les gouvernements au Canada ont mises en place pendant la pandémie, pensez-vous que les restrictions...

**Normal**

- 1 Sont allées trop loin
- 2 Ne sont pas allées assez loin
- 3 Sont correctes
- 4 Je ne sais pas

**B002 – ATT\_BEH : QUESTIONS SUR LES ATTITUDES,  
COMPORTEMENTS ET VALEURS****Bloc final****B003 – APP\_VAC\_HEA : APPLICATION COVID, VACCIN, QUESTIONS  
DE SANTÉ****Bloc de début**

Pas en arrière

Avez-vous téléchargé l'application **Alerte COVID**?

Normal

- 1 Oui, j'ai téléchargé l'application
- 2 Non, mais j'ai l'intention de télécharger l'application
- 3 Non, je ne téléchargerai pas l'application
- 4 Non, je n'ai jamais entendu parler de l'application Alerte COVID
- 5 Je ne sais pas

Poser la question seulement si **Q013 – QCOVAPP,3**

**Q014 – QWHYND : Pourquoi ne pas télécharger**

**Multicodé**

[Pas en arrière | Min. = 1](#)

Pourquoi ne téléchargez-vous pas l'application **Alerte COVID?**

Sélectionnez toutes les réponses pertinentes

[Aléatoire](#)

- 1 Installer l'application est trop compliqué
- 2 Pas assez de gens installeront l'application, donc elle ne sera pas efficace
- 3 Cela aurait un impact négatif sur ma santé mentale
- 4 Je ne fais pas confiance à ce que l'application ou le gouvernement gère mes données
- 5 Je pense qu'elle représente une atteinte à la vie privée
- 6 Je ne veux pas que le gouvernement ait accès à mes données de localisation
- 7 Je ne crois pas contracter le virus
- 8 Je n'ai pas de téléphone intelligent
- 9 Mon téléphone intelligent n'est pas compatible avec l'application
- 10 Je n'ai pas de forfait de données sur mon téléphone
- 11 Je ne sais pas comment télécharger l'application
- 12 L'application n'est pas pleinement fonctionnelle dans ma province ou mon territoire
- 996 Autre (Veuillez préciser) *\*Fixe*
- 999 Je ne sais pas *\*Fixe \*Exclusif*

**Pas en arrière**

Lorsque le vaccin contre la COVID-19 sera disponible, dans quelle mesure est-il probable ou improbable que vous vous fassiez vacciner?

**Normal**

1	1– Extrêmement improbable
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10– Extrêmement probable
999	Je ne sais pas *Fixe *Exclusif

Q016 – QWHENVAC : Se faire vacciner contre la COVID-19

Code unique

[Pas en arrière](#)

Lequel des énoncés suivants vous décrit le mieux?

**Normal**

- |     |  |
|-----|--|
| 1   | Je vais définitivement me faire vacciner contre la COVID-19 dès que le vaccin me sera disponible     |
| 2   | Je me ferai probablement vacciner contre la COVID-19 dès que je saurai que le vaccin est sécuritaire |
| 3   | Je me ferai probablement vacciner contre la COVID-19 dès que je saurai que le vaccin est efficace    |
| 4   | Je ne recevrai probablement pas un vaccin contre la COVID-19   |
| 5   | Je ne recevrai définitivement pas un vaccin contre la COVID-19                                       |
| 999 | Je ne sais pas <i>*Fixe *Exclusif</i>  |

Poser seulement la question si **Q016 – QWHENVAC,4,5**

Q017 – QWHYNOTVAC : Pourquoi choisir de ne pas se faire vacciner?

Ouvert

[Pas en arrière](#)

Pourquoi ne vous ferez-vous pas vacciner contre la COVID-19?

**Notes pour le scripteur : INCLURE L'OPTION JE NE SAIS PAS**

**B004 – MESS\_LOOP : BOUCLE DE MESSAGERIE**

**Commencer le bloc de répétition**

**Au hasard**

- 1 QMessM
- 2 QMessL

**Pas en arrière | Nombre de rangées : 4 | Nombre de colonnes : 4**

Comment chacune des propositions suivantes influence-t-elle votre probabilité de vous faire vacciner contre la COVID-19?

**Rangées : aléatoires : Normal**

**Afficher sous forme de grille dynamique**

		Beaucoup plus susceptible de me faire vacciner contre la COVID-19	Un peu plus susceptible de me faire vacciner contre la COVID-19	Ne ferait aucune différence	Je ne sais pas <i>*Fixe</i> <i>*Exclusif</i>
		1	2	3	999
La vaccination est exigée pour les personnes qui veulent voyager (à l'intérieur ou à l'extérieur du Canada)	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ma famille et mes amis ont été vaccinés	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mon médecin ou un professionnel de la santé me recommande personnellement de me faire vacciner	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voir des politiciens, des professionnels de la santé et/ou des célébrités se faire vacciner devant la caméra	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Pas en arrière | Nombre de rangées : 3 | Nombre de colonnes : 4

Comment chacune des propositions suivantes influence-t-elle votre probabilité de vous faire vacciner contre la COVID-19?

Rangées : aléatoires : Normal

Afficher sous forme de grille dynamique

		Beaucoup moins susceptible de me faire vacciner contre la COVID-19	Un peu moins susceptible de me faire vacciner contre la COVID-19	Ne ferait aucune différence	Je ne sais pas <i>*Fixe</i> <i>*Exclusif</i>
		1	2	3	999
Il est peu pratique de se faire vacciner	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les cas de COVID-19 ne diminuent pas même si plus de Canadiens et Canadiennes sont vaccinés	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les rapports des effets secondaires graves sont affichés sur les médias sociaux	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B004 – MESS\_LOOP : BOUCLE DE MESSAGERIE

Bloc de répétition final

B003 – APP\_VAC\_HEA : APPLICATION COVID, VACCIN, QUESTIONS DE SANTÉ

Bloc final



[Pas en arrière](#) | [Min = 1](#) | [Max = 3](#)

Quelles **TROIS** activités avez-vous **LE PLUS** hâte de faire lorsque la pandémie de COVID-19 sera terminée?

Sélectionnez trois réponses.

Aléatoire

- 1 Assister à un concert ou un festival de musique
- 2 Voyager ou partir en vacances au Canada
- 3 Voyager ou partir en vacances à l'extérieur du Canada
- 4 Manger dans un restaurant
- 5 Aller au gym
- 6 Me rendre dans un bar ou une boîte de nuit
- 7 Mes enfants qui retourneront à l'école ou à la garderie en personne
- 8 Me rendre en personne dans mon lieu de travail
- 9 Assister à un événement sportif
- 10 Assister à un grand rassemblement social, comme un mariage, une fête, etc.
- 11 Assister à un service religieux en personne
- 12 Aller au cinéma
- 13 Voir de la famille et/ou des amis
- 14 Assister à des cours en personne
- 15 Participer à des sports d'équipe
- 16 Magasiner dans un magasin/centre commercial
- 17 Reprendre les contacts physiques, comme les accolades ou les poignées de main
- 996 Autre (Veuillez préciser) *\*Ouvert \*Fixe*
- 999 Je ne sais pas *\*Fixe \*Exclusif*

**Pas en arrière | Min = 1**

Lesquels des énoncés suivants s'appliquent à vous?

Veuillez sélectionner toutes les réponses pertinentes.

**En rotation**

- 1 J'ai testé positif pour la COVID-19
- 2 Je connais personnellement quelqu'un qui a testé positif pour la COVID-19
- 3 Je connais personnellement une personne qui a été hospitalisée à cause de la COVID-19
- 4 Je connais personnellement une personne qui est morte des suites de la COVID-19
- 998 Aucune de ces réponses *\*Fixe \*Exclusif*  
Je ne sais pas/Je préfère ne pas répondre *\*Fixe \*Exclusif*

**Q022 – QMEDIA : Médias traditionnels****Code unique****Pas en arrière**

Lequel des énoncés suivants vous décrit le mieux?

**Au hasard**

- |     |   |
|-----|---|
| 1   | Je consulte les grands médias, les médias grand public et les médias traditionnels pour obtenir des renseignements exacts sur les nouvelles |
| 2   | Je consulte les médias nouveaux, alternatifs et plus petits pour obtenir des renseignements exacts sur les nouvelles                        |
| 999 | Je ne sais pas/Je préfère ne pas répondre <i>*Fixe *Exclusif</i>  |

**Q023 – QFLLW : Suivre les médias de nouvelles****Code unique****Pas en arrière**

À quel point diriez-vous que vous suivez les nouvelles sur la COVID-19?

**Normal**

- |     |                                       |
|-----|---------------------------------------|
| 1   | De très près                          |
| 2   | D'assez près                          |
| 3   | Pas de très près                      |
| 4   | Ne les suis pas du tout               |
| 999 | Je ne sais pas <i>*Fixe *Exclusif</i> |

Poser la question uniquement si **Q023 – QFLLW,1,2,3**

**Q024 – QPRM : Source principale de médias de nouvelles**

**Code unique**

**Pas en arrière**

Quelle a été votre source **PRINCIPALE** d'informations sur la COVID-19?

Sélectionnez **UNE** seule réponse.

**Au hasard**

- |     |  |
|-----|--|
| 1   | Chaînes de nouvelles télévisées en direct ou émissions de nouvelles sur un téléviseur traditionnel |
| 2   | Radio AM/FM sur un récepteur traditionnel  |
| 3   | Journaux imprimés  |
| 4   | Sites web de nouvelles ou applications en ligne (journaux, télévision ou radio)                    |
| 5   | Balados  |
| 6   | Médias sociaux (p. ex. Facebook, Twitter ou YouTube)   |
| 996 | Autre (Veuillez préciser) <i>*Ouvert *Fixe</i>   |
| 999 | Je ne sais pas <i>*Fixe *Exclusif</i>  |

Pas en arrière

À quelle source, parmi les suivantes, faites-vous **LE PLUS** confiance pour obtenir de l'information fiable sur la COVID-19?

Sélectionnez **UNE** seule réponse.

Aléatoire

- 1 Représentants du gouvernement
- 2 Mon médecin ou fournisseur de soins de santé
- 3 Médias grand public (p. ex., journaux, nouvelles télévisées, radio, etc.)
- 4 Médias sociaux (p. ex., Facebook, Twitter, YouTube, etc.)
- 5 Ma famille et mes amis
- 996 Autre (Veuillez préciser) *\*Ouvert \*Fixe*
- 999 Je ne sais pas *\*Fixe \*Exclusif*



**Q028 – QLANG\_SPOKE : LANGUES PARLÉES****Multicodé****Pas en arrière | Min = 1**

Quelle langue parlez-vous le plus souvent à la maison?

**Normal**

- |     |   |
|-----|---|
| 1   | Français  |
| 2   | Anglais   |
| 996 | Autre (Veuillez préciser) <i>*Ouvert *Fixe</i>    |
| 998 | Je préfère ne pas répondre <i>*Fixe *Exclusif</i> |

**Q027 – QEDU : SCOLARITÉ****Code unique****Pas en arrière**

Quel est le niveau de scolarité le plus élevé que vous ayez atteint?

**Normal**

- |     |  |
|-----|--|
| 1   | Moins qu'un diplôme d'études secondaires ou l'équivalent                                     |
| 2   | Diplôme d'études secondaires ou l'équivalent   |
| 3   | Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers                           |
| 4   | Certificat ou diplôme d'un collège, d'un cégep ou d'un autre établissement non universitaire |
| 5   | Certificat ou diplôme universitaire inférieur au baccalauréat                                |
| 6   | Baccalauréat   |
| 7   | Diplôme universitaire supérieur au baccalauréat  |
| 997 | Je préfère ne pas répondre <i>*Fixe *Exclusif</i>  |

**Pas en arrière**

Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle?

Sélectionnez une seule réponse.

**Normal**

- |     |  |
|-----|--|
| 1   | Employé(e) à temps plein (35 heures par semaine ou plus)                                   |
| 2   | Employé(e) à temps partiel (moins de 35 heures par semaine)                                |
| 3   | Travailleur/travailleuse autonome  |
| 4   | Sans emploi, mais à la recherche d'un emploi   |
| 5   | Étudiant(e) à temps plein  |
| 6   | Retraité(e)  |
| 7   | Hors du marché du travail (Au foyer à plein temps, sans emploi, ne cherchant pas d'emploi) |
| 996 | Autre *Fixe  |
| 998 | Je préfère ne pas répondre *Fixe *Exclusif   |

Poser la question seulement si **Q029 – QEMP,1,2,3**

**Q030 – QWKH : TRAVAIL À LA MAISON**

**Code unique**

**Pas en arrière**

Depuis le début de la pandémie de COVID-19, avez-vous eu l'occasion de travailler en télétravail?

**Normal**

- |     |   |
|-----|---|
| 1   | Oui, toujours ou la plupart du temps              |
| 2   | Oui, parfois ou à quelques occasions              |
| 3   | Non, jamais                                       |
| 998 | Je préfère ne pas répondre <i>*Fixe *Exclusif</i> |

**Q031 – QHHINCOME : REVENU DU MÉNAGE**

**Code unique**

**Pas en arrière**

Lequel des énoncés suivants décrit le mieux le revenu total de votre ménage l'an dernier, avant impôt, de toutes les sources et pour tous les membres du ménage?

## Normal

- |     |  |
|-----|--|
| 1   | Moins de 20 000 \$                         |
| 2   | De 20 000 \$ à moins de 40 000 \$          |
| 3   | De 40 000 \$ à moins de 60 000 \$          |
| 4   | De 60 000 \$ à moins de 80 000 \$          |
| 5   | De 80 000 \$ à moins de 100 000 \$         |
| 6   | De 100 000 \$ à moins de 150 000 \$        |
| 7   | 150 000 \$ et plus                         |
| 998 | Je préfère ne pas répondre *Fixe *Exclusif |

Q032 – QHHNum : Nombre de personnes dans le foyer

Numérique

[Pas en arrière](#) | [Min = 1](#) | [Max = 30](#)

En vous incluant, combien de personnes résident dans votre foyer?

**Notes pour le scripteur : AJOUTER UN BOUTON « Je préfère ne pas répondre »**

**Q033 – BORN : NAISSANCE AU CANADA****Code unique****Pas en arrière**

Êtes-vous né(e) au Canada?

**Normal**

1 Oui

2 Non

Je préfère ne pas répondre

Poser la question seulement si **Q033 –BORN,2****Q034 – YR\_EMG : ANNÉE DE DÉMÉNAGEMENT****Numérique****Pas en arrière | Min = 1900 | Max = 2021**

En quelle année êtes-vous arrivé(e) au Canada ?

Je préfère ne pas répondre

**Q035 – QINDG : AUTOCHTONE****Code unique****Pas en arrière**

Êtes-vous un Autochtone, c'est-à-dire un membre des Premières Nations, un Métis ou un Inuit? Les Premières Nations incluent les Indiens inscrits et non-inscrits.

## Normal

1	Oui
2	Non
999	Je préfère ne pas répondre* <i>Fixe</i> * <i>Exclusif</i>

Demander seulement si **Q035 – QINDG,2,999**

**Q036 – ETH : ORIGINE ETHNIQUE**

**Multicodé**

**Pas en arrière | Min = 1**

Il se peut que vous apparteniez à un ou plusieurs groupes raciaux ou culturels qui figurent sur la liste suivante. Êtes-vous... ?

Sélectionnez jusqu'à trois (3) réponses.

**Normal**

- |     |   |
|-----|---|
| 1   | Blanc(he)   |
| 2   | Sud-Asiatique (p. ex., Indien de l'Inde, Pakistanais, Sri-Lankais)                        |
| 3   | Chinois(e)  |
| 4   | Noir(e)   |
| 5   | Philippin(e)  |
| 6   | Latino-américain(e)   |
| 7   | Arabe   |
| 8   | Asiatique du Sud-Est (p. ex., Vietnamien(ne), Cambodgien(ne), Malaisien(ne), Laotien(ne)) |
| 9   | Asiatique occidental (p. ex., Iranien(ne), Afghan(e))                                     |
| 10  | Coréen(ne)  |
| 11  | Japonais(e)   |
| 996 | Autre (Veuillez préciser) *Ouvert *Fixe   |
| 999 | Je préfère ne pas répondre *Fixe *Exclusif  |

**Pas en arrière**

Veillez inscrire les trois premiers caractères de votre code postal.

<b>Notes pour le scripteur : VEUILLEZ AJOUTER UNE OPTION « Je ne sais pas/ Je préfère ne pas répondre » MONTRER L'EXEMPLE « A1A (sans espace) » À CÔTÉ DE LA BOÎTE.</b>

**Not back**

Avez-vous des commentaires concernant le sondage auquel vous venez de répondre?

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[Pas en arrière](#)

Merci d'avoir rempli le sondage. Le gouvernement du Canada mène cette enquête de recherche afin de mieux comprendre les attitudes et les comportements des Canadiens et Canadiennes à l'égard de la pandémie de COVID-19. Les résultats de cette étude aideront à élaborer les politiques et les communications gouvernementales futures. Kantar a été embauché pour réaliser ce sondage et préparer un rapport final écrit, qui sera mis à la disposition du public sur le site Web de Bibliothèque et Archives Canada (<http://www.bac-lac.gc.ca/>).

Toutes les réponses sont volontaires et entièrement confidentielles. Vos réponses demeureront anonymes.

Le gouvernement du Canada s'engage à respecter les droits de la vie privée des personnes qui participent à des sondages comme celui-ci. Tous les renseignements personnels créés, détenus ou recueillis par le gouvernement du Canada sont protégés en vertu de la *Loi sur la protection des renseignements personnels*.

Pour toute question concernant l'étude, veuillez communiquer avec [por-rop@pco-bcc.ca](mailto:por-rop@pco-bcc.ca).