



## Executive Summary

# COVID-19 TRACKING SURVEY ON CANADIANS' VIEWS 2020-2021

Submitted to  
Health Canada

Prepared by  
Leger

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The word "Canada" in a black serif font, with a small red maple leaf icon positioned above the letter 'a'.

# **COVID-19 TRACKING SURVEY ON CANADIANS' VIEWS**

## **Executive summary**

### **Prepared for Health Canada**

Supplier Name: Leger Marketing Inc.

February 2022

This public opinion research report presents the technical aspects of a tracking survey online conducted by Leger Marketing Inc. on behalf of Health Canada. The research was conducted with Canadians 18 and over.

Cette publication est aussi disponible en français sous le titre : Enquête de suivi concernant le point de vue des canadiens sur la COVID-19.

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## **1. Executive Summary**

Leger is pleased to present the Government of Canada, Health Canada (HC) and the Public Health Agency of Canada (PHAC) with this report on the methodology used for this study on health-related public opinion during the COVID-19 pandemic.

This report was prepared by Leger who was contracted by Health Canada (contract number HT372-203161/001/CY awarded September 17, 2020).

### **1.1 Background and Objectives**

To adequately respond to COVID-19, Health Canada and the Public Health Agency of Canada have developed a set of measures to protect the public and minimize the health, social and economic impacts of the pandemic. This study was developed in response to the lack of targeted health-related public opinion information about the COVID-19 pandemic.

To that end, HC and PHAC implemented a study with multiple survey phases. This project made it possible to survey the opinions of the Canadian population and measure the evolution of behaviours several times over the course of a few months.

The study provided ongoing first-hand data that allowed HC and PHAC to develop effective communications and initiatives.

The objectives were to provide Health Canada and other governments with research-based information on Canadians' perceptions, knowledge and behaviours relating to COVID-19. This type of information was particularly useful to HC and PHAC in refining its communications campaigns and tools.

General objectives were established for all eight waves of the study. In addition, specific objectives for each wave were also established. The specific objectives of each wave are mentioned in the methodology section.

The general objectives were as follows:

- to measure changes in behaviours and attitudes over time ;
- to understand Canadians' level of awareness, knowledge, concerns, behaviours and opinions on specific COVID-19 issues; and
- to test public education concepts and messages.

## 1.2 Data Collection

This study was conducted through a web-based survey of the Canadian population aged 18 and over who can speak English or French. The respondents were randomly selected through the Leo panel, Leger’s panel.

Eight waves of studies were conducted for this research project as follow. Details on methodology for each wave are provided in the full methodological report.

Wave	Target Audience	Fieldwork
Wave 1	1,000 Canadians 18+	September 25-28, 2020
Wave 2	2,000 Canadians 18+	November 6-19, 2020
Wave 3	1,000 Canadians 18+; and an oversample of 300 respondents with low income and 300 respondents from visible minority groups	November 11-18, 2020
Wave 4	2,000 Canadians 18+; and an oversample of 100 Indigenous respondents	December 22, 2020 to January 3, 2021
Wave 5	2,000 Canadians 18+	February 25 to March 6, 2021
Wave 6	2,000 Canadians 18+; and an oversample of 700 Indigenous respondents or respondents from visible minority groups	April 21 to May 1 <sup>st</sup> , 2021
Wave 7	2,250 Canadians 18+; and an oversample of 400 South Asian, 350 Black respondents and 200 Indigenous respondents	June 10 <sup>th</sup> to June 30 <sup>th</sup> , 2021
Wave 8	2,250 Canadians 18+; and an oversample of 350 South Asian, 400 Black respondents and 200 Indigenous respondents	August 31 <sup>st</sup> to September 14 <sup>th</sup> , 2021

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. Survey data are weighted to ensure that they replicate what the latest census would indicate in the composition of the adult population

of Canada. Details regarding the weighting procedures and participation rate can be found in Appendix A.

### **1.3 Notes on the Interpretation of the Findings**

The opinions and observations expressed in this document do not reflect those of the Government of Canada, Health Canada (HC) or the Public Health Agency of Canada (PHAC). This report was compiled by Leger based on research conducted specifically for this project.

### **1.4 Declaration of Political Neutrality and Contact Information**

I hereby certify, as chief agent of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

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