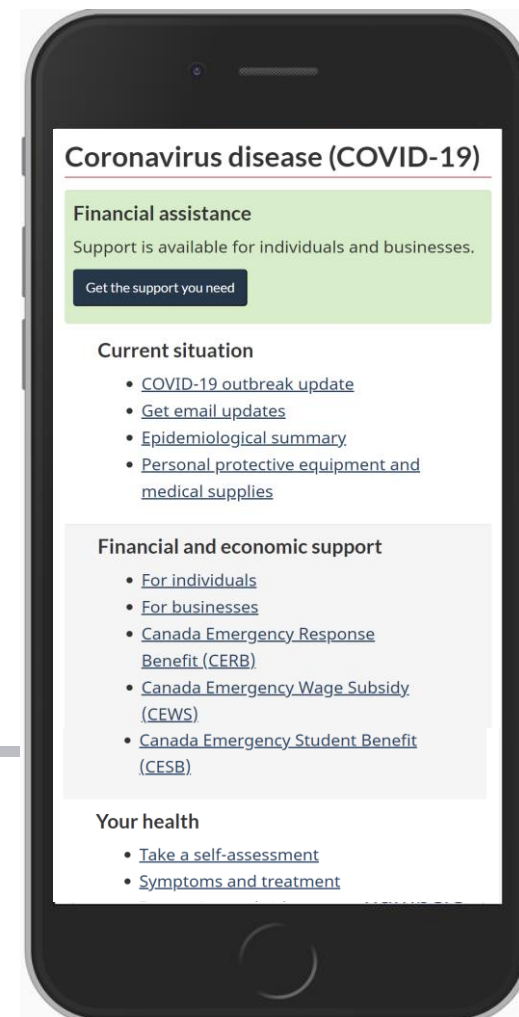


# Canada.ca COVID-19 Top Task Identification

with Gerry McGovern  
and the World Health Organization

Canada.ca digital transformation office (TBS)  
and Health Canada

**May 25, 2020**



# About the COVID-19 top-task study

A World Health Organization web-based study conducted with Gerry McGovern (international usability expert).

- Purpose: Identify the **top tasks and resources that people visiting the website are looking for.**

The GC digital team contributed to the work. The study was run for the WHO, Norway, Canada & Ireland.

- The results help better understand the content and resource needs of Canadians at present time.
- These, combined with ongoing analytics and page success testing, will help to further plan and prioritize information and resources to meet evolving needs.

# How input was captured

Study invitation appeared on Canada.ca pages (randomly generated) from May 14 to 19.

## 6,441 responses

- 90% in English
- 10% in French

How respondents reached the study

- 55% via Canada.ca/coronavirus pages
- 44% via other Canada.ca pages
- 1% via direct invites (GC employees)

, especially if they have had symptoms

ahead

r or r

form

r me

### Have a few minutes to help us improve Canada.ca?

We want to see what people are looking for related to COVID-19. Your responses will help us improve the site.

Choosing "Yes, after my visit" will open a new window that you can return to once you complete your visit to Canada.ca

This study is only for people living in Canada.

Yes, after my visit

No, thank you

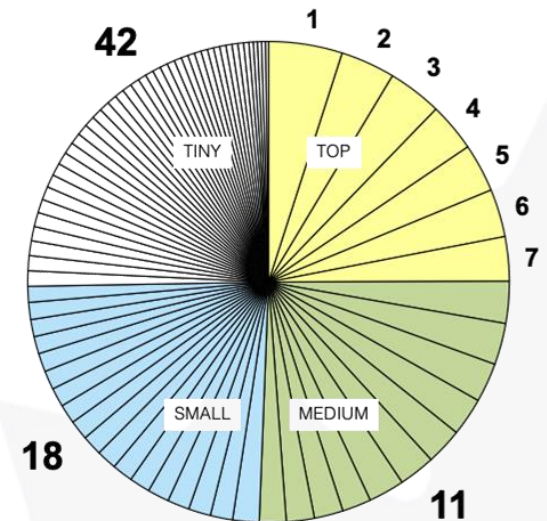
vider based on symptoms and are confirmed through

# Insight into top task / resource needs

Top-task identification study asked website visitors to:

**Select up to 5 tasks / resources that are most important to you when interacting with the Government of Canada**


- Answers selected from randomized list of 78 topics, created based on WHO study categories and Canada.ca-specific data
- Results sorted by number & percentage of votes for top tasks / resources
- Top results (25% of votes) were for these seven top tasks and resources:
  - 1) Financial support, benefits
  - 2) Money issues
  - 3) Outbreak cases data
  - 4) New outbreak, second wave
  - 5) Vaccine
  - 6) Latest updates
  - 7) GC strategy





© Customer Carewords Ltd. [customercarewords.com](http://customercarewords.com)

# Results: Top 20 most important tasks

	Tasks and resources	Votes (29,343)	% of voters (6,441)*
1	Financial support, benefits for individuals and families (eligibility, availability, training)	1,453	23%
2	Money issues, personal finances, savings, pensions	1,073	17%
3	Confirmed cases, deaths, recoveries (daily, total)	1,064	17%
4	New outbreak, second wave (response, containment)	959	15%
5	Vaccine (development, availability, safety)	953	15%
6	Latest news, latest research (alerts, directives, updates)	943	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	874	14%
8	Government of Canada guidelines, standards, decisions	827	13%
9	Travel restrictions (national, international, borders, quarantine)	820	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	775	12%
11	End date, new normal, safe again	752	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	720	11%
13	Government guidance, regulations (national, local)	715	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	708	11%
15	Mental health, wellbeing	570	9%
16	Transmission, spread, epidemiology	569	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	551	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	527	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	521	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	439	7%

  
Top 25%

  
26-50%

  
51-75%

# Results: 3<sup>rd</sup> quartile tasks

Tasks and resources	Votes (29,343)	% of voters (6,441)*
19 Personal protective equipment (PPE: masks, shields, gowns)	521	8%
20 Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	439	7%
21 Modelling, forecasting, trends (flattening curve, economic impact)	437	7%
22 Number of tests (tests performed, individuals tested)	434	7%
23 Myths, fake news, misinformation, out of date information	424	7%
24 Symptoms, signs	408	7%
25 Government of Canada's position, opinion, response to	407	7%
26 At-risk, vulnerable (age, pre-existing conditions, disabilities, ethnic minorities)	399	7%
27 Testing for live / active virus infection (eligibility criteria, availability, accuracy)	398	7%
28 High risk transmission environments, (care homes, restaurants, supermarkets)	386	7%
29 Relationships (family, friends, colleagues)	380	6%
30 Food, medicines, essential products (stocks, hoarding, availability, disruptions)	374	6%
31 Virus survival / viability / persistence on surfaces, in air	370	6%
32 Essential services, key / critical workers	367	6%
33 Virus mutation, new strains	340	6%
34 Movements, interactions of infected people (tracking, contact tracing)	338	6%
35 Financial support for businesses and organizations	336	6%
36 Health services unrelated to pandemic (appointments, prescriptions)	314	5%



Top 25%



26-50%



51-75%

# Results: 4th quartile tasks

- 
- |    |   |    |  |
|----|---|----|--|
| 37 | Infectiousness (when infectious, super spreader, asymptomatic)    | 60 | Emergency contacts (ambulance, medical)                          |
| 38 | Drugs (preventative, treatment, development, approved)            | 61 | Industry specific advice (airlines, funeral homes, supermarkets) |
| 39 | Government roles, responsibilities, who's in charge of what?      | 62 | Contact the Government of Canada (media, experts)                |
| 40 | Likely course of illness, outcomes, prognosis                     | 63 | Diagnosis  |
| 41 | Caring for a vulnerable, at risk person                           | 64 | Public health campaign material, posters, communications         |
| 42 | Scams, cybersecurity threats                                      | 65 | Research ideas, submissions, funding, grants                     |
| 43 | Raw data, open data, datasets, metadata                           | 66 | Original outbreak source, patient zero (global, national)        |
| 44 | Compare symptoms with cold, flu, allergies                        | 67 | Caring for someone with virus at home, yourself with virus       |
| 45 | Home schooling, remote teaching, learning (tips, how-to, advice)  | 68 | Dying alone, funeral rites, mourning, grief                      |
| 46 | Physical wellbeing, exercise, breathing exercises                 | 69 | Domestic, sexual abuse, violence                                 |
| 47 | Treatment lessons learned, emerging best practice, failures       | 70 | Community-based support groups, local networks                   |
| 48 | How you can help (volunteering, donating)                         | 71 | Explaining pandemic to children (guides, resources, advice)      |
| 49 | Confined living, dealing with being inside (activities)           | 72 | Animals and virus (get it from, give it to, walking)             |
| 50 | Diet, food, nutrition, supplements                                | 73 | Explaining pandemic to those with learning difficulties (guides) |
| 51 | Privacy rights, data protection, anonymity (apps, personal data)  | 74 | Virus family, definition, names, acronyms                        |
| 52 | Incubation period, time from infection to symptoms                | 75 | Professional medical training, courses                           |
| 53 | Immigration (foreign workers, students)                           | 76 | Business participation, new products, ideas                      |
| 54 | No longer infectious (criteria, time required in self isolation)  | 77 | Ventilators (availability, approved, impact, decision to use)    |
| 55 | Technology/internet support for less experience, vulnerable, poor | 78 | Pregnancy, birth, infants (precautions, advice, breast feeding)  |
| 56 | Working from home (guidelines, tips, advice)                      |    |  |
| 57 | Research papers, studies  |    |  |
| 58 | Deliveries, online shopping, mail                                 |    |  |
| 59 | Post recovery complications (neurological, cardiac, respiratory)  |    |  |
-

# Top audience votes vary only slightly

	Task selections by audience group	Academic / researcher / student	Business	Gov emp	Individual / family	Job seeker	PHO or health care ...	Total
	Number of respondents	172	191	107	5,498	251	130	
1	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	31%	15%	23%
2	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	22%	9%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	10%	6%	12%	18%	4%	18%	17%
4	New outbreak, second wave (response, containment)	9%	7%	10%	16%	10%	9%	15%
5	Vaccine (development, availability, safety)	15%	8%	10%	15%	14%	8%	15%
6	Latest news, latest research (alerts, directives)	7%	12%	18%	15%	8%	14%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	13%	12%	14%
8	Government of Canada guidelines, standards,	8%	22%	19%	13%	10%	19%	13%
9	Travel restrictions (natl, intl, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
10	Workplaces (preventing spread, rights, reopening,	7%	31%	18%	11%	14%	12%	12%
11	End date, new normal, safe again	9%	8%	11%	12%	12%	8%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	6%	3%	6%	12%	9%	5%	11%
13	Government guidance, regs (national, local)	10%	18%	19%	11%	8%	9%	11%
14	Compare statistics (national, local, tests, cases...)	12%	4%	12%	12%	2%	14%	11%
15	Mental health, wellbeing	6%	7%	4%	9%	12%	7%	9%



# Canada – WHO comparison

**70% overlap**  
between  
Canada and  
WHO top tasks  
(highlighted in yellow)

\*The divergences in  
top tasks are not  
surprising, as  
people have  
different needs  
from their  
Government than  
from the WHO,  
such as financial  
assistance.

Canada Top Tasks	WHO Top Tasks
Financial support, benefits for individuals and families (eligibility, availability, training)	Vaccine (development, availability, safety)
Money issues, personal finances, savings, pensions	Latest news, latest research (alerts, directives, updates)
Confirmed cases, deaths, recoveries (daily, total)	Transmission, spread, epidemiology
New outbreak, second wave (response, containment)	Immunity, antibody testing (criteria, availability, accuracy)
Vaccine (development, availability, safety)	WHO guidelines, standards, decisions
Latest news, latest research (alerts, directives, updates)	Symptoms, signs
Government strategy (long-term control, lockdown exit, transition, economy reboot)	Research papers, studies
Government of Canada guidelines, standards, decisions	End date, new normal, safe again
Travel restrictions (national, international, borders, quarantine)	Virus survival / viability / persistence on surfaces, in air
Workplaces (preventing spread, rights, reopening criteria, guidance)	New outbreak, second wave (response, containment)
End date, new normal, safe again	Government strategy (long-term control, lockdown exit, transition, economy reboot)
Infection hotspots, clusters, exposures (near me, identifying, tracking)	Confirmed cases, deaths, recoveries (daily, total)
Government guidance, regulations (national, local)	Myths, fake news, misinformation, out of date information
Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	Virus mutation, new strains
Mental health, wellbeing	Drugs (preventative, treatment, development, approved)
Transmission, spread, epidemiology	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)
Immunity, antibody testing (criteria, availability, accuracy)	Treatment lessons learned, emerging best practice, failed treatments
Avoiding physical contact (social / physical distancing, self isolation)	Personal protective equipment (PPE: masks, shields, gowns)
Personal protective equipment (PPE: masks, shields, gowns)	Workplaces (preventing spread, rights, reopening criteria, guidance)
Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	Mental health, wellbeing

# Top-task alignment with Canada.ca

Results compared with existing Canada.ca COVID-19 content and resources (in violet).

Also, identifies new and future content areas that will need attention, e.g. containment and reopening (in orange).

## Tasks and resources

1	Financial support, benefits for individuals and families (eligibility, availability, training)
2	Money issues, personal finances, savings, pensions
3	Confirmed cases, deaths, recoveries (daily, total)
4	New outbreak, second wave (response, containment)
5	Vaccine (development, availability, safety)
6	Latest news, latest research (alerts, directives, updates)
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)
8	Government of Canada guidelines, standards, decisions
9	Travel restrictions (national, international, borders, quarantine)
10	Workplaces (preventing spread, rights, reopening criteria, guidance)
11	End date, new normal, safe again
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)
13	Government guidance, regulations (national, local)
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)
15	Mental health, wellbeing
16	Transmission, spread, epidemiology
17	Immunity, antibody testing (criteria, availability, accuracy)
18	Avoiding physical contact (social / physical distancing, self isolation)
19	Personal protective equipment (PPE: masks, shields, gowns)
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)

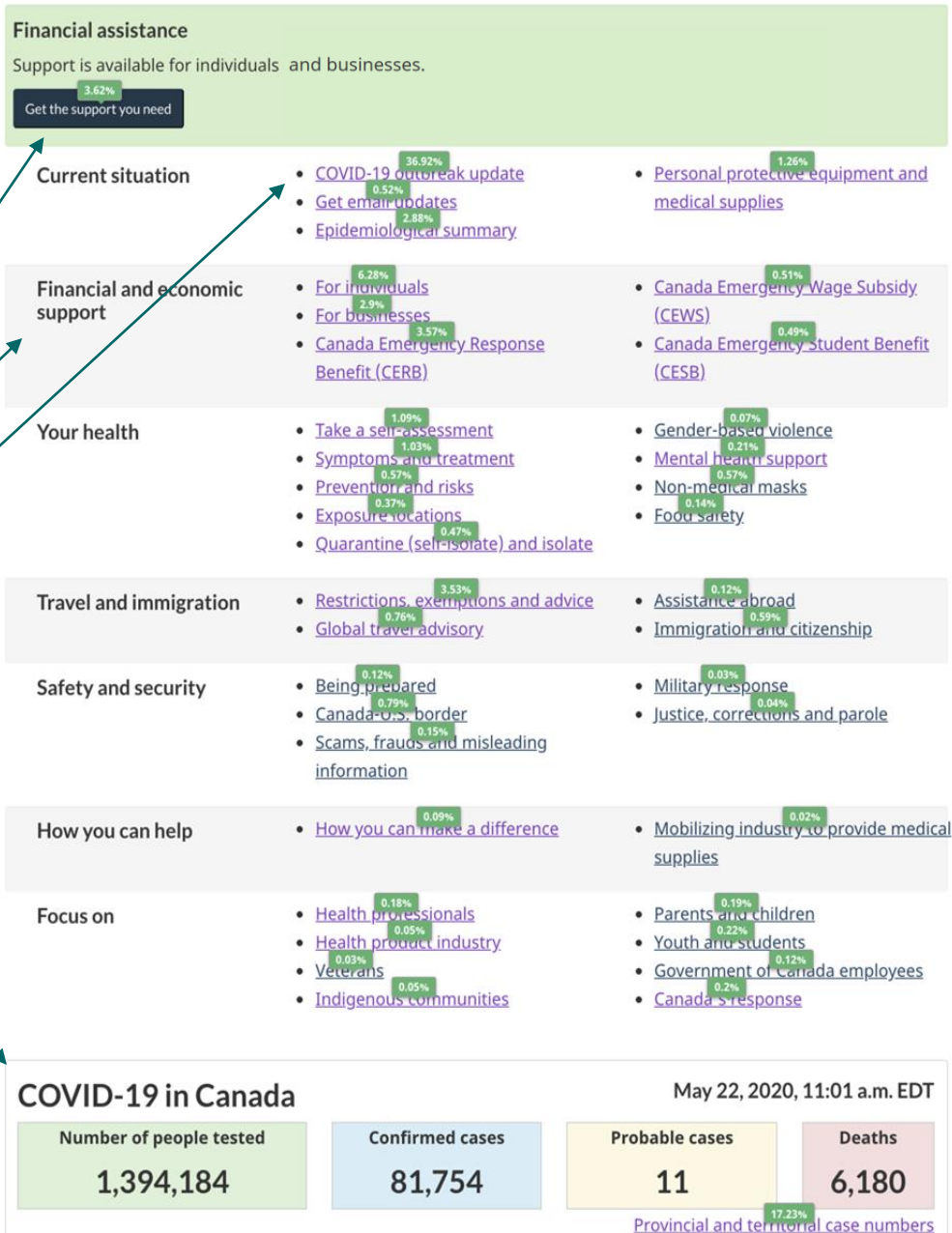
# Current site

Results matched with Canada.ca/coronavirus webpage & click map.

Top tasks / resources identified in study:

- Financial support
- Outbreak data (confirmed cases, deaths, recoveries)

## Canada.ca/coronavirus

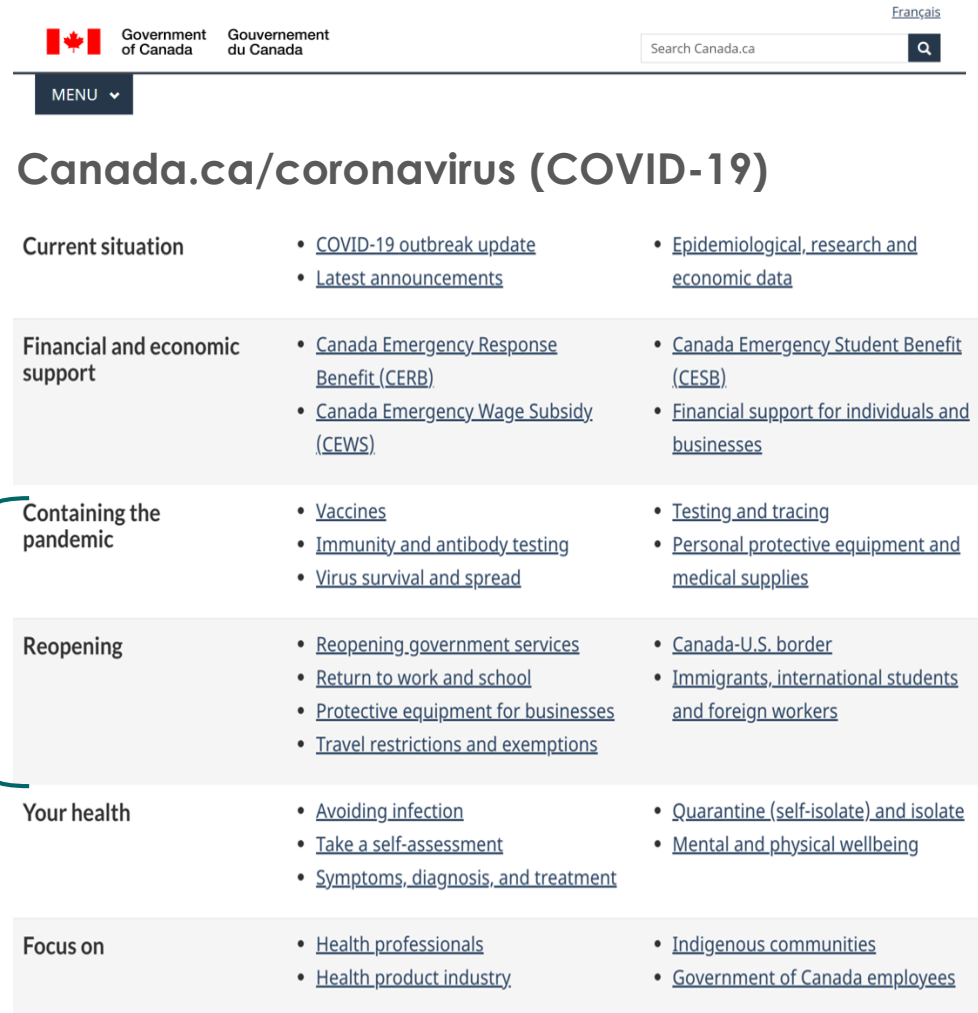


# Next steps

Share results with GC teams,  
and compare with other data.

Identify missing content for top  
tasks.

- Determine content in policy and planning stages within GC/HC
- Prioritize & deprioritize top tasks and 'tiny tasks'
- Create new content and resource categories
- Rationalize with existing structure and analytics
- Test, develop and launch content as it is available
- Keep testing and improving



Canada.ca/coronavirus (COVID-19)

Current situation	<ul style="list-style-type: none"><li>• <a href="#">COVID-19 outbreak update</a></li><li>• <a href="#">Latest announcements</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Epidemiological, research and economic data</a></li></ul>
Financial and economic support	<ul style="list-style-type: none"><li>• <a href="#">Canada Emergency Response Benefit (CERB)</a></li><li>• <a href="#">Canada Emergency Wage Subsidy (CEWS)</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Canada Emergency Student Benefit (CESB)</a></li><li>• <a href="#">Financial support for individuals and businesses</a></li></ul>
Containing the pandemic	<ul style="list-style-type: none"><li>• <a href="#">Vaccines</a></li><li>• <a href="#">Immunity and antibody testing</a></li><li>• <a href="#">Virus survival and spread</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Testing and tracing</a></li><li>• <a href="#">Personal protective equipment and medical supplies</a></li></ul>
Reopening	<ul style="list-style-type: none"><li>• <a href="#">Reopening government services</a></li><li>• <a href="#">Return to work and school</a></li><li>• <a href="#">Protective equipment for businesses</a></li><li>• <a href="#">Travel restrictions and exemptions</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Canada-U.S. border</a></li><li>• <a href="#">Immigrants, international students and foreign workers</a></li></ul>
Your health	<ul style="list-style-type: none"><li>• <a href="#">Avoiding infection</a></li><li>• <a href="#">Take a self-assessment</a></li><li>• <a href="#">Symptoms, diagnosis, and treatment</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Quarantine (self-isolate) and isolate</a></li><li>• <a href="#">Mental and physical wellbeing</a></li></ul>
Focus on	<ul style="list-style-type: none"><li>• <a href="#">Health professionals</a></li><li>• <a href="#">Health product industry</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Indigenous communities</a></li><li>• <a href="#">Government of Canada employees</a></li></ul>

# Annex - Top-task study respondents

## Identification

	Percent	Count
<b>Individual / family</b>	<b>86%</b>	<b>5,498</b>
Job seeker	4%	251
Business	3%	191
Academic/ researcher/ student	3%	172
Health officer / provider	2%	130
Government employee	2%	107
NGO	0%	19
Media	0%	16
Total		6384

## Locations

	Percent	Count
Alberta	12%	762
British Columbia	15%	972
Manitoba	4%	258
New Brunswick	3%	162
Newfoundland & Labrador	1%	95
Northwest Territories	0%	7
Nova Scotia	4%	249
Nunavut	0%	3
Ontario	42%	2,712
Prince Edward Island	0%	32
Quebec	15%	991
Saskatchewan	3%	185
Yukon	0%	13
Total		6,441

# Annex - Top-task study respondents

## Ages

	Percent	Count
17 or younger	1%	88
18 – 24	6%	392
25 – 34	11%	722
35 – 44	14%	901
<b>45 – 54</b>	<b>21%</b>	<b>1,334</b>
<b>55 – 64</b>	<b>26%</b>	<b>1,697</b>
65 – 74	15%	996
75 or over	4%	237
I'd rather not say	1%	70
Total		6,437

## Use of Canada.ca

	Percent	Count
<b>Daily</b>	<b>33%</b>	2,146
<b>Weekly</b>	<b>29%</b>	1,882
Monthly	7%	427
Infrequently	15%	937
First time	12%	781
Never	4%	260
Total		6,433

# Individuals and families

## Top votes for 5,498 respondents

	Tasks	Academic / researcher / student	Business	Gov employee	Individual / family	Job seeker	PHO or health car...	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	31%	15%	23%
2	Confirmed cases, deaths, recoveries (daily, total)	10%	6%	12%	18%	4%	18%	17%
3	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	22%	9%	17%
4	New outbreak, second wave (response, containment)	9%	7%	10%	16%	10%	9%	15%
5	Vaccine (development, availability, safety)	15%	8%	10%	15%	14%	8%	15%
6	Latest news, latest research (alerts, directives, updates)	7%	12%	18%	15%	8%	14%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	13%	12%	14%
8	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
9	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	10%	19%	13%
10	Infection hotspots, clusters, exposures (near me, identifying, tracking)	6%	3%	6%	12%	9%	5%	11%
11	End date, new normal, safe again	9%	8%	11%	12%	12%	8%	12%
12	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	12%	4%	12%	12%	2%	14%	11%
13	Workplaces (preventing spread, rights, reopening criteria, guidance)	7%	31%	18%	11%	14%	12%	12%
14	Government guidance, regulations (national, local)	10%	18%	19%	11%	8%	9%	11%
15	Immunity, antibody testing (criteria, availability, accuracy)	5%	3%	7%	9%	6%	10%	9%
16	Mental health, wellbeing	6%	7%	4%	9%	12%	7%	9%
17	Transmission, spread, epidemiology	8%	6%	12%	9%	5%	13%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	8%	7%	9%	8%	11%	6%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	6%	20%	10%	8%	5%	13%	8%
20	Number of tests (tests performed, individuals tested)	5%	1%	4%	7%	5%	5%	7%

# Business: Top votes -191 respondents

	Tasks	Academic / researcher / student	Business	Gov employee	Individual / family	Job seeker	Public health officer or health car...	Total
1	Financial support for businesses and organizations (eligibility availability, training)	5%	34%	7%	4%	6%	5%	5%
2	Workplaces (preventing spread, rights, reopening criteria, guidance)	7%	31%	18%	11%	14%	12%	12%
3	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	10%	19%	13%
4	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	31%	15%	23%
5	Personal protective equipment (PPE: masks, shields, gowns)	6%	20%	10%	8%	5%	13%	8%
6	Government guidance, regulations (national, local)	10%	18%	19%	11%	8%	9%	11%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	13%	12%	14%
8	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	5%	16%	8%	7%	2%	8%	7%
9	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	22%	9%	17%
10	Latest news, latest research (alerts, directives, updates)	7%	12%	18%	15%	8%	14%	15%
11	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
12	Industry / sector specific advice (airlines, funeral homes, supermarkets)	2%	9%	3%	2%	4%	3%	2%
13	Business participation, new products, ideas	1%	8%	2%	1%	2%	2%	1%
14	End date, new normal, safe again	9%	8%	11%	12%	12%	8%	12%
15	Vaccine (development, availability, safety)	15%	8%	10%	15%	14%	8%	15%
16	New outbreak, second wave (response, containment)	9%	7%	10%	16%	10%	9%	15%
17	Avoiding physical contact (social / physical distancing, self isolation)	8%	7%	9%	8%	11%	6%	8%
18	Mental health, wellbeing	6%	7%	4%	9%	12%	7%	9%
19	Transmission, spread, epidemiology	8%	6%	12%	9%	5%	13%	9%
20	Symptoms, signs	4%	6%	5%	7%	5%	2%	6%



# Academics, researchers and students

## Top votes – 172 respondents

	Tasks	Academic / researcher / student	Business	Gov employee	Individual / family	Job seeker	Public health officer or health car...	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	31%	15%	23%
2	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	22%	9%	17%
3	Immigration (foreign workers, students)	15%	3%	1%	2%	8%	3%	3%
4	Vaccine (development, availability, safety)	15%	8%	10%	15%	14%	8%	15%
5	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	12%	4%	12%	12%	2%	14%	11%
6	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	13%	12%	14%
7	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
8	Confirmed cases, deaths, recoveries (daily, total)	10%	6%	12%	18%	4%	18%	17%
9	Home schooling, remote teaching, learning (tips, how-to, advice)	10%	2%	5%	4%	8%	0%	4%
10	Government guidance, regulations (national, local)	10%	18%	19%	11%	8%	9%	11%
11	Research papers, studies	10%	2%	3%	2%	2%	5%	3%
12	End date, new normal, safe again	9%	8%	11%	12%	12%	8%	12%
13	New outbreak, second wave (response, containment)	9%	7%	10%	16%	10%	9%	15%
14	Modelling, forecasting, trends (flattening curve, economic impact)	8%	5%	7%	7%	4%	5%	7%
15	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	10%	19%	13%
16	Avoiding physical contact (social / physical distancing, self isolation)	8%	7%	9%	8%	11%	6%	8%
17	Transmission, spread, epidemiology	8%	6%	12%	9%	5%	13%	9%
18	Government of Canada's position, opinion, response to	8%	5%	10%	6%	9%	5%	6%
19	Virus survival / viability / persistence on surfaces, in air	8%	5%	4%	6%	3%	7%	6%
20	Research ideas, submissions, funding, grants	8%	5%	3%	2%	3%	2%	2%

# Government employees

## Top votes – 107 respondents

	Tasks	Academic	Business	Government employee	Individual / family	Job seeker	PHO or health care	Total
1	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	13%	12%	14%
2	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	10%	19%	13%
3	Government guidance, regulations (national, local)	10%	18%	19%	11%	8%	9%	11%
4	Latest news, latest research (alerts, directives, updates)	7%	12%	18%	15%	8%	14%	15%
5	Workplaces (preventing spread, rights, reopening criteria, guidance)	7%	31%	18%	11%	14%	12%	12%
6	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	22%	9%	17%
7	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	31%	15%	23%
8	Confirmed cases, deaths, recoveries (daily, total)	10%	6%	12%	18%	4%	18%	17%
9	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	12%	4%	12%	12%	2%	14%	11%
10	Transmission, spread, epidemiology	8%	6%	12%	9%	5%	13%	9%
11	End date, new normal, safe again	9%	8%	11%	12%	12%	8%	12%
12	Essential services, key / critical workers	6%	6%	11%	5%	6%	8%	6%
13	New outbreak, second wave (response, containment)	9%	7%	10%	16%	10%	9%	15%
14	Vaccine (development, availability, safety)	15%	8%	10%	15%	14%	8%	15%
15	Personal protective equipment (PPE: masks, shields, gowns)	6%	20%	10%	8%	5%	13%	8%
16	Government of Canada's position, opinion, response to	8%	5%	10%	6%	9%	5%	6%
17	Avoiding physical contact (social / physical distancing, self isolation)	8%	7%	9%	8%	11%	6%	8%
18	Working from home (guidelines, tips, advice)	3%	4%	9%	2%	7%	2%	3%
19	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	5%	16%	8%	7%	2%	8%	7%

# Public health officers & health care providers: Top votes for 130 people

	Tasks	Academic / researcher / student	Business	Gov employee	Individual / family	Job seeker	Public health officer or health care prov	Total
1	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	10%	19%	13%
2	Confirmed cases, deaths, recoveries (daily, total)	10%	6%	12%	18%	4%	18%	17%
3	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	31%	15%	23%
4	Latest news, latest research (alerts, directives, updates)	7%	12%	18%	15%	8%	14%	15%
5	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	12%	4%	12%	12%	2%	14%	11%
6	Transmission, spread, epidemiology	8%	6%	12%	9%	5%	13%	9%
7	Personal protective equipment (PPE: masks, shields, gowns)	6%	20%	10%	8%	5%	13%	8%
8	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	13%	12%	14%
9	Workplaces (preventing spread, rights, reopening criteria, guidance)	7%	31%	18%	11%	14%	12%	12%
10	Immunity, antibody testing (criteria, availability, accuracy)	5%	3%	7%	9%	6%	10%	9%
11	Virus mutation, new strains	6%	3%	6%	5%	5%	10%	5%
12	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	22%	9%	17%
13	New outbreak, second wave (response, containment)	9%	7%	10%	16%	10%	9%	15%
14	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
15	Government guidance, regulations (national, local)	10%	18%	19%	11%	8%	9%	11%
16	Food, medicines, essential products (stocks, hoarding, availability, disruptions)	6%	3%	5%	6%	9%	9%	6%
17	Infectiousness (when most infectious, super spreader, symptom-free but infectious)	4%	2%	4%	5%	6%	9%	5%
18	Vaccine (development, availability, safety)	15%	8%	10%	15%	14%	8%	15%
19	End date, new normal, safe again	9%	8%	11%	12%	12%	8%	12%
20	Essential services, key / critical workers	6%	6%	11%	5%	6%	8%	6%