

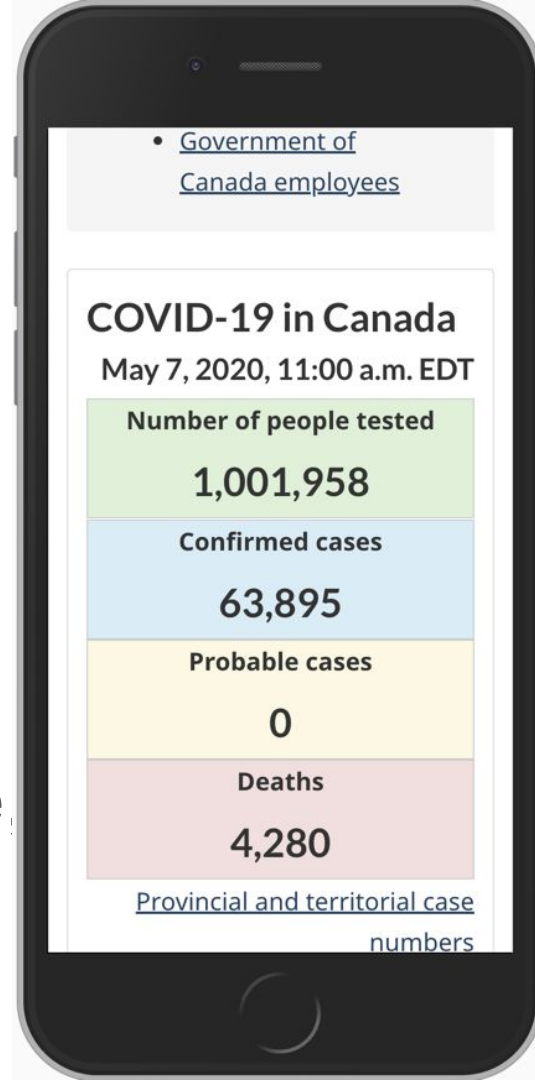
COVID-19 Top Task Identification

with Gerry McGovern and the WHO

Canada.ca digital transformation office

TBS & Health Canada

May 22, 2020



Understanding the COVID-19 Information Genome

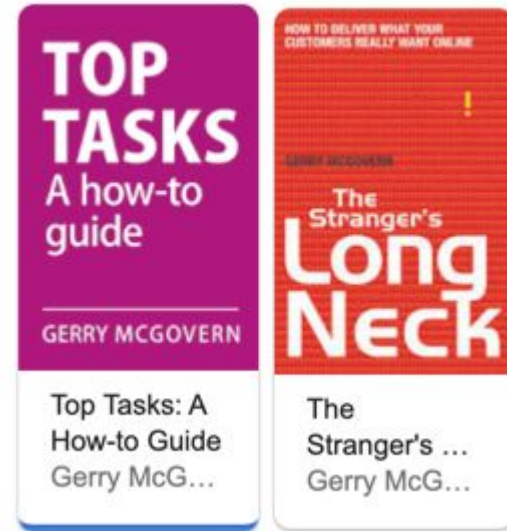
WHO with Gerry ran COVID-19 top task ID study

- International team including GC created list of top tasks from site menus, analytics, search data etc.
- WHO ran study then Norway, Canada & Ireland

Results show consistent top task selections across audiences & countries of “Most important to you”

- Use results to understand interests/needs of Canadians over the course of the pandemic - plan and prioritize to meet those needs
- Complements task success survey & page success

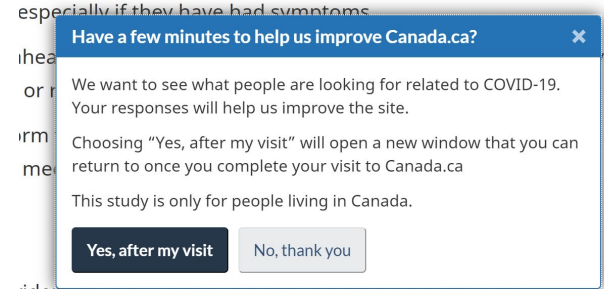
Books / Gerry McGovern



Invitations posted in FR/EN on Canada.ca pages

Language	Percent	Count
English	90%	5,820
French	10%	621

6,441

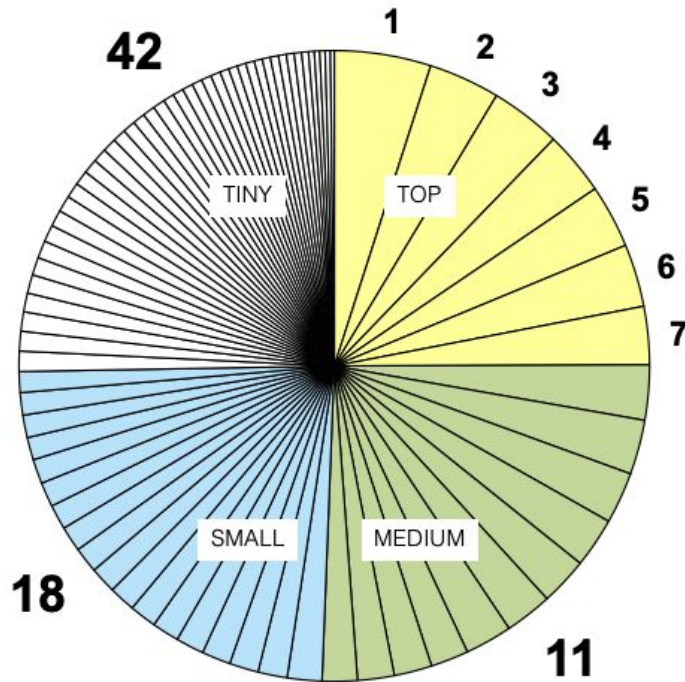


May 14 - May 19

How respondents reached the study	Percent	Count
Covid landing & HC covid pages (covid)	55%	3480
Rest of Canada.ca (cca)	44%	2828
Direct for stakeholders (gcomp)	1%	54
	Total	6362

More gc emp have arrived since May 19

Select up to 5 tasks / resources that are MOST IMPORTANT to you when interacting with the Government of Canada.



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)

Top 20 tasks MOST IMPORTANT when interacting with GoC

	Tasks	Votes (29,343)	% of 6,441 Voters
1	Financial support, benefits for individuals and families (eligibility, availability, training)	1453	23%
2	Money issues, personal finances, savings, pensions	1073	17%
3	Confirmed cases, deaths, recoveries (daily, total)	1064	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%

People vote for up to 5 tasks - so percentages do not add up to 100

70% overlap
with WHO
for top 20
tasks

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

75%
 overlap
 with
 Norway
 for top 20
 tasks

Important task counts - Canada	Important task counts - Norway
Financial support, benefits for individuals and families (eligibility, amount)	Health Norway guidelines, standards, decisions
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)	At-risk, vulnerable (age, pre-existing conditions, disabilities)
Vaccine (development, availability, safety)	Workplaces (preventing spread, rights, reopening criteria)
Latest news, latest research (alerts, directives, updates)	Symptoms, signs
Government strategy (long-term control, lockdown exit, transition)	Cleaning, disinfecting, waste disposal (hands, deliveries, homes)
Government of Canada guidelines, standards, decisions	Government strategy (long-term control, lockdown exit, transition)
Travel restrictions (national, international, borders, quarantine)	Confirmed cases, deaths, recoveries (daily, total)
Workplaces (preventing spread, rights, reopening criteria, guidelines)	Immunity, antibody testing (criteria, availability, accuracy)
End date, new normal, safe again	Travel restrictions (quarantine, lockdown)
Infection hotspots, clusters, exposures (near me, identifying, tracking)	Avoiding physical contact (social / physical distancing, self isolation)
Government guidance, regulations (national, local)	New outbreak, second wave (response, containment)
Compare statistics (national, local, tests, cases, recoveries, deaths)	Vaccine (development, availability, safety)
Mental health, wellbeing	Infectiousness (when most infectious, super spreader)
Transmission, spread, epidemiology	Compare symptoms with cold, flu, allergies
Immunity, antibody testing (criteria, availability, accuracy)	Health Norway position, opinion, response to
Avoiding physical contact (social / physical distancing, self isolation)	Likely course of illness, outcomes, prognosis
Personal protective equipment (PPE: masks, shields, gowns)	End date, new normal, safe again
Cleaning, disinfecting, waste disposal (hands, deliveries, homes)	Compare statistics (country, local, tests, cases, recoveries)

Bottom 20 tasks
have 1.6x the vote
of the #1 task

	Tasks	Votes (29,343)	% of 6,441 Voters
59	Post recovery complications (neurological, cardiac, respiratory)	159	2%
60	Emergency contacts (ambulance, medical)	153	2%
61	Industry / sector specific advice (airlines, funeral homes, supermarkets)	151	2%
62	Contact the Government of Canada (media, experts)	147	2%
63	Diagnosis	136	2%
64	Public health campaign material, posters, communications, educational resources	133	2%
65	Research ideas, submissions, funding, grants	132	2%
66	Original outbreak source, patient zero (global, national)	131	2%
67	Caring for someone with virus at home, yourself with virus	122	2%
68	Domestic, sexual abuse, violence	122	2%
69	Dying alone, funeral rites, mourning, grief	122	2%
70	Community-based support groups, local networks	119	2%
71	Explaining pandemic to children (guides, resources, advice)	116	2%
72	Animals and virus (get it from, give it to, walking)	113	2%
73	Explaining pandemic to those with learning difficulties (guides, resources, advice)	103	2%
74	Virus family, definition, names, acronyms	85	1%
75	Professional medical training, courses	81	1%
76	Business participation, new products, ideas	80	1%
77	Ventilators (availability, approved, impact on recovery, decision to use)	79	1%
78	Pregnancy, birth, infants (precautions, advice, breast feeding)	57	1%

Good match with page design & clicks

Top tasks in study:

Financial support

Confirmed cases, deaths, recoveries



Good fit with existing top tasks (in green) - new containment & reopening tasks (in yellow) need attention

Analysis incomplete of whether content is available for Containment and Reopening tasks in yellow

4. Select up to 5 tasks / resources that are MOST IMPORTANT to		
Task	Percent	Count
1 Financial support, benefits for individuals and families (eligibility, availability)	4.4%	1,459
2 Money issues, personal finances, savings, pensions	3.2%	1,076
2 Confirmed cases, deaths, recoveries (daily, total)	3.2%	1,070
3 New outbreak, second wave (response, containment)	2.9%	963
4 Vaccine (development, availability, safety)	2.9%	956
5 Latest news, latest research (alerts, directives, updates)	2.9%	950
6 Government strategy (long-term control, lockdown exit, transition, economic recovery)	2.6%	878
7 Government of Canada guidelines, standards, decisions	2.5%	832
8 Travel restrictions (national, international, borders, quarantine)	2.5%	824
9 Workplaces (preventing spread, rights, reopening criteria, guidance)	2.3%	779
10 End date, new normal, safe again	2.3%	756
11 Infection hotspots, clusters, exposures (near me, identifying, tracking)	2.2%	723
12 Government guidance, regulations (national, local)	2.2%	716
13 Compare statistics (national, local, tests, cases, recoveries, deaths, deaths per 100,000)	2.1%	712
14 Mental health, wellbeing	1.7%	573
15 Transmission, spread, epidemiology	1.7%	569
16 Immunity, antibody testing (criteria, availability, accuracy)	1.7%	552
17 Avoiding physical contact (social / physical distancing, self isolation)	1.6%	530
18 Personal protective equipment (PPE: masks, shields, gowns)	1.6%	521
19 Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	1.3%	439
20 Modelling, forecasting, trends (flattening curve, economic impact)	1.3%	437
21 Number of tests (tests performed, individuals tested)	1.3%	436
22 Myths, fake news, misinformation, out of date information	1.3%	425
23 Symptoms, signs	1.2%	409
24 Government of Canada's position, opinion, response to	1.2%	407
25 At-risk, vulnerable (age, pre-existing conditions, disabilities, ethnic minorities)	1.2%	402

Next steps

Share results with GC COVID teams

Identify missing content for top tasks

- Determine if in planning stages by GC/HC
- Use top tasks to prioritize and deprioritize 'tiny tasks'
- Propose new IA categories

Rationalize with existing IA & analytics

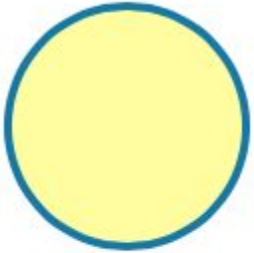
Develop content - launch when avail

Coronavirus disease (COVID-19)

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

<https://test.canada.ca/covid-19-guidance/proto/landing-recovery.html>

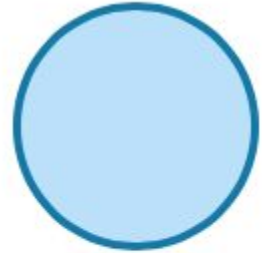
Detailed analyses



Top 25%



25-50%



50-75%

Audience



Gouvernement
du Canada

Government
of Canada

COVID-19 top task study

Are you seeking information as a...

- Individual / family
- Public health officer or health care provider
- Business
- Media
- Non-governmental organization (NGO)
- Academic / researcher / student
- Government employee
- Job seeker

Next

	Percent	Votes
Academic / researcher / student	3%	172
Business	3%	191
Government employee	2%	107
Individual / family	86%	5498
Job seeker	4%	251
Media	0%	16
Non-governmental organization (NGO)	0%	19
Public health officer or health care provider	2%	130
	Total	6384

Responses roughly match population distribution across provinces

Quebec is low relative to its 22% of Canada's population

	Percent	Count
Alberta	12%	762
British Columbia	15%	972
Manitoba	4%	258
New Brunswick	3%	162
Newfoundland and Labrador	1%	95
Northwest Territories	0%	7
Nova Scotia	4%	249
Nunavut	0%	3
Ontario	42%	2712
Prince Edward Island	0%	32
Quebec	15%	991
Saskatchewan	3%	185
Yukon	0%	13
	Total	6441

How often do you use Government of Canada websites to access coronavirus (COVID-19) info?

	Percent	Votes
Daily	33%	2146
Weekly	29%	1882
Monthly	7%	427
Infrequently	15%	937
First time	12%	781
Never	4%	260
	Total	6433

	Percent	Count
17 or younger	1%	88
18-24	6%	392
25-34	11%	722
35-44	14%	901
45-54	21%	1334
55-64	26%	1697
65-74	15%	996
75 or over	4%	237
I'd rather not say	1%	70
	Total	6437

Only slight differences by language

	Tasks	English	French	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	22%	27%	23%
2	Money issues, personal finances, savings, pensions	17%	17%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	17%	9%	17%
4	New outbreak, second wave (response, containment)	16%	9%	15%
5	Vaccine (development, availability, safety)	15%	10%	15%
6	Latest news, latest research (alerts, directives, updates)	15%	11%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	14%	11%	14%
8	Government of Canada guidelines, standards, decisions	13%	12%	13%
9	Travel restrictions (national, international, borders, quarantine)	13%	10%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	13%	7%	12%
11	End date, new normal, safe again	12%	5%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	12%	4%	11%
13	Government guidance, regulations (national, local)	11%	15%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	11%	9%	11%
15	Mental health, wellbeing	9%	8%	9%
16	Transmission, spread, epidemiology	9%	9%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	9%	6%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	8%	9%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	8%	10%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	7%	9%	7%



Top 25%



26-50%



51-75%

COVID pages vs Rest of Canada.ca pretty similar

	Tasks	Rest of Canada.ca	Health Covid pages	GC employees	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	35%	13%	22%	23%
2	Money issues, personal finances, savings, pensions	26%	9%	9%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	7%	24%	17%	17%
4	New outbreak, second wave (response, containment)	13%	16%	11%	15%
5	Vaccine (development, availability, safety)	14%	16%	26%	15%
6	Latest news, latest research (alerts, directives, updates)	10%	18%	22%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	13%	14%	26%	14%
8	Government of Canada guidelines, standards, decisions	13%	13%	17%	13%
9	Travel restrictions (national, international, borders, quarantine)	10%	15%	15%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	15%	10%	19%	12%
11	End date, new normal, safe again	12%	11%	19%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	8%	14%	6%	11%
13	Government guidance, regulations (national, local)	10%	12%	20%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	4%	17%	13%	11%
15	Mental health, wellbeing	12%	7%	6%	9%
16	Transmission, spread, epidemiology	6%	11%	7%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	7%	10%	11%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	9%	8%	7%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	8%	8%	11%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	7%	7%	9%	7%



Top 25%



26-50%



51-75%

Tasks by audience match quite closely - like WHO

	Task selections by audience group	Academic / researcher / student	Business	Gov employee	Individual / family	Job seeker	Public health officer or health car...	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, 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	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	10%	19%	13%
9	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	6%	9%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	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, regulations (national, local)	10%	18%	19%	11%	8%	9%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	12%	4%	12%	12%	2%	14%	11%
15	Mental health, wellbeing	6%	7%	4%	9%	12%	7%	9%
16	Transmission, spread, epidemiology	8%	6%	12%	9%	5%	13%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	5%	3%	7%	9%	6%	10%	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	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	5%	16%	8%	7%	2%	8%	7%



Top 25%



26-50%



51-75%

Public health officer or health care provider

	Tasks	Academic / researcher / student	Business	Government employee	Individual / family	NGO	PHO or health care provider	Total
1	Government of Canada guidelines, standards, decisions	8%	22%	19%	13%	21%	19%	13%
2	Confirmed cases, deaths, recoveries (daily, total)	10%	6%	12%	18%	5%	18%	17%
3	Financial support, benefits for individuals and families (eligibility, availability, training)	23%	21%	15%	23%	11%	15%	23%
4	Latest news, latest research (alerts, directives, updates)	7%	12%	18%	15%	16%	14%	15%
5	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	12%	4%	12%	12%	0%	14%	11%
6	Transmission, spread, epidemiology	8%	6%	12%	9%	21%	13%	9%
7	Personal protective equipment (PPE: masks, shields, gowns)	6%	20%	10%	8%	0%	13%	8%
8	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	16%	21%	14%	26%	12%	14%
9	Workplaces (preventing spread, rights, reopening criteria, guidance)	7%	31%	18%	11%	37%	12%	12%
10	Immunity, antibody testing (criteria, availability, accuracy)	5%	3%	7%	9%	5%	10%	9%
11	Virus mutation, new strains	6%	3%	6%	5%	0%	10%	5%
12	Money issues, personal finances, savings, pensions	16%	14%	16%	17%	16%	9%	17%
13	New outbreak, second wave (response, containment)	9%	7%	10%	16%	5%	9%	15%
14	Travel restrictions (national, international, borders, quarantine)	10%	10%	8%	13%	11%	9%	13%
15	Government guidance, regulations (national, local)	10%	18%	19%	11%	21%	9%	11%
16	Food, medicines, essential products (stocks, hoarding, availability, disruptions)	6%	3%	5%	6%	5%	9%	6%
17	Infectiousness (when most infectious, super spreader, symptom-free but infectious)	4%	2%	4%	5%	0%	9%	5%
18	Vaccine (development, availability, safety)	15%	8%	10%	15%	16%	8%	15%
19	End date, new normal, safe again	9%	8%	11%	12%	11%	8%	12%
20	Essential services, key / critical workers	6%	6%	11%	5%	11%	8%	6%



Top 25%



26-50%



51-75%

- 130 respondents categorized themselves as Public Health Officer or Health care provider

Respondents across provinces have same priorities

	Tasks	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Quebec	Saskatchewan	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	25%	23%	23%	19%	22%	20%	21%	25%	27%	23%
2	Money issues, personal finances, savings, pensions	19%	16%	17%	15%	18%	21%	16%	15%	19%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	17%	16%	21%	23%	18%	21%	17%	13%	16%	17%
4	New outbreak, second wave (response, containment)	16%	17%	14%	18%	9%	15%	16%	11%	16%	15%
5	Vaccine (development, availability, safety)	15%	14%	15%	19%	22%	14%	16%	11%	12%	15%
6	Latest news, latest research (alerts, directives, updates)	14%	17%	17%	17%	16%	14%	15%	13%	11%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	12%	17%	13%	13%	17%	15%	13%	13%	12%	14%
8	Government of Canada guidelines, standards, decisions	14%	12%	11%	14%	11%	14%	13%	13%	10%	13%
9	Travel restrictions (national, international, borders, quarantine)	15%	15%	16%	14%	26%	13%	11%	11%	14%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	15%	12%	16%	12%	11%	9%	12%	10%	12%	12%
11	End date, new normal, safe again	12%	9%	14%	10%	17%	14%	12%	9%	16%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	14%	12%	11%	9%	3%	18%	11%	8%	12%	11%
13	Government guidance, regulations (national, local)	10%	9%	9%	11%	14%	10%	11%	14%	10%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	9%	11%	12%	10%	7%	13%	11%	11%	11%	11%
15	Mental health, wellbeing	9%	10%	10%	8%	15%	11%	8%	8%	9%	9%
16	Transmission, spread, epidemiology	7%	9%	13%	9%	8%	9%	9%	9%	9%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	9%	9%	8%	9%	6%	9%	9%	7%	5%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	9%	9%	9%	10%	5%	6%	8%	8%	8%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	6%	6%	8%	8%	7%	8%	9%	9%	6%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	7%	7%	6%	10%	8%	10%	5%	8%	12%	7%



Top 25%



26-50%



51-75%

Frequent visitors chose similarly to infrequent

	Tasks	Daily	Weekly	Monthly	Infrequently	First time	Never	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	15%	27%	34%	27%	20%	25%	23%
2	Money issues, personal finances, savings, pensions	10%	18%	28%	21%	17%	26%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	30%	12%	11%	8%	7%	8%	17%
4	New outbreak, second wave (response, containment)	17%	15%	12%	12%	14%	13%	15%
5	Vaccine (development, availability, safety)	17%	16%	15%	12%	10%	12%	15%
6	Latest news, latest research (alerts, directives, updates)	18%	15%	11%	12%	11%	6%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	14%	16%	11%	13%	10%	10%	14%
8	Government of Canada guidelines, standards, decisions	13%	14%	12%	14%	9%	11%	13%
9	Travel restrictions (national, international, borders, quarantine)	12%	12%	15%	14%	13%	8%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	11%	13%	14%	12%	11%	13%	12%
11	End date, new normal, safe again	11%	13%	11%	11%	11%	13%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	15%	10%	8%	9%	9%	7%	11%
13	Government guidance, regulations (national, local)	11%	12%	12%	10%	11%	7%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	19%	8%	8%	6%	6%	4%	11%
15	Mental health, wellbeing	6%	10%	11%	11%	8%	10%	9%
16	Transmission, spread, epidemiology	12%	9%	6%	7%	6%	4%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	11%	8%	7%	7%	7%	7%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	9%	8%	7%	8%	8%	8%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	8%	8%	8%	8%	10%	7%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	6%	9%	6%	6%	7%	3%	7%



Top 25%



26-50%



51-75%

260 people who said 'Never' responded from a Canada.ca page but perhaps were not aware of that

Even the youngest respondents varied only slightly

	Tasks	17 or younger	18-24	25-34	35-44	45-54	55-64	65-74	75 or over	I'd rather not say	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	10%	26%	25%	25%	26%	22%	17%	13%	14%	23%
2	Money issues, personal finances, savings, pensions	8%	21%	20%	18%	17%	17%	13%	12%	13%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	19%	12%	14%	16%	15%	19%	20%	15%	16%	17%
4	New outbreak, second wave (response, containment)	17%	11%	14%	15%	16%	14%	17%	14%	14%	15%
5	Vaccine (development, availability, safety)	13%	14%	15%	13%	14%	15%	17%	18%	7%	15%
6	Latest news, latest research (alerts, directives, updates)	14%	10%	12%	12%	14%	17%	17%	14%	26%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	10%	12%	14%	15%	16%	13%	12%	12%	10%	14%
8	Government of Canada guidelines, standards, decisions	8%	11%	13%	13%	14%	14%	12%	8%	6%	13%
9	Travel restrictions (national, international, borders, quarantine)	11%	9%	11%	11%	13%	14%	14%	17%	9%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	7%	12%	12%	15%	15%	12%	7%	4%	7%	12%
11	End date, new normal, safe again	20%	11%	14%	14%	10%	11%	11%	9%	9%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	8%	7%	8%	9%	13%	13%	13%	11%	7%	11%
13	Government guidance, regulations (national, local)	8%	11%	11%	12%	12%	11%	11%	11%	13%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	8%	5%	10%	8%	12%	12%	15%	10%	16%	11%
15	Mental health, wellbeing	9%	14%	10%	10%	10%	8%	5%	8%	7%	9%
16	Transmission, spread, epidemiology	3%	6%	7%	9%	8%	10%	10%	11%	14%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	5%	6%	7%	8%	8%	9%	11%	10%	3%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	6%	10%	7%	7%	7%	9%	9%	7%	6%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	5%	6%	7%	7%	8%	9%	9%	11%	9%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	5%	6%	6%	7%	7%	7%	8%	11%	9%	7%



Top 25%



26-50%



51-75%

Gender was irrelevant

	Tasks	Male	Female	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	21%	24%	23%
2	Money issues, personal finances, savings, pensions	17%	17%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	15%	18%	17%
4	New outbreak, second wave (response, containment)	13%	16%	15%
5	Vaccine (development, availability, safety)	16%	14%	15%
6	Latest news, latest research (alerts, directives, updates)	12%	16%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	13%	14%	14%
8	Government of Canada guidelines, standards, decisions	12%	14%	13%
9	Travel restrictions (national, international, borders, quarantine)	12%	13%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	10%	13%	12%
11	End date, new normal, safe again	12%	11%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	10%	12%	11%
13	Government guidance, regulations (national, local)	11%	12%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	11%	11%	11%
15	Mental health, wellbeing	8%	9%	9%
16	Transmission, spread, epidemiology	10%	8%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	8%	9%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	8%	8%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	7%	8%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	7%	7%	7%



Top 25%



26-50%



51-75%

Have you ever been diagnosed as having COVID-19 / coronavirus?

	Tasks	Yes (44)	No	No, but have symptoms	Don't know	Total
1	Financial support, benefits for individuals and families (eligibility, availability, training)	14%	22%	29%	22%	23%
2	Money issues, personal finances, savings, pensions	27%	17%	18%	19%	17%
3	Confirmed cases, deaths, recoveries (daily, total)	2%	17%	11%	11%	17%
4	New outbreak, second wave (response, containment)	7%	15%	9%	16%	15%
5	Vaccine (development, availability, safety)	7%	15%	11%	20%	15%
6	Latest news, latest research (alerts, directives, updates)	9%	15%	5%	10%	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	7%	14%	13%	12%	14%
8	Government of Canada guidelines, standards, decisions	7%	13%	9%	8%	13%
9	Travel restrictions (national, international, borders, quarantine)	9%	13%	7%	9%	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	14%	12%	10%	7%	12%
11	End date, new normal, safe again	9%	12%	11%	15%	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	5%	11%	12%	8%	11%
13	Government guidance, regulations (national, local)	2%	11%	6%	7%	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	0%	11%	6%	6%	11%
15	Mental health, wellbeing	11%	9%	10%	10%	9%
16	Transmission, spread, epidemiology	9%	9%	11%	6%	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	11%	8%	13%	13%	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	5%	8%	7%	10%	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	2%	8%	8%	7%	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	9%	7%	4%	7%	7%



Top 25%



26-50%



51-75%



25

Connections between tasks, Customer Centric Index, category and other questions

Connections

- Task voting connections: For those who voted for each of the Top Tasks (top 50% of the vote), what were their other most voted for tasks?
- How significantly connected is a particular task with other tasks? For each task, which other tasks are most likely to vote for this task, compared to the average?
- For each task, what Customer Centric Index factors, sub-categories and other questions are most or least likely to vote for this task, compared to the average?

Those who voted for ' Financial support, benefits for individuals and families (eligibility, availability, training) ' were more likely to vote for the following tasks:
Financial support for businesses and organizations (eligibility availability, training)
Money issues, personal finances, savings, pensions
Contact the Government of Canada (media, experts)
Technology/internet support for less experienced, vulnerable, reduced income
Home schooling, remote teaching, learning (tips, how-to, advice)

Those who voted for ' Financial support, benefits for individuals and families (eligibility, availability, training) ' were more likely to be associated with the following segments or opinions:	
Question	Answer (strongest association first)
Collector	cca
Frequency	Monthly
Role	Job seeker
Frequency	Weekly
Frequency	Infrequently

Those who voted for '**Money issues, personal finances, savings, pensions**' were **more** likely to vote for the following tasks:

Financial support, benefits for individuals and families (eligibility, availability, training)

Contact the Government of Canada (media, experts)

Home schooling, remote teaching, learning (tips, how-to, advice)

Essential services, key / critical workers

Those who voted for '**Money issues, personal finances, savings, pensions**' were **more** likely to be associated with the following segments or opinions:

Question	Answer (strongest association first)
Frequency	Monthly
Frequency	Never
Collector	cca
Role	Job seeker
Age	18-24

Those who voted for '**Confirmed cases, deaths, recoveries (daily, total)**' were **more** likely to vote for the following tasks:

Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)

Number of tests (tests performed, individuals tested)

Raw data, open data, datasets, metadata

Modelling, forecasting, trends (flattening curve, economic impact)

Infection hotspots, clusters, exposures (near me, identifying, tracking)

Those who voted for '**Confirmed cases, deaths, recoveries (daily, total)**' were **more** likely to be associated with the following segments or opinions:

Question	Answer (strongest association first)
Frequency	Daily
Collector	covid
Province	New Brunswick
Province	Nova Scotia
Age	65-74

Those who voted for '**New outbreak, second wave (response, containment)**' were **more** likely to vote for the following tasks:

Original outbreak source, patient zero (global, national)

Infection hotspots, clusters, exposures (near me, identifying, tracking)

Virus mutation, new strains

Confirmed cases, deaths, recoveries (daily, total)

Vaccine (development, availability, safety)

Those who voted for '**New outbreak, second wave (response, containment)**' were **more** likely to be associated with the following segments or opinions:

Question	Answer (strongest association first)
Frequency	Daily
Age	45-54
Gender	Female
Collector	covid
Role	Individual / family

Appendix - really detailed details...

Process

Keep top 75% of WHO tasks almost identical to WHO study for comparability

Revise lowest 25% of WHO task list to reflect Canadian top tasks

- Reviewed with TMC - received input on missing tasks for the list
- Reviewed with HC - received input on missing tasks for the list
- EN & FR links for invite on COVID pages, invite on rest of Canada.ca, direct link for internal stakeholders

Launch study Thursday May 14 - monitor and Tuesday May 19th a.m.

Data files to Gerry Tuesday morning with review/refine by DTO Wednesday

- Decision to remove respondents from outside of Canada (5%)

Replicate WHO with minor changes to 4th Quartile

Remove	Financial support, assistance, benefits (eligibility, availability)	1.0%
Remove	About WHO (mission, members, funding, donors)	0.4%
Remove	Sexual, reproductive health, rights	0.3%
Remove	Digital democracy (participation, feedback, policy development, reform)	0.2%
New	Financial support, benefits for individuals and families (eligibility, availability, training)	
New	Financial support for businesses and organizations (eligibility availability,training)	
New	Immigration (foreign workers, students)	

And change 'WHO' to 'Government of Canada'

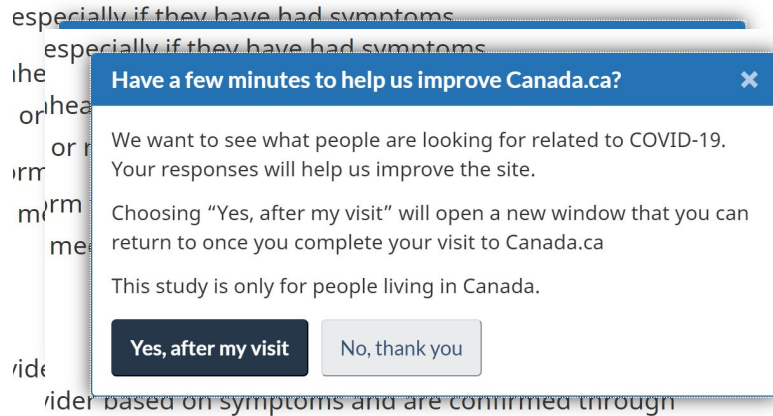
French:

<https://ca.surveygizmo.com/s3/50075482/90e4d32bf109>

English:

<https://ca.surveygizmo.com/s3/50075482/COVID-To-p-task-study>

Appearance of invitation on Canada.ca pages



Displayed to a percentage of pages and visitors - May 15 noon to May 19 10:00 a.m.

Top task results helps with priorities & navigation

- Use results to understand interests/needs of Canadians over the course of the pandemic - contribute to planning
 - Rerun study in a few months to identify changing needs profile
 - In month 1, travel and symptoms were top tasks, now have slipped down
- Helps with navigation as next steps for WHO study are:
 - 800+ people have sorted the top voted tasks into menu-style groups
 - WHO Treejack study now on to ensure people can navigate to top tasks
 - Countries can share and all use similar navigation - particularly those who have not taken a task-centred approach