

# Tracking the impact of COVID-19

## March 2020

A complex network of black lines and dots of various sizes, representing data points and connections, set against a blue background. The lines are thin and crisscross, with some larger dots acting as nodes or hubs.

March 16<sup>th</sup>-18<sup>th</sup>, 2020

# COVID-19 Survey – March 20, 2020

**A new online survey released today by INNOVATIVE Research Group showed that 1-in-3 Canadians report they are not yet changing their behaviour due to the COVID-19 outbreak.**

*The national survey conducted between March 16 and March 18, 2020 in both English and French has a weighted sample size of 1,200 respondents across Canada. A full methodology is available in the appendix.*

**Three key insights are summarized in this release:**

## **1. Are Canadians changing their behaviour?**

The survey finds that 34% of Canadians report that they have changed their behaviour “Not at all” or “Very Little” to reduce the chance they contract COVID-19. Although it is true that younger Canadians are less likely to report behaviour change – this difference depends on whether they have been discussing with friends/family.

## **2. Do Canadians approve of the government’s response?**

Approval of government response is higher for provinces (63%) than the federal government (50%). Even in provinces where general satisfaction with government performance is low, approval of their COVID-19 response is high.

## **3. Who do Canadians trust to provide critical information?**

The source of information matters. Canadians are most likely to trust information received from medical professionals and least likely to trust information from family and friends.

**1**

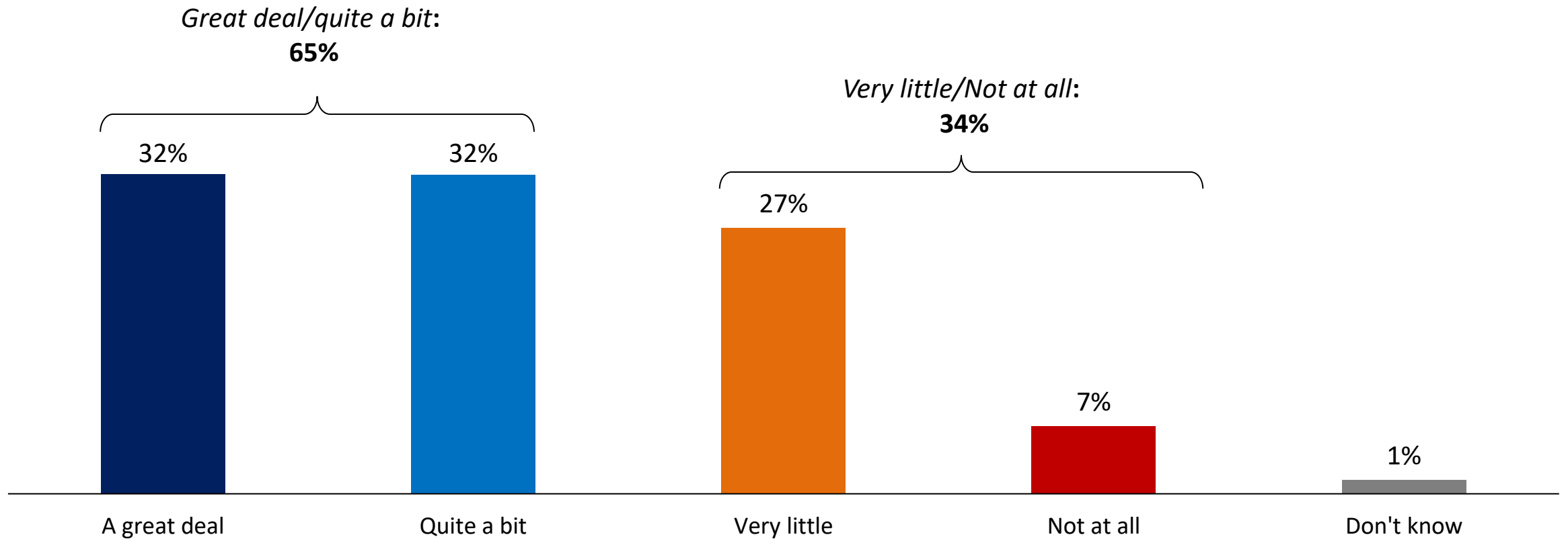
**1-in-3 aren't yet reporting widespread behaviour change. Four potential drivers: attention, discussion, concern, and efficacy all matter – but more discussion shows the greatest potential to make a difference for younger Canadians.**

# Behavioural Changes: 1-in-3 (34%) have not changed their behaviour or only changed it 'Very little' so far<sup>4</sup>



How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19?

[asked of all respondents; n=1,200]



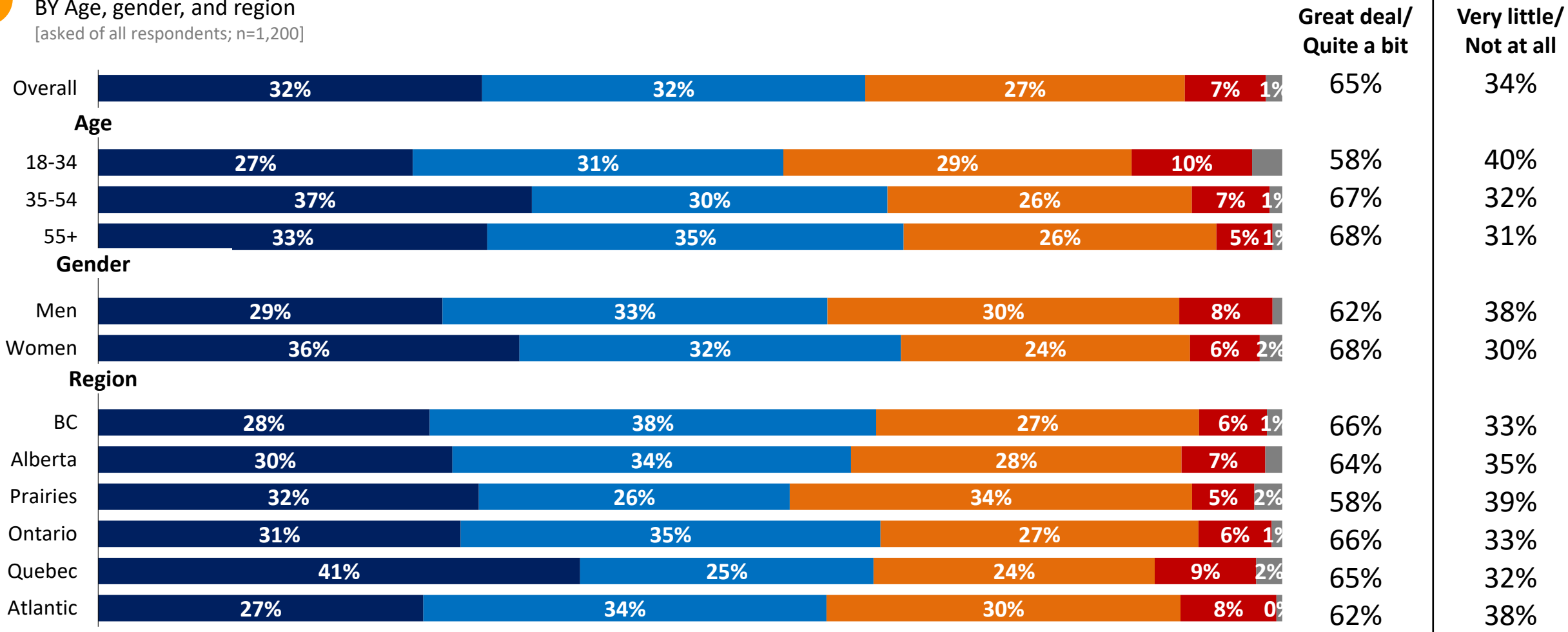
# Behavioural Changes: 40% of those under 35 report not changing behaviour compared to 32% of those 35-54 and 31% of those 55+



How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19?

BY Age, gender, and region

[asked of all respondents; n=1,200]



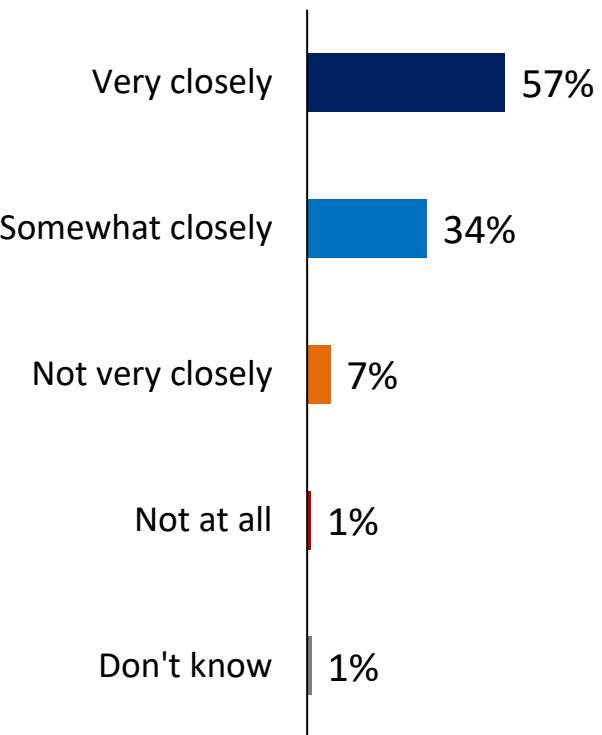
■ A great deal ■ Quite a bit ■ Very little ■ Not at all ■ Don't know



# Potential drivers of behaviour change: Attention, discussion, concern, and belief about the efficacy of changing behaviour

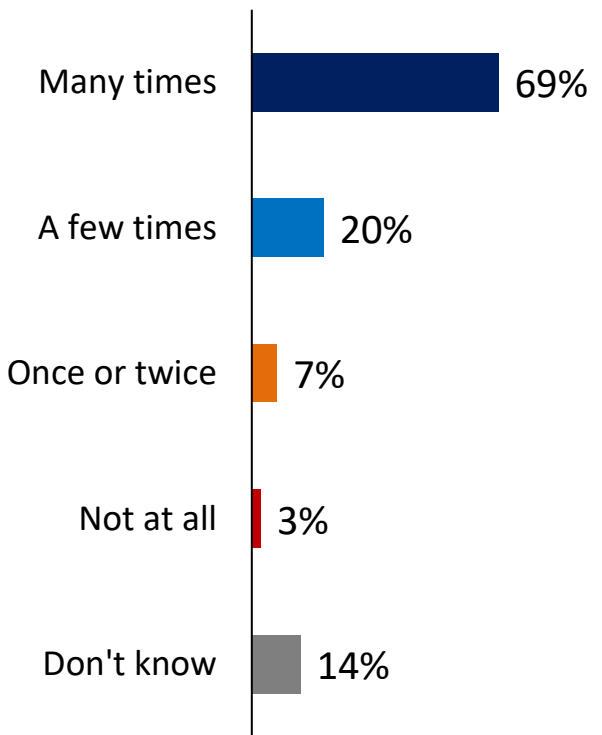
## Attention

**Q** How closely have you been following news about COVID-19 which is also known as the novel coronavirus?  
[asked of all respondents; n=1,200]



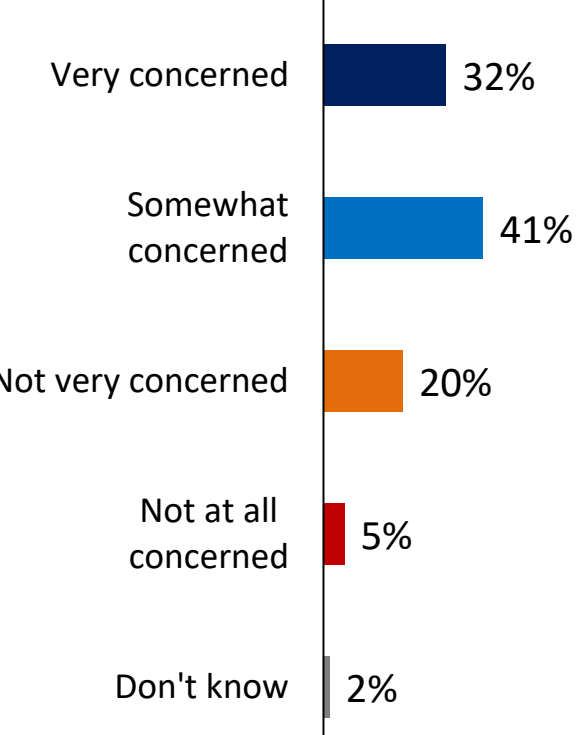
## Discussion

**Q** In the past few weeks, how often have you discussed COVID-19 with your family or friends?  
[asked of all respondents; n=1,200]



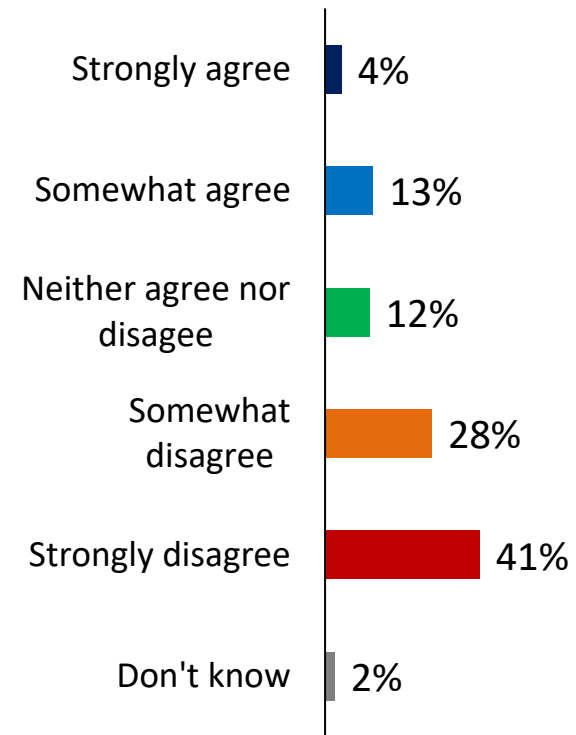
## Concern

**Q** How concerned are you personally that you yourself, a friend, or a relative will contract COVID-19?  
[asked of all respondents; n=1,200]



## Efficacy

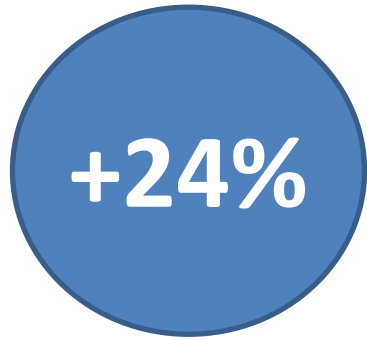
**Q** There really isn't very much people can do to avoid getting COVID-19.  
[asked of all respondents; n=1,200]



# What changes behaviours? Each driver makes a difference, with the largest gaps seen on those who are discussing and are concerned

## Attention

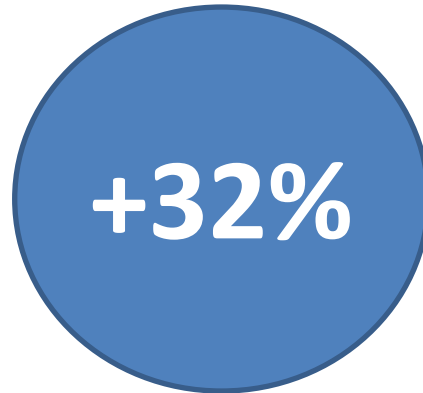
Among those following *very closely*:



75% report changing their behaviour\* versus only 51% among everyone else.

## Discussion

Among those who have discussed *many times*:



75% report changing their behaviour versus only 43% among everyone else.

## Concern

Among those who are *very concerned*:



85% of those very concerned report behaviour changed compared to 55% among everyone else.

## Efficacy

Among those who *agree or are unsure* that nothing will help:



51% of those who say nothing will help report behaviour changed compared to 71% among everyone else.

\*Changing behaviour refers to those who report "Quite a bit" or "A great deal" of change

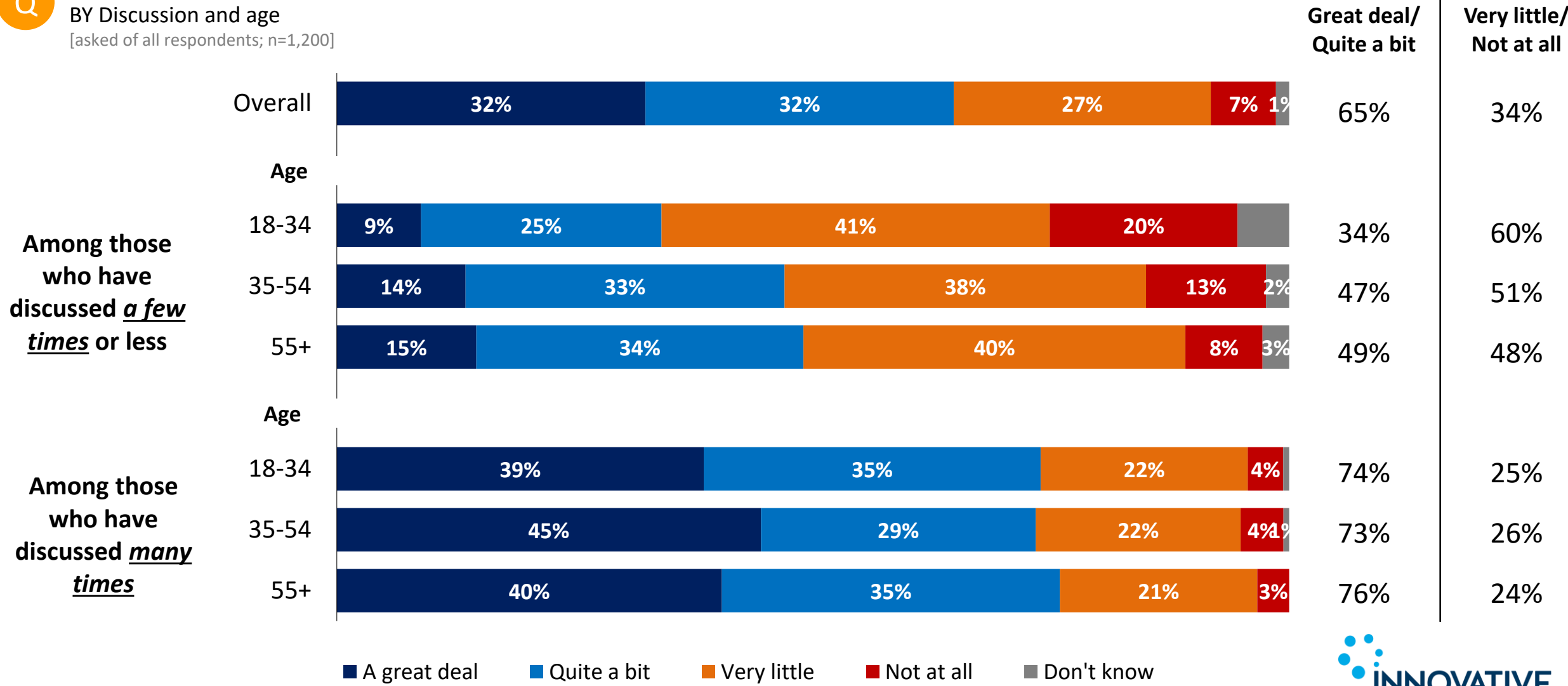
\*\*Each of these effects persist in a regression model controlling for age, gender, region, education, income levels, and the other drivers

# Discussion matters for younger Canadians: Those who have discussed frequently are changing behaviour *regardless of their age*



How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19?

BY Discussion and age  
[asked of all respondents; n=1,200]



■ A great deal   ■ Quite a bit   ■ Very little   ■ Not at all   ■ Don't know



**2**

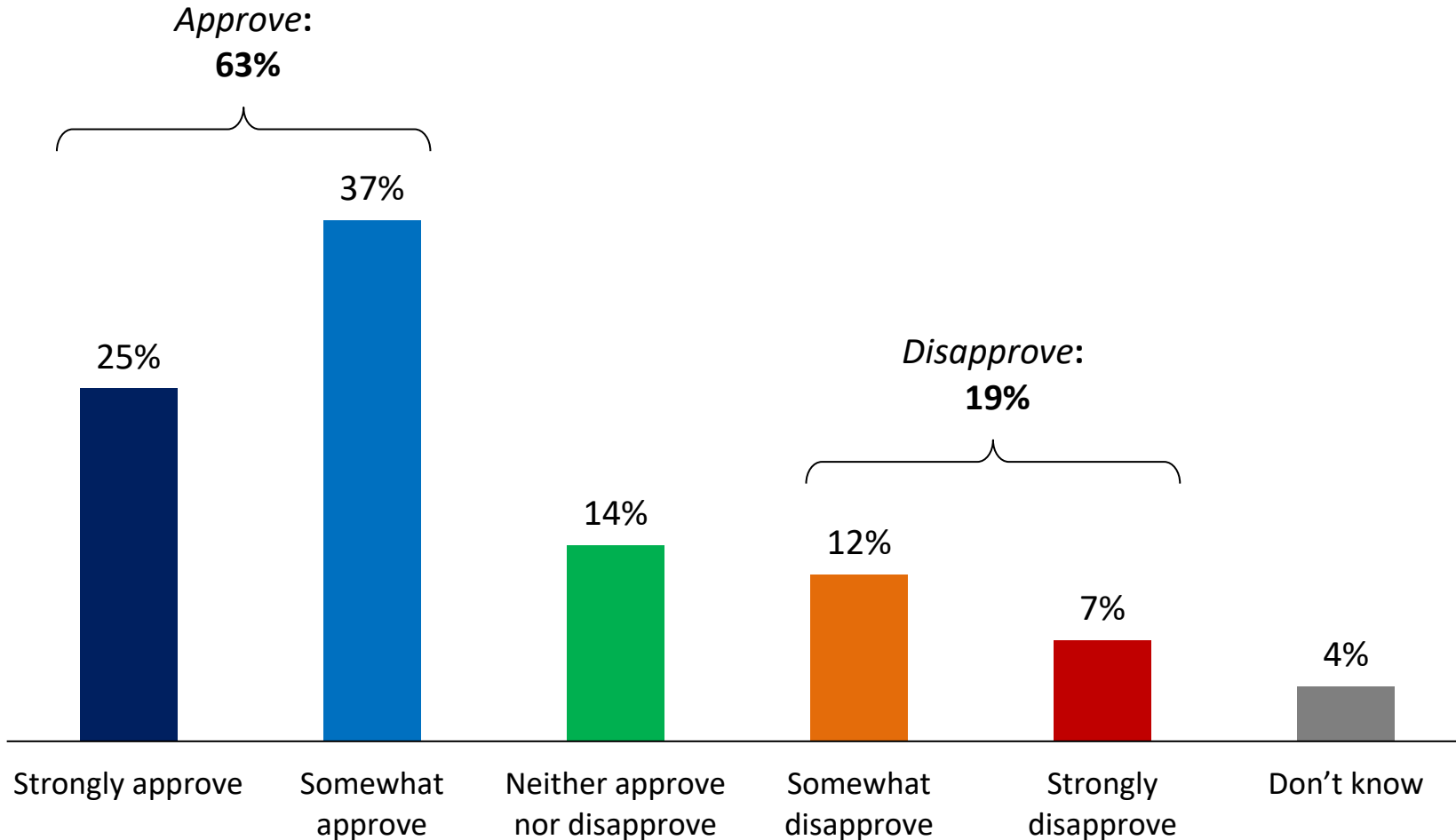
**Approval of government response is higher for provinces than the federal government. Even in provinces where general satisfaction with government performance is low, approval of their COVID-19 response is relatively high.**

# Provincial Govt Approval: More than 6-in-10 (63%) approve of their provincial govt's response, most positive among those from Quebec



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?

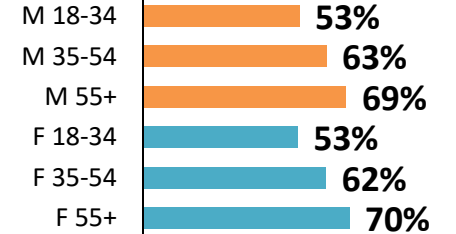
[asked of all respondents; n=1,200]



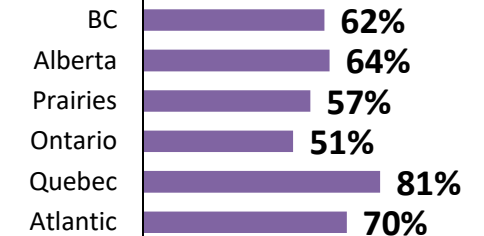
## Segmentation

Respondents who say "Approve"

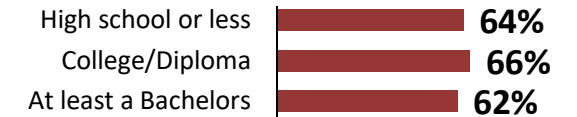
### Age-Gender



### Region



### Education



### Income

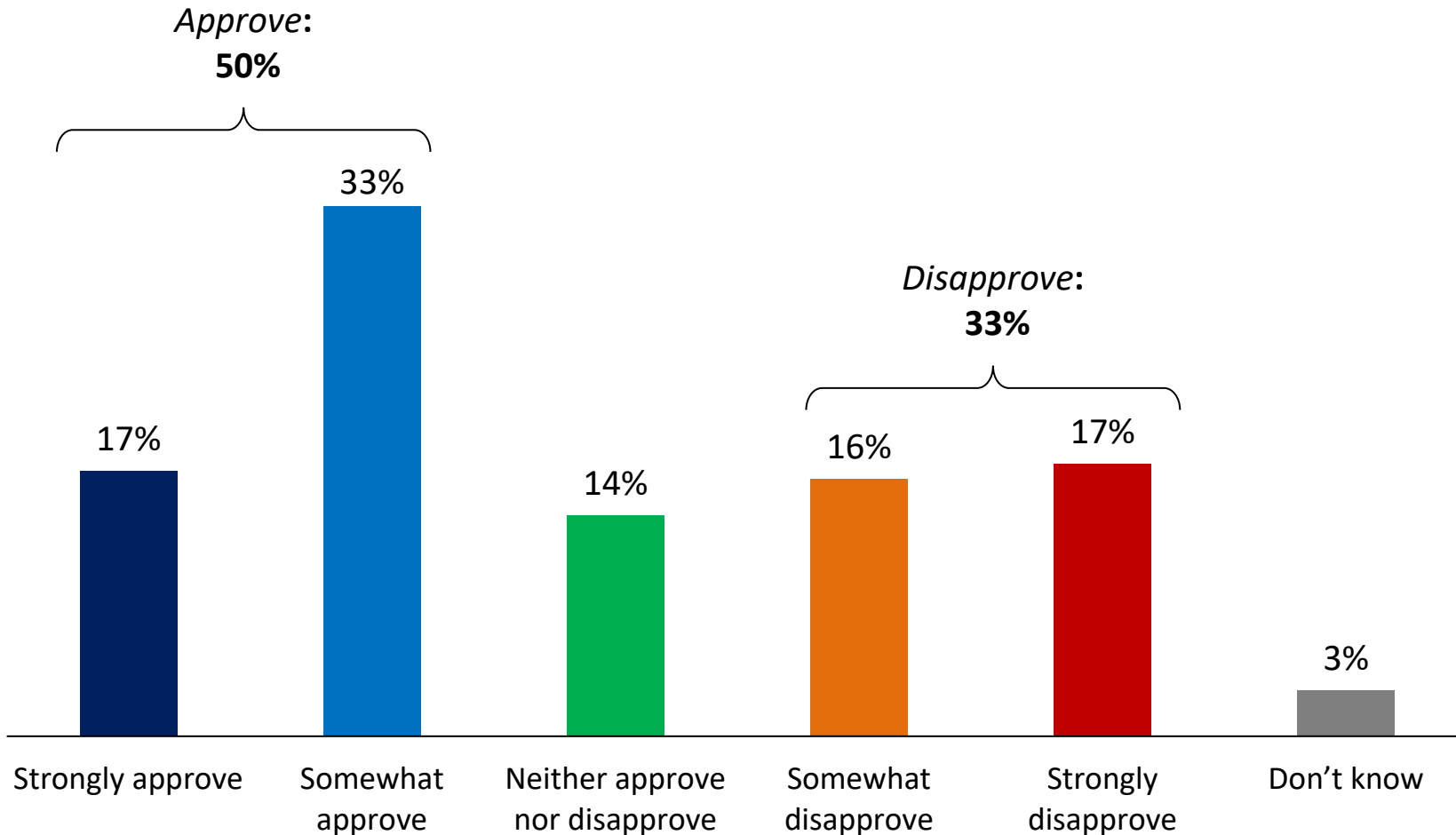


# Federal Govt Approval: Slim majority (50%) approve of federal handling<sup>11</sup> of the outbreak; lowest in Quebec (35%)



Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?

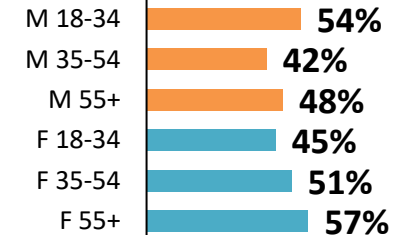
[asked of all respondents; n=1,200]



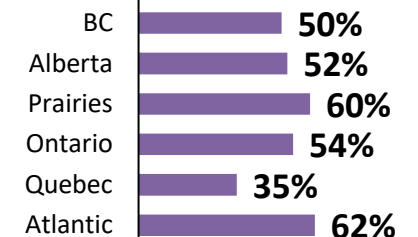
## Segmentation

Respondents who say "Approve"

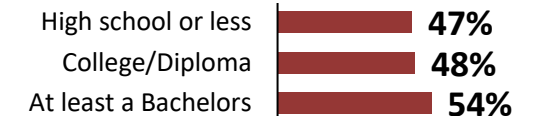
### Age-Gender



### Region



### Education



### Income



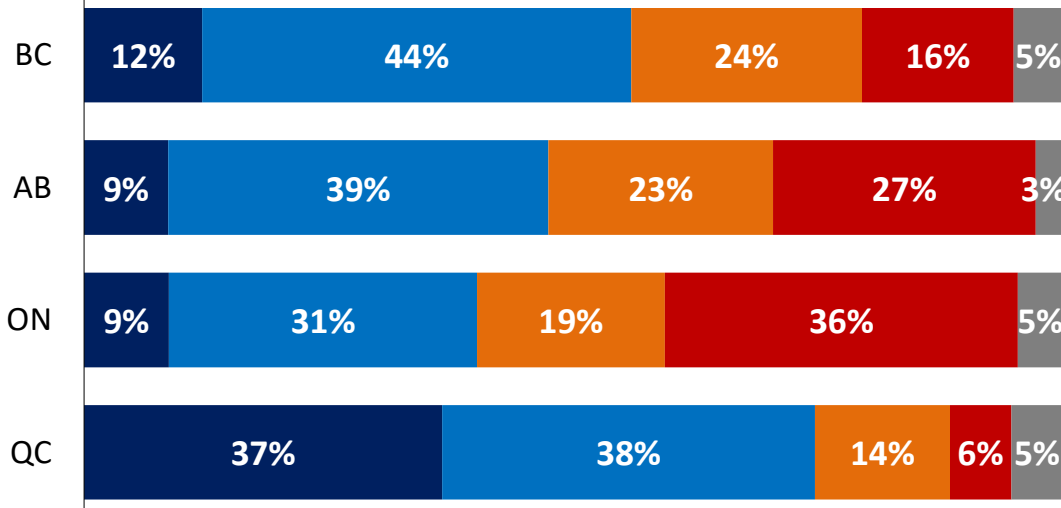
# Even in provinces with polarized or negative views of their government, approval of the COVID-19 response is high

**Q** Generally speaking, how satisfied are you with the performance of the federal/provincial government in Canada/province? Would you say you are...?  
[asked of all respondents; n=1,200]

## General Federal Satisfaction



## General Provincial Satisfaction



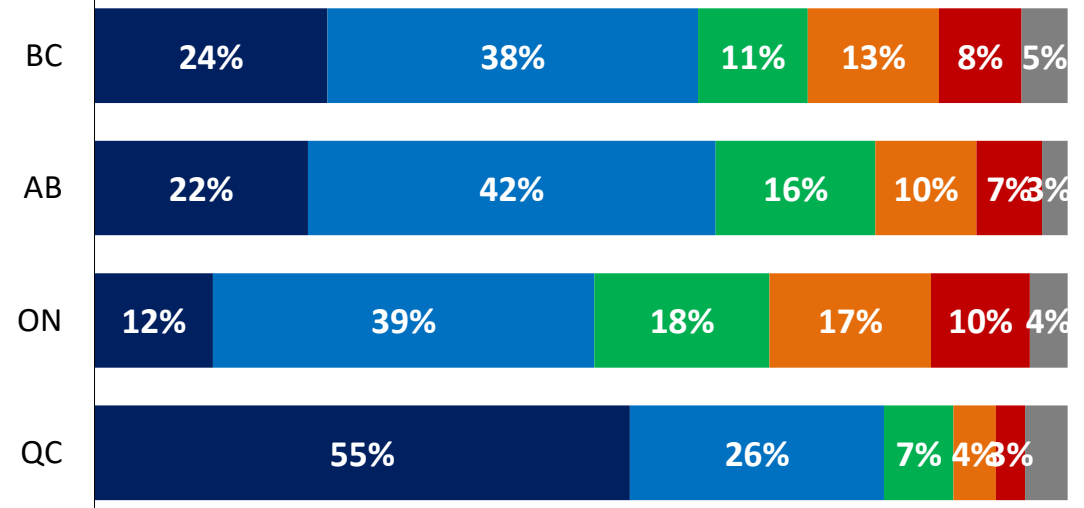
■ Very satisfied      ■ Somewhat satisfied  
■ Somewhat dissatisfied      ■ Very dissatisfied  
■ Don't know

**Q** Now thinking about the federal/provincial government, do you approve or disapprove of the way the federal/provincial government has handled the outbreak of COVID-19?  
[asked of all respondents; n=1,200]

## Federal COVID handling



## Provincial COVID handling



■ Strongly approve      ■ Somewhat approve  
■ Neither approve nor disapprove      ■ Somewhat disapprove  
■ Strongly disapprove      ■ Don't know

**3**

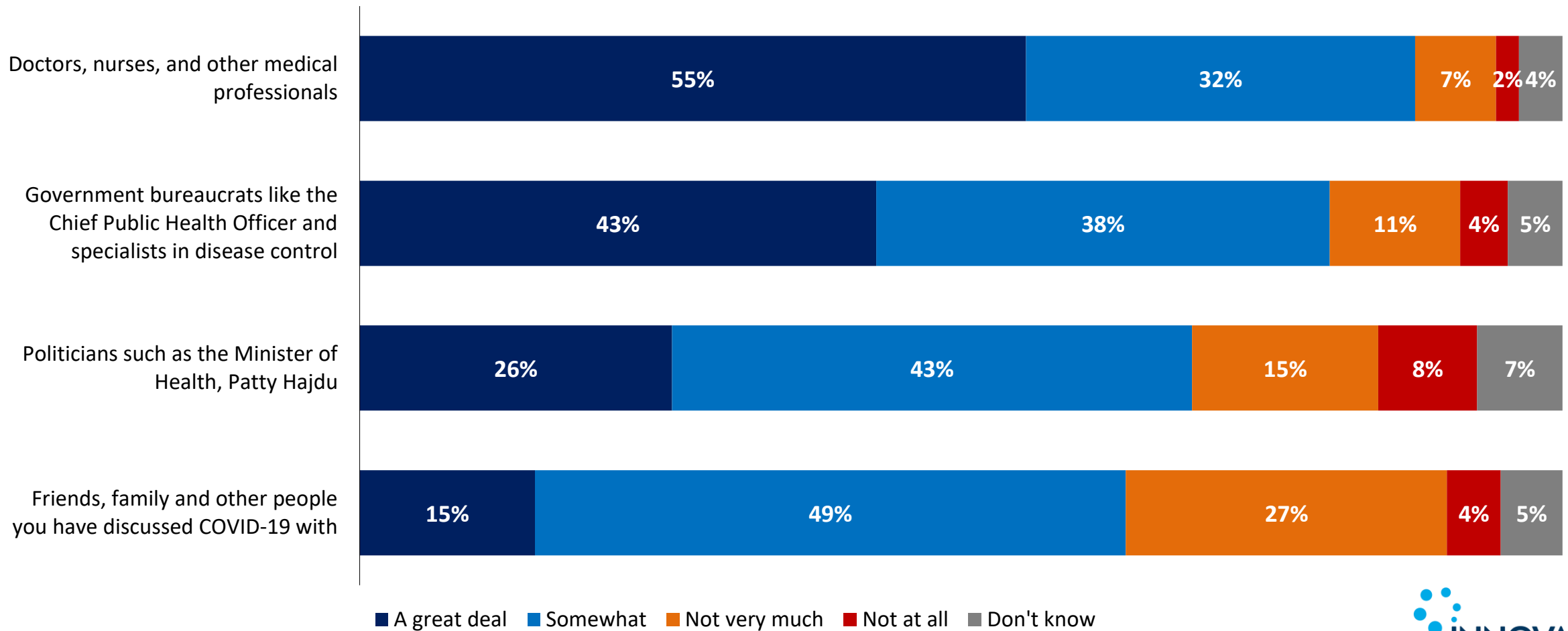
**The source of information matters. Canadians are most likely to trust information received from medical professionals and least likely to trust information from family and friends.**

# Trust in Key Actors: Respondents show greatest trust in information from medical professionals, least trust in information from family and friends



How much do you trust the information about COVID-19 you received from the following sources?

[asked of all respondents; n=1,200]



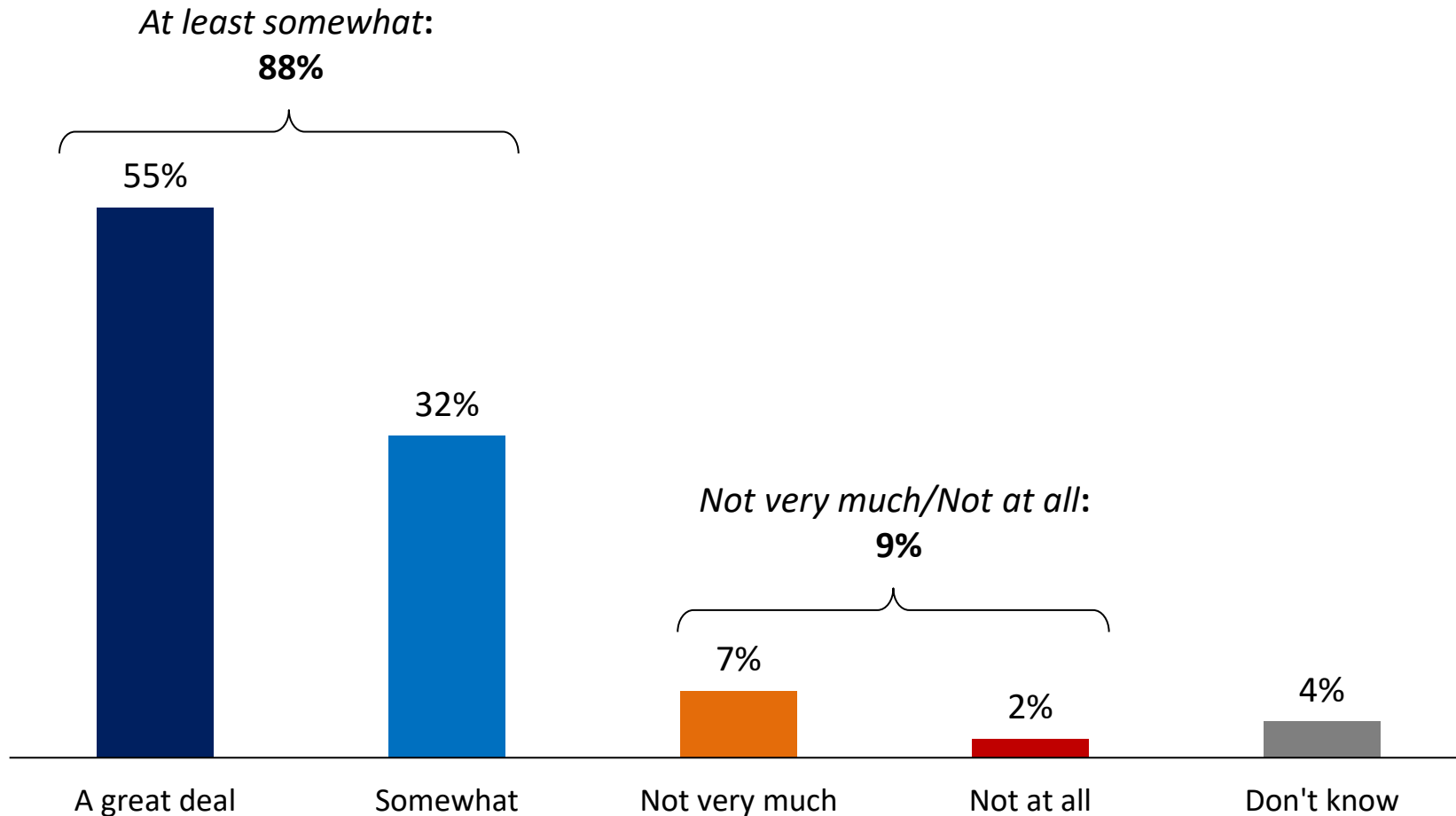
# Trust, Medical Professionals: Nearly all respondents trust medical professionals on COVID-19; least trust shown among young Canadians



How much do you trust the information about COVID-19 you received from the following sources?:

**Doctors, nurses, and other medical professionals**

[asked of all respondents; n=1,200]



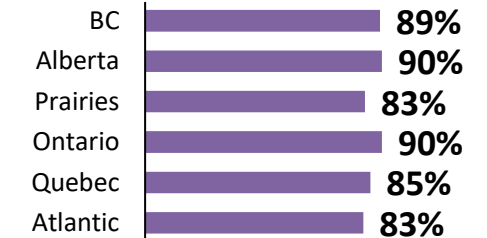
## Segmentation

Respondents who say "At least somewhat"

### Age-Gender



### Region



### Education



### Income



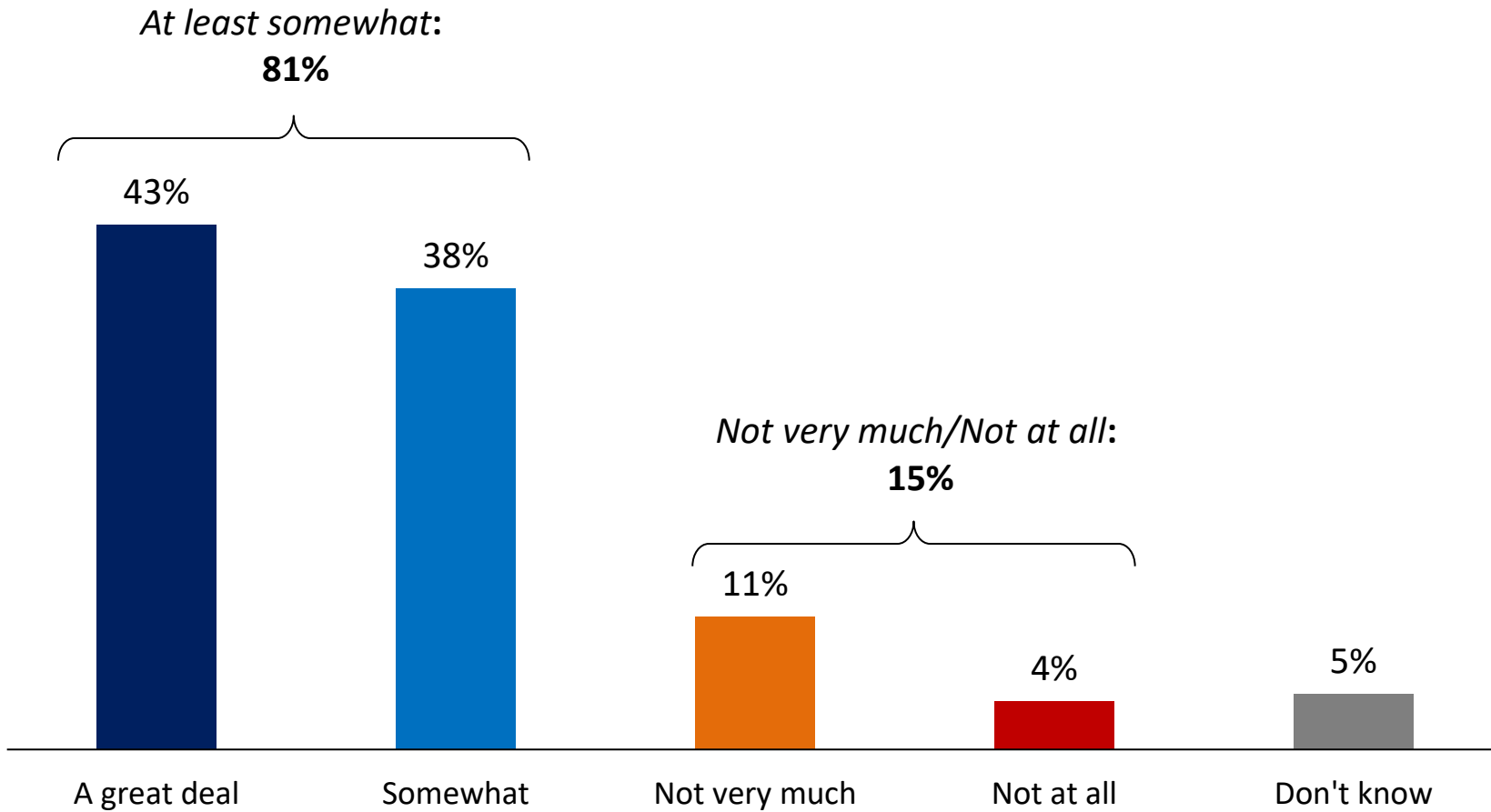
# Trust, Govt: 8-in-10 (81%) trust government bureaucrats on COVID-19, highest trust among older women (90%), highly educated (86%)



How much do you trust the information about COVID-19 you received from the following sources?:

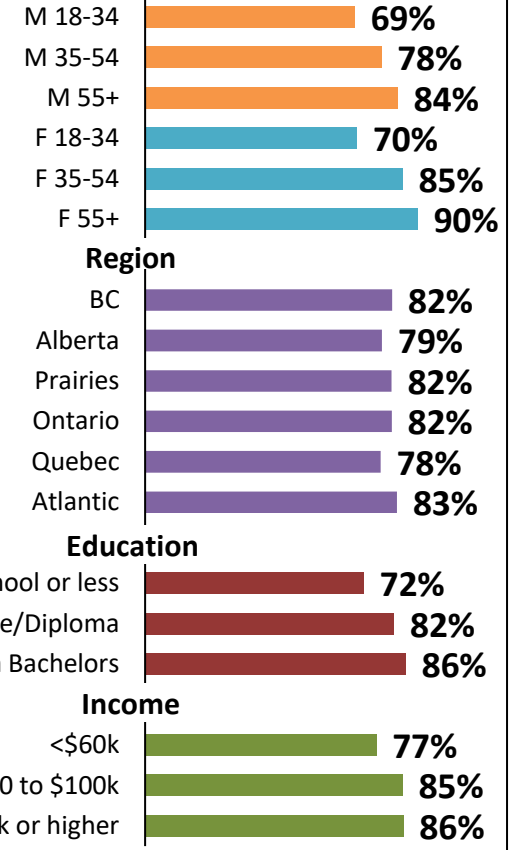
**Government bureaucrats like the Chief Public Health Officer and specialists in disease control**

[asked of all respondents; n=1,200]



### Segmentation

Respondents who say "At least somewhat"





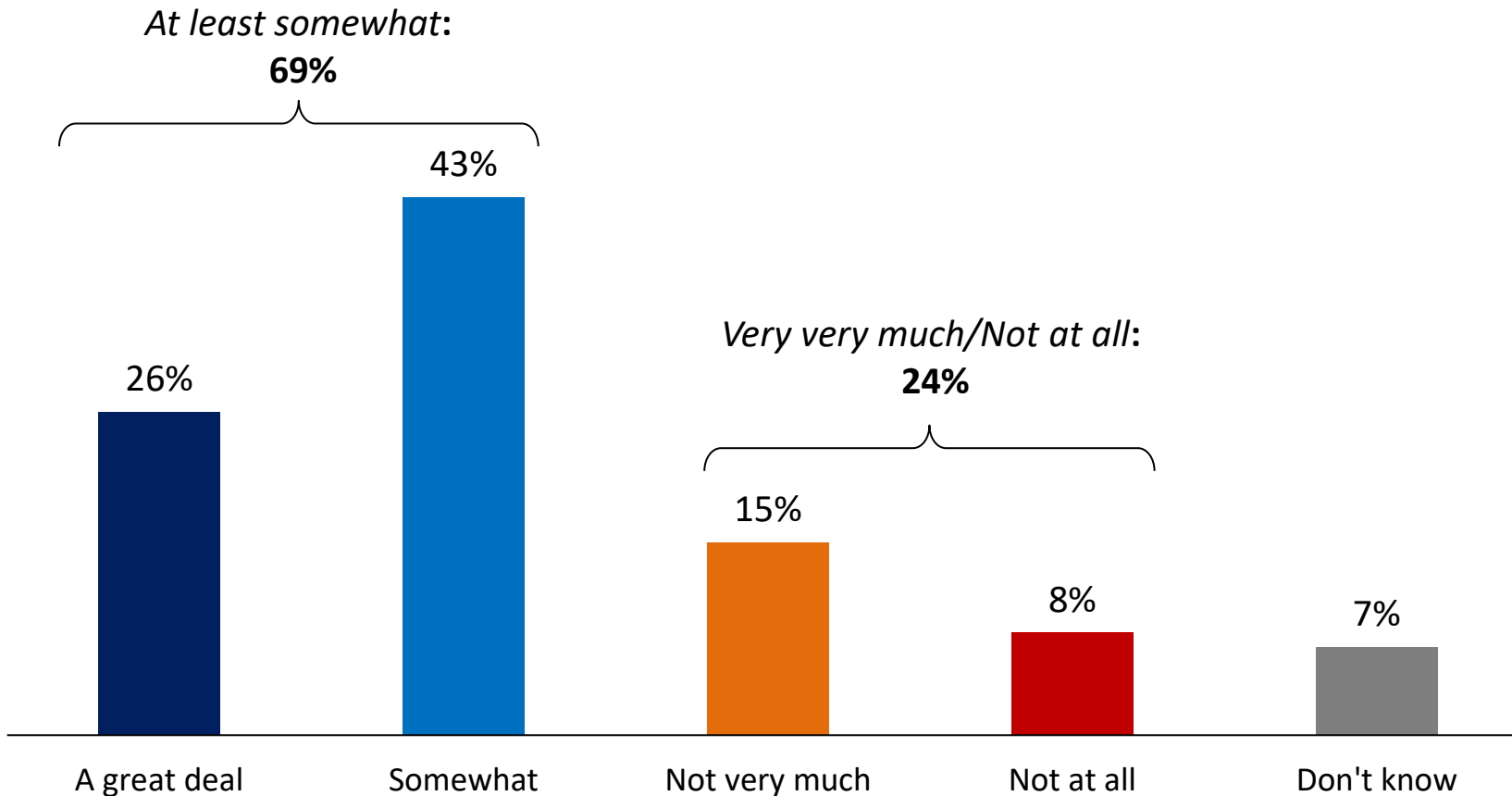
# Trust, Politicians: 7-in-10 (69%) trust politicians on COVID-19, older women (80%) most likely to trust information from politicians



How much do you trust the information about COVID-19 you received from the following sources?:

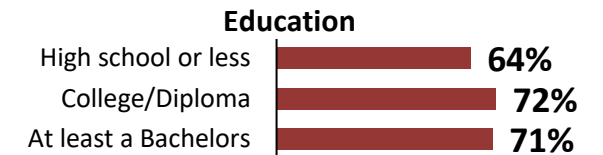
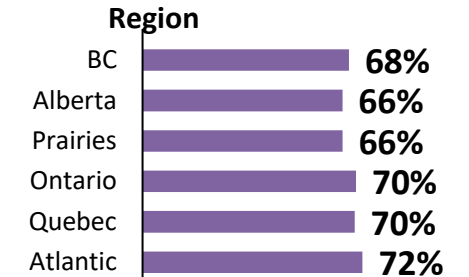
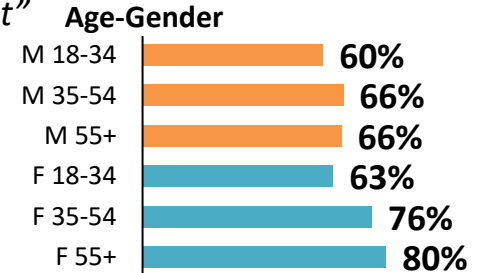
**Politicians such as the Minister of Health, Patty Hajdu**

[asked of all respondents; n=1,200]



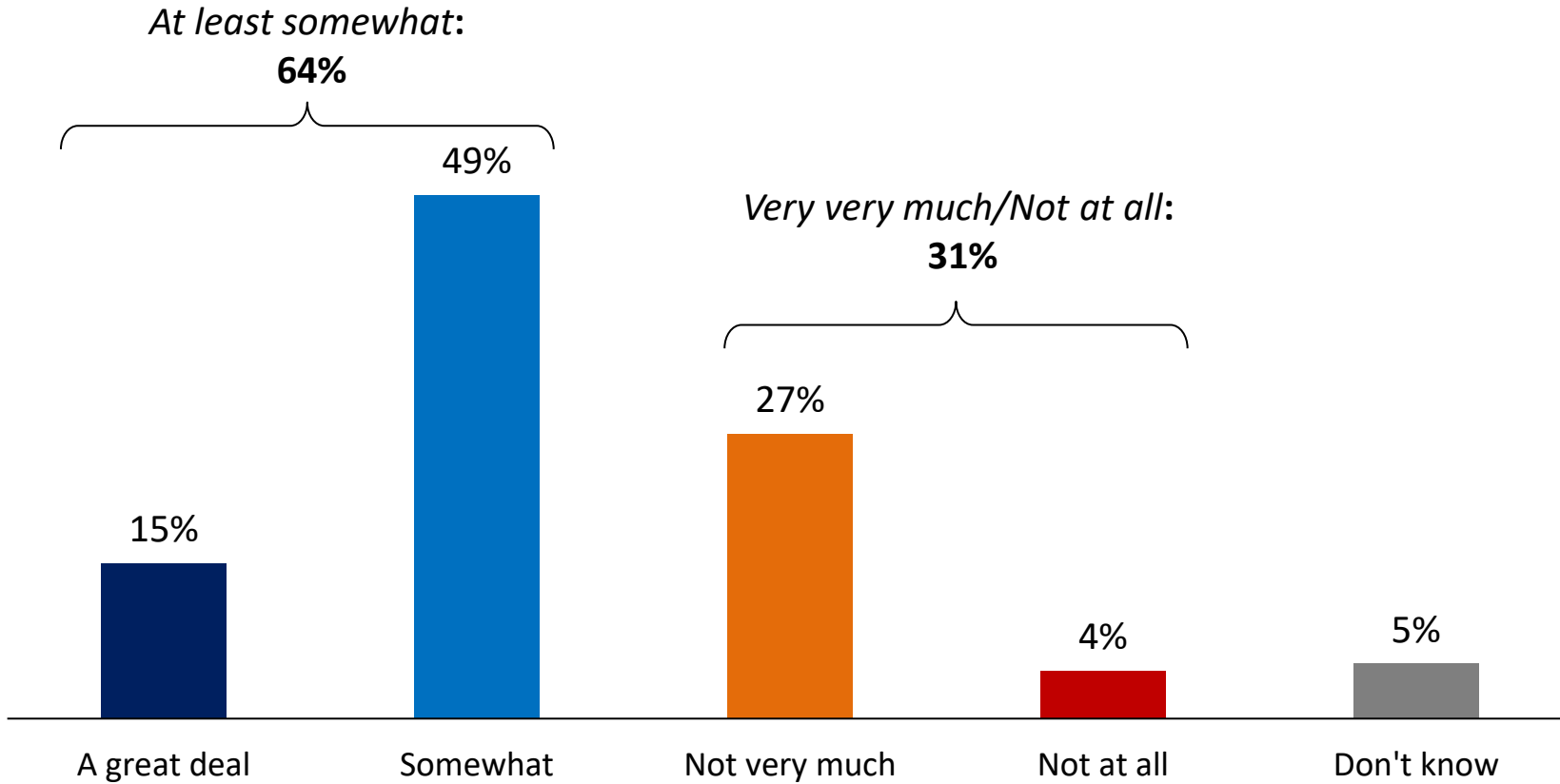
## Segmentation

Respondents who say "At least somewhat"



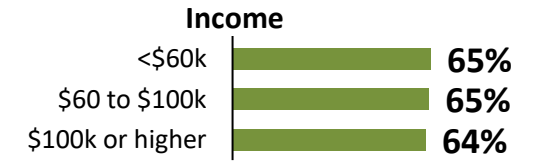
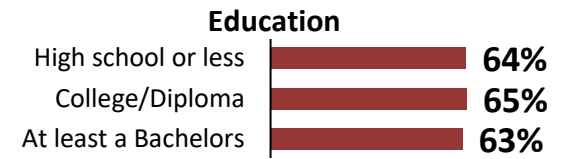
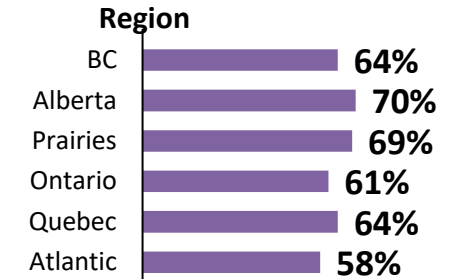
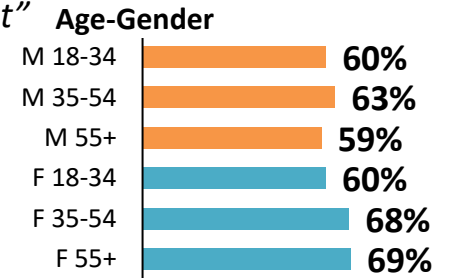
# Trust, Personal Ties: 2-in-3 (64%) trust COVID-19 information from friends and family, highest incidence among older women (69%)

**Q** How much do you trust the information about COVID-19 you received from the following sources?:  
**Friends, family and other people you have discussed COVID-19 with**  
 [asked of all respondents; n=1,200]



## Segmentation

Respondents who say "At least somewhat"



# Appendix: Methodology and Questionnaire

# Methodology and Sample Distribution



These are the results of an online survey conducted between March 16<sup>th</sup> and 18<sup>th</sup>, 2020.

This online survey of 2,154 adult Canadians was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The survey includes oversamples in provinces with recent budgets. The results are weighted to n=1,200 to ensure the weighted sample proportionately represents the Canadian population on age, gender and region based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid constituent panels are recruited from a wide variety of sources to reflect the age, gender, region, and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region.

**Confidence:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Weighting:** Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Males 18-34</b>	265	12.3%	165	13.8%
<b>Males 35-54</b>	330	15.3%	201	16.7%
<b>Males 55+</b>	466	21.6%	217	18.1%
<b>Females 18-34</b>	308	14.3%	163	13.6%
<b>Females 35-54</b>	368	17.1%	208	17.4%
<b>Females 55+</b>	417	19.4%	245	20.4%
<b>Region</b>				
<b>BC</b>	401	18.6%	163	13.6%
<b>Alberta</b>	329	15.3%	136	11.3%
<b>Prairies</b>	76	3.5%	80	6.7%
<b>Ontario</b>	803	37.3%	459	38.3%
<b>Quebec</b>	374	17.4%	280	23.3%
<b>Atlantic</b>	171	7.9%	82	6.8%

# COVID-19 Questionnaire (1 of 3)

How closely have you been following news about COVID-19 which is also known as the novel coronavirus?

- Very closely
- Somewhat closely
- Not very closely
- Not at all
- Don't know

How concerned are you personally that you yourself, a friend, or a relative will contract COVID-19?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19?

- Not at all
- Very little
- Quite a bit
- A great deal
- Don't know

Do you agree or disagree with the following statement? *There really isn't very much people can do to avoid getting COVID-19.*

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

# COVID-19 Questionnaire (2 of 3)

In the past few weeks, how often have you discussed COVID-19 with your family or friends?

- Not at all
- Once or twice
- A few times
- Many times
- Don't know

Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?

- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?

- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

# COVID-19 Questionnaire (3 of 3)

How much do you trust the information about COVID-19 you received from the following sources?

A great deal  
Somewhat  
Not very much  
Not at all  
Don't know

- Doctors, nurses, and other medical professionals
- Politicians such as the Minister of Health, Patty Hajdu
- Friends, family and other people you have discussed COVID-19 with
- Government bureaucrats like the Chief Public Health Officer and specialists in disease control



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