Initial Highlights | March 2020

Week 2: Tracking the Impact of COVID-19
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19 Survey Summary</td>
<td>3</td>
</tr>
<tr>
<td>Behaviour Change</td>
<td>4</td>
</tr>
<tr>
<td>Personal Finances</td>
<td>14</td>
</tr>
<tr>
<td>Negative Impacts</td>
<td>20</td>
</tr>
<tr>
<td>Government Approval</td>
<td>26</td>
</tr>
<tr>
<td>Appendix</td>
<td>32</td>
</tr>
<tr>
<td>Methodology</td>
<td>33</td>
</tr>
<tr>
<td>Questionnaire</td>
<td>34</td>
</tr>
</tbody>
</table>
Today, INNOVATIVE is releasing the second survey in our ongoing project to understand public opinion as the COVID-19 situation evolves in Canada.

The national survey conducted between March 16 and March 18, 2020 in both English and French has a weighted sample size of 2,000 respondents across Canada. A full methodology is available in the appendix.

The survey looked in-depth at a number of topics. Today’s release focuses on 4 key questions:

1. Are Canadians’ changing their behaviour – and, if so, what are they doing?
2. How is the situation affecting views of the economy and personal finances?
3. How are Canadians feeling the impacts on their health, finances, and well-being?
4. How is approval of the government’s response changing over time?

Note: This survey looked in-depth at a number of topics, and we will be releasing more results in the coming weeks. This release focuses on a few key topics, but the full questionnaire is provided as an appendix.
Behaviour Change:

A majority (56%) of Canadians report changing their behaviour a great deal in response to the COVID-19 outbreak. This is a 24 percentage point increase in one week. However, many Canadians are still getting together occasionally with friends and family. Young Canadians are still the most social, but large majorities of them report adopting safer habits like hand-washing and keeping distance.
**Behavioural Changes: A significant drop from 34% showing little or no behaviour change last week to just 15% this week**

How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19 or pass it to others?  
[asked of all respondents; n=2,000]

**Great deal/quite a bit:**  
March 16-18: 65%  
March 24-26: 84%

**Very little/Not at all:**  
March 16-18: 34%  
March 24-26: 15%
# Behavioural Changes: Although still higher than older age groups, just 1-in-5 (22%) of those under 35 report little or no change

**BY Age, gender, and region**

[asked of all respondents; n=2,000]

<table>
<thead>
<tr>
<th></th>
<th>Great deal/ Quite a bit</th>
<th>Very little/ Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>84%</td>
<td>15%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>76%</td>
<td>22%</td>
</tr>
<tr>
<td>35-54</td>
<td>86%</td>
<td>13%</td>
</tr>
<tr>
<td>55+</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>81%</td>
<td>18%</td>
</tr>
<tr>
<td>Women</td>
<td>88%</td>
<td>11%</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BC</td>
<td>85%</td>
<td>14%</td>
</tr>
<tr>
<td>Alberta</td>
<td>84%</td>
<td>15%</td>
</tr>
<tr>
<td>Prairies</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Ontario</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Quebec</td>
<td>84%</td>
<td>14%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>85%</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

**Overall**

<table>
<thead>
<tr>
<th></th>
<th>A great deal</th>
<th>Quite a bit</th>
<th>Very little</th>
<th>Not at all</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19 or pass it to others?</td>
<td>56%</td>
<td>28%</td>
<td>12%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

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

- **Overall:** 56% A great deal, 28% Quite a bit, 12% Very little, 2% Not at all
- **Age:**
  - 18-34: 49% A great deal, 27% Quite a bit, 18% Very little, 4% Not at all
  - 35-54: 59% A great deal, 28% Quite a bit, 11% Very little, 2% Not at all
  - 55+: 58% A great deal, 30% Quite a bit, 10% Very little, 1% Not at all
- **Gender:**
  - Men: 51% A great deal, 30% Quite a bit, 15% Very little, 3% Not at all
  - Women: 61% A great deal, 27% Quite a bit, 10% Very little, 1% Not at all
- **Region:**
  - BC: 58% A great deal, 27% Quite a bit, 12% Very little, 2% Not at all
  - Alberta: 52% A great deal, 32% Quite a bit, 13% Very little, 2% Not at all
  - Prairies: 52% A great deal, 36% Quite a bit, 10% Very little, 1% Not at all
  - Ontario: 54% A great deal, 30% Quite a bit, 14% Very little, 2% Not at all
  - Quebec: 63% A great deal, 21% Quite a bit, 11% Very little, 3% Not at all
  - Atlantic: 51% A great deal, 35% Quite a bit, 12% Very little, 2% Not at all

Legend:
- A great deal
- Quite a bit
- Very little
- Not at all
- Don't know
Behavioural Changes – Trend by age:

Across all age groups, the number who aren’t changing their behaviour dropped by about half

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

BY Age
[asked of all respondents; n=2,000]

<table>
<thead>
<tr>
<th>Age 18-34</th>
<th>Great deal/Quite a bit</th>
<th>Very little/Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 24-26</td>
<td>49%</td>
<td>27%</td>
</tr>
<tr>
<td>Mar 16-18</td>
<td>27%</td>
<td>31%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age 35-54</th>
<th>Great deal/Quite a bit</th>
<th>Very little/Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 24-26</td>
<td>59%</td>
<td>28%</td>
</tr>
<tr>
<td>Mar 16-18</td>
<td>37%</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age 55+</th>
<th>Great deal/Quite a bit</th>
<th>Very little/Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 24-26</td>
<td>58%</td>
<td>30%</td>
</tr>
<tr>
<td>Mar 16-18</td>
<td>33%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Over the past 7 days, how often have you done each of the following? [asked of all respondents, n=2,000]

<table>
<thead>
<tr>
<th>Activity</th>
<th>5 times or more</th>
<th>4 times</th>
<th>3 times</th>
<th>Twice</th>
<th>Once</th>
<th>Never</th>
<th>Don’t know</th>
<th>% At least once</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made a trip to a grocery store or a drug store</td>
<td>6%</td>
<td>6%</td>
<td>13%</td>
<td>27%</td>
<td>35%</td>
<td>13%</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>Made a trip to a store other than a grocery store or a drug store</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>13%</td>
<td>31%</td>
<td>44%</td>
<td></td>
<td>55%</td>
</tr>
<tr>
<td>Met up with a relative or friend outdoors</td>
<td>2%</td>
<td>4%</td>
<td>7%</td>
<td>15%</td>
<td>69%</td>
<td></td>
<td></td>
<td>30%</td>
</tr>
<tr>
<td>Visited a relative or friend in their home</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>14%</td>
<td>72%</td>
<td></td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>Hosted a relative or friend in my own home</td>
<td>2%</td>
<td>5%</td>
<td>13%</td>
<td>13%</td>
<td>76%</td>
<td></td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>Gathered with a small group inside a home</td>
<td>2%</td>
<td>3%</td>
<td>8%</td>
<td></td>
<td>84%</td>
<td></td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Met up with a small group outdoors</td>
<td>2%</td>
<td>7%</td>
<td></td>
<td></td>
<td>85%</td>
<td></td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Attended a large gathering of about 50 people or more</td>
<td>2%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7%</td>
</tr>
</tbody>
</table>

Physical Distancing: Although most are not, some Canadians are still getting together to visit with friends and relatives.
Over the past 7 days, how often have you done each of the following? [NOTE: Each behaviour asked separately, results for groups are summed; all respondents, n=2,000]

**Lower risk**
- Made a trip to a grocery store or a drug store

**At least once: 87%**

- Never 13%
- Once 35%
- Twice 27%
- 3 times 13%
- 4 times 6%
- 5 or more 6%

**Middle risk**
- Made a trip to a store other than a grocery store or a drug store
- Met up with a relative or friend outdoors

**At least once: 63%**

- Never 37%
- Once 27%
- Twice 14%
- 3 times 8%
- 4 times 5%
- 5 or more 9%

**Higher risk**
- Visited a relative or friend in their home
- Hosted a relative or friend in my own home
- Gathered with a small group inside a home
- Met up with a small group outdoors

**At least once: 40%**

- Never 60%
- Once 14%
- Twice 8%
- 3 times 4%
- 4 times 3%
- 5 or more 11%

**Large gathering**
- Attended a large gathering of about 50 people or more

**At least once: 7%**

- Never 93%
- Once 3%
- Twice 2%
- 3 times 1%
- 4 times 1%
- 5 or more 1%
Physical Distancing: Those who say they made little/no behaviour change last week are much more likely to engage in riskier activities.

**Self-reported behaviour change**

<table>
<thead>
<tr>
<th>Very little/Not at all</th>
<th>Lowest risk</th>
<th>Middle risk</th>
<th>Higher risk</th>
<th>Large gathering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>14%</td>
<td>27%</td>
<td>48%</td>
<td>16%</td>
</tr>
<tr>
<td>Once</td>
<td>29%</td>
<td>26%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Twice</td>
<td>25%</td>
<td>12%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>3+ times</td>
<td>32%</td>
<td>34%</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quite a bit</th>
<th>Lowest risk</th>
<th>Middle risk</th>
<th>Higher risk</th>
<th>Large gathering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>10%</td>
<td>33%</td>
<td>55%</td>
<td>8%</td>
</tr>
<tr>
<td>Once</td>
<td>33%</td>
<td>29%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Twice</td>
<td>29%</td>
<td>16%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>3+ times</td>
<td>28%</td>
<td>23%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A great deal</th>
<th>Lowest risk</th>
<th>Middle risk</th>
<th>Higher risk</th>
<th>Large gathering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>15%</td>
<td>42%</td>
<td>67%</td>
<td>4%</td>
</tr>
<tr>
<td>Once</td>
<td>38%</td>
<td>26%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Twice</td>
<td>26%</td>
<td>13%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>3+ times</td>
<td>21%</td>
<td>18%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>
### Physical Distancing: Despite similar levels of self-reported behavior change, Canadians under 35 are still more likely to be socially active

Over the past 7 days, how often have you done each of the following?

**BY Age group**

[all respondents, n=1,200]

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Lowest risk</th>
<th>Middle risk</th>
<th>Higher risk</th>
<th>Large gathering</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Never</td>
<td>Once</td>
<td>Twice</td>
<td>3+ times</td>
</tr>
<tr>
<td>18-34</td>
<td>12%</td>
<td>30%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>10%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>35-54</td>
<td>9%</td>
<td>36%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>55+</td>
<td>18%</td>
<td>38%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>13%</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Health behaviours: Many Canadians report they are washing their hands more frequently and keeping a 2m distance

And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others? [asked of all respondents; n=2,000]

- **Washing my hands more frequently**: 66% Most of the time, 25% Occasionally, 6% Rarely, 1% Never, 1% Don’t know
- **Keeping a distance of 2 metres from others when I am out of my house**: 62% Most of the time, 28% Occasionally, 6% Rarely, 2% Never, 1% Don’t know
- **Avoiding touching my face as much as possible**: 31% All the time, 44% Most of the time, 17% Occasionally, 5% Rarely, 3% Never, 1% Don’t know

[Diagram showing percentages for each response category]
And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

**BY Self-reported behaviour change and Age**

[asked of all respondents; n=2,000]

### Very little/Not at all

<table>
<thead>
<tr>
<th>Behavior</th>
<th>All the time</th>
<th>Most of the time</th>
<th>Very little/Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand washing more</td>
<td>60%</td>
<td>24%</td>
<td>85%</td>
</tr>
<tr>
<td>Keeping 2m distance</td>
<td>53%</td>
<td>28%</td>
<td>82%</td>
</tr>
<tr>
<td>Avoiding touching face</td>
<td>36%</td>
<td>34%</td>
<td>70%</td>
</tr>
</tbody>
</table>

### Quite a bit

<table>
<thead>
<tr>
<th>Behavior</th>
<th>All the time</th>
<th>Most of the time</th>
<th>Very little/Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand washing more</td>
<td>67%</td>
<td>25%</td>
<td>92%</td>
</tr>
<tr>
<td>Keeping 2m distance</td>
<td>60%</td>
<td>31%</td>
<td>92%</td>
</tr>
<tr>
<td>Avoiding touching face</td>
<td>34%</td>
<td>43%</td>
<td>77%</td>
</tr>
</tbody>
</table>

### A great deal

<table>
<thead>
<tr>
<th>Behavior</th>
<th>All the time</th>
<th>Most of the time</th>
<th>Very little/Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand washing more</td>
<td>68%</td>
<td>26%</td>
<td>94%</td>
</tr>
<tr>
<td>Keeping 2m distance</td>
<td>70%</td>
<td>25%</td>
<td>96%</td>
</tr>
<tr>
<td>Avoiding touching face</td>
<td>26%</td>
<td>51%</td>
<td>76%</td>
</tr>
</tbody>
</table>
Almost half (47%) of Canadians report their household has a negative financial impact from COVID-19. The same number (47%) now expect Canada is headed into a severe recession. This is the highest ever in our tracking and a 37-point jump from 11% just one month ago. Despite fears for the economy overall and the direct impact of COVID-19, most Canadians remain confident in their personal finances.
Direct Impacts: 4-in-10 (39%) respondents say they or someone in their house has either been laid off or has reduced hours at work.

Have you, or has anyone in your household, experienced any of the following impacts on work as a result of the COVID-19 outbreak? (all respondents, n=2,000)

**Employment**
- Personal:
  - Laid Off: 12%
  - Reduced Hours: 10%
  - Total: 22%
- Household:
  - Laid Off: 14%
  - Reduced Hours: 12%
  - Total: 26%

**Contract Work**
- Personal:
  - No work: 6%
  - Substantial reduction: 3%
  - Total: 9%
- Household:
  - No work: 6%
  - Substantial reduction: 3%
  - Total: 9%

**Businesses**
- Personal:
  - Permanently closed: 3%
  - Temporarily closed: 5%
  - Reduced sales: 3%
  - Total: 12%
- Household:
  - Permanently closed: 3%
  - Temporarily closed: 6%
  - Reduced sales: 3%
  - Total: 12%

In total, 39% of respondents say either they or someone in their household has had their job impacted.

In total, 16% of respondents say either they or someone in their household has had their contract work impacted.

In total, 20% of respondents say either they or someone in their household has had their business impacted.

**In total, 47% of respondents report a negative financial impact on their themselves or their household.**

Note: The question allowed for multiple responses. Where respondents selected multiple, only their most extreme response is shown.
Recession Tracking: Belief that the Canadian economy is moving towards a recession is higher than it was in 2008

Do you feel the Canadian economy is moving into a period of recession or into a period of growth?
[all respondents, n=2,000]

Month to Month Change

Severe recession: 48%
Mild recession: 28% (+31%)
Neither recession nor growth: 28% (+5%)
Moderate growth: 10% (-4%)
Strong growth: 20% (-6%)
Don’t know: 3% (-2%) and 10% (+5%)

Nearly 8-in-10 (79%) respondents believe Canada is moving into a recession, higher than at any point in the 2008-09 financial crisis.

Note: NET RECESSION = RECESSION (severe, mild) minus GROWTH (moderate, strong), “Neither/DK” not included.
Severe Recession Tracking: Nearly half of all respondents (48%) feel that Canada is moving into a severe recession.

Almost half of all respondents (48%) feel Canada is moving into a severe recession. The highest previously recorded figure, in the financial crisis, was 26%.

Note: NET RECESSION= RECESSION (severe, mild) minus GROWTH (moderate, strong), “Neither/DK” not included.
Generally speaking, how secure do you feel about your household’s current financial situation?

[all respondents, n=2,000]

Confidence Tracking:

Respondents’ confidence in their household finances slips, but is only down four points since February.

Note: Showing “very confident” + “somewhat confident”

Respondents’ confidence in their own household finances has continued to drop since April 2012, but has only fallen four additional points since February.
Net agreement: I feel confident that I could get another job somewhere else if I wanted to (asked of those who are currently employed; n=994)

Job Prospect Tracking: Among employed respondents, a majority agree they could get another job if they wanted to.

While unemployment has jumped in Canada over the last few weeks, among respondents who still have a job, the majority agree that they could find another job if they wanted to.

Note: NET AGREEMENT = AGREE (strongly, somewhat) minus DISAGREE (somewhat, strongly), “Neither/DK” not included
Negative Impacts:

4-in-10 Canadians feel a significant negative impact due to COVID-19 on their quality of life. This share is expected to rise to 50% in two months time. Health care workers expect a larger negative impact on their physical health than other Canadians—now and in the near future.
The COVID-19 outbreak has resulted in major changes [...]. Thinking about these changes as a whole, how much have they *negatively impacted* you personally in each of the following areas?

Experts are unsure how long the current social distancing and economic changes necessitated by COVID-19 will last. Assuming they last for at least another 2 months, how negative would you expect the impact to be in each of the following areas in 2 months time?

Please answer from 0 to 10 where 0 means “No negative impact” and 10 means “Extremely negative”. [asked of all respondents, n=1,200]
Negative Impacts on Physical Health for Different Groups: Health care workers expect greatest impact on physical health in 2 months

### All Respondents (n=2,000)

<table>
<thead>
<tr>
<th>Category</th>
<th>% Perceived Impact</th>
<th>% Expected Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived impact on physical health so far</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Expected impact on physical health in 2 months time</td>
<td>28%</td>
<td>39%</td>
</tr>
</tbody>
</table>

### Health care workers (n=143)

<table>
<thead>
<tr>
<th>Category</th>
<th>% Perceived Impact</th>
<th>% Expected Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived impact on physical health so far</td>
<td>28%</td>
<td>39%</td>
</tr>
<tr>
<td>Expected impact on physical health in 2 months time</td>
<td>28%</td>
<td>36%</td>
</tr>
</tbody>
</table>

### Affected by income loss (n=585)

<table>
<thead>
<tr>
<th>Category</th>
<th>% Perceived Impact</th>
<th>% Expected Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived impact on physical health so far</td>
<td>28%</td>
<td>36%</td>
</tr>
<tr>
<td>Expected impact on physical health in 2 months time</td>
<td>36%</td>
<td>34%</td>
</tr>
</tbody>
</table>

### Vulnerable health condition (n=522)

<table>
<thead>
<tr>
<th>Category</th>
<th>% Perceived Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived impact on physical health so far</td>
<td>24%</td>
</tr>
<tr>
<td>Expected impact on physical health in 2 months time</td>
<td>34%</td>
</tr>
</tbody>
</table>

**NOTE:** Percentages reflect those reporting significant negative impact (7-10). The category “affected by income loss” includes respondents who have lost their work, had to close their businesses, or experienced significant reduction in hours.
COVID Negative Impacts on Mental Health: Those affected by income loss expect greatest impact on mental health in 2 months

NOTE: Percentages reflect those reporting significant negative impact (7-10). The category “affected by income loss” includes respondents who have lost their work, had to close their businesses, or experienced significant reduction in hours.
COVID Negative Impacts on Household Finances: Those affected by income loss expect greatest impact on household finances in 2 months

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Health care workers</th>
<th>Affected by income loss</th>
<th>Vulnerable health condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=2,000</td>
<td>n=143</td>
<td>n=585</td>
<td>n=522</td>
</tr>
</tbody>
</table>

**Perceived impact on household finances so far**
- 35%
- 42%
- 49%
- 37%

**Expected impact on household finances in 2 months**
- 42%
- 42%
- 58%
- 43%

**NOTE:** Percentages reflect those reporting significant negative impact (7-10). The category “affected by income loss” includes respondents who have lost their work, had to close their businesses, or experienced significant reduction in hours.
COVID Negative Impacts on Quality of Life: Those affected by income loss expect greatest impact on quality of life in 2 months

NOTE: Percentages reflect those reporting significant negative impact (7-10). The category “affected by income loss” includes respondents who have lost their work, had to close their businesses, or experienced significant reduction in hours.
Government Approval:

Approval of the government response is up from last week for both the Provinces and the Federal government. Those who don’t approve of the response so far mainly want it to go even further than it already has.
Govt Approval: Federal govt approval up significantly from 50% to 59% in just a week, although still below that of the provincial govts overall

<table>
<thead>
<tr>
<th></th>
<th>Approve</th>
<th>Approve Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Provincial government approval</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 24-26</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>25%</td>
<td>63%</td>
</tr>
<tr>
<td><strong>Federal government approval</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 24-26</td>
<td>21%</td>
<td>59%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>17%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Note: Changes of approval rating in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.
Ontario govt’s approval up sharply from a week ago when it was the lowest among all regions, now just below national average

### Provincial government approval

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

**BY Region**

[asked of all respondents; n=2,000]

<table>
<thead>
<tr>
<th>Region</th>
<th>Overall - March 24-26</th>
<th>March 16-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>Strongly approve</td>
<td>Somewhat approve</td>
</tr>
<tr>
<td>Overall</td>
<td>31%</td>
<td>38%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>BC</td>
<td>24%</td>
<td>38%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>24%</td>
<td>38%</td>
</tr>
<tr>
<td>AB</td>
<td>20%</td>
<td>45%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>22%</td>
<td>42%</td>
</tr>
<tr>
<td>Prairies</td>
<td>20%</td>
<td>40%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>10%</td>
<td>47%</td>
</tr>
<tr>
<td>ON</td>
<td>21%</td>
<td>45%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td>QC</td>
<td>59%</td>
<td>55%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>59%</td>
<td>55%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>34%</td>
<td>48%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>21%</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Note:** Changes of approval rating in **red** are significantly different from 0 at a 95% confidence level. Changes in **blue** are significantly different from 0 at a 90% confidence level.

<table>
<thead>
<tr>
<th>Approve</th>
<th>Approve Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>69%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>63%</td>
</tr>
<tr>
<td>BC</td>
<td>62%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>62%</td>
</tr>
<tr>
<td>AB</td>
<td>65%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>64%</td>
</tr>
<tr>
<td>Prairies</td>
<td>60%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>57%</td>
</tr>
<tr>
<td>ON</td>
<td>65%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>51%</td>
</tr>
<tr>
<td>QC</td>
<td>83%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>81%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>73%</td>
</tr>
<tr>
<td>March 16-18</td>
<td>70%</td>
</tr>
</tbody>
</table>
Québécois was least likely to approve of the federal govt a week ago. Approval is up significantly, now on par with the national average.

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

BY Region
[asked of all respondents; n=2,000]

Federal government approval

<table>
<thead>
<tr>
<th>Region</th>
<th>March 24-26</th>
<th>March 16-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>59%</td>
<td>+9%</td>
</tr>
<tr>
<td>BC</td>
<td>55%</td>
<td>+5%</td>
</tr>
<tr>
<td>AB</td>
<td>57%</td>
<td>+5%</td>
</tr>
<tr>
<td>Prairies</td>
<td>62%</td>
<td>+2%</td>
</tr>
<tr>
<td>ON</td>
<td>62%</td>
<td>+8%</td>
</tr>
<tr>
<td>QC</td>
<td>55%</td>
<td>+20%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>69%</td>
<td>+7%</td>
</tr>
</tbody>
</table>

Note: Changes of approval rating in red are significantly different from 0 at a 95% confidence level.
Changes in blue are significantly different from 0 at a 90% confidence level.
Employees who have been laid off or had hours reduced approve of provincial and federal response just as much as everyone else.

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

BY Impact to employees
[asked of all respondents; n=2,000]

<table>
<thead>
<tr>
<th></th>
<th>Approve</th>
<th>Difference in Approval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>31%</td>
<td>--</td>
</tr>
<tr>
<td>Laid off/hours reduced</td>
<td>29%</td>
<td>-3%</td>
</tr>
<tr>
<td>No</td>
<td>32%</td>
<td>-3%</td>
</tr>
</tbody>
</table>

Note: Differences in approval rating in red are significantly different from 0 at a 95% confidence level. Differences in blue are significantly different from 0 at a 90% confidence level.

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

BY Impact to employees
[asked of all respondents; n=2,000]

<table>
<thead>
<tr>
<th></th>
<th>Approve</th>
<th>Difference in Approval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>21%</td>
<td>--</td>
</tr>
<tr>
<td>Laid off/hours reduced</td>
<td>19%</td>
<td>-1%</td>
</tr>
<tr>
<td>No</td>
<td>22%</td>
<td>-1%</td>
</tr>
</tbody>
</table>
About half say the government has responded the right amount. Most of those who disapprove of the response want to see more done.

Would you say that in response to the COVID-19 outbreak so far governments have done too much, too little, or the right amount?

BY Provincial government approval and Federal government approval

[asked of all respondents; n=2,000]

Overall
- Too much: 4%
- Too little: 11%
- The right amount: 47%
- Somewhat too little: 27%
- Far too little: 5%

Provincial government approval
- Approve
  - Too much: 3%
  - Too little: 6%
  - The right amount: 59%
  - Somewhat too little: 25%
  - Far too little: 3%
- Neutral
  - Too much: 4%
  - Too little: 7%
  - The right amount: 30%
  - Somewhat too little: 31%
  - Far too little: 18%
- Disapprove
  - Too much: 7%
  - Too little: 9%
  - The right amount: 11%
  - Somewhat too little: 35%
  - Far too little: 3%

Federal government approval
- Approve
  - Too much: 3%
  - Too little: 6%
  - The right amount: 61%
  - Somewhat too little: 24%
  - Far too little: 4%
- Neutral
  - Too much: 2%
  - Too little: 8%
  - The right amount: 37%
  - Somewhat too little: 29%
  - Far too little: 6%
  - Don't know: 18%
- Disapprove
  - Too much: 6%
  - Too little: 5%
  - The right amount: 20%
  - Somewhat too little: 35%
  - Far too little: 30%
  - Don't know: 4%
Appendix:
Methodology & Questionnaire
These are the results of an online survey conducted between March 24th and 26th, 2020.

**Method:** This online survey was conducted using INNOVATIVE’s Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. 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 according to Census data to provide results that are intended to approximate a probability sample. This survey includes oversamples of BC, Alberta, Ontario, and Quebec to take a deeper look at these provinces.

**Sample Size:** n=2,411 general population, 18 years or older. The results are weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** March 24th to March 26th, 2020.

**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.

**Margin of Error:** 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.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

*This survey looked in-depth at a number of topics, and we will be releasing more results in the coming weeks. This release focuses on a few key topics, but the full questionnaire is provided as an appendix.*
COVID-19 Questionnaire

1. Which of the following issues is the most important issue to you?
   1a. And which of these issues is the next most important to you?
   1b. And which of these issues is the next most important to you?
   
   Health care
   Education
   Jobs
   Debt and the deficit
   The environment
   Social issues
   Electricity
   The cost of living
   Indigenous issues
   Don’t know

2. Over the past 7 days, how often have you done each of the following?
   2a. Made a trip to a grocery store or a drug store
   2b. Made a trip to a store other than a grocery store or a drug store
   
   5 times or more
   4 times
   3 times
   Twice
   Once
   Never
   Don’t know

3. Over the past 7 days, how often have you done each of the following?
   3a. Visited a relative or friend in their home
   3b. Hosted a relative or friend in my own home
   3c. Met up with a relative or friend outdoors
   3d. Gathered with a small group inside a home
   3e. Met up with a small group outdoors
   3f. Attended a large gathering of about 50 people or more
   
   5 times or more
   4 times
   3 times
   Twice
   Once
   Never
   Don’t know

The next questions are about your health. By health, we mean not only the absence of disease or injury but also physical, mental and social well-being.

4. In general, would you say your health is... ?
   
   Excellent
   Very good
   Good
   Fair
   Poor
   Don’t know
5. Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?

6. In general, would you say your mental health is...?
   - Excellent
   - Very good
   - Good
   - Fair
   - Poor
   - Don’t know

7. Thinking about the amount of stress in your life, would you say that most of your days are...?
   - Not at all stressful
   - Not very stressful
   - A bit stressful
   - Quite a bit stressful
   - Extremely stressful
   - Don’t know

8. How would you describe your sense of belonging to your local community? Would you say it is...
   - Very strong
   - Somewhat strong
   - Somewhat weak
   - Very weak
   - Don’t know

9. Do you agree or disagree with the following statement? I’m confident that if I had a serious medical problem I’d be able to get the healthcare services I need.
   - Strongly agree
   - Somewhat agree
   - Neither agree nor disagree
   - Somewhat disagree
   - Strongly disagree
   - Don’t know

10. Do you have a health condition that leaves you more vulnerable than most people to respiratory diseases such as pneumonia or the flu?
    - Yes
    - No

11. In an average week, how often do you have contact with anyone who has a health condition that leaves them more vulnerable than most people to respiratory diseases such as pneumonia or the flu?
    - 5 times or more
    - 4 times
    - 3 times
    - Twice
    - Once
    - Never
    - Don’t know
12. Do you or any members of your immediate family work in healthcare?

- Yes, I do
- Yes, members of my immediate family do
- No (MUTUALLY EXCLUSIVE)
- Don’t know (MUTUALLY EXCLUSIVE)
- Prefer not to say (MUTUALLY EXCLUSIVE)

13. Do you feel the Canadian economy is moving into a period of recession or into a period of growth?

- Severe recession
- Mild recession
- Neither recession nor growth
- Moderate growth
- Strong growth
- Don’t know

14. Generally speaking, how confident and secure do you feel about your household’s current financial situation?

- Very confident
- Somewhat confident
- Not very confident
- Not confident at all
- Don’t know

15. Which of the following best describes your current job status?

- Working on your own business within your home
- Working on your own business outside of your home
- Working on an employer's business full-time
- Working on an employer's business part-time
- Currently unemployed
- Student
- Retired
- Homemaker
- Don’t know

16. Do you agree or disagree with the following statement? *I feel confident that I could get another job somewhere else if I wanted to.*

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

17. Which of the following best describes the impact the COVID-19 outbreak has had on your working arrangements?

- I have always worked from home
- I have switched to working from home all of the time
- I have switched to working from home some of the time
- I am still working outside my home at my usual place of business
- My work is currently closed/not operating
- Don’t know
18. Which of the following best describes the impact the COVID-19 outbreak has had on your study arrangements?
- I have always taken classes from home
- I have switched to taking classes from home all of the time
- I have switched to taking classes from home some of the time
- I am still going to campus to take classes
- My school is currently closed/not operating
- Don’t know

19. Have you, or has anyone in your household, experienced any of the following impacts on work as a result of the COVID-19 outbreak.
19a. Been laid off
19b. Had hours/shifts reduced
19c. Work as a contractor and am doing no work
19d. Work as a contractor and have seen a substantial reduction in work
19e. Operate a business and have seen substantial reduction in sales
19f. Operate a business that has had to temporarily close
19g. Operate a business that has had to permanently close
- Me personally
- A member of my household
- Neither
- Don’t know

20. 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

21. How concerned are you personally about each of the following?
21b. That a vulnerable friend or a relative will contract COVID-19.
- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don’t know

22. How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19 or pass it to others?
- Not at all
- Very little
- Quite a bit
- A great deal
- Don’t know
COVID-19 Questionnaire cont.

23. Have you or someone in your household travelled outside of Canada in the last 14 days?
   - Yes
   - No
   - Don’t know

24. Are you currently in self-isolation or self-quarantine at home as part of the effort to reduce the spread of COVID-19?
   - Yes
   - No
   - Don’t know

25. For which of the following reason(s) are you currently in self-isolation or self-quarantine? Please select all that apply.
   - I or someone in my household travelled outside of Canada in the last 14 days
   - I or someone in my household currently have symptoms that match some symptoms of COVID-19
   - Another member of my household has symptoms that match symptoms of COVID-19
   - Another reason
   - Don’t know

26. And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?
   26a. Washing my hands more frequently
   26b. Avoiding touching my face as much as possible
   26c. Keeping a distance of 2 metres from others when I am out of my house
   - All the time
   - Most of the time
   - Occasionally
   - Rarely
   - Never
   - Don’t know

27. 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
28. Do you agree or disagree with each of the following statements?
28a. There really isn’t very much people can do to avoid getting COVID-19.
28b. Social distancing is less important for me because I’m not in a high-risk group for COVID-19
28c. I am worried that unless I am careful, I could easily transmit COVID-19 to a vulnerable friend or relative

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

29. Would you say that in response to the COVID-19 outbreak so far governments have done too much, too little, or the right amount?

Far too much
Somewhat too much
The right amount
Somewhat too little
Far too little
Don’t know

The COVID-19 outbreak has resulted in major changes to personal behaviour, Canadians’ finances, business operations, and the economy overall.

30. Thinking about these changes as a whole, how much have they negatively impacted you personally in each of the following areas? Please answer from 0 to 10 where 0 means “No negative impact” and 10 means “Extremely negative”.
30a. Your household’s finances
30b. Your mental health
30c. Your physical health
30d. Your overall quality of life

31. Experts are unsure how long the current social distancing and economic changes necessitated by COVID-19 will last. Assuming they last for at least another 2 months, how negative would you expect the impact to be in each of the following areas in 2 months time? Please answer from 0 to 10 where 0 means “No negative impact” and 10 means “Extremely negative”.
31a. Your household’s finances
31b. Your mental health
31c. Your physical health
31d. Your overall quality of life

32. 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
33. 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

34. Now thinking about your local municipal government, do you approve or disapprove of the way local municipal government has handled the outbreak of COVID-19?
   - Strongly approve
   - Somewhat approve
   - Neither approve nor disapprove
   - Somewhat disapprove
   - Strongly disapprove
   - Don’t know

35. Thinking about the COVID-19 outbreak in general, what is one word that best describes how you are feeling right now?

36. Thinking specifically about the government response to COVID-19, what is one word that best describes how you are feeling right now?

37. Thinking about how other people in your community have responded to COVID-19, what is one word that best describes how you are feeling right now?

38. Thinking about the COVID-19 outbreak in general, how often have you felt...
   38a. Afraid
   38b. Optimistic
   - All the time
   - Often
   - Sometimes
   - Rarely
   - Never
   - Don’t know

39. Thinking about the government response to the COVID-19 outbreak, how often have you felt...
   39a. Angry
   39b. Reassured
   - All the time
   - Often
   - Sometimes
   - Rarely
   - Never
   - Don’t know
COVID-19 Questionnaire cont.

40. Thinking about the response of members of your community to the COVID-19 outbreak, how often have you felt...

40a. Angry

All the time
Often
Sometimes
Rarely
Never
Don’t know

40b. Reassured
For more information, please contact:

Greg Lyle
President
(416) 642-6429
gyle@innovativeresearch.ca

Building Understanding.