Canada This Month
COVID-19 Tracking

Public Opinion Research
Release Date: May 08, 2020
Field Dates: May 01, 2020 to May 05, 2020

Tracking the Impact of COVID-19

Since early March, INNOVATIVE has been tracking attitudes and reported behaviors impacted by the COVID-19 outbreak. This report is our sixth wave of this ongoing effort to understand the evolution of public opinion on the situation.

Today, INNOVATIVE is releasing results from our May 2020 Canada This Month survey. This online survey was in field from May 1st to May 5th with a weighted sample size of 1,500 Canadian residents and oversamples in every province. Detailed methodology is provided in the appendix.

This report covers the attitudes and behaviors that INNOVATIVE has been tracking related to COVID-19, including key segmentations.
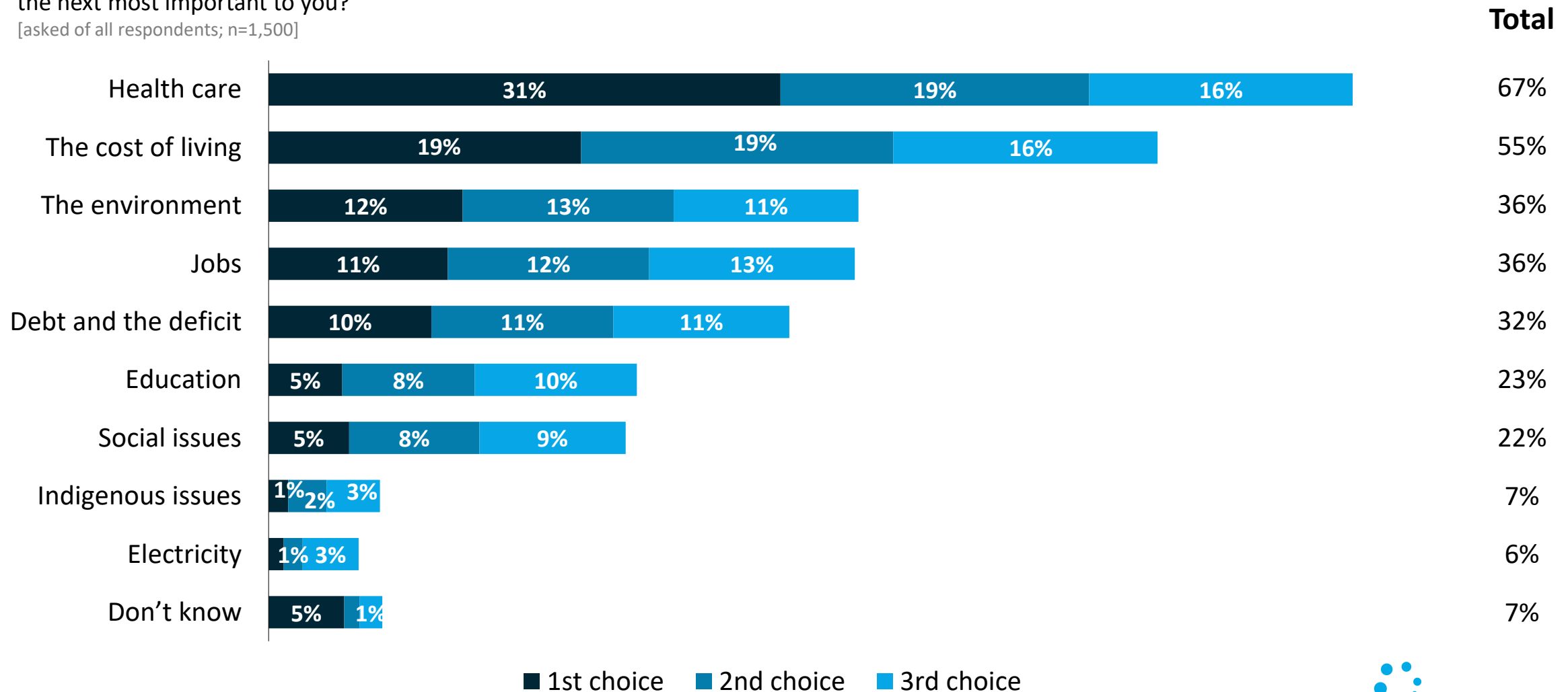
Healthcare and cost of living have consistently remained the top 2 issues for Canadians through the outbreak.

Issue Importance: Nearly 7-in-10 (67%) say health care is an important issue followed by cost of living (55%), and the environment or jobs (36%)

Q Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you?
[asked of all respondents; n=1,500]

Total

Issue	1st choice	2nd choice	3rd choice	Total
Health care	31%	19%	16%	67%
The cost of living	19%	19%	16%	55%
The environment	12%	13%	11%	36%
Jobs	11%	12%	13%	36%
Debt and the deficit	10%	11%	11%	32%
Education	5%	8%	10%	23%
Social issues	5%	8%	9%	22%
Indigenous issues	1%	2%	3%	7%
Electricity	1%	3%		6%
Don't know	5%	1%		7%

■ 1st choice ■ 2nd choice ■ 3rd choice

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Note: 'No response' not shown. Respondents who say 'Don't know' do not get asked for further priorities.

Issue Importance: Healthcare and cost of living have consistently been the most important issues since March

Q Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you? **Showing total.**
[asked of all respondents; n=1,500]

Legend:
- Health care
- The cost of living
- Jobs
- The environment
- Education
- Debt and the deficit
- Social issues
- Indigenous issues
- Electricity
- Don't know

Note: Respondents who say 'don't know' do not get asked for further priorities.

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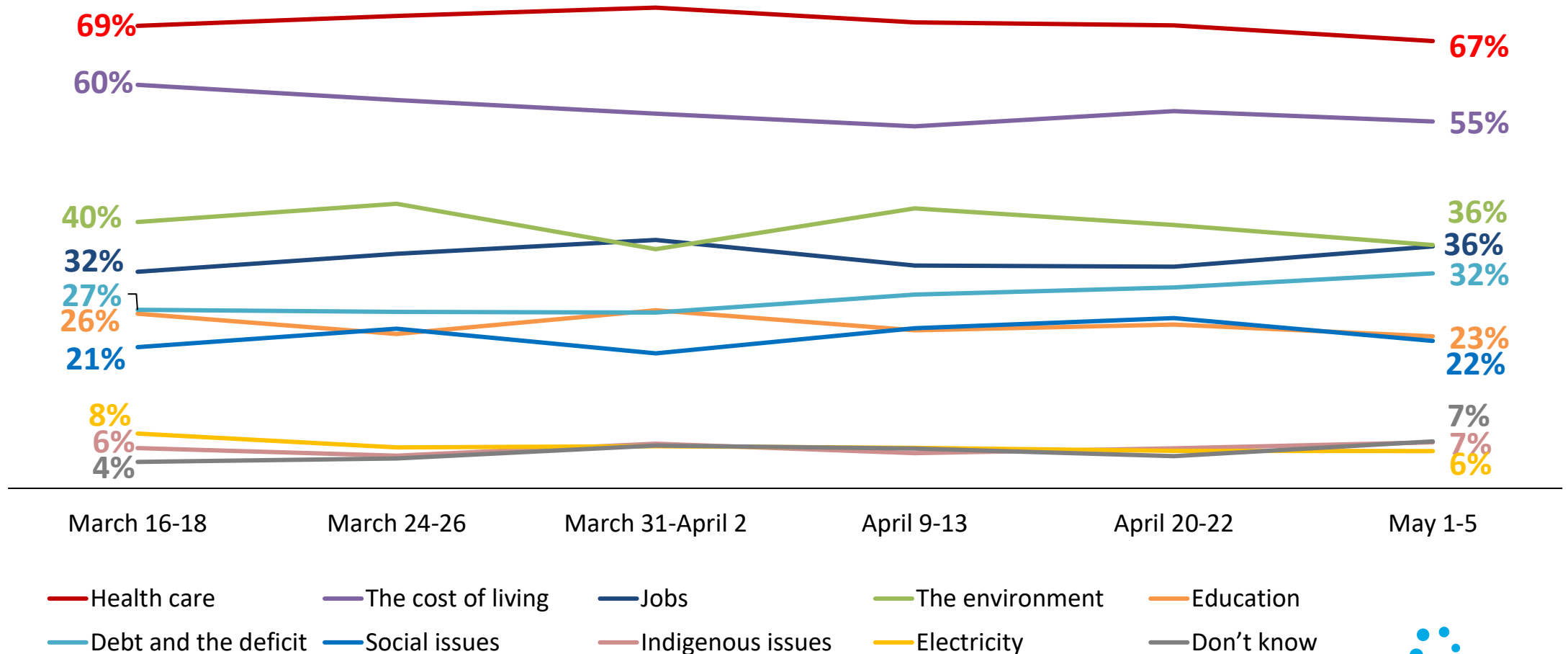
Reported behavior has remained consistent since the start of April

Activities: Taking a trip to a grocery/drug store remains the top activity; those who've gone at least once in the last week steady week-to-week

Q Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1,500]

Current Wave: May 1-5

Tracking: % at least once

Made a trip to a grocery store or a drug store
- 8%
- 19%
- 47%
- 18%

May 1-5	80%
April 20-22	82%
April 9-13	80%
Mar. 31 - Apr. 2	77%
March 24-26	87%

Made a trip to a store other than a grocery store or a drug store
- 5%
- 9%
- 30%
- 49%

May 1-5	48%
April 20-22	47%
April 9-13	47%
Mar. 31 - Apr. 2	43%
March 24-26	55%

Met up with a relative or friend outdoors
- 4%
- 8%
- 20%
- 62%

May 1-5	36%
April 20-22	33%
April 9-13	31%
Mar. 31 - Apr. 2	28%
March 24-26	30%

Visited a relative or friend in their home
- 10%
- 78%

May 1-5	19%
April 20-22	20%
April 9-13	19%
Mar. 31 - Apr. 2	20%
March 24-26	27%

Legend: ■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

Note: Labels not shown for categories with a frequency of 3% or less

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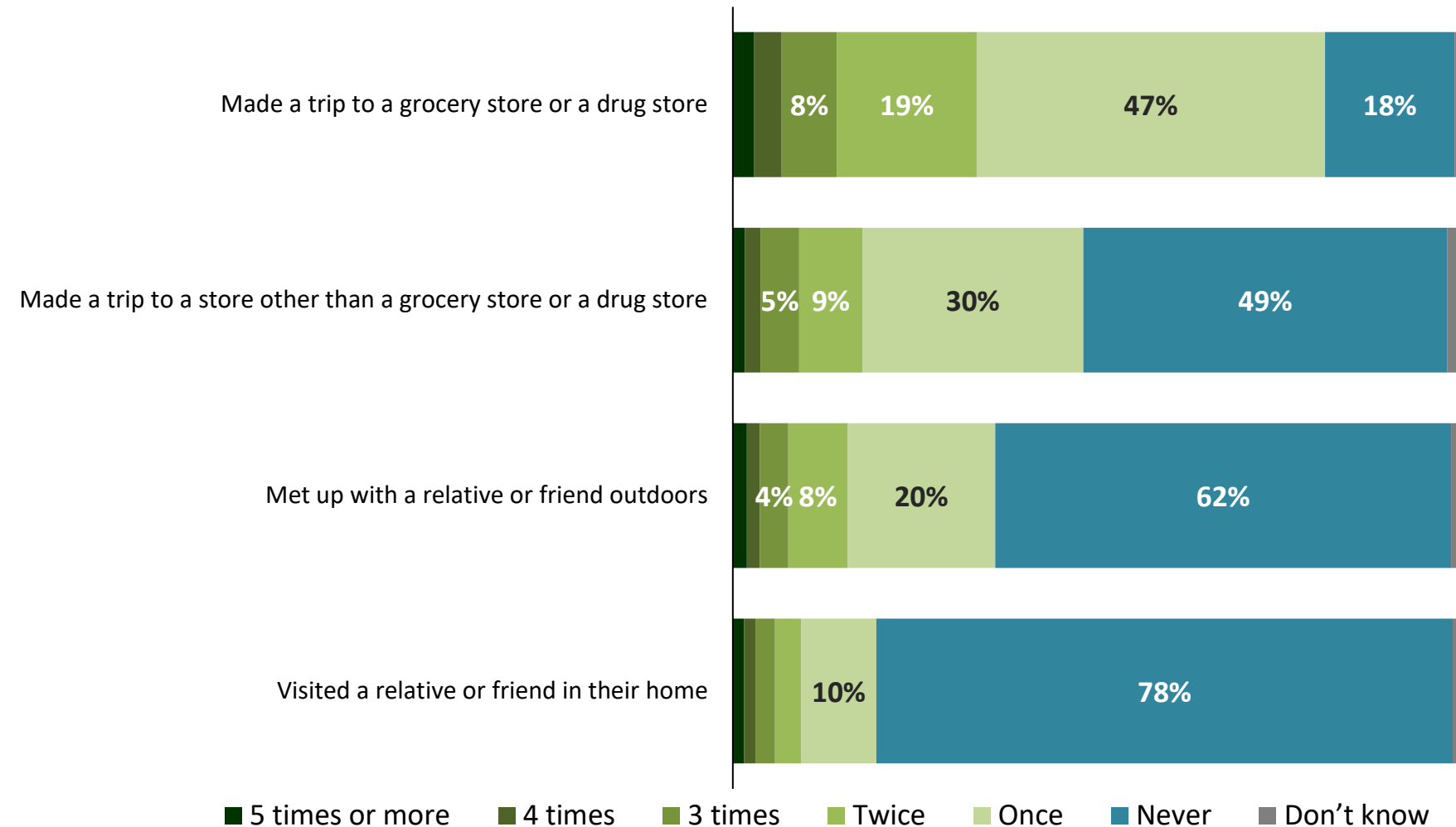
Activities: No significant changes in reported behaviour week-to-week

Q Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1,500]

Current Wave: May 1-5

Tracking: % at least once

Hosted a relative or friend in my own home
9% | 82%

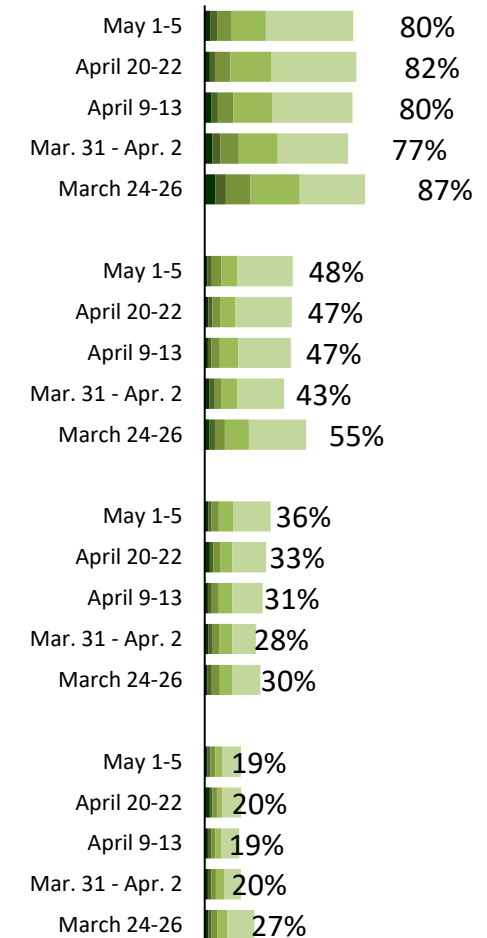|	
May 1-5	16%
April 20-22	16%
April 9-13	15%
Mar. 31 - Apr. 2	16%
March 24-26	23%

Gathered with a small group inside a home
4% | 88%

May 1-5	10%
April 20-22	11%
April 9-13	11%
Mar. 31 - Apr. 2	11%
March 24-26	15%

Met up with a small group outdoors
8% | 82%

May 1-5	15%
April 20-22	14%
April 9-13	14%
Mar. 31 - Apr. 2	13%
March 24-26	14%

Attended a large gathering of about 50 people or more
92%

May 1-5	6%
April 20-22	6%
April 9-13	7%
Mar. 31 - Apr. 2	7%
March 24-26	7%

■ 5 times or more   ■ 4 times   ■ 3 times   ■ Twice   ■ Once   ■ Never   ■ Don't know

Note: Labels not shown for categories with a frequency of 3% or less

INNOVATIVE RESEARCH GROUP
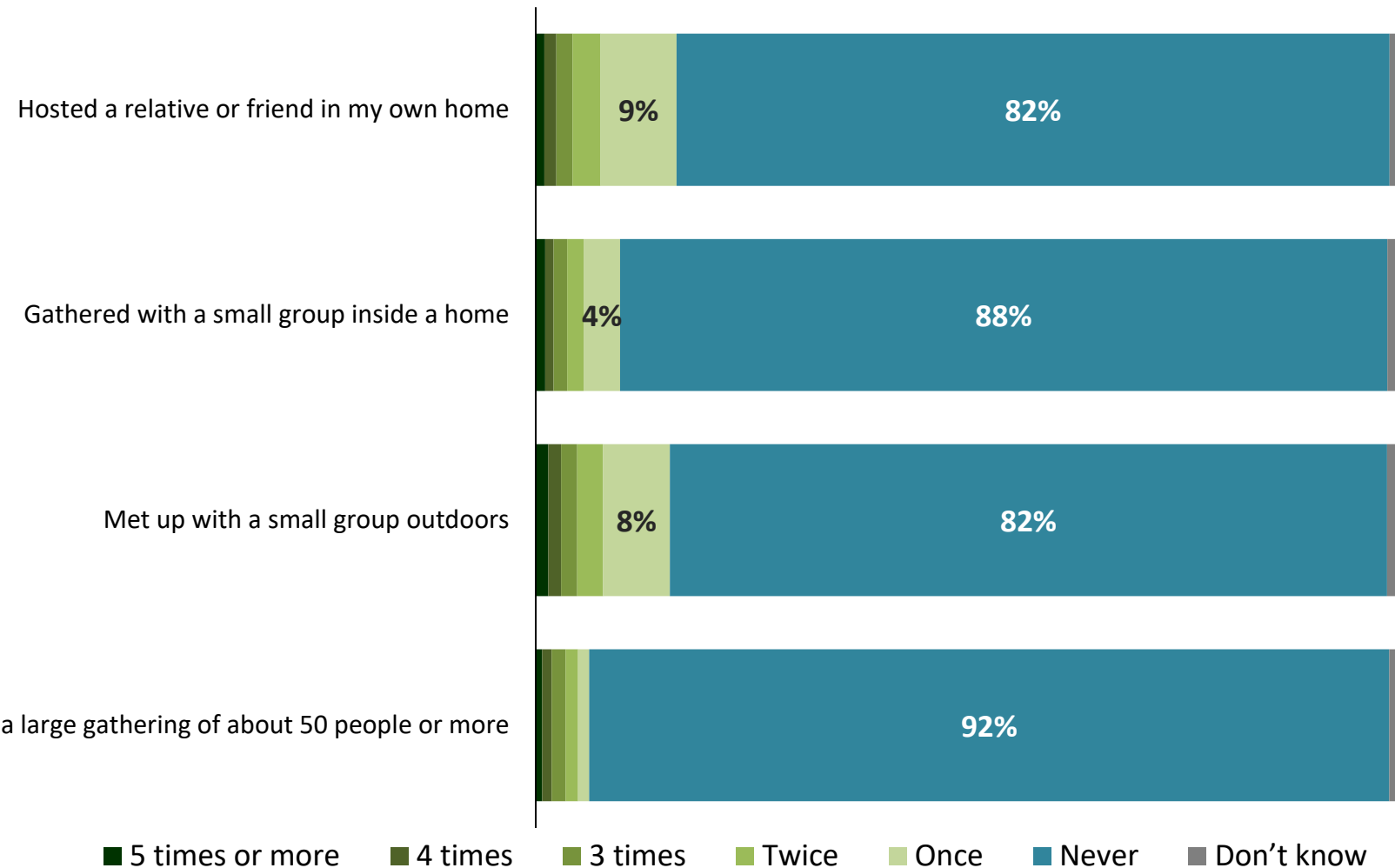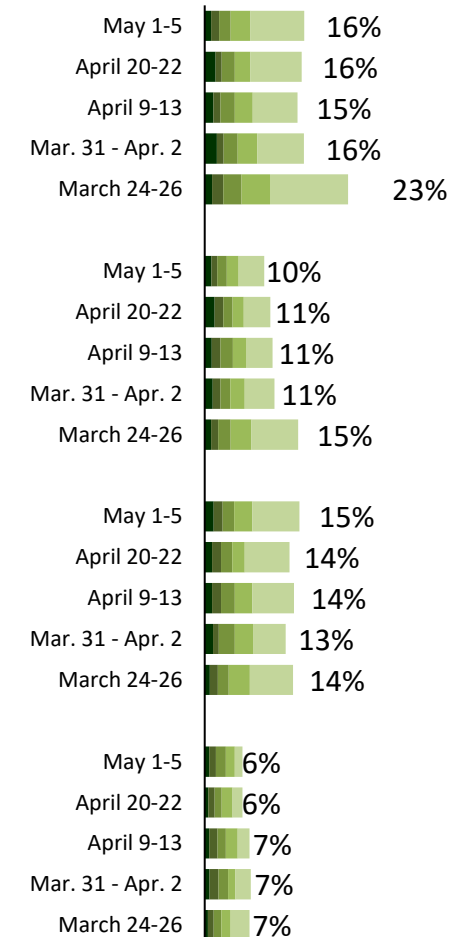
Activities: The number of Canadians taking just one trip to the grocery store each week has been climbing steadily since late March

Q 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=1,500]

Lower risk

- Made a trip to a grocery store or a drug store

At least once:	87%	77%	80%	82%	80%

Chart data:

	Never	Once	Twice	3 times	4 times	5 or more
March 24-26	13%	35%	27%	13%	6%	6%
March 31-April 2	23%	38%	21%	10%	4%	4%
April 9-13	20%	43%	21%	8%	4%	3%
April 20-22	18%	46%	22%	8%	3%	3%
May 1-5	20%	47%	19%	8%	4%	3%
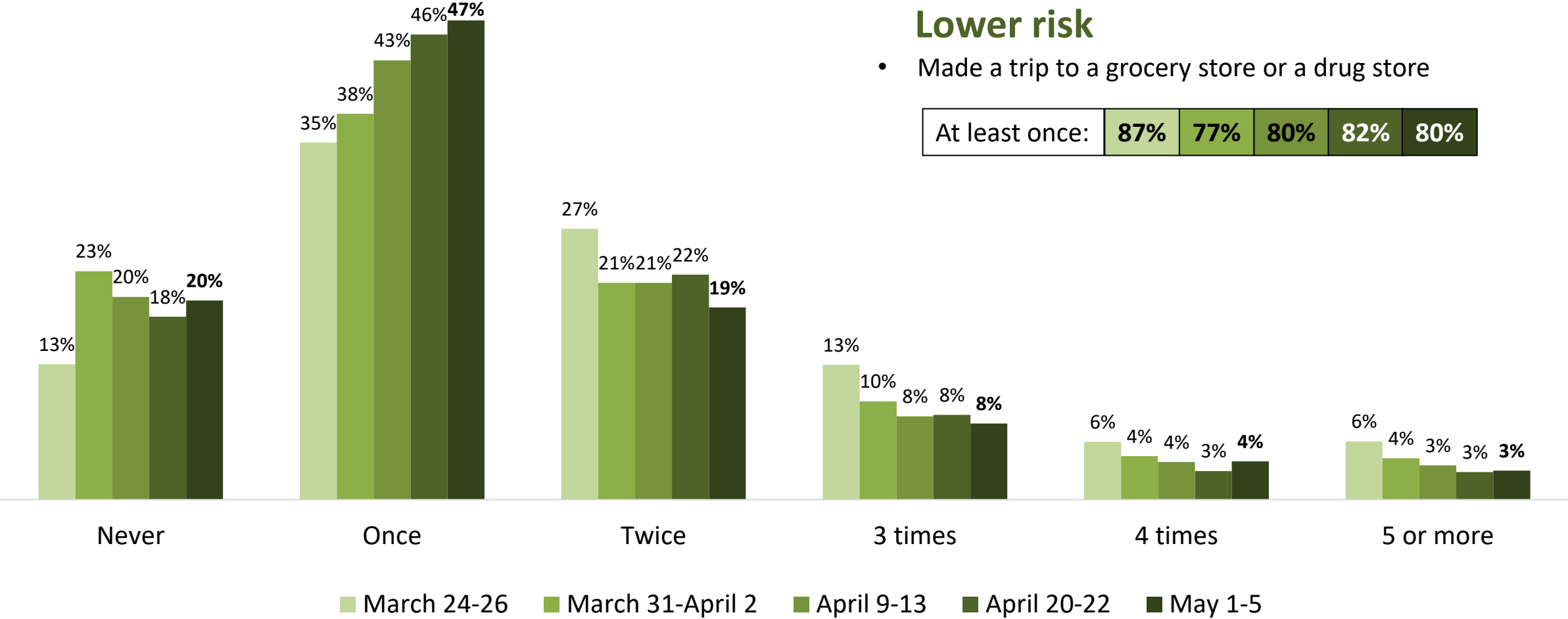
Activities: Those who say they *never* took one of these middle risk actions last week peaked at the end of march and is trending down

Q 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=1,500]

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%	53%	58%	59%	62%

Never: 37%, 47%, 42%, 41%, **38%**
Once: 27%, 23%, 27%, 27%, **29%**
Twice: 14%, 12%, 13%, 14%, **14%**
3 times: 8%, 6%, 7%, 6%, **7%**
4 times: 5%, 4%, 3%, 4%, **4%**
5 or more: 9%, 8%, 8%, 8%, **8%**

March 24-26 ■ March 31-April 2 ■ April 9-13 ■ April 20-22 ■ May 1-5

Activities: No significant change in reported engagement in higher risk activities since last week

Q 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=1,500]

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%	30%	29%	31%	32%

Never: 60%, 70%, 71%, 69%, **68%**

Once: 14%, 11%, 11%, 13%, **14%**

Twice: 8%, 5%, 4%, 5%, **6%**

3 times: 4%, 2%, 3%, 3%, **3%**

4 times: 3%, 2%, 2%, 2%, **2%**

5 or more: 11%, 10%, 9%, 8%, **8%**

■ March 24-26 ■ March 31-April 2 ■ April 9-13 ■ April 20-22 ■ May 1-5
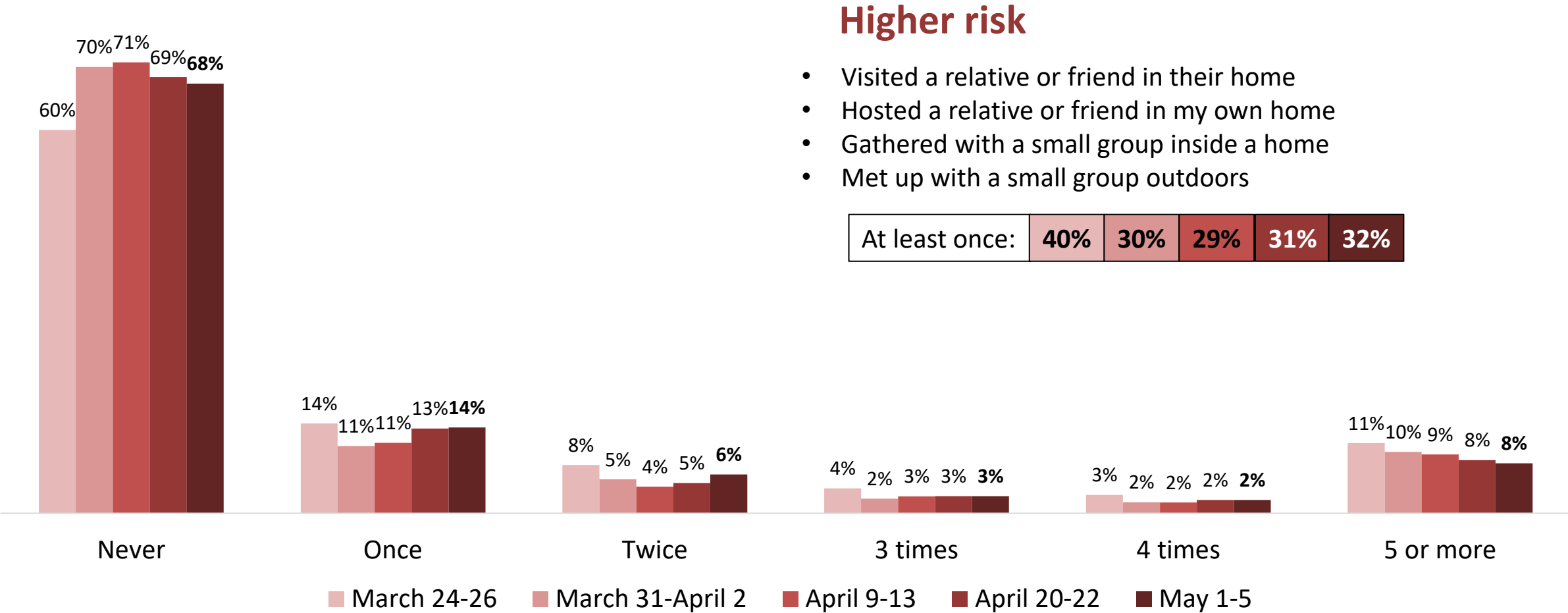
Q Over the past 7 days, how often have you done each of the following?
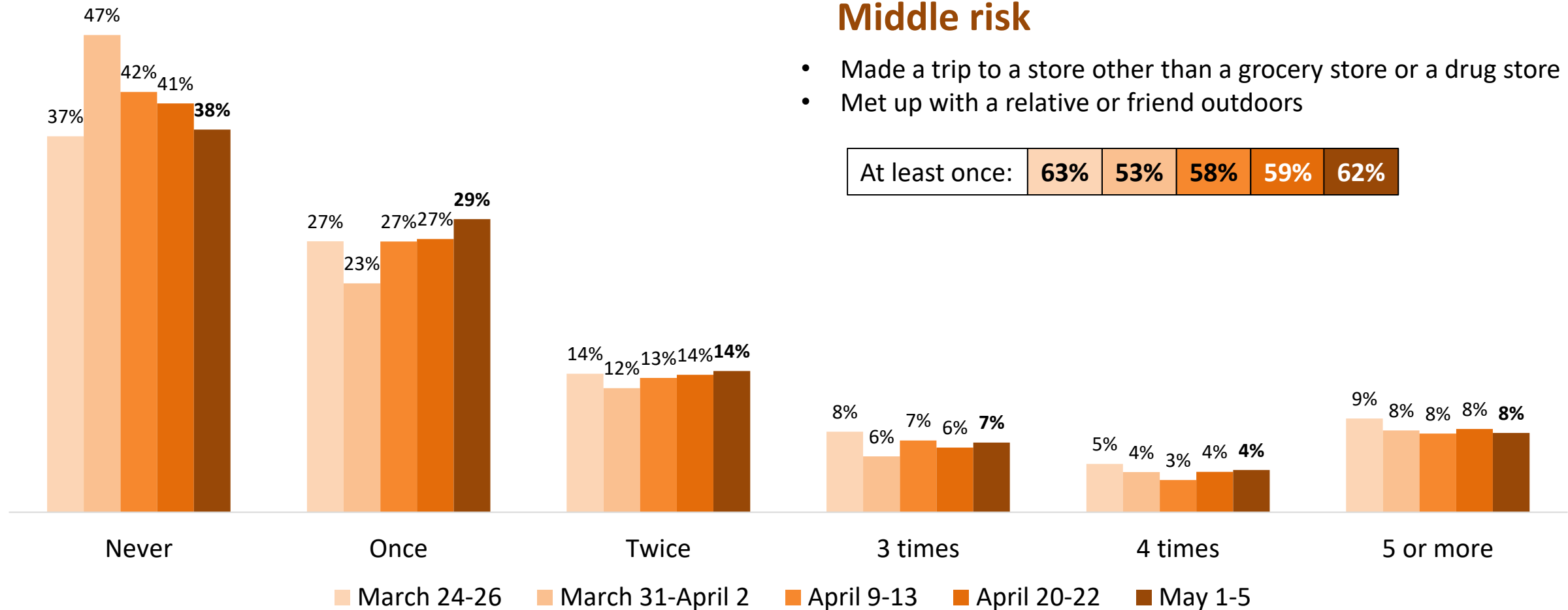[NOTE: Each behaviour asked separately, results for groups are summed; all respondents, n=1,500]
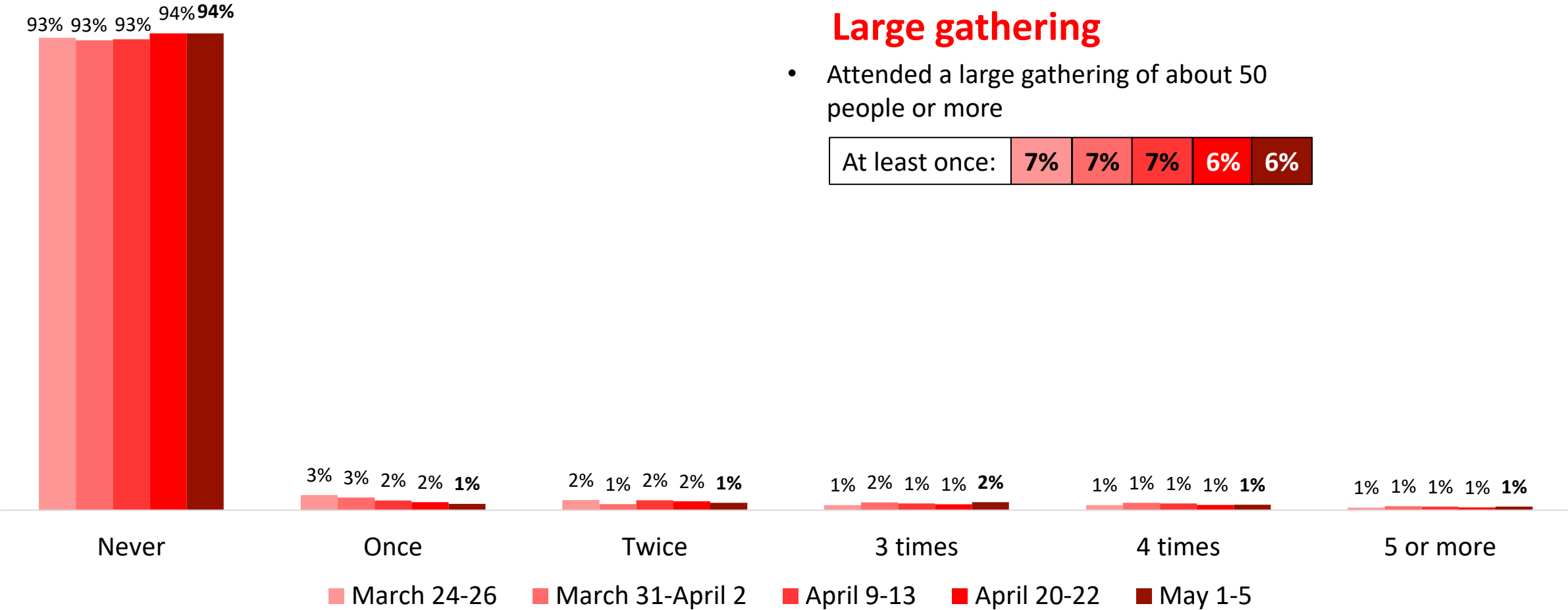
Large gathering

- Attended a large gathering of about 50 people or more

At least once:	7%	7%	7%	6%	6%

Never: 93% 93% 93% 94% **94%**

Once: 3% 3% 2% 2% **1%**

Twice: 2% 1% 2% 2% **1%**

3 times: 1% 2% 1% 1% **2%**

4 times: 1% 1% 1% 1% **1%**

5 or more: 1% 1% 1% 1% **1%**

■ March 24-26 ■ March 31-April 2 ■ April 9-13 ■ April 20-22 ■ May 1-5

While attention to COVID has remained high, the intensity has been dropping

Attention to COVID-19 News: Those who say they are following COVID-19 news at least 'Somewhat closely' steady week-to-week at 88%

Q How closely have you been following news about COVID-19 which is also known as the novel coronavirus?
[asked of all respondents; n=1,500]

Closely

	Very closely	Somewhat closely	Not very closely	Not at all	Don't know	
May 1-5	50%	38%	8%	1%		88%
April 20-22	51%	37%	8%	2%		89%
April 9-13	57%	33%	6%	2%		90%
March 31-April 2	61%	31%	5%	1%		92%
March 24-26	63%	31%	4%			95%
March 16-18	57%	34%	7%	1%		91%

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

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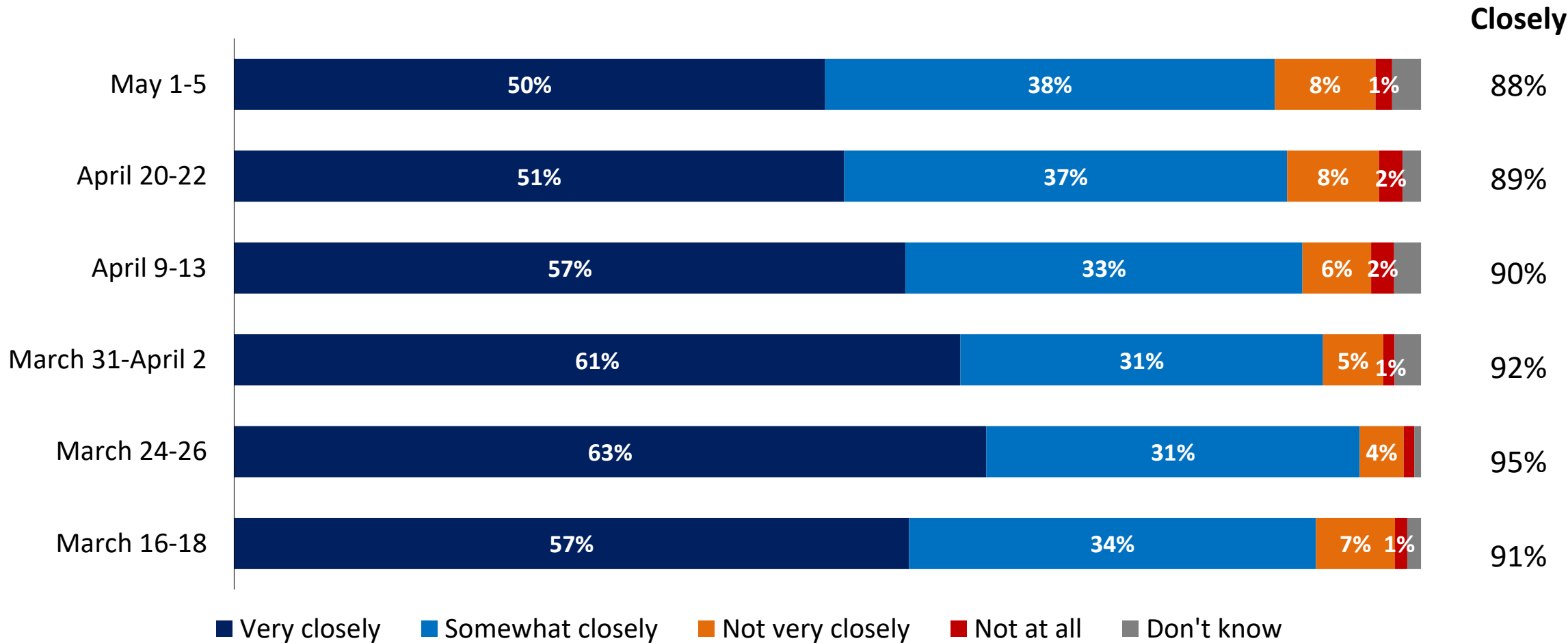
Canadians have consistently been more concerned about the health of their friends and family than their own health

Concern: Concern that a vulnerable friend/family member will contract the virus is up 3-pts directionally week-to-week to 78%

Q How concerned are you personally about each of the following?
[asked of all respondents; n=1,500]

Very/ Somewhat concerned

That a vulnerable friend or a relative will contract COVID-19

Date	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know	Very/Somewhat concerned
May 1-5	34%	44%	14%	4%	3%	78%
April 20-22	32%	44%	16%	6%	3%	75%
April 9-13	40%	40%	13%	4%	3%	80%
March 31-April 2	42%	39%	12%	4%	4%	81%
March 24-26	38%	43%	13%	4%		82%
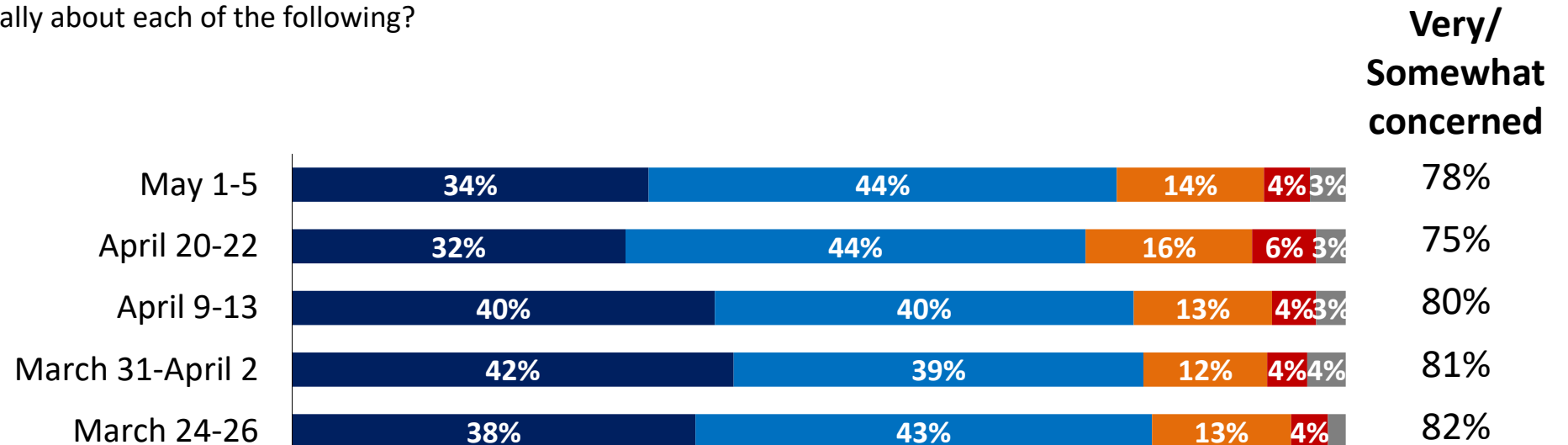
That you yourself will contract COVID-19
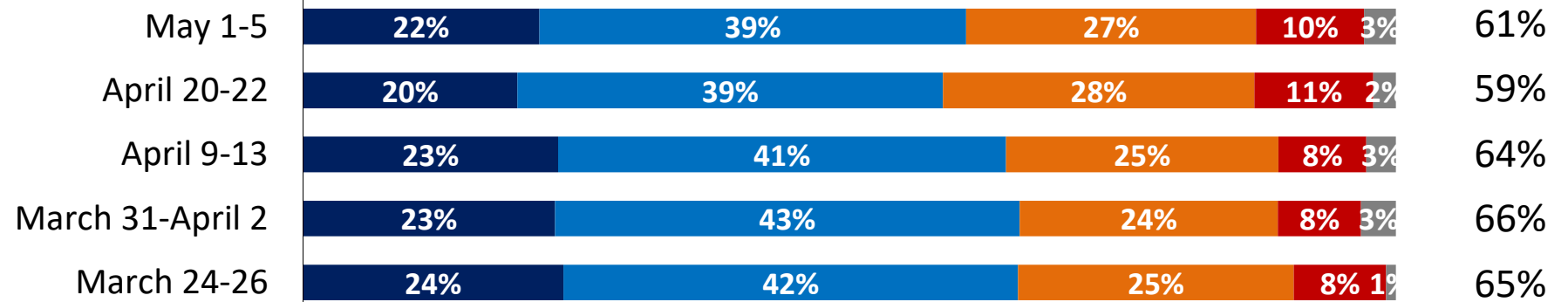
Date	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know	Very/Somewhat concerned
May 1-5	22%	39%	27%	10%	3%	61%
April 20-22	20%	39%	28%	11%	2%	59%
April 9-13	23%	41%	25%	8%	3%	64%
March 31-April 2	23%	43%	24%	8%	3%	66%
March 24-26	24%	42%	25%	8%	1%	65%

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

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Canadians continue to say that their behavior is very different now than it was before the outbreak

Behavioural Changes Tracking: Those saying they've changed their behaviour at least quite a bit down 3-pts directionally week-to-week

Q How much have you changed your day-to-day behaviour in order to reduce the chance you will get COVID-19 or pass it on to others?
[asked of all respondents; n=1,500]

	A great deal/Quite a bit	Very little/Not at all
May 1-5	49% 31% 15% 2% 3% → 80%	17%
April 20-22	54% 29% 13% 3% → 83%	16%
April 9-13	59% 26% 11% 3% → 84%	14%
March 31-April 2	57% 26% 12% 3% 3% → 83%	14%
March 24-26	56% 28% 12% 2% → 84%	15%
March 16-18	32% 32% 27% 7% → 65%	34%

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

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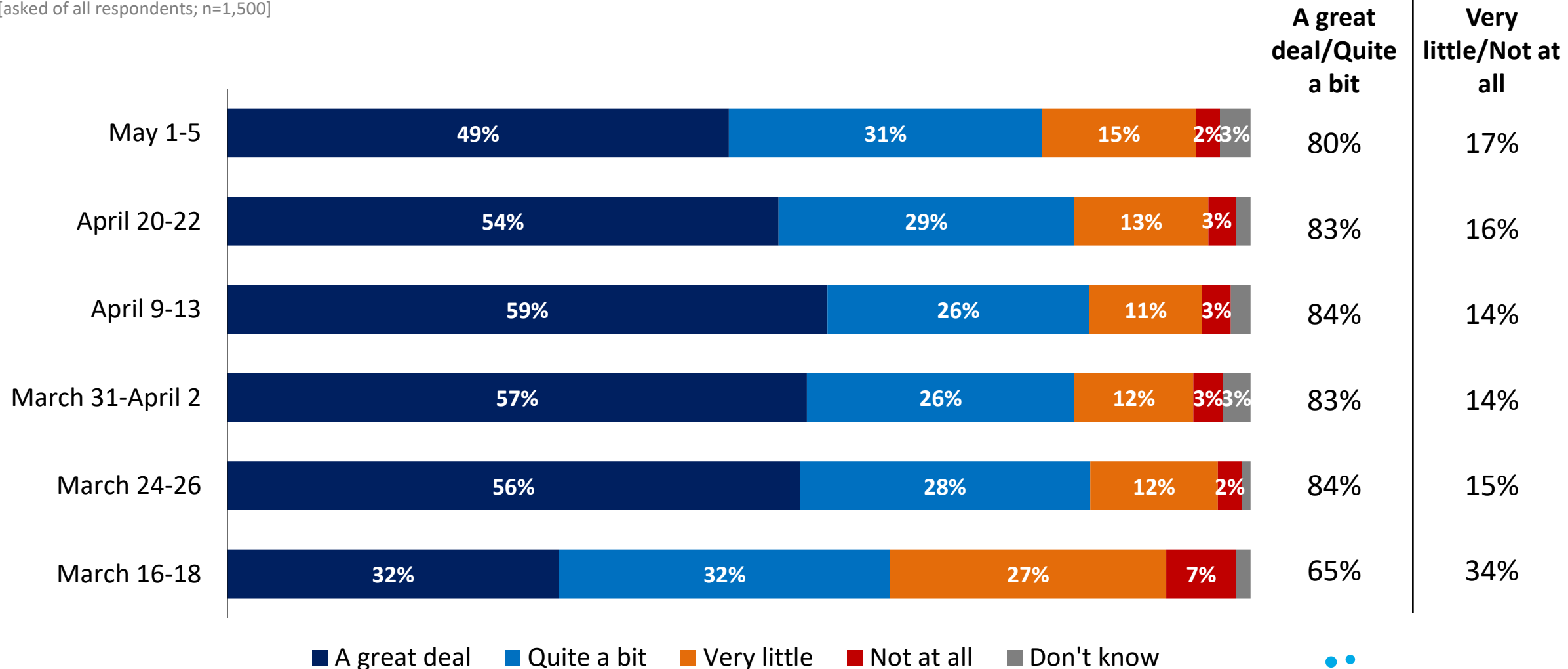
Behavioural Changes: Older respondents and women are more likely to say they have changed a great deal; highest among those in Ontario

Q 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, gender, and region
[asked of all respondents; n=1,500]

	A great deal	Quite a bit	Very little	Not at all	Don't know	Great deal/ Quite a bit	Very little/ Not at all
Overall	49%	31%	15%	2%	3%	80%	17%
Age							
18-34	41%	29%	18%	3%	8%	70%	22%
35-54	50%	33%	14%	2%		83%	16%
55+	54%	30%	14%	2%		84%	16%
Gender							
Men	42%	33%	19%	3%		75%	22%
Women	56%	28%	12%	2%		84%	13%
Region							
BC	46%	35%	14%	2%		81%	17%
Alberta	42%	35%	19%	2%		76%	21%
Prairies	42%	34%	21%			76%	22%
Ontario	52%	31%	13%	2%		83%	15%
Quebec	52%	24%	16%	3%	6%	76%	19%
Atlantic	46%	34%	13%	4%		81%	17%

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

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Behavioural Changes – Trend by age: 70% of those 18-34 say they've changed their behaviour at least quite a bit, down 5-pts directionally

Q 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=1,500]

		A great deal	Quite a bit	Very little	Not at all	Don't know	Great deal/ Quite a bit	Very little/ Not at all
Age 18-34	May 1-5	41%	29%	18%	3%	8%	70%	22%
	April 20-22	43%	32%	17%	6%		75%	23%
	April 9-13	45%	26%	18%	6%	5%	71%	24%
	March 31-April 2	45%	28%	13%	6%	7%	73%	19%
	March 24-26	49%	27%	18%	4%		76%	22%
	March 16-18	27%	31%	29%	10%	3%	58%	40%
Age 35-54	May 1-5	50%	33%	14%	2%	1%	83%	16%
	April 20-22	51%	30%	13%	2%	2%	82%	16%
	April 9-13	55%	31%	10%	3%		86%	12%
	March 31-April 2	59%	25%	13%	2%		84%	15%
	March 24-26	59%	28%	11%	2%		86%	13%
	March 16-18	37%	30%	26%	7%	1%	67%	32%
Age 55+	May 1-5	54%	30%	14%	2%	1%	84%	16%
	April 20-22	63%	26%	10%	1%		89%	11%
	April 9-13	63%	26%	9%	1%		89%	10%
	March 31-April 2	63%	25%	9%	1%		89%	11%
	March 24-26	58%	30%	10%	1%		88%	12%
	March 16-18	33%	35%	26%	5%		68%	31%

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

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Behavioural Changes – Trend by gender: Men down 4-pts directionally on saying they've changed their behaviour at least quite a bit

Q 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 Gender
[asked of all respondents; n=1,500]

		Great deal/ Quite a bit	Very little/ Not at all
Men			
May 1-5	42% 33% 19% 3% 3%	75%	22%
April 20-22	50% 29% 16% 4%	79%	19%
April 9-13	55% 28% 12% 3%	83%	15%
March 31-April 2	52% 29% 12% 4% 3%	81%	16%
March 24-26	51% 30% 15% 3%	81%	18%
March 16-18	29% 33% 30% 8%	62%	38%
Women			
May 1-5	56% 28% 12% 2% 3%	84%	13%
April 20-22	58% 29% 11% 2%	86%	12%
April 9-13	62% 24% 10% 2%	85%	13%
March 31-April 2	61% 24% 11% 2%	85%	13%
March 24-26	61% 27% 10% 1%	88%	11%
March 16-18	36% 32% 24% 6%	68%	30%

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

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Behavioural Changes – Trend by region: Those who say they've changed their behaviour at least quite a bit down 10-pts week-to-week in Prairies

Q 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?
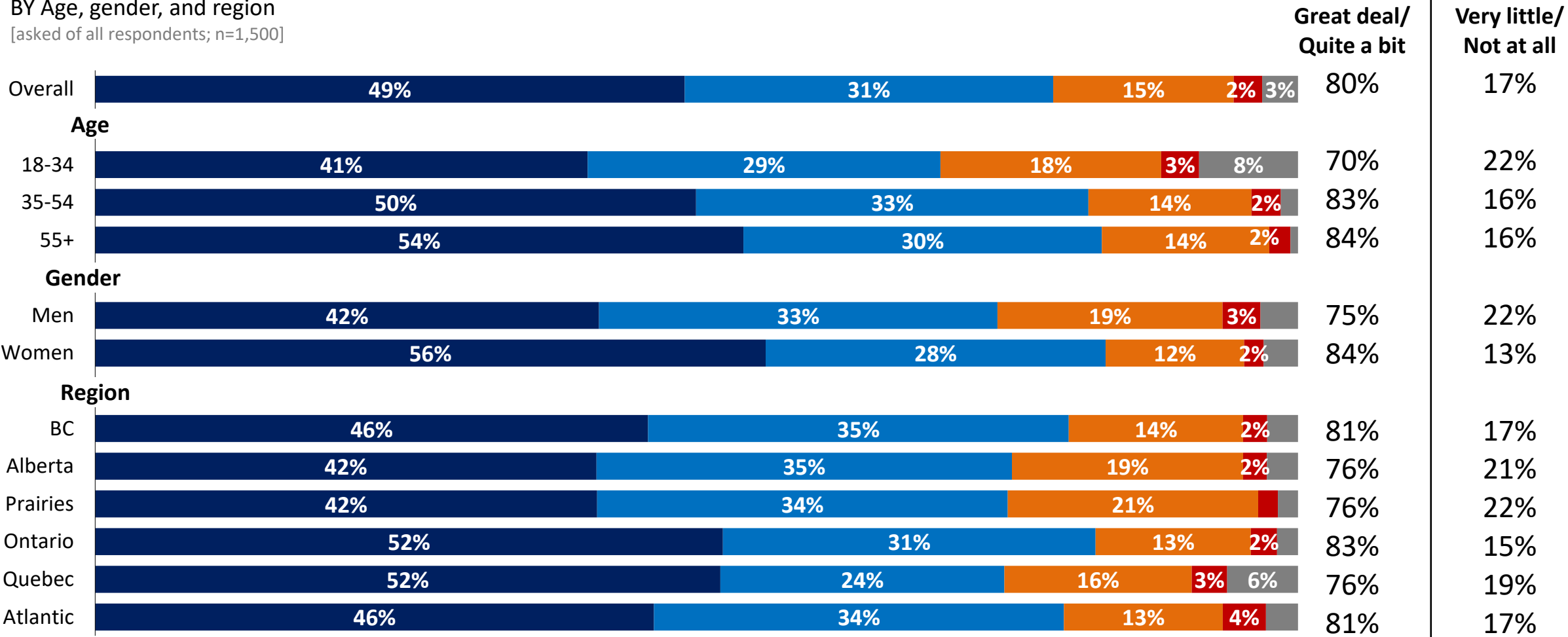BY Region
[asked of all respondents; n=1,500]

		Great deal/ Quite a bit	Very little/ Not at all
BC			
	May 1-5	81%	17%
	April 20-22	86%	13%
	April 9-13	83%	16%
	March 31-April 2	86%	12%
	March 24-26	85%	14%
	March 16-18	66%	33%
Alberta			
	May 1-5	76%	21%
	April 20-22	78%	21%
	April 9-13	83%	15%
	March 31-April 2	82%	12%
	March 24-26	84%	15%
	March 16-18	64%	35%
Prairies			
	May 1-5	76%	22%
	April 20-22	86%	14%
	April 9-13	82%	18%
	March 31-April 2	81%	19%
	March 24-26	88%	12%
	March 16-18	58%	39%

BC
- May 1-5: 46% | 35% | 14% | 2%
- April 20-22: 53% | 33% | 11% | 1%
- April 9-13: 55% | 27% | 14% | 2%
- March 31-April 2: 61% | 25% | 9% | 3%
- March 24-26: 58% | 27% | 12% | 2%
- March 16-18: 28% | 38% | 27% | 6%

Alberta
- May 1-5: 42% | 35% | 19% | 2%
- April 20-22: 49% | 29% | 16% | 5%
- April 9-13: 55% | 28% | 13% | 2%
- March 31-April 2: 52% | 30% | 11% | 3% | 4%
- March 24-26: 52% | 32% | 13% | 2%
- March 16-18: 30% | 34% | 28% | 7%

Prairies
- May 1-5: 42% | 34% | 21% | 2%
- April 20-22: 54% | 31% | 14%
- April 9-13: 51% | 31% | 16% | 1%
- March 31-April 2: 52% | 29% | 17% | 2%
- March 24-26: 52% | 36% | 10% | 1%
- March 16-18: 32% | 26% | 34% | 5%

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

Behavioural Changes – Trend by region: Reported behaviour change is steady in ON and Atlantic and down 6-pts directionally in Quebec

Q 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 Region
[asked of all respondents; n=1,500]

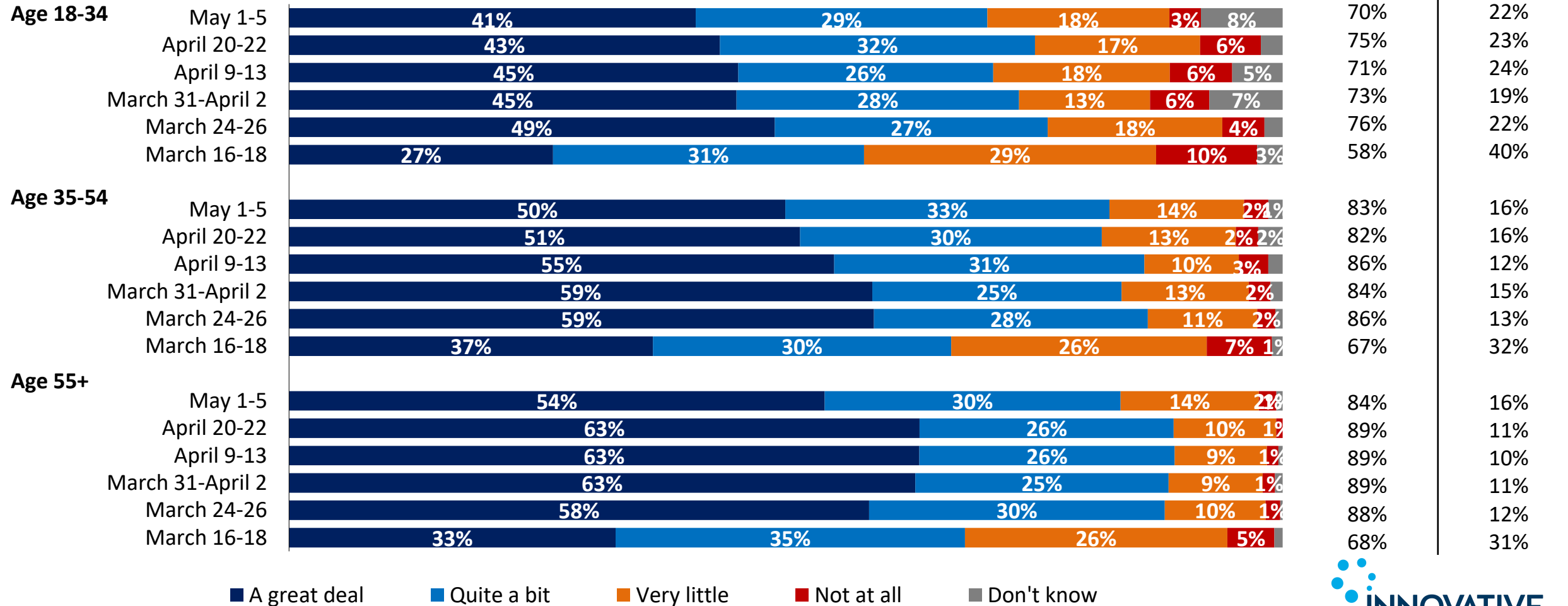| Region	Date	A great deal	Quite a bit	Very little	Not at all	Don't know	Great deal/ Quite a bit	Very little/ Not at all
Ontario	May 1-5	52%	31%	13%	2%	2%	83%	15%
	April 20-22	52%	31%	13%	3%		83%	16%
	April 9-13	58%	27%	10%	2%		85%	13%
	March 31-April 2	55%	27%	12%	2%	3%	83%	14%
	March 24-26	54%	30%	14%	2%		84%	16%
	March 16-18	31%	35%	27%	6%		66%	33%
Quebec	May 1-5	52%	24%	16%	3%	6%	76%	19%
	April 20-22	60%	22%	13%	2%	3%	82%	15%
	April 9-13	66%	18%	9%	4%	3%	84%	13%
	March 31-April 2	61%	21%	12%	3%	3%	82%	15%
	March 24-26	63%	21%	11%	3%		84%	14%
	March 16-18	41%	25%	24%	9%	2%	65%	32%
Atlantic	May 1-5	46%	34%	13%	4%	3%	81%	17%
	April 20-22	53%	30%	11%	6%		82%	18%
	April 9-13	57%	31%	8%	4%		88%	12%
	March 31-April 2	51%	32%	10%	5%		83%	15%
	March 24-26	51%	35%	12%	2%		85%	15%
	March 16-18	27%	34%	30%	8%		62%	38%

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

The number of Canadians who say they know someone affected by the virus has continued to edge upwards

COVID-19 Health Affects: Portion of those with personal COVID-19 experience steady week-to-week

Q Have you or someone you know experienced symptoms that could be caused by COVID-19?
[asked of all respondents, multiple mentions allowed, n=1,500]

Yes - I have
- May 1-5: **6%**
- April 20-22: 6%
- April 9-13: 6%

Yes - Someone I know
- May 1-5: **16%**
- April 20-22: 15%
- April 9-13: 11%

No
- May 1-5: **73%**
- April 20-22: 76%
- April 9-13: 79%

Don't know
- May 1-5: **6%**
- April 20-22: 5%
- April 9-13: 6%

■ May 1-5 ■ April 20-22 ■ April 9-13
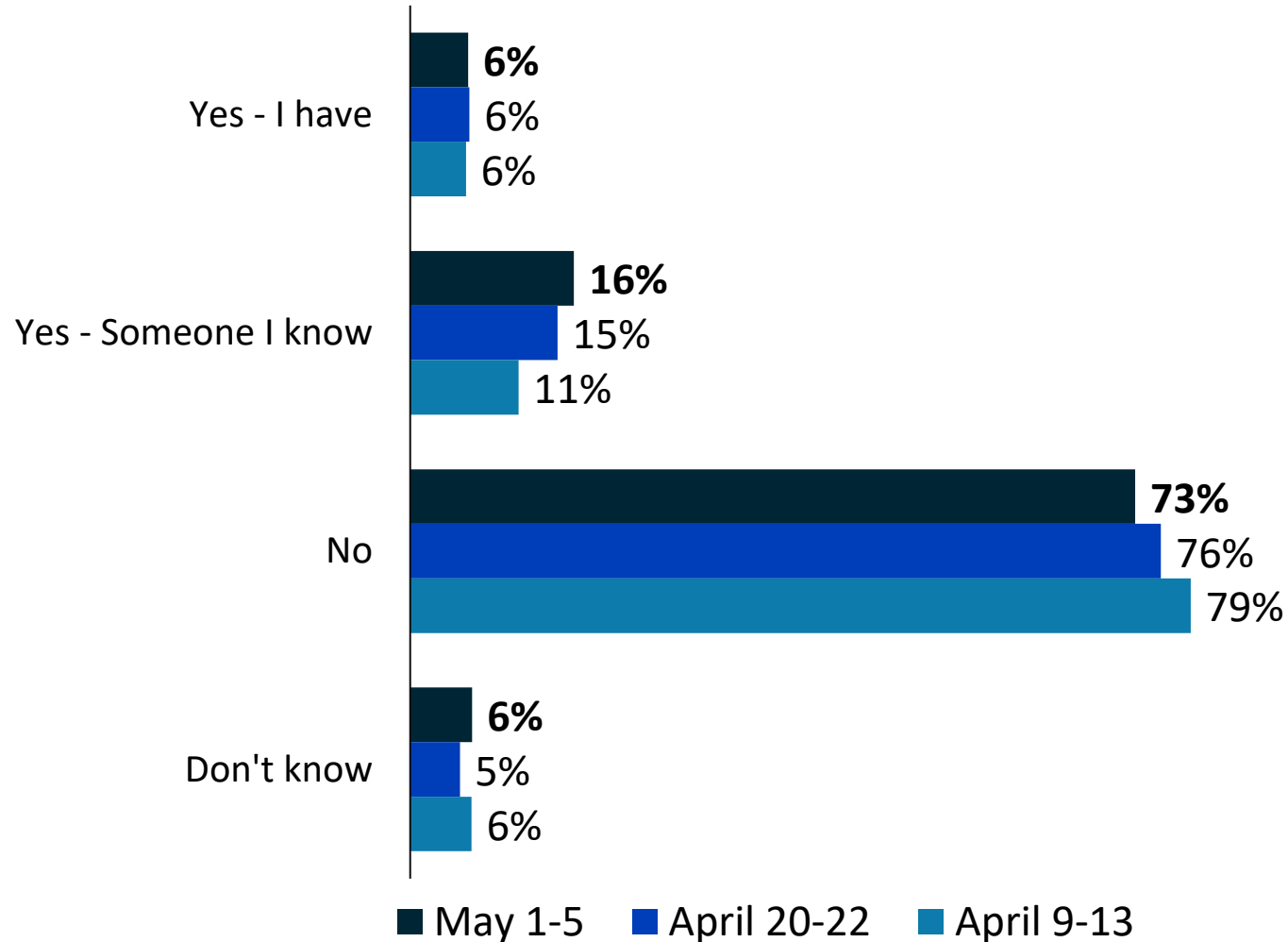
Segmentation (Current wave)
Respondents who say "Yes I have"

Age-Gender
- M 18-34: **7%**
- M 35-54: **10%**
- M 55+: **3%**
- F 18-34: **7%**
- F 35-54: **5%**
- F 55+: **4%**

Region
- BC: **6%**
- Alberta: **7%**
- Prairies: **9%**
- Ontario: **7%**
- Quebec: **3%**
- Atlantic: **3%**

INNOVATIVE RESEARCH GROUP

Q Have you or someone you know sought medical treatment for a confirmed or suspected case of COVID-19?
[asked of all respondents, multiple mentions allowed, n=1,500]
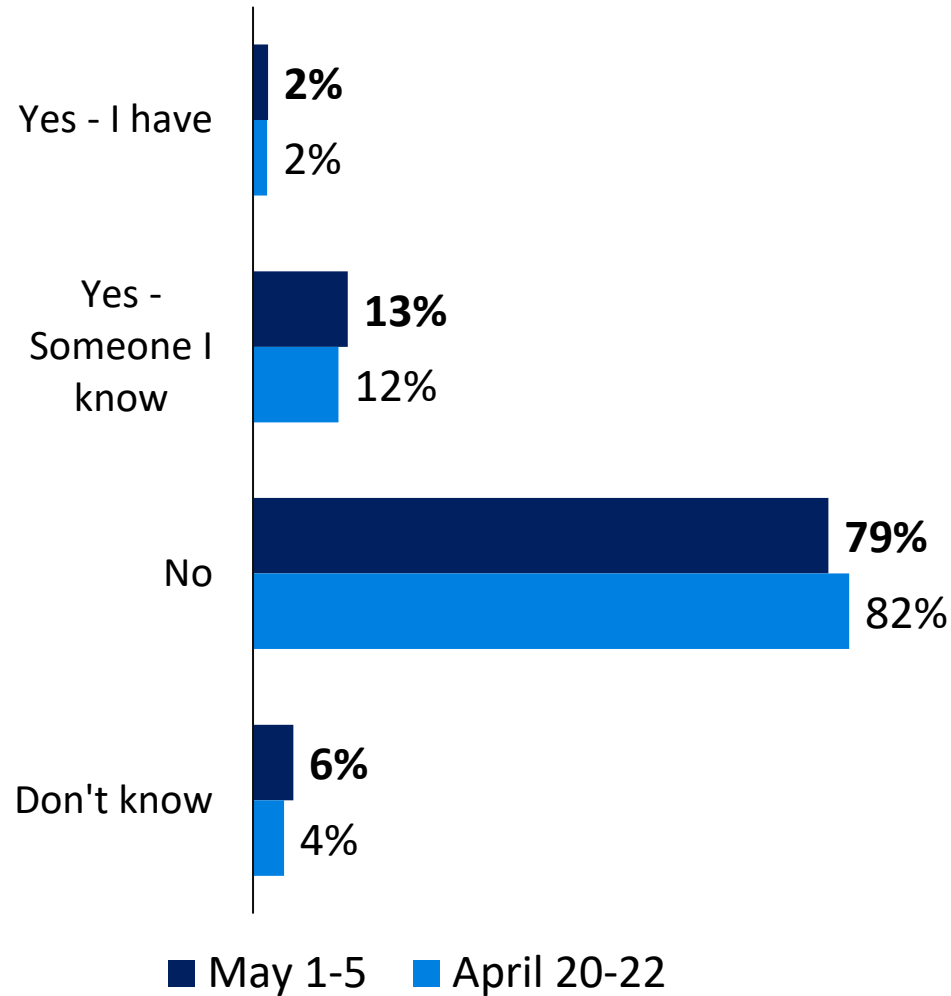
Q Have you or someone you know been admitted to the hospital for at least one night for a confirmed or suspected case of COVID-19?
[asked of all respondents who sought medical treatment, multiple mentions allowed, showing results among all respondents, n=1,500]

Chart 1:
- Yes - I have: **2%** (May 1-5), 2% (April 20-22)
- Yes - Someone I know: **13%** (May 1-5), 12% (April 20-22)
- No: **79%** (May 1-5), 82% (April 20-22)
- Don't know: **6%** (May 1-5), 4% (April 20-22)

Chart 2:
- Yes - I have: **1%** (May 1-5), 1% (April 20-22)
- Yes - Someone I know: **6%** (May 1-5), 4% (April 20-22)
- No: **93%** (May 1-5), 95% (April 20-22)
- Don't know: **0%** (May 1-5), 0% (April 20-22)

■ May 1-5 ■ April 20-22

■ May 1-5 ■ April 20-22

INNOVATIVE RESEARCH GROUP
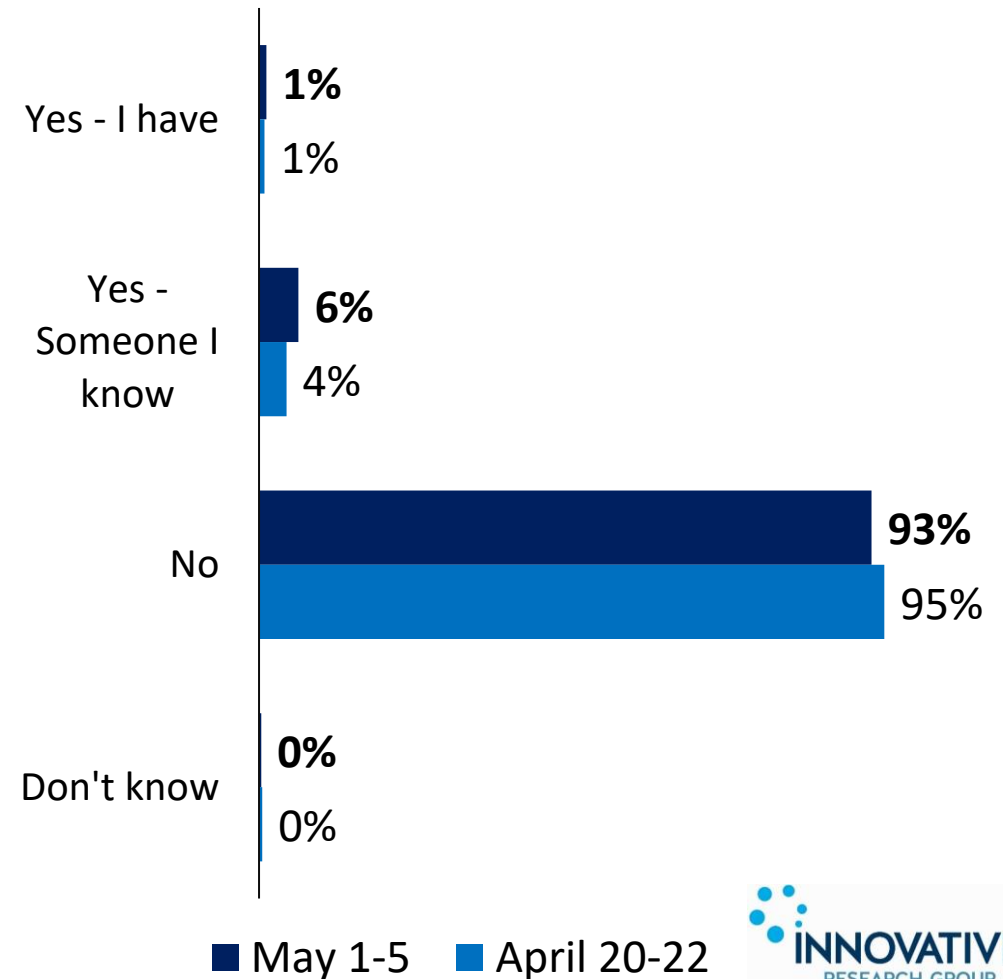
COVID-19 Deaths: Those who say they know someone who has died as a result of COVID-19 steady since last week at 6%

Q Has someone you know died as a result of COVID-19?
[asked of all respondents, n=1,500]

Yes
- 6% (May 1-5)
- 6% (April 20-22)
- 5% (April 9-13)

No
- 89% (May 1-5)
- 91% (April 20-22)
- 92% (April 9-13)

Don't know
- 5% (May 1-5)
- 3% (April 20-22)
- 4% (April 9-13)

■ May 1-5   ■ April 20-22   ■ April 9-13
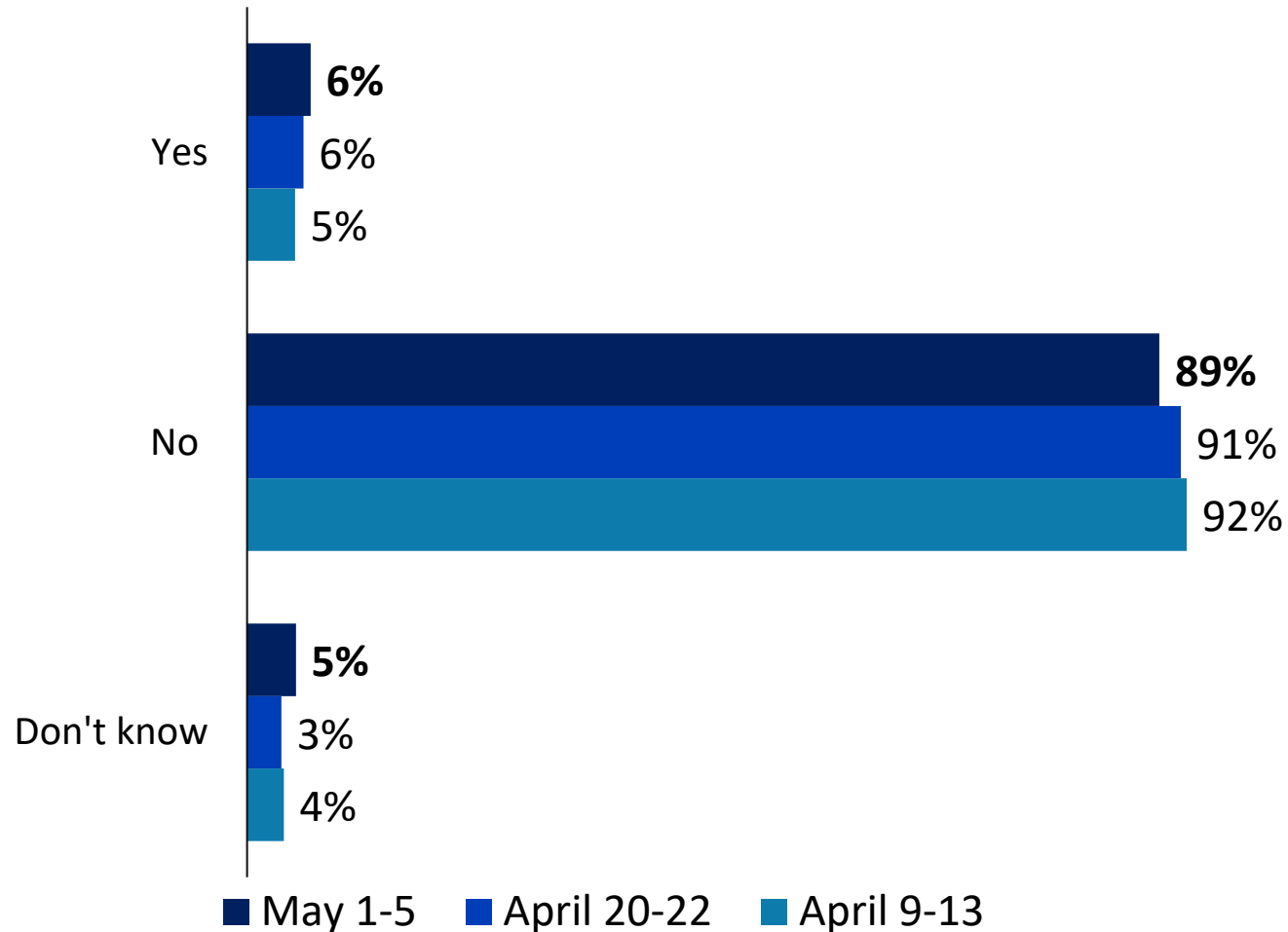
Segmentation (Current wave)
Respondents who say "Yes"

Age-Gender

M 18-34	**6%**
M 35-54	**5%**
M 55+	**7%**
F 18-34	**7%**
F 35-54	**6%**
F 55+	**6%**

Region

BC	**5%**
Alberta	**4%**
Prairies	**3%**
Ontario	**8%**
Quebec	**6%**
Atlantic	**4%**

INNOVATIVE RESEARCH GROUP

There hasn't been an increase in behavioural fatigue since tracking on it began

COVID-19 Behavioural Fatigue: Agreement that 'I don't think I can keep up these changes for very much longer' up 4-pts week-to-week to 28%

Q Thinking about the changes you've made to your daily life, do you agree or disagree with the following statement?
I don't think I can keep up these changes for very much longer.
[asked of all respondents, n=1,500]

% Agree

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	% Agree
May 1-5	9%	19%	23%	25%	21%	4%	28%
April 20-22	7%	17%	24%	27%	22%	2%	24%
April 9-13	9%	18%	22%	24%	25%	3%	24%

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

INNOVATIVE
RESEARCH GROUP
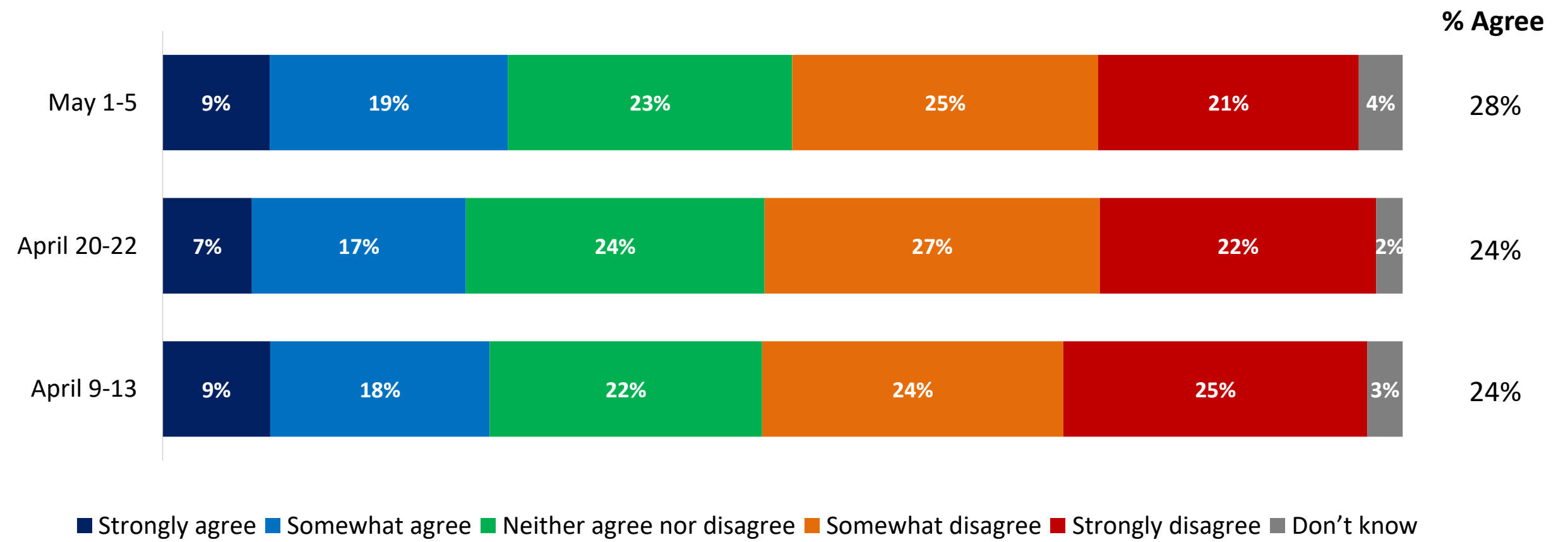
COVID-19 Behavioural Fatigue: Younger respondents most likely to agree that they can't keep up these changes (+5% net agree)

Q Thinking about the changes you've made to your daily life, do you agree or disagree with the following statement?
I don't think I can keep up these changes for very much longer.
[asked of all respondents, n=1,500]

Net Agree

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
Overall	9%	19%	23%	25%	21%	4%	-18%
Age							
18-34	12%	24%	25%	18%	13%	8%	+5%
35-54	9%	19%	25%	25%	19%	2%	-17%
55+	6%	16%	20%	29%	28%	1%	-35%
Gender							
Men	8%	19%	23%	27%	19%	4%	-18%
Women	9%	19%	23%	23%	23%	3%	-18%
Region							
BC	7%	14%	22%	28%	26%	3%	-32%
Alberta	12%	19%	21%	25%	21%	2%	-15%
Prairies	8%	19%	22%	27%	21%	3%	-21%
Ontario	7%	21%	23%	23%	24%	2%	-19%
Quebec	11%	20%	24%	25%	14%	7%	-7%
Atlantic	8%	18%	22%	25%	24%		-23%

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

INNOVATIVE
RESEARCH GROUP
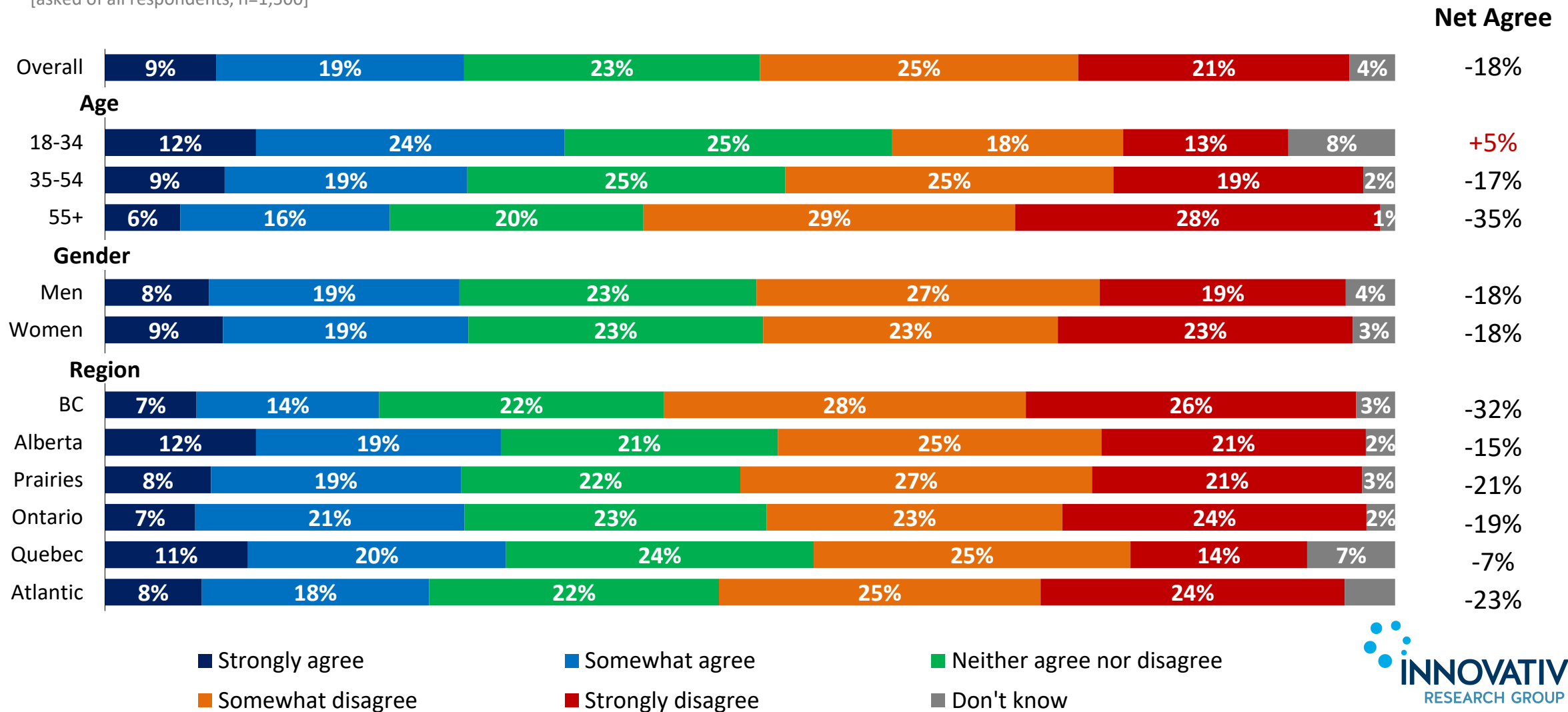
Government approval on COVID-19 has remained high in all jurisdictions, but is starting to slip in Quebec

Government Approval Tracking: Approval of provincial, federal, and municipal handling of COVID-19 all steady week-to-week

Provincial government approval

Q Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?
[asked of all respondents; n=1,500]

Approve

	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	29%	39%	13%	10%	5%	4%	68%
April 20-22	29%	37%	16%	10%	5%	3%	66%
April 9-13	33%	36%	13%	9%	5%	4%	69%
March 31-April 2	29%	39%	14%	9%	4%	5%	67%
March 24-26	31%	38%	13%	10%	5%	2%	69%
March 16-18	25%	37%	14%	12%	7%	4%	63%

Federal government approval

Q 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=1,500]

	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	24%	36%	14%	12%	11%	4%	59%
April 20-22	25%	37%	15%	11%	10%	3%	61%
April 9-13	26%	36%	13%	11%	10%	4%	62%
March 31-April 2	25%	37%	14%	12%	8%	5%	61%
March 24-26	21%	38%	12%	15%	11%	2%	59%
March 16-18	17%	33%	14%	16%	17%	3%	50%

Municipal government approval

Q 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?
[asked of all respondents; n=1,500]

	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	17%	33%	25%	8%	6%	11%	50%
April 20-22	19%	30%	25%	10%	6%	10%	49%
April 9-13	21%	32%	21%	9%	5%	11%	53%
March 31-April 2	22%	33%	21%	8%	4%	11%	56%
March 24-26	21%	33%	21%	9%	4%	11%	54%

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

Provincial Government Approval: Approval for provincial handling is highest in BC, Ontario, and Atlantic Canada and lowest in Alberta

Provincial government approval

Q 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=1,500]

Approve

Region	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
Overall	29%	39%	13%	10%	5%	4%	68%
BC	34%	43%	12%	7%	2%	3%	77%
AB	15%	39%	18%	14%	9%	5%	54%
Prairies	22%	38%	17%	14%	5%	3%	60%
ON	28%	45%	11%	9%	4%	3%	73%
QC	34%	29%	13%	10%	6%	8%	62%
Atlantic	37%	33%	15%	6%	4%	4%	71%

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

INNOVATIVE RESEARCH GROUP

Approval of Provincial Governments: Approval of provincial handling of COVID-19 up 10-pts week-to-week in Alberta to 54% approval

Provincial government approval

Q Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?
BY Region (BC, Alberta, and the Prairies)
[asked of all respondents; n=1,500]

Approve

Overall

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	29%	39%	13%	10%	5%	4%	68%
April 20-22	29%	37%	16%	10%	5%	3%	66%
April 9-13	33%	36%	13%	9%	5%	4%	69%
March 31-April 2	29%	39%	14%	9%	4%	5%	67%
March 24-26	31%	38%	13%	10%	5%	2%	69%
March 16-18	25%	37%	14%	12%	7%	4%	63%

BC

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	34%	43%	12%	7%	2%	3%	77%
April 20-22	34%	38%	11%	11%	4%	3%	71%
April 9-13	31%	35%	15%	8%	7%	5%	66%
March 31-April 2	32%	38%	12%	12%	4%	3%	70%
March 24-26	24%	38%	14%	13%	8%	3%	62%
March 16-18	24%	38%	11%	13%	8%	5%	62%

AB

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	15%	39%	18%	14%	9%	5%	54%
April 20-22	13%	31%	24%	15%	12%	5%	44%
April 9-13	18%	37%	19%	12%	8%	6%	55%
March 31-April 2	18%	42%	14%	12%	8%	7%	59%
March 24-26	20%	45%	15%	11%	6%	3%	65%
March 16-18	22%	42%	16%	10%	7%	3%	64%

Prairies

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	22%	38%	17%	14%	5%	3%	60%
April 20-22	18%	42%	15%	13%	8%	4%	61%
April 9-13	18%	39%	17%	12%	5%	8%	57%
March 31-April 2	17%	41%	15%	18%	5%	3%	58%
March 24-26	20%	40%	15%	17%	3%	4%	60%
March 16-18	10%	47%	21%	13%	6%	3%	57%

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

Approval of Provincial Governments: Approval of provincial handling of COVID-19 down 10-pts week-to-week in Quebec to 62% approval
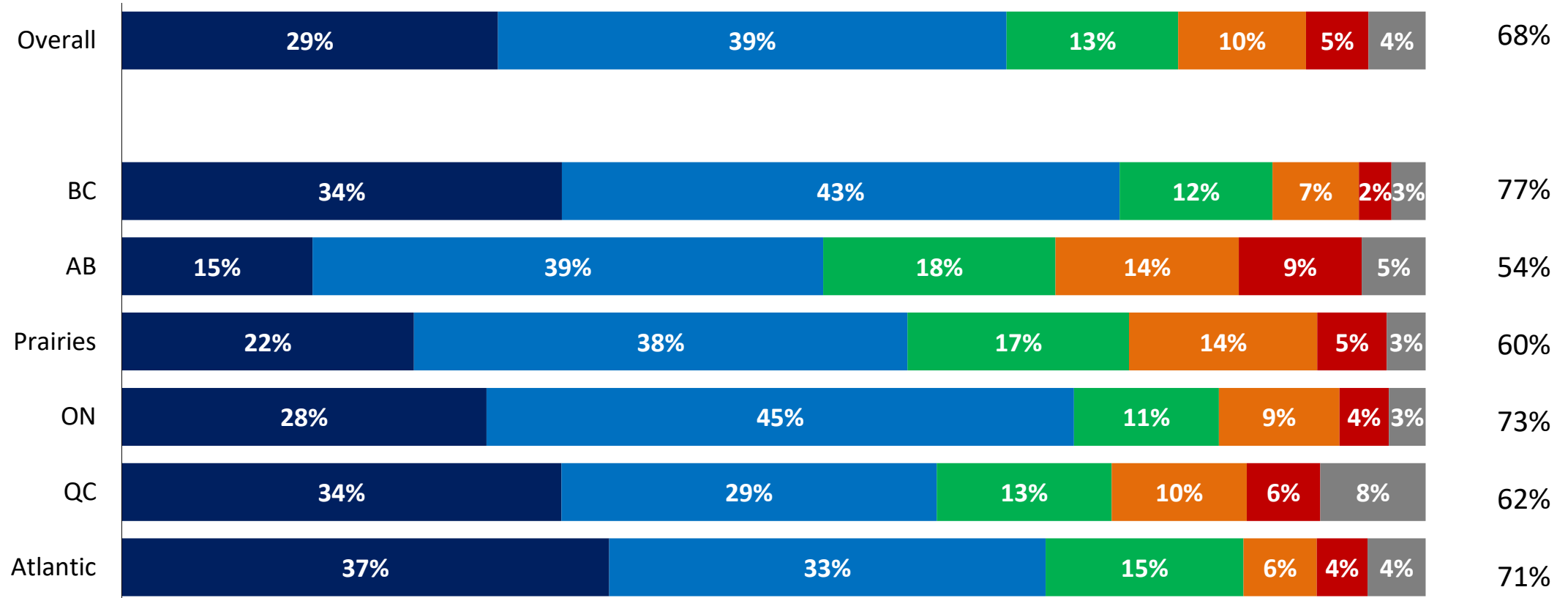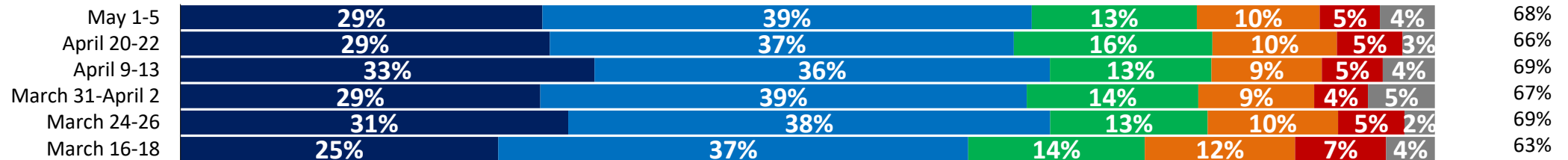
Provincial government approval

Q Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?
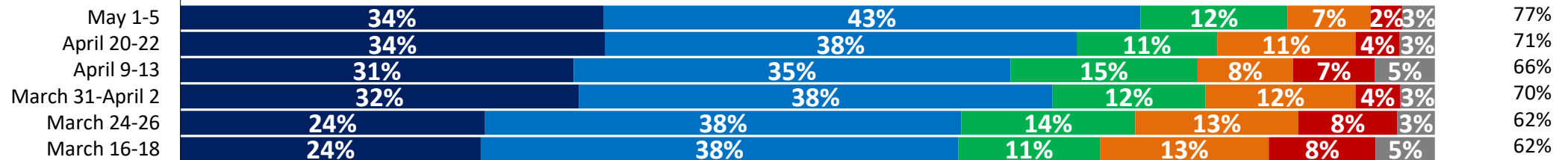BY Region (Ontario, Quebec, and the Atlantic)
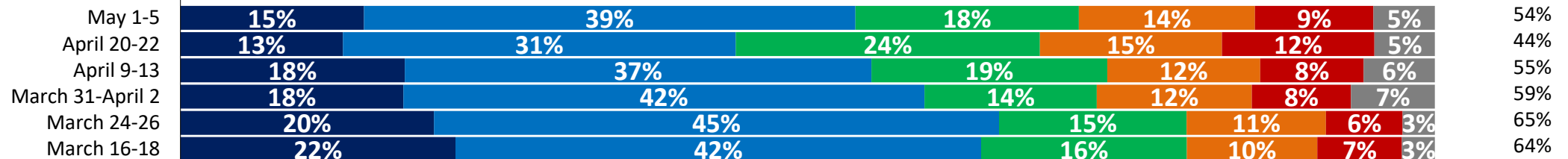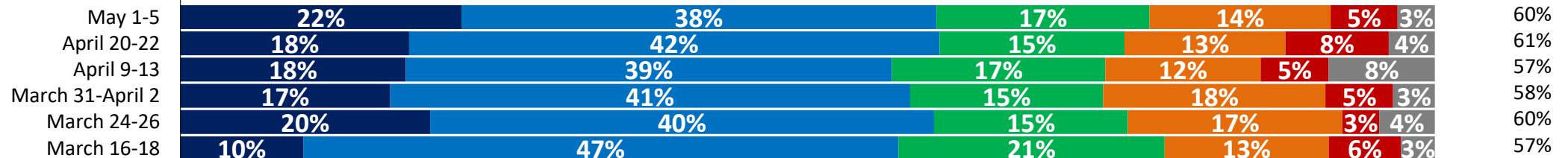[asked of all respondents; n=1,500]

Approve

Overall

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	29%	39%	13%	10%	5%	4%	68%
April 20-22	29%	37%	16%	10%	5%	3%	66%
April 9-13	33%	36%	13%	9%	5%	4%	69%
March 31-April 2	29%	39%	14%	9%	4%	5%	67%
March 24-26	31%	38%	13%	10%	5%	2%	69%
March 16-18	25%	37%	14%	12%	7%	4%	63%

ON

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	28%	45%	11%	9%	4%	3%	73%
April 20-22	25%	42%	17%	8%	5%	2%	67%
April 9-13	26%	45%	11%	10%	5%	3%	71%
March 31-April 2	24%	46%	14%	8%	4%	4%	70%
March 24-26	21%	45%	13%	13%	6%	2%	65%
March 16-18	12%	39%	18%	17%	10%	4%	51%

QC

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	34%	29%	13%	10%	6%	8%	62%
April 20-22	40%	32%	13%	10%	3%	3%	72%
April 9-13	55%	21%	11%	6%	3%	5%	76%
March 31-April 2	42%	27%	14%	5%	3%	9%	69%
March 24-26	59%	25%	9%	3%	2%		83%
March 16-18	55%	26%	7%	4%	3%	4%	81%

Atlantic

Date	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	37%	33%	15%	6%	4%	4%	71%
April 20-22	49%	26%	13%	7%	4%		75%
April 9-13	40%	37%	11%	8%	3%		76%
March 31-April 2	33%	37%	11%	10%	5%	4%	70%
March 24-26	34%	40%	13%	8%	6%		73%
March 16-18	21%	48%	10%	11%	5%	4%	70%

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

Federal Government Approval: Approval of the federal government's response is highest in BC, Ontario, and Atlantic Canada

Federal government approval

Q 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=1,500]

Approve

Region	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
Overall	24%	36%	14%	12%	11%	4%	59%
BC	24%	40%	12%	8%	11%	4%	65%
AB	17%	31%	17%	15%	17%	3%	48%
Prairies	20%	40%	16%	10%	11%	3%	60%
ON	26%	38%	11%	13%	10%	3%	64%
QC	22%	31%	18%	12%	10%	8%	53%
Atlantic	29%	34%	16%	9%	8%	4%	63%

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

INNOVATIVE
RESEARCH GROUP

Federal Government Approval: Approval of Federal handling is steady in BC, Alberta, and the Prairies

Federal government approval

Q 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 (BC, Alberta, and the Prairies)
[asked of all respondents; n=1,500]

Approve

Overall

Date	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	24%	36%	14%	12%	11%	4%	59%
April 20-22	25%	37%	15%	11%	10%	3%	61%
April 9-13	26%	36%	13%	11%	10%	4%	62%
March 31-April 2	25%	37%	14%	12%	8%	5%	61%
March 24-26	21%	38%	12%	15%	11%	2%	59%
March 16-18	17%	33%	14%	16%	17%	3%	50%

BC

Date	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	24%	40%	12%	8%	11%	4%	65%
April 20-22	25%	37%	12%	14%	9%	3%	63%
April 9-13	25%	36%	11%	13%	10%	5%	60%
March 31-April 2	24%	38%	12%	12%	9%	4%	62%
March 24-26	19%	36%	12%	15%	15%	2%	55%
March 16-18	17%	34%	14%	17%	15%	4%	50%

AB

Date	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	17%	31%	17%	15%	17%	3%	48%
April 20-22	16%	30%	17%	15%	17%	4%	47%
April 9-13	14%	37%	13%	13%	16%	7%	51%
March 31-April 2	17%	35%	17%	14%	10%	8%	52%
March 24-26	16%	41%	12%	17%	11%	3%	57%
March 16-18	17%	35%	17%	17%	12%	2%	52%

Prairies

Date	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	20%	40%	16%	10%	11%	3%	60%
April 20-22	19%	41%	19%	12%	9%		60%
April 9-13	23%	31%	18%	12%	12%	4%	54%
March 31-April 2	23%	32%	19%	12%	10%	4%	55%
March 24-26	22%	40%	11%	14%	11%	2%	62%
March 16-18	27%	34%	13%	12%	10%	4%	60%

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

Federal Government Approval: A majority approve of the federal government's handling, but sharp decline in Quebec, Atlantic Canada

Federal government approval

Q 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 (Ontario, Quebec, and the Atlantic)
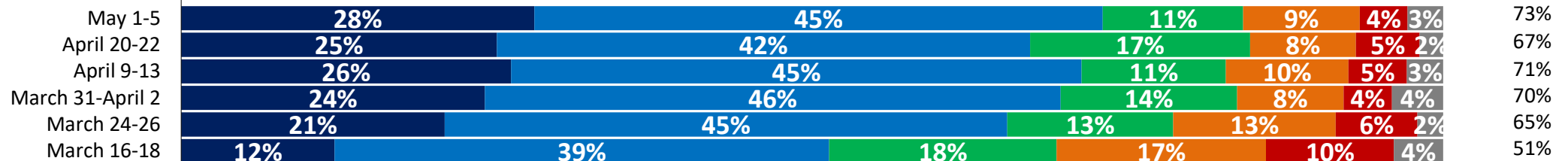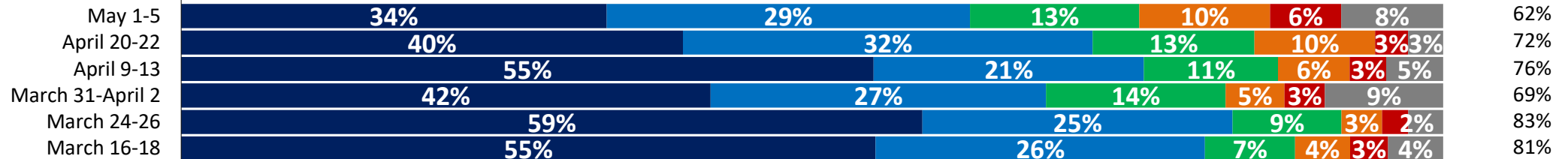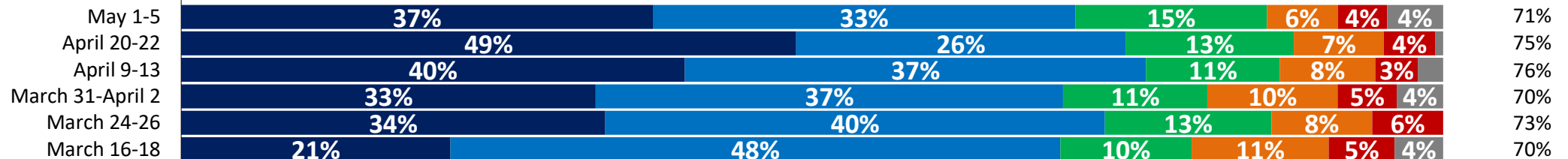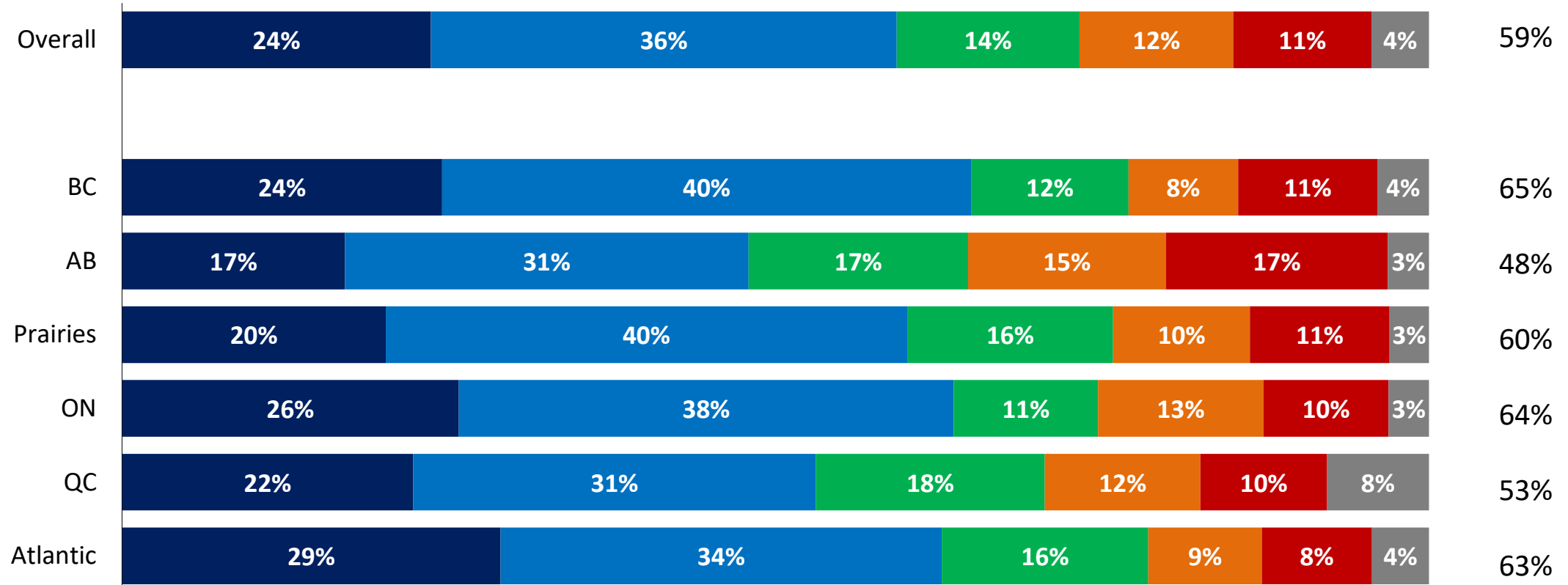[asked of all respondents; n=1,500]

Region	Date	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
Overall	May 1-5	24%	36%	14%	12%	11%	4%	59%
	April 20-22	25%	37%	15%	11%	10%	3%	61%
	April 9-13	26%	36%	13%	11%	10%	4%	62%
	March 31-April 2	25%	37%	14%	12%	8%	5%	61%
	March 24-26	21%	38%	12%	15%	11%	2%	59%
	March 16-18	17%	33%	14%	16%	17%	3%	50%
ON	May 1-5	26%	38%	11%	13%	10%	3%	64%
	April 20-22	27%	36%	14%	11%	10%	2%	63%
	April 9-13	25%	39%	11%	12%	10%	2%	65%
	March 31-April 2	26%	38%	14%	10%	8%	4%	64%
	March 24-26	23%	39%	12%	14%	10%	2%	62%
	March 16-18	18%	36%	14%	16%	13%	2%	54%
QC	May 1-5	22%	31%	18%	12%	10%	8%	53%
	April 20-22	23%	38%	18%	10%	8%	4%	61%
	April 9-13	33%	32%	14%	9%	7%	5%	65%
	March 31-April 2	25%	35%	12%	15%	7%	6%	60%
	March 24-26	22%	33%	12%	18%	12%	4%	55%
	March 16-18	10%	24%	13%	17%	31%	4%	35%
Atlantic	May 1-5	29%	34%	16%	9%	8%	4%	63%
	April 20-22	37%	37%	10%	9%	7%	1%	74%
	April 9-12	33%	38%	12%	8%	8%	2%	71%
	March 31-April 2	32%	34%	11%	10%	7%	5%	66%
	March 24-26	24%	45%	14%	11%	6%		69%
	March 16-18	19%	43%	12%	15%	10%	1%	62%

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

Municipal Government Approval: Approval for municipal handling is highest in the GTA and Greater Edmonton, lowest in Ottawa-Gatineau
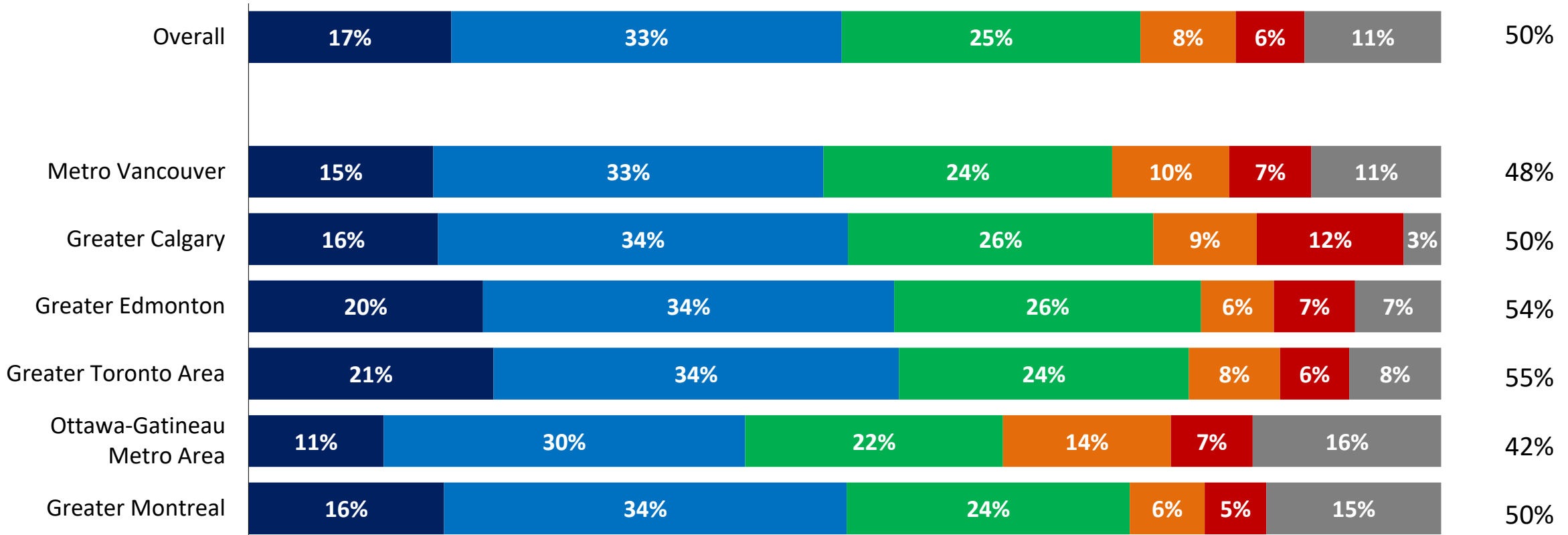
Municipal government approval

Q

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? BY Large Metropolitan Area
[asked of all respondents; n=1,500]

Approve
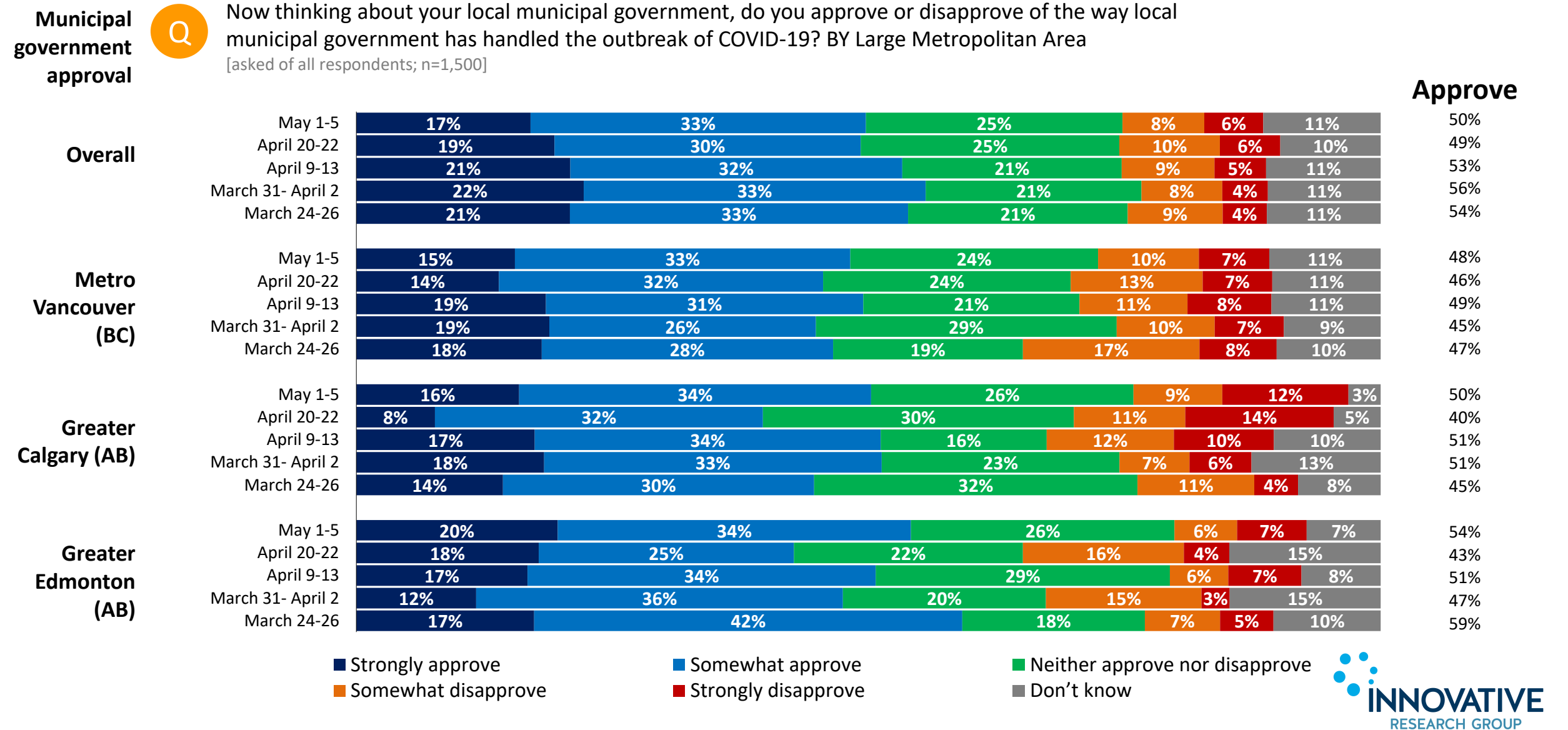
	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
Overall	17%	33%	25%	8%	6%	11%	50%
Metro Vancouver	15%	33%	24%	10%	7%	11%	48%
Greater Calgary	16%	34%	26%	9%	12%	3%	50%
Greater Edmonton	20%	34%	26%	6%	7%	7%	54%
Greater Toronto Area	21%	34%	24%	8%	6%	8%	55%
Ottawa-Gatineau Metro Area	11%	30%	22%	14%	7%	16%	42%
Greater Montreal	16%	34%	24%	6%	5%	15%	50%

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

INNOVATIVE
RESEARCH GROUP

Municipal Government Approval: Greater Calgary and Edmonton show double digit improvements in approval for municipal government

Municipal government approval

Q 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? BY Large Metropolitan Area
[asked of all respondents; n=1,500]

		Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Approve
Overall	May 1-5	17%	33%	25%	8%	6%	11%	50%
	April 20-22	19%	30%	25%	10%	6%	10%	49%
	April 9-13	21%	32%	21%	9%	5%	11%	53%
	March 31- April 2	22%	33%	21%	8%	4%	11%	56%
	March 24-26	21%	33%	21%	9%	4%	11%	54%
Metro Vancouver (BC)	May 1-5	15%	33%	24%	10%	7%	11%	48%
	April 20-22	14%	32%	24%	13%	7%	11%	46%
	April 9-13	19%	31%	21%	11%	8%	11%	49%
	March 31- April 2	19%	26%	29%	10%	7%	9%	45%
	March 24-26	18%	28%	19%	17%	8%	10%	47%
Greater Calgary (AB)	May 1-5	16%	34%	26%	9%	12%	3%	50%
	April 20-22	8%	32%	30%	11%	14%	5%	40%
	April 9-13	17%	34%	16%	12%	10%	10%	51%
	March 31- April 2	18%	33%	23%	7%	6%	13%	51%
	March 24-26	14%	30%	32%	11%	4%	8%	45%
Greater Edmonton (AB)	May 1-5	20%	34%	26%	6%	7%	7%	54%
	April 20-22	18%	25%	22%	16%	4%	15%	43%
	April 9-13	17%	34%	29%	6%	7%	8%	51%
	March 31- April 2	12%	36%	20%	15%	3%	15%	47%
	March 24-26	17%	42%	18%	7%	5%	10%	59%

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

INNOVATIVE RESEARCH GROUP

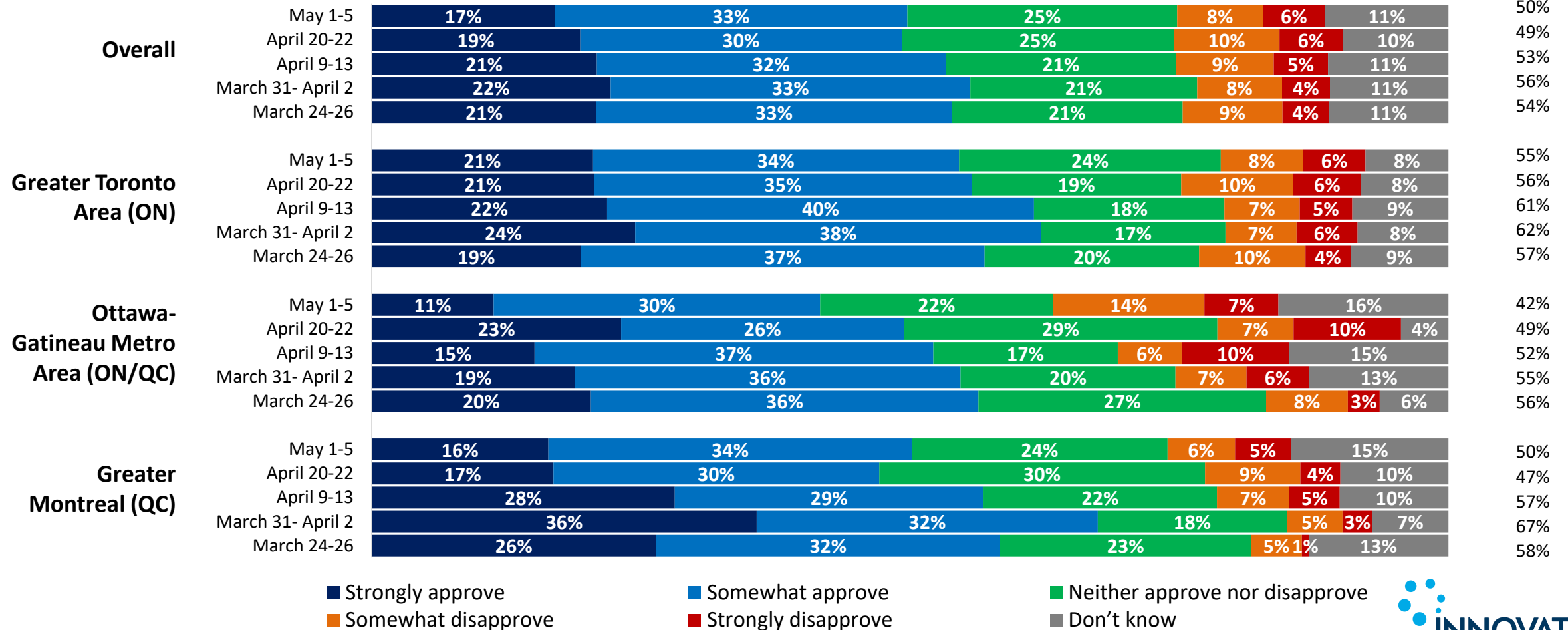# Municipal Government Approval: Seven point drop in municipal approval this week in Ottawa-Gatineau Metro Area

Municipal government approval

Q 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? BY Large Metropolitan Area
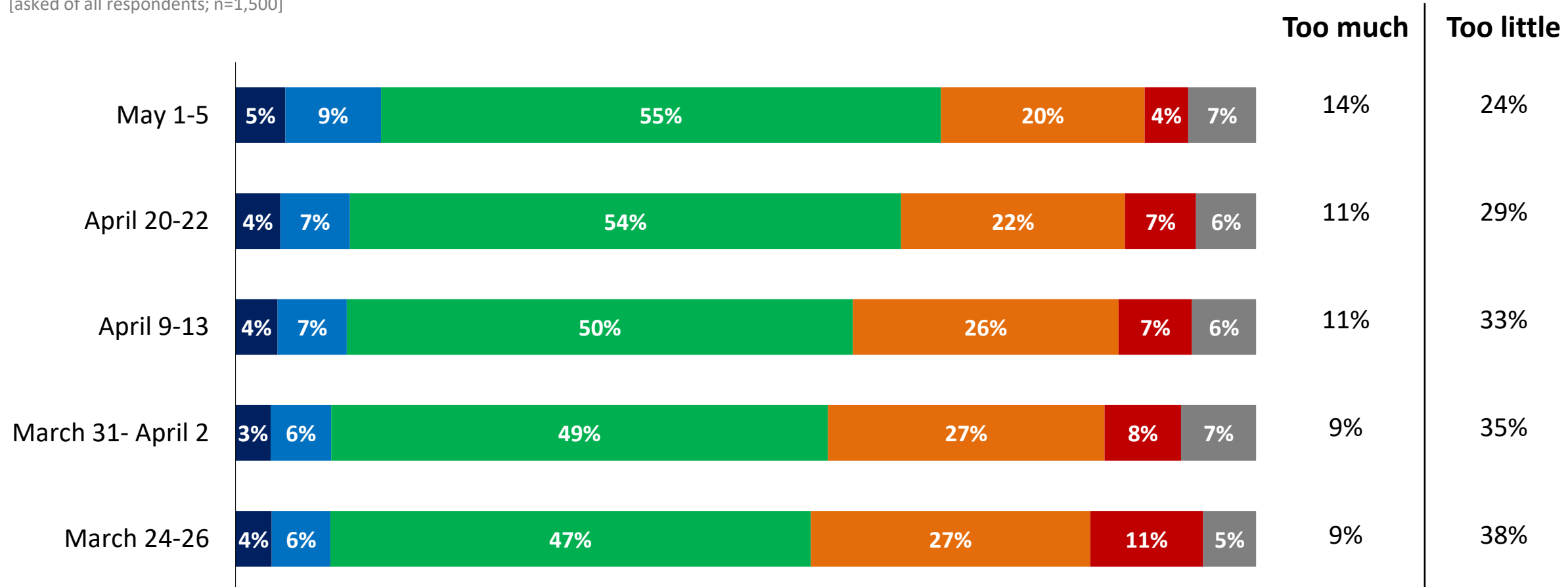[asked of all respondents; n=1,500]

Approve

Overall

	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Approve
May 1-5	17%	33%	25%	8%	6%	11%	50%
April 20-22	19%	30%	25%	10%	6%	10%	49%
April 9-13	21%	32%	21%	9%	5%	11%	53%
March 31- April 2	22%	33%	21%	8%	4%	11%	56%
March 24-26	21%	33%	21%	9%	4%	11%	54%

Greater Toronto Area (ON)

May 1-5	21%	34%	24%	8%	6%	8%	55%
April 20-22	21%	35%	19%	10%	6%	8%	56%
April 9-13	22%	40%	18%	7%	5%	9%	61%
March 31- April 2	24%	38%	17%	7%	6%	8%	62%
March 24-26	19%	37%	20%	10%	4%	9%	57%

Ottawa-Gatineau Metro Area (ON/QC)

May 1-5	11%	30%	22%	14%	7%	16%	42%
April 20-22	23%	26%	29%	7%	10%	4%	49%
April 9-13	15%	37%	17%	6%	10%	15%	52%
March 31- April 2	19%	36%	20%	7%	6%	13%	55%
March 24-26	20%	36%	27%	8%	3%	6%	56%

Greater Montreal (QC)

May 1-5	16%	34%	24%	6%	5%	15%	50%
April 20-22	17%	30%	30%	9%	4%	10%	47%
April 9-13	28%	29%	22%	7%	5%	10%	57%
March 31- April 2	36%	32%	18%	5%	3%	7%	67%
March 24-26	26%	32%	23%	5%	1%	13%	58%

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

INNOVATIVE RESEARCH GROUP

COVID-19 Government Response: Those saying governments have done 'too little' in response to the outbreak down 5-pts week-to-week

Q Would you say that in response to the COVID-19 outbreak so far governments have done too much, too little, or the right amount?
[asked of all respondents; n=1,500]

	Too much	Too little
May 1-5 — Far too much 5%, Somewhat too much 9%, The right amount 55%, Somewhat too little 20%, Far too little 4%, Don't know 7%	14%	24%
April 20-22 — Far too much 4%, Somewhat too much 7%, The right amount 54%, Somewhat too little 22%, Far too little 7%, Don't know 6%	11%	29%
April 9-13 — Far too much 4%, Somewhat too much 7%, The right amount 50%, Somewhat too little 26%, Far too little 7%, Don't know 6%	11%	33%
March 31- April 2 — Far too much 3%, Somewhat too much 6%, The right amount 49%, Somewhat too little 27%, Far too little 8%, Don't know 7%	9%	35%
March 24-26 — Far too much 4%, Somewhat too much 6%, The right amount 47%, Somewhat too little 27%, Far too little 11%, Don't know 5%	9%	38%

Legend: ■ Far too much ■ Somewhat too much ■ The right amount ■ Somewhat too little ■ Far too little ■ Don't know

INNOVATIVE RESEARCH GROUP

A quarter now say it is the right time to start lifting restrictions, but nearly 2-in-3 still think it is too soon.

Q Some people are saying we are at a point in the COVID-19 outbreak where governments can start lifting restrictions and reopening businesses. Thinking about your province, do you think it is the time to start reducing restrictions or is it still too soon?
[asked of all respondents, n=1,500]

% Too soon

	Far too soon	Somewhat too soon	The right time	Don't know	% Too soon
May 1-5	22%	44%	26%	8%	65%
April 20-22	38%	43%	14%	5%	81%
April 9-13	55%	29%	9%	6%	84%

■ Far too soon ■ Somewhat too soon ■ The right time ■ Don't know

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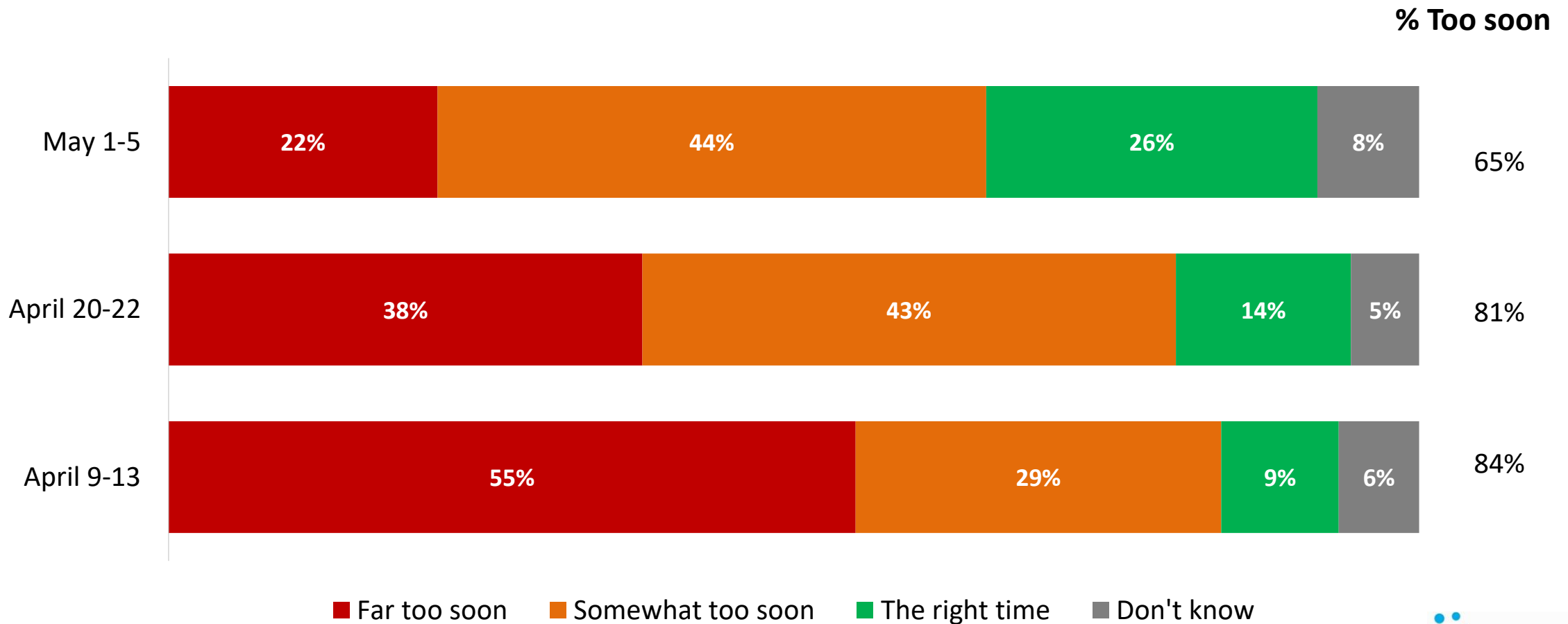
COVID-19 Reopening Businesses: Younger respondents, women, and Ontarians are most likely to say it's too soon to reduce restrictions

Q Some people are saying we are at a point in the COVID-19 outbreak where governments can start lifting restrictions and reopening businesses. Thinking about your province, do you think it is the time to start reducing restrictions or is it still too soon?
BY Age, Gender, Region
[asked of all respondents, n=1,500]

Too soon

	Far too soon	Somewhat too soon	The right time	Don't know	Too soon
Overall	22%	44%	26%	8%	65%
Age					
18-34	28%	41%	19%	12%	69%
35-54	24%	41%	27%	7%	65%
55+	15%	48%	31%	6%	63%
Gender					
Men	18%	43%	30%	8%	62%
Women	24%	45%	23%	8%	69%
Region					
BC	22%	44%	26%	8%	66%
Alberta	19%	44%	29%	8%	63%
Prairies	16%	42%	37%	5%	58%
Ontario	24%	48%	20%	8%	72%
Quebec	21%	38%	31%	10%	59%
Atlantic	17%	46%	28%	8%	63%

■ Far too soon ■ Somewhat too soon ■ The right time ■ Don't know

INNOVATIVE RESEARCH GROUP
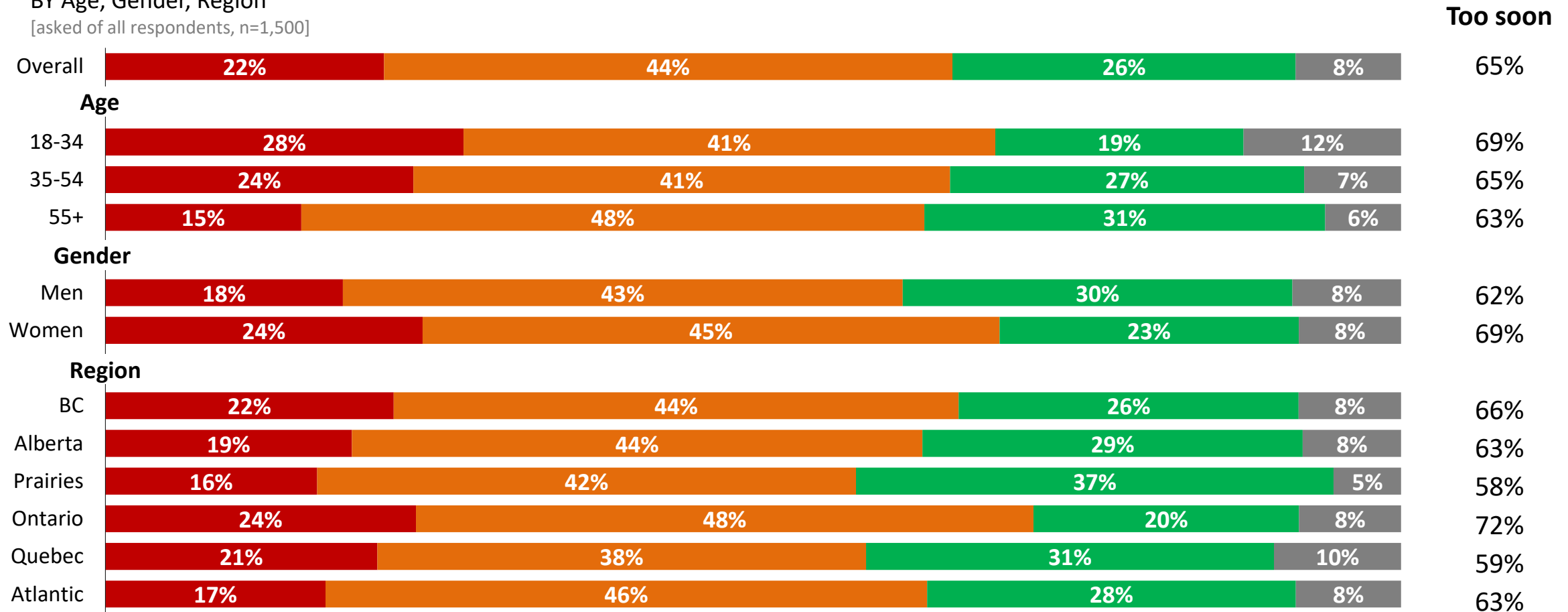
Methodology

Survey Methodology

These are the results of an online survey conducted between May 1st and May 5th, 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.

Sample Size: n=2,696 general population, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: May 1st to May 5th , 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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	266	9.9%	206	13.8%
Males 35-54	335	12.4%	251	16.7%
Males 55+	772	28.6%	272	18.1%
Females 18-34	320	11.9%	204	13.6%
Females 35-54	389	14.4%	260	17.4%
Females 55+	614	22.8%	307	20.4%
BC	384	14.2%	204	13.6%
Alberta	314	11.6%	170	11.3%
Prairies	368	13.6%	100	6.7%
Ontario	791	29.3%	573	38.2%
Quebec	433	16.1%	350	23.3%
Atlantic	406	15.1%	102	6.8%

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Building Understanding.