



**Canada This Month**  
**Parents and Children**

Public Opinion Research  
Release Date: May 12, 2020  
Field Dates: May 01, 2020 to May 05, 2020

# The Effect of COVID-19 on Parents and Children

The COVID-19 outbreak has led to the closures of most schools and daycares in the country. The lack of external child care and schooling outside of the home presents new challenges for children and their parents, especially those needing to combine work with caring for their children.

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

This report covers key results on how parents with school-aged children are affected by the COVID-19 outbreak with respect to their ability to work and their attitudes towards the reopening of schools and daycares.

About a quarter of respondents live in households with school-aged children. Almost all of them (94%) are affected by school and daycare closures.

# School-Aged Children: 23% of respondents have school-aged children living with them, a plurality of which are between 6 and 12



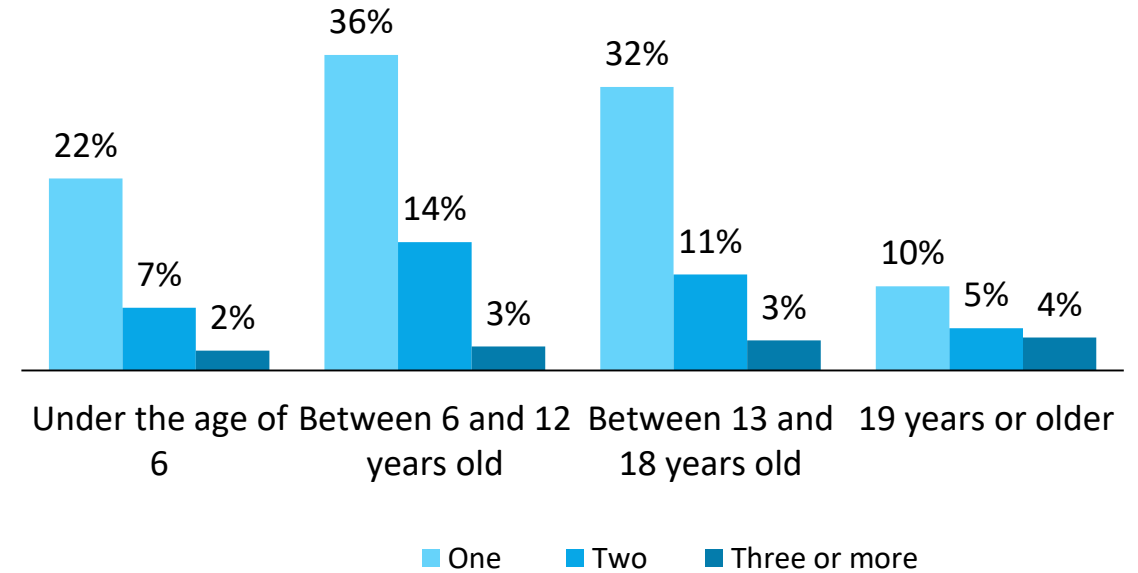
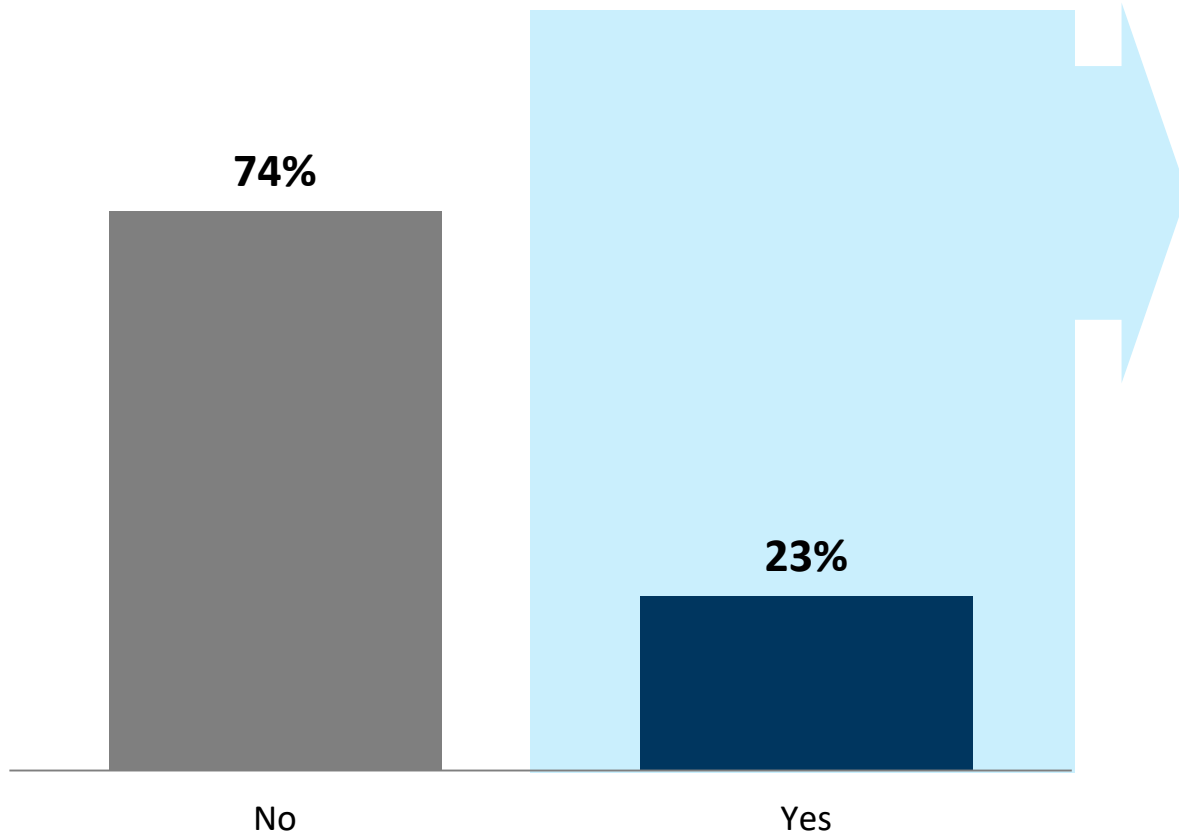
Do you have any school-aged children currently living with you in your home?

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



Thinking about the child/children currently living with you in your home, how many do you have in each of the following age category?

[asked of those who have school-aged children; n=352]



Note: 'Prefer not to say' (3%) not shown.

Note: Multiple response question – percentages may add up to over 100%. 'Prefer not to say' and 'None' not shown.

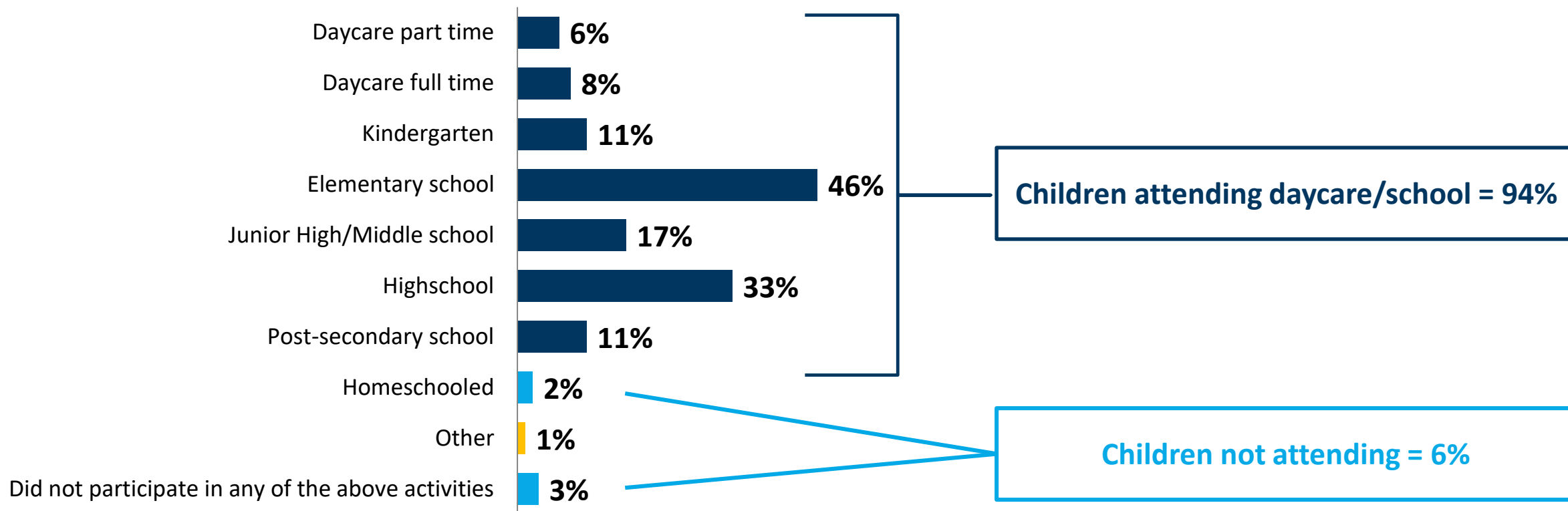


# Daycare and School before COVID-19: 94% of parents with school-aged children at home are affected by school and daycare closures



Before the COVID-19 outbreak that forced most schools and daycares to close temporarily, please indicate if any of your children attended any of these school or daycare option or if any children were not participating in any of these activities? *Please select all that apply.*

[asked of those who have school-aged children living at their home; n=352]



Parents have a harder time maintaining the changes they have made to adjust to the COVID-19 outbreak than non-parents.

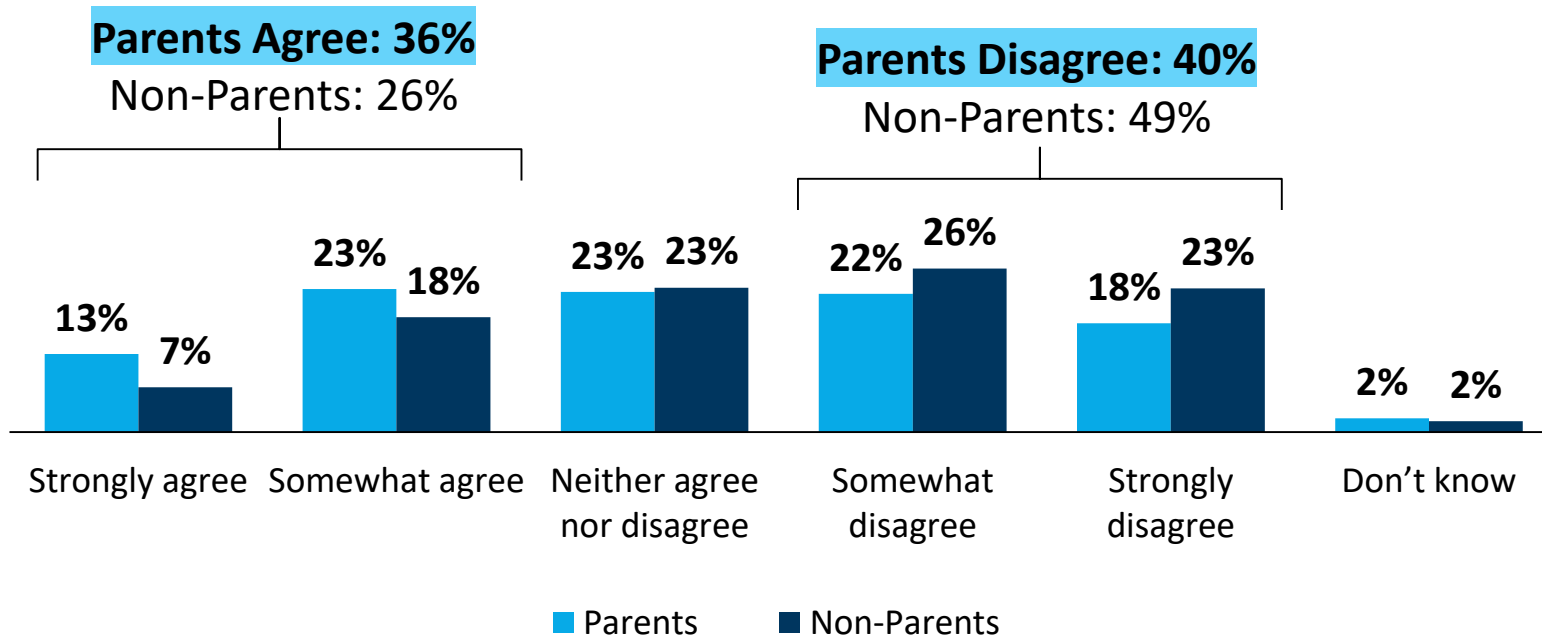
# How are parents holding up? Parents with school-aged children at home are less likely to say they can maintain changes for much longer



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]



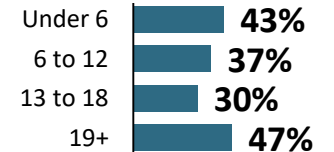
## Segmentation

Parents who say 'Somewhat or Strongly Agree'

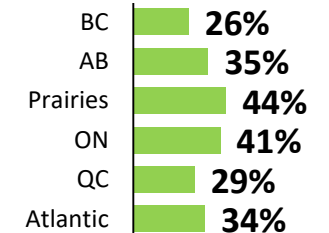
### Number of Children



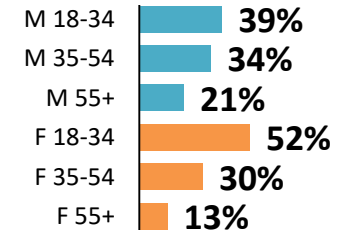
### Age of Children



### Region



### Age-Gender



35%

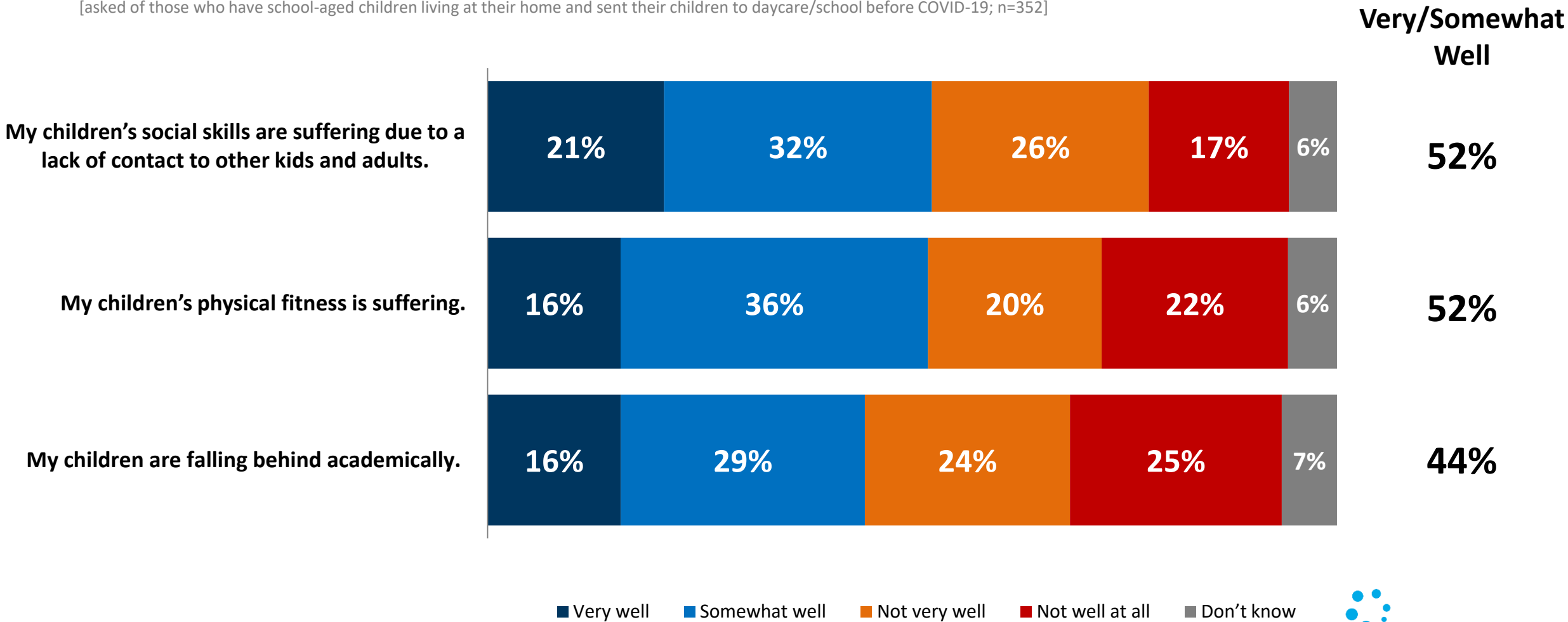
36%

Parents are concerned about their children's development, as well as their own work performance and work/life balance.



# Impact of Daycare/School Closure on Children: Over half of parents say that their children’s social skills and physical fitness are suffering

**Q** School and daycare closures are affecting children and their parents across Canada. How well do the following statements describe your current situation, while schools and daycares remain closed?  
[asked of those who have school-aged children living at their home and sent their children to daycare/school before COVID-19; n=352]

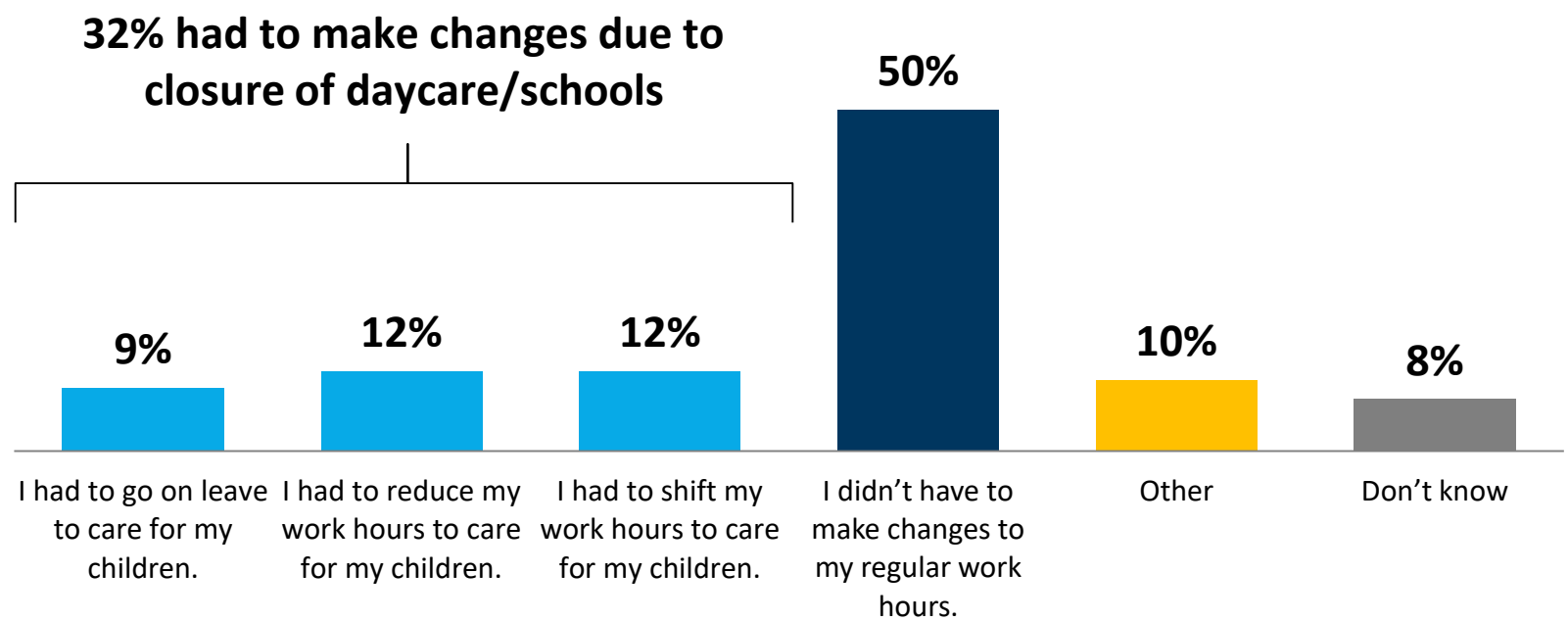


■ Very well   ■ Somewhat well   ■ Not very well   ■ Not well at all   ■ Don't know

# Impact of Daycare/School Closure on Work: 1-in-3 parents (32%) had to make changes to work hours, especially those with younger children



How has the closure of schools and daycares affected your ability to work in your regular job?  
[asked of those who have school-aged children living at their home; n=352]



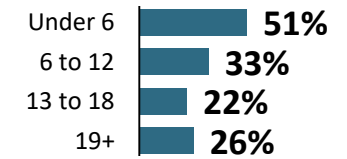
## Segmentation

Parents who had to make changes

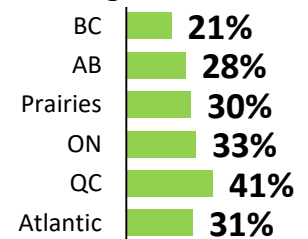
### Number of Children



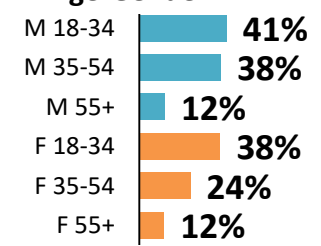
### Age of Children



### Region



### Age-Gender



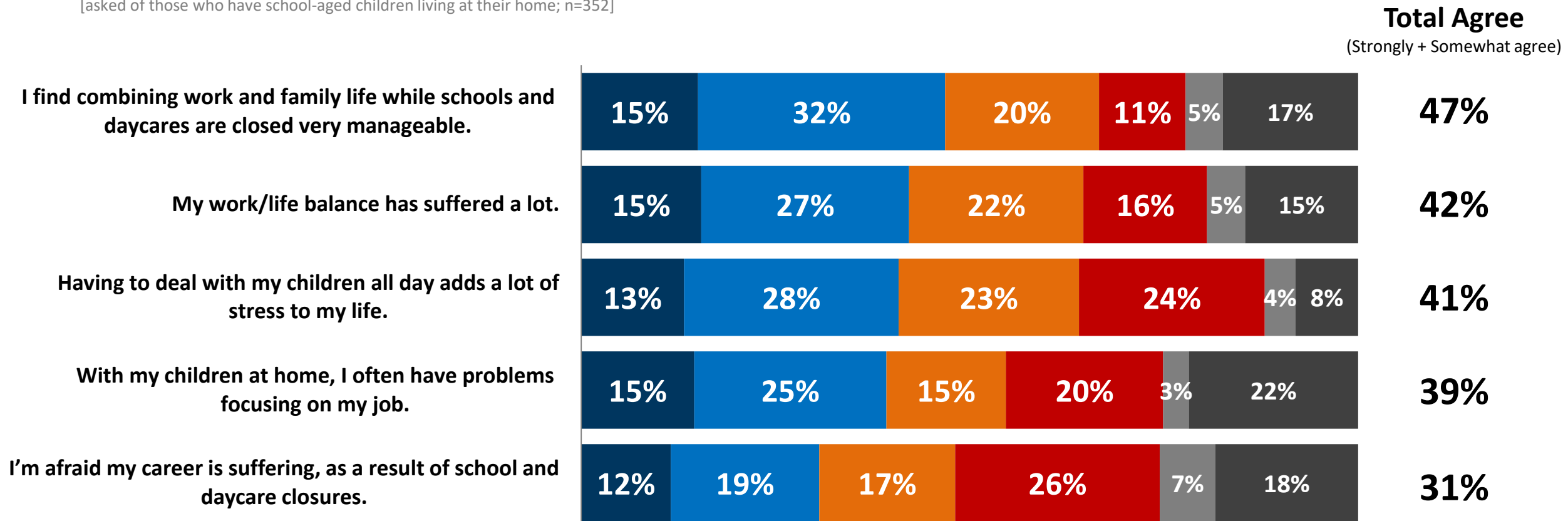
38%

28%

# Impact of Daycare/School Closure on Parents: Many parents say work performance has suffered, but balancing is manageable



And to what extent has the closure of schools and daycares impacted your work performance?  
Please indicate to what extent you agree or disagree with each of the following statements.  
[asked of those who have school-aged children living at their home; n=352]



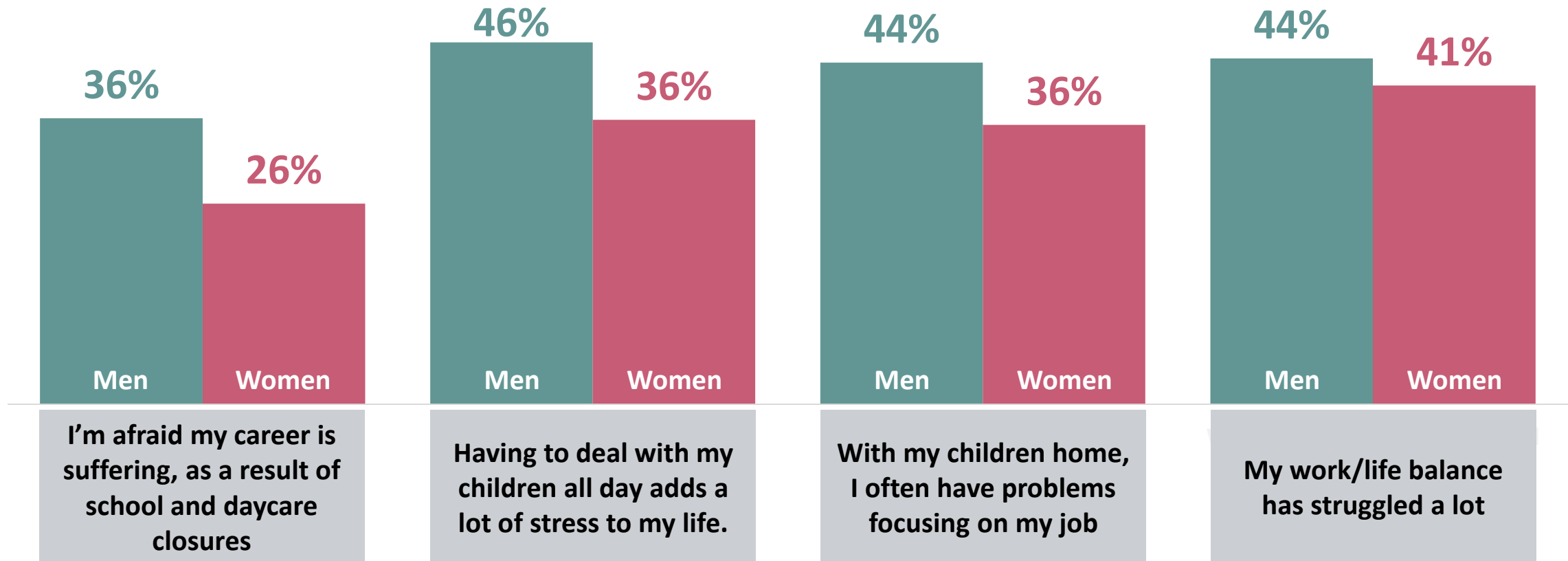
■ Strongly agree
■ Somewhat agree
■ Somewhat disagree
■ Strongly disagree
■ Don't know
■ Not applicable

# Gender Differences: Men are struggling more than women when it comes to balancing work and family life at home



And to what extent has the closure of schools and daycares impacted your work performance?  
Please indicate to what extent you agree or disagree with each of the following statements.

[asked of those who have school-aged children living at their home; n=352]



Parents and non-parents agree it is 'too soon' to open schools. However, parents who are concerned about their children's social skills and physical fitness are twice as likely to say now is 'the right time'.

# Opening Schools and Daycares: Parents and non-parents agree – it is too soon to open schools; parents in Alberta most likely to say too soon



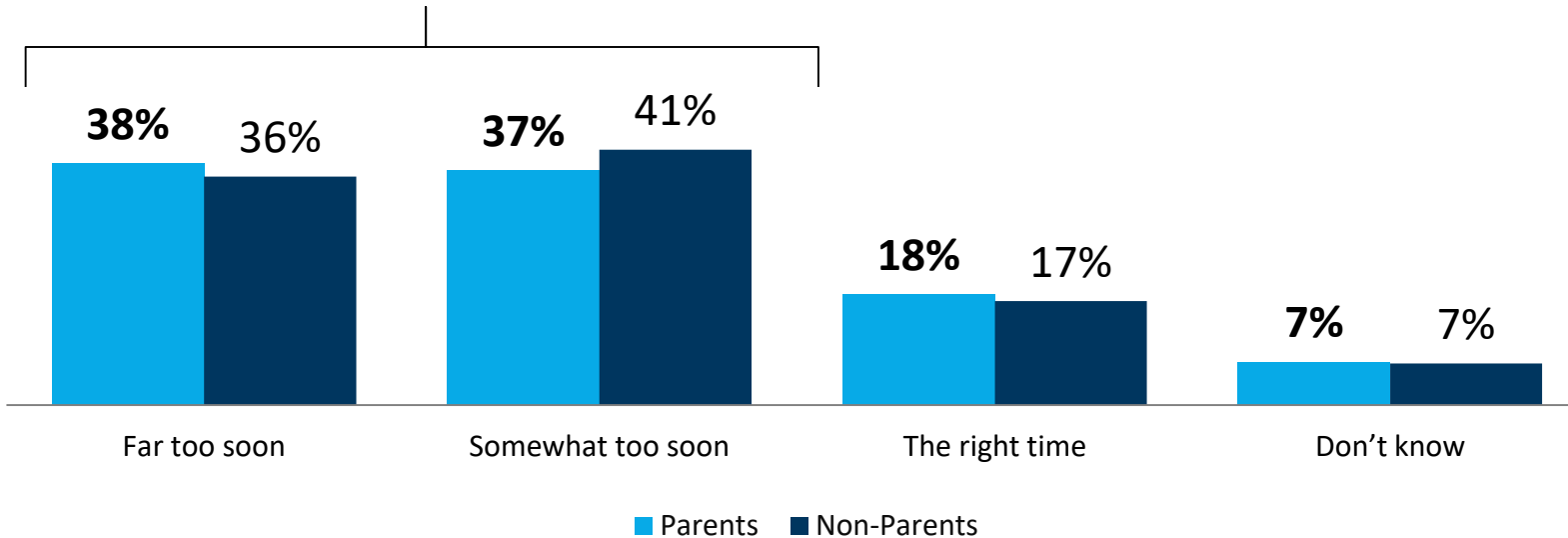
Thinking about your province, do you think it is the time to start planning the reopening of schools and daycares, or is it still too soon?

[asked of those who have school-aged children living at their home; n=352]

## Too Soon to Open Schools

**Parents : 76%**

Non-Parents: 77%



## Segmentation

Parents who say 'Far or Somewhat too soon'

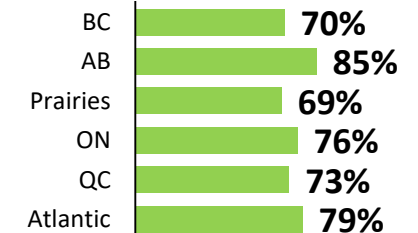
### Number of Children



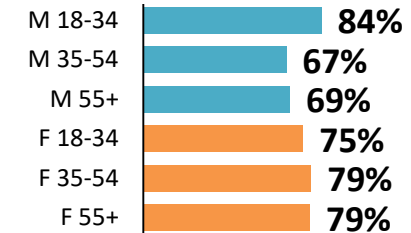
### Age of Children



### Region



### Age-Gender



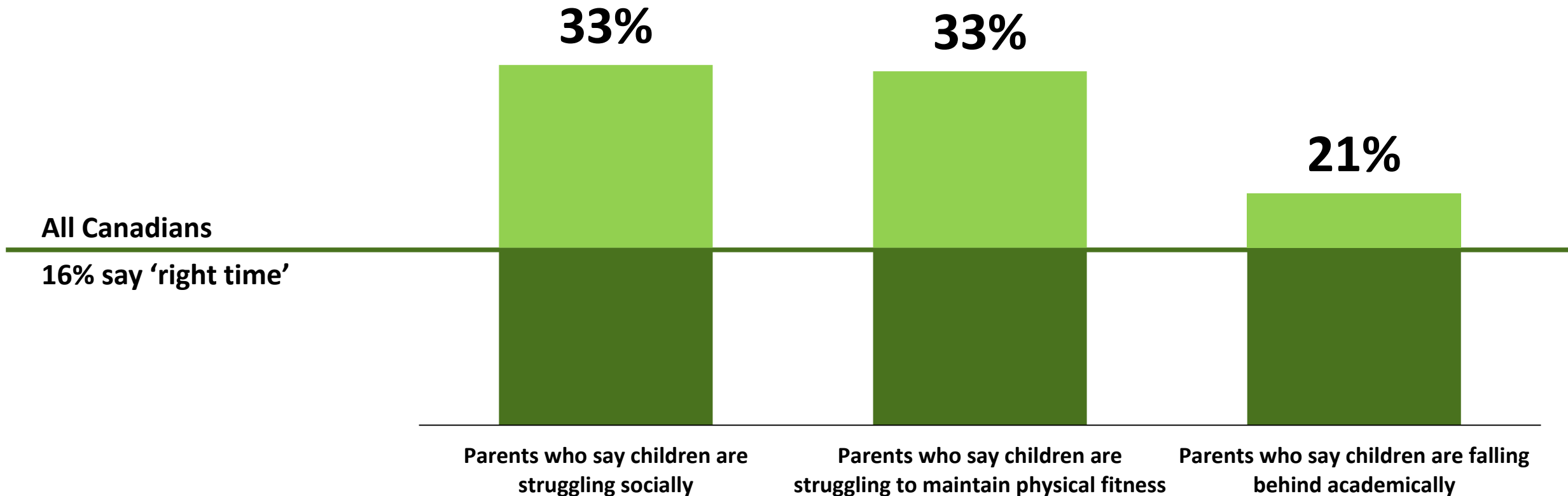
73%

78%

# Is now the right time to start planning the reopening of schools?

## Parents who say their children are struggling are more likely to say so

**Q** Thinking about your province, do you think it is the time to start planning the reopening of schools and daycares, or is it still too soon?  
[asked of those who have school-aged children living at their home; n=352]



# Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface. The circles are semi-transparent and do not overlap each other.



# Survey Methodology

**These are the results of an online survey conducted between May 1<sup>st</sup> and May 5<sup>th</sup>, 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 1<sup>st</sup> to May 5<sup>th</sup>, 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 (%)
<b>Males 18-34</b>	266	9.9%	206	13.8%
<b>Males 35-54</b>	335	12.4%	251	16.7%
<b>Males 55+</b>	772	28.6%	272	18.1%
<b>Females 18-34</b>	320	11.9%	204	13.6%
<b>Females 35-54</b>	389	14.4%	260	17.4%
<b>Females 55+</b>	614	22.8%	307	20.4%
<b>Region</b>				
<b>BC</b>	384	14.2%	204	13.6%
<b>Alberta</b>	314	11.6%	170	11.3%
<b>Prairies</b>	368	13.6%	100	6.7%
<b>Ontario</b>	791	29.3%	573	38.2%
<b>Quebec</b>	433	16.1%	350	23.3%
<b>Atlantic</b>	406	15.1%	102	6.8%



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**Building Understanding.**