



# COVID-19 Tracking

Public Opinion Research  
Release Date: July 8, 2020  
Field Dates: June 17, 2020 to June 30, 2020

# Tracking the Impacts of COVID-19

Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviors impacted by the pandemic.

Today, INNOVATIVE is releasing results from our 9<sup>th</sup> wave of COVID-19 tracking. This online survey was in field from June 17<sup>th</sup> to June 30<sup>th</sup> with a weighted sample size of 1,500 Canadian residents. Detailed methodology is provided in the appendix.

This report covers the attitudes and behaviors that INNOVATIVE has been tracking, including financial, health, and quality of life impacts as a result of the outbreak. We find key financial, health, and quality of life indicators are improving as the COVID-19 outbreak begins to slow in Canada. In fact, Canadians are more confident in their household finances than we've ever seen across historical tracking.

# COVID-19 Engagement and Concern

Reported attention to the COVID-19 has been trending downwards since the beginning of the outbreak, but sees a slight increase compared to late May.

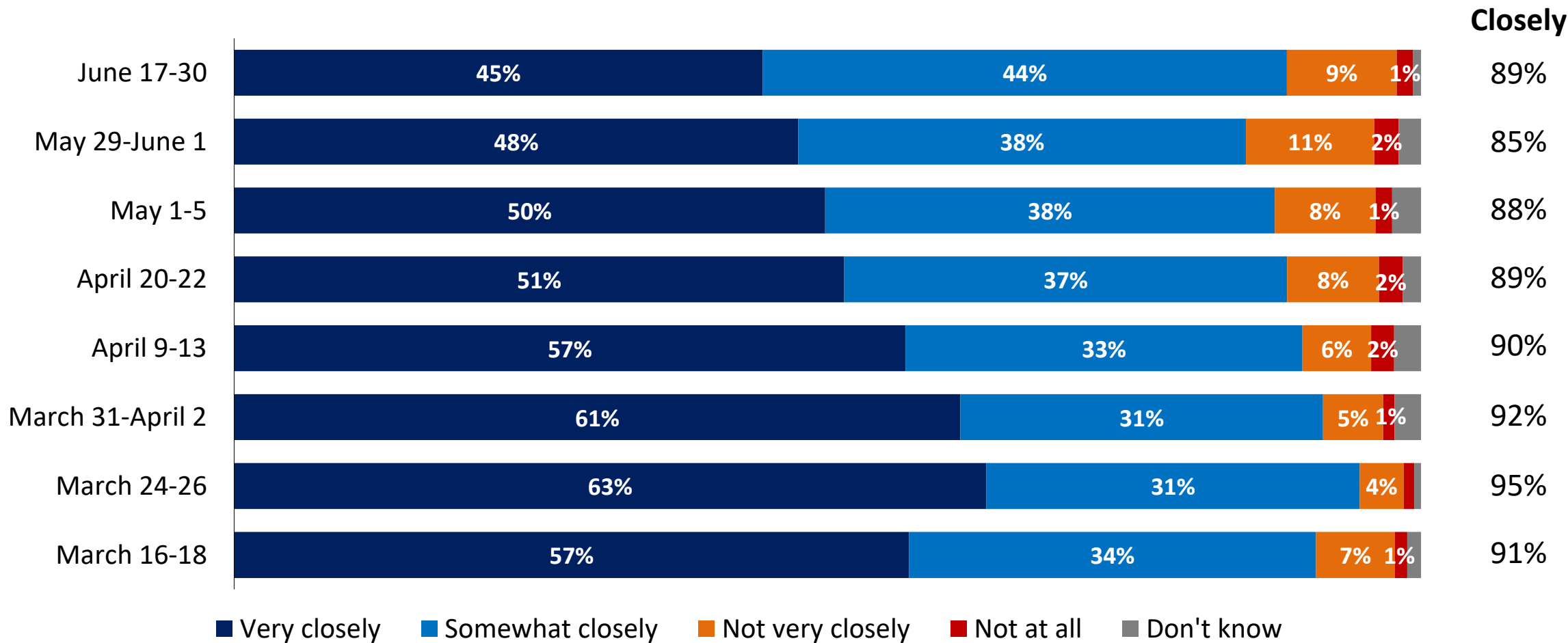
Concern about contracting COVID-19 remains high, particularly that a vulnerable friend or relative will contract COVID-19, but is slowly trending downwards.

Most remain confident that they're doing everything they can to prevent contracting COVID-19 but net agreement that COVID-19 could come back if we don't take special precautions is up since late May

# Attention to COVID-19 News: Those who say they are following COVID-19 news at least 'Somewhat closely' back to early May levels



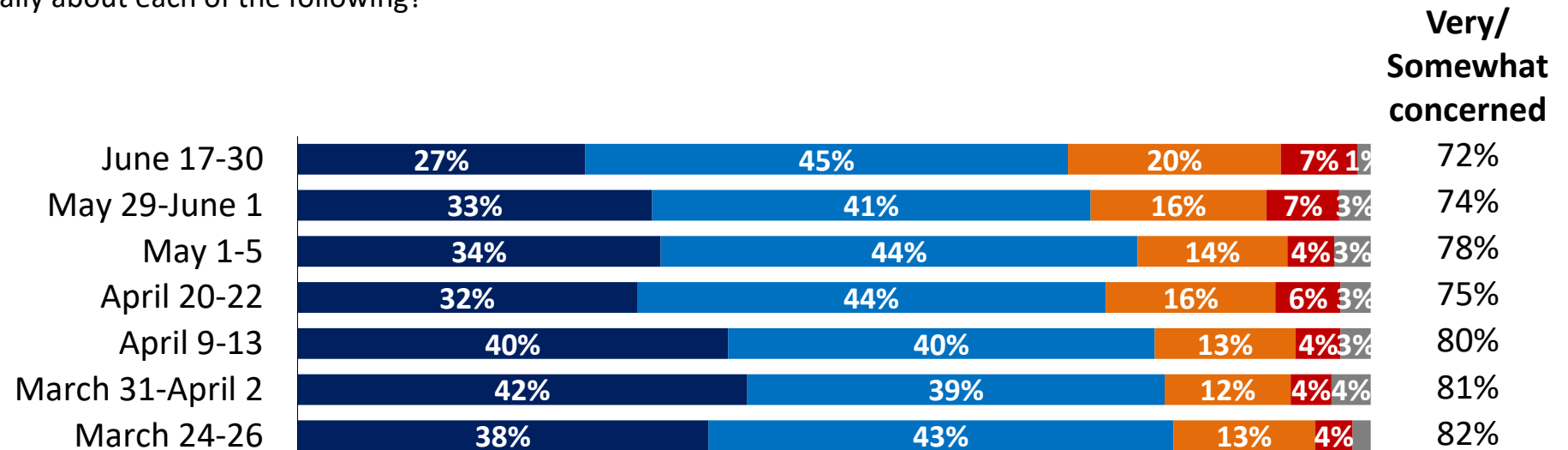
How closely have you been following news about COVID-19 which is also known as the novel coronavirus?  
[asked of all respondents; n=1,500]



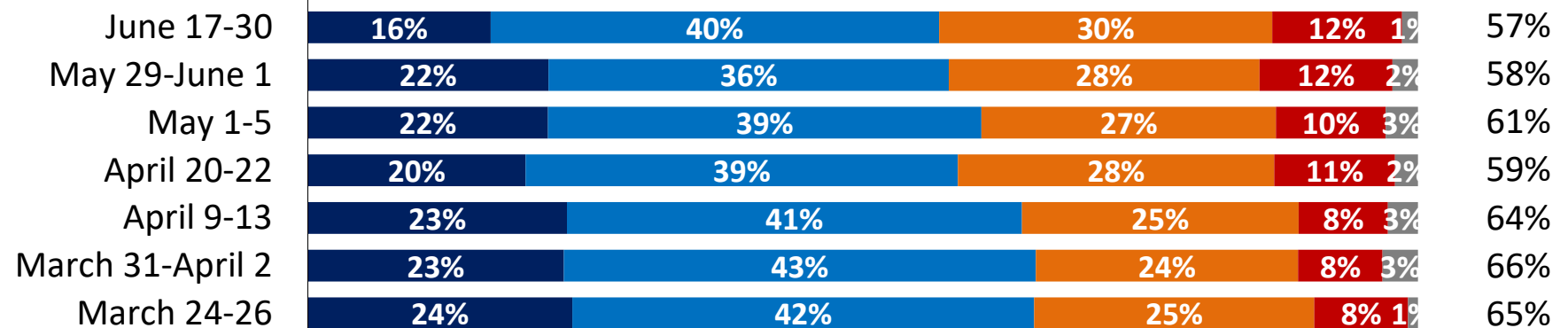
# Concern: Concern about contracting COVID-19 personally or for a vulnerable friend/relative is steady since late May

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

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



**That you yourself will contract COVID-19**



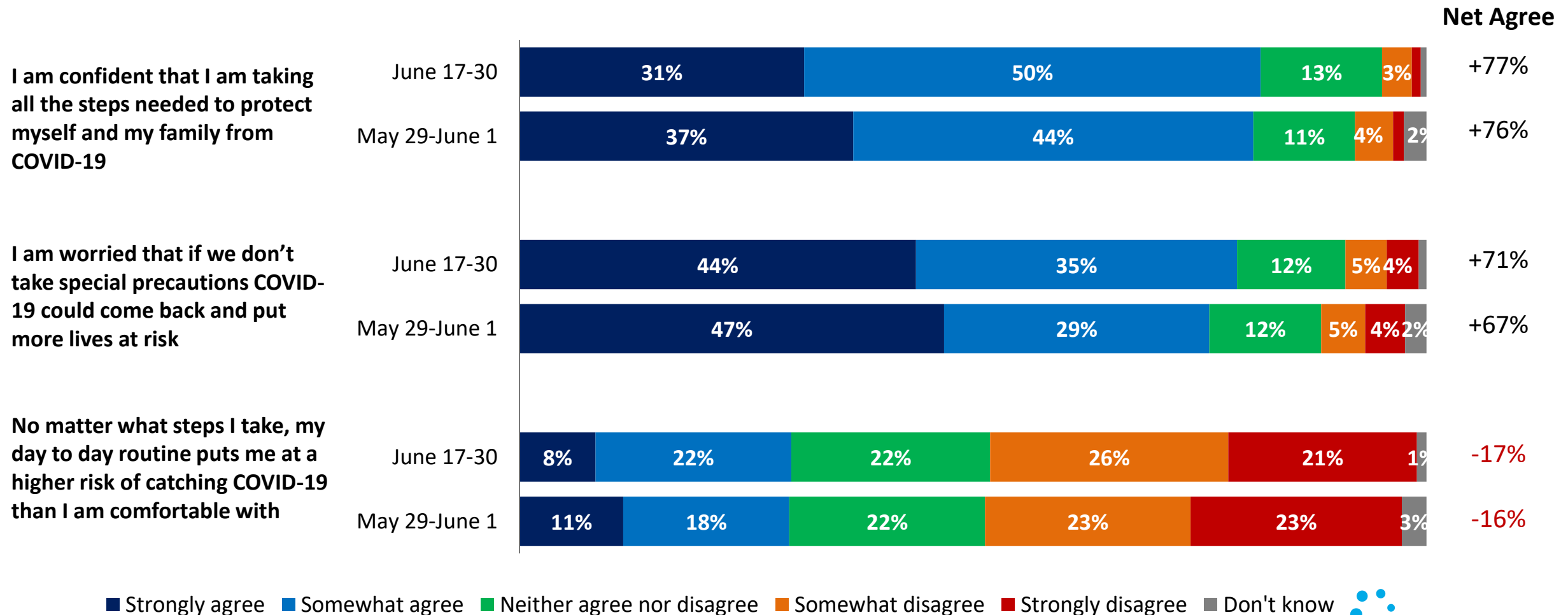
■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
 ■ Not at all concerned
 ■ Don't know

# Key Attitudes: Net agreement that COVID-19 could come back if we don't take special precautions is up 4-pts since late May



Do you agree or disagree with the following statements?

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





# Protecting Myself: Net agreement in being confident in protecting themselves is highest among older respondents (+86%)

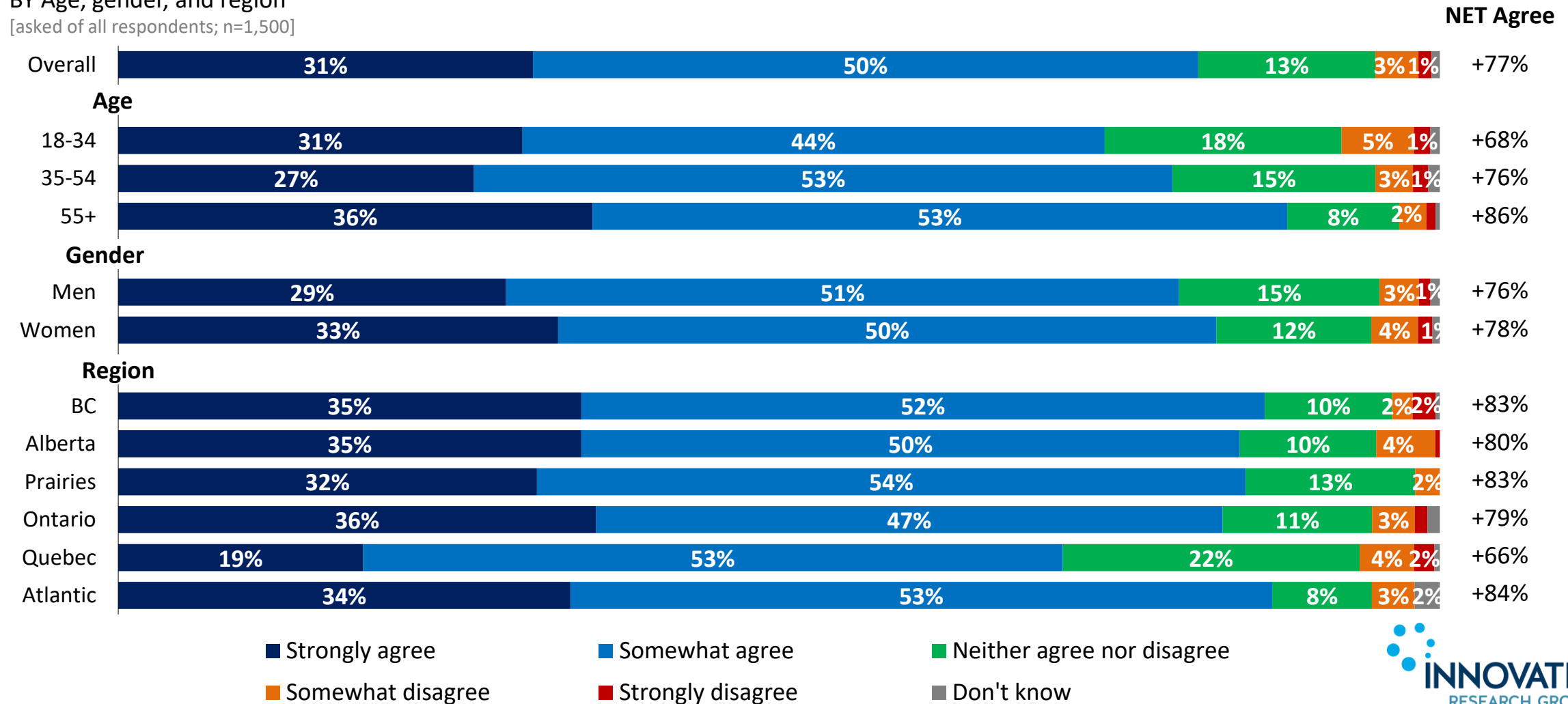
Q

Do you agree or disagree with the following statements?

***I am confident that I am taking all the steps needed to protect myself and my family from COVID-19.***

BY Age, gender, and region

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



# COVID Could Come Back: Women (+75%) and older respondents (+76%)<sup>8</sup> show highest net agreement on worry about COVID-19 coming back

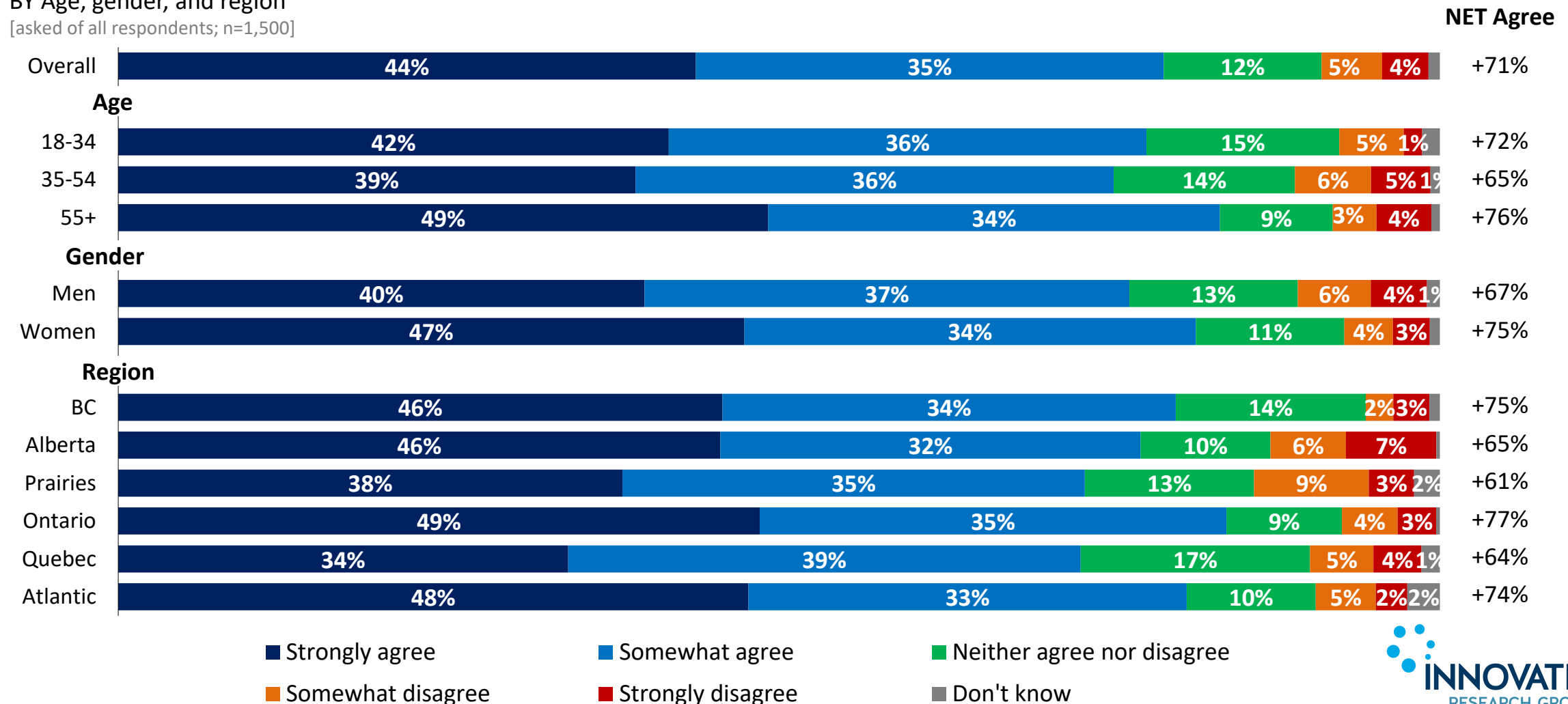


Do you agree or disagree with the following statements?

*I am worried that if we don't take special precautions COVID-19 could come back and put more lives at risk*

BY Age, gender, and region

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





# High Risk Routine: Younger respondents (+14% net) most likely to agree<sup>9</sup> that the risk of their routine is higher than they're comfortable with

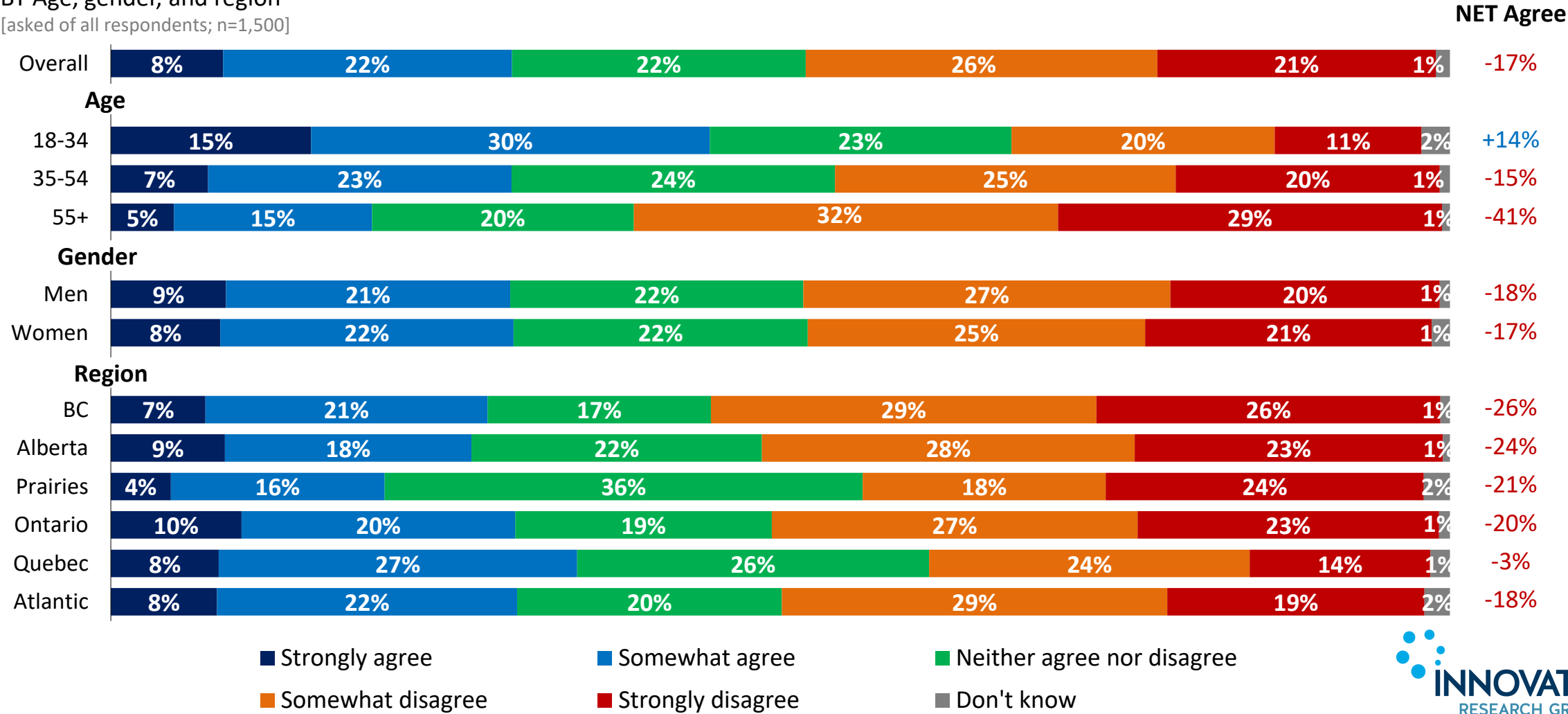


Do you agree or disagree with the following statements?

*No matter what steps I take, my day to day routine puts me at higher risk of catching COVID-19 than I am comfortable with*

BY Age, gender, and region

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



# Reported Experience with COVID

While a large majority of Canadians continue to say they have not experienced COVID symptoms and don't know someone who has, the number who report having experienced COVID symptoms or know someone with symptoms reached the highest levels since tracking began in early April.

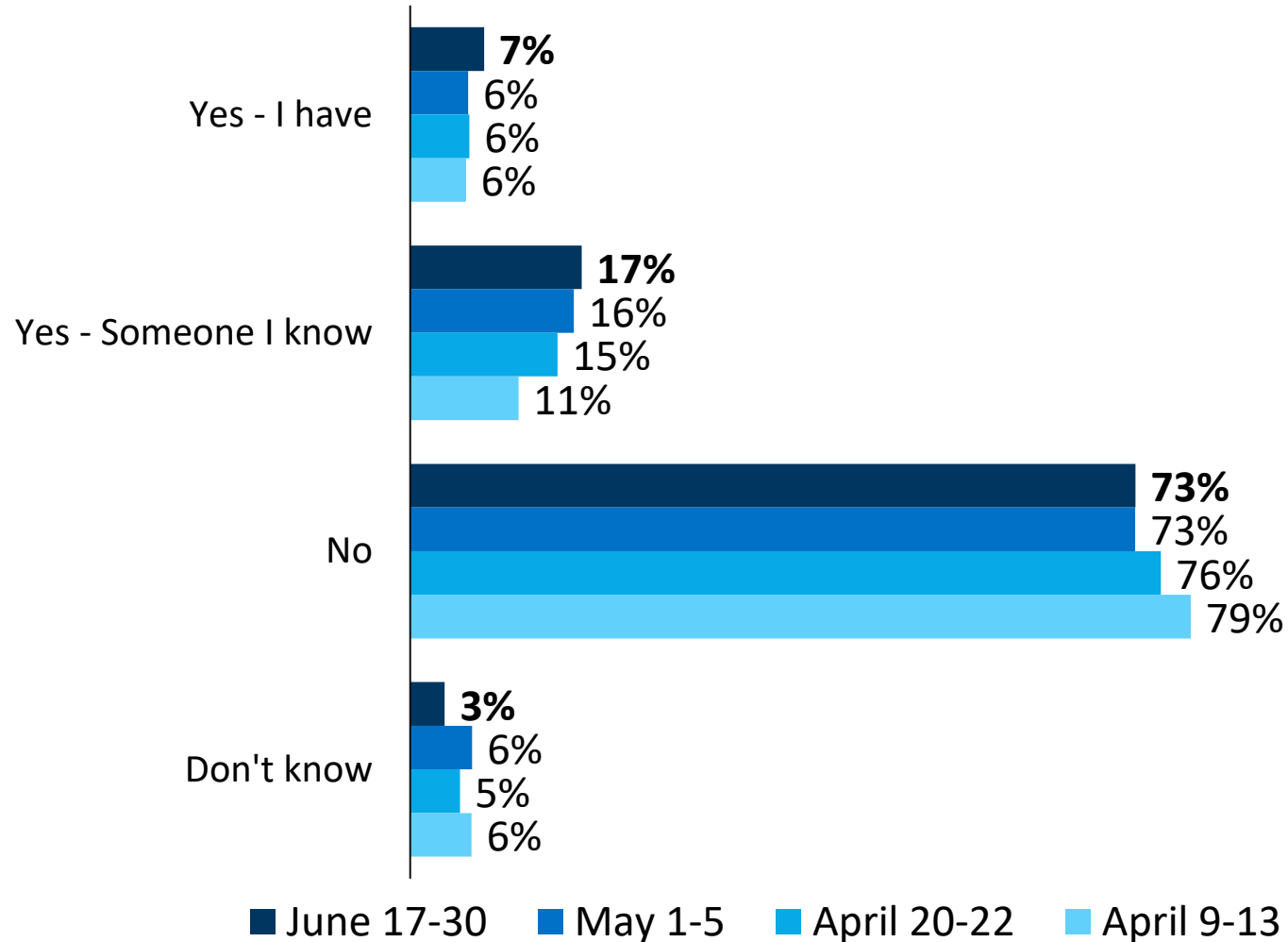
Consistent with past tracking, 48% of respondents report a negative employment or business impact on themselves or their household

# COVID-19 Health Effects: 1-in-4 (25%) have experienced or know someone who has experienced COVID-19 symptoms, up 8 pts since April



Have you or someone you know experienced symptoms that could be caused by COVID-19?

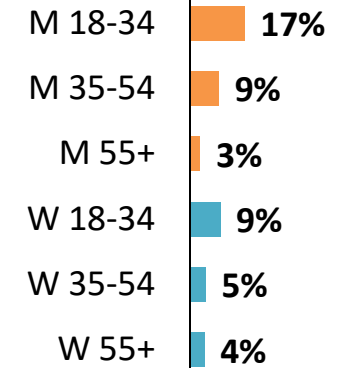
[asked of all respondents, multiple mentions allowed, n=1,500]



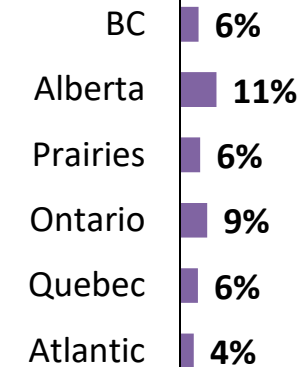
## Segmentation (Current wave)

Respondents who say "Yes, I have"

### Age-Gender



### Region

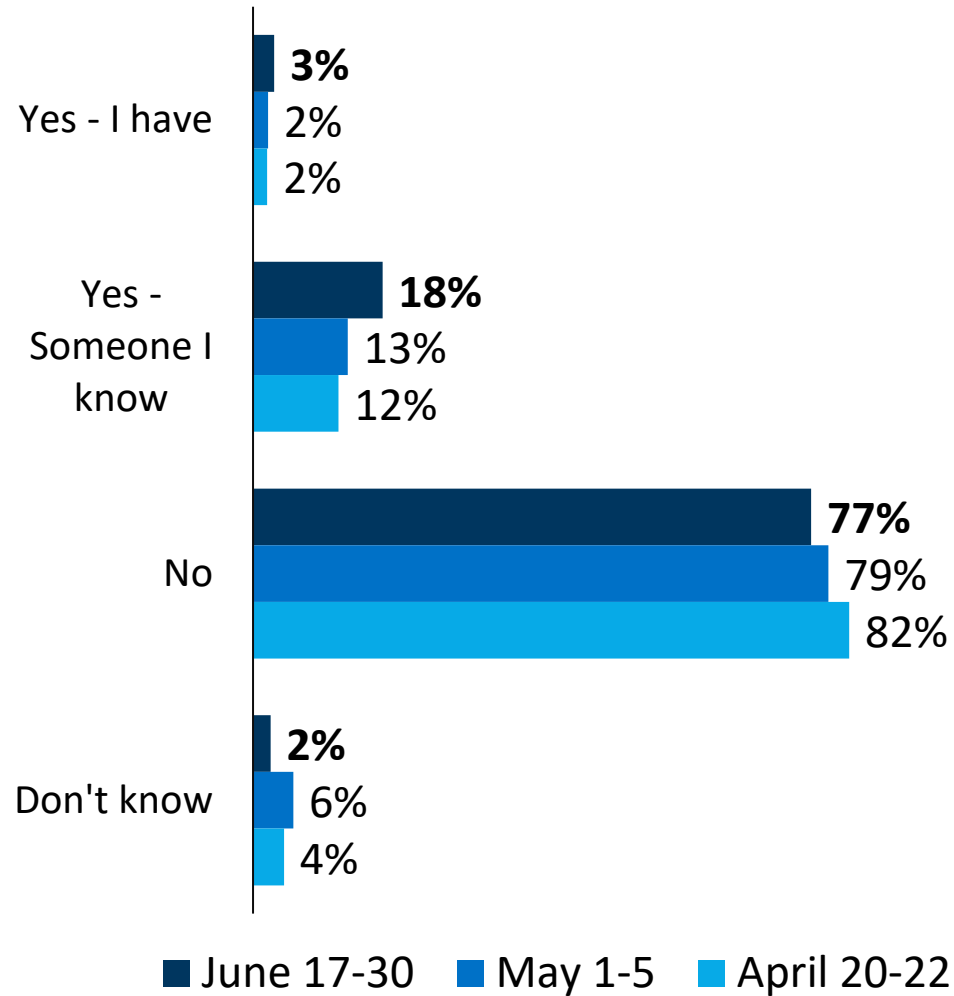


# COVID-19 Health Effects: Of those who have sought medical treatment for the virus, 2% say they've been admitted to the hospital <sup>12</sup>



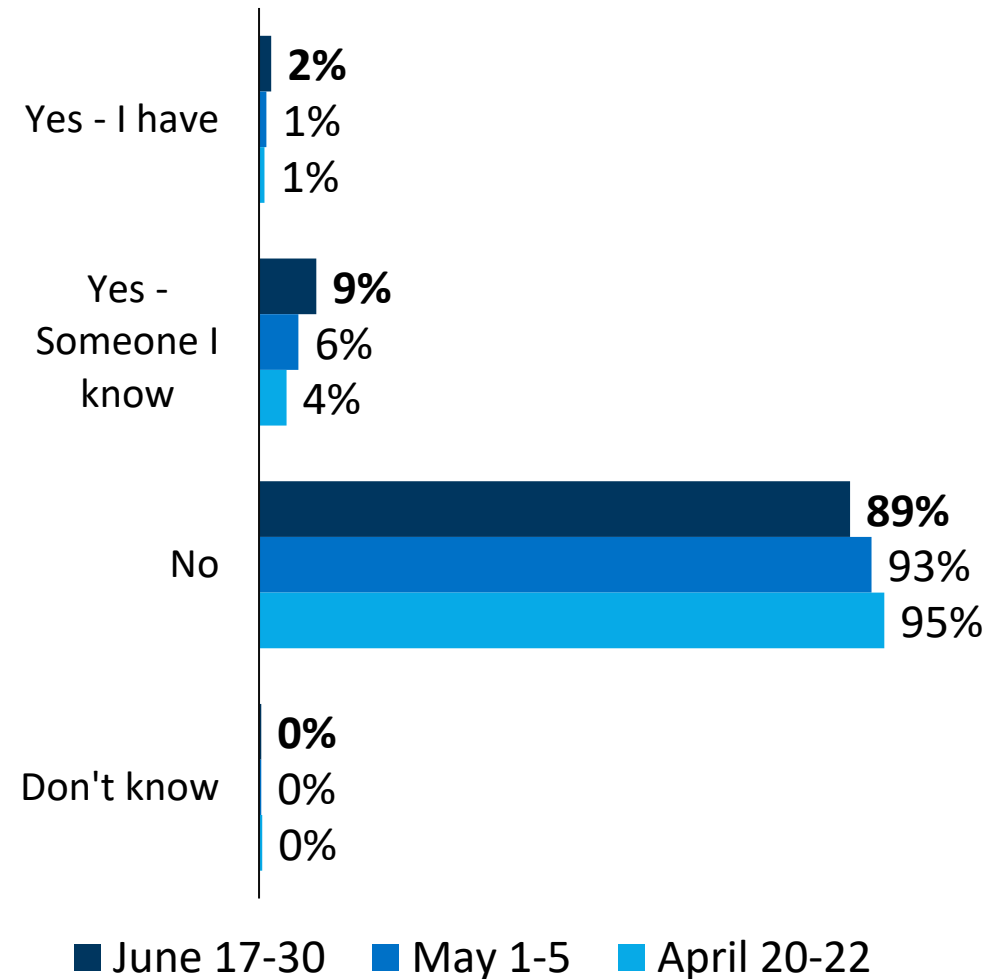
Have you or someone you know sought medical treatment for a confirmed or suspected case of COVID-19?

[asked of all respondents, multiple mentions allowed, n=1,500]



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?

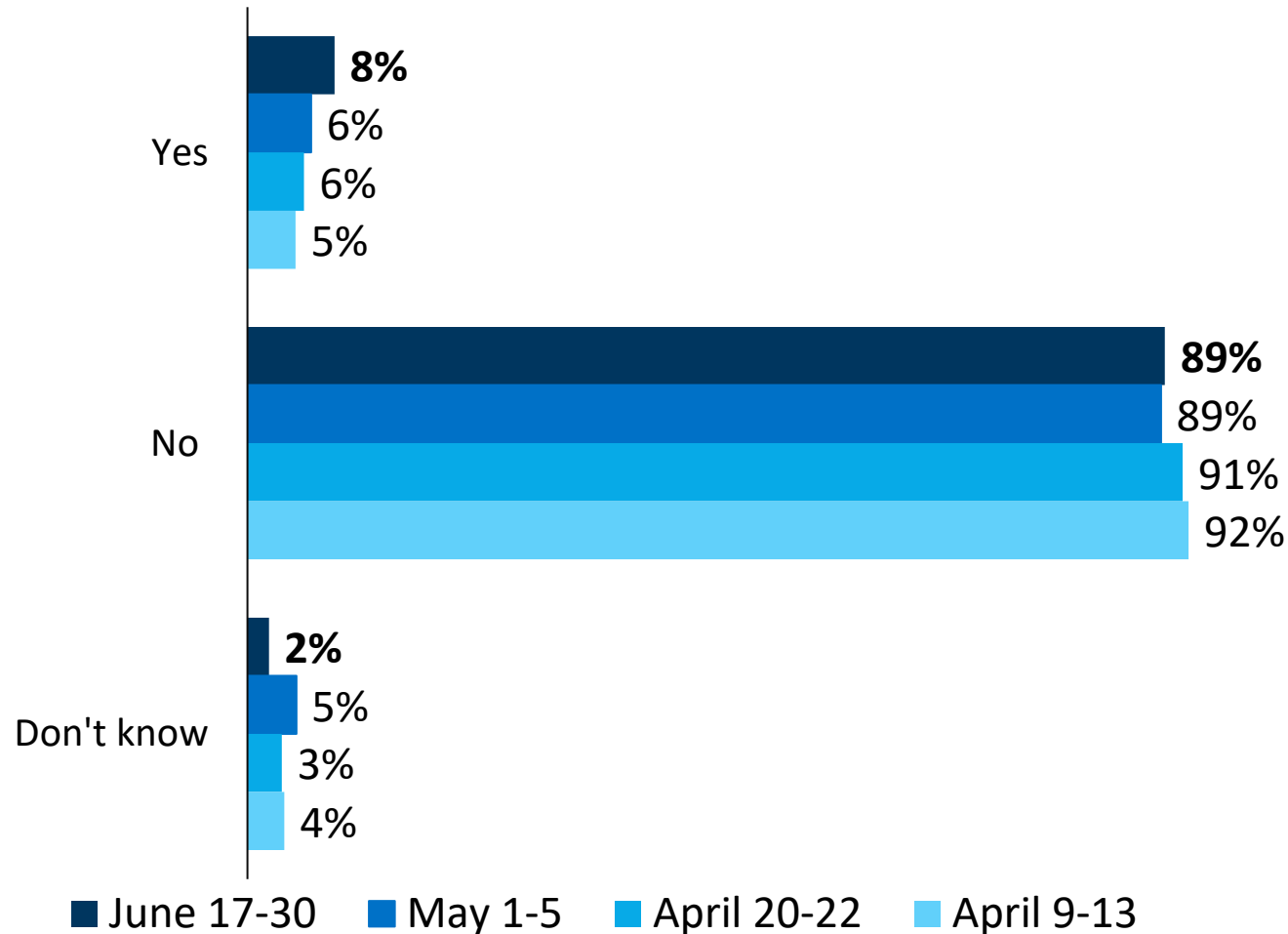
[asked of all respondents who sought medical treatment, multiple mentions allowed, showing results among all respondents, n=1,500]



# COVID-19 Deaths: Those who say they know someone who has died as<sup>13</sup> a result of COVID-19 steady since May (8%); highest in ON and QC (11%)



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



## Segmentation (Current wave)

Respondents who say "Yes"

### Age-Gender

M 18-34	11%
M 35-54	9%
M 55+	7%
W 18-34	10%
W 35-54	6%
W 55+	9%

### Region

BC	7%
Alberta	5%
Prairies	2%
Ontario	11%
Quebec	11%
Atlantic	4%

# Direct Economic Impacts: The share of respondents who say they have a negative business impact is up 4-pts since late-April



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=1,500]

## Employment

Total Impacted

Personal



Household



■ Laid Off ■ Reduced Hours ■ Neither/Don't know

## Businesses

Personal



Household



■ Permanently closed ■ Temporarily closed ■ Reduced sales ■ Neither/Don't know

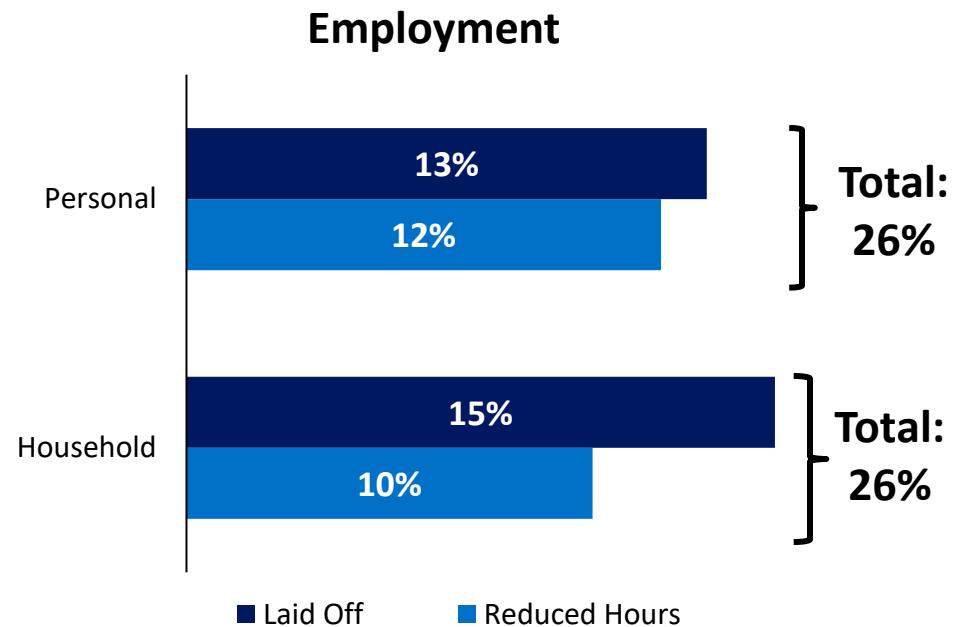
**Note:** The question allowed for multiple responses. Where respondents selected multiple, only their most extreme response is shown.

# Direct Impacts: Half (48%) of respondents say they have had some negative employment or business impact from the outbreak

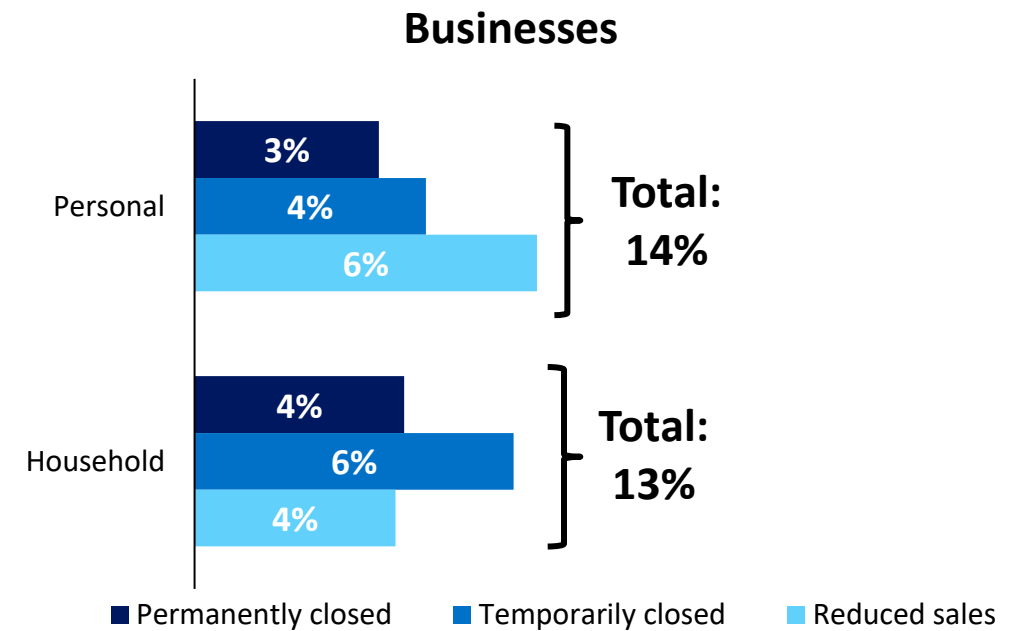


Have you, or has anyone in your household, experienced any of the following impacts on work as a result of the COVID-19 outbreak?

[all respondents, n=1,500]



In total, **43%** of respondents say either they or someone in their household has had their job impacted.



In total, **18%** of respondents say either they or someone in their household has had their business impacted.

**In total, 48% of respondents report a negative employment or business impact on themselves or their household.**

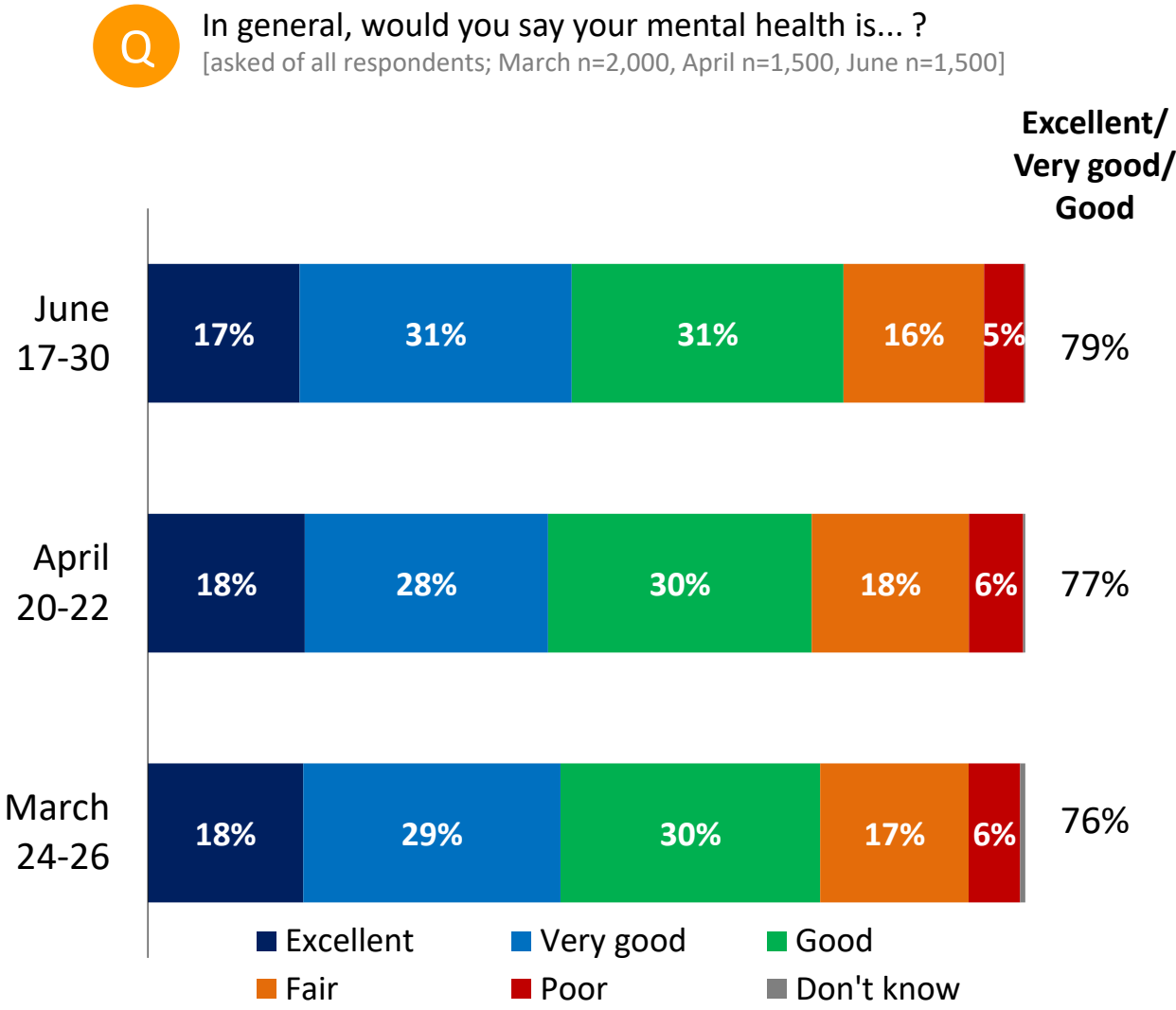
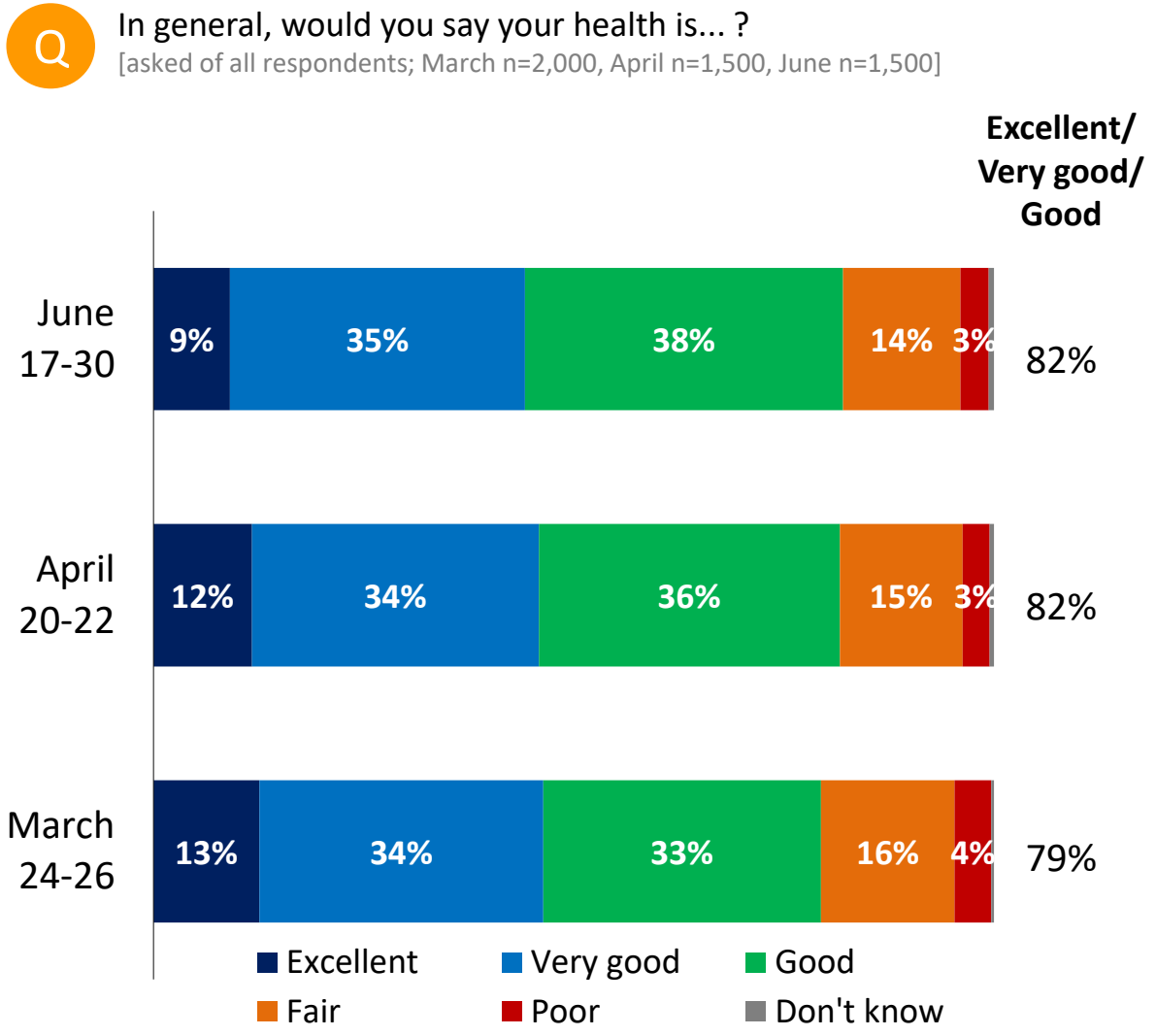
**Note:** The question allowed for multiple responses. Where respondents selected multiple, only their most extreme response is shown.



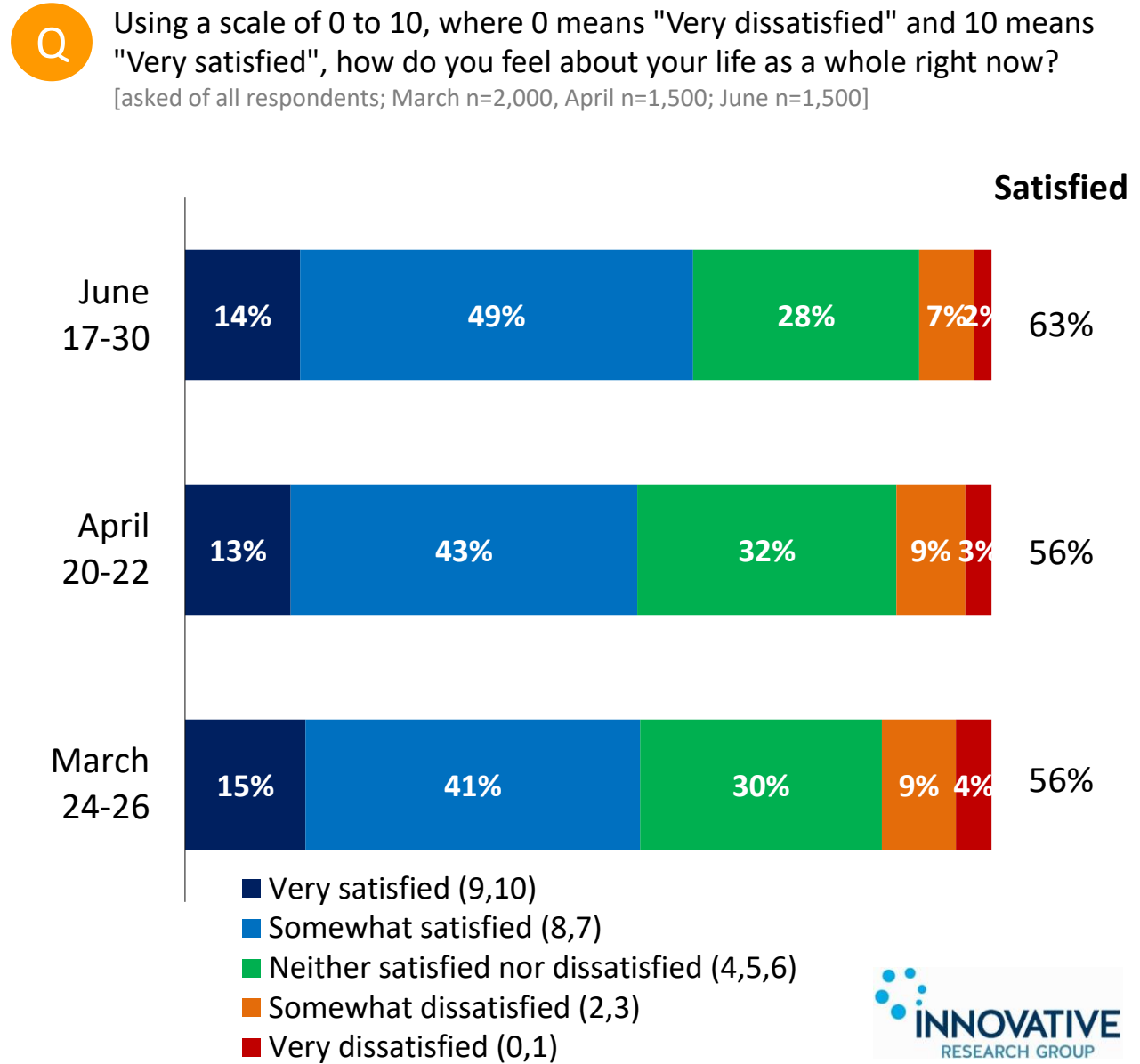
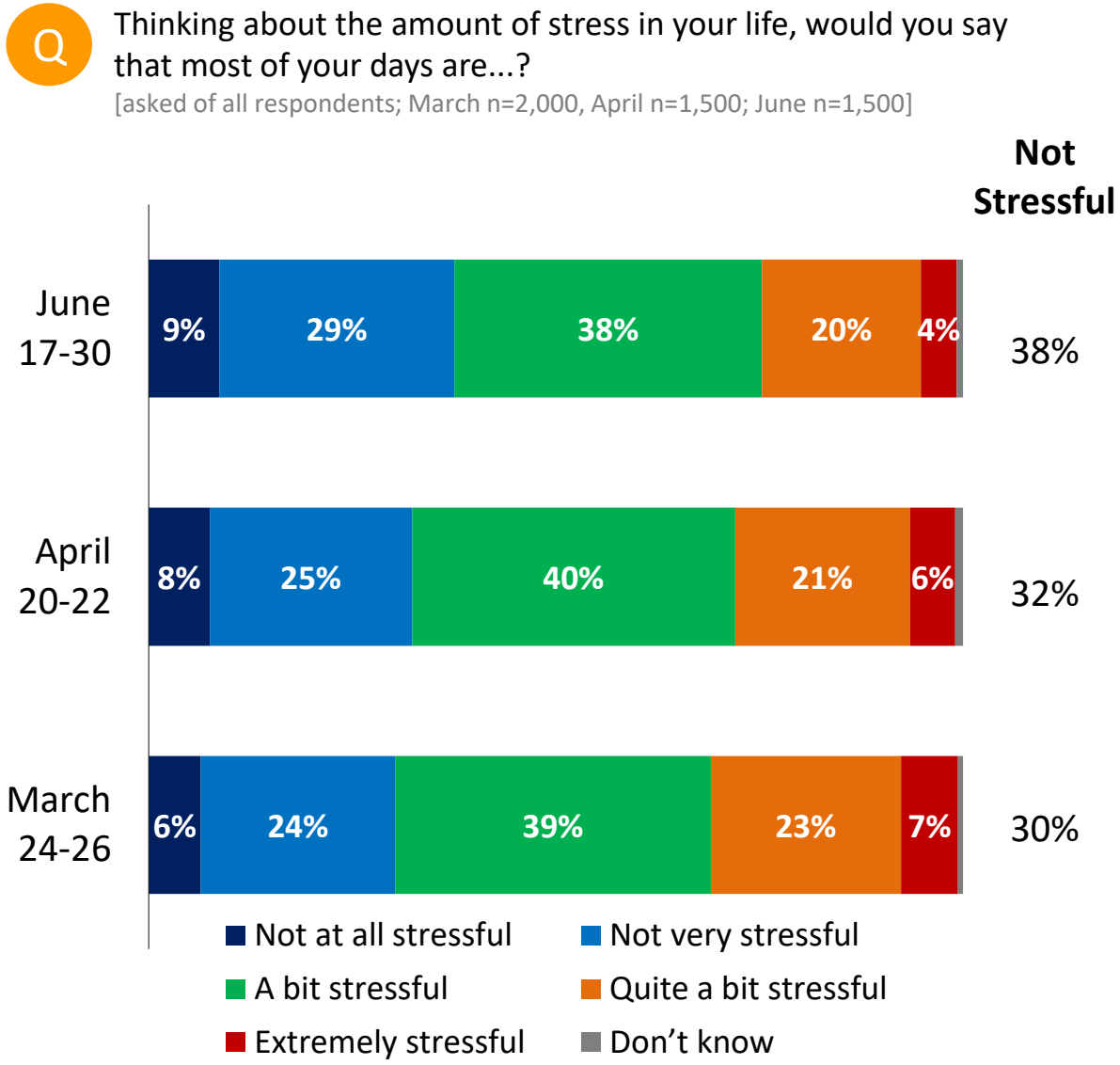
# Impact on Feelings of Wellbeing

Before raising COVID-19 as an issue, we asked people to rate their lives on a variety of well-being measures. Compared to late-April, reported general and mental health are steady while daily stress is down, life satisfaction is up. Confidence in being able to access medical services is higher than ever across all historical tracking.

# Reported general health and mental health are both steady since most recent tracking in late April



# General life satisfaction is up 7-pts since late-April and those saying their daily life is ‘not stressful’ is also up 6-pts

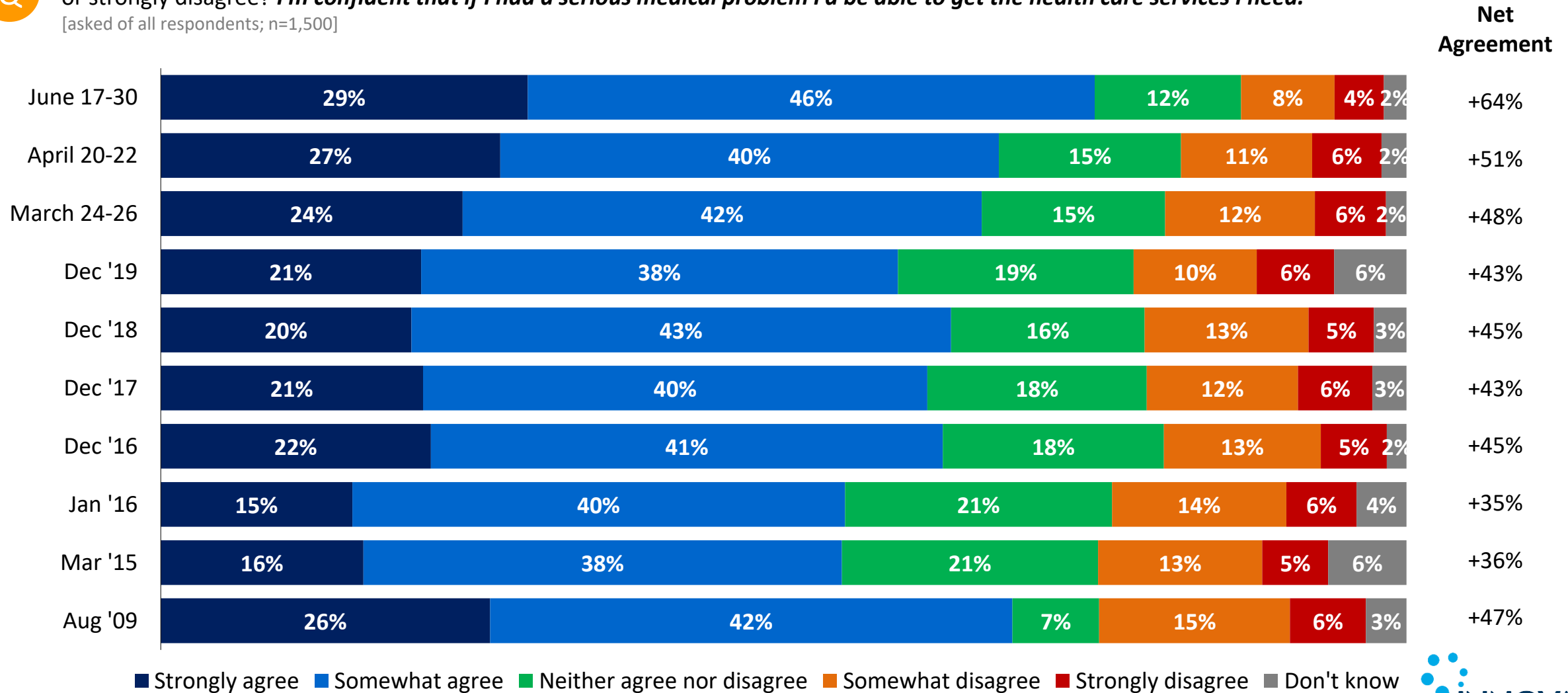


# Confident in Getting Services: Confidence in getting health care services is much higher now than it was pre-COVID



For each of the following statements about health care please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree? ***I'm confident that if I had a serious medical problem I'd be able to get the health care services I need.***

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



# Impact on Financial Perceptions

Again, prior to raising COVID-19 as an issue, we asked Canadians to respond to a series of personal and broad financial perceptions measures that we have been tracking for years.

While employment and business impacts of COVID-19 remain high, Canadians are more confident than ever in their household finances and their ability to find another job.

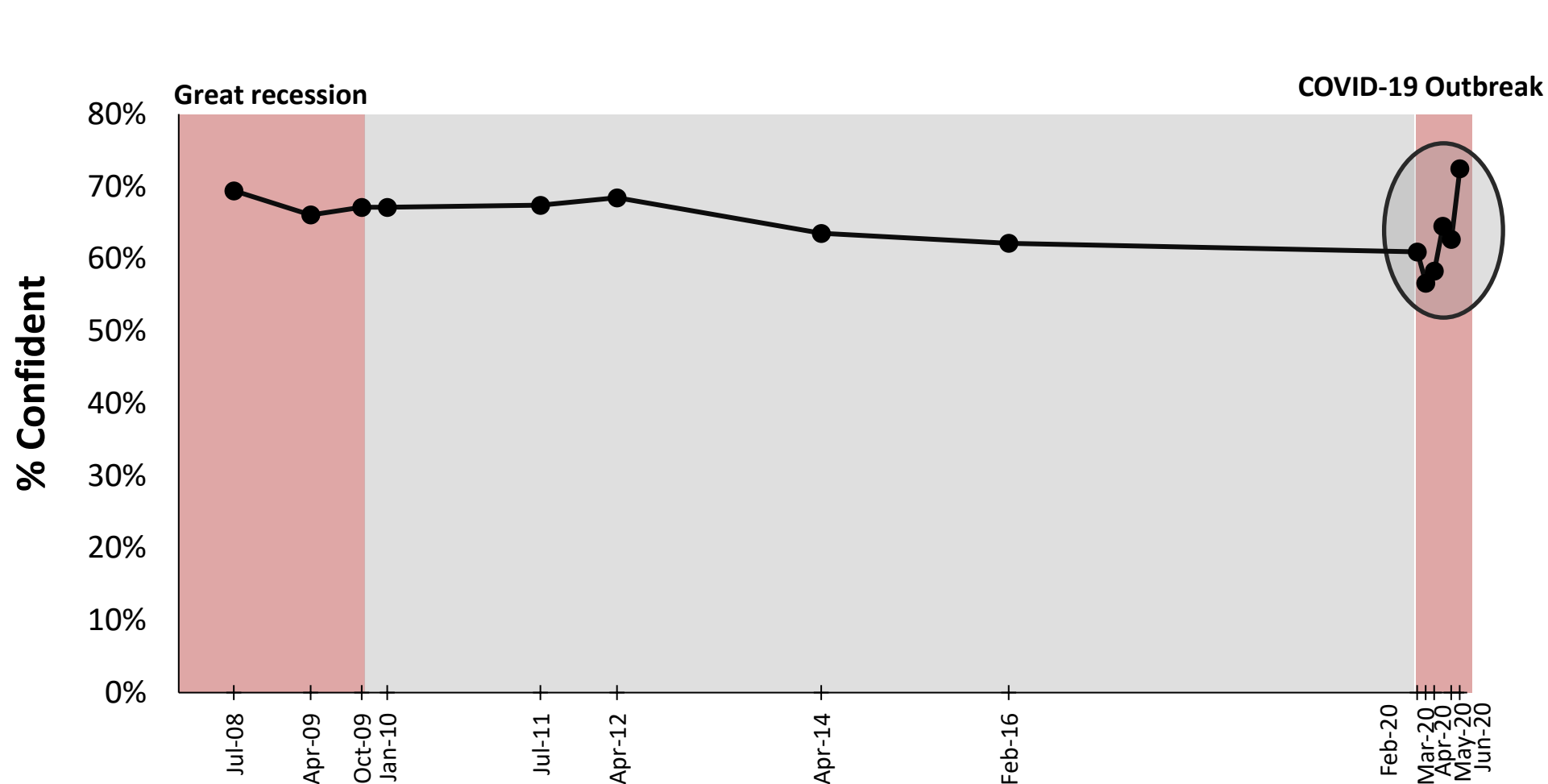
Canadians are more fearful about the ongoing viability of their employers, but those fears are still not as high as they were in the last recession.

# After a small dip at the outset of the COVID outbreak, household financial confidence is now at its highest level across all tracking

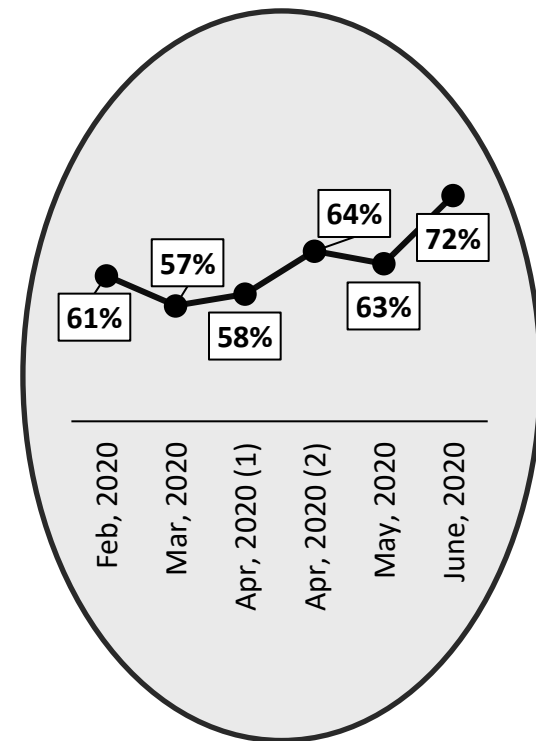


Generally speaking, how confident and secure do you feel about your household's current financial situation?

[all respondents, n=1,500]



**Highlight on recent tracking**



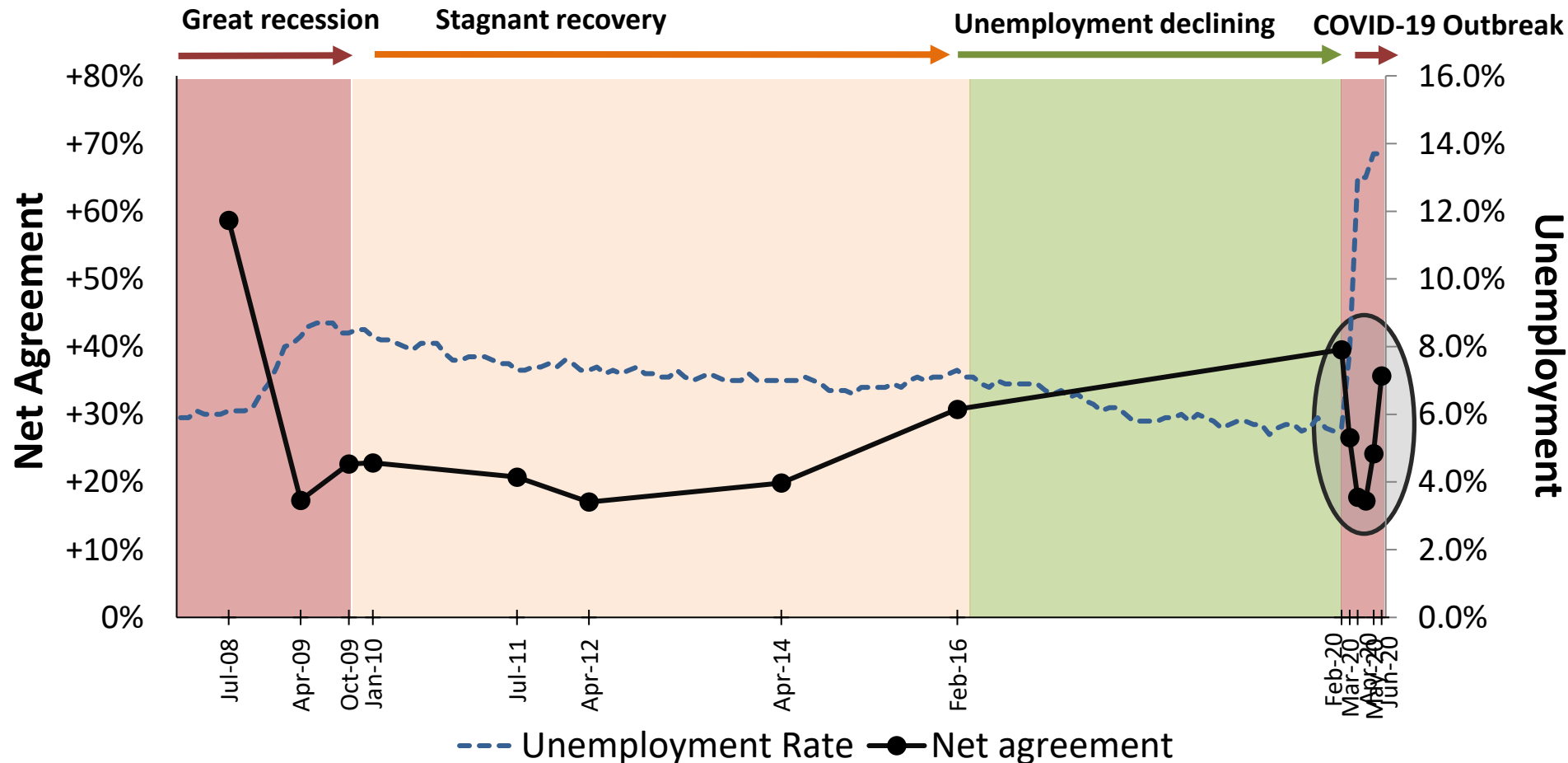
**Notes:** Two data points are shown for April 2020 (both waves of April tracking)

# After sinking in the wake of COVID, net agreement in confidence finding another job has now almost entirely recovered

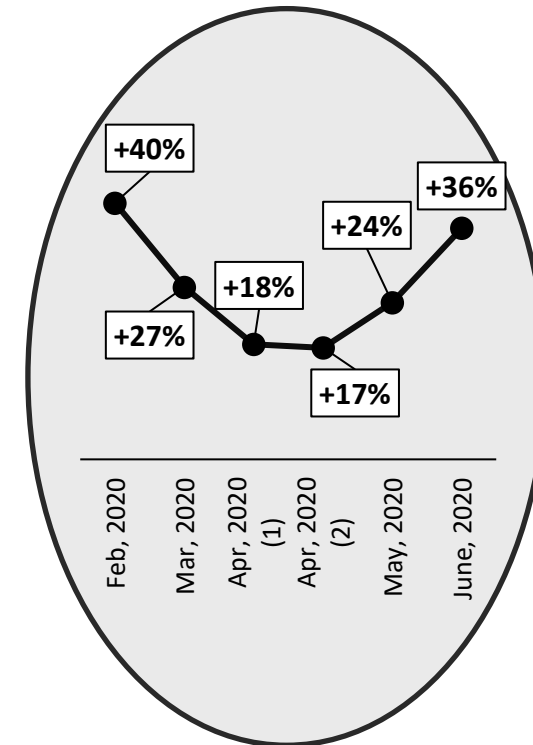


Net agreement: I feel confident that I could get another job somewhere else if I wanted to.  
[results shown of those who are currently employed; n=868 for the current wave]

*Among those who are currently employed*



Highlight on recent tracking



**Notes:** Two data points are shown for April 2020 (both waves of April tracking)  
NET AGREEMENT= AGREE (strongly, somewhat) minus DISAGREE (somewhat, strongly), "Neither/DK" not included.  
Unemployment rate is seasonally adjusted. Source: Statistics Canada. Table 14-10-0287-01.

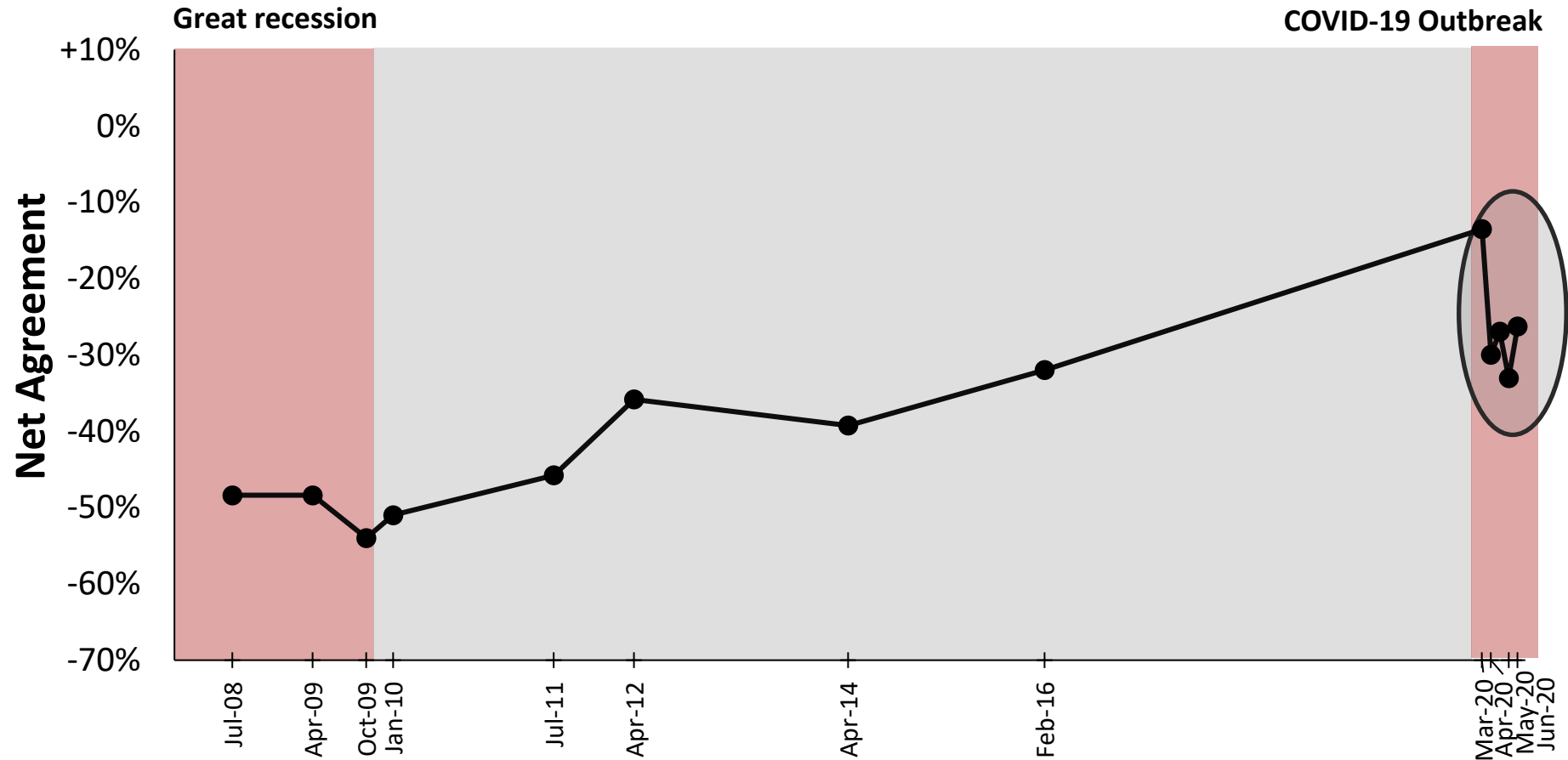


# At the outset of the COVID-19 outbreak Canadians' concern about the health of their employer jumped, but has since dropped back down<sup>23</sup>

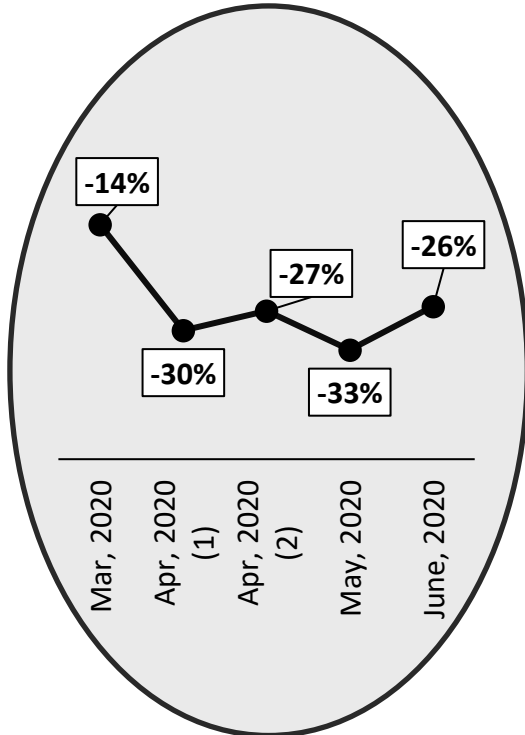


Net agreement: I'm not sure the organization I work for is going to survive the downturn in the economy.  
[results shown of those who are currently employed; n=868 for the current wave]

*Among those who are currently employed*



Highlight on recent tracking



**Note:** NET AGREEMENT= AGREE (strongly, somewhat) minus DISAGREE (somewhat, strongly), “Neither/DK” not included  
Two data points are shown for April 2020 (both waves of April tracking)

# Perceptions of COVID-19 Impact on Wellbeing

The reported impact of COVID-19 on various measures of wellbeing has improved significantly since late-April.

Will COVID-19 is first and foremost a health issue, health shows the lowest level of perceived impact. Overall quality of life has the highest level of perceived impact, but that impact has declined significantly from the early days of the outbreak.

# While improving, overall quality of life remains the area with the largest significant negative impact



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?

Please answer from 0 to 10 where 0 means “No negative impact” and 10 means “Extremely negative”.

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

## Physical Health

## Mental health

## Household Finances

## Overall Quality of Life

**June 17-30**  
n=1,500

53%

17%

42%

26%

45%

25%

35%

29%

**April 20-22**  
n=1,500

48%

20%

39%

25%

40%

29%

28%

34%

**March 24-26**  
n=2,000

47%

20%

34%

30%

32%

34%

22%

40%

No/minimal  
impact (0-3)

Significant  
impact (7-10)

No/minimal  
impact (0-3)

Significant  
impact (7-10)

No/minimal  
impact (0-3)

Significant  
impact (7-10)

No/minimal  
impact (0-3)

Significant  
impact (7-10)

# Reopening

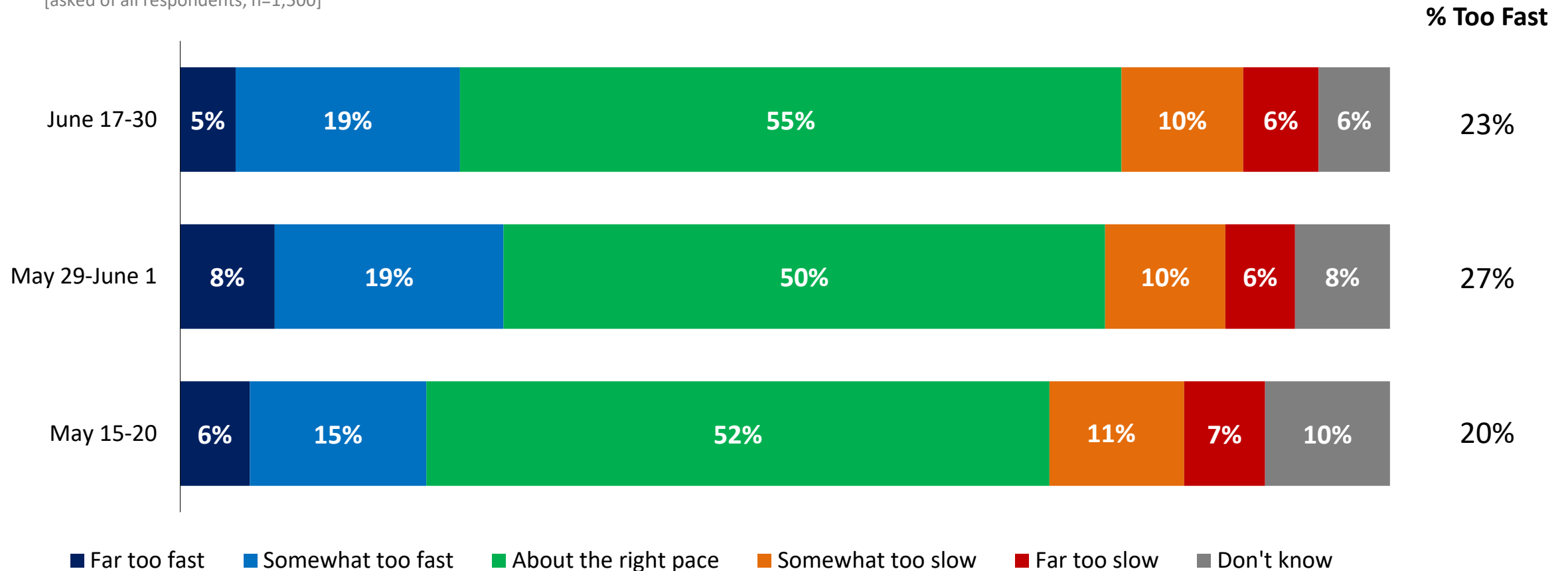
Those saying that the federal and provincial governments are going 'the right pace' with reopening is on the rise. But those in the most affected regions (Ontario and Quebec) are most likely to say the federal gov't is going 'too fast'.

# Easing Restrictions, Federal: Those saying the federal gov't has gone too fast down 4-pts since late May; closer now to mid-May levels



Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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

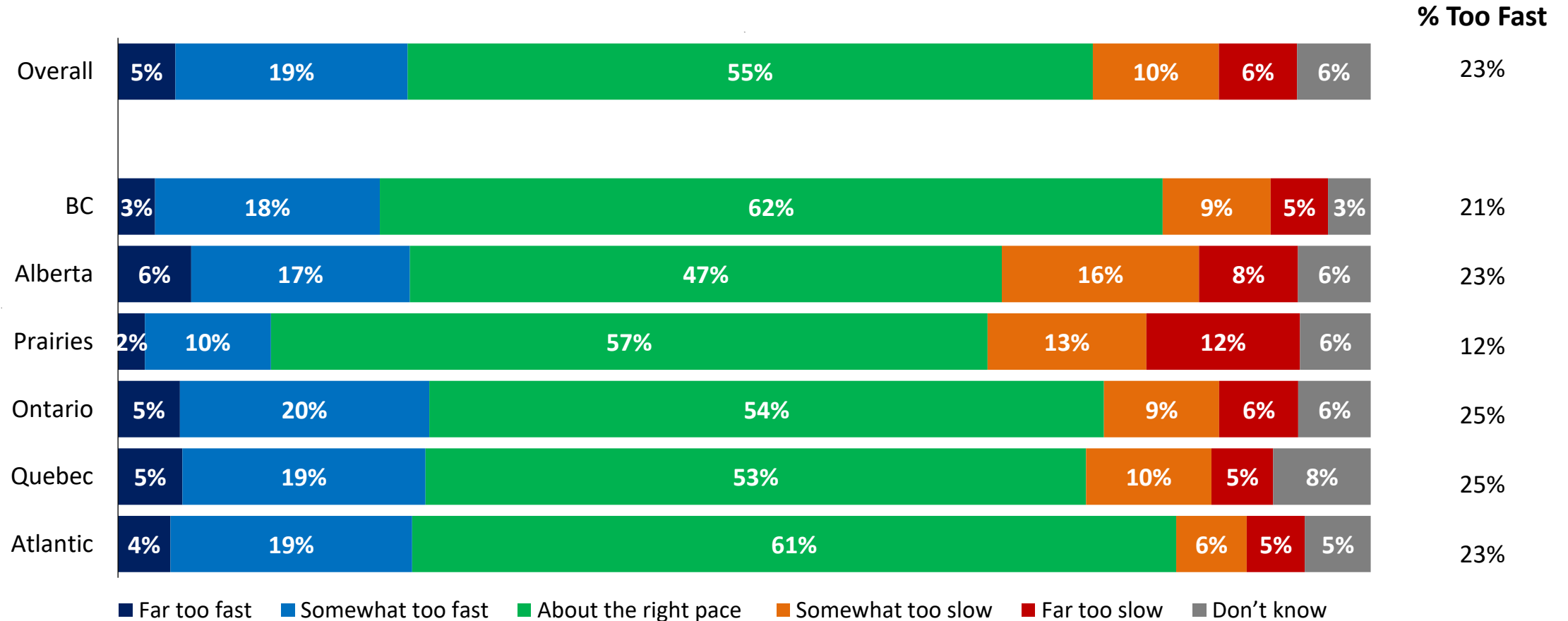


# Easing Restrictions, Federal: Those in Prairies least likely to say federal gov't has gone 'too fast' (12%) while those in ON and QC most likely



Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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

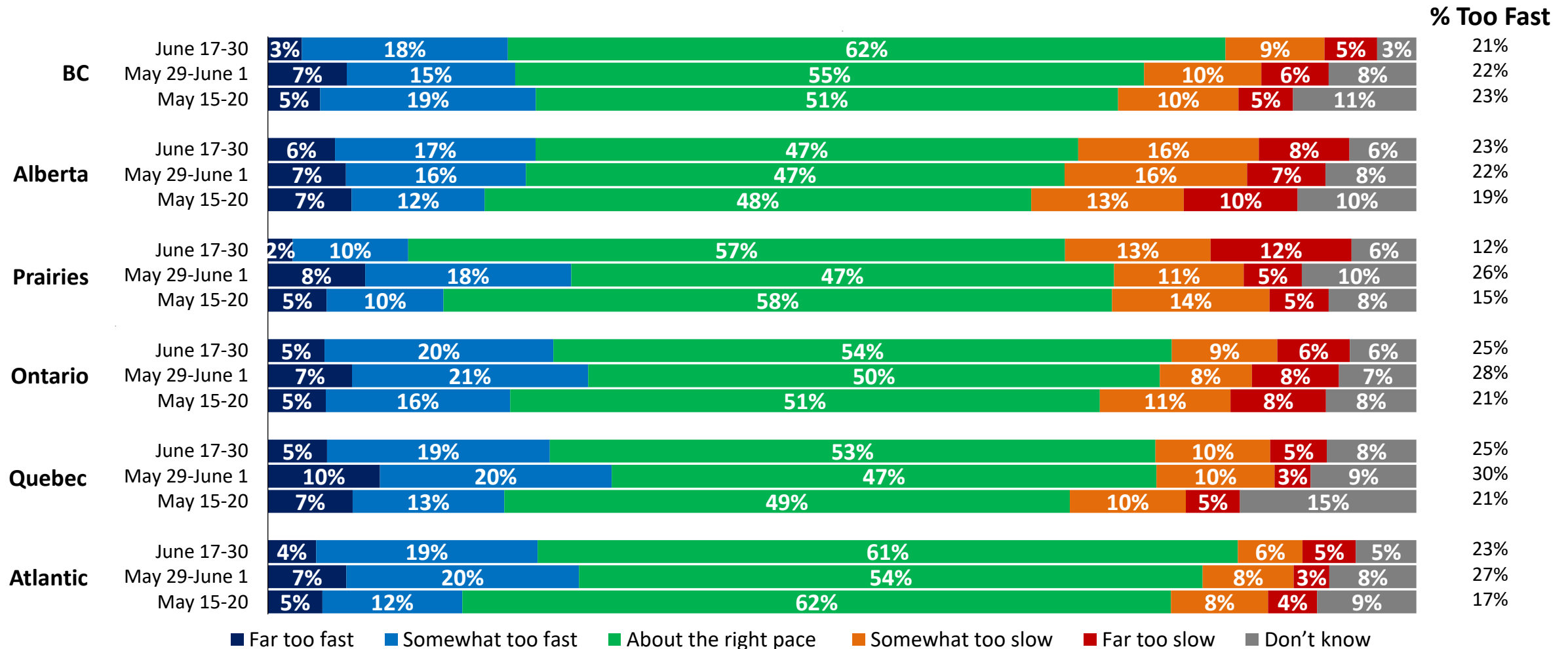


# Easing Restrictions, Federal: Fewer Canadians in most regions are saying the federal gov't has gone too fast; largest drop in Prairies (-14 pts)



Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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



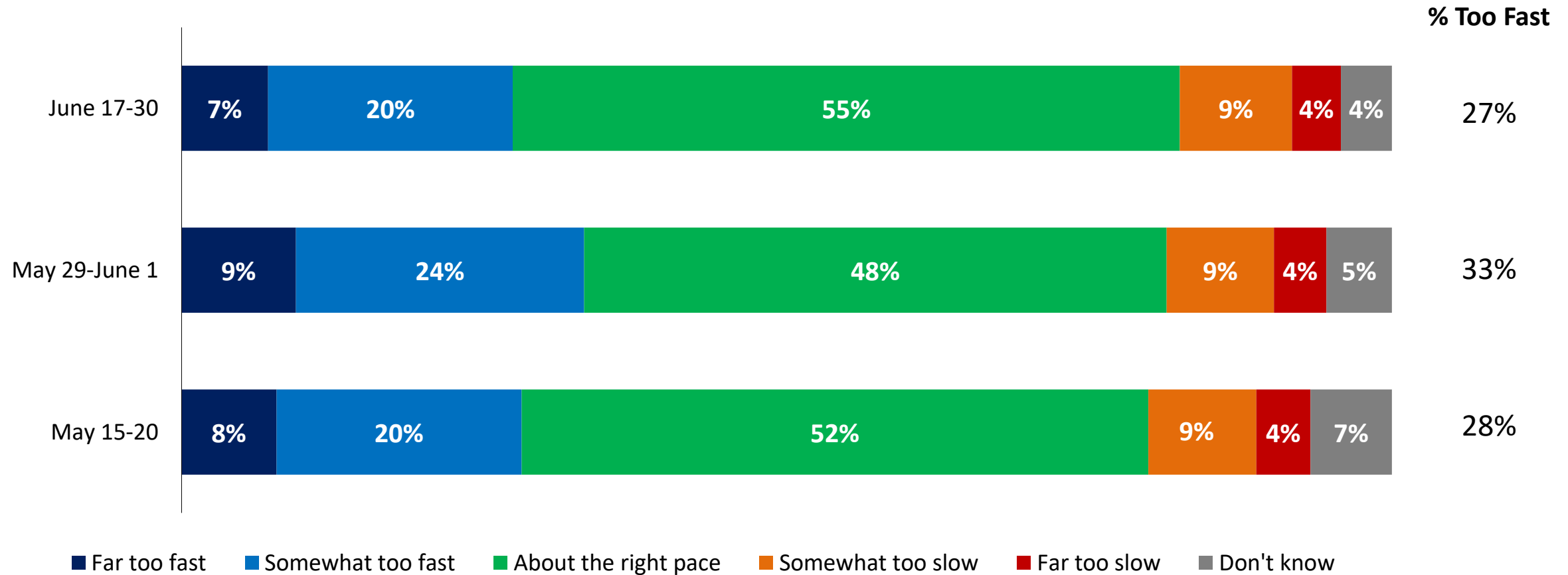


# Easing Restrictions, Provincial: Those saying provincial gov't has gone 'too fast' now back to mid-May levels after slight increase in late May



Now, thinking about the steps the **provincial** government in [PROV] has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?

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

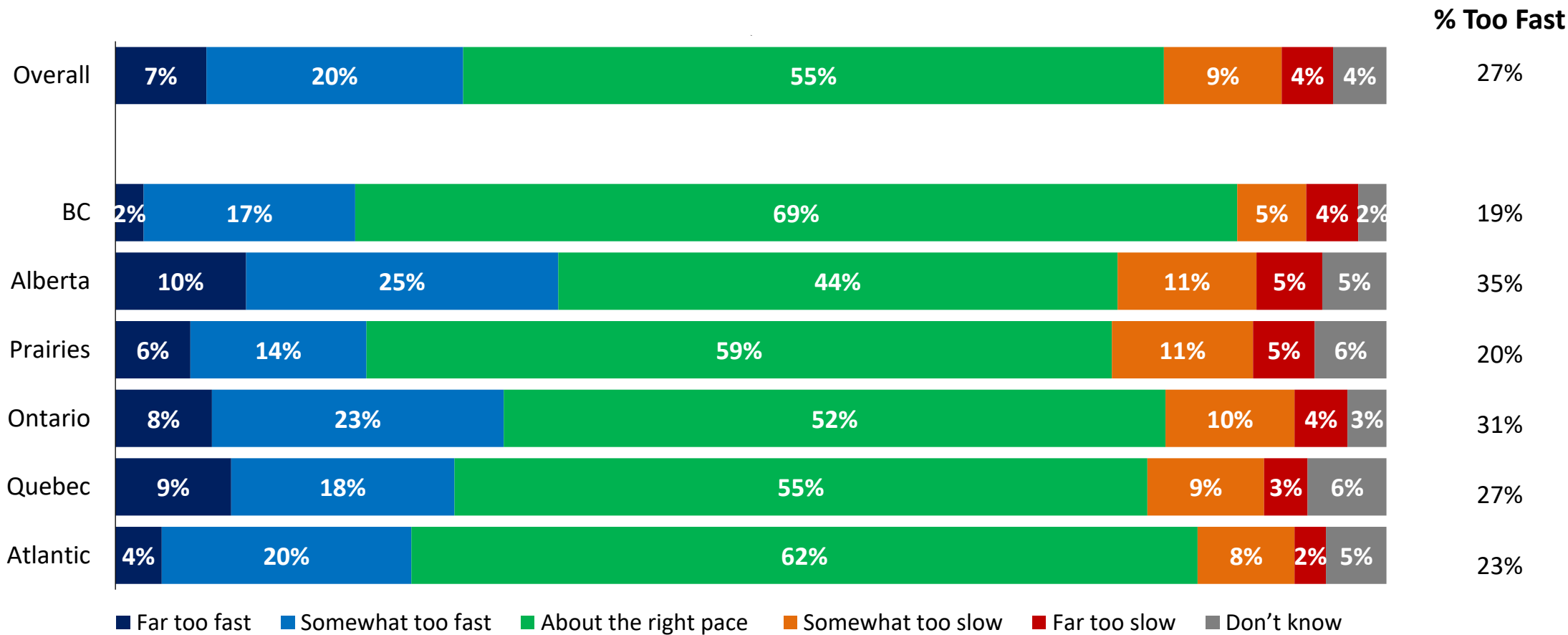


# Easing Restrictions, Provincial: Those in AB, ON, and QC are more likely<sup>31</sup> to say their provincial governments are easing restrictions too fast



Now, thinking about the steps the **provincial** government in [PROV] has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?

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

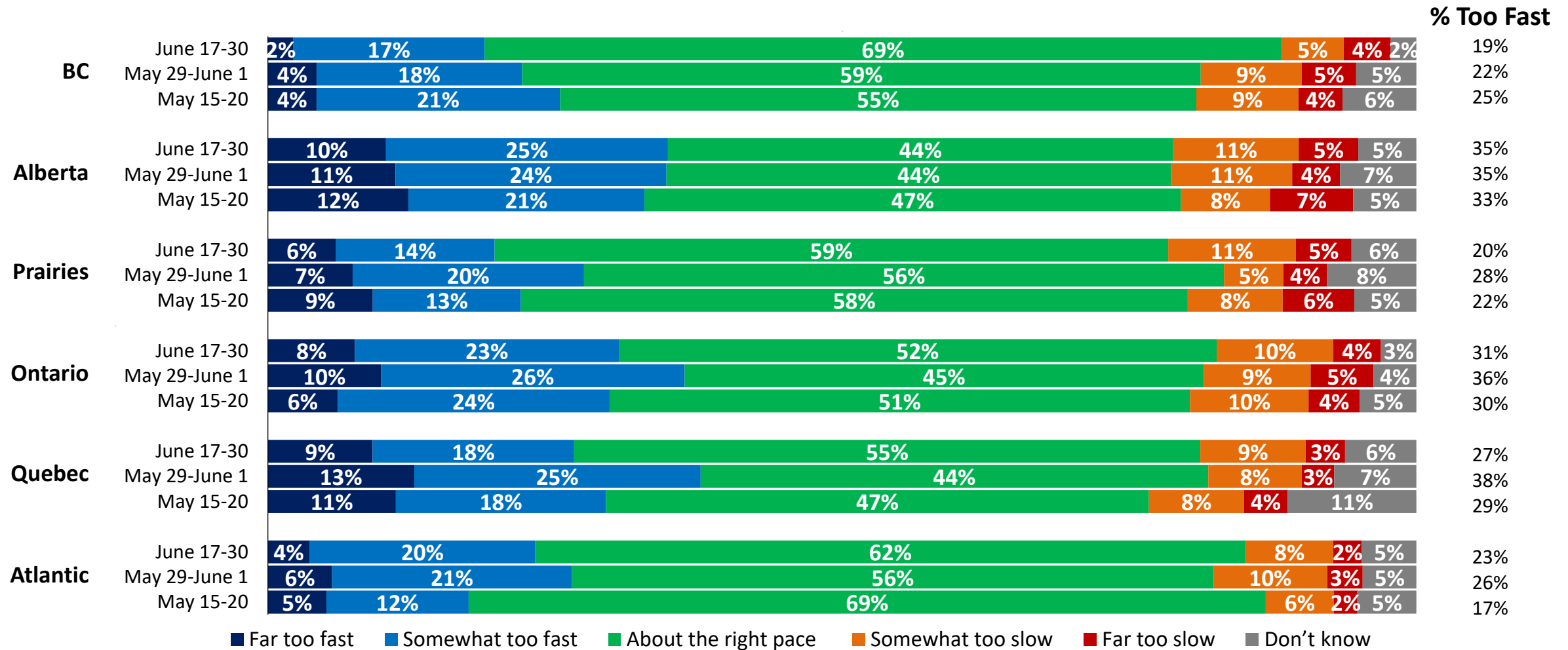


# Easing Restrictions, Provincial: Those in Quebec down 11-pts on saying the provincial gov't has gone too fast; all other regions down or steady

Q

Now, thinking about the steps the **provincial** government in [PROV] has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?

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



# Transforming the Economy

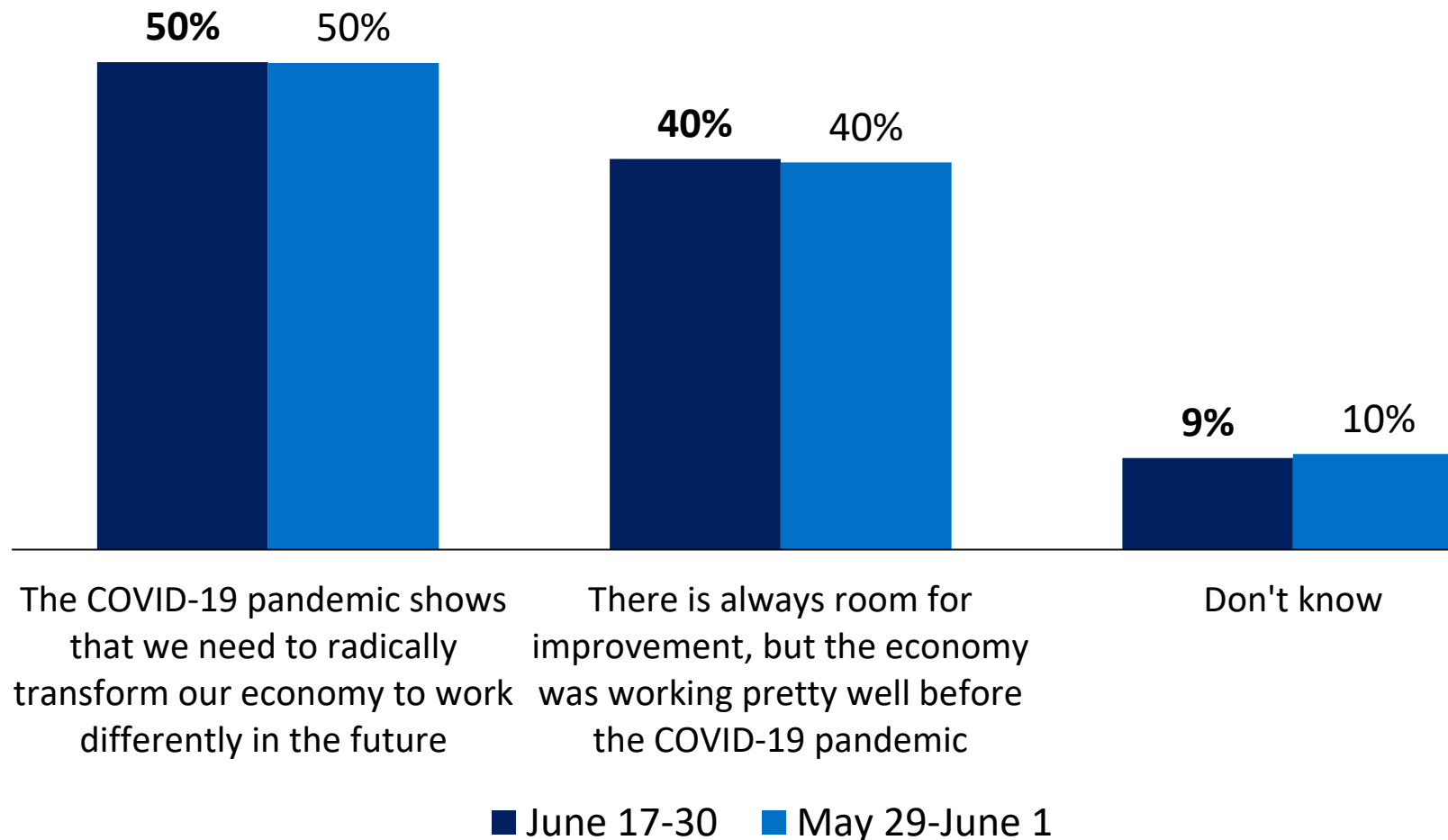
Half believe our economy needs a radical transformation and the top suggestions for what transformations they seek is greater flexibility to work from home, to localize the Canadian economy, and to institute universal basic income for all Canadians.

# Transform Economy: Half (50%) of Canadians believe we need to radically transform our economy; highest among younger respondents



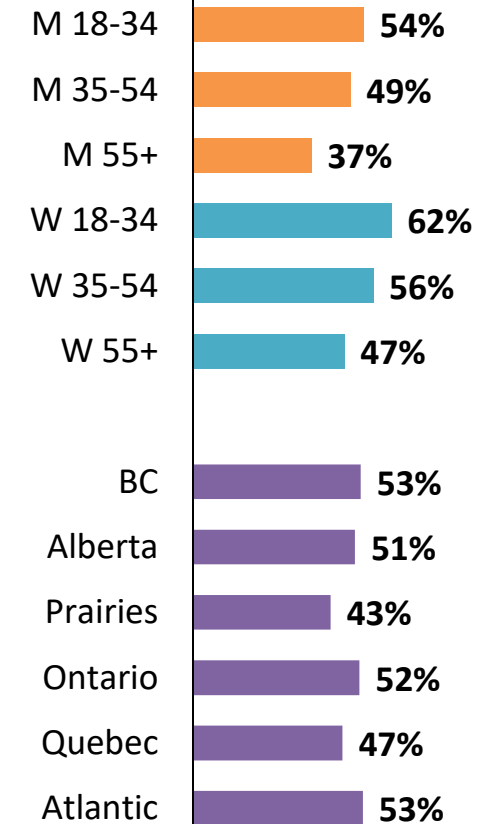
One of the priorities for government has been dealing with the economic impacts of COVID-19. Which of the following comes closest to your point of view?

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



## Segmentation (Current wave)

*Respondents who say "Radically transform"*



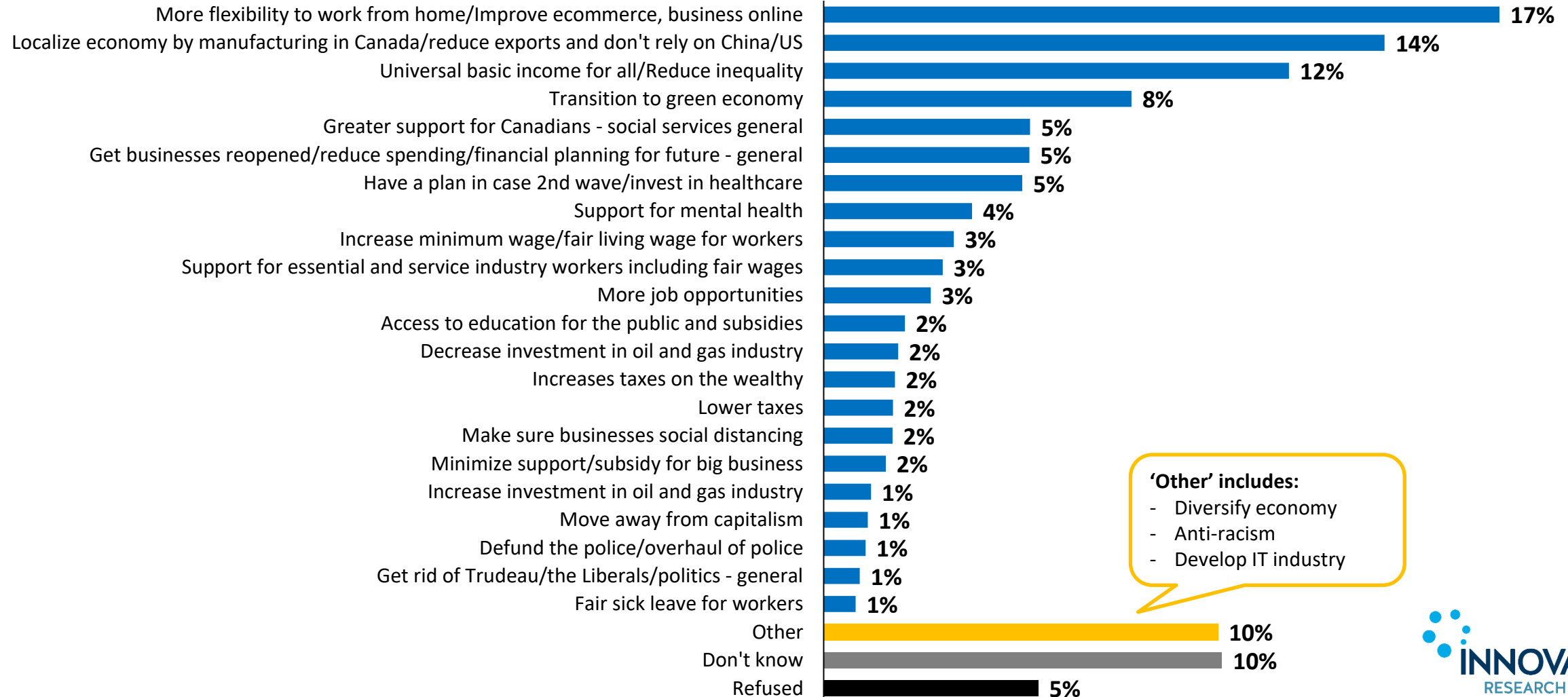
# Transform Economy: Top economic transformations include work from home flexibility, localizing the economy, and universal basic income

35



What sort of economic transformation would you be looking for?

[asked only of those who say we need to radically transform our economy to work differently in the future; n=754]



# Methodology

The background of the slide is a solid light blue color. It is decorated with several dark blue circles of varying sizes. There are five circles in total: one in the top left, one in the top right, one in the middle left, one in the bottom right, and one in the bottom right corner. The circles are all empty and have a consistent dark blue outline.



# Survey Methodology

**These are the results of an online survey conducted between June 17<sup>th</sup> and June 30<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=2,322 Canadian citizens, 18 years or older. Regional oversamples in Atlantic, Prairies, Alberta and BC were used in order to adequately capture regional results. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** June 17<sup>th</sup> to June 30<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>Men 18-34</b>	282	12.1%	206	13.7%
<b>Men 35-54</b>	312	13.4%	250	16.7%
<b>Men 55+</b>	600	25.8%	272	18.1%
<b>Women 18-34</b>	313	13.5%	204	13.6%
<b>Women 35-54</b>	349	15.0%	261	17.4%
<b>Women 55+</b>	466	20.1%	306	20.4%
<b>BC</b>	397	17.1%	202	13.5%
<b>AB</b>	352	15.2%	175	11.6%
<b>Prairies</b>	97	4.2%	102	6.8%
<b>ON</b>	958	41.3%	575	38.4%
<b>QC</b>	368	15.8%	346	23.1%
<b>Atlantic</b>	150	6.5%	100	6.6%



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**Building Understanding.**