

# Core COVID-19 Tracking

Public Opinion Research  
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Field Dates: November 05 to November 16, 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 October Canada This Month survey. This online survey was in field from November 5<sup>th</sup> to November 3<sup>16th</sup> with a weighted sample size of 1,000 Canadian residents. Detailed methodology is provided in the appendix.

This report covers attitudes of Canadians regarding COVID-19, including attention to the news and concern about the virus. We find that attention to news about COVID-19 has increased, as has the share of Canadians who say health care is the most important issue. However, concern that Canadians will catch the disease has remained steady throughout the fall even as case counts have risen.

# Top-of-Mind Issues

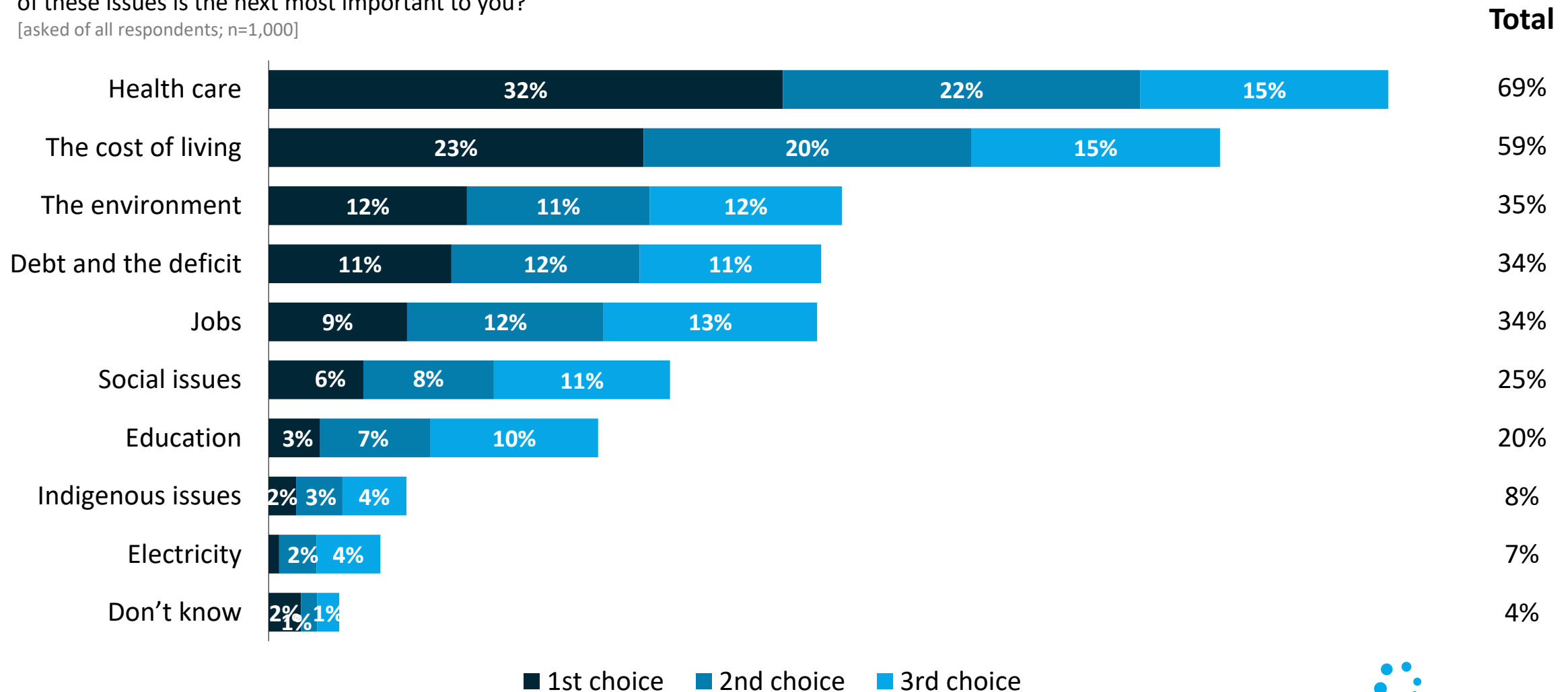
Health care continues to be the top issue for Canadians, and is now even more important than it was in October with 69% of Canadians saying it is a top 3 issue for them.

# Issue Importance: Nearly a third (32%) say health care is the most important issue to them



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=1,000]





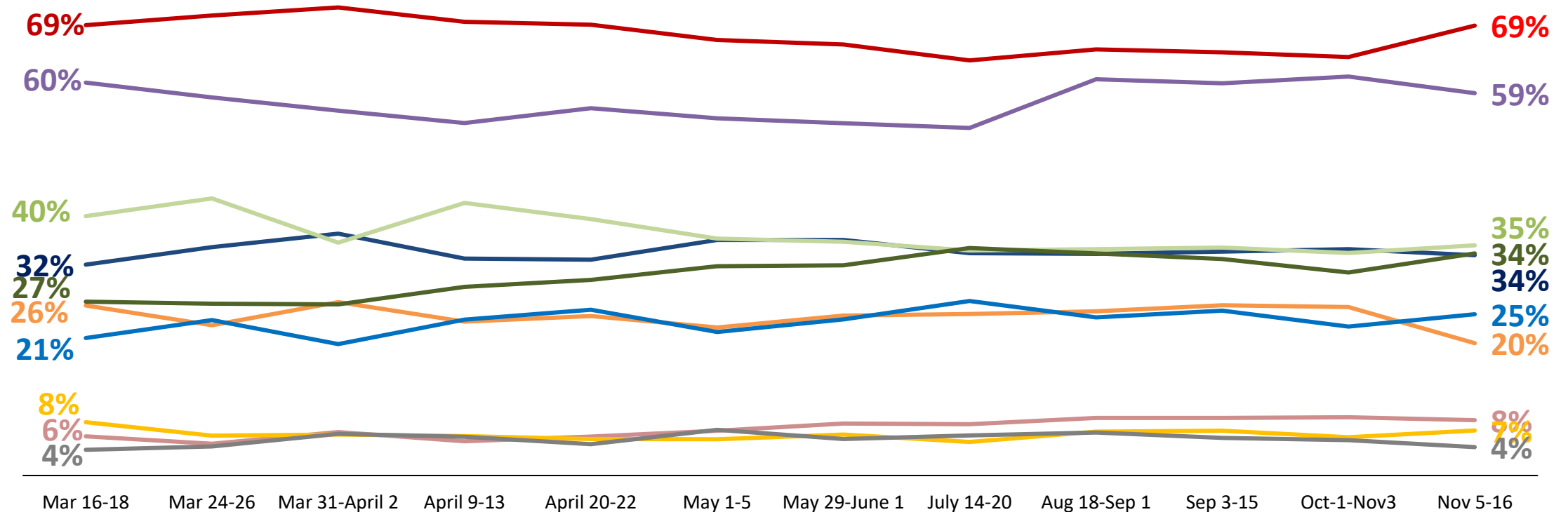
# Issue Importance: Health care is up from 64% to 69% since October, while the cost of living has dropped from 61% to 59%



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=1,000]

## Top 3 Priority (%)



Health care

Education

Electricity

The cost of living

Debt and the deficit

Don't know

Jobs

Social issues

The environment

Indigenous issues

# COVID-19 Engagement and Concern

Attention to the COVID-19 outbreak has continued to increase from a low point toward the end of the summer, but concern that respondents themselves or one of their vulnerable family members will catch the virus has remained steady over that period.

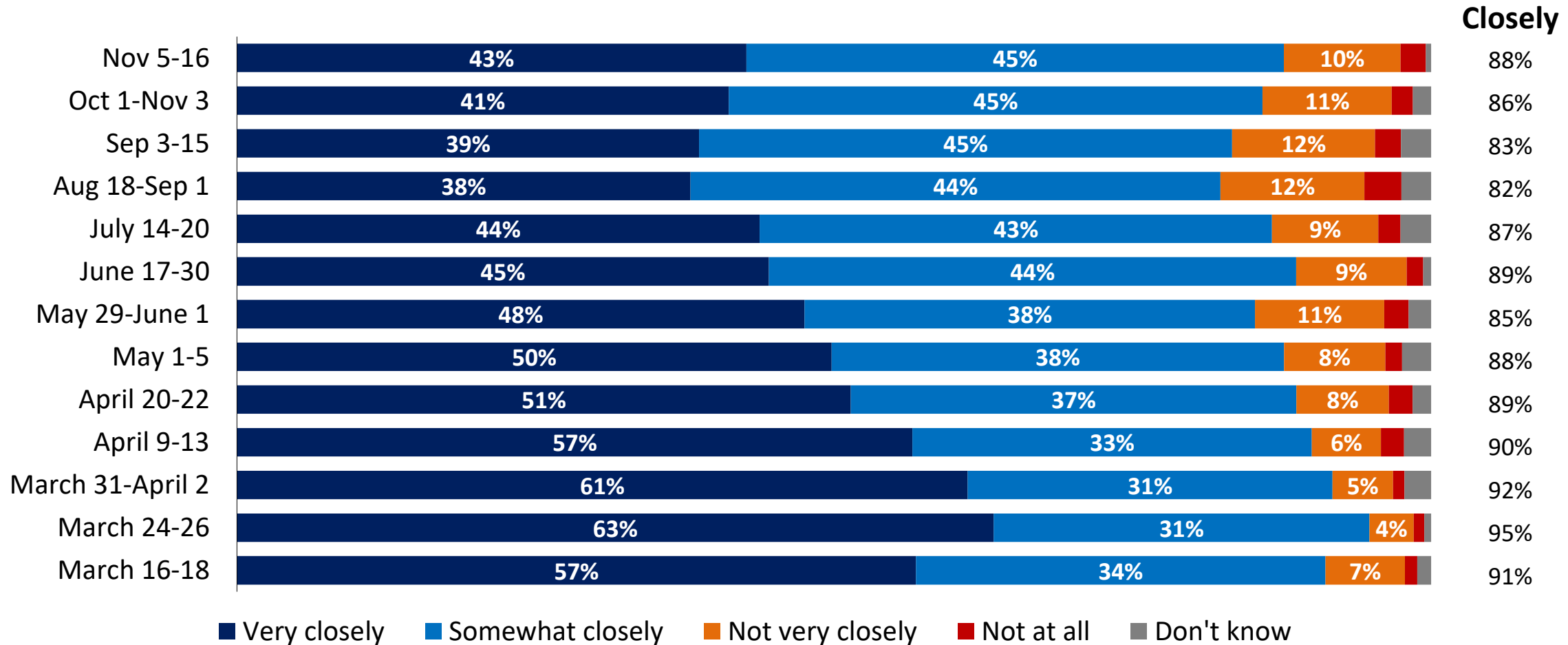
Despite increasing restrictions, the share of respondents who say they cannot keep up their current behaviour changes much longer has dropped from October. Young people age 18-34 and Quebecois respondents are most likely to say that they cannot keep up their current changes.

# Attention to COVID-19 News: Attention has rebounded to 88%, the highest point since June



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

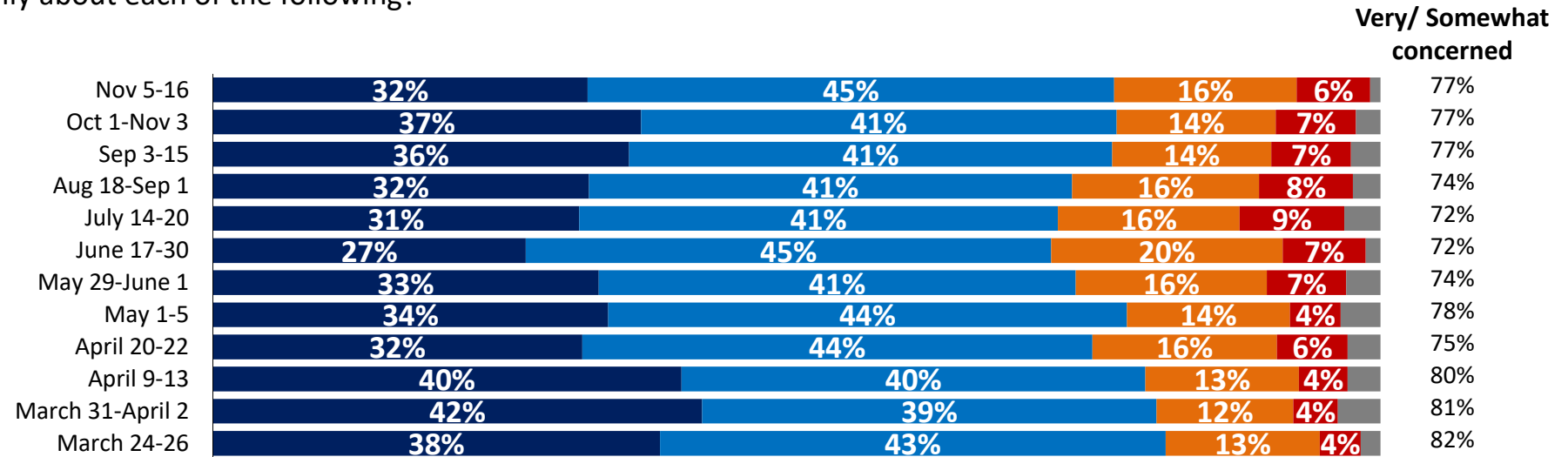
[asked of all respondents; n=1,000]



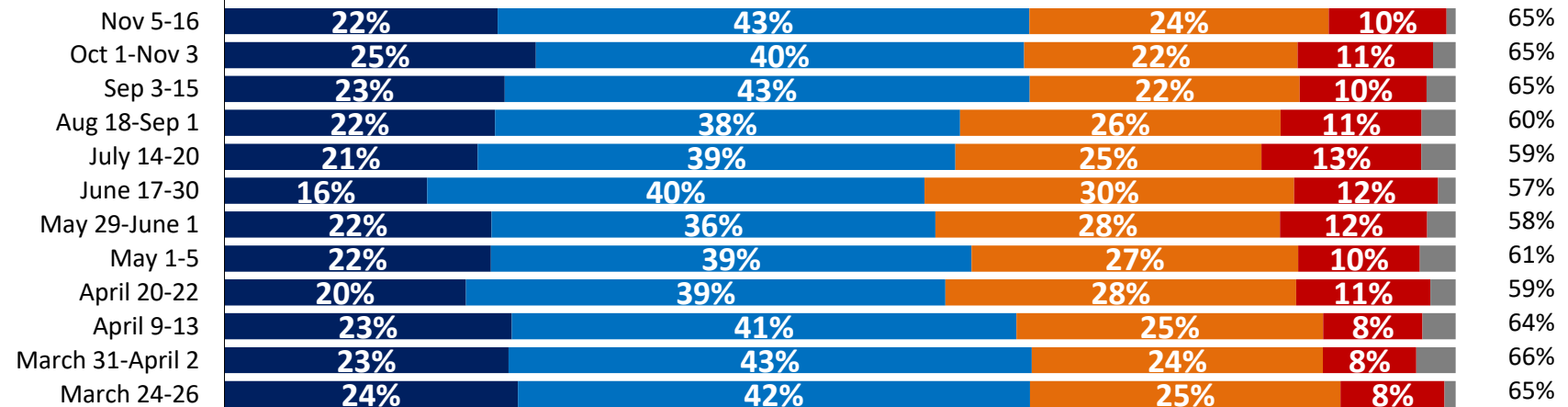
# Concern: Concern about contracting COVID-19 personally or for a vulnerable friend/relative has remained stable since September

Q How concerned are you personally about each of the following?  
[asked of all respondents; n=1,000]

**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



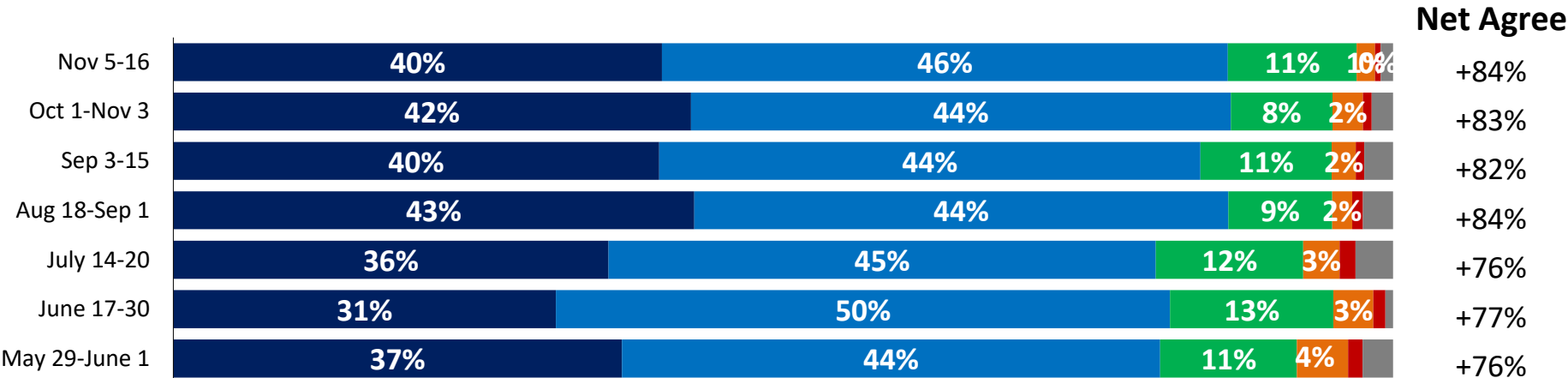
# Key Attitudes: Confidence that respondents are taking all the steps they can remains stable since August



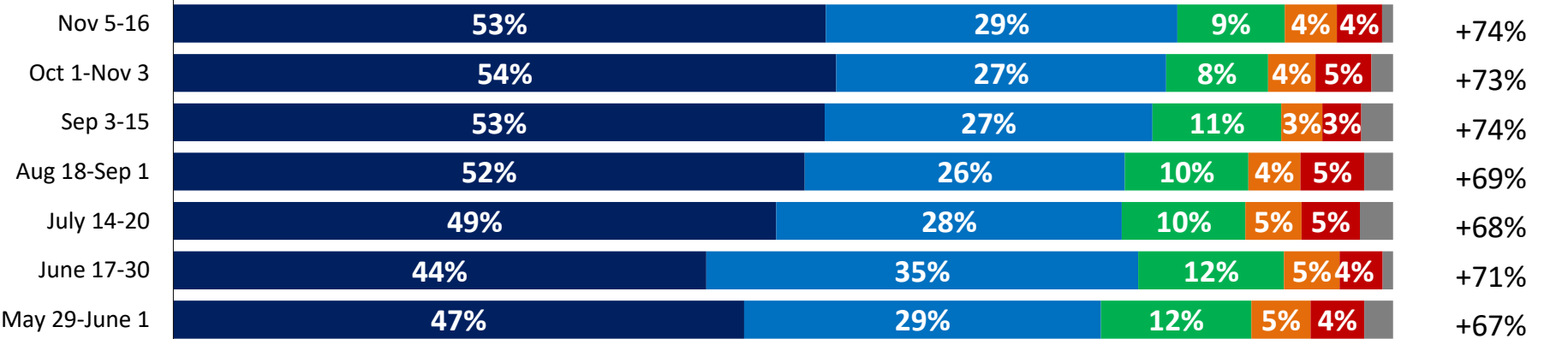
Do you agree or disagree with the following statements?

[asked of all respondents; n=1,000]

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



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



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

# Protecting Myself: Young respondents less confident than others that they are taking all steps needed to protect themselves and their families



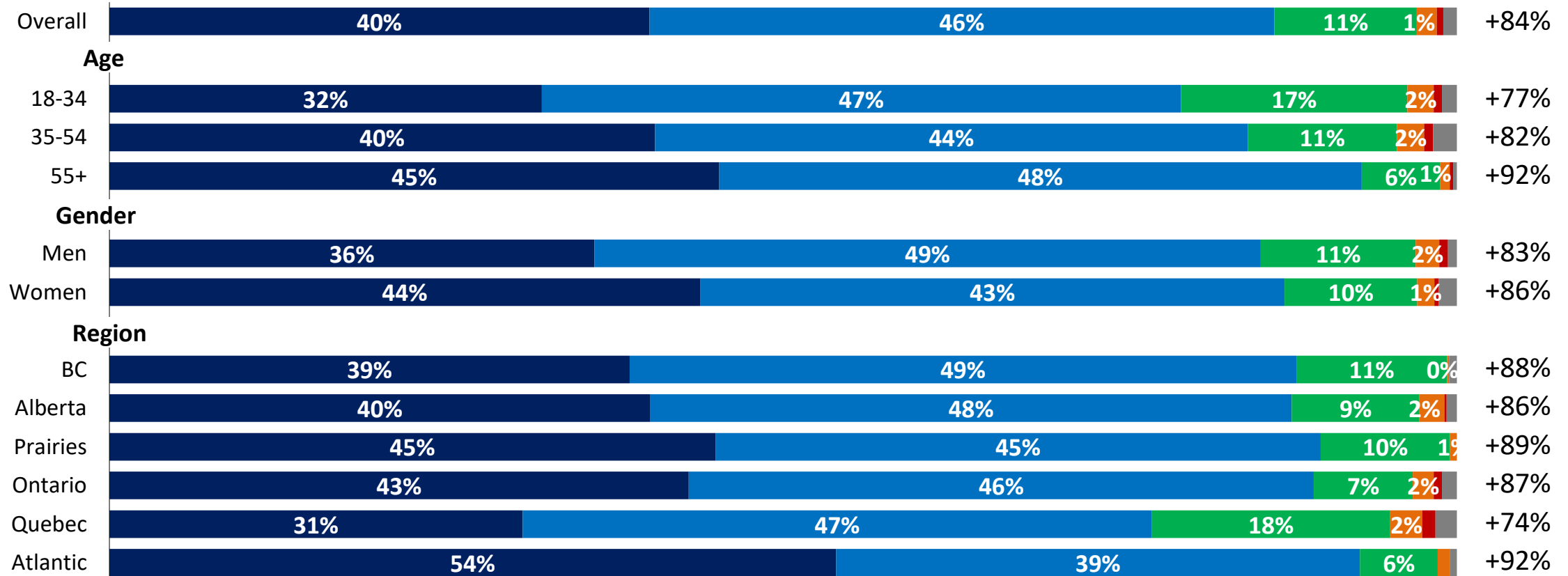
Do you agree or disagree with the following statements?

***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=1,000]

**NET Agree**



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

# COVID Could Come Back: Older respondents are most concerned that without precautions COVID could put more lives at risk

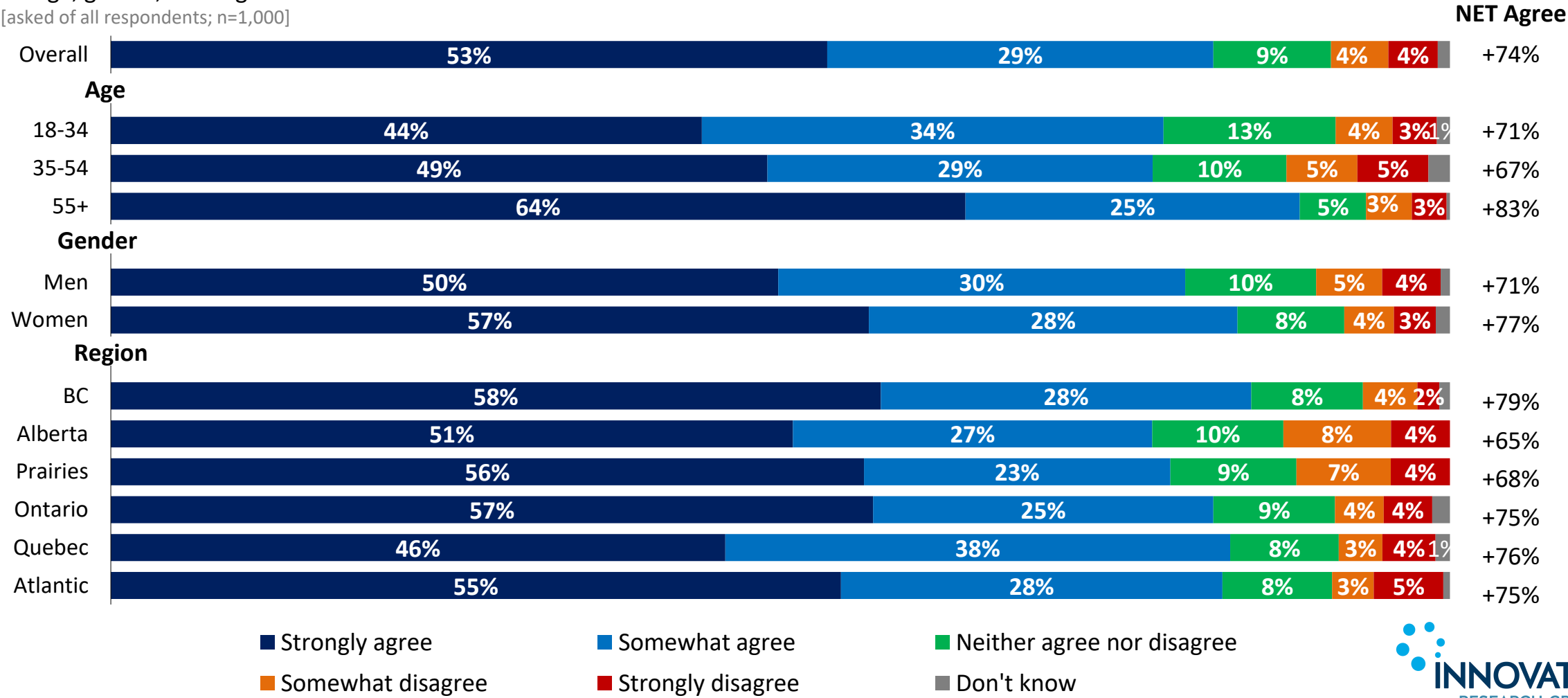


Do you agree or disagree with the following statements?

*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

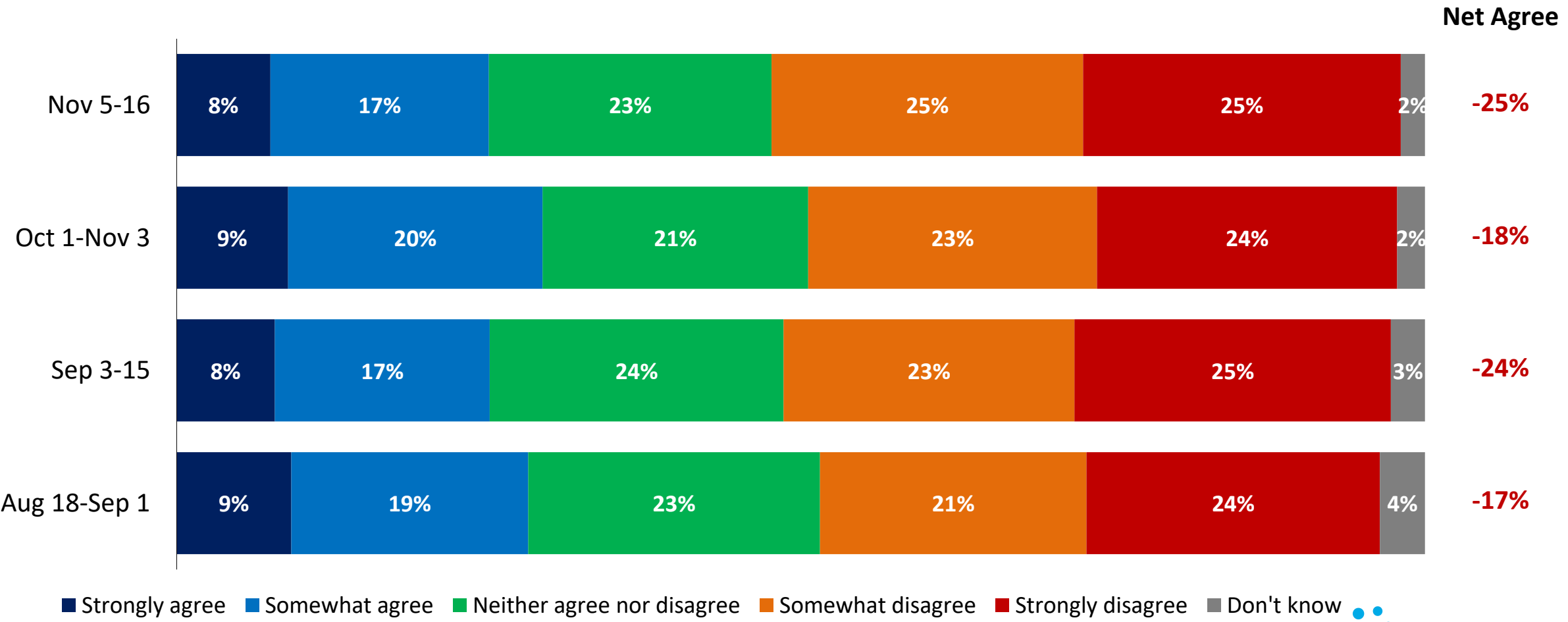
[asked of all respondents; n=1,000]



# Behavioural Fatigue: The share of Canadians who think they can't keep<sup>12</sup> up their current behavior changes is down since October



Thinking about the changes you've made to your daily life as a result of COVID-19, 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=1,000]



# Routine Fatigue: Respondents 18-34 and those from QC are more likely to agree they cannot keep up changes for very much longer than others

Q

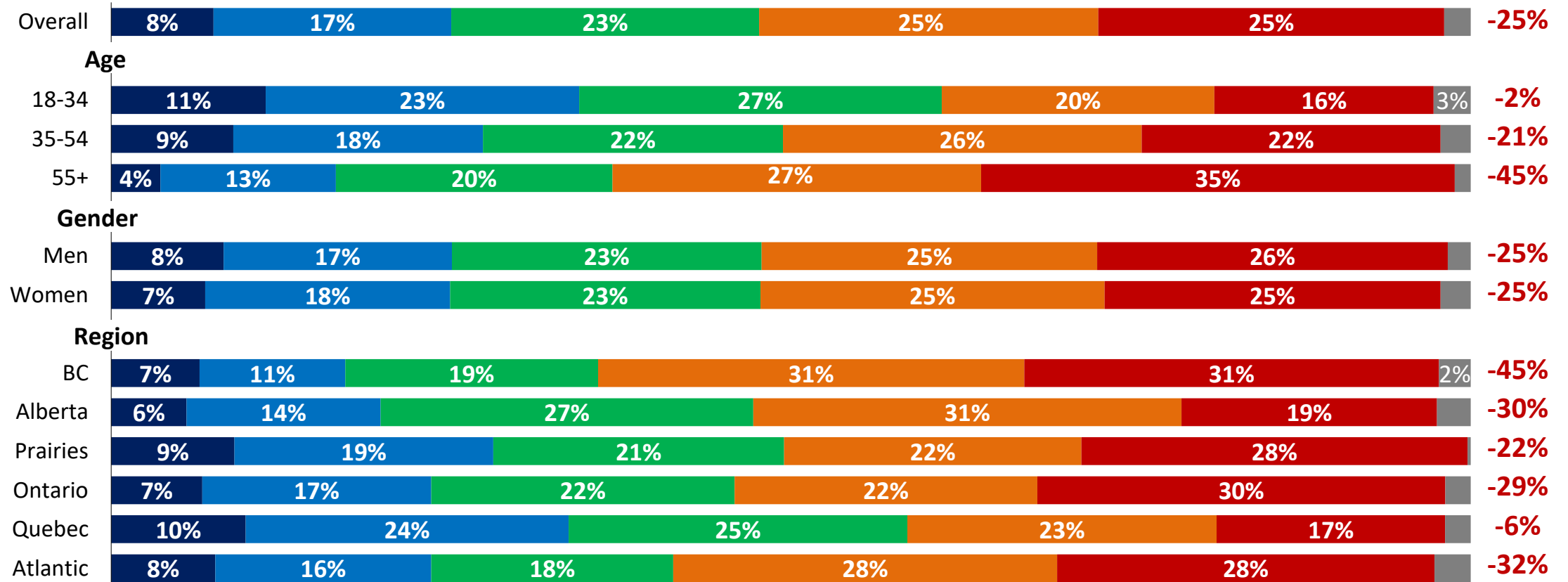
Thinking about the changes you've made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

*I don't think I can keep up these changes for very much longer.*

BY Age, gender, and region

[asked of all respondents; n=1,000]

NET Agree



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know



# Methodology



# Survey Methodology

**These are the results of an online survey conducted between November 5<sup>th</sup> and 16<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, 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=2,717 Canadian citizens, 18 years or older. An oversamples in Ontario was used in order to adequately capture regional results. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** November 5<sup>th</sup> to 16<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>	231	8.5%	139	13.9%
<b>Men 35-54</b>	439	16.2%	164	16.4%
<b>Men 55+</b>	631	23.2%	184	18.4%
<b>Women 18-34</b>	291	10.7%	133	13.3%
<b>Women 35-54</b>	521	19.2%	172	17.2%
<b>Women 55+</b>	604	22.2%	208	20.8%
<b>BC</b>	308	11.3%	129	12.9%
<b>AB</b>	240	8.8%	110	11.0%
<b>Prairies</b>	195	7.2%	66	6.6%
<b>ON</b>	1267	46.6%	389	38.9%
<b>QC</b>	480	17.7%	237	23.7%
<b>Atlantic</b>	227	8.4%	69	6.9%



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