



Impacts of the Pandemic

Public Opinion Research
Release Date: March 05, 2021
Field Dates: February 04 to March 03, 2021

Tracking the Impacts of COVID-19

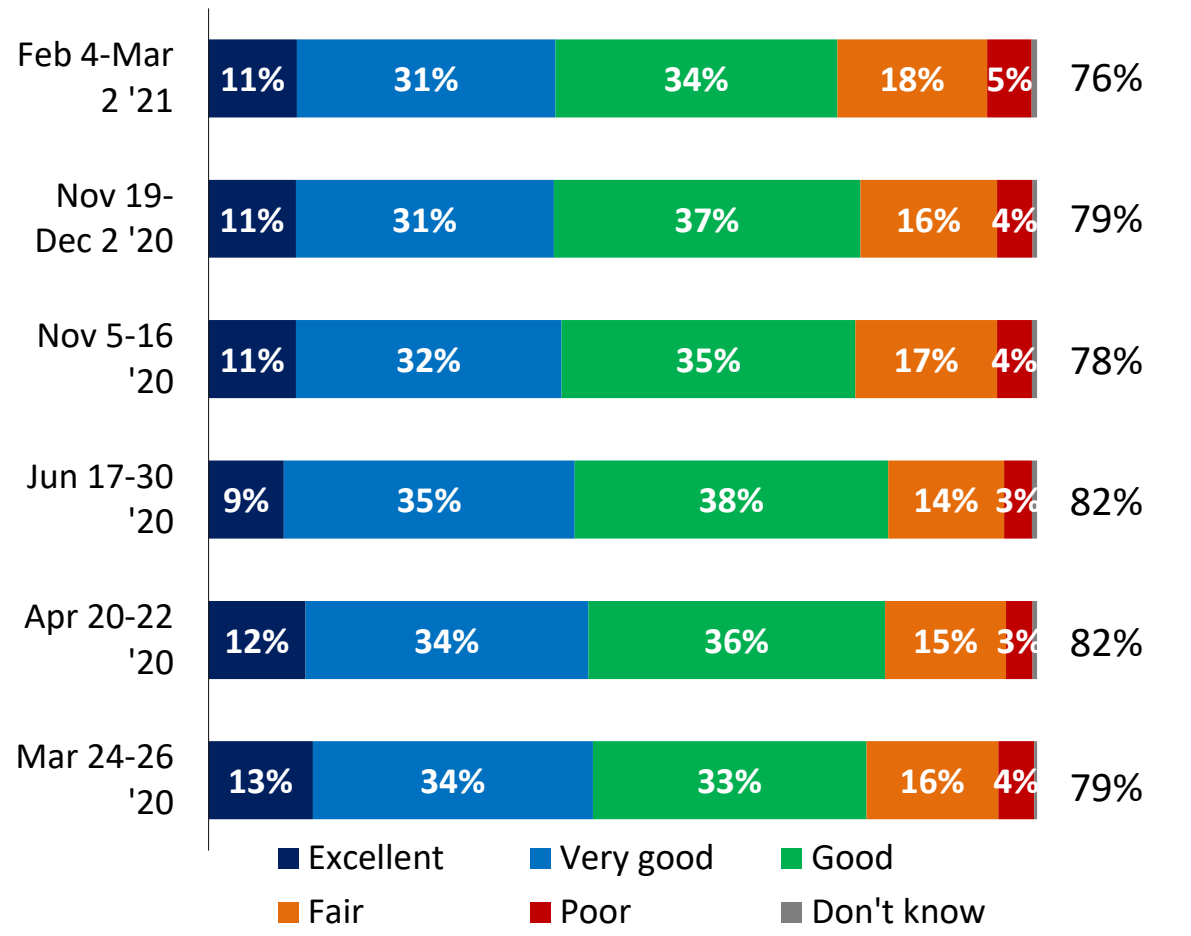
Since the beginning of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking health attitudes impacted by the pandemic.

Today, INNOVATIVE is releasing results from our February Canada This Month survey. This online survey was in field from February 4th to March 2nd with a weighted sample size of 2,000 Canadian residents. Detailed methodology is provided in the appendix.

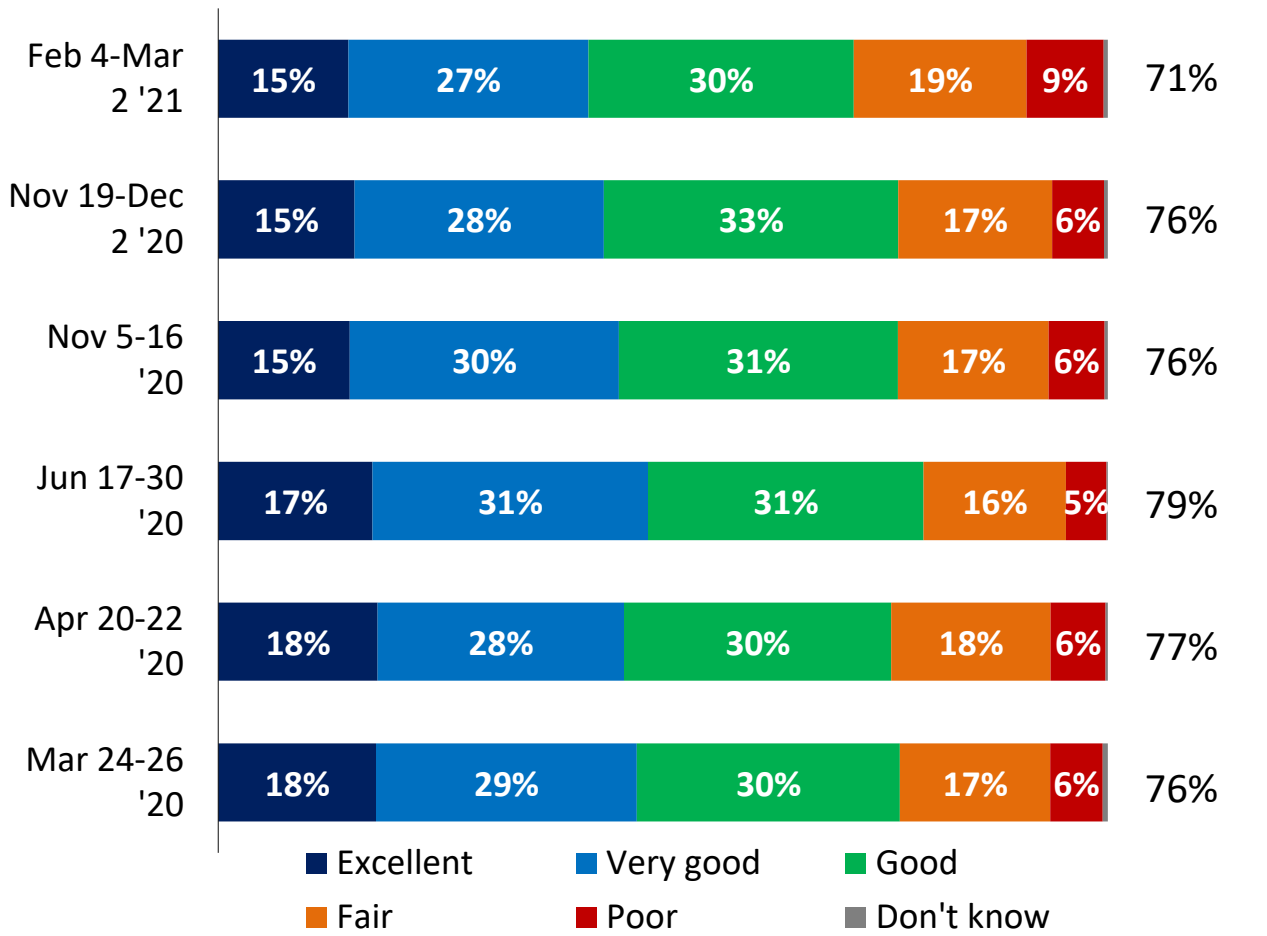
This report covers the attitudes that INNOVATIVE has been tracking, including health and quality of life impacts as a result of the outbreak as well as new questions on loneliness and isolation. We find key health, and quality of life indicators have taken a negative turn compared to June of last year while financial impacts are steady.

Reported general health and mental health are both down to their lowest points across tracking over the last year

Q In general, would you say your health is... ?
[asked of all respondents; n=2,000]

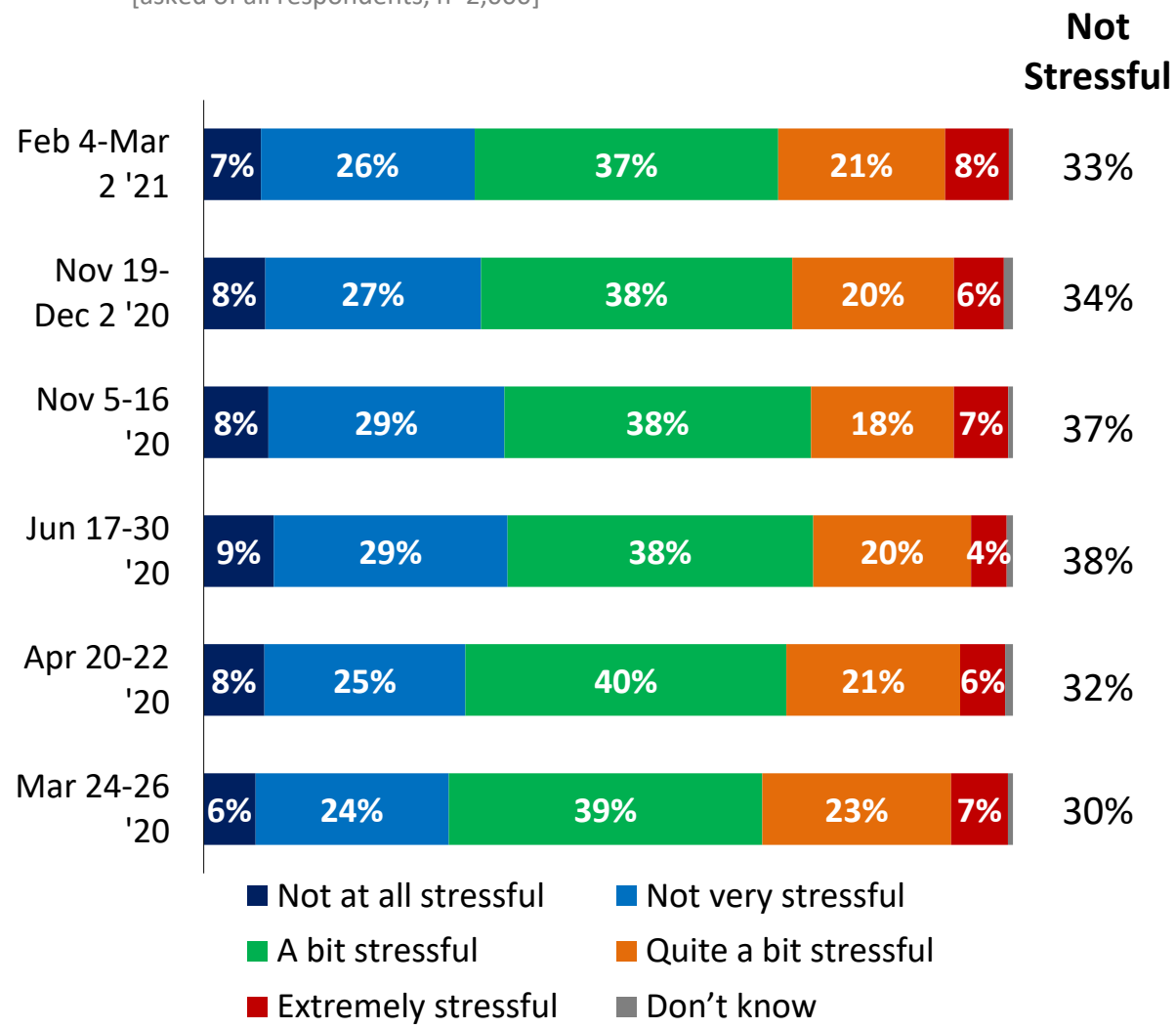


Q In general, would you say your mental health is... ?
[asked of all respondents; n=2,000]

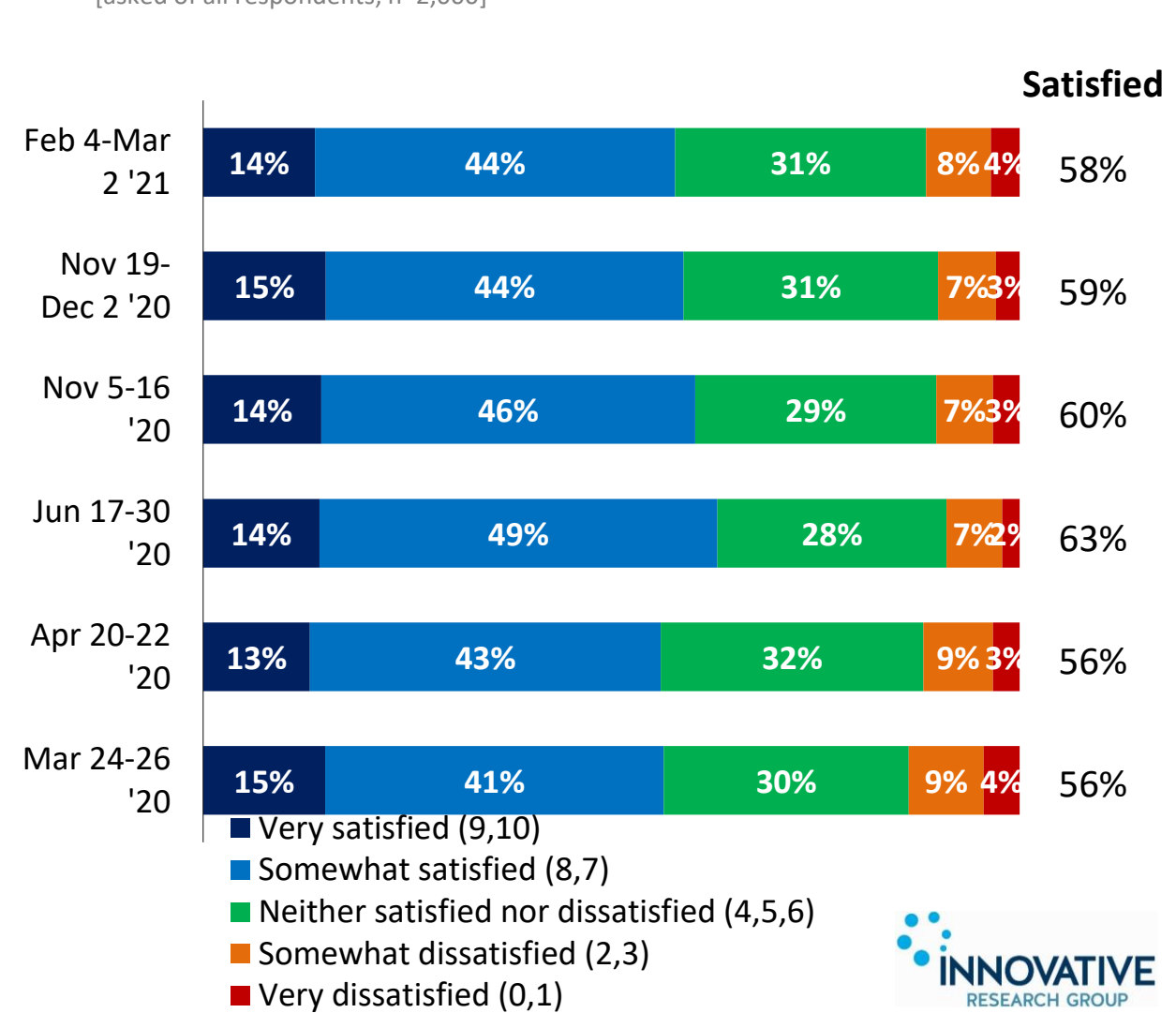


General life satisfaction and stress are steady compared to late November '20

Q Thinking about the amount of stress in your life, would you say that most of your days are...?
[asked of all respondents; n=2,000]



Q Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?
[asked of all respondents; n=2,000]

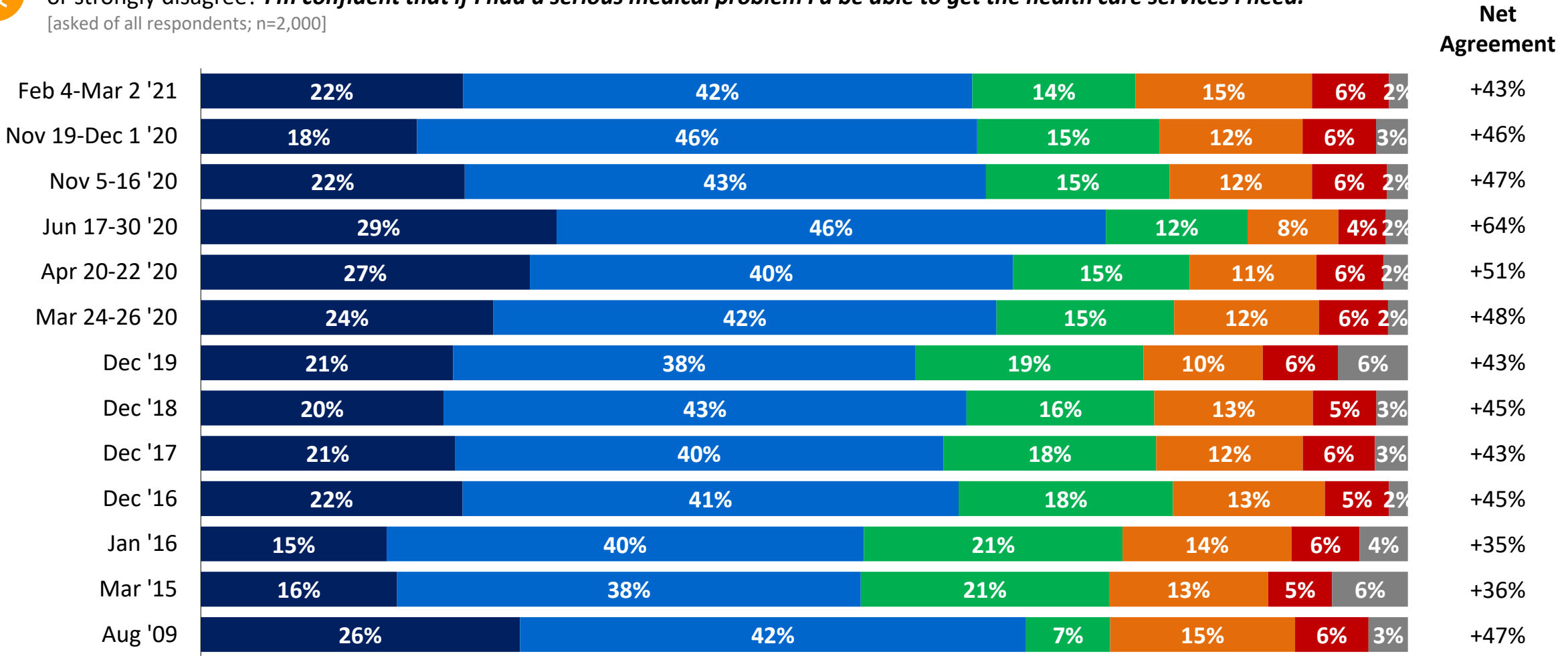


Net agreement in confidence on getting access to health care services is down 3 points since late November '20



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=2,000]



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



Perceptions of COVID-19 Impact on Wellbeing

Compared to June of last year, physical and mental health impacts have taken a negative turn along with general quality of life while household financial impacts are steady.

Negative impacts on physical & mental health and quality of life are all up compared to Jun '20 while financial impacts have improved

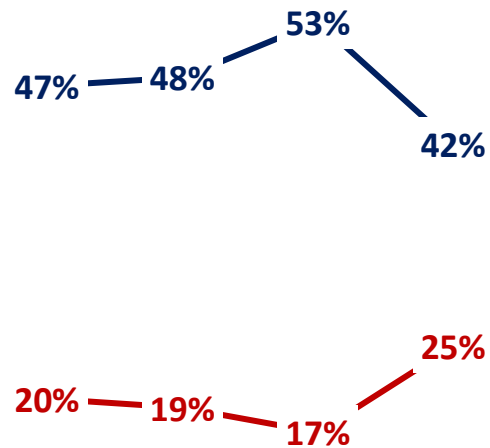


The COVID-19 outbreak has resulted in major changes [...]. Thinking about these changes as a whole, how much have they **negatively impacted** you personally in each of the following areas?

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

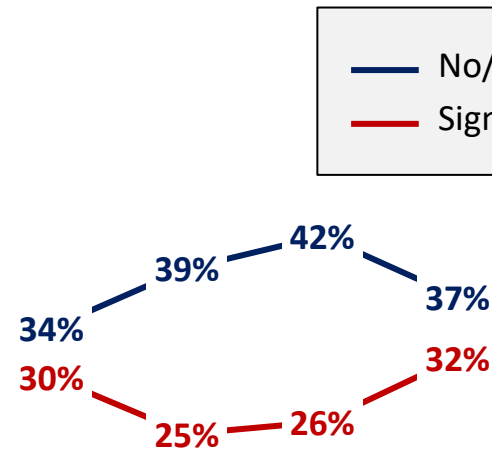
[asked of all respondents, n=2,000]

Physical Health



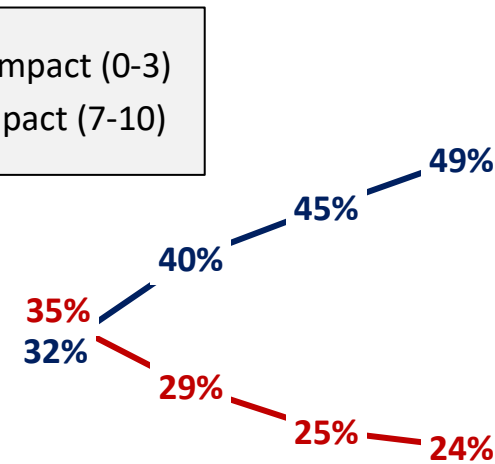
Mar '20 Apr '20 Jun '20 Feb '21

Mental health



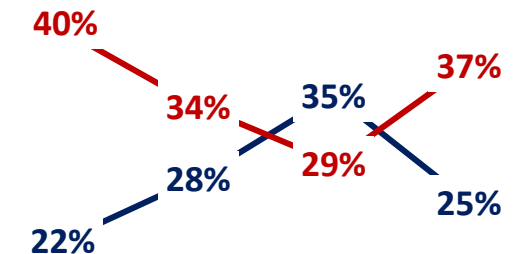
Mar '20 Apr '20 Jun '20 Feb '21

Household Finances



Mar '20 Apr '20 Jun '20 Feb '21

Overall Quality of Life



Mar '20 Apr '20 Jun '20 Feb '21

Isolation

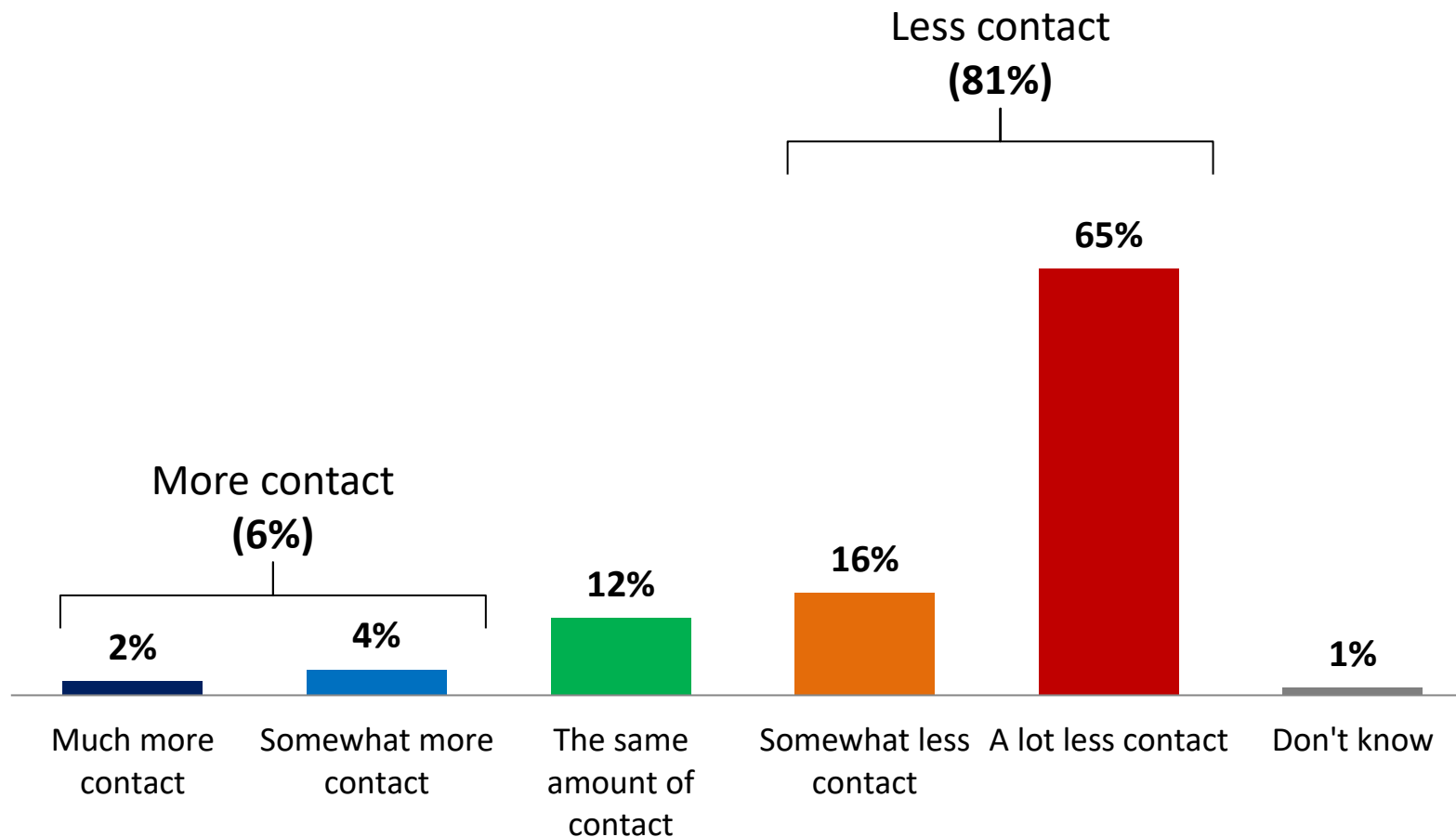
While those over 55 are the most likely to report 'a lot less contact' with family and friends compared to before COVID-19, younger respondents report being more impacted when it comes to loneliness and feelings of isolation.

Contact with Friends: Over 3-in-5 (65%) say they have had a lot less contact with family & friends; highest for those 55 and older



Comparing your various contacts with friends and family now compared to before the COVID-19 pandemic, would you say you have ...

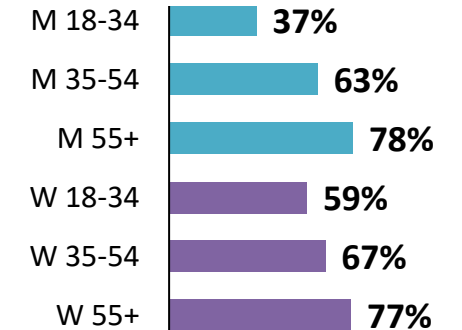
[asked of all respondents; n=2,000]



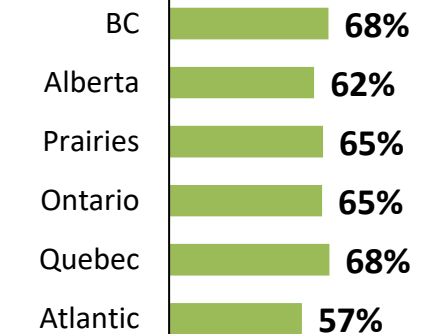
Segmentation

Respondents who say "a lot less contact"

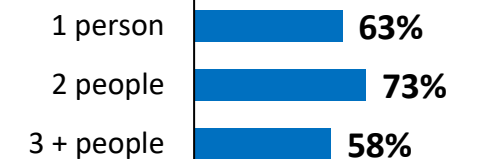
Age-Gender



Region



Number of people in household

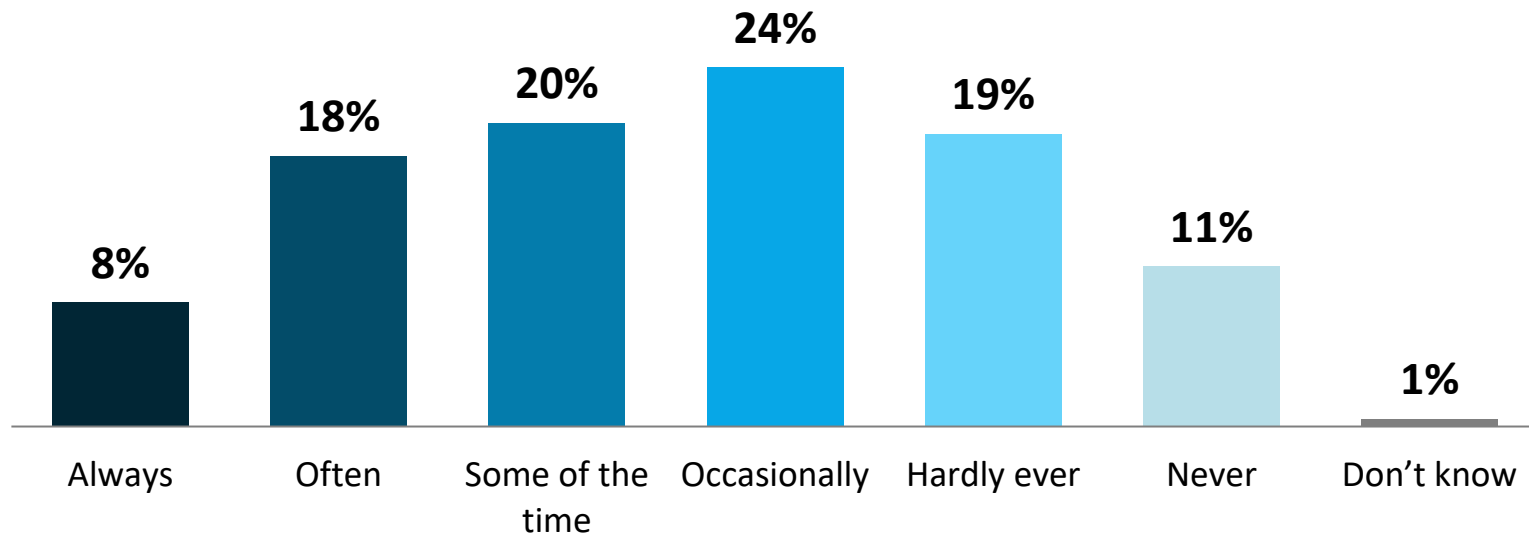


Loneliness: 1-in-4 (26%) say they feel lonely 'always' or 'often'; 2-in-5 (40%) women under 35 say the same



How often do you feel lonely?

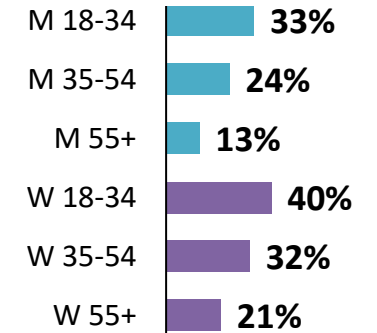
[asked of all respondents; n=2,000]



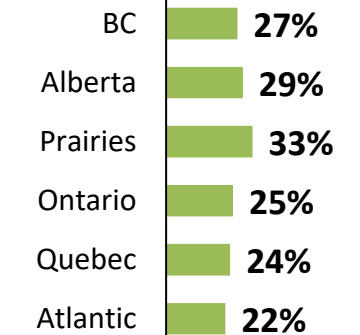
Segmentation

Respondents who say "often" & "always"

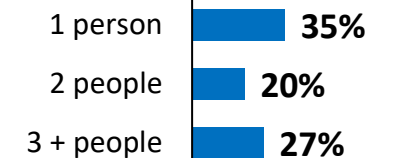
Age-Gender



Region



Number of people in household

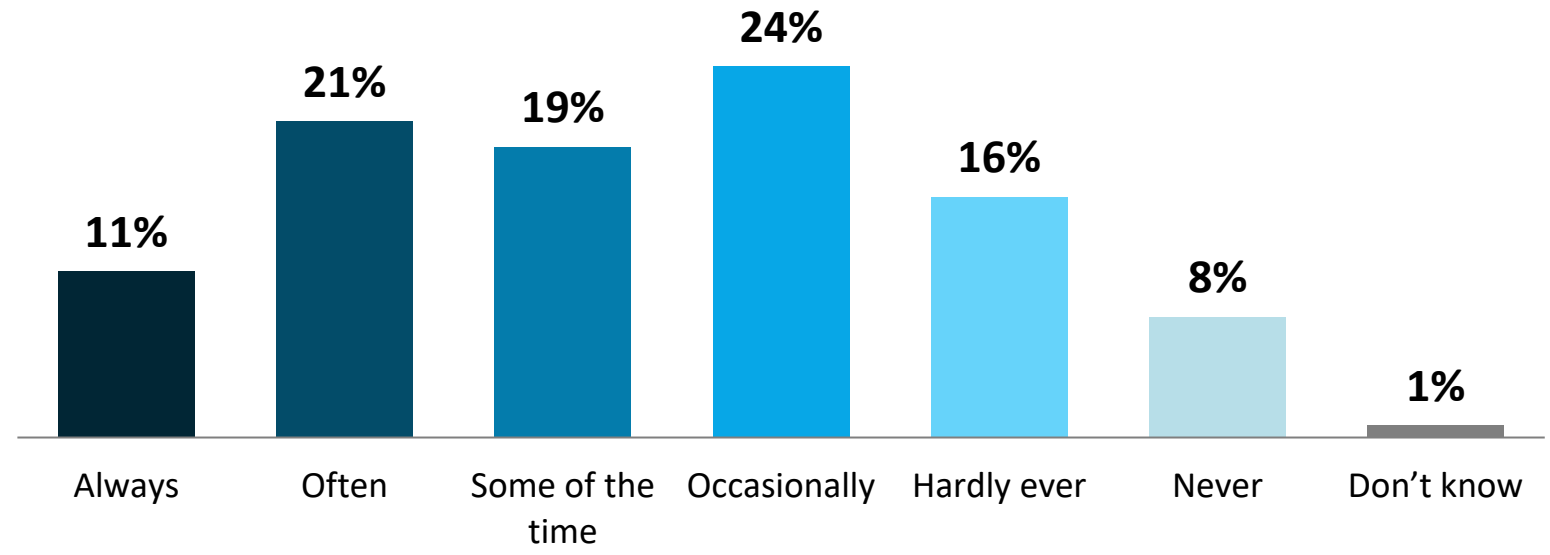


Isolation: 1-in-3 (32%) say they 'always' or 'often' feel isolated; highest for young women (47%) and those in single-person households (37%)



How often do you feel isolated from others?

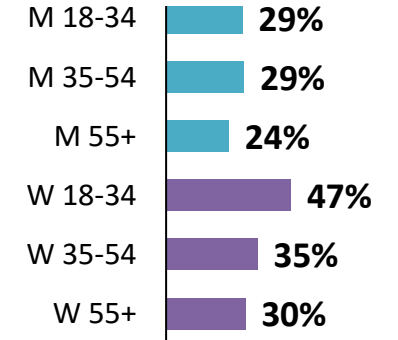
[asked of all respondents; n=2,000]



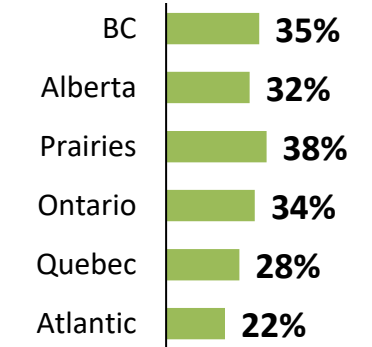
Segmentation

Respondents who say "often" & "always"

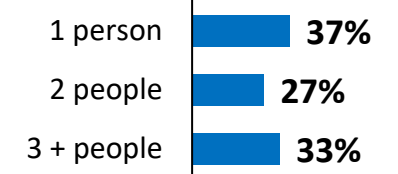
Age-Gender



Region



Number of people in household



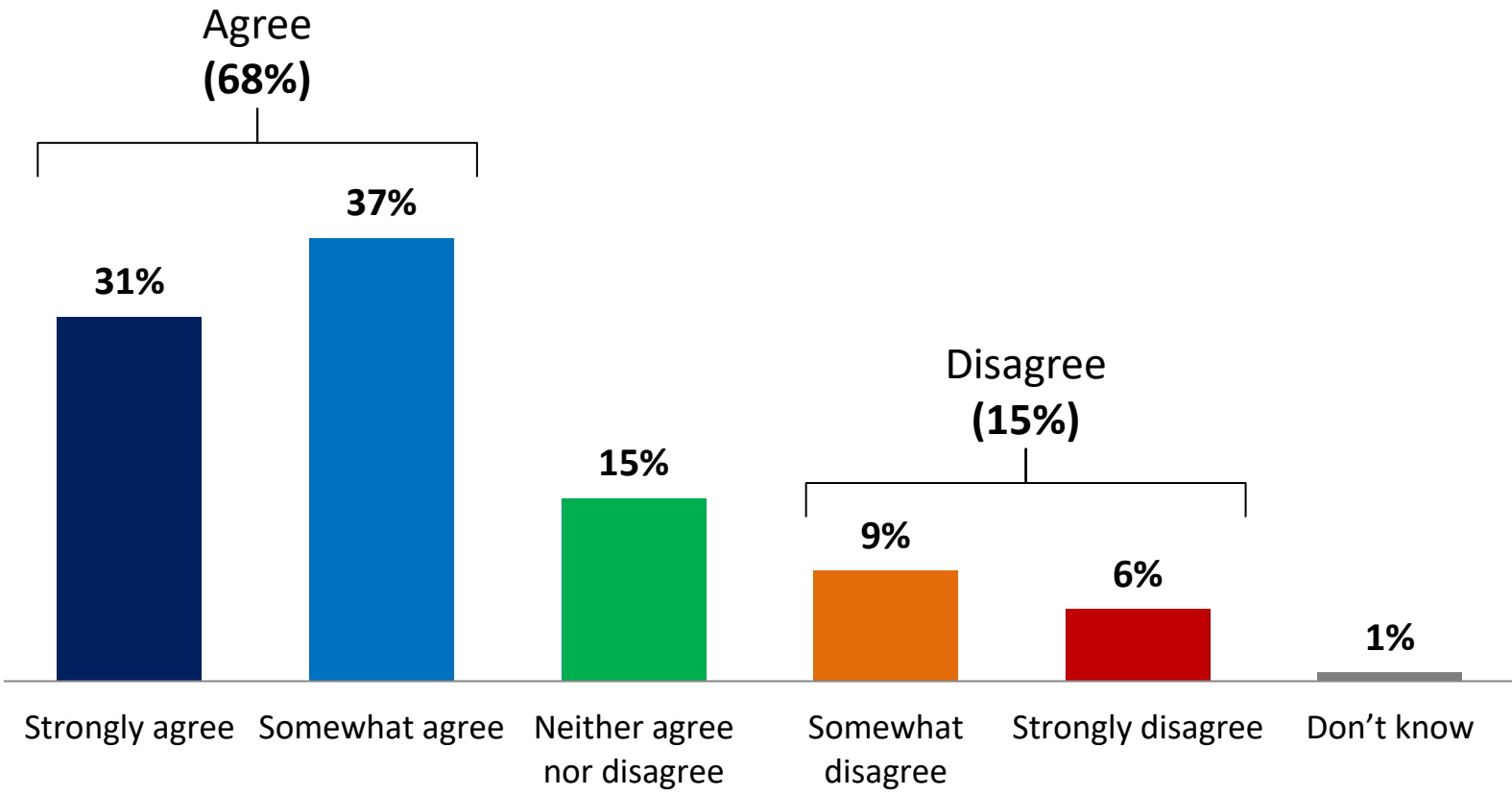
Someone to Talk To: 7-in-10 (68%) agree there is always someone they can talk to about their problems; lowest for those living alone ¹²



Do you agree or disagree with the following statements?

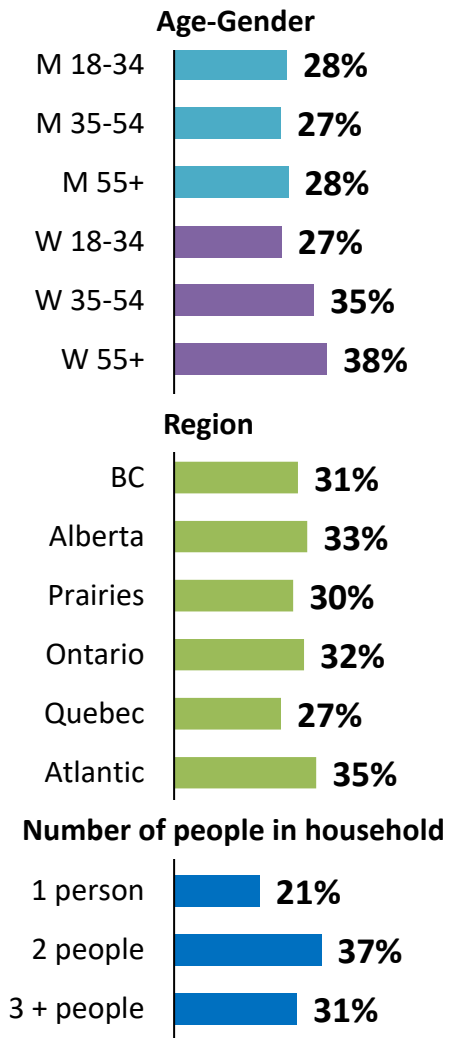
There is always someone I can talk to about my day-to-day problems.

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



Segmentation

Respondents who say "strongly agree"



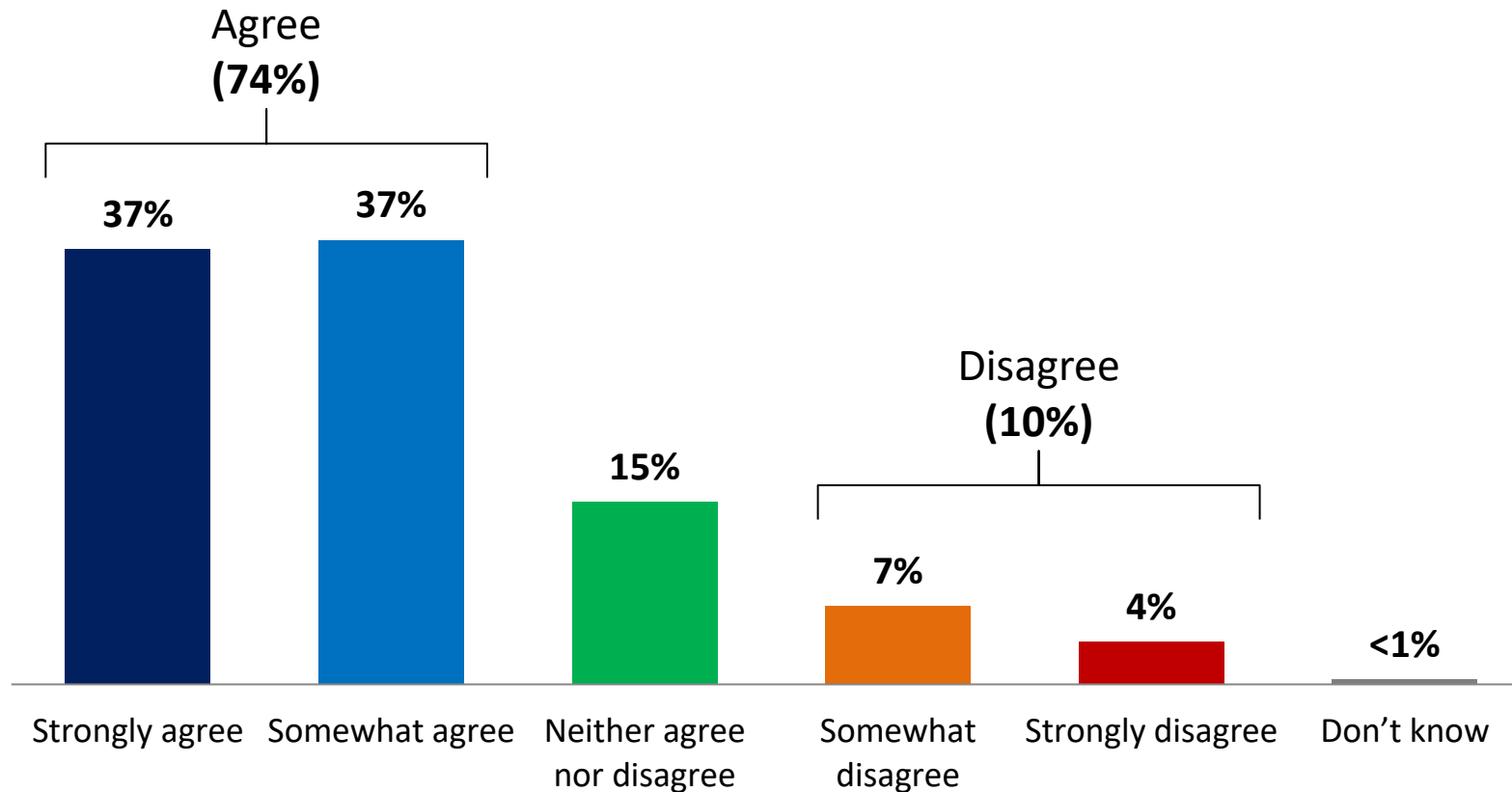
Miss Company: 3-in-4 (74%) miss the company of others; higher for respondents under 35 and over 55, especially women



Do you agree or disagree with the following statements?

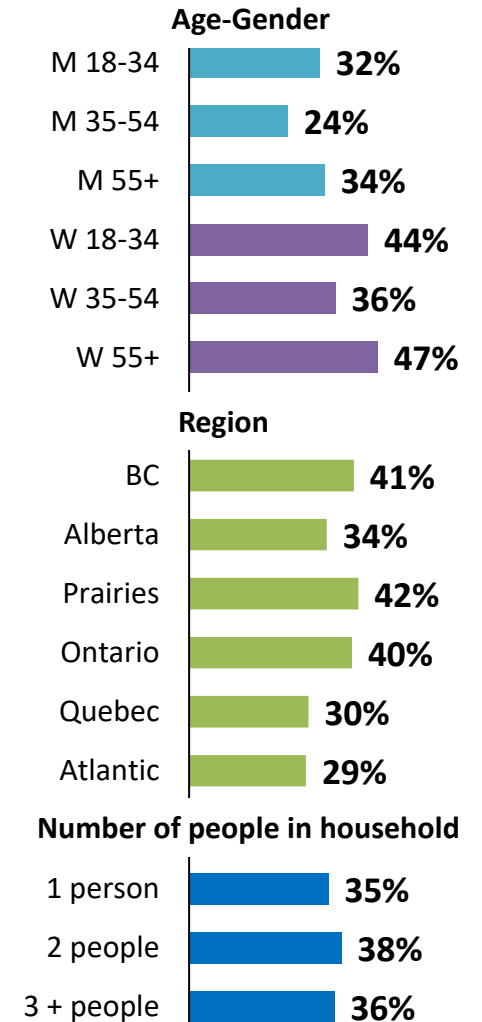
I miss the pleasure of the company of others.

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



Segmentation

Respondents who say "strongly agree"



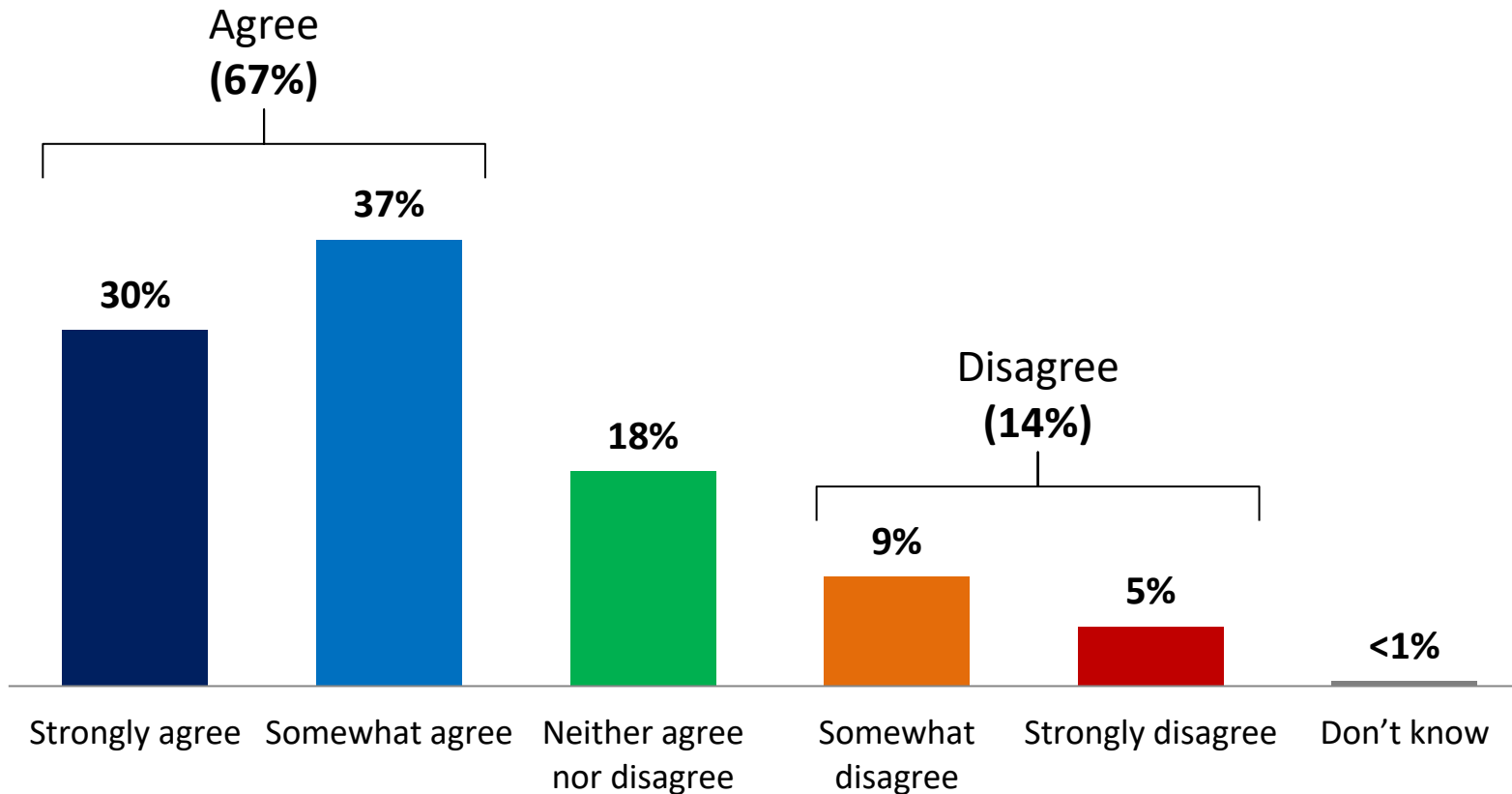
Miss Having People Around: 30% strongly agree they miss having people around and nearly half (45%) of young women say the same



Do you agree or disagree with the following statements?

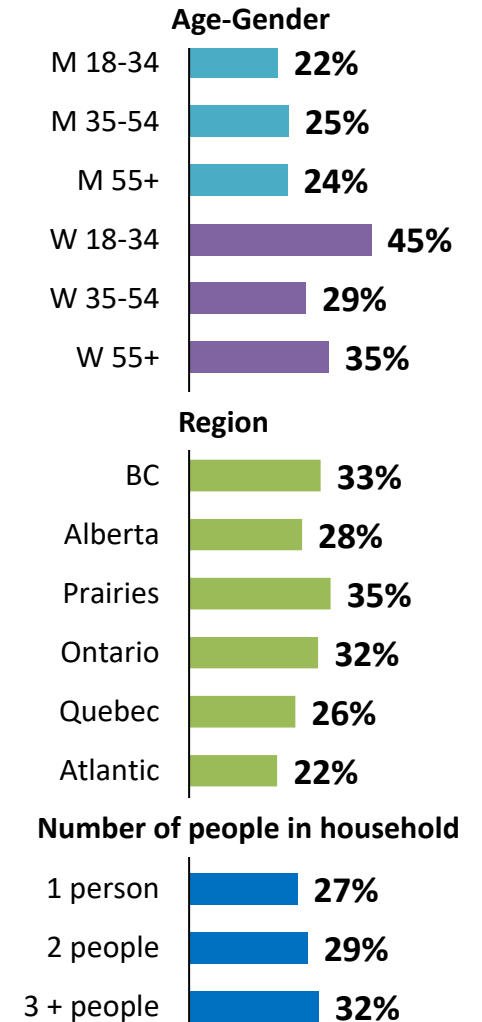
I miss having people around me.

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



Segmentation

Respondents who say "strongly agree"



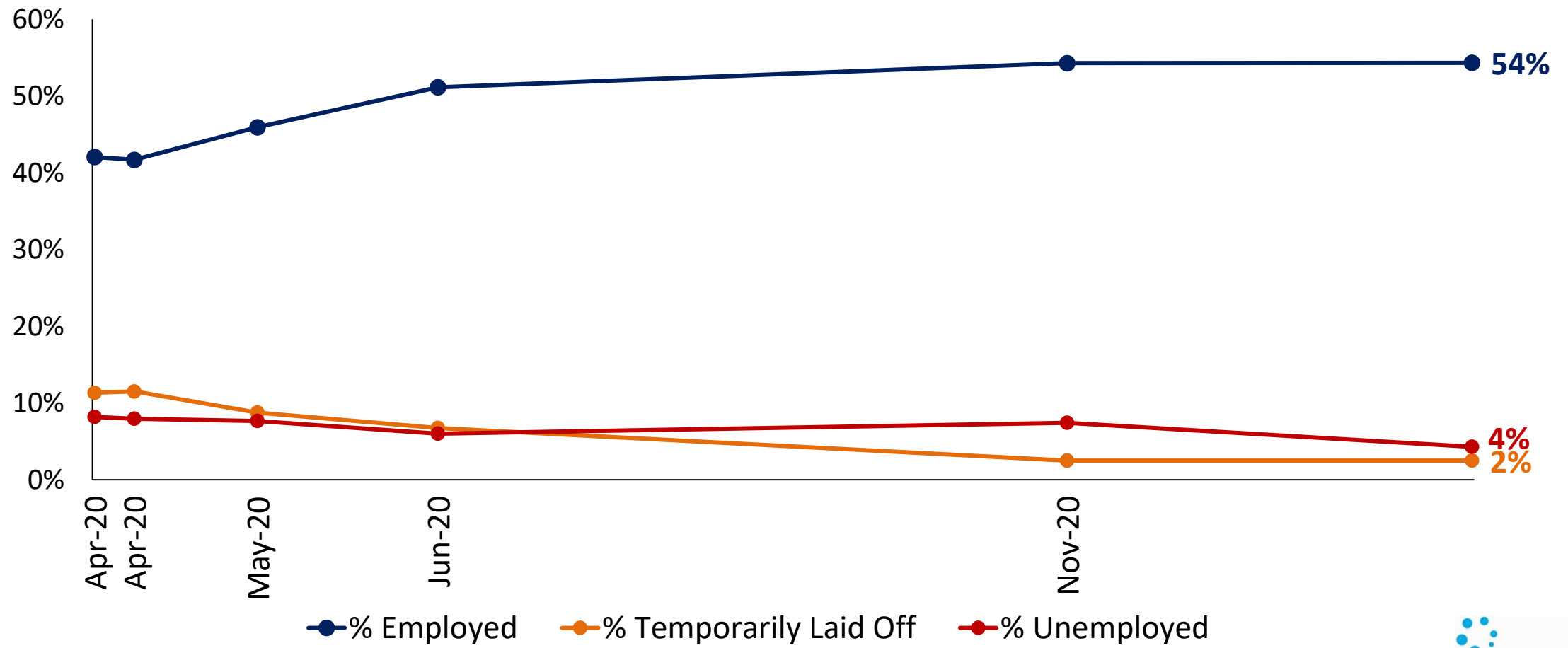
Financial Impacts

After a large economic impact at the onset of the COVID-19 outbreak, employment and confidence in household finances are steady while perceptions of a severe recession are improving.

The share of Canadians that are currently employed has remained steady since November '20 at over half



Which of the following best describes your current job status?
[asked of all respondents; n=2,000]



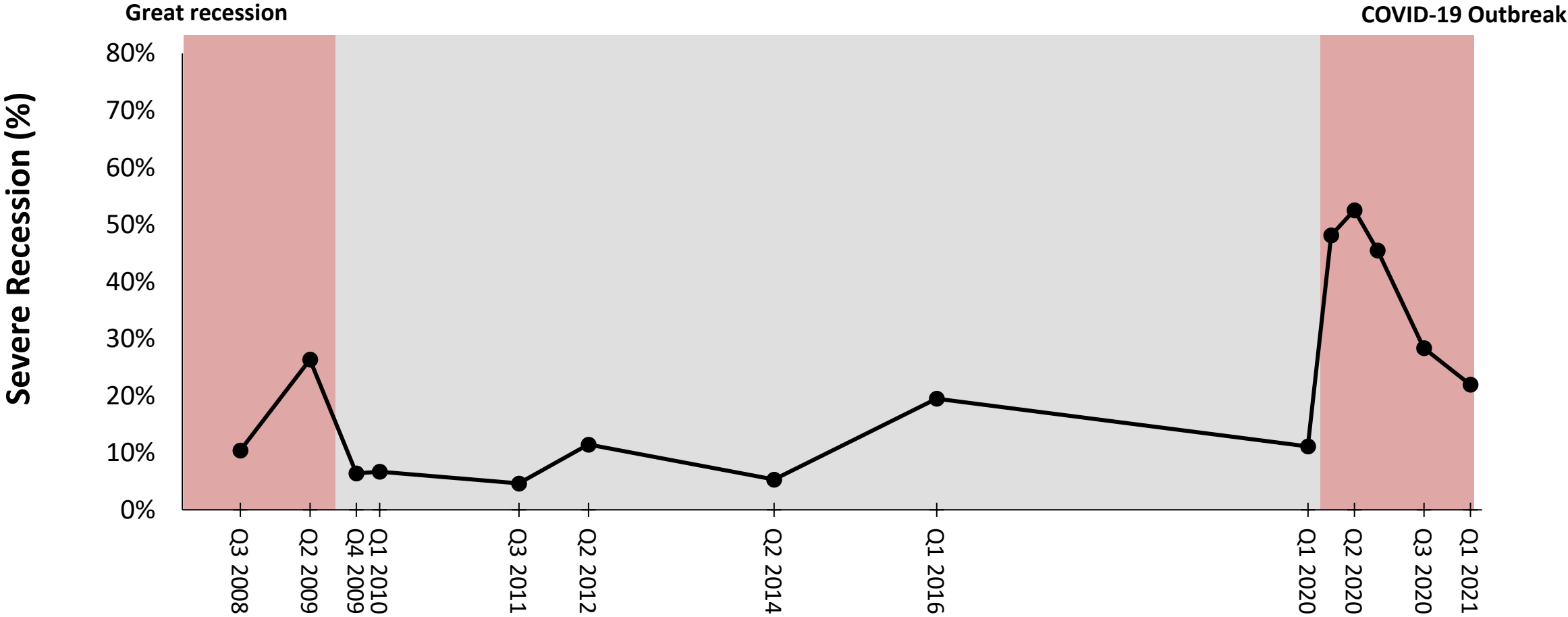
The share of Canadians who think the economy is moving into a deep recession is down significantly since earlier in the pandemic



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

[% who say "Severe Recession"]

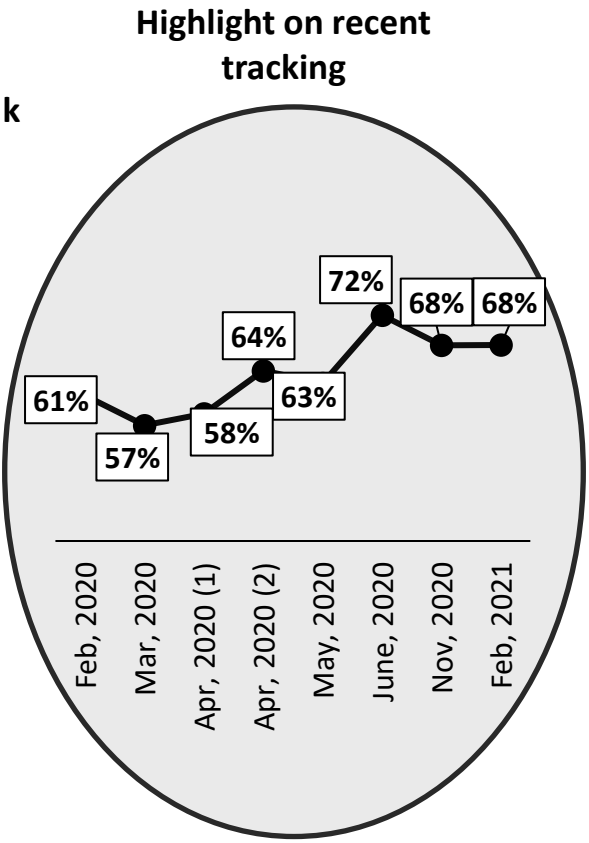
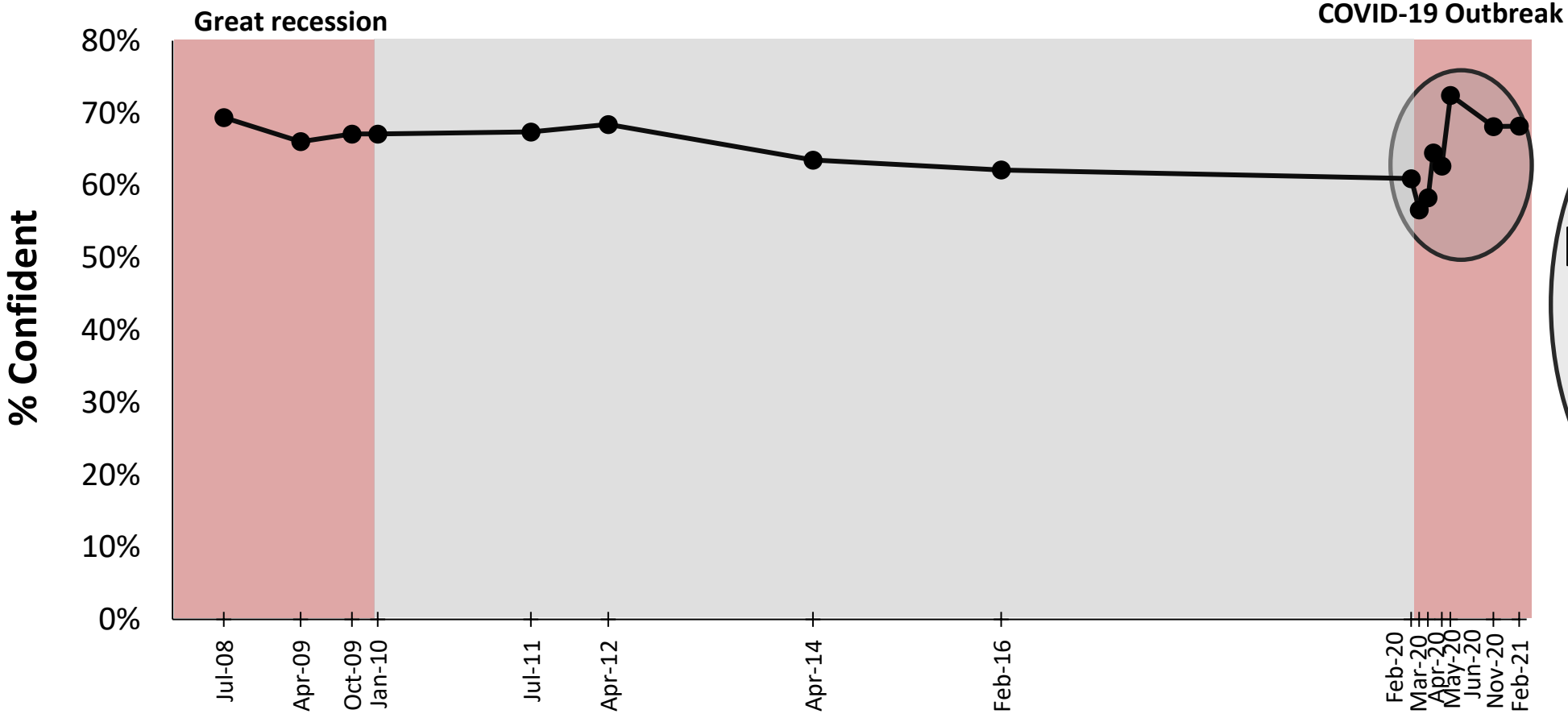
[all respondents, n=2,000]



After a small dip at the outset of the COVID outbreak, household financial confidence is now above pre-pandemic levels



Generally speaking, how confident and secure do you feel about your household's current financial situation?
 [all respondents, n=2,000]



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

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 February 4th and March 2nd, 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=3,763 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

Field Dates: February 4th to March 2nd, 2021.

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 (%)
Men 18-34	342	9.1%	271	13.6%
Men 35-54	533	14.2%	334	16.7%
Men 55+	955	25.4%	364	18.2%
Women 18-34	469	12.5%	274	13.7%
Women 35-54	592	15.7%	347	17.3%
Women 55+	872	23.2%	411	20.5%
Region				
BC	1244	33.1%	269	13.4%
AB	359	9.5%	222	11.1%
Prairies	233	6.2%	131	6.6%
ON	971	25.8%	772	38.6%
QC	605	16.1%	470	23.5%
Atlantic	351	9.3%	135	6.8%



For more information, please contact:

Greg Lyle

President

(416) 642-6429

glyle@innovativeresearch.ca

Building Understanding.