



# COVID-19 Attitudes and Beliefs

Public Opinion Research  
Release Date: April 14, 2021  
Field Dates: April 01, 2021 to April 13, 2021

# 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 March Canada This Month survey. This online survey was in field from April 1<sup>st</sup> to April 13<sup>th</sup>, 2021 with a weighted sample size of 1,500 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. Personal concern about contracting COVID-19 is steady since September '20 while related concerns about family and friends' health is back up to January '21 levels. Behavioural fatigue is up by 2 points with more than 1-in-3 Canadians (33%) now saying they at least somewhat agree that they can't keep up their current behaviours much longer.

# Top-of-Mind Issues

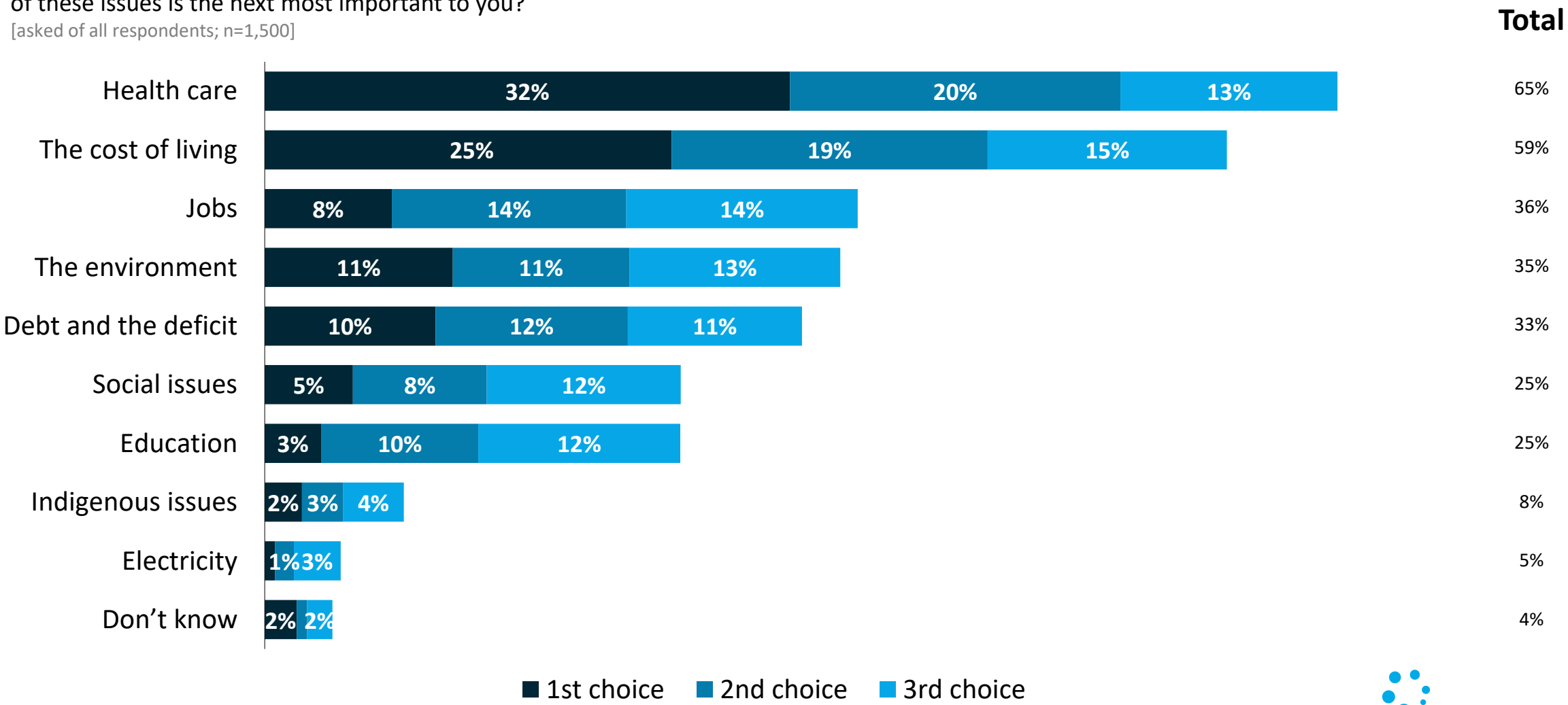
Health care continues to be the top issue for Canadians, with 65% of Canadians saying it is a top three issue for them.

# Issue Importance: 6-in-10 (65%) say that healthcare is among their top three priorities <sup>4</sup>



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]



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



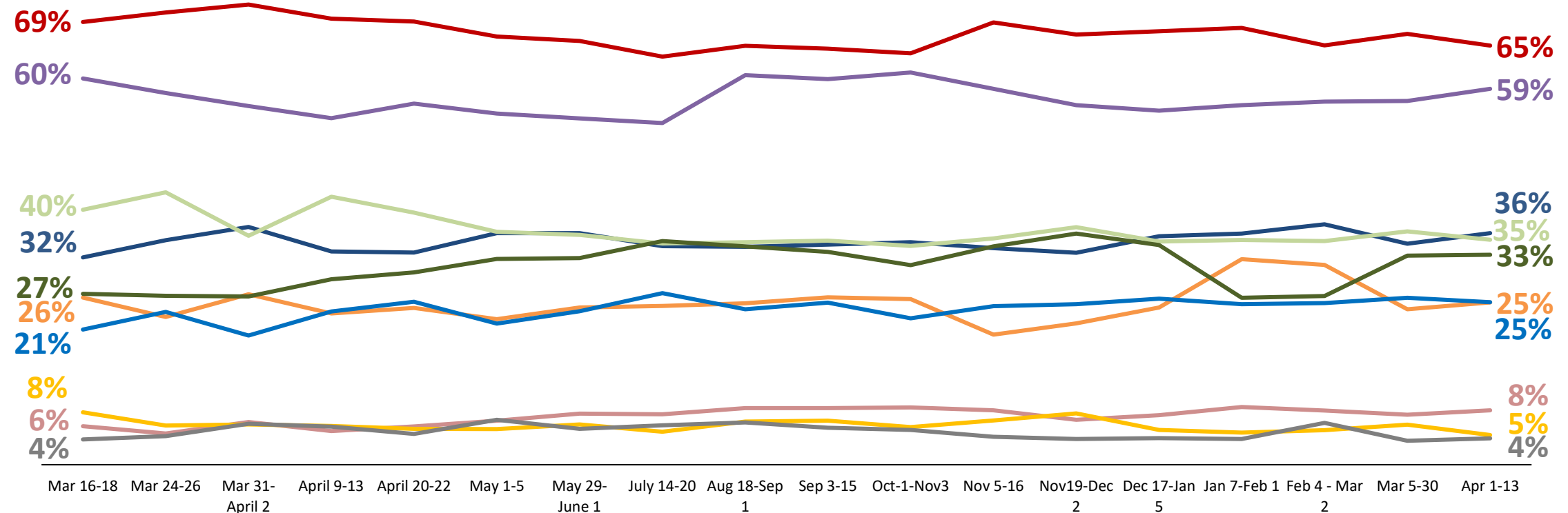
# Issue Importance: The importance of different issues has remained fairly steady since March '21



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]

## Top 3 Priority (%)



- 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.

# COVID-19 Engagement

Attention to the COVID-19 outbreak is steady and high, with nearly 9-in-10 (87%) paying close attention.

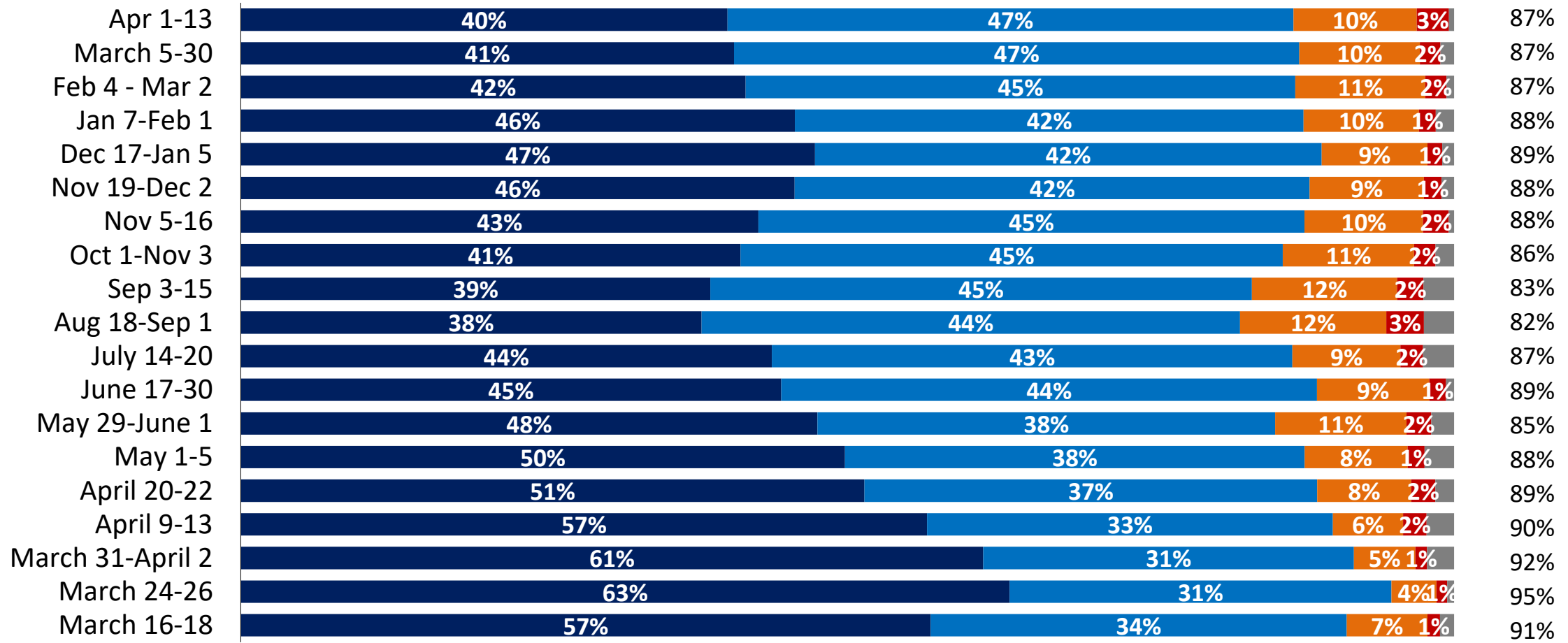
# Attention to COVID-19 News: Attention is steady at 87% since March 2021



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

# COVID-19 Attitudes

COVID-19-related concerns about family and friends (80%) is steady since January 2021 while personal concern about contracting COVID-19 (66%) is steady since September 2020.

While nearly all respondents (81%) feel that they are taking all the necessary steps to prevent the spread of COVID-19, 7-in-10 (70%) remain concerned that without precautions, COVID-19 could put more lives at risk. Especially older Canadians and Atlantic Canada respondents are concerned about this.

Younger respondents and Quebec residents are less likely to feel confident that they are taking all the required steps to protect their family and themselves from COVID-19.

A strong majority of Canadians feel they can keep up any pandemic-related changes to their routine, however the share who agree that they “can’t keep it up any longer” has dropped by 3 points to 32%, the same level it was in January ’21. The feeling of routine fatigue is much higher among younger Canadians and those living in Quebec.



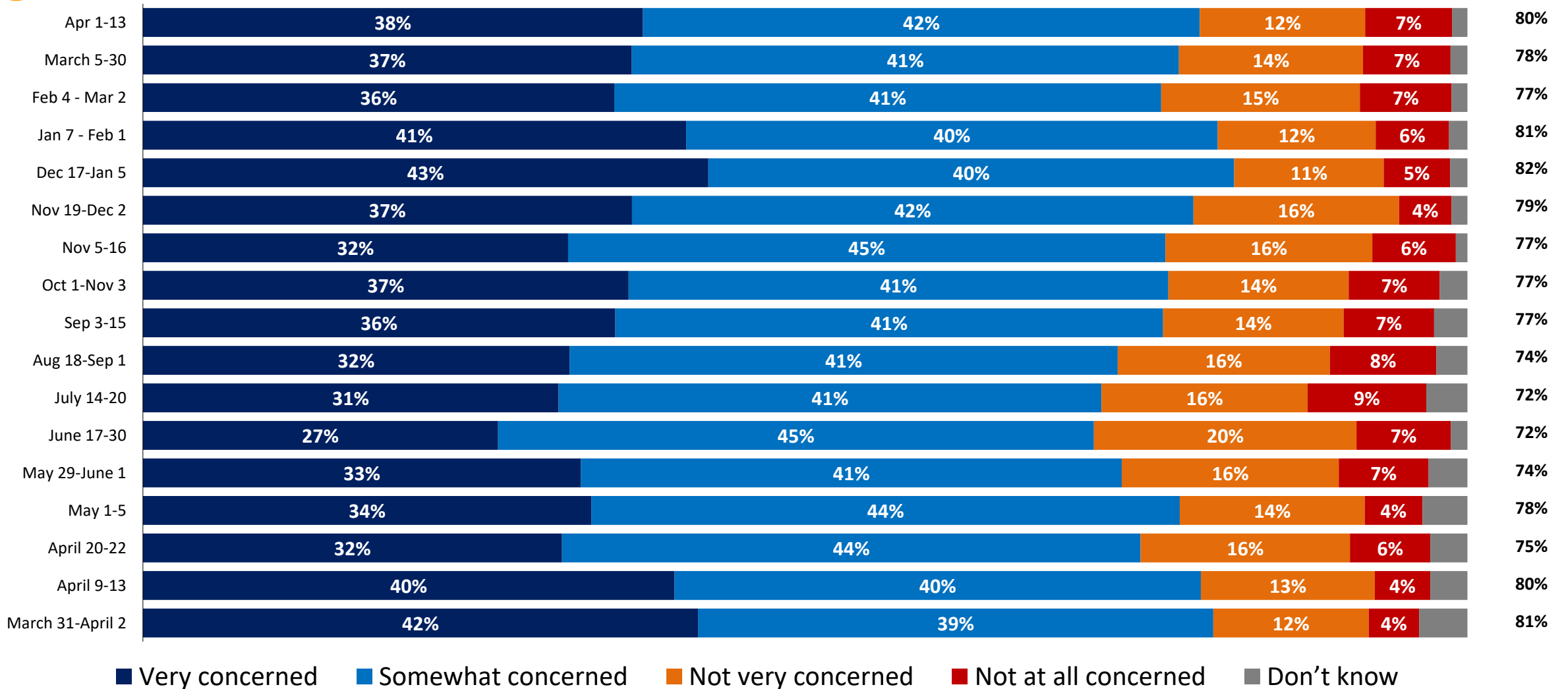
# Familial Concern: Concern about vulnerable friend/relative contracting COVID-19 is steady since January '21



How concerned are you personally about each of the following? **That a vulnerable friend or a relative will contract COVID-19**

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

Very/ Somewhat  
concerned



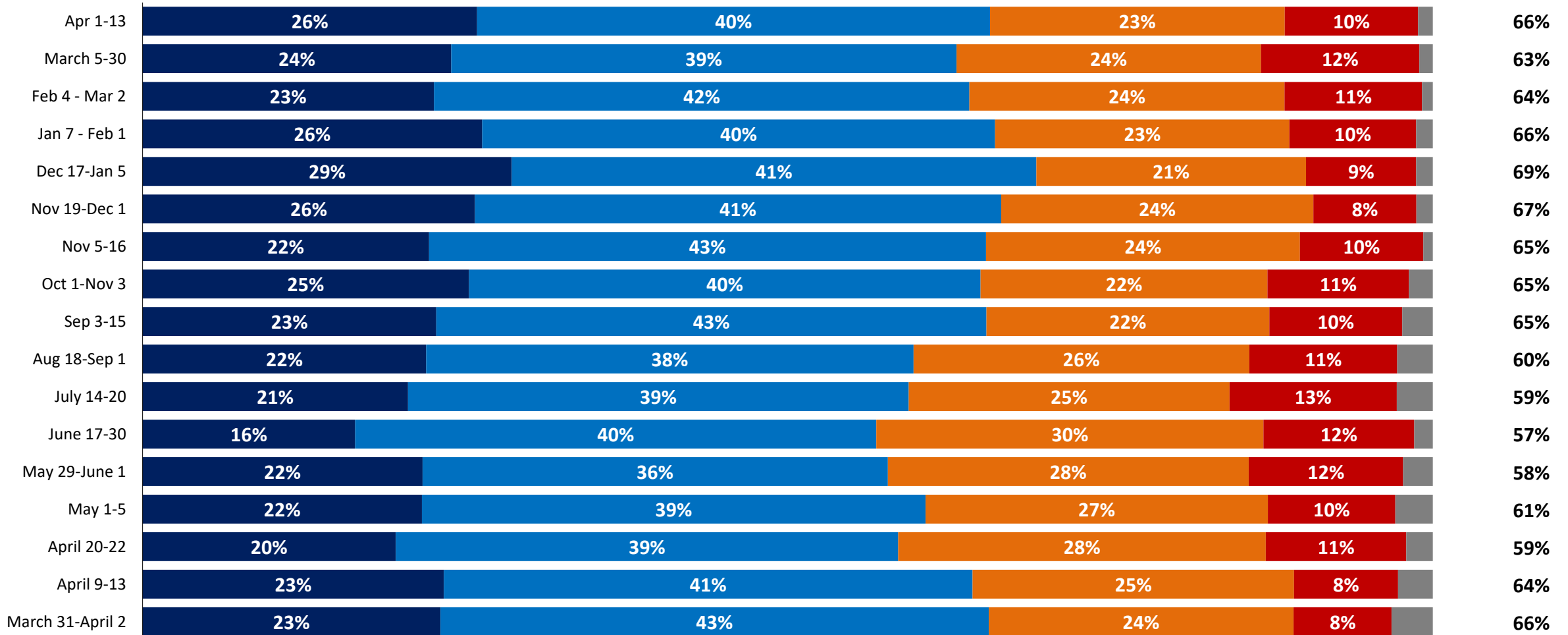
# Self Concern: Concern about contracting COVID-19 personally are steady<sup>10</sup> since September '20



How concerned are you personally about each of the following? **That you yourself will contract COVID-19**

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

Very/ Somewhat concerned

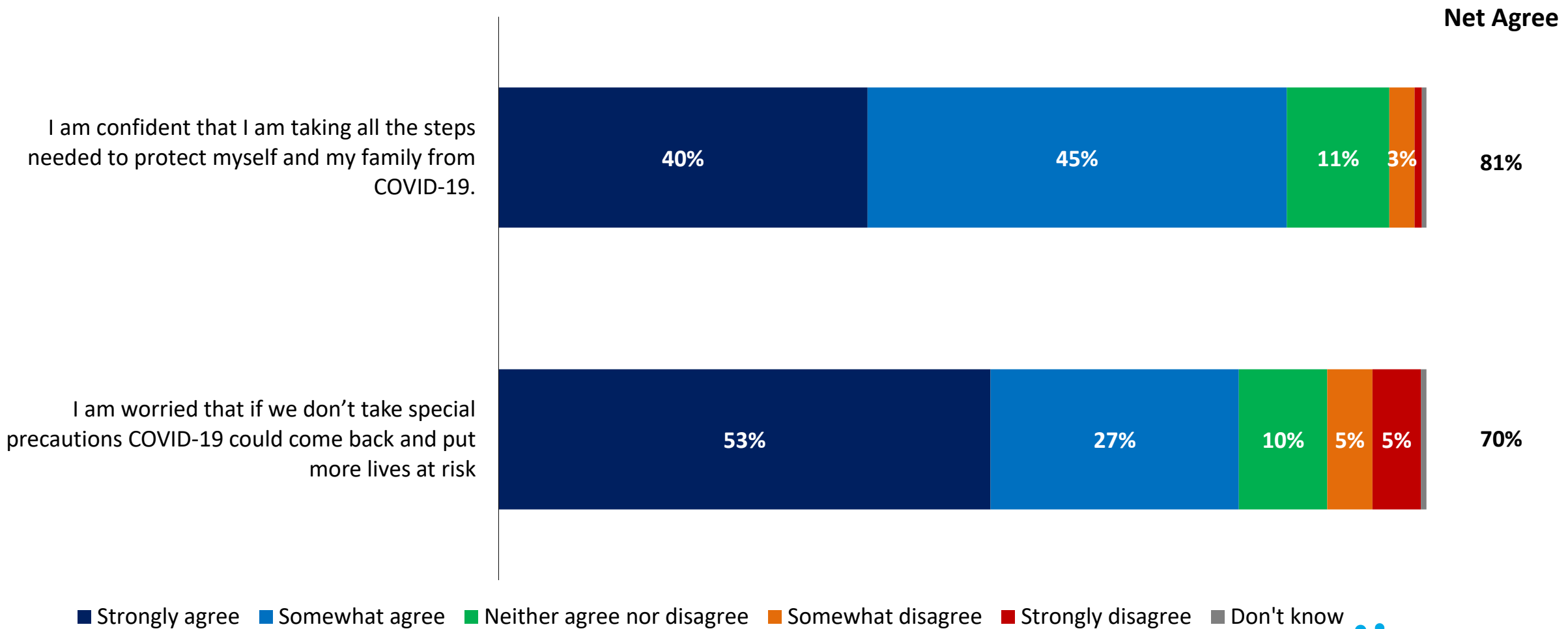


■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

# Key Attitudes: 85% are confident they have taken the steps needed to protect themselves and others; 80% are worried about COVID returning <sup>11</sup>



Do you agree or disagree with the following statements?  
[asked of all respondents; n=1,500]



# Key Attitudes: Confidence about taking all necessary steps are steady since March'21 while concern about COVID-19 returning is slightly up

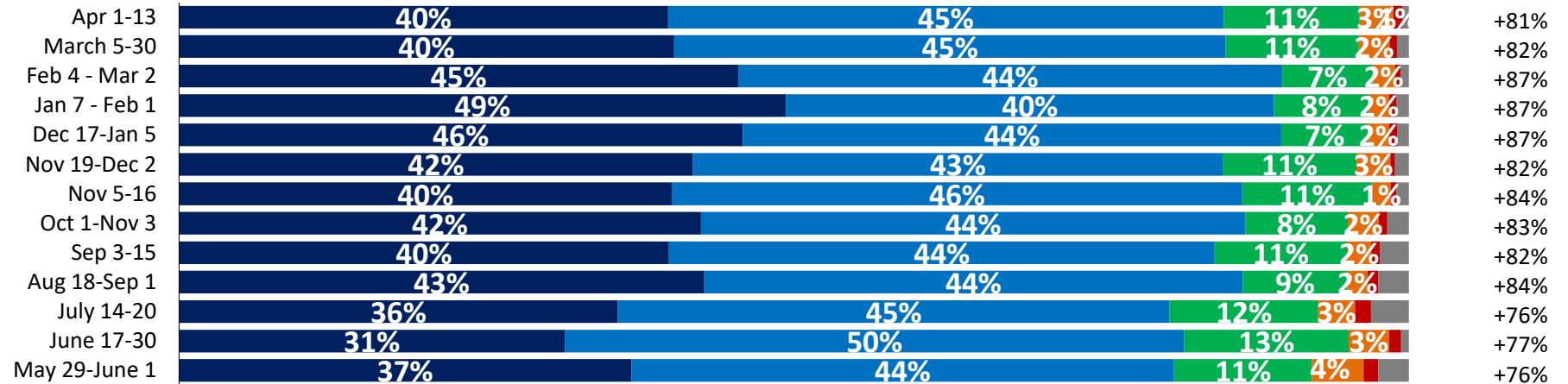


Do you agree or disagree with the following statements?

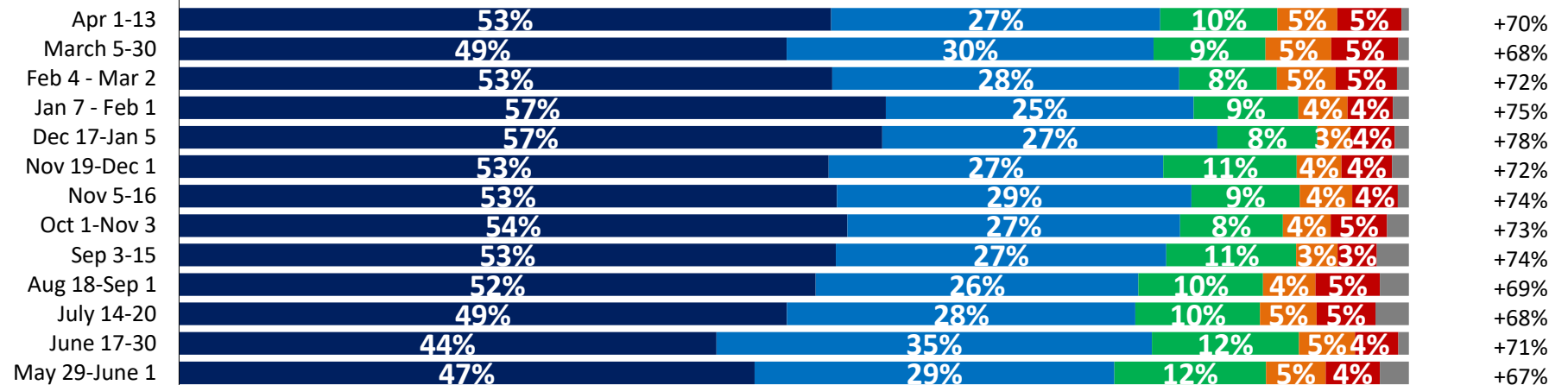
[asked of all respondents; n=1,500]

Net Agree

**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: Older respondents more confident than others that they are taking all steps needed to protect themselves and their families



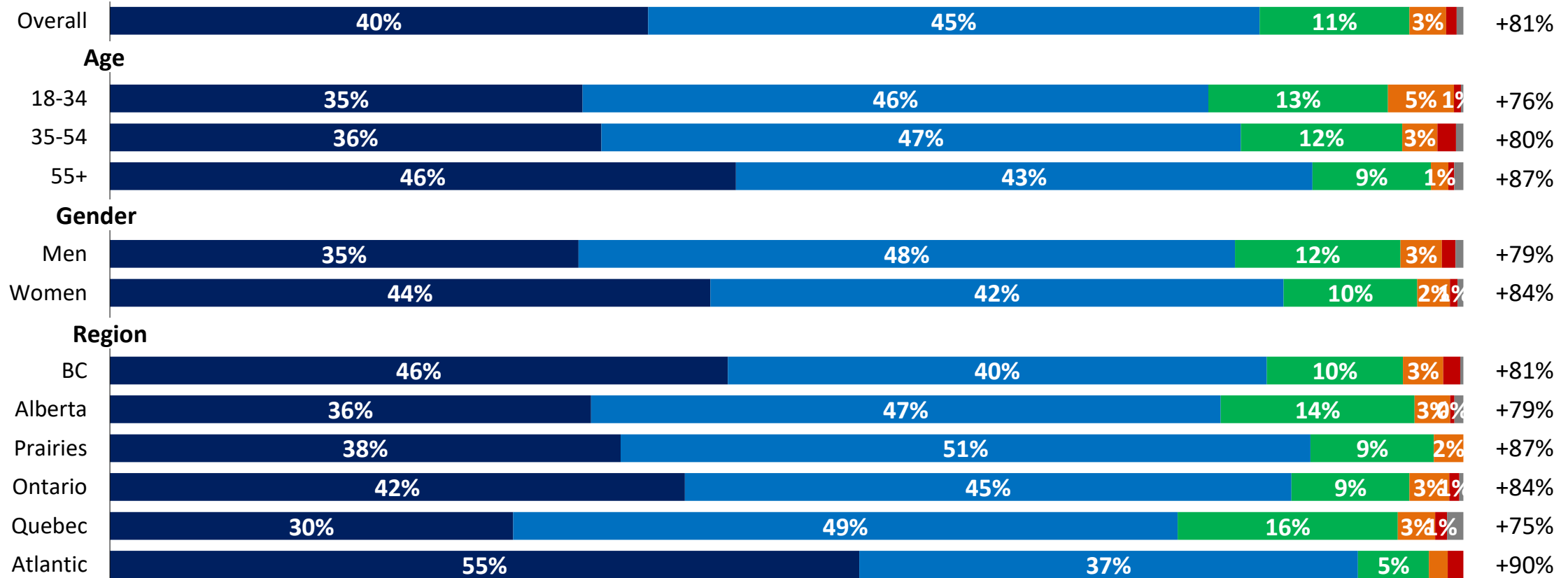
Do you agree or disagree with the following statements?

***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=1,500]

**NET Agree**



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know



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



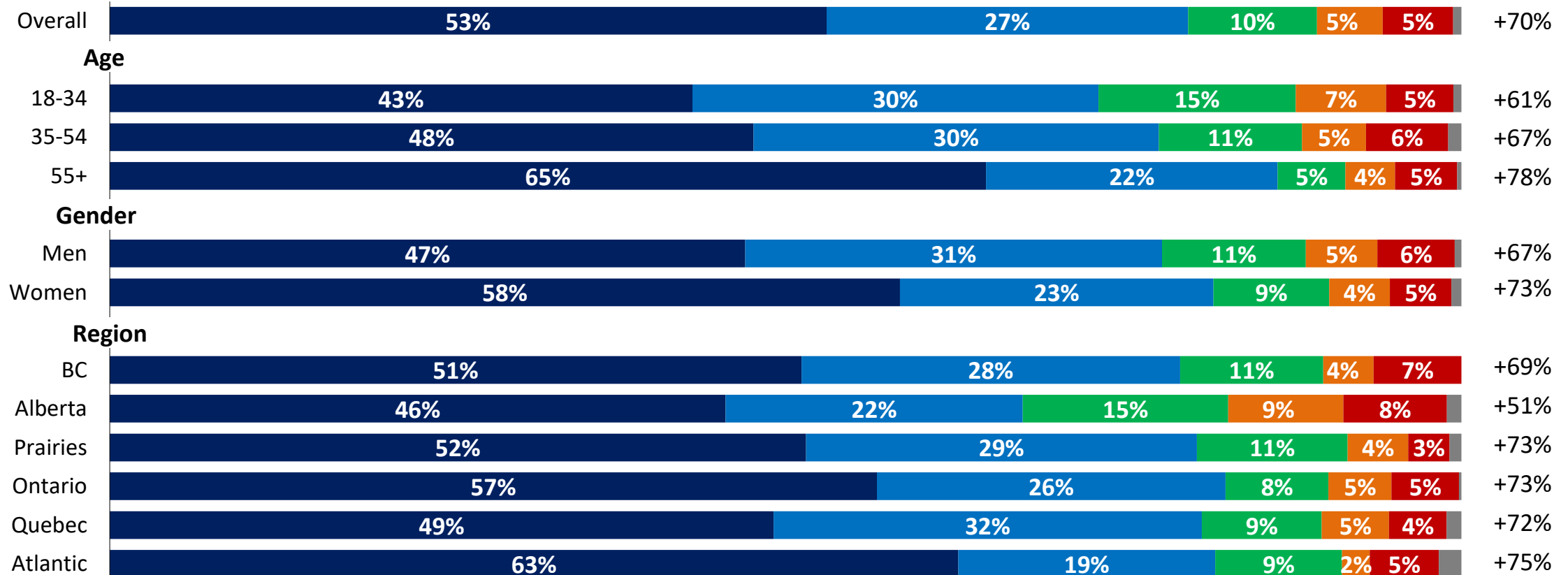
Do you agree or disagree with the following statements?

***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=1,500]

**NET Agree**



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

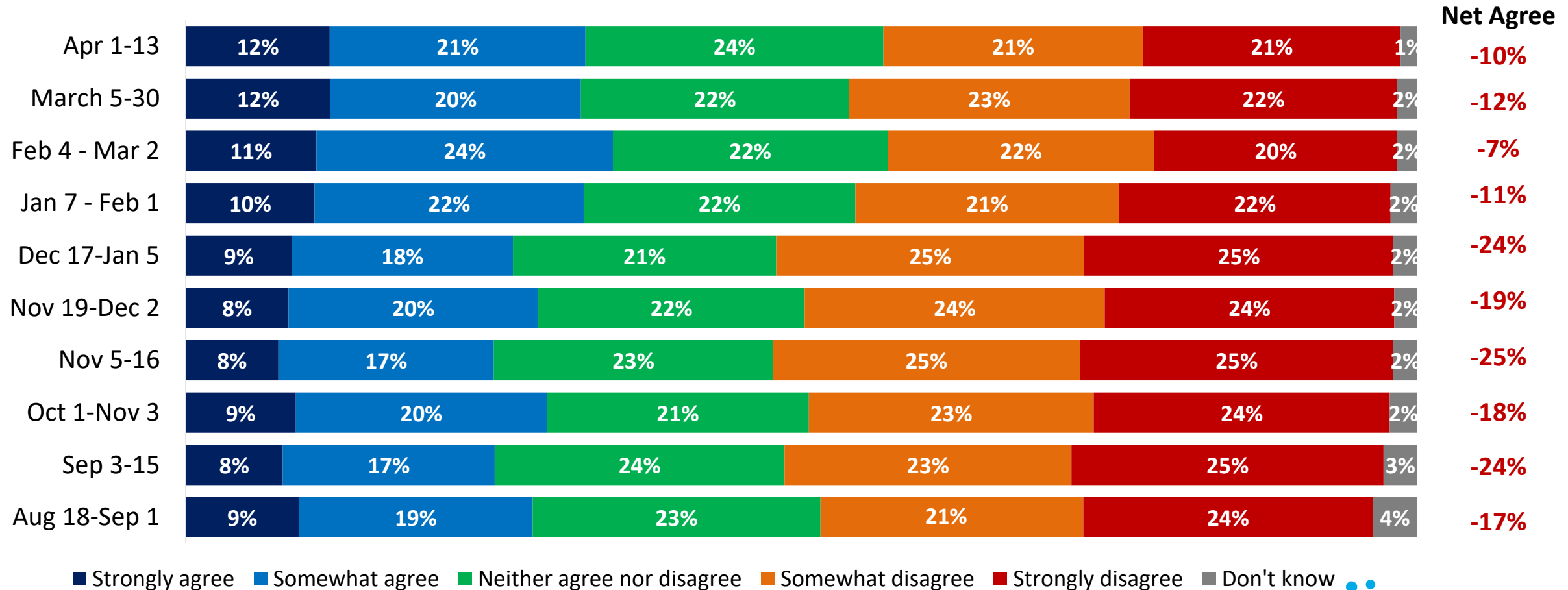
Strongly disagree

Don't know

# Behavioural Fatigue: The share of Canadians feeling routine fatigue is steady since January '21

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.***

[asked of all respondents; n=1500]



# 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

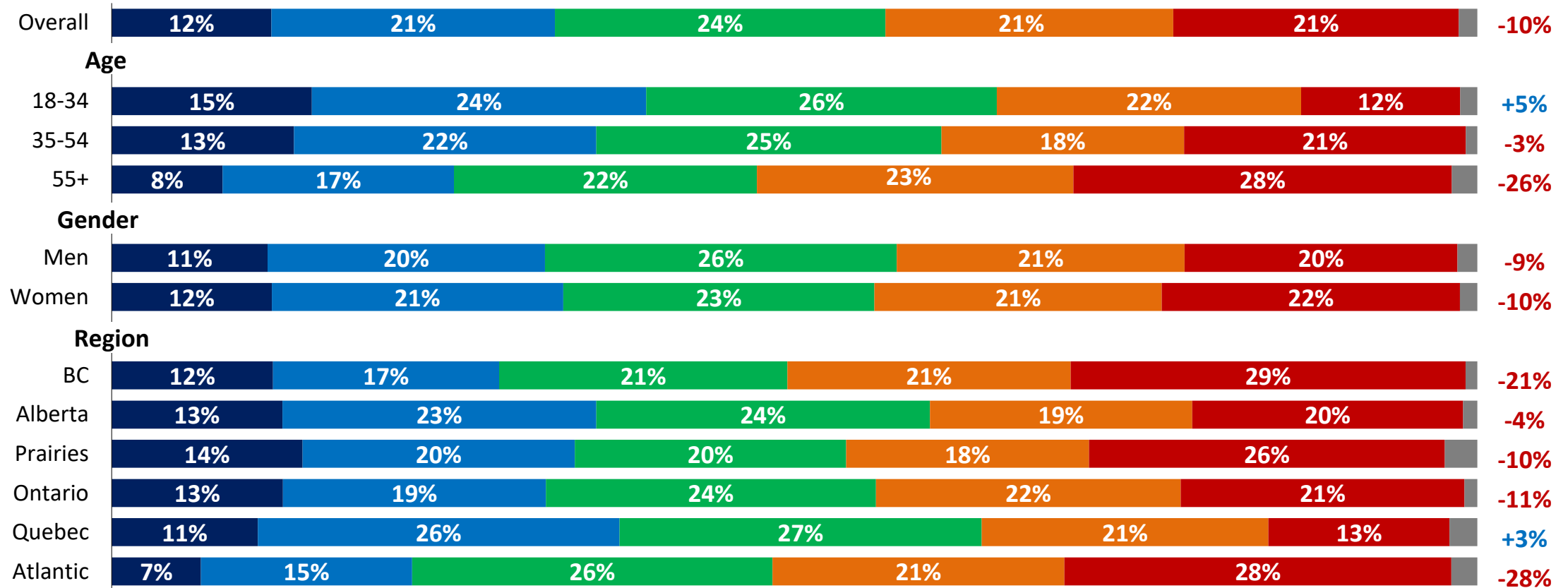
Thinking about the changes you've made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

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

BY Age, gender, and region

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

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 April 1<sup>st</sup>, 2021 and April 13<sup>th</sup>, 2021.**

**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 samples. 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=2,390 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** April 1<sup>st</sup>, 2021 to April 13<sup>th</sup>, 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 (%)
<b>Men 18-34</b>	202	8.5%	200	13.4%
<b>Men 35-54</b>	389	16.3%	251	16.8%
<b>Men 55+</b>	575	24.1%	272	18.2%
<b>Women 18-34</b>	288	12.1%	206	13.8%
<b>Women 35-54</b>	410	17.2%	261	17.4%
<b>Women 55+</b>	520	21.8%	306	20.5%
<b>BC</b>	254	10.6%	205	13.6%
<b>AB</b>	228	9.5%	170	11.4%
<b>Prairies</b>	120	5.0%	99	6.6%
<b>ON</b>	984	41.2%	577	38.5%
<b>QC</b>	477	20.0%	346	23.1%
<b>Atlantic</b>	327	13.7%	103	6.9%





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**Building Understanding.**