



# Canada This Month Emotions

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

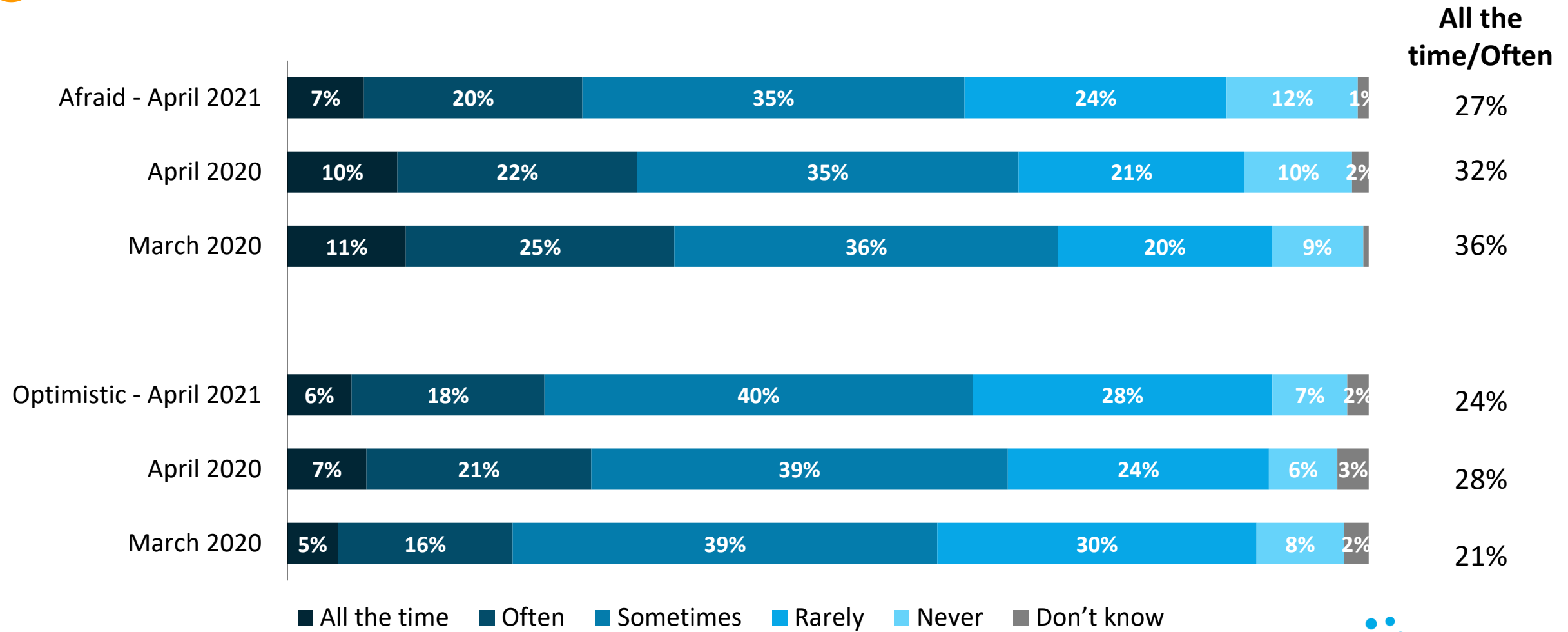
# Emotions

Today, INNOVATIVE is releasing results from our April 2021 *Canada This Month* survey detailing the emotions Canadians are have been feeling through the pandemic. 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. Detailed methodology is provided in the appendix.

This report covers how the emotions Canadians are feeling personally, towards their governments, and towards there community now and compares that to how Canadians were feeling at the start of the pandemic.

# Emotions - General: Compared to April 2020, those who say they feel fear “all the time” is down, but so is optimism

Thinking about the COVID-19 outbreak in general, how often have you felt...  
 [asked of all respondents; n=1,500]

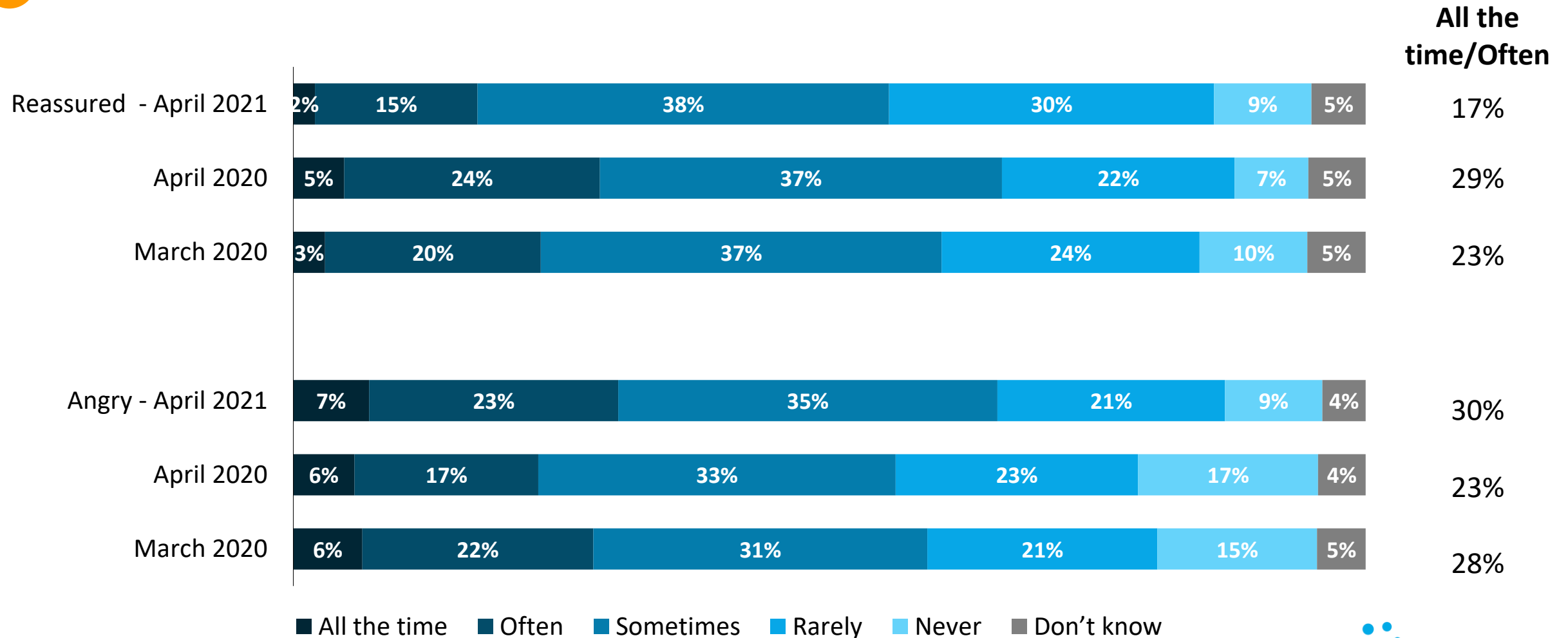


# Emotions - Community: Compared to April 2020, 12% less report feeling consistently reassured by their community's response



Thinking about the response of members of your community to the COVID-19 outbreak, how often have you felt...

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

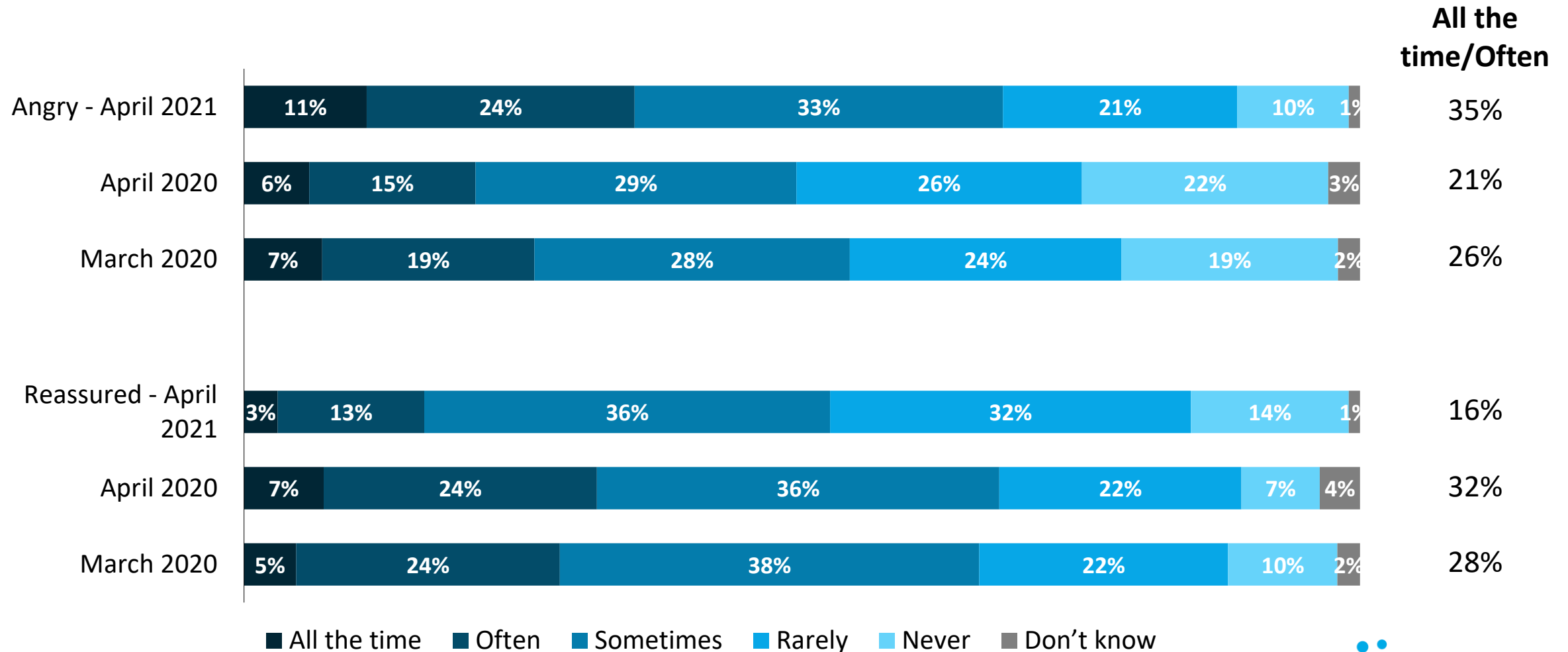


# Emotions - Government: Compared to April 2020, 14% more respondents feel angry when thinking about government



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

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

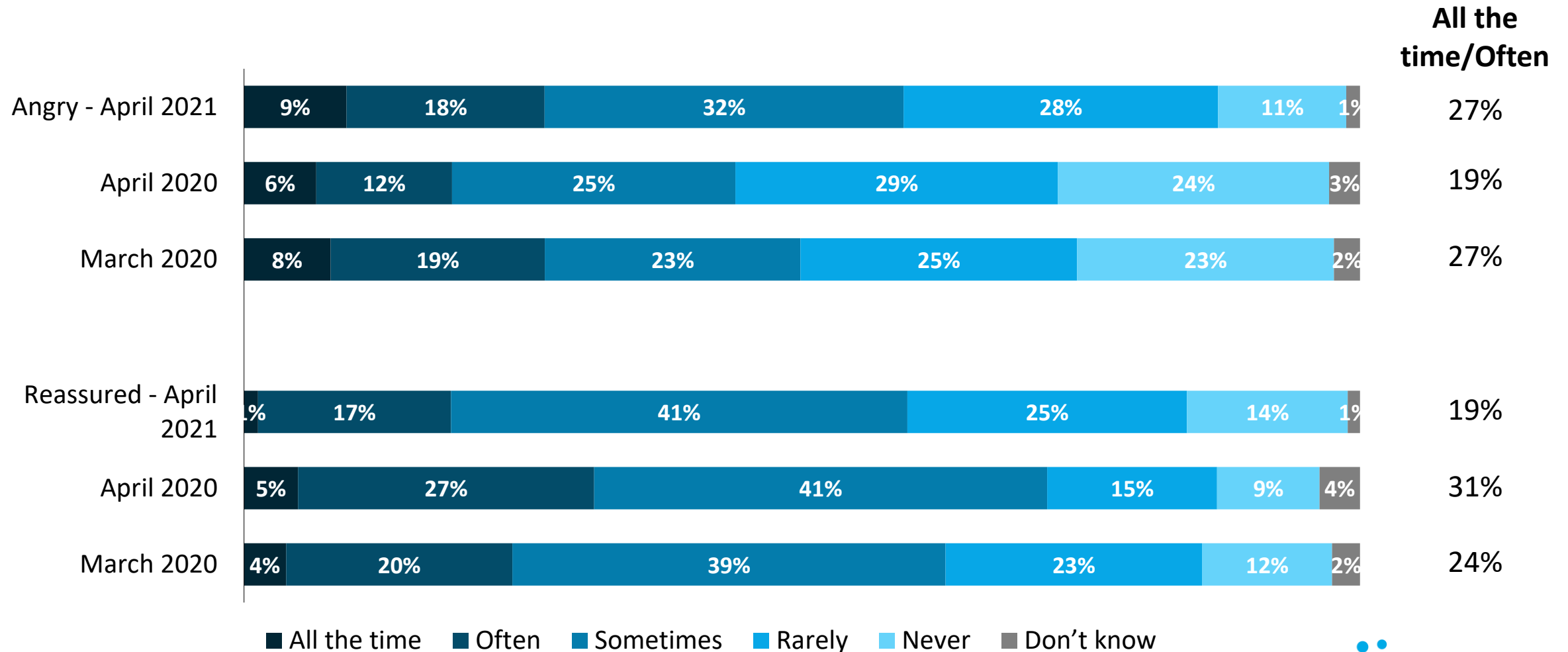


# Emotions – BC Government: Anger towards governments is up from 19% last April to 27% now



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

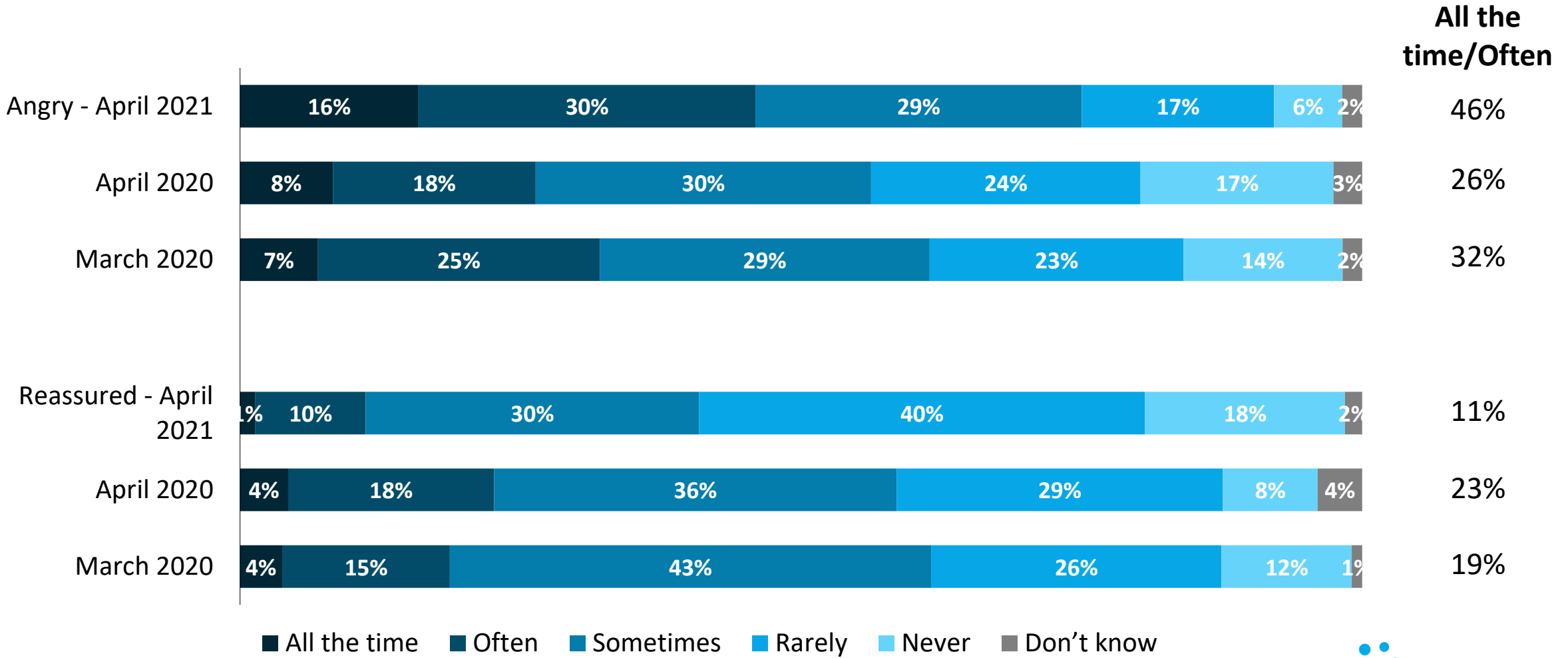
[asked of all respondents]



# Emotions – Alberta Government: Anger is up 20 points from last April with 46% feeling angry towards government at least often



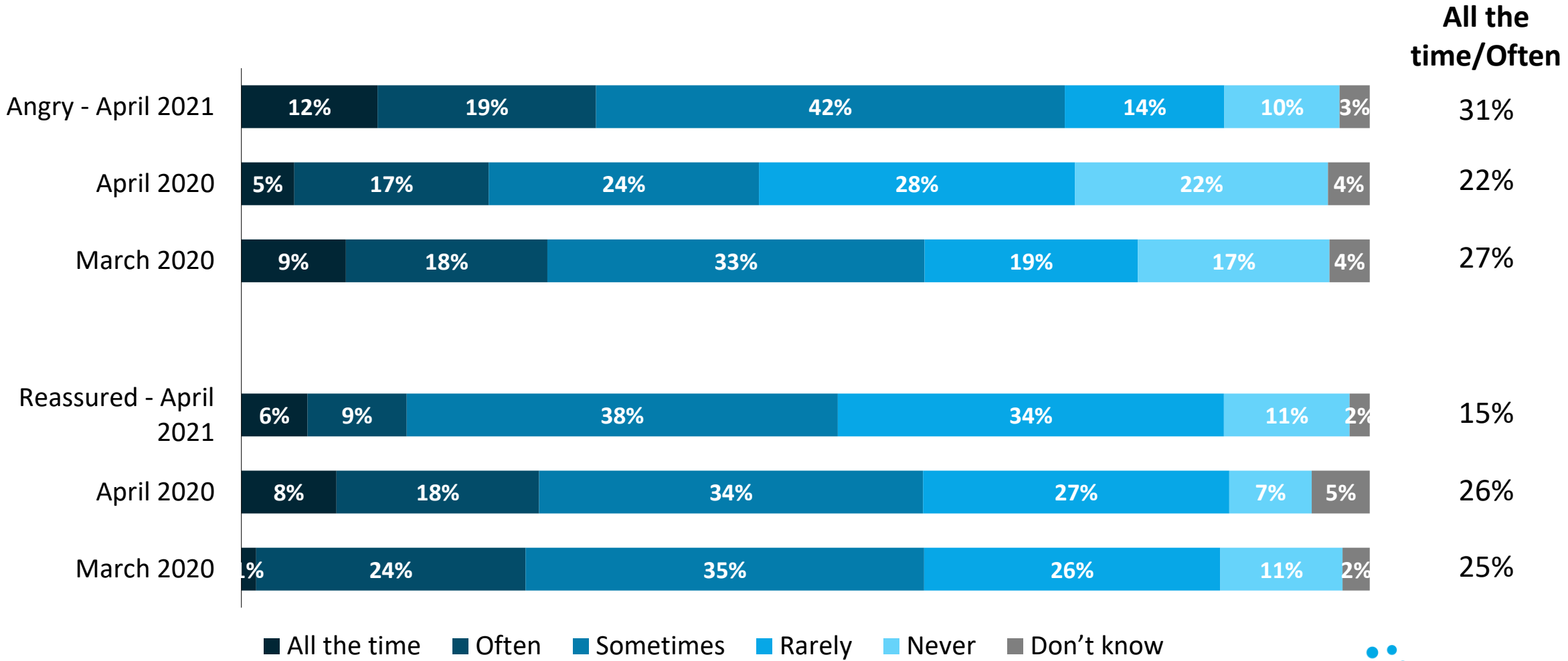
Thinking about the government response to the COVID-19 outbreak, how often have you felt...  
[asked of all respondents]



# Emotions – Prairie Government: The share who feel reassured at least often is down from 26% last year to 15% now



Thinking about the government response to the COVID-19 outbreak, how often have you felt...  
[asked of all respondents]

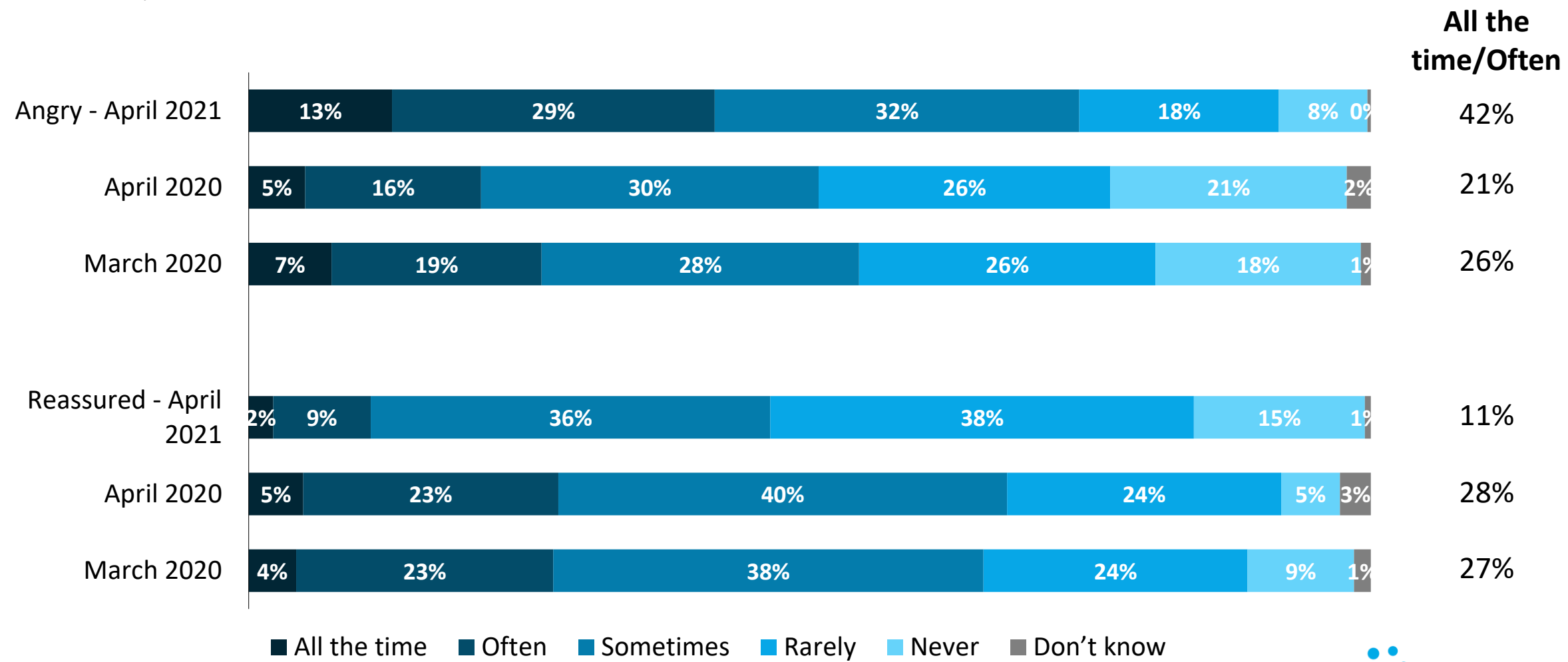




# Emotions – Ontario Government: 42% say they feel angry about the government response at least often, double where it was in April 2020



Thinking about the government response to the COVID-19 outbreak, how often have you felt...  
[asked of all respondents]

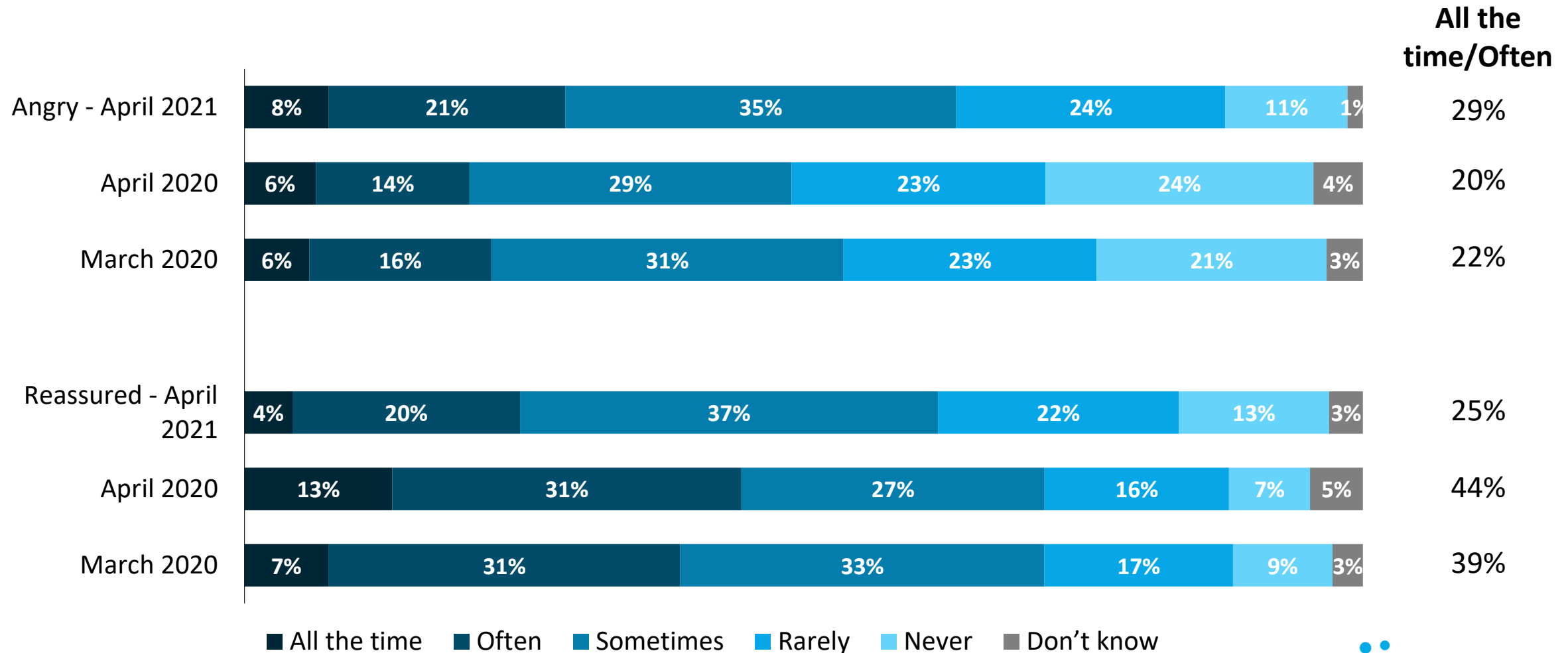


# Emotions – Quebec Government: The share of Quebec respondents who feel reassured at least often is down from 44% to 25%



Thinking about the government response to the COVID-19 outbreak, how often have you felt...

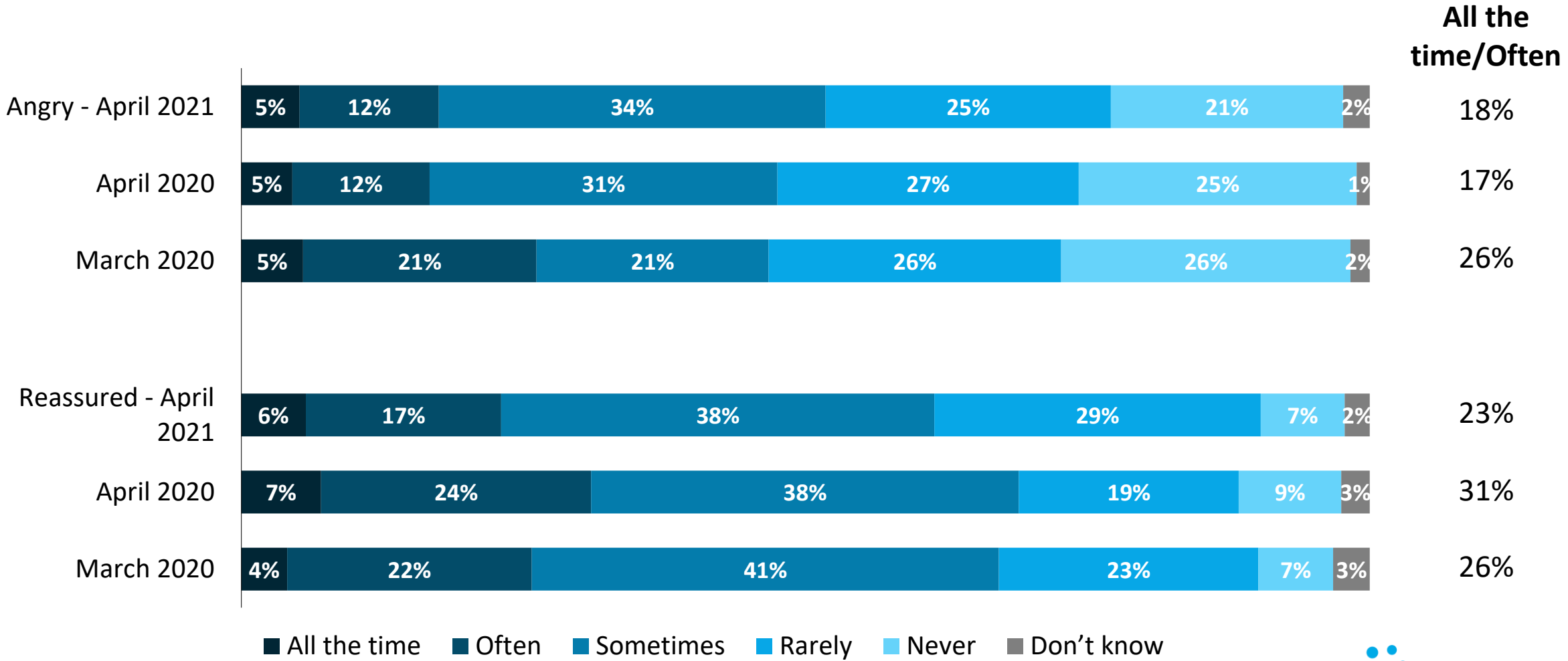
[asked of all respondents]



# Emotions – Atlantic Government: In Atlantic Canada, only 18% say they<sup>11</sup> feel angry about government response either often or all the time



Thinking about the government response to the COVID-19 outbreak, how often have you felt...  
[asked of all respondents]



# Methodology



# Survey Methodology

**These are the results of an online survey conducted between April 1<sup>st</sup> 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 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=2,390 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>Region</b>				
<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%

For more information, please contact:

**Greg Lyle**

President

(t) 416-642-6429

(e) [glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

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