



# COVID-19 Benchmarking

Public Opinion Research

Release Date: May 28, 2021

Field Dates: May 18, 2021 to May 26, 2021

# Tracking Core COVID-19 Attitudes

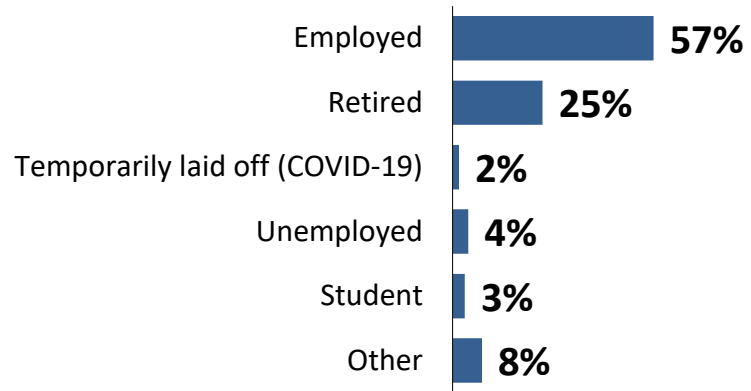
Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviors impacted by the pandemic.

Today, INNOVATIVE is releasing results from a new online survey. This online survey was in field from May 18<sup>th</sup> to May 26<sup>th</sup>, 2021, with a weighted sample size of 2,000 Canadian residents. Detailed methodology is provided in the appendix.

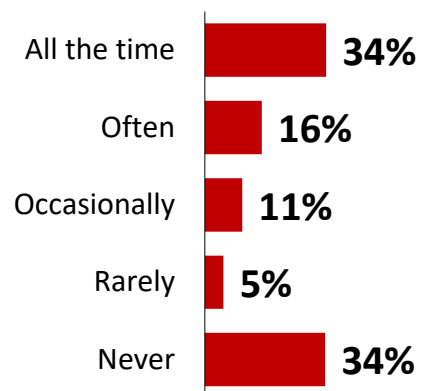
This report covers attitudes of Canadians regarding COVID-19, including attention to the news and concern about the virus. Personal concern about contracting COVID-19 and concerns about family and friends' health have significantly decreased. This is not driven by personal experience receiving a COVID-19 shot but by other factors. Those who feel that they are taking all the steps needed from COVID-19 is up by 4 points, with 9-in-10 (90%) who agree they are taking all steps necessary to protect themselves and their families.

# Demographics: Respondent Profile

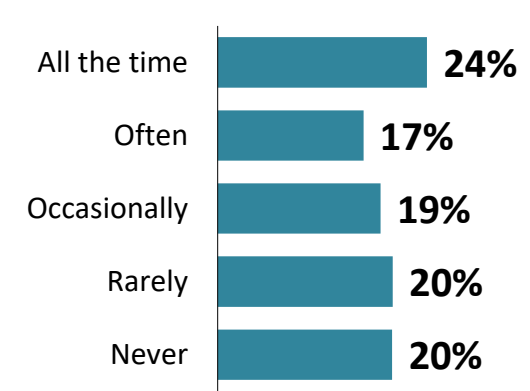
## Employment Status



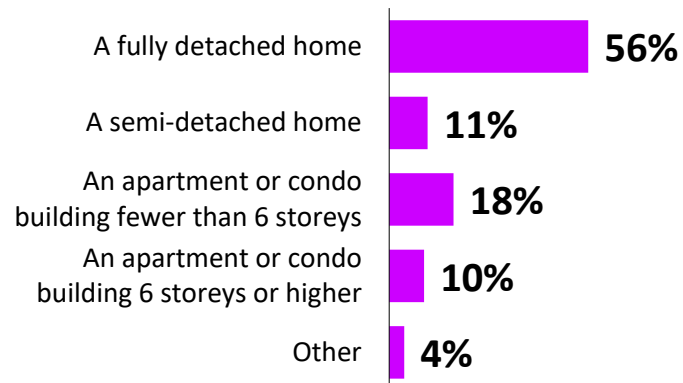
## Working From Home



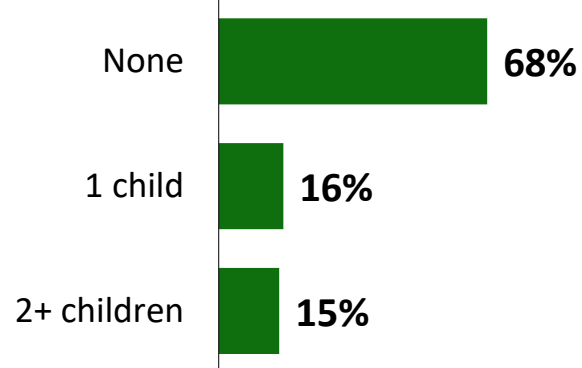
## Face to Face Contact at Work



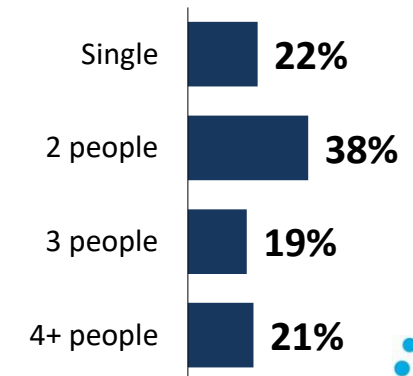
## Housing



## Children at Home



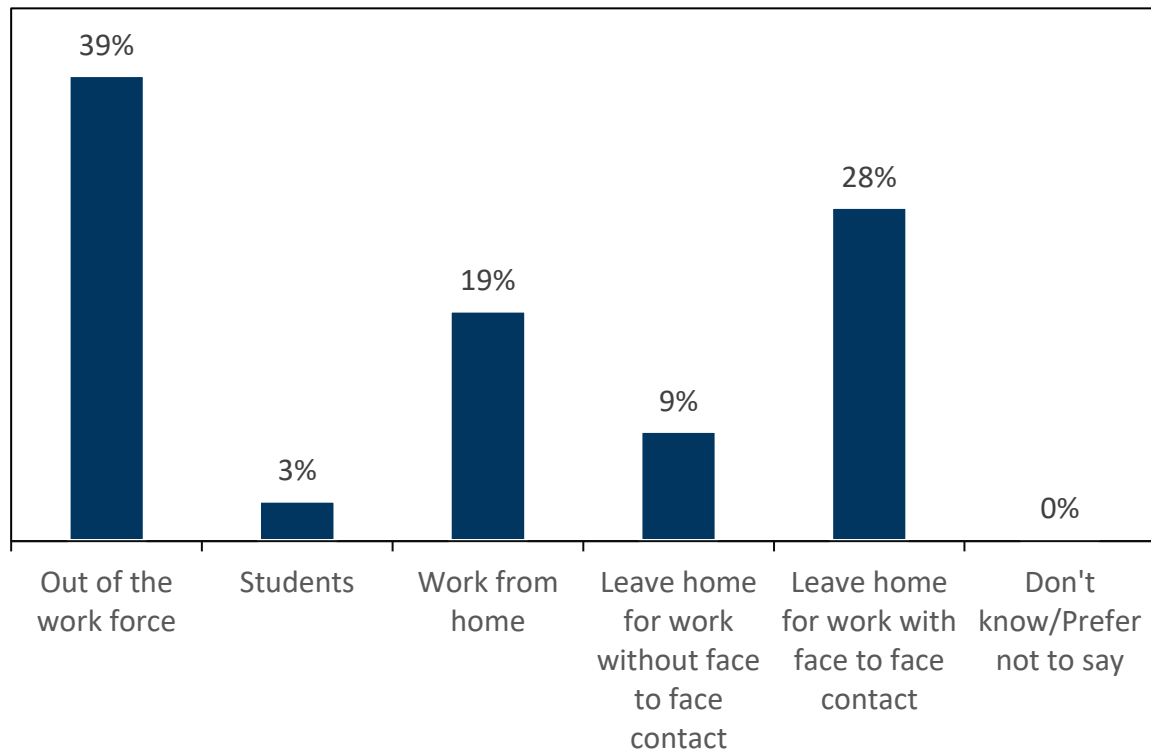
## Household Size



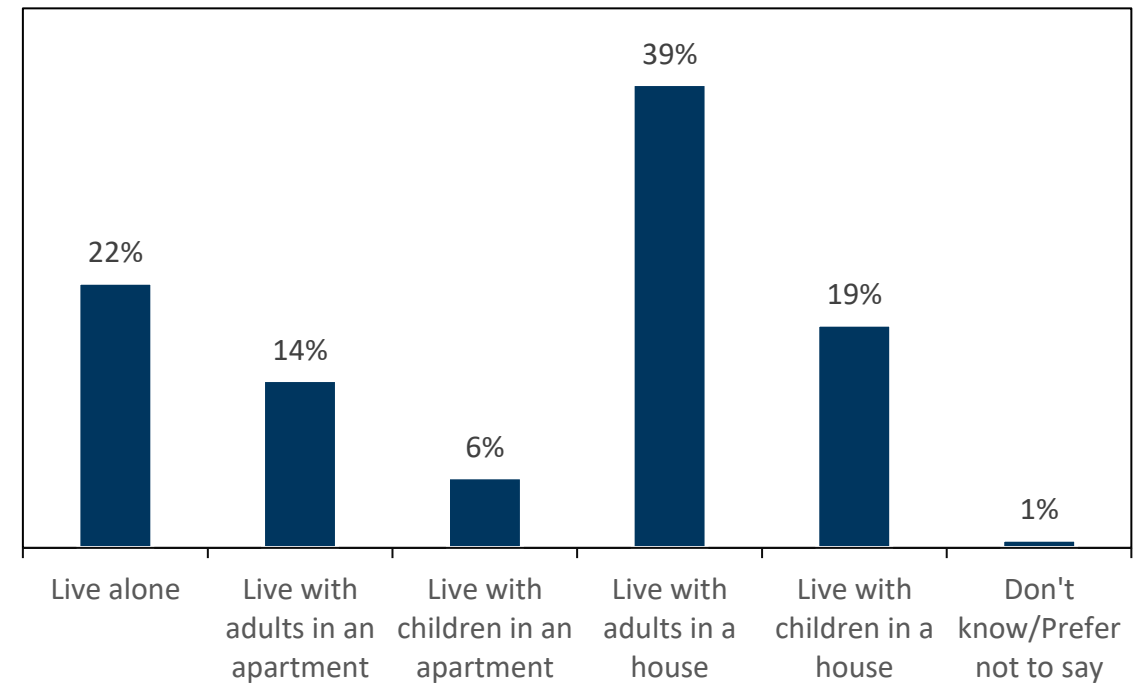
Note: 'Don't know' and 'Prefer not to say' not shown.

# Work and Home Life: One third (28%) report leaving home for work with face-to-face contact; a plurality (39%) live with adults in a house

We group respondents together based on their working conditions and how much face to face contact they require.



We group respondents together based on the type of home they live in and the composition of their household.



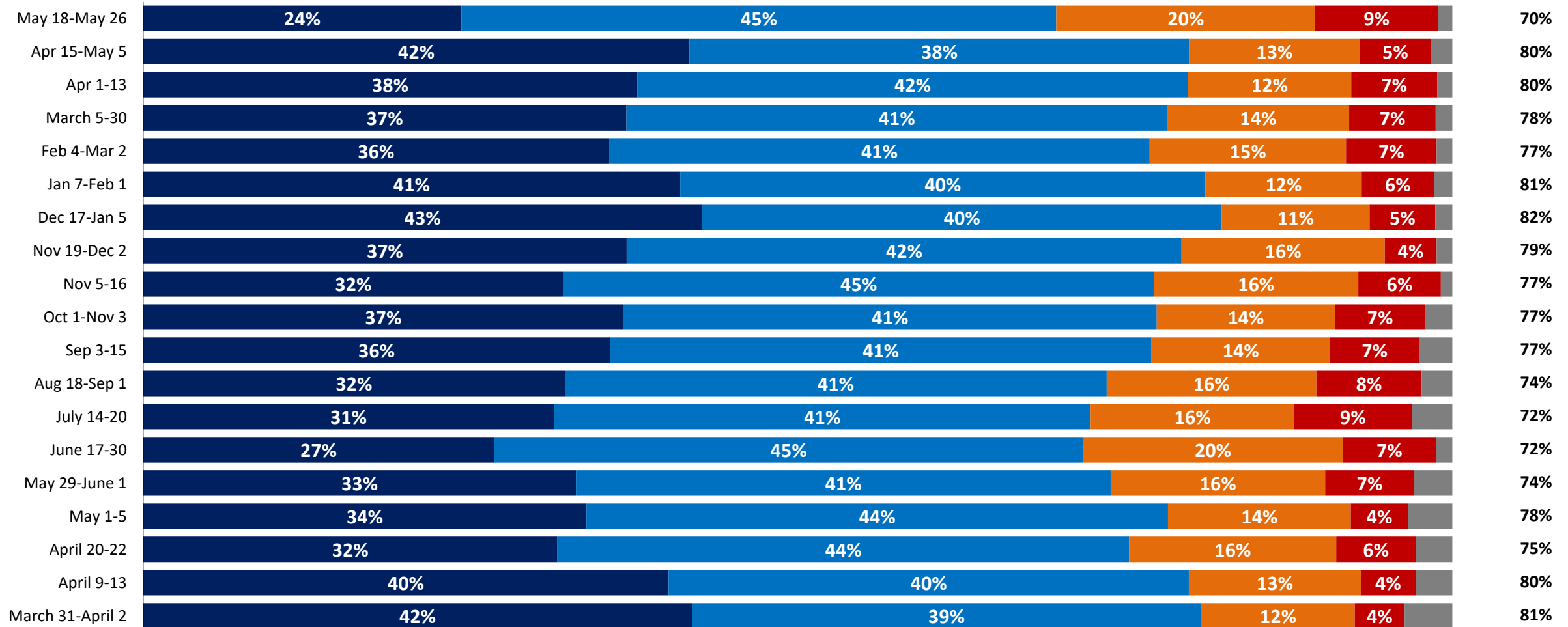
# Familial Concern: Concerns about having a vulnerable friend/relative contracting COVID-19 have decreased significantly since April



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=2,000]

Very/ Somewhat  
concerned



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

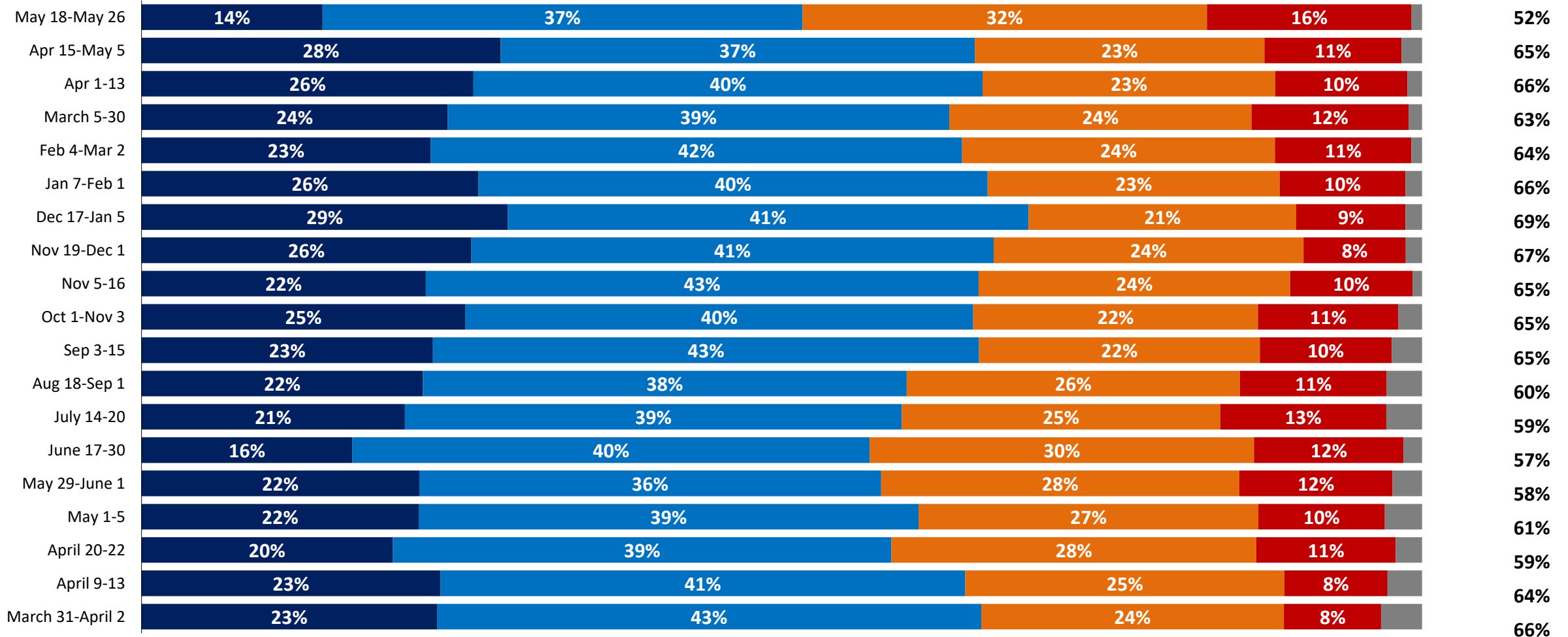
# Self Concern: Concerns for contracting COVID-19 personally has decreased significantly since May



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

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

Very/ Somewhat concerned



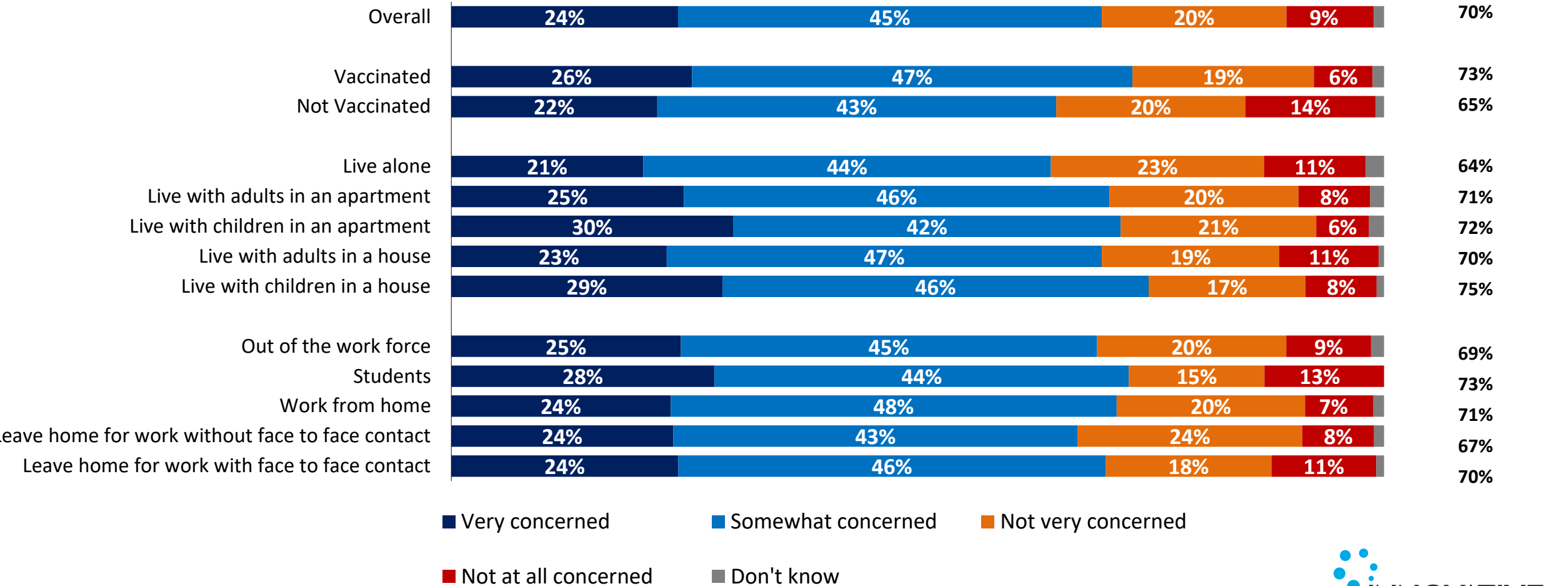
■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
 ■ Not at all concerned
 ■ Don't know

# Familial Concern: Those who live with children in a house are the most concerned that a vulnerable friend/relative will contract COVID-19



How concerned are you personally about each of the following? **That a vulnerable friend or a relative will contract COVID-19**  
BY Vaccination, Home and Work Life  
[asked of all respondents; n=2,000]

Very/ Somewhat concerned



# Familial Concern: Respondents who identify as a man and those from Quebec and Alberta are the least concerned about friends or family

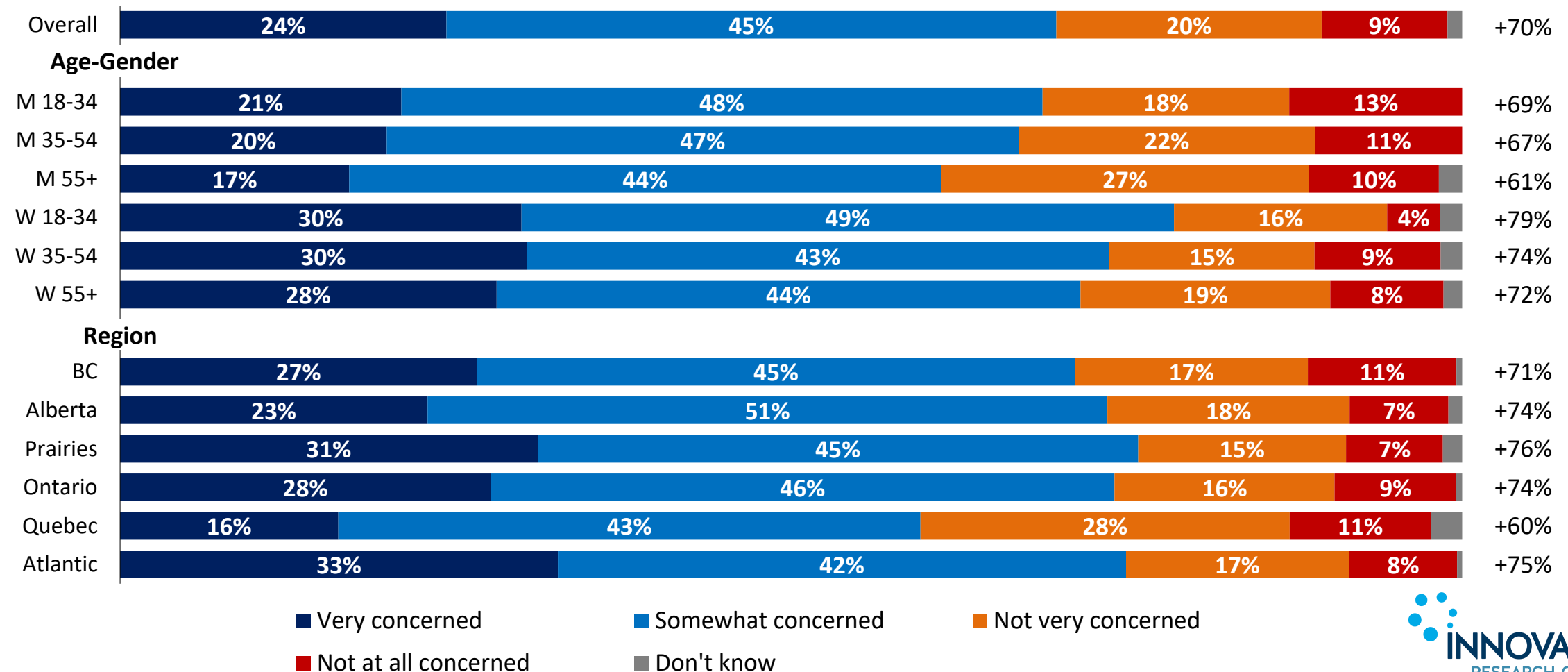


How concerned are you personally about each of the following? **That a vulnerable friend or a relative will contract COVID-19**

BY Age-Gender and Region

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

Very/somewhat  
concerned



# Self Concern: Those who are vaccinated are more concerned about catching COVID-19 than those who are not vaccinated

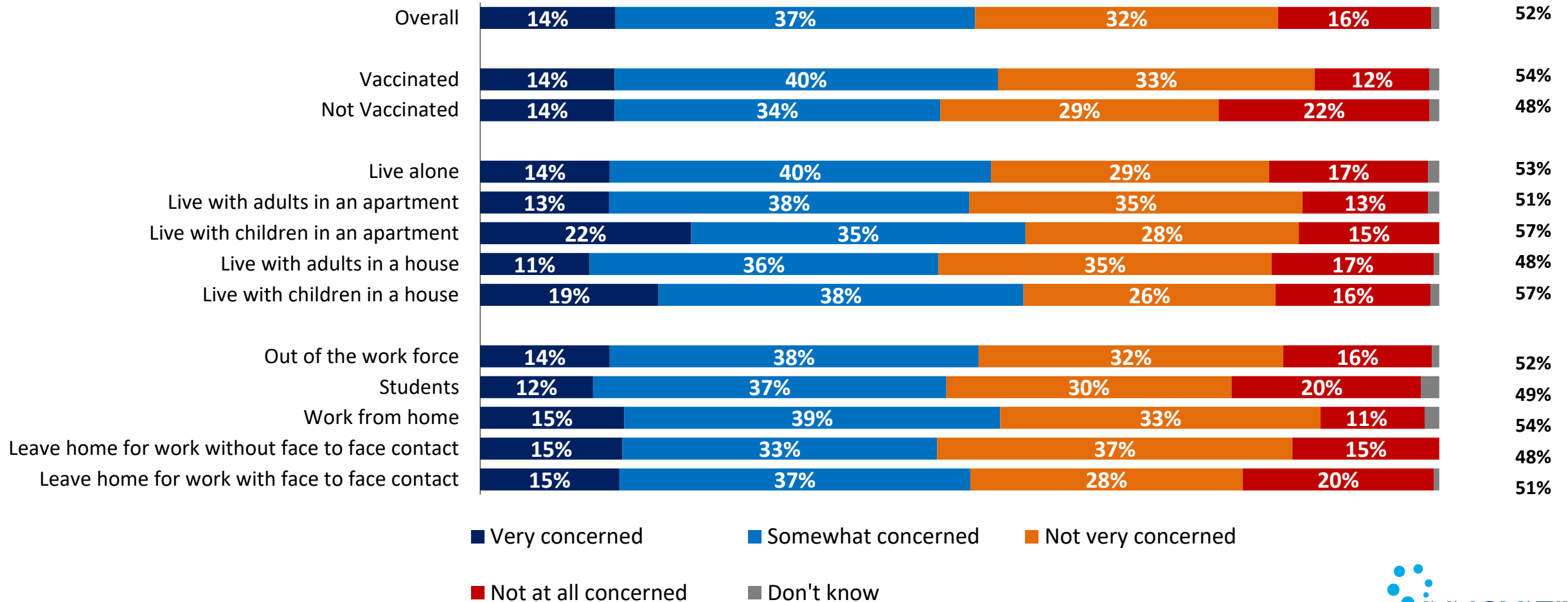


How concerned are you personally about each of the following? **That you yourself will contract COVID-19**

BY Home and Work Life

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

Very/ Somewhat  
concerned



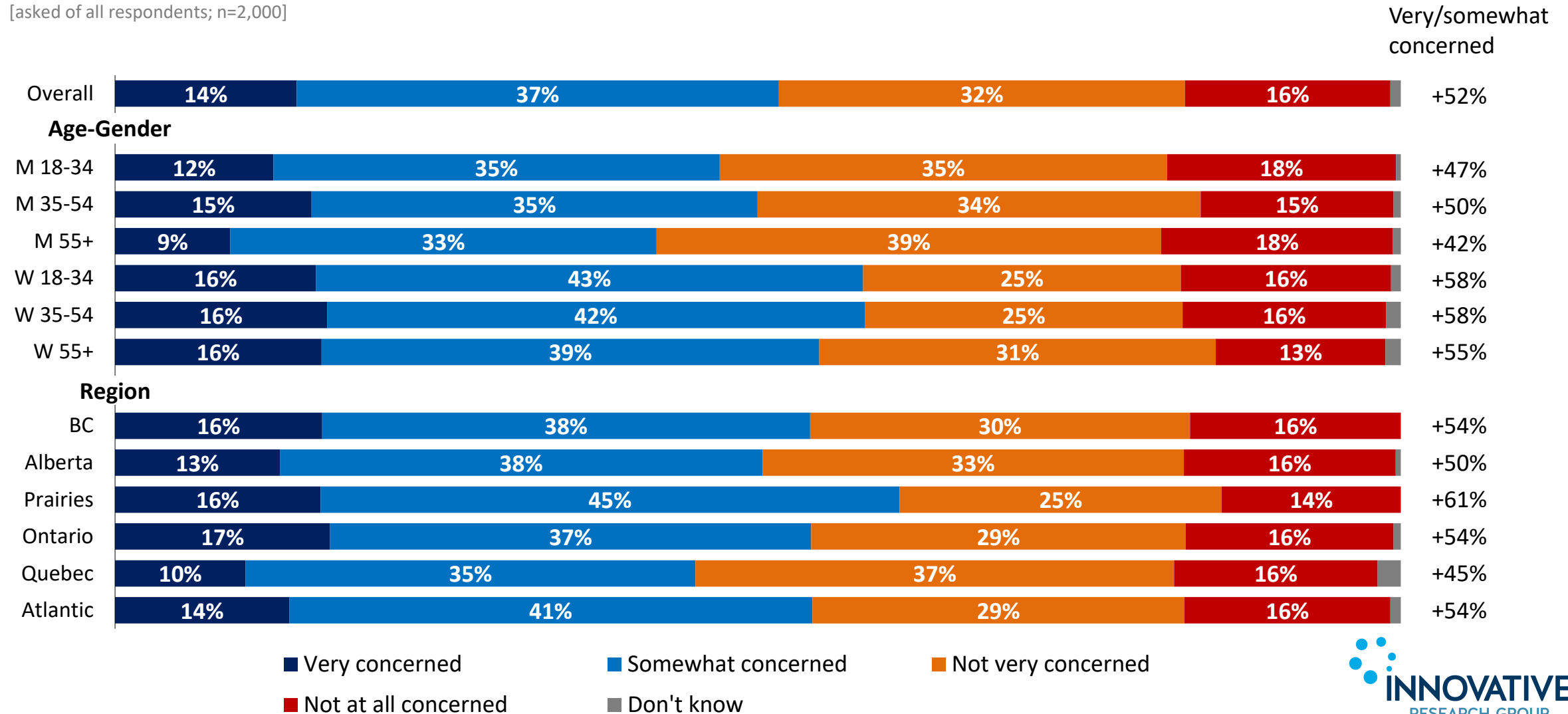
# Self Concern: Concern for personally contracting COVID highest in Ontario and lowest among respondents from Quebec



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

BY Age-Gender and Region

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

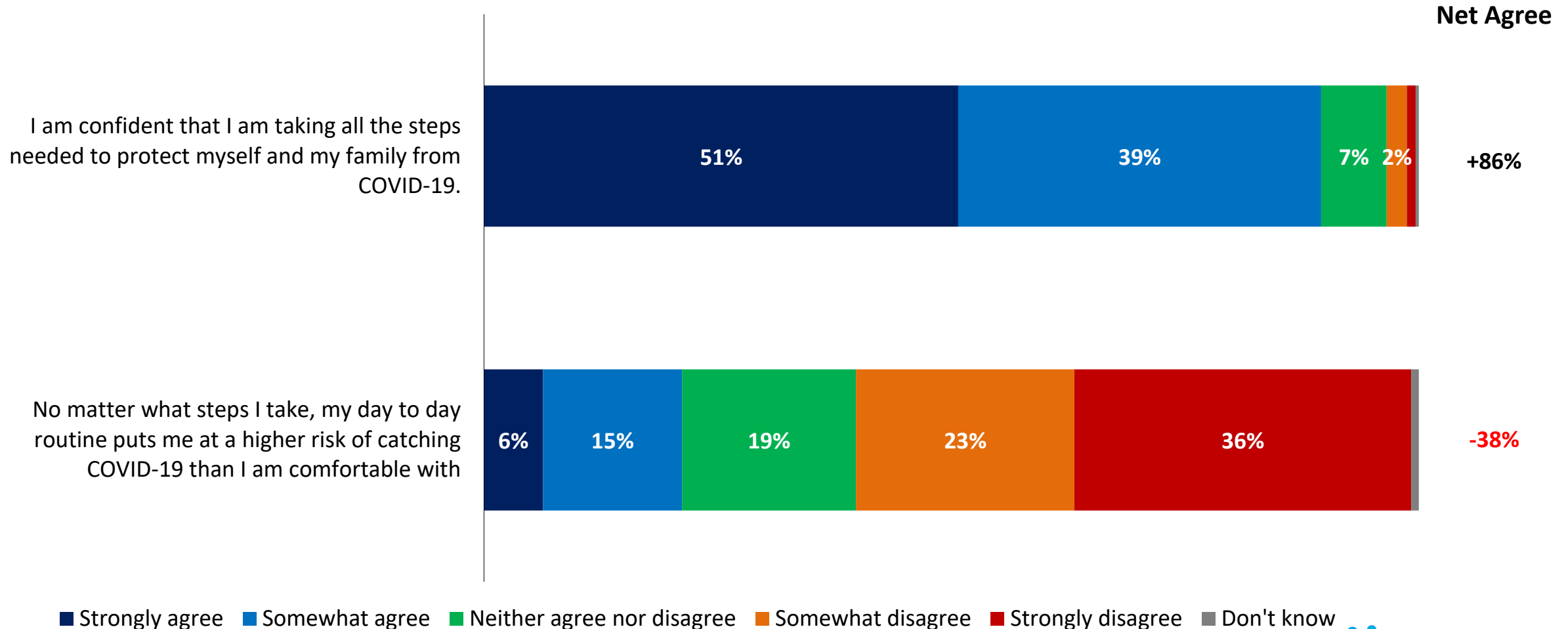


# Key Attitudes: 90% are confident they have taken the steps needed while only 21% believe that routine risk is higher than they're comfortable with<sup>11</sup>



Do you agree or disagree with the following statements?

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



# Key Attitudes: Confidence about taking all necessary steps is up; assertion that routine risk is higher than comfortable is down

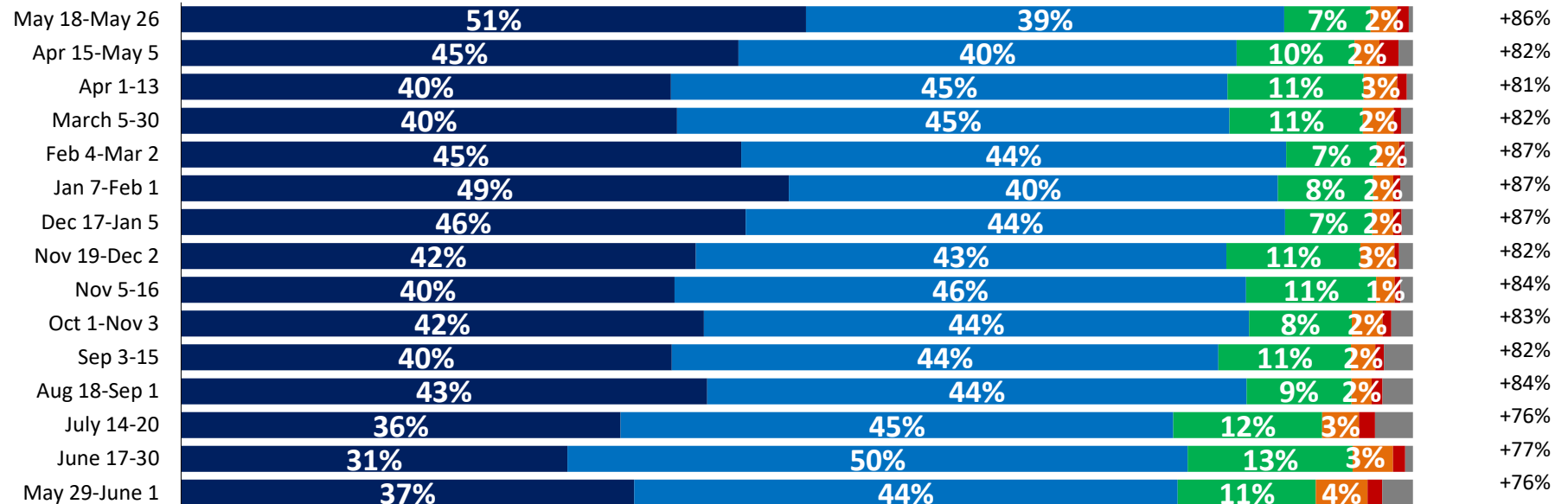


Do you agree or disagree with the following statements?

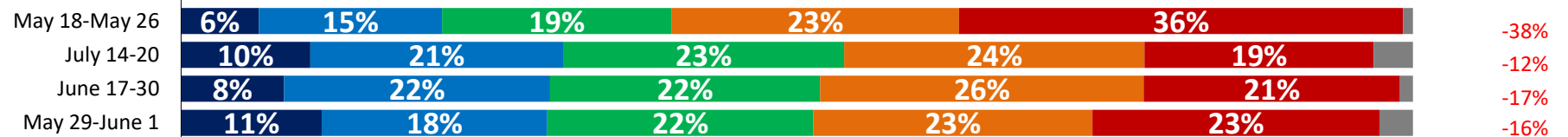
[asked of all respondents; n=2,000]

Net Agree

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



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



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

# Protecting myself: Atlantic, Prairies, Ontarians, & older respondents are more confident that they are taking all steps needed



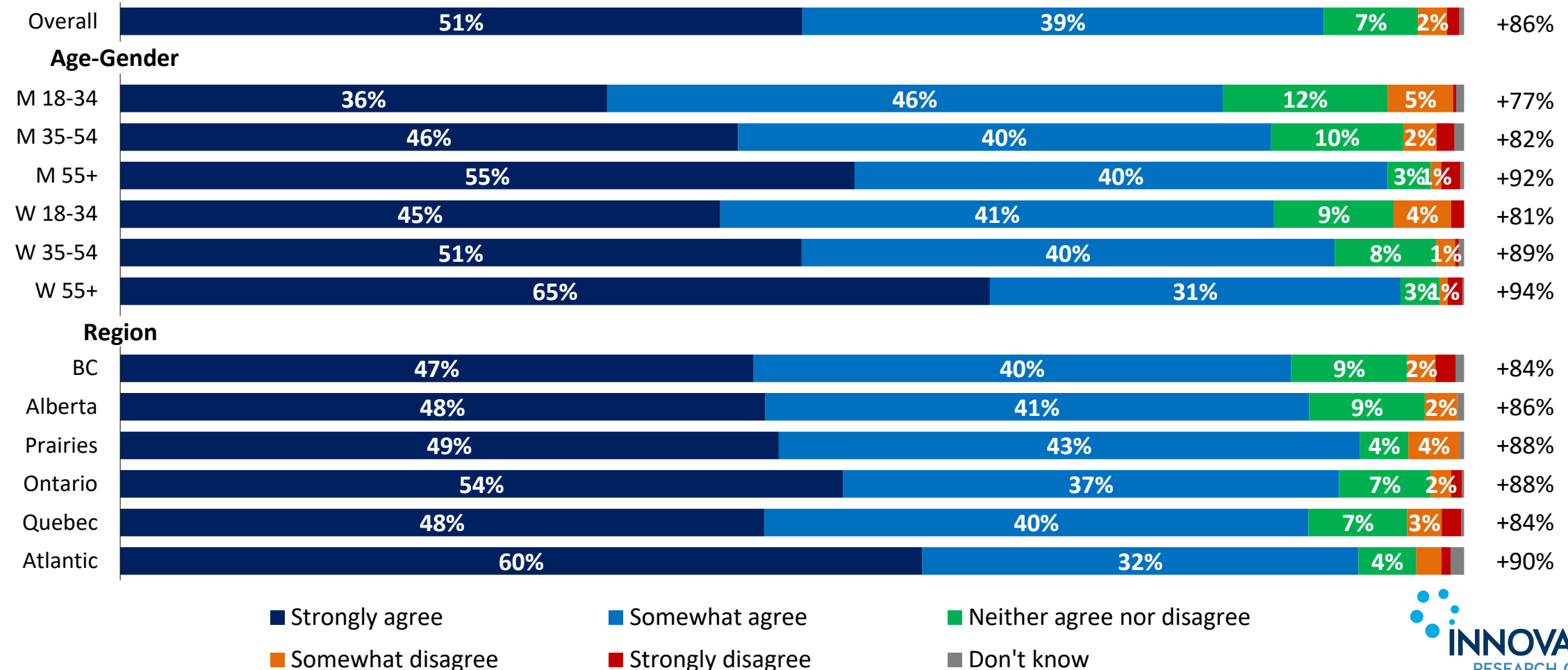
Do you agree or disagree with the following statements?

***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=2,000]

**NET Agree**



# High Risk Routine: Younger respondents are likely to agree that the risk of their routine is higher than they're comfortable with

Q

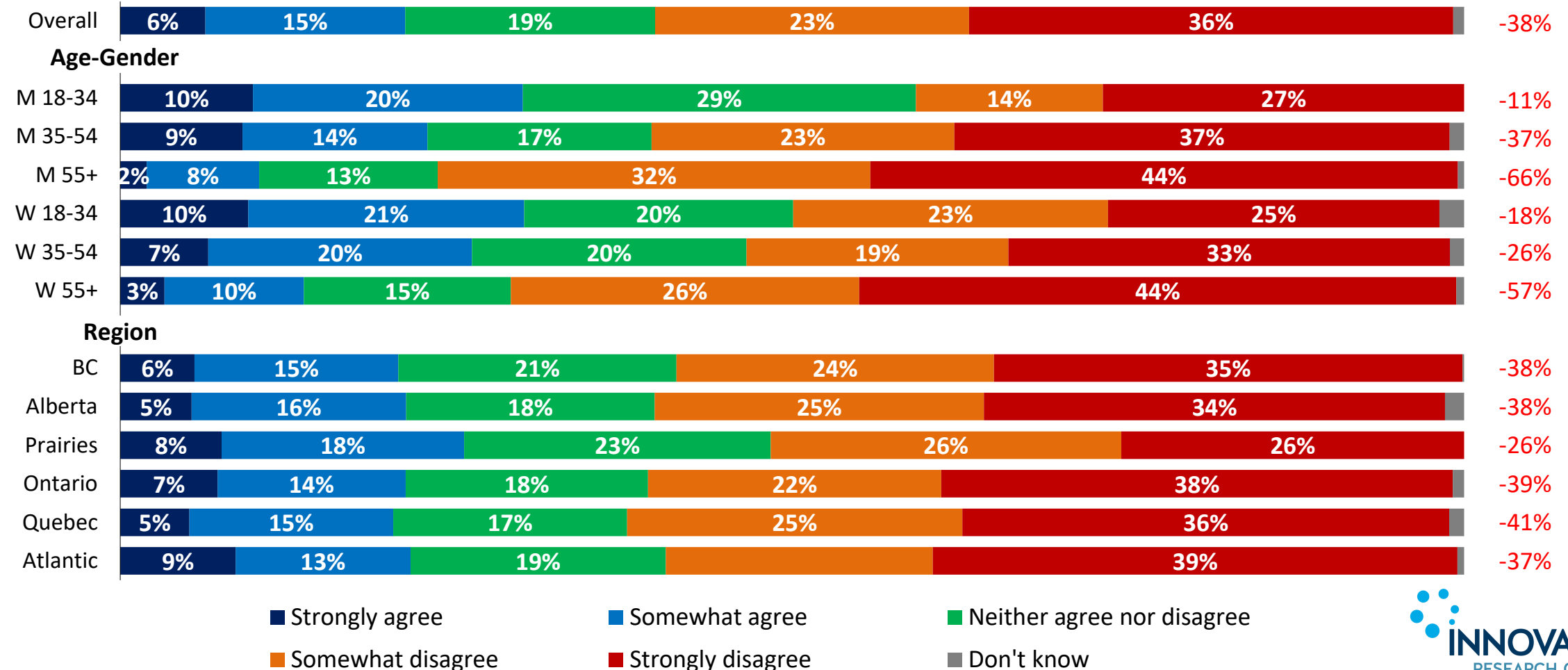
Do you agree or disagree with the following statements?

***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=2,000]

**NET Agree**



# Protecting myself: Those who are out of the workforce claim they are more confident they are taking all the steps to protect themselves



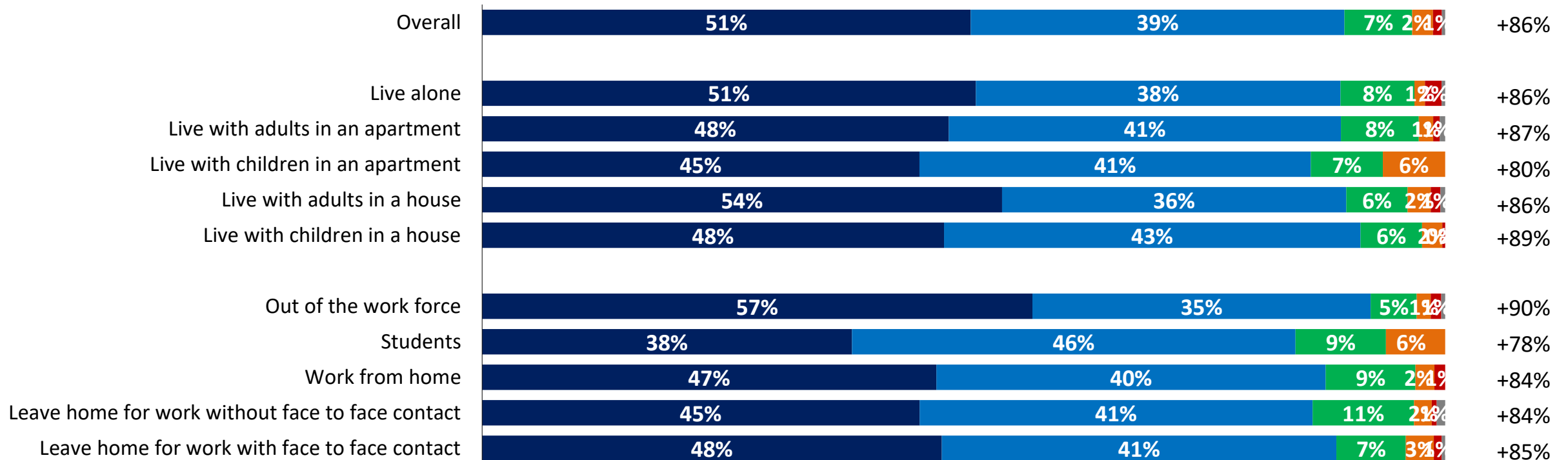
Do you agree or disagree with the following statements?

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

BY Home and Work Life

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

**NET Agree**



■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

■ Don't know

# High Risk Routine: Those who leave home for work with F-to-F contact agree that the risk of their routine is higher than they're comfortable with

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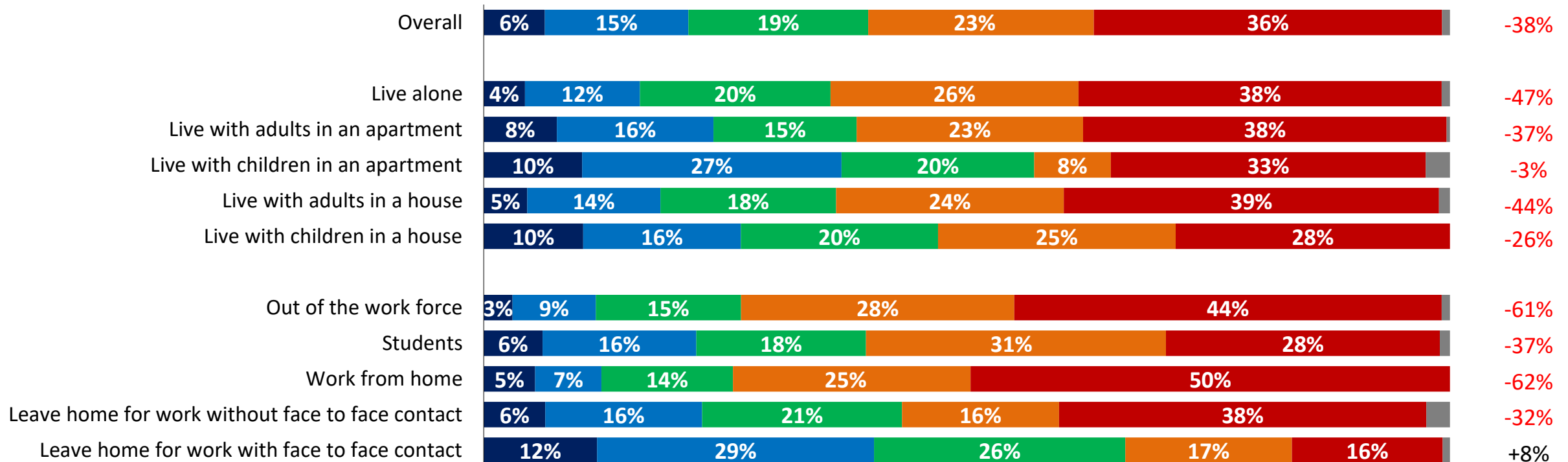
Do you agree or disagree with the following statements?

***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 Home and Work Life

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

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 May 18<sup>th</sup>, 2021 and May 26<sup>th</sup>, 2021.**

**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 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=2,374 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** May 18<sup>th</sup>, 2021 to May 26<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>	161	6.8%	274	13.7%
<b>Men 35-54</b>	265	11.2%	336	16.8%
<b>Men 55+</b>	769	32.6%	362	18.1%
<b>Women 18-34</b>	225	9.5%	271	13.6%
<b>Women 35-54</b>	323	13.7%	346	17.3%
<b>Women 55+</b>	619	26.2%	409	20.5%
<b>BC</b>	371	15.6%	256	12.8%
<b>AB</b>	321	13.5%	212	10.6%
<b>Prairies</b>	131	5.5%	124	6.2%
<b>ON</b>	952	40.1%	717	35.8%
<b>QC</b>	419	17.6%	564	28.2%
<b>Atlantic</b>	180	7.6%	128	6.4%



For more information, please contact:

**Greg Lyle**

**President**

(416) 642-6429

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

**Building Understanding.**