



**COVID-19 Attitudes  
and Beliefs**

**Public Opinion Research  
Release Date: May 7, 2021**

**Field Dates: April 15, 2021 to May 5, 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 15<sup>th</sup> to May 5<sup>th</sup>, 2021 with a weighted sample size of 2,500 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 and concerns about family and friends' health have remained stable. Behavioural fatigue is up by 5 points with more than 1-in-3 Canadians (37%) now saying they at least somewhat agree that they can't keep up their current behaviours much longer.

# Top-of-Mind Issues

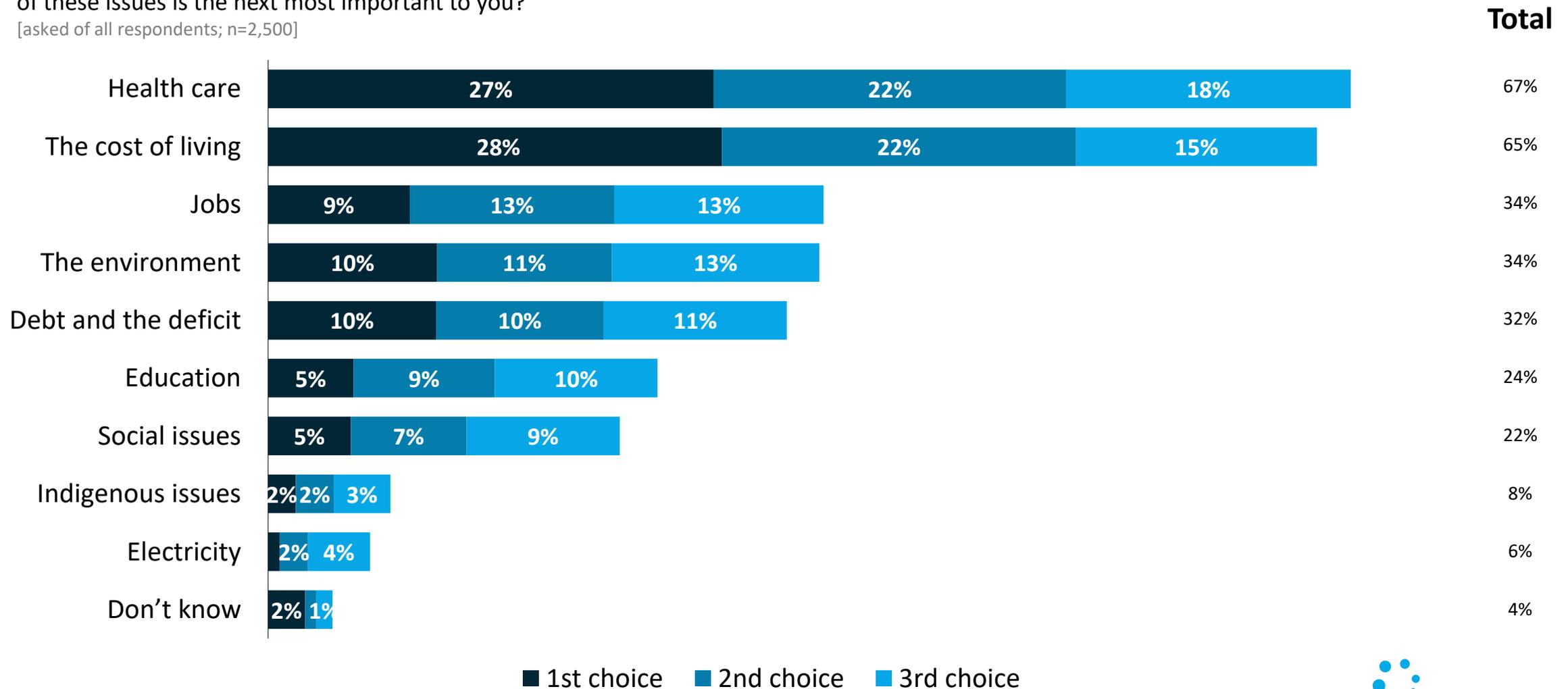
The cost-of-living is now rivalling Health care as the top issue for Canadians

# Issue Importance: Almost a third (28%) of Canadians claim that the cost of living 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=2,500]



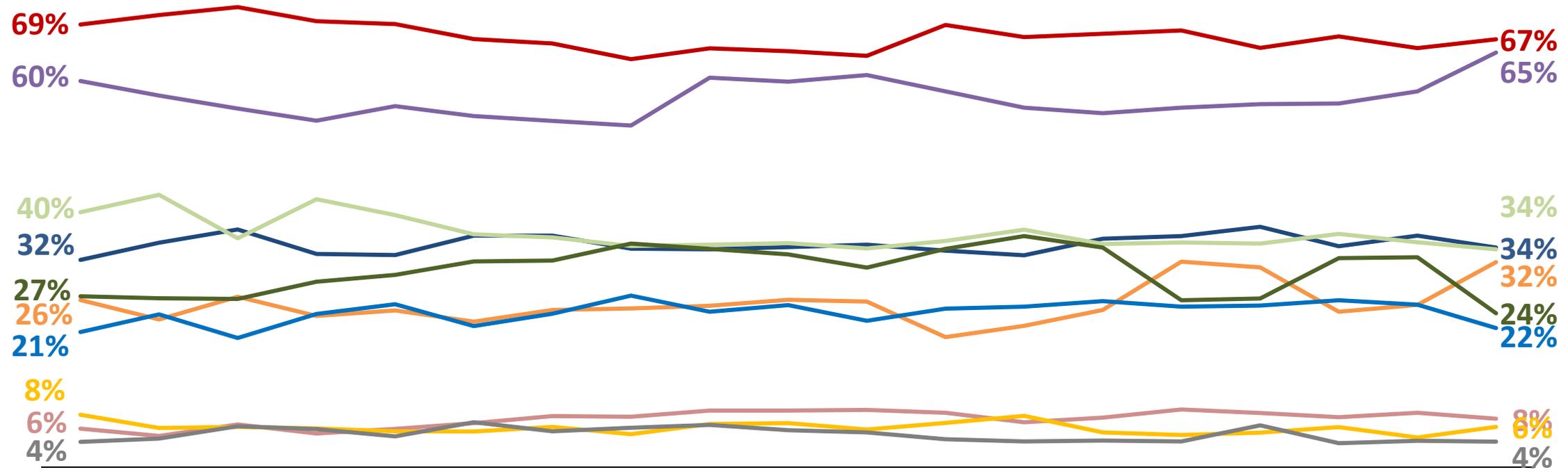
# Issue Importance: The importance of education has increased by 6 points; the importance of debt & the deficit has dropped by 9 points



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=2,500]

**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 (86%) paying close attention.

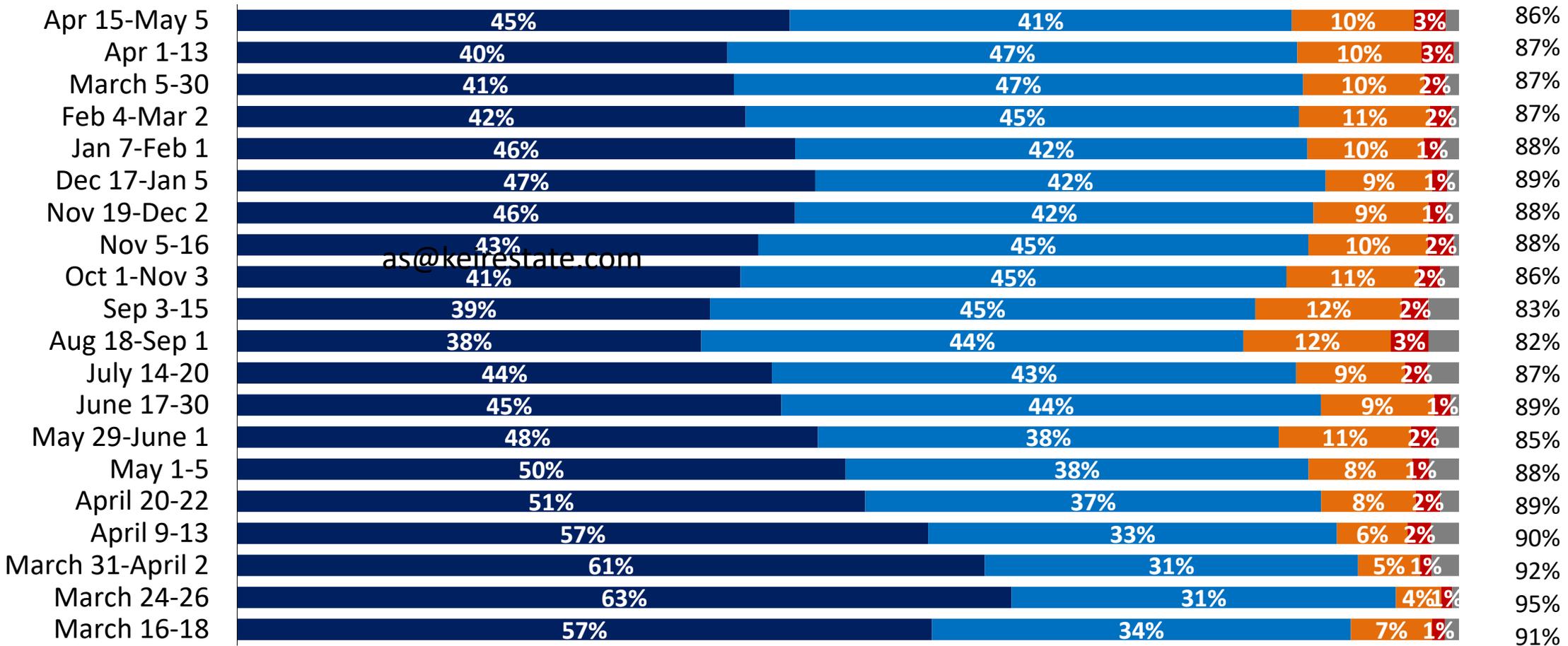
# Attention to COVID-19 News: Attention is steady at around 86% since November 2020 but intensity is up 5 points



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

[asked of all respondents; n=2,500]

Closely



Very closely Somewhat closely Not very closely Not at all Don't know



# Reported Experience with COVID

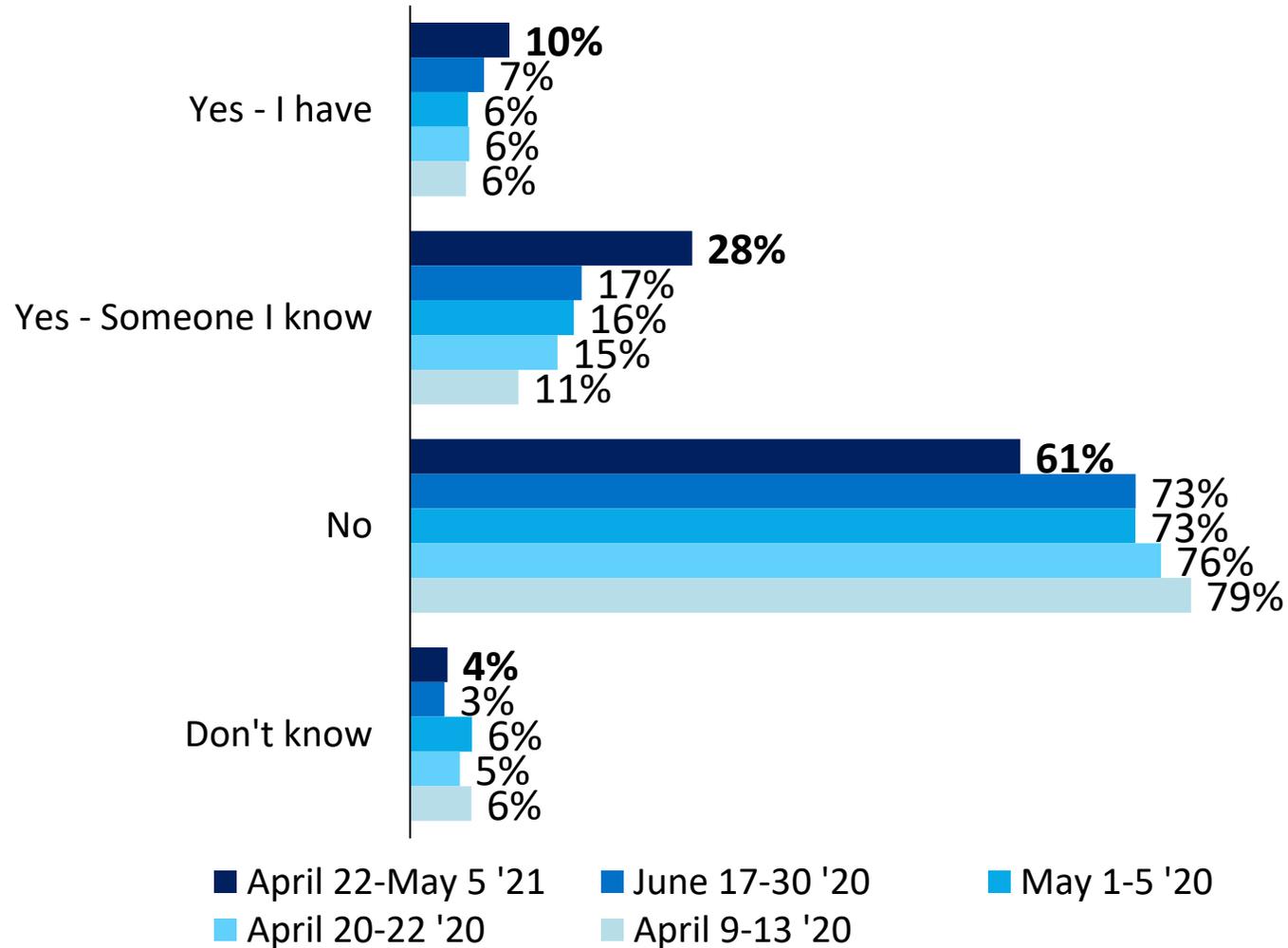
For most Canadians, COVID-19 is something they see on TV rather than have direct experience with. However, the number who report having experienced COVID symptoms or know someone with symptoms reached the highest levels since tracking began in early April 2020.

# COVID-19 Health Effects: 4-in-10 (38%) have had or know someone with COVID-19 symptoms but a majority do not have direct experience



Have you or someone you know experienced symptoms that could be caused by COVID-19?

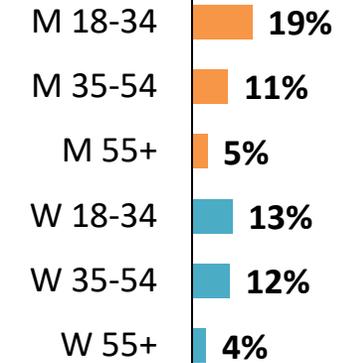
[asked of all respondents, multiple mentions allowed, n=2,000]



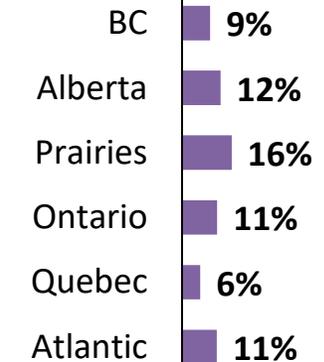
## Segmentation (Current wave)

Respondents who say "Yes, I have"

### Age-Gender



### Region

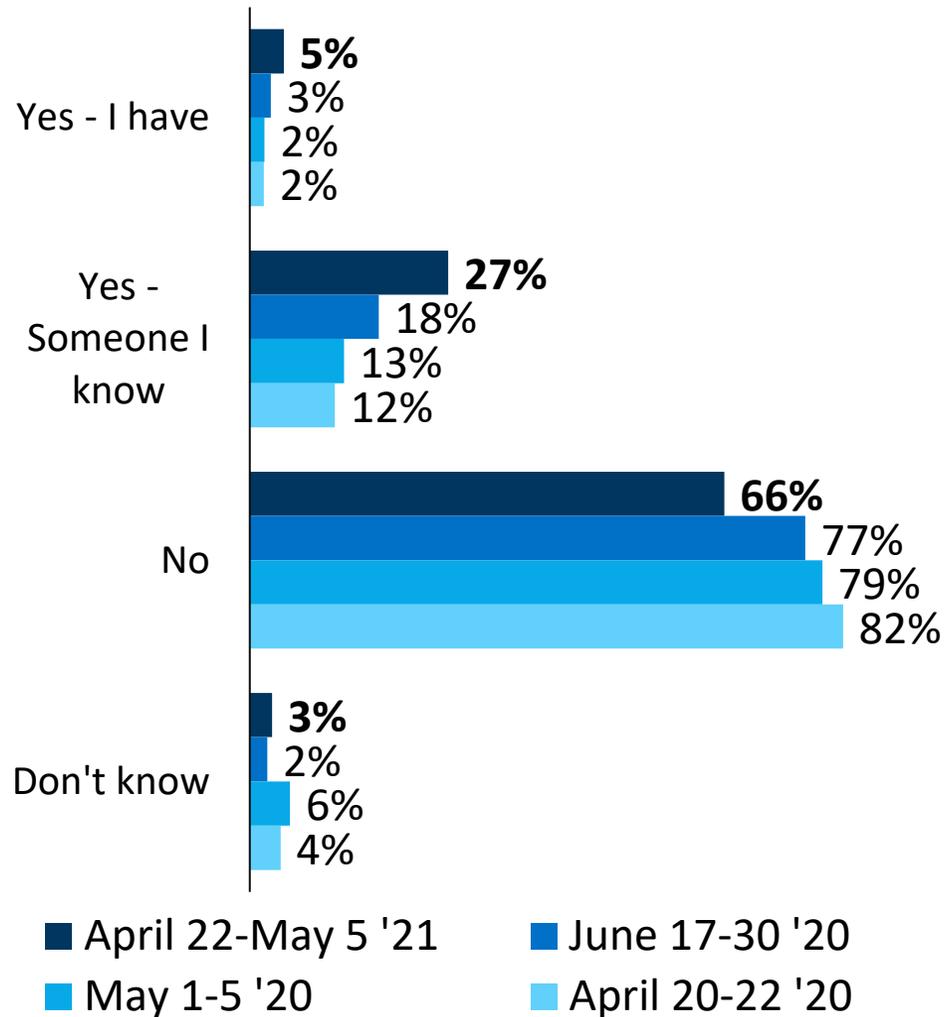


# COVID-19 Health Effects: Of those who have sought medical treatment for the virus, 1% say they've been admitted to the hospital <sup>10</sup>



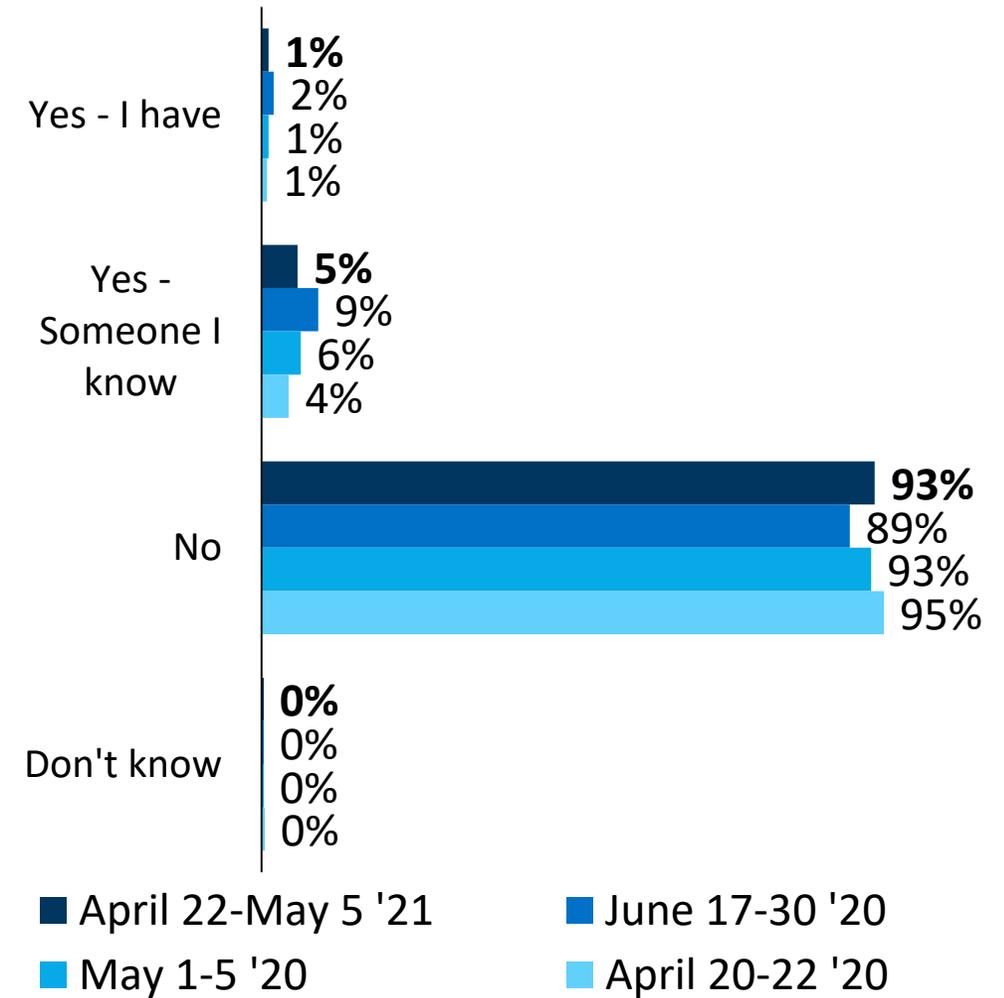
Have you or someone you know sought medical treatment for a confirmed or suspected case of COVID-19?

[asked of all respondents, multiple mentions allowed, n=2,000]



Have you or someone you know been admitted to the hospital for at least one night for a confirmed or suspected case of COVID-19?

[asked of all respondents who sought medical treatment, multiple mentions allowed, showing results among all respondents, n=2,000]



# COVID-19 Attitudes

Fatigue is growing in Canada. The share of Canadians who agree that they “can’t keep it up any longer” has increased by 5 points to 37%. The feeling of routine fatigue is much higher among younger Canadians and those living in Alberta and Quebec.

COVID-19-related concerns about family and friends (80%) and personal concern about contracting COVID-19 (65%) are largely steady.

While nearly all respondents (82%) feel that they are taking all the necessary steps to prevent the spread of COVID-19, 7-in-10 (69%) remain concerned that without precautions, COVID-19 could put more lives at risk. Especially older Canadians and Atlantic Canada respondents are concerned about this.

Atlantic, Prairies & older respondents are more likely to feel confident that they are taking all the required steps to protect their family and themselves from COVID-19.

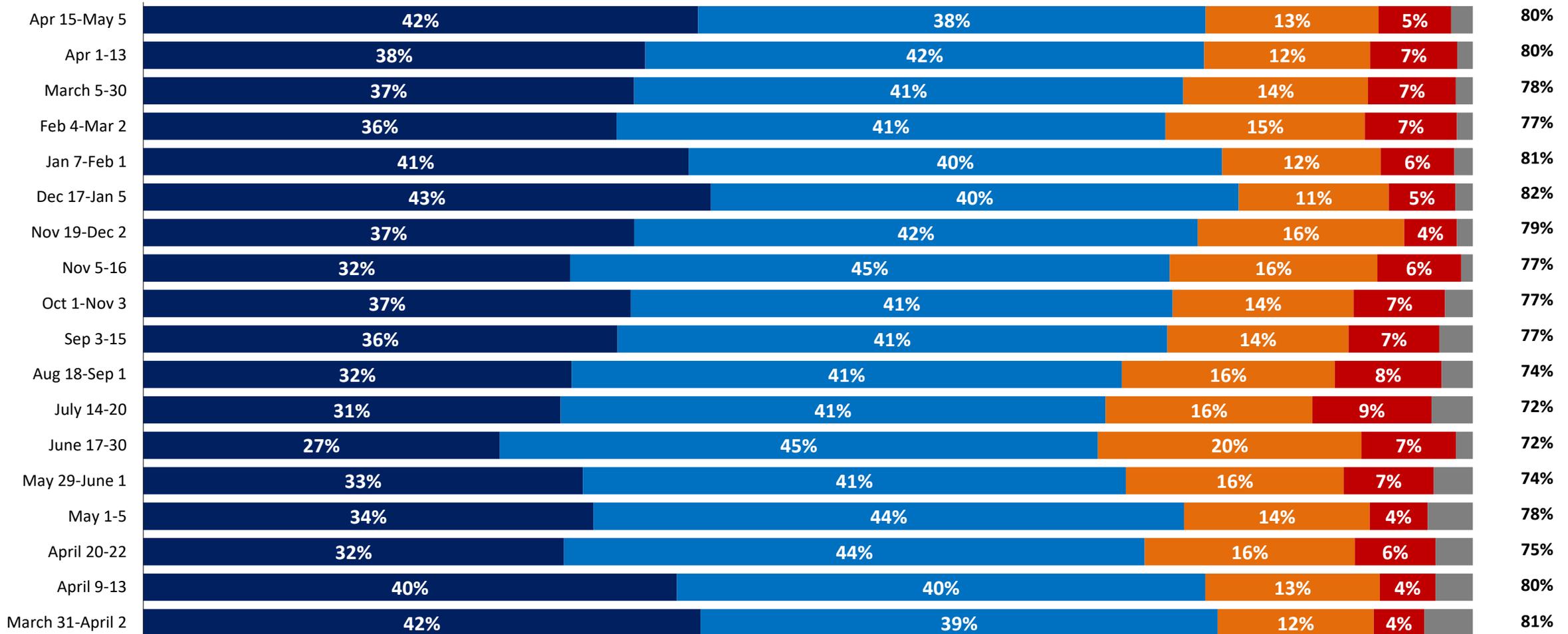
# Familial Concern: Concerns about having a vulnerable friend/relative contracting COVID-19 are steady but the intensity has increased



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=2,500]

Very/ Somewhat concerned



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

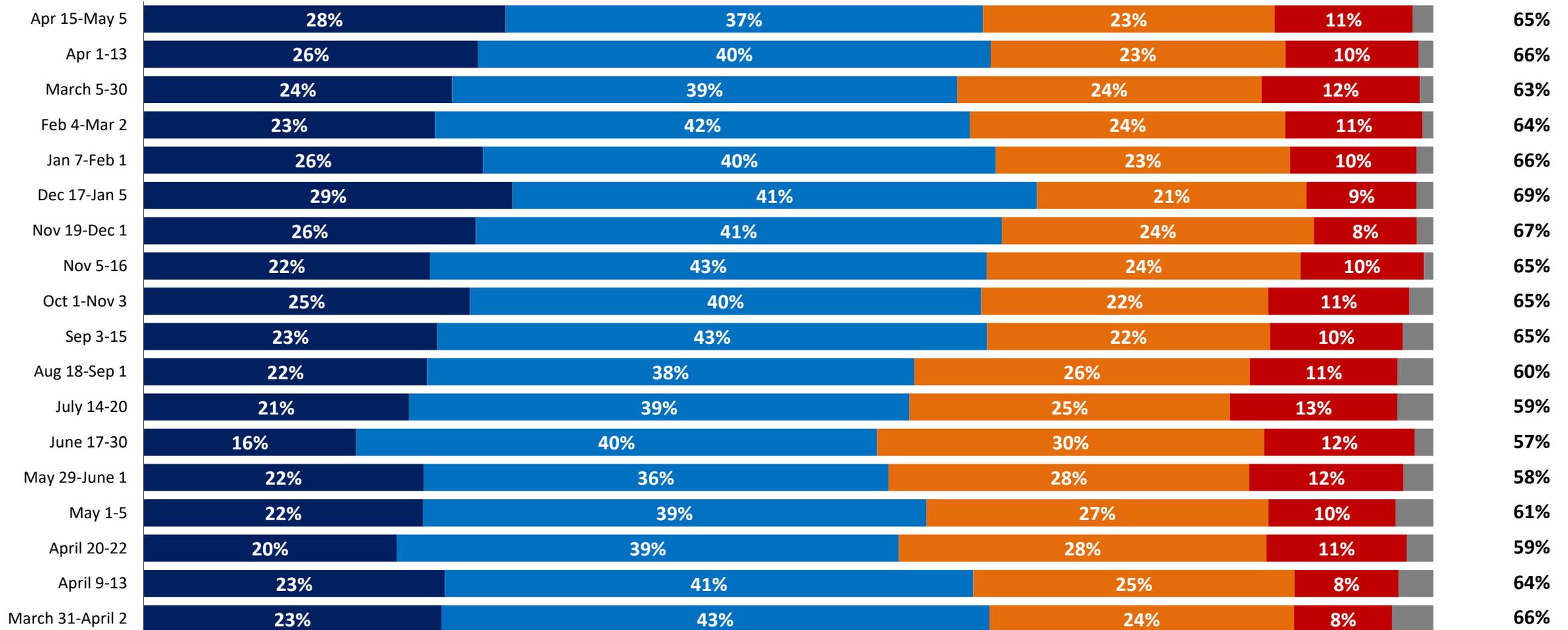
# Self Concern: Concerns for contracting COVID-19 personally has decreased directionally



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

[asked of all respondents; n=2,500]

Very/ Somewhat concerned



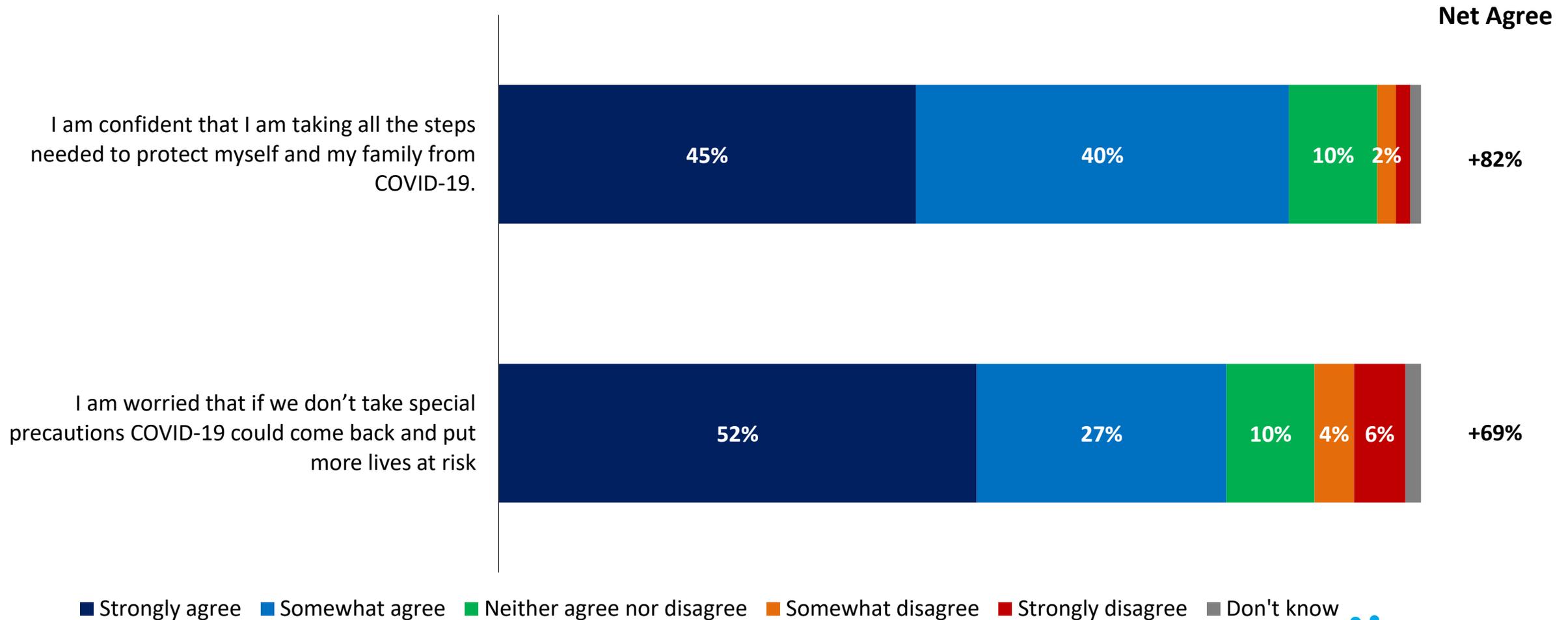
■ Very concerned  
 ■ Somewhat concerned  
 ■ Not very concerned  
 ■ Not at all concerned  
 ■ Don't know

# Key Attitudes: 85% are confident they have taken the steps needed to protect themselves and others; 79% are worried about COVID returning <sup>14</sup>



Do you agree or disagree with the following statements?

[asked of all respondents; n=2,500]



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

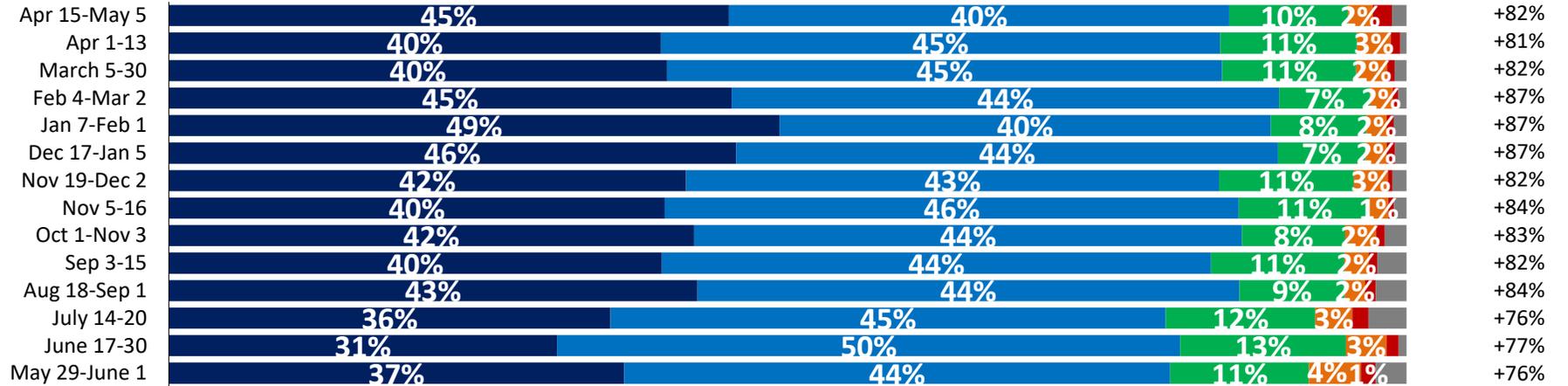


Do you agree or disagree with the following statements?

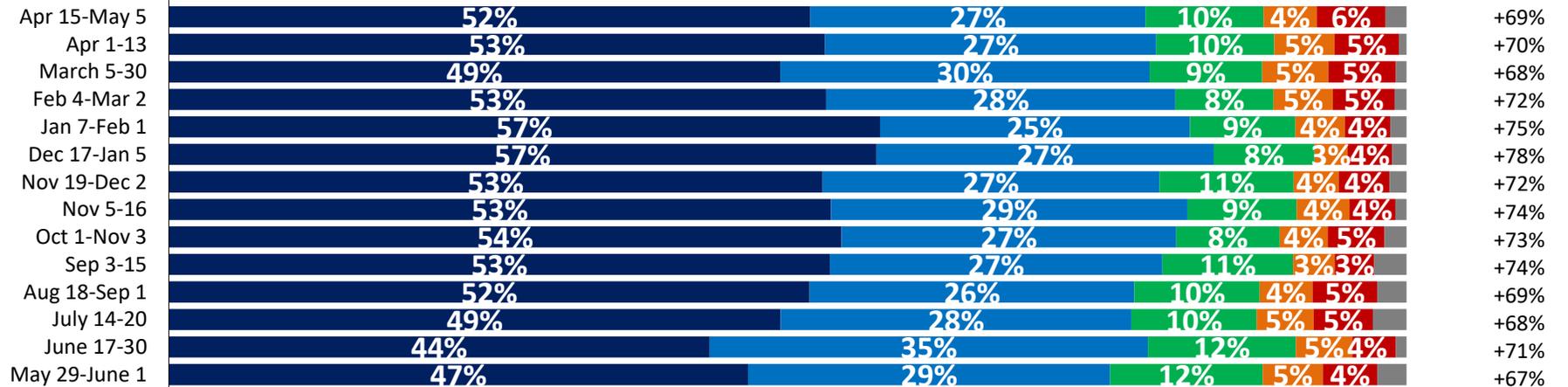
[asked of all respondents; n=2,500]

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



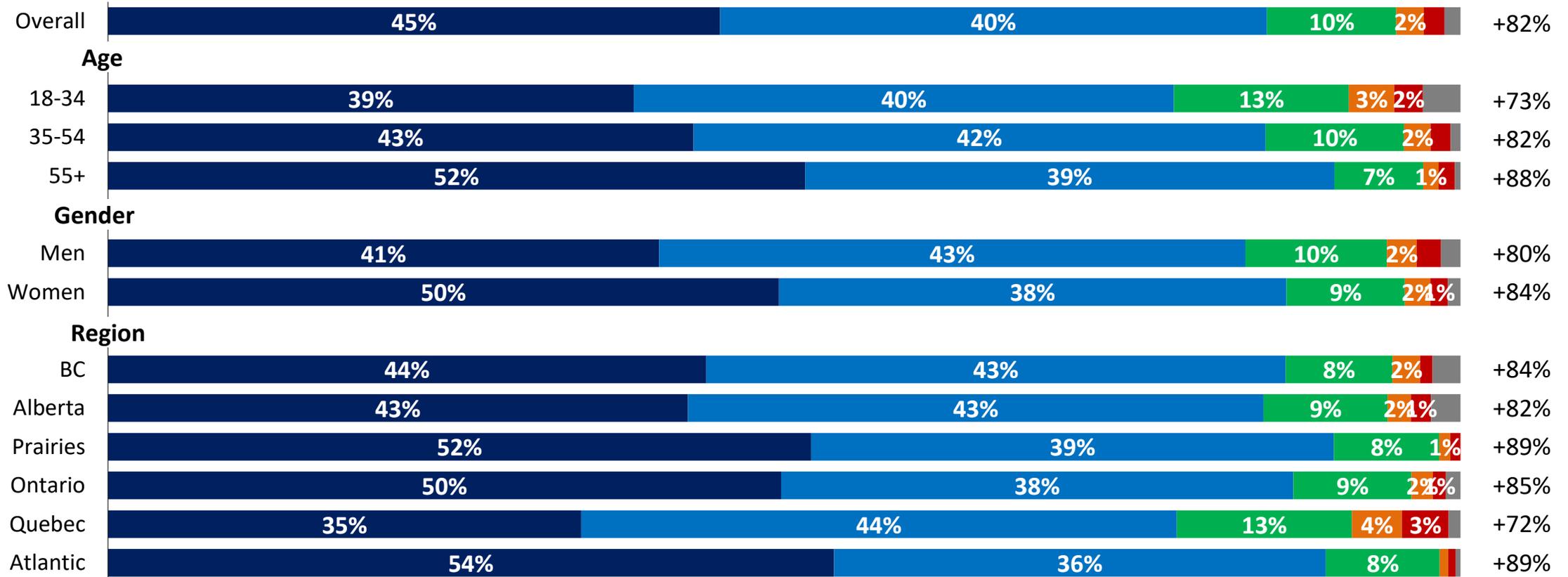
Do you agree or disagree with the following statements?

***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=2,500]

**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



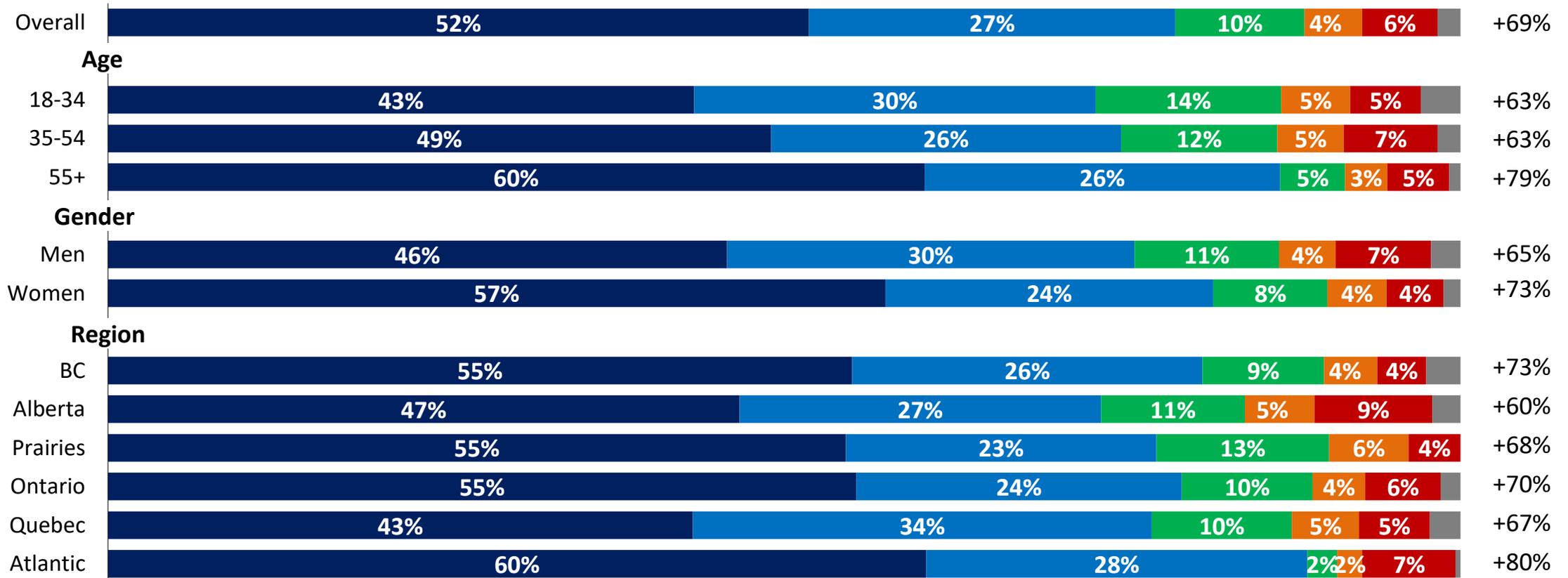
Do you agree or disagree with the following statements?

***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=2,500]

**NET Agree**



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

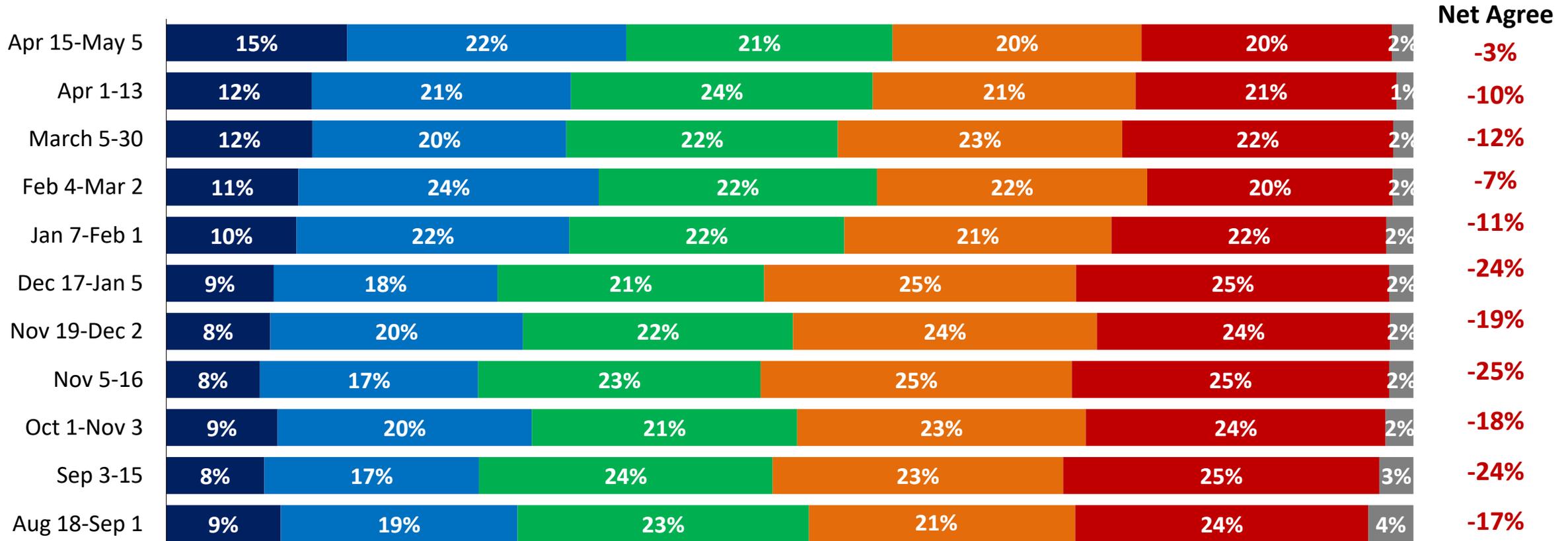
# Behavioural Fatigue: Canadians feeling routine fatigue has increased by 7 points<sup>18</sup>



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=2,500]



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

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



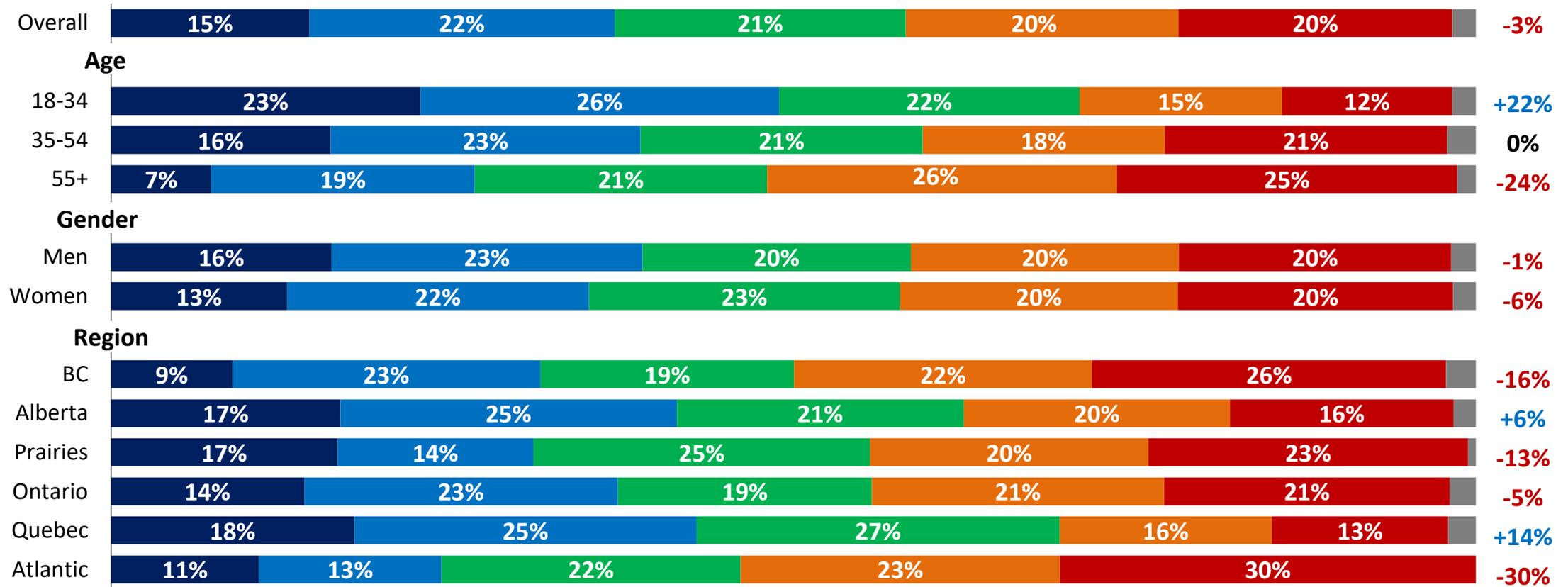
Thinking about the changes you've made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

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

BY Age, gender, and region

[asked of all respondents; n=2,500]

**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 15<sup>th</sup>, 2021 and May 5<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=4,150 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,500 based on Census data from Statistics Canada.

**Field Dates:** April 15<sup>th</sup>, 2021 to May 5<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 (%)
Men 18-34	452	10.9%	339	13.6%
Men 35-54	570	13.8%	417	16.7%
Men 55+	865	20.9%	455	18.2%
Women 18-34	614	14.8%	341	13.7%
Women 35-54	691	16.7%	435	17.5%
Women 55+	946	22.9%	506	20.3%
BC	650	15.7%	339	13.6%
AB	636	15.3%	284	11.4%
Prairies	182	4.4%	165	6.6%
ON	1906	45.9%	970	38.8%
QC	593	14.3%	573	22.9%
Atlantic	183	4.4%	169	6.8%



For more information, please contact:

**Greg Lyle**

**President**

(416) 642-6429

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

**Building Understanding.**