



Impacts of the Pandemic

Public Opinion Research
Release Date: May 28, 2021
Field Dates: May 18 to May 26, 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 a new online survey. This online survey was in field from May 18th to May 26th 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. We look at impacts in two ways; first by tracking measures of wellbeing with no reference to the ongoing pandemic and second by asking for respondents' perceptions of how the COVID-19 pandemic has impacted their lives. We find key health, and quality of life indicators and financial impacts remain steady.

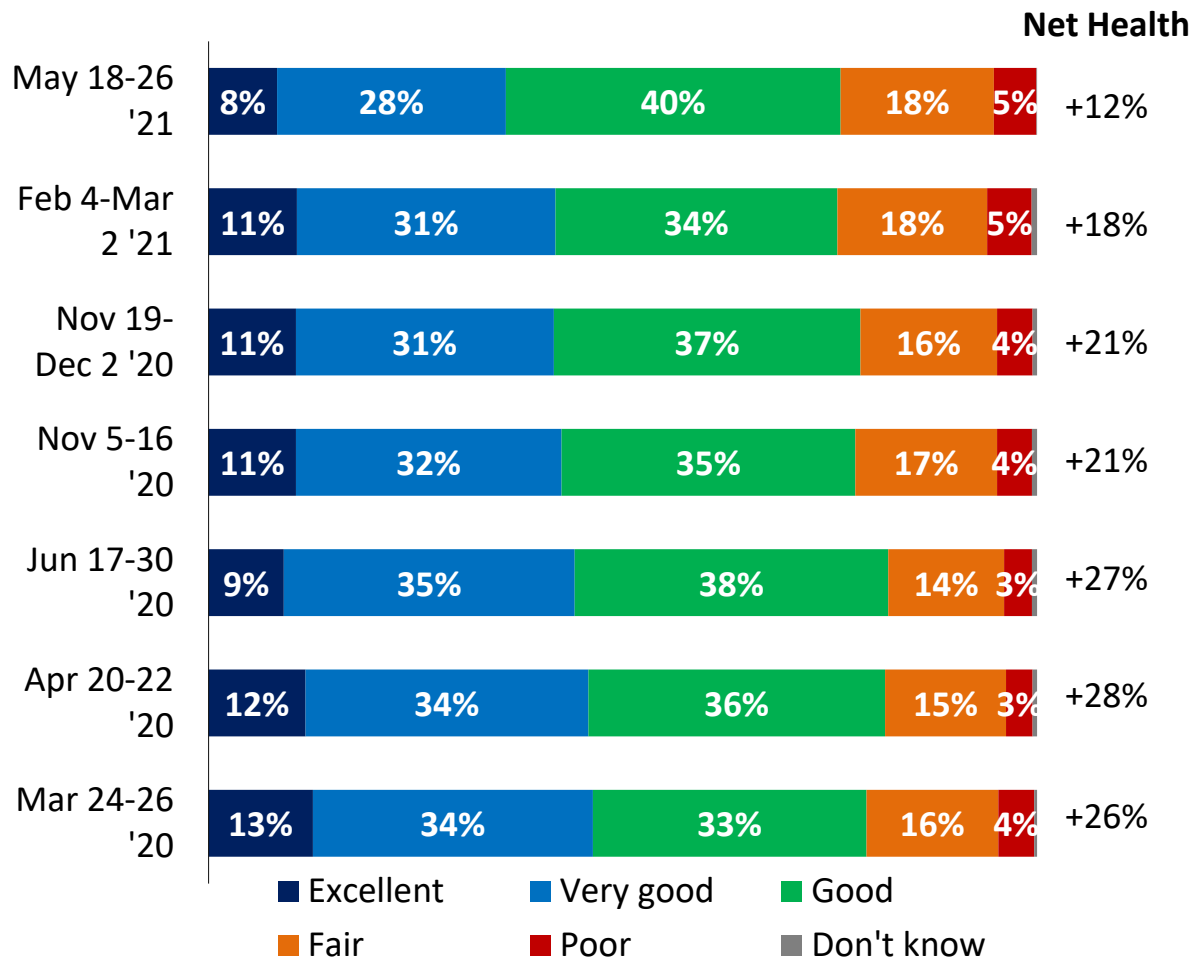
Health: Self-reported health is down on net from a high in spring of 2020; now only 36% report either excellent or good health

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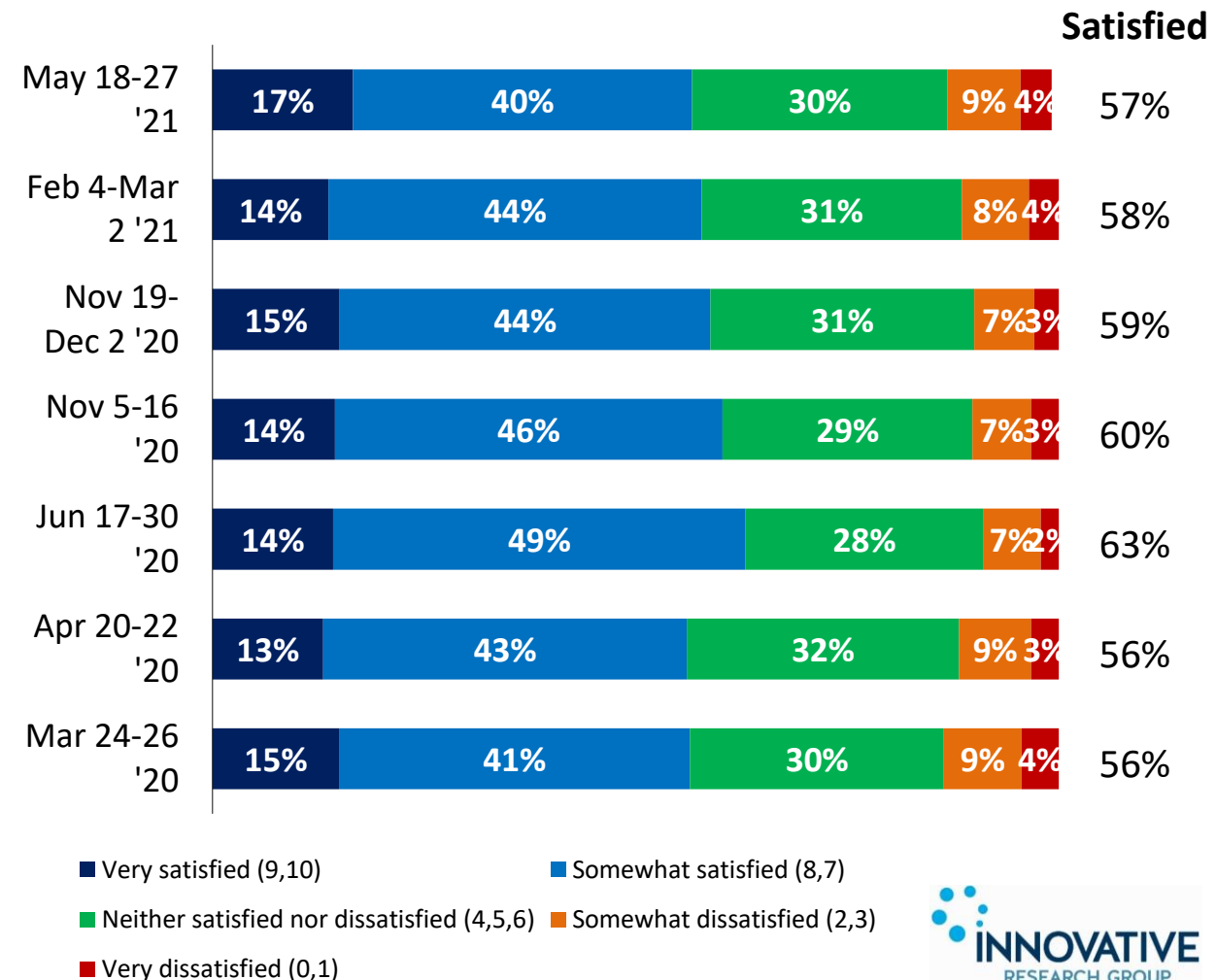
In general, would you say your health is... ?

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



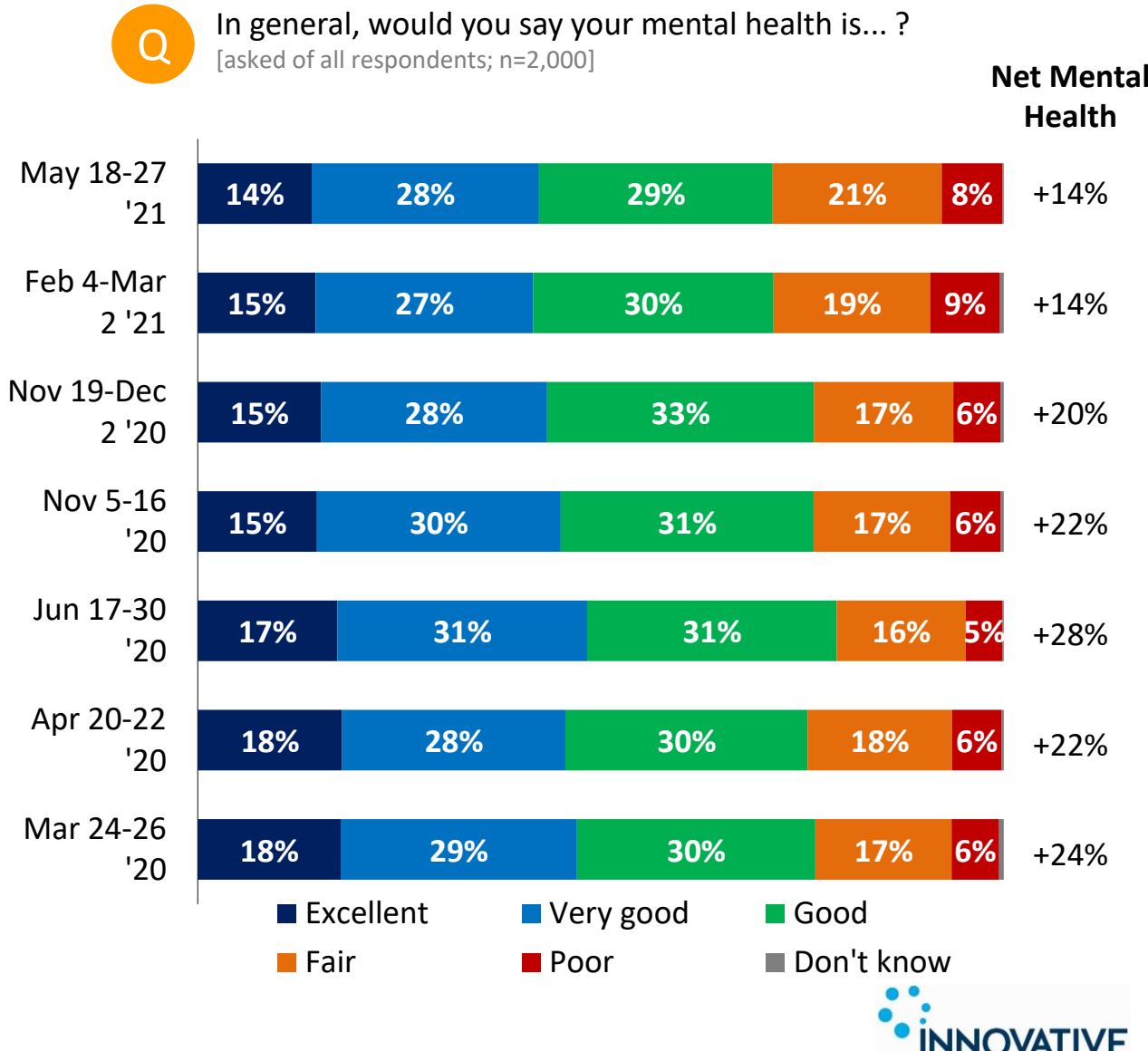
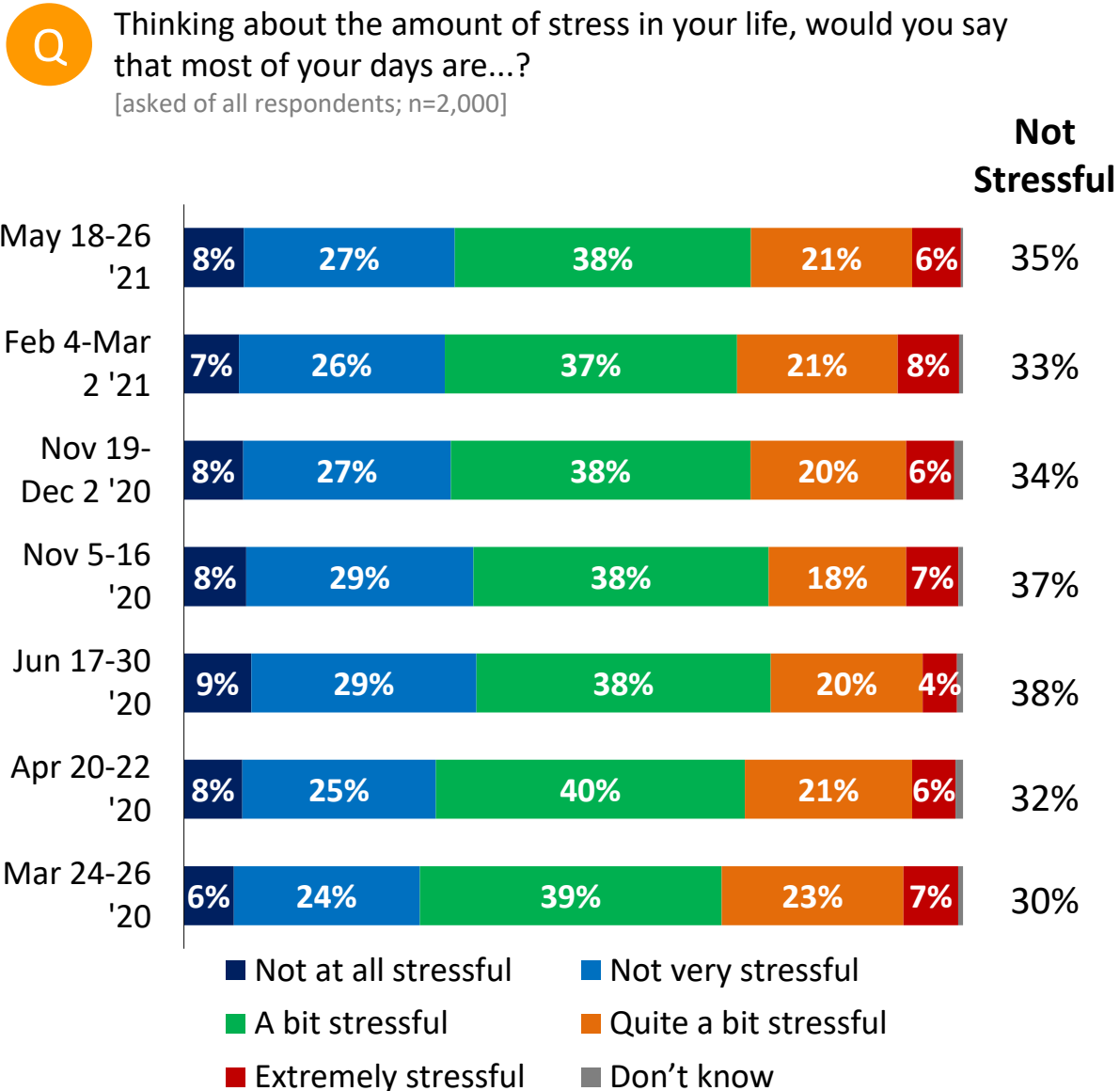
Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?

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



Note: Net scores are calculating by subtracting fair and poor from excellent and very good.

Stress and Mental Health: Net Mental Health is down to only +14% from a high of +28% in June of 2020



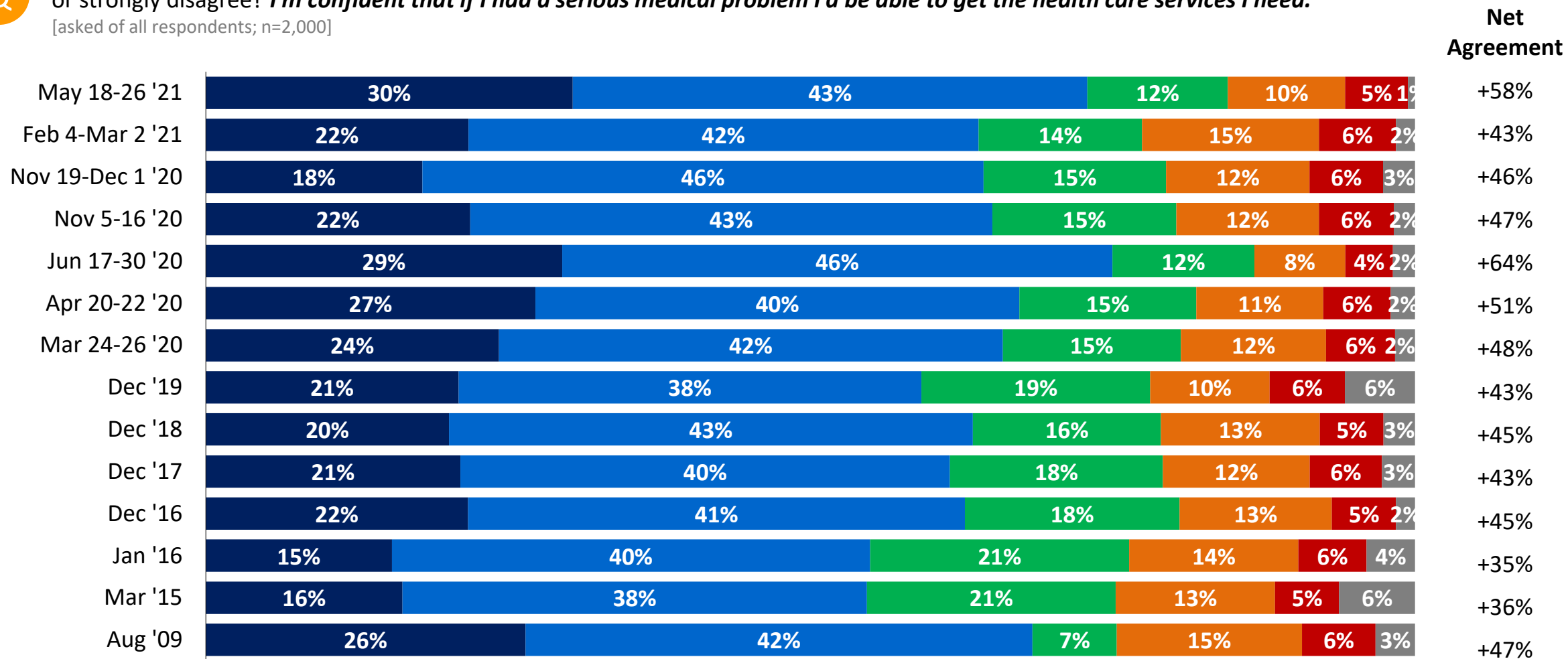
Note: Net scores are calculating by subtracting fair and poor from excellent and very good.

Health Care: 7-in-10 (73%) agree that they are confident that they would be able to get the health care service they need

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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

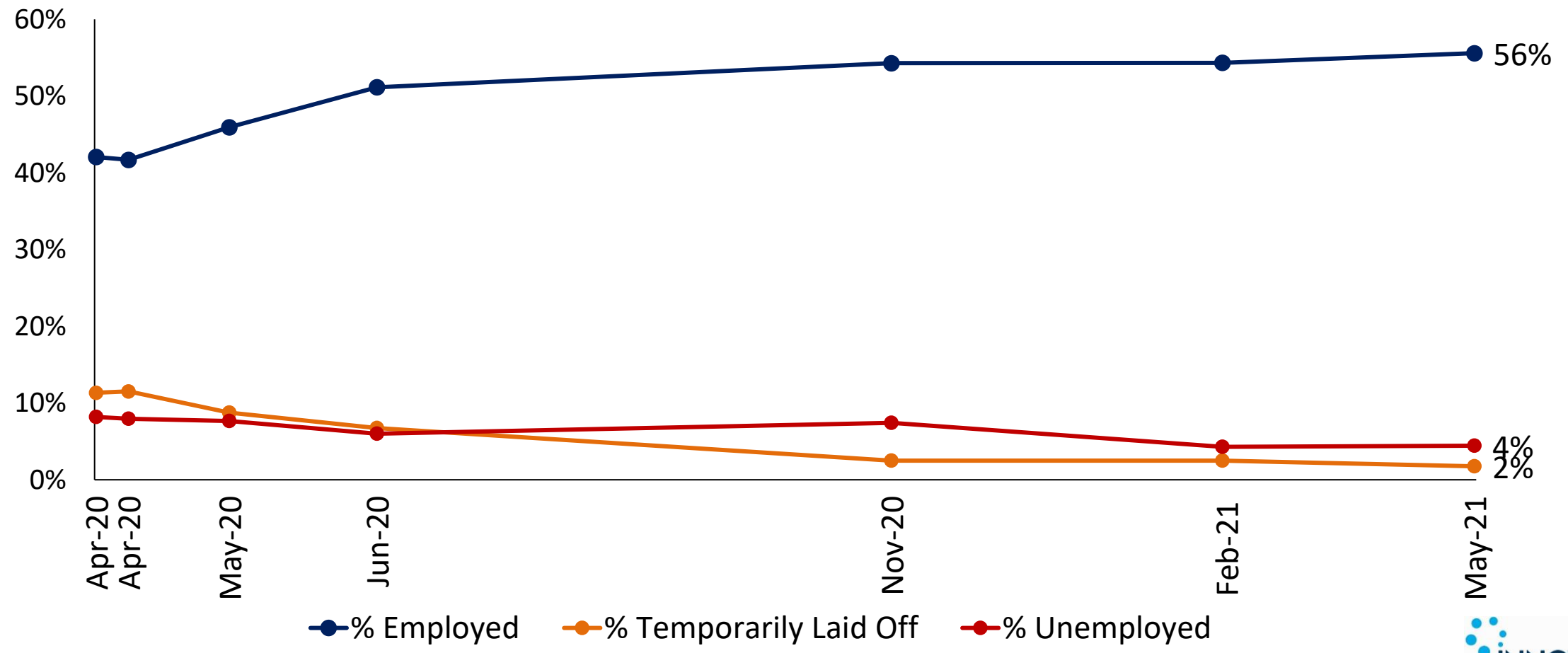
Financial Impacts

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

Current Job Status: Employment is up by 4 points since February 2021; temporarily laid off and unemployed remain steady



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

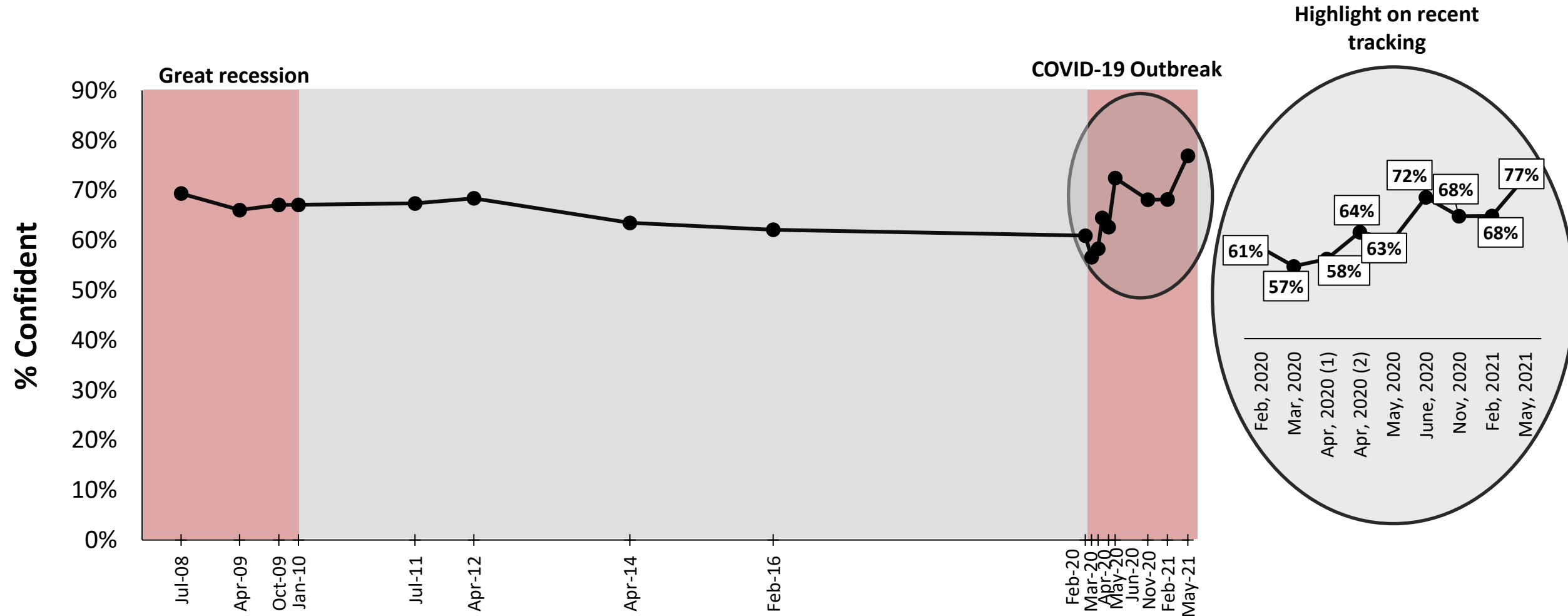


After a small dip at the outset of the COVID outbreak, household financial confidence is now above pre-pandemic levels



Generally speaking, how confident and secure do you feel about your household's current financial situation?

[all respondents, n=2,000]



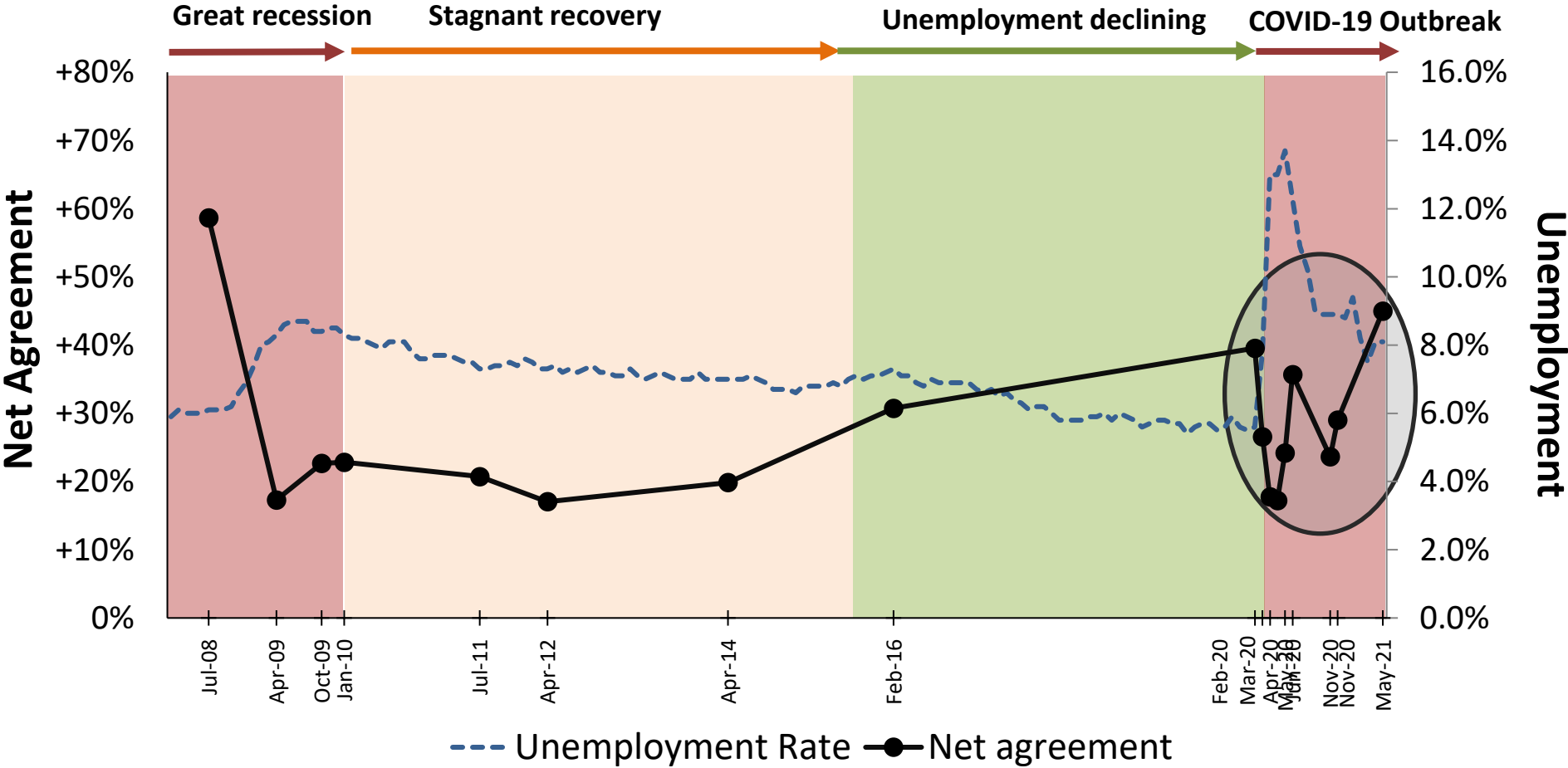
Notes: Two data points are shown for April 2020 (both waves of April tracking)

Confidence in finding another job has increased from +29 net in late November 2020 to +45 in May 2021

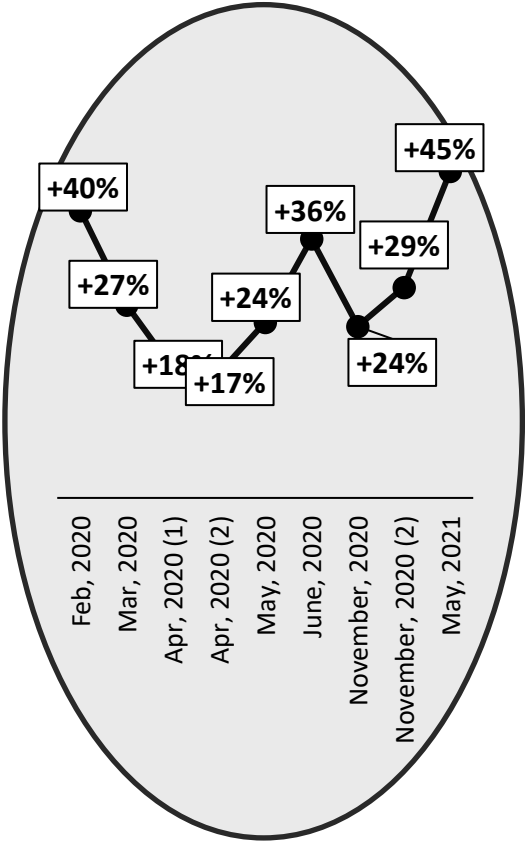


Net agreement: I feel confident that I could get another job somewhere else if I wanted to.
[results shown of those who are currently employed; n=1,140 for the current wave]

Among those who are currently employed



Highlight on recent tracking



Notes: Two data points are shown for April and November 2020 (both waves of April and November tracking)
NET AGREEMENT= AGREE (strongly, somewhat) minus DISAGREE (somewhat, strongly), "Neither/DK" not included.
Unemployment rate is seasonally adjusted. Source: Statistics Canada. Table 14-10-0287-01.

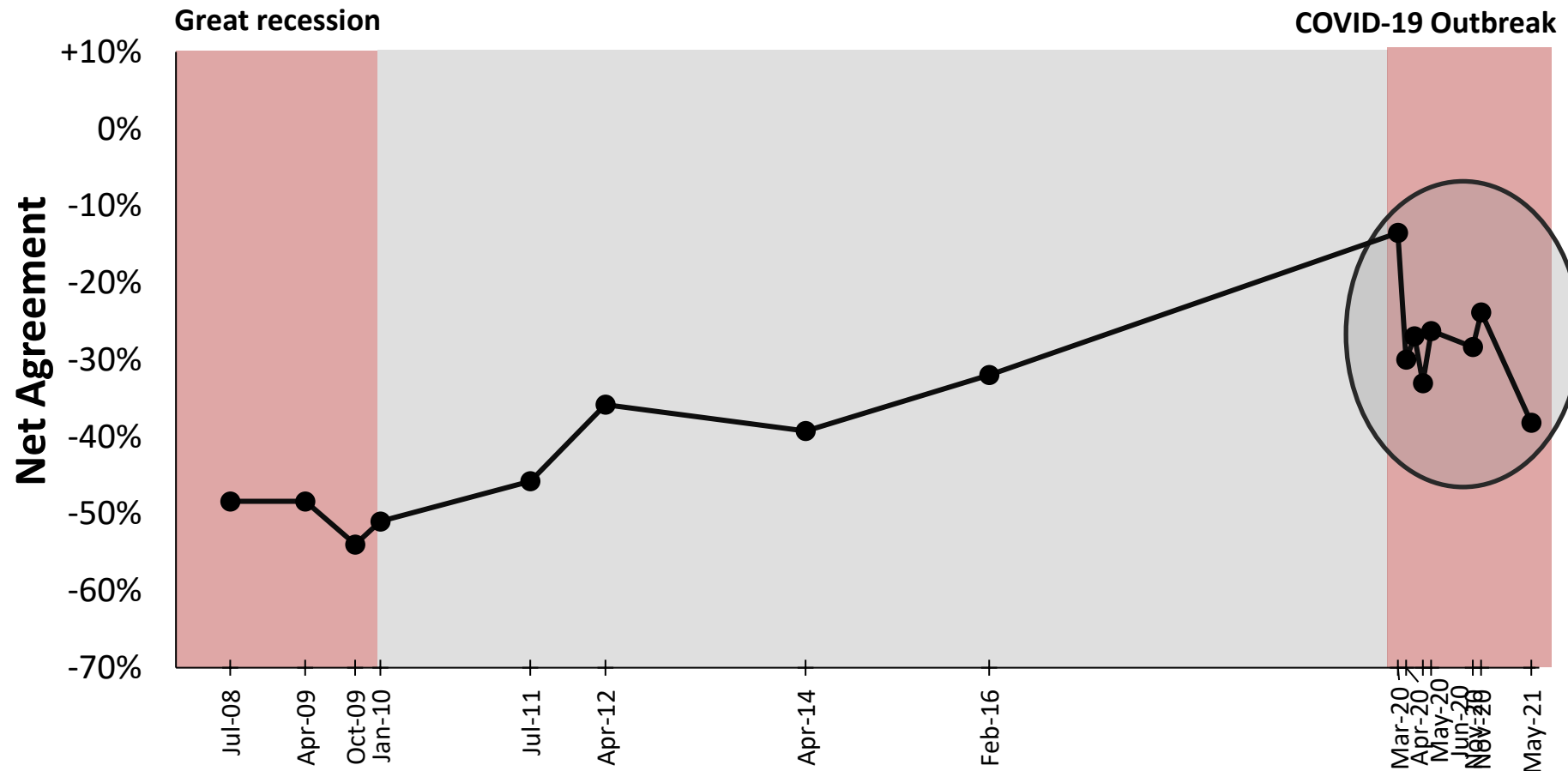
Canadians' concern about their employers' health has dropped since late November 2020



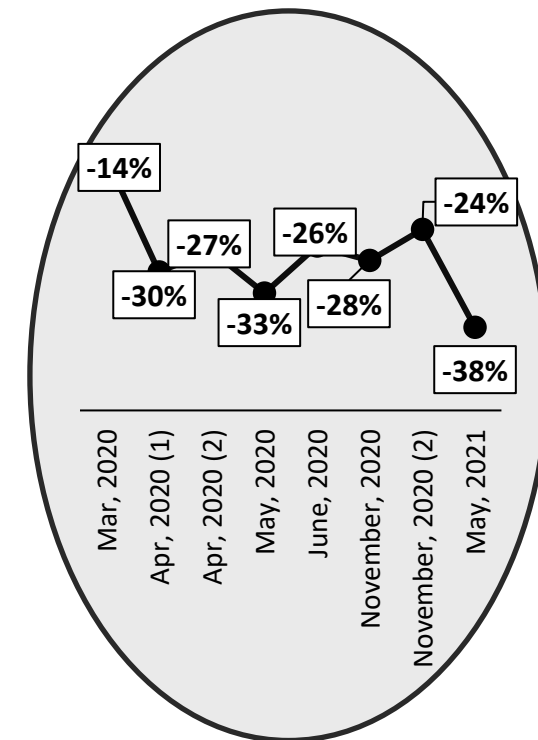
Net agreement: I'm not sure the organization I work for is going to survive the downturn in the economy.

[results shown of those who are currently employed; n=1,140 for the current wave]

Among those who are currently employed



Highlight on recent tracking



Note: NET AGREEMENT= AGREE (strongly, somewhat) minus DISAGREE (somewhat, strongly), "Neither/DK" not included
Two data points are shown for April and November 2020 (both waves of April and November tracking)

Perceptions of COVID-19 Impact on Wellbeing

Compared to February, physical and mental health impacts along with general quality of life and household financial impacts are steady.

COVID-19 Personal Impacts: Overall quality of life no/minimal impact goes up by 6 pts; overall things remain steady

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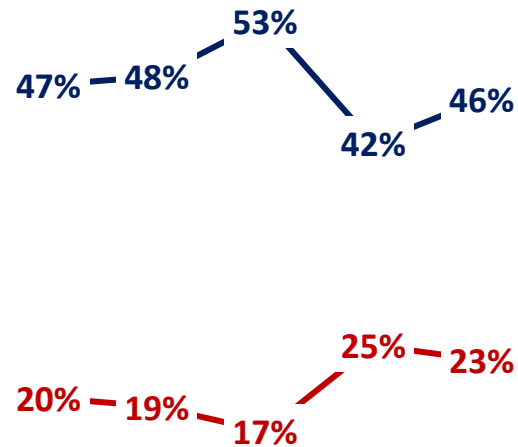


The COVID-19 outbreak has resulted in major changes [...]. Thinking about these changes as a whole, how much have they **negatively impacted** you personally in each of the following areas?

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

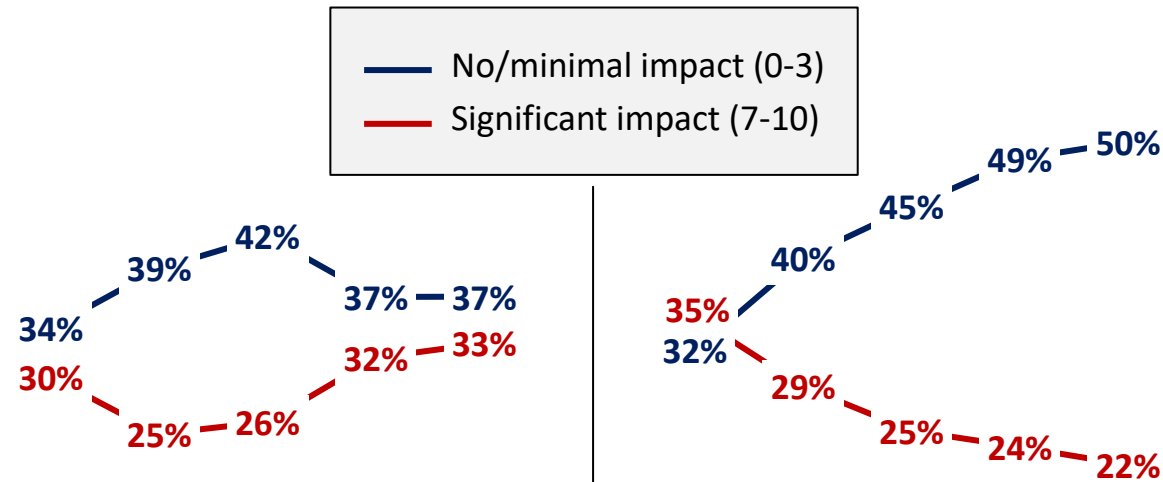
[asked of all respondents, n=2,000]

Physical Health



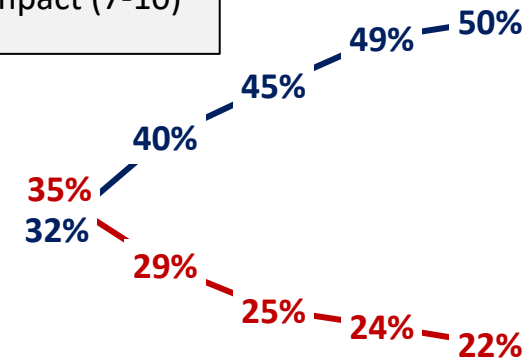
Mar '20 Apr '20 Jun '20 Feb '21 May '21

Mental health



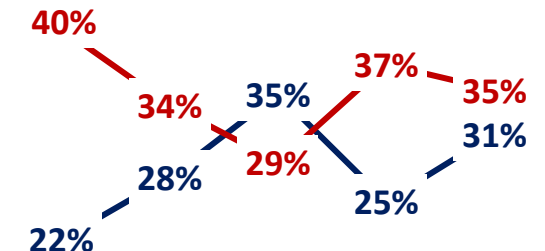
Mar '20 Apr '20 Jun '20 Feb '21 May '21

Household Finances



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

Overall Quality of Life



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

Methodology



Survey Methodology

These are the results of an online survey conducted between May 18th, 2021 and May 26th, 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 18th, 2021 to May 26th, 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	161	6.8%	274	13.7%
Men 35-54	265	11.2%	336	16.8%
Men 55+	769	32.6%	362	18.1%
Women 18-34	225	9.5%	271	13.6%
Women 35-54	323	13.7%	346	17.3%
Women 55+	619	26.2%	409	20.5%
BC	371	15.6%	256	12.8%
AB	321	13.5%	212	10.6%
Prairies	131	5.5%	124	6.2%
ON	952	40.1%	717	35.8%
QC	419	17.6%	564	28.2%
Atlantic	180	7.6%	128	6.4%



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Building Understanding.