



**COVID-19 Attitudes  
and Beliefs**

**Public Opinion Research**  
**Release Date: August 5, 2021**  
**Field Dates: July 22, 2021 to August 4, 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 July *Canada This Month* survey. This online survey was in field from July 22<sup>nd</sup> to August 4<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 and concerns about family and friends' health are up since June/July.

However, respondents feel that both the provincial (48%) and the federal (45%) government restrictions that are in place to combat the spread of COVID-19 are “about right”.

# Top-of-Mind Issues

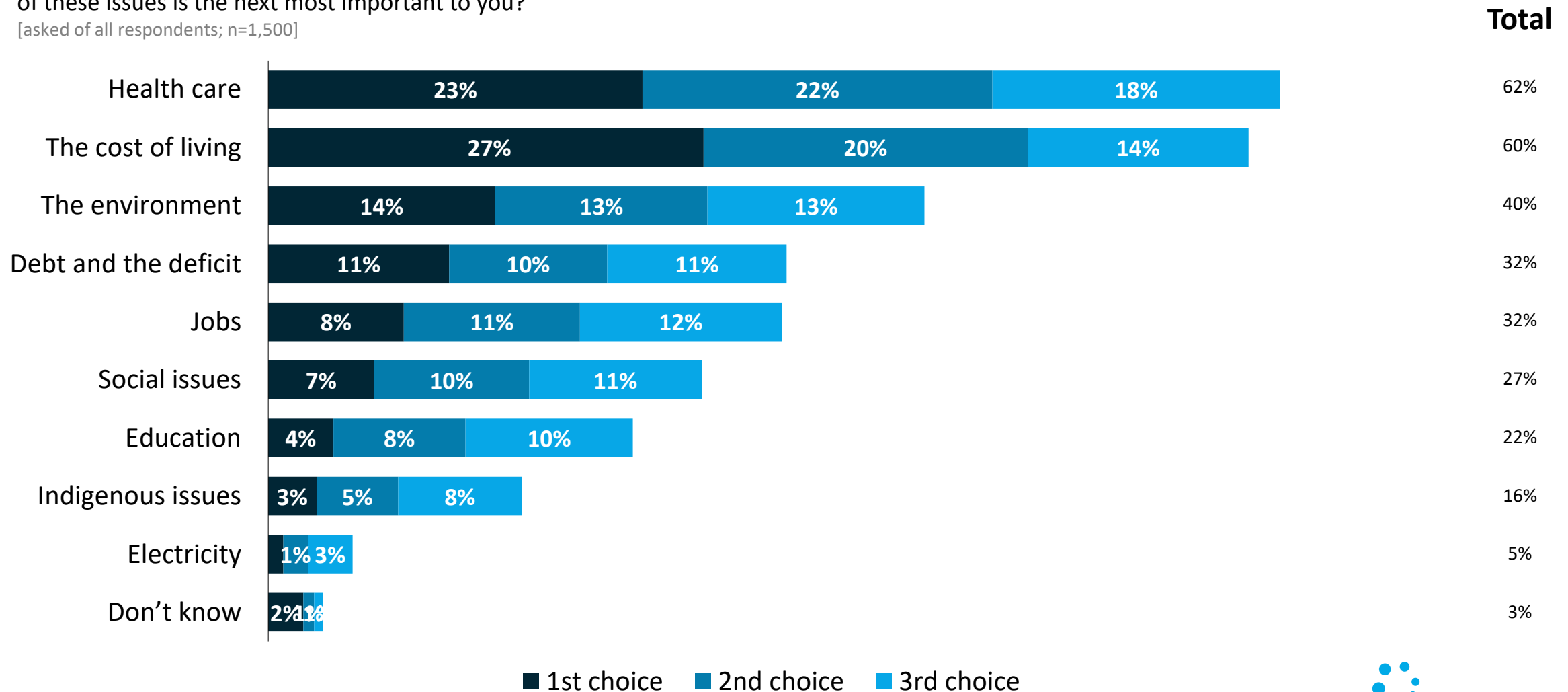
The cost-of-living is now rivalling health care as the top issue for Canadians.

# Issue Importance: Almost a third (27%) of the respondents 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=1,500]



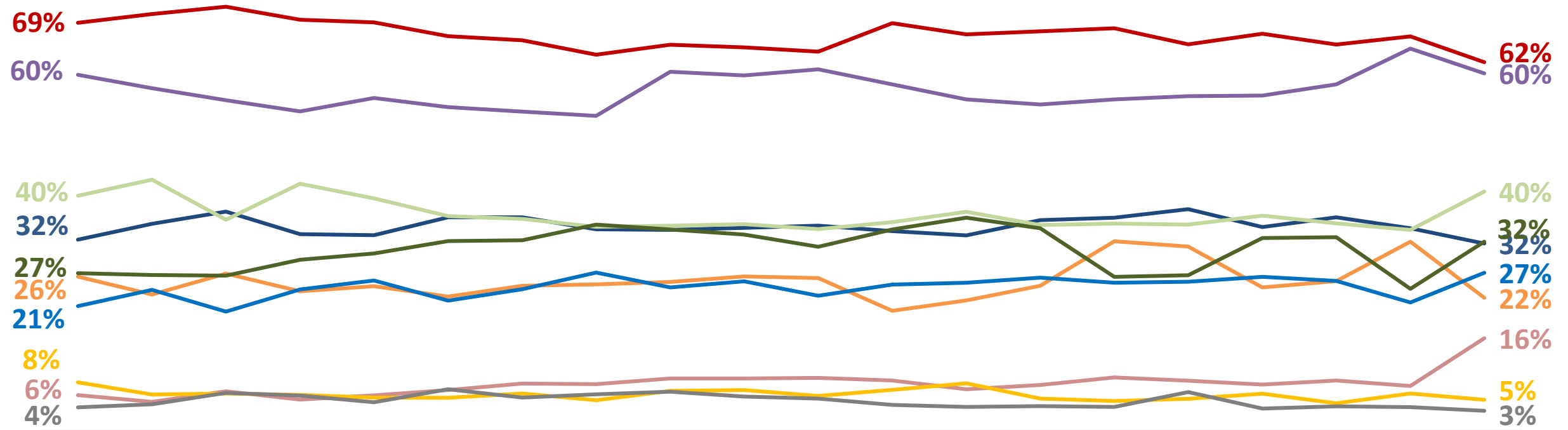
# Issue Importance: The importance of debt & the deficit and indigenous issues is up by 8 pts; the importance of education has dropped by 9pts



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.

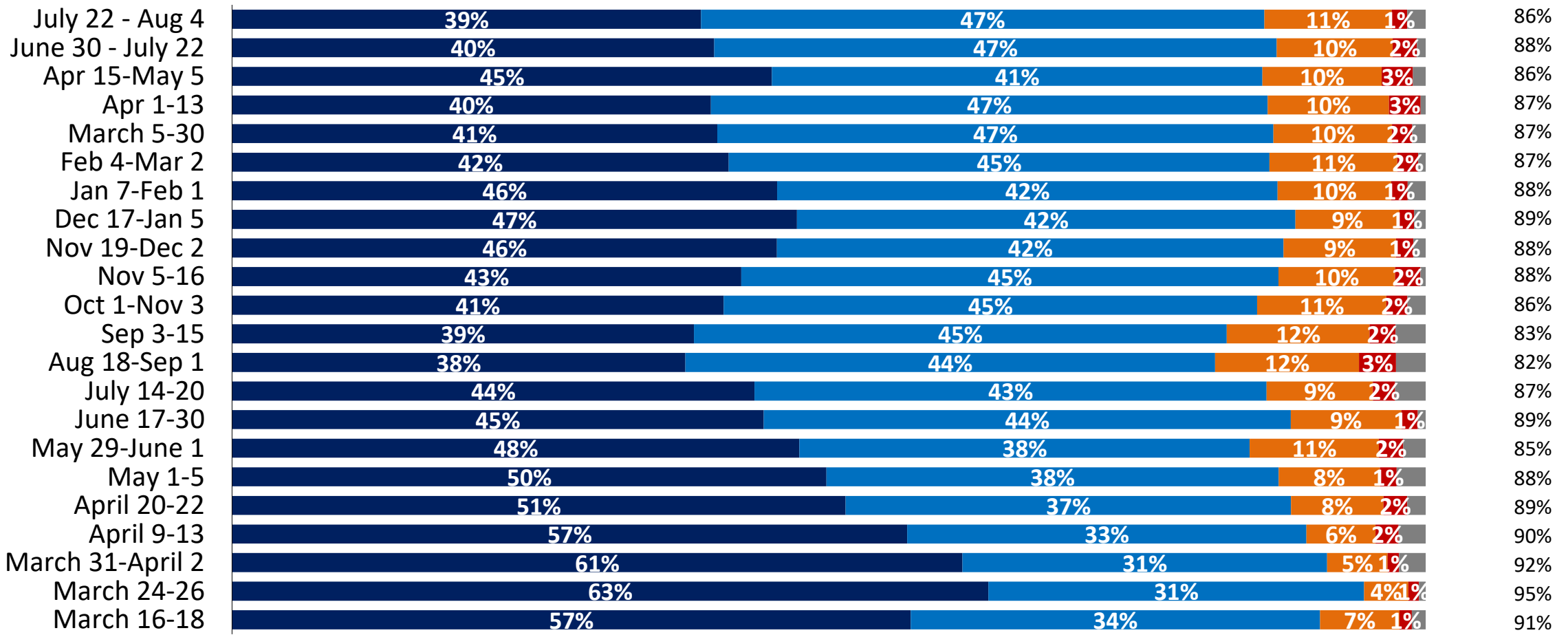
# Attention to COVID-19 News: The majority of respondents (86%) continue to closely follow news about COVID-19



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



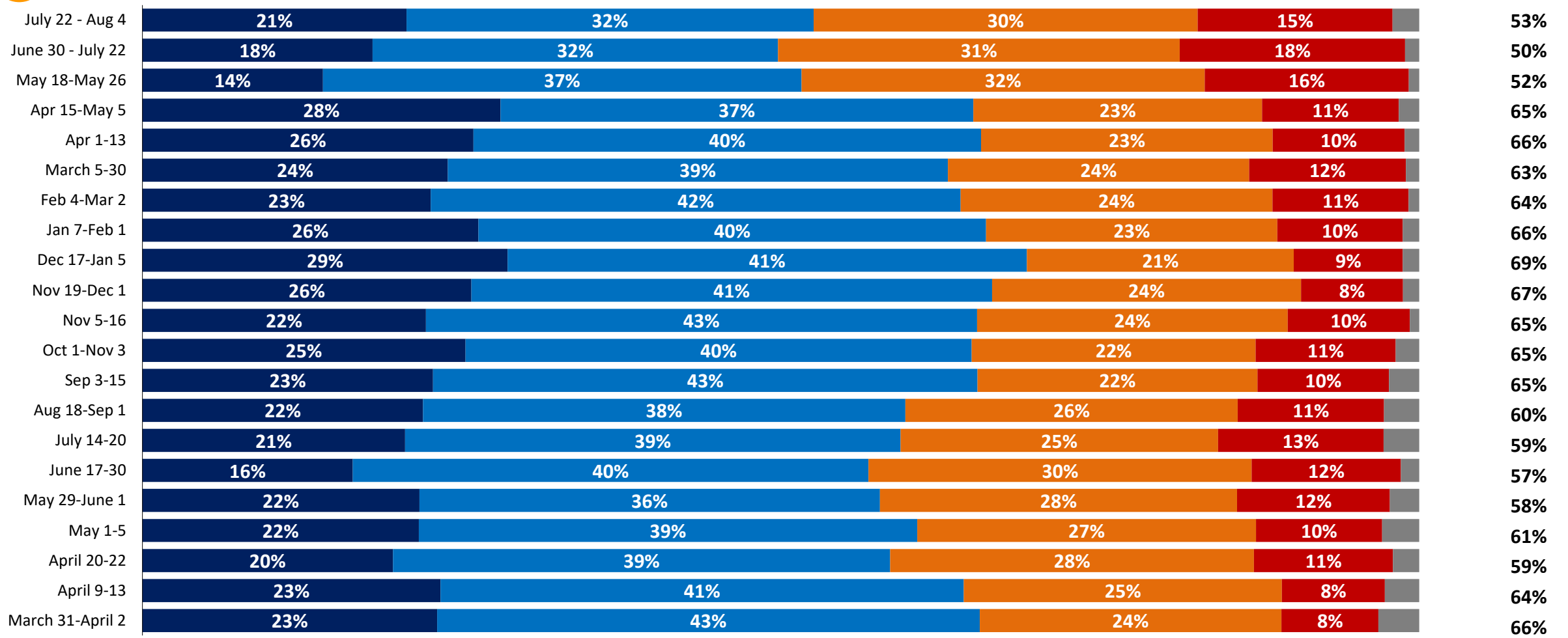
# Self Concern: Overall concern with catching COVID-19 is relatively low (53%), although “very concerned” is up 3 pts. since early July



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

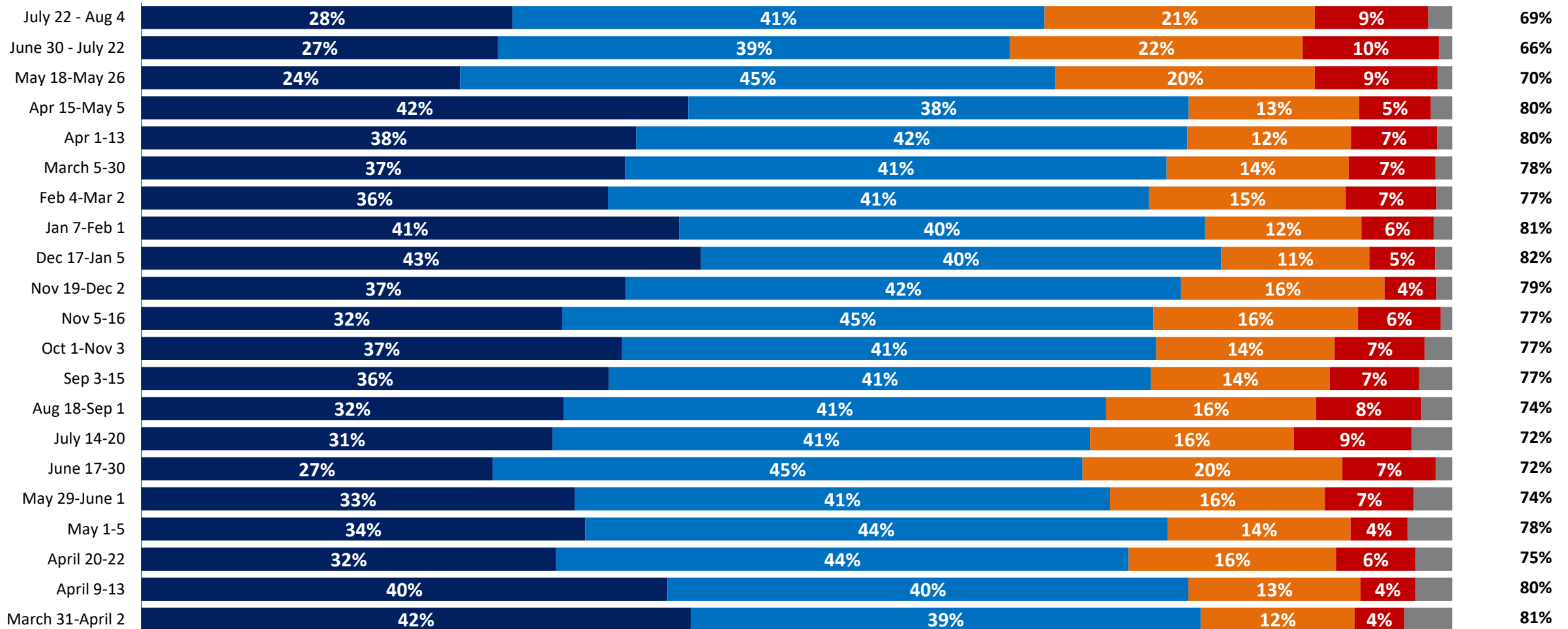
# Familial Concern: 7-in-10 (69%) are concerned that a vulnerable friend/relative will contract COVID-19



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

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

Very/ Somewhat concerned



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



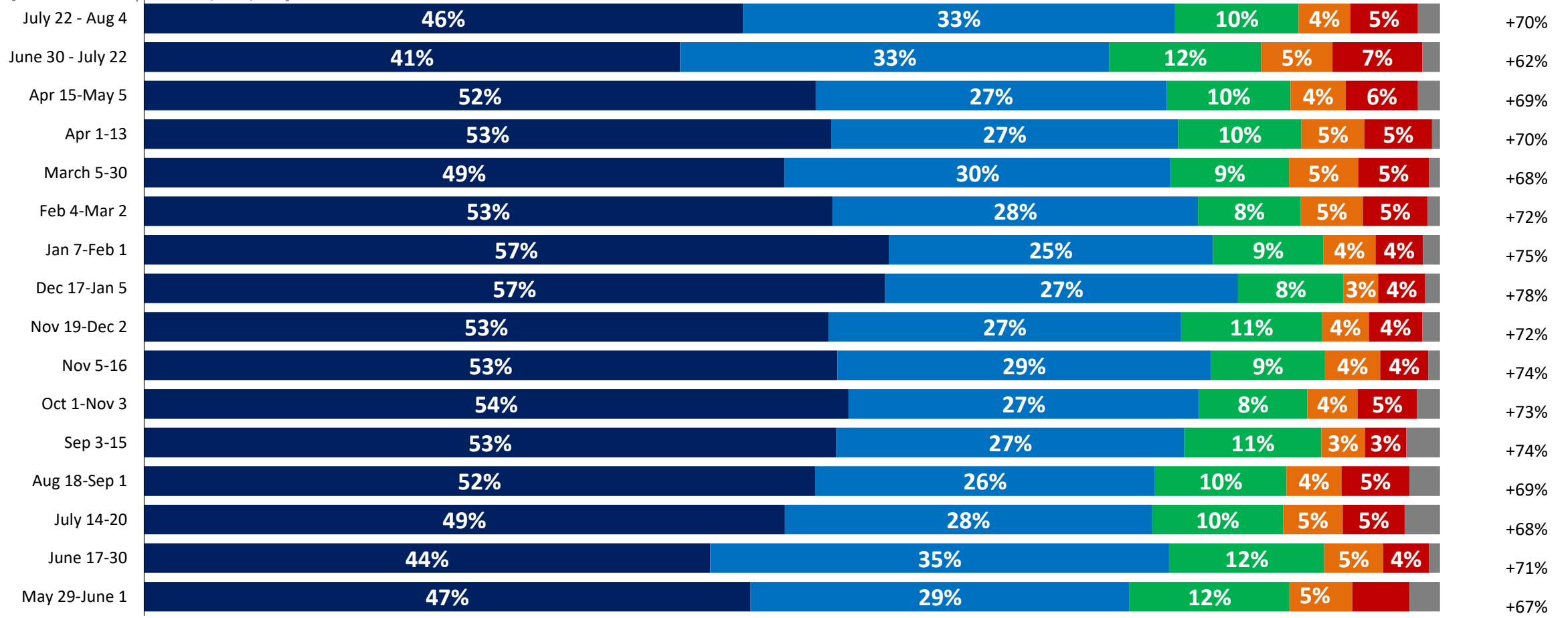
# Key Attitudes: 4-in-5 (80%) of respondents report they are concerned about COVID-19 returning; Net Agree up 8 pts. up from early July



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**

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

**Net Agree**



# Government Approval

The approval of the job both the federal and provincial governments are doing to manage COVID-19 has gone up with around one third of the respondents believing that the current restrictions are too loose.

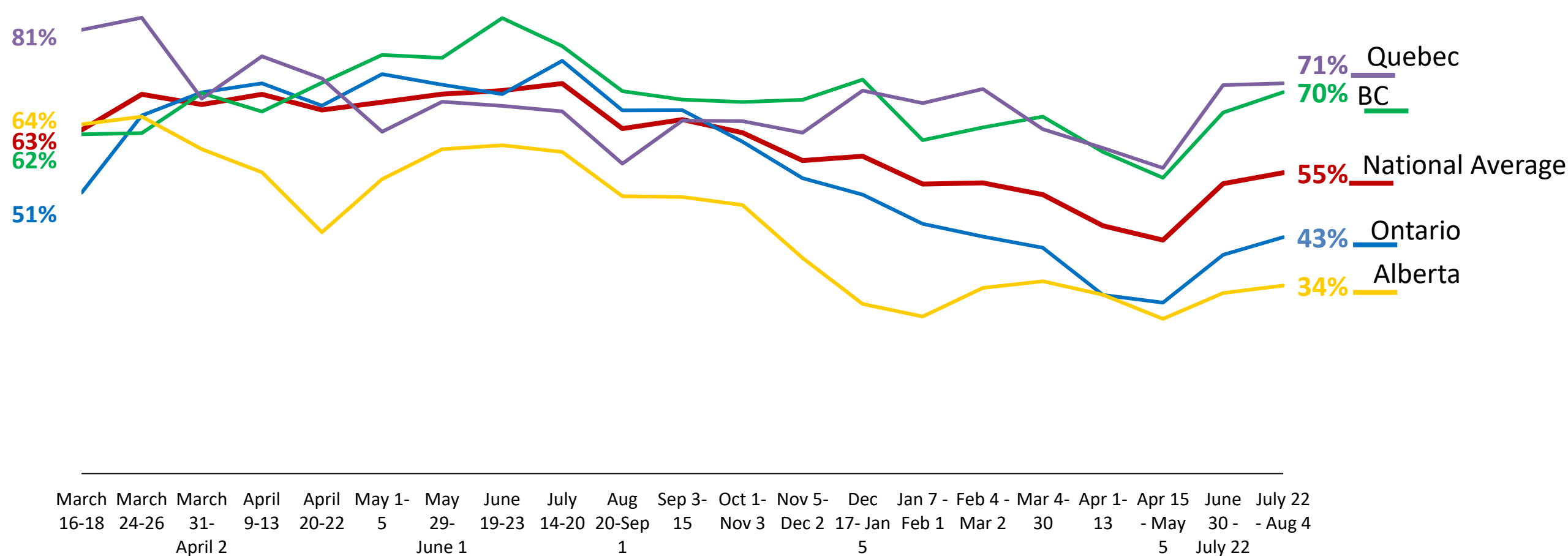
# COVID-19 Provincial Handling Tracking: Highest approval for QC (71%) and BC (70%) in handling the COVID-19 outbreaks, lowest in Alberta



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?

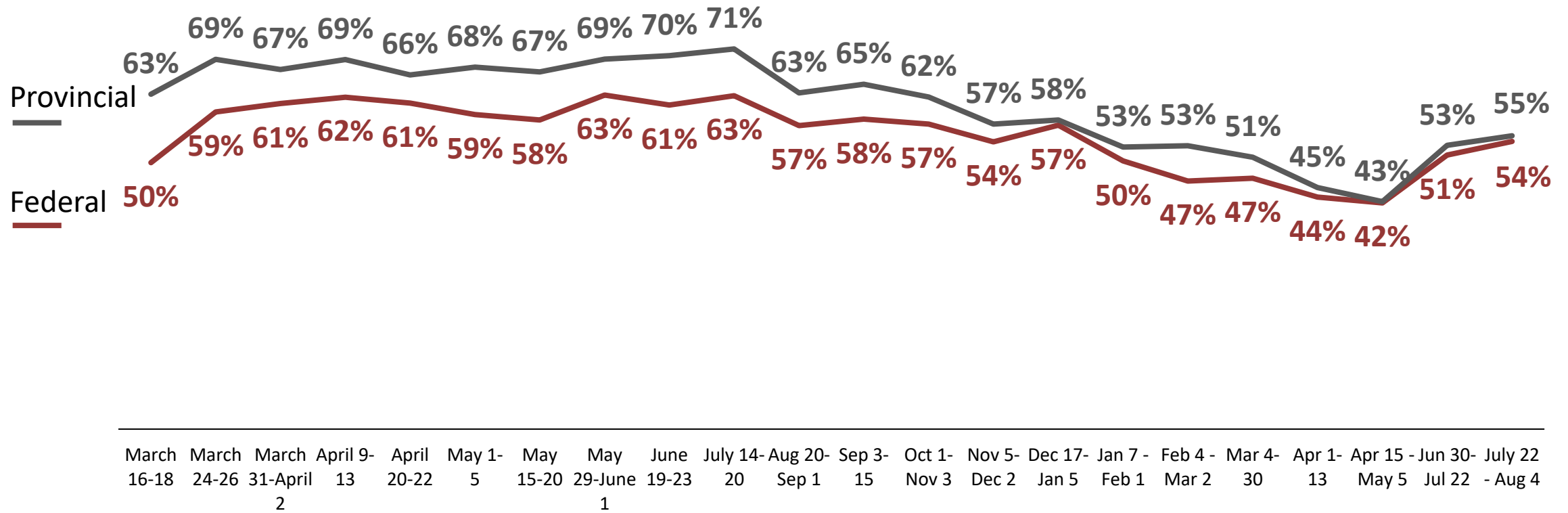
[asked of all respondents; n=1,500]

### % Approve



# COVID-19 Handling Tracking: Approval on handling COVID-19 for both federal and provincial gov'ts trends upwards since late April/early May <sup>12</sup>

**% who approve** of government's handling of the COVID-19 outbreak: Federal vs. Provincial  
 [asked of all respondents; n=1,500]

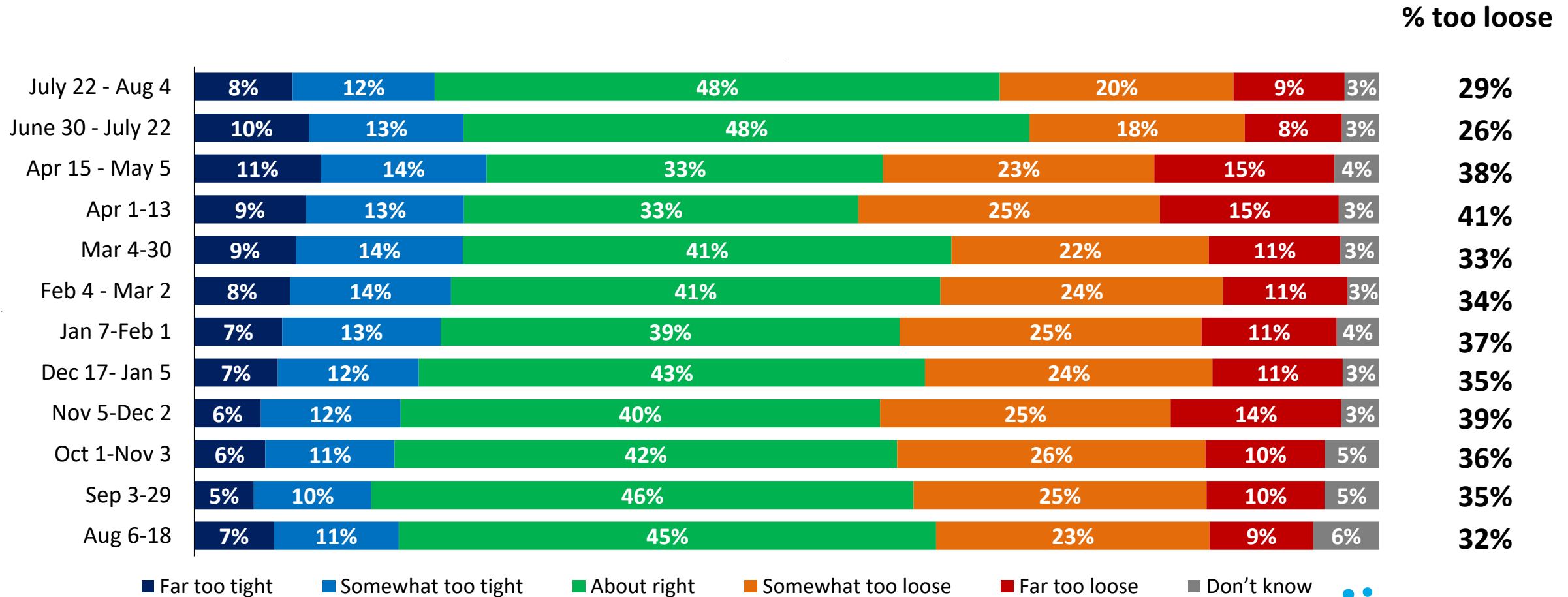


# Provincial Restrictions: Half (48%) think their provincial gov'ts have found the right balance, but “too loose” is up 3pts. since July 22<sup>nd</sup>



Now, thinking about the restrictions the provincial government in [PROV] currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

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



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# Federal Restrictions: Nearly half (45%), consistent with July, think federal restrictions are “about right”; 32% think “too loose”.

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Now, thinking about the restrictions the federal government currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

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

	Far too tight	Somewhat too tight	About right	Somewhat too loose	Far too loose	Don't know	% too loose
July 22 - Aug 4	7%	10%	45%	24%	8%	5%	32%
June 30 - July 22	9%	12%	45%	20%	10%	5%	29%
Apr 15 - May 5	9%	9%	33%	27%	17%	6%	44%
Apr 1-13	8%	10%	34%	26%	16%	6%	42%
Mar 4-30	8%	11%	40%	24%	12%	5%	36%
Feb 4 - Mar 2	7%	11%	37%	27%	13%	5%	39%
Jan 7-Feb 1	6%	9%	33%	31%	15%	5%	46%
Dec 17- Jan 5	6%	8%	39%	29%	13%	5%	42%
Nov 5-Dec 2	5%	9%	43%	25%	11%	7%	36%
Oct 1-Nov 3	5%	9%	44%	25%	10%	7%	35%
Sep 3-29	5%	9%	47%	24%	8%	7%	32%
Aug 6-18	7%	9%	45%	24%	8%	7%	32%

■ Far too tight  
 ■ Somewhat too tight  
 ■ About right  
 ■ Somewhat too loose  
 ■ Far too loose  
 ■ Don't know



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Current data: July 2021

# Methodology



# Survey Methodology

**These are the results of an online survey conducted between July 22<sup>nd</sup>, 2021 and August 4<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=1,953 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** July 22<sup>nd</sup>, 2021 to August 4<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>	233	12.0%	206	13.8%
<b>Men 35-54</b>	334	17.2%	250	16.7%
<b>Men 55+</b>	326	16.7%	271	18.1%
<b>Women 18-34</b>	306	15.7%	204	13.6%
<b>Women 35-54</b>	363	18.6%	259	17.3%
<b>Women 55+</b>	385	19.8%	305	20.4%
<b>Region</b>				
<b>BC</b>	323	16.5%	203	13.6%
<b>AB</b>	341	17.5%	169	11.3%
<b>Prairies</b>	107	5.5%	98	6.5%
<b>ON</b>	568	29.1%	575	38.4%
<b>QC</b>	488	25.0%	352	23.4%
<b>Atlantic</b>	126	6.5%	102	6.8%





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**Building Understanding.**