

# COVID-19 Attitudes and Beliefs

Public Opinion Research  
Release Date: August 12, 2021  
Field Dates: August 6, 2021 to August 11, 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 *August Canada This Month* survey. This online survey was in field from August 6<sup>th</sup> to 11<sup>th</sup>, 2021, with a weighted sample size of 1,200 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 steady since July, but approval of both the BC and Ontario governments' response to the pandemic is down.

# Top-of-Mind Issues

Health care and the cost of living remain the top two issues for Canadians, with the environment as the clear third most common issue.

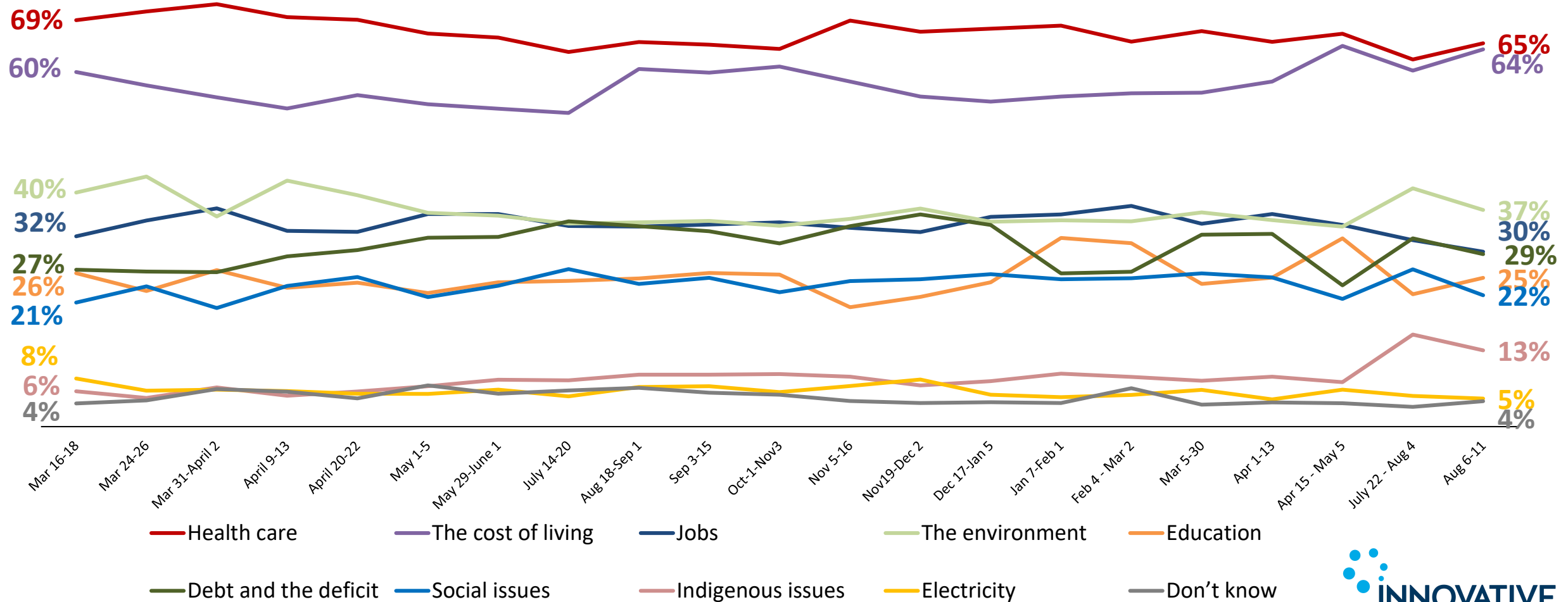
# Issue Importance: Health care and the cost of living remain the clear top<sup>4</sup> priorities, while the environment is now third



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=1,200]

## Top 3 Priority (%)





# Behaviours

Since the spring, Canadians have started increasing their social activities dramatically. Now, more than two thirds (68%) of Canadians say they are engaged in moderately risky activities, while one third of Canadians (33%) say they are engaged in more risky activities.

# Shopping Activities: More Canadians are going out to restaurants than at any time since the pandemic began

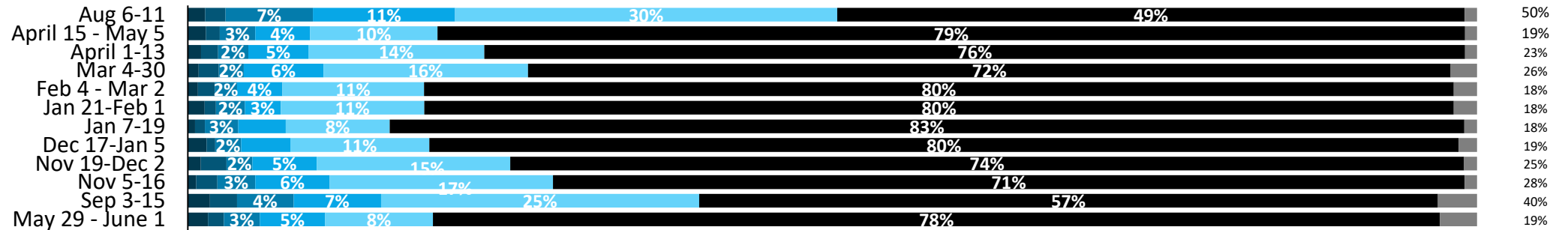


Over the past 7 days, how often have you done each of the following?

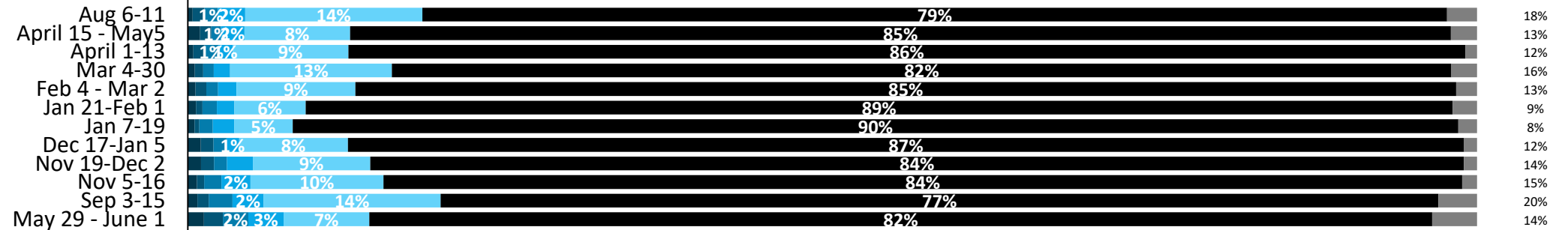
[asked of all respondents; n=1,200]

% At least once

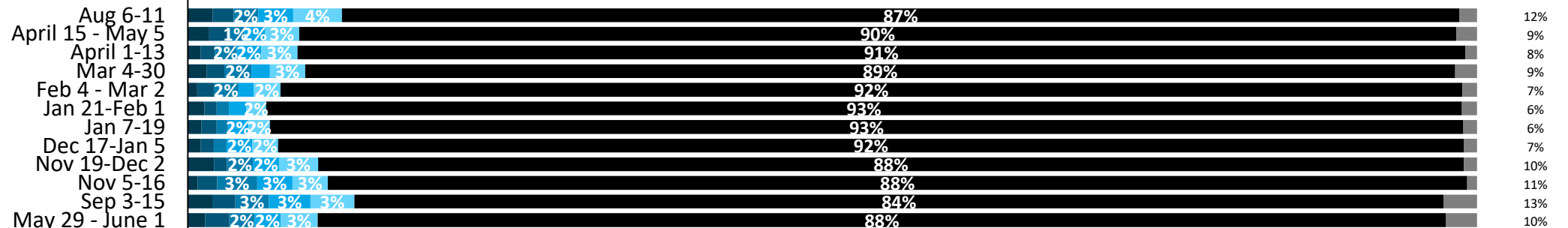
## Ate out at a restaurant



## Made a trip to a salon or hairdresser



## Made a trip to a gym

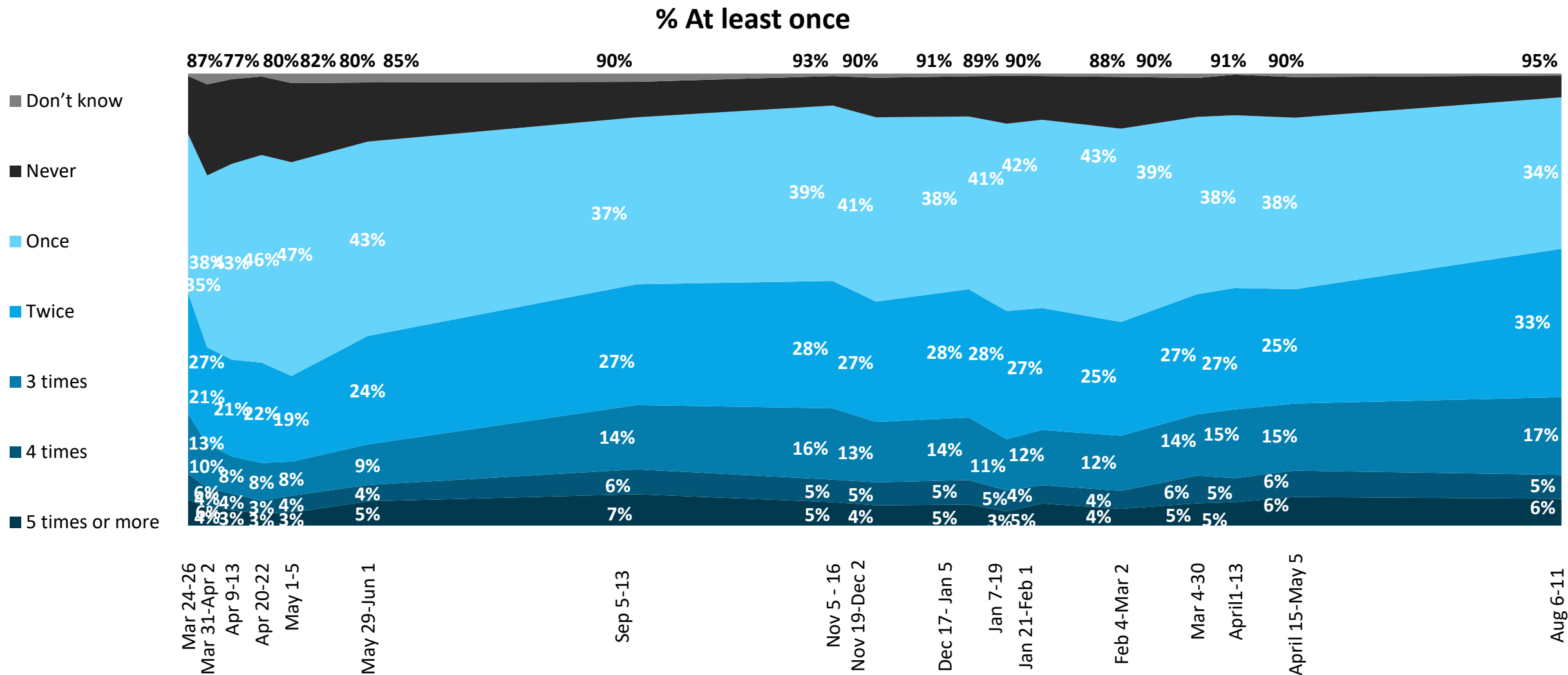


■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

# Trip to Grocery/Drug Store: 95% of Canadians say they went to a grocery or drug store in the last 7 days



Over the past 7 days, how often have you done each of the following? **Made a trip to a grocery store or a drug store**  
[asked of all respondents, n=1,200]

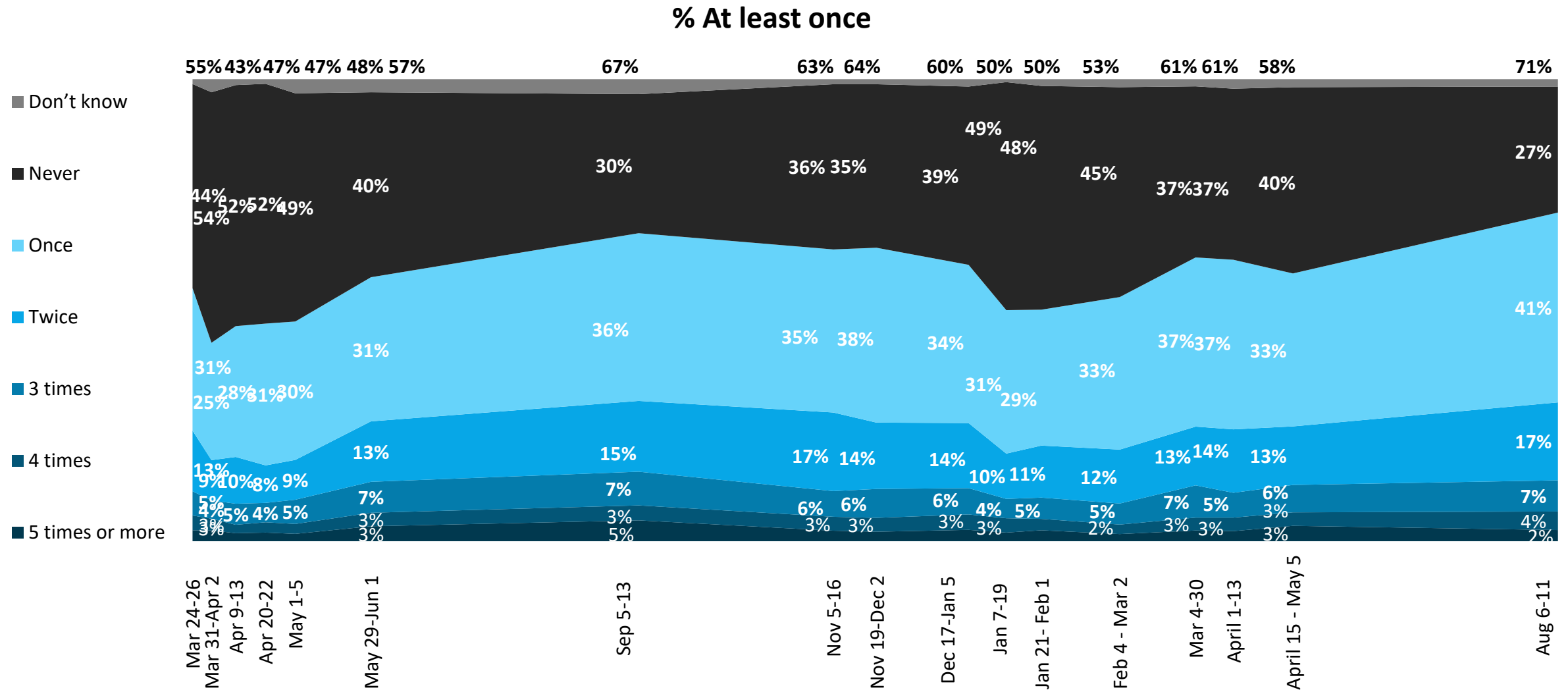


**Note:** Labels not shown for categories with a frequency of less than 2%

# Trip to Other Store: More respondents are shopping at other stores than at any time since the pandemic began



Over the past 7 days, how often have you done each of the following? **Made a trip to a store other than a grocery store or a drug store**  
[asked of all respondents, n=1,200]



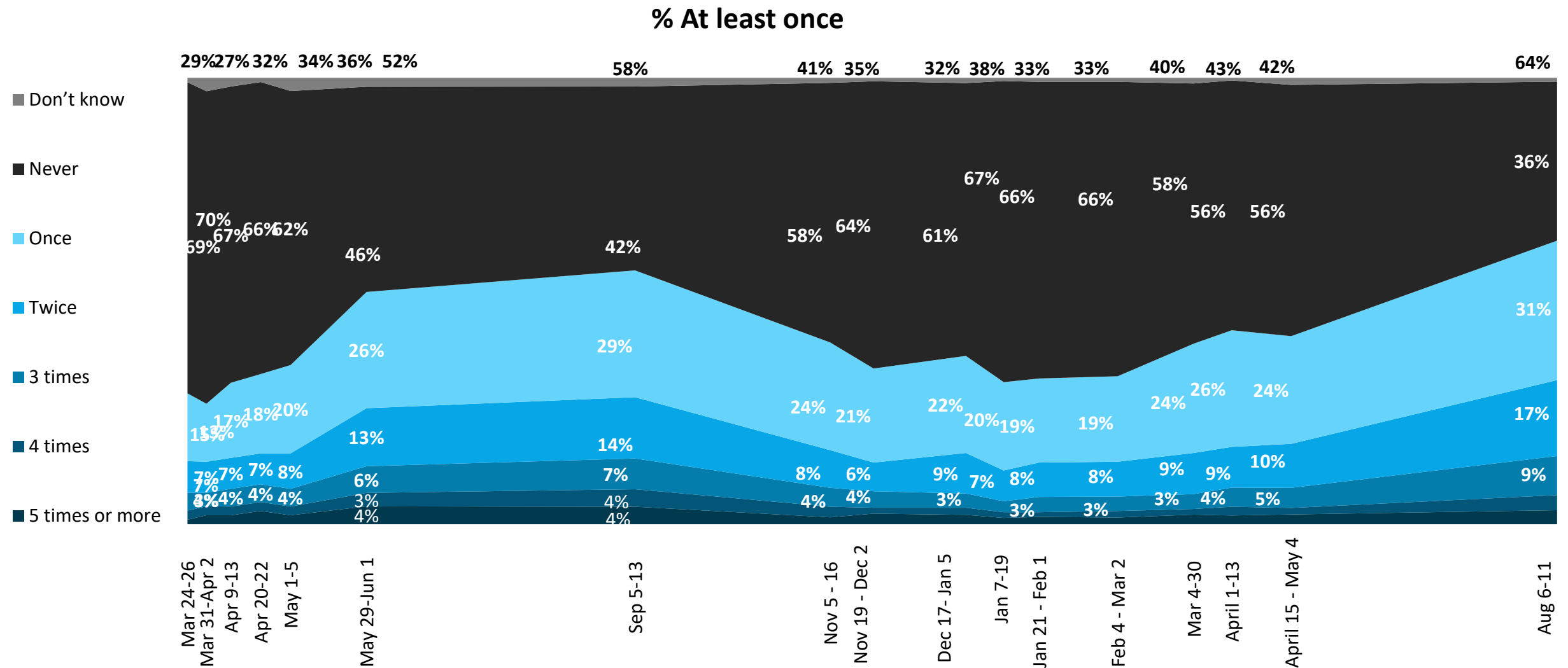


# Meetup, Friend/Relative Outdoors: Nearly 2-in-3 (64%) say they have met up with a friend outdoors



Over the past 7 days, how often have you done each of the following? **Met up with a relative or friend outdoors**

[asked of all respondents, n=1,200]

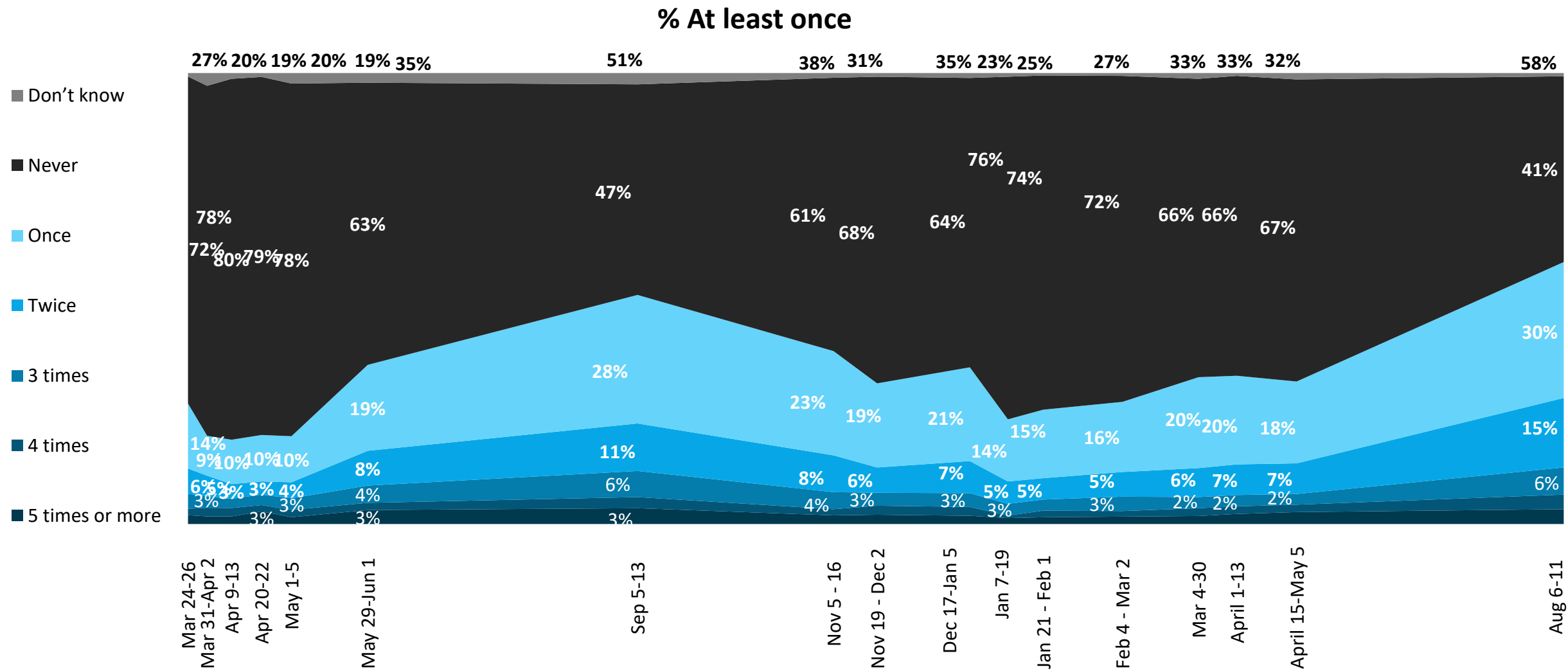


**Note:** Labels not shown for categories with a frequency of less than 2%

# Visit in Home: A majority have visited a friend or relative in their homes<sup>10</sup> in the last week



Over the past 7 days, how often have you done each of the following? **Visited a relative or friend in their home**  
[asked of all respondents, n=1,200]

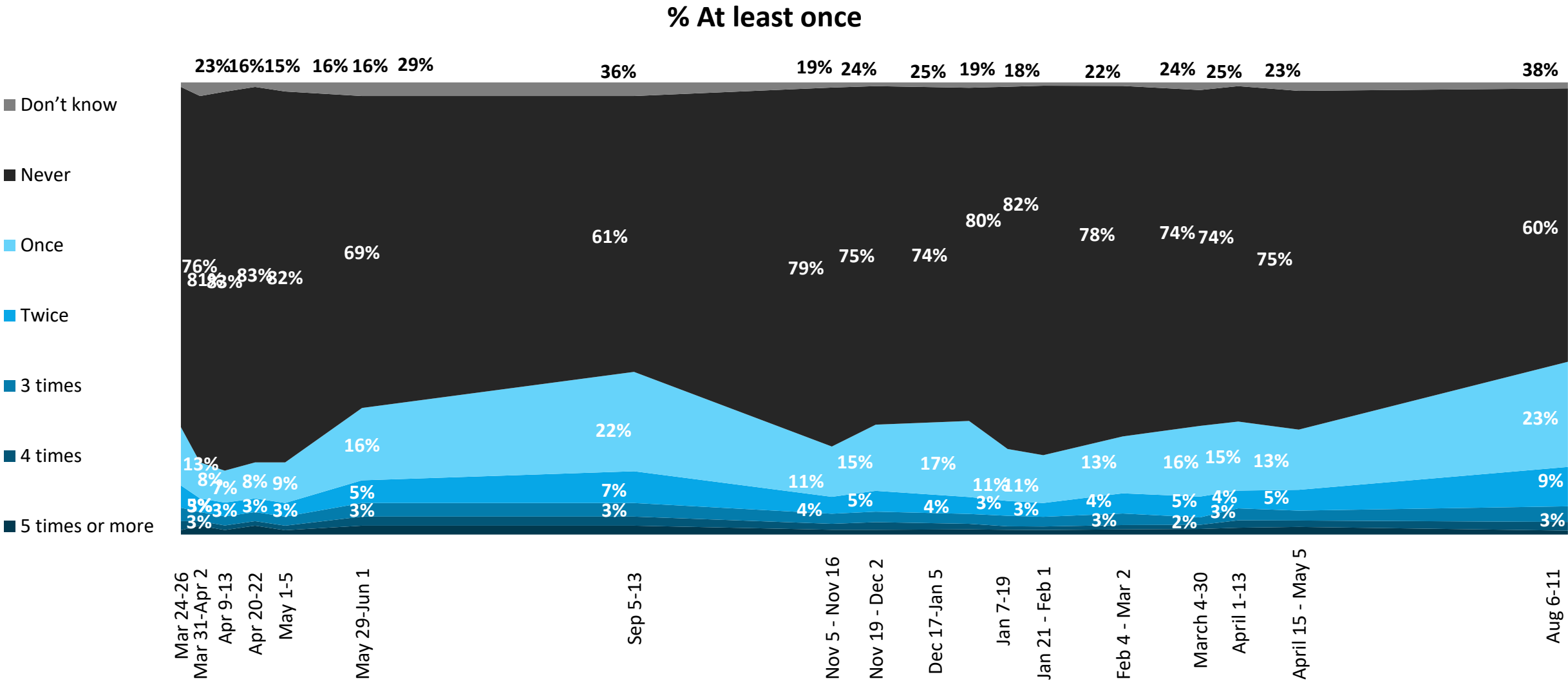


**Note:** Labels not shown for categories with a frequency of less than 2%

# Hosted Friend/Relative: June under 4-in-10 say they have hosted a friend or relative in the last week



Over the past 7 days, how often have you done each of the following? **Hosted a relative or friend in my own home**  
[asked of all respondents, n=1,200]

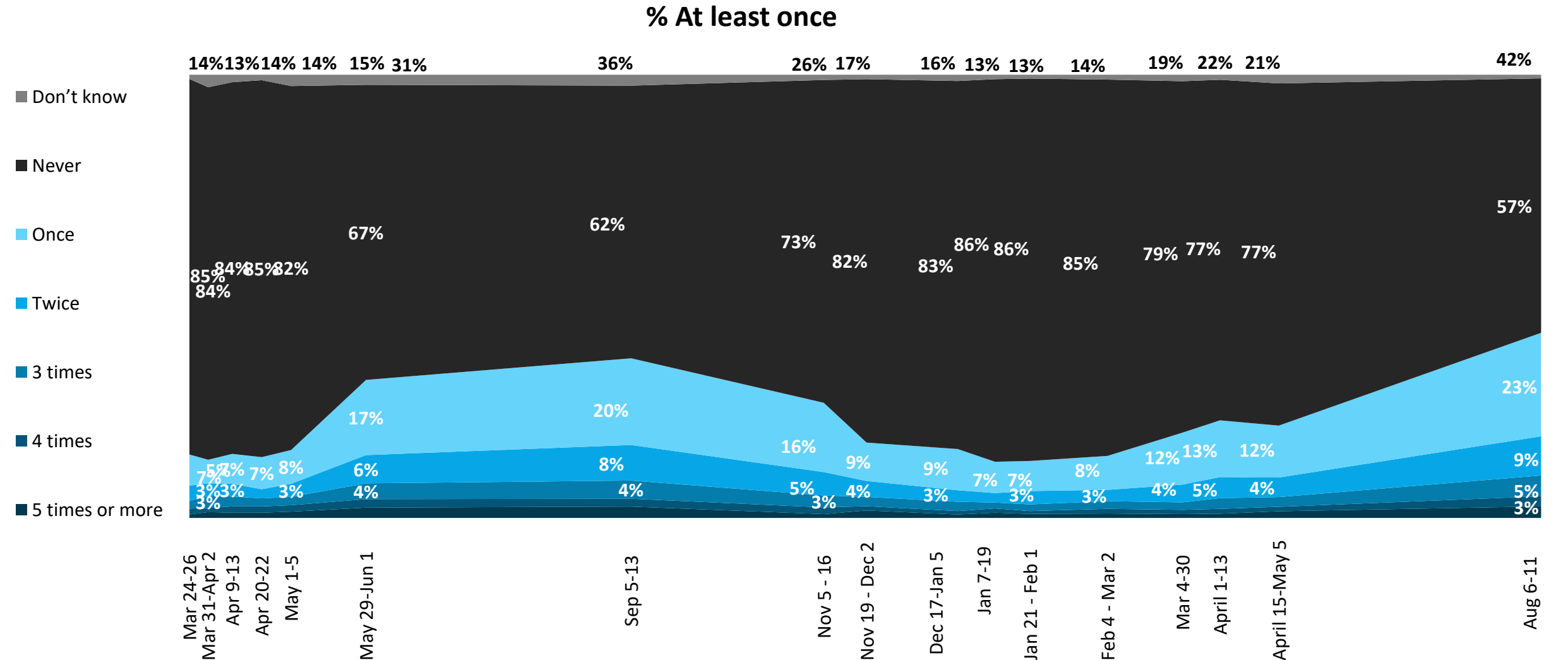


**Note:** Labels not shown for categories with a frequency of less than 2%

# Small Group, Outdoors: The share who have met up with a small group outdoors is higher than ever since the pandemic started



Over the past 7 days, how often have you done each of the following? **Met up with a small group outdoors**  
[asked of all respondents, n=1,200]

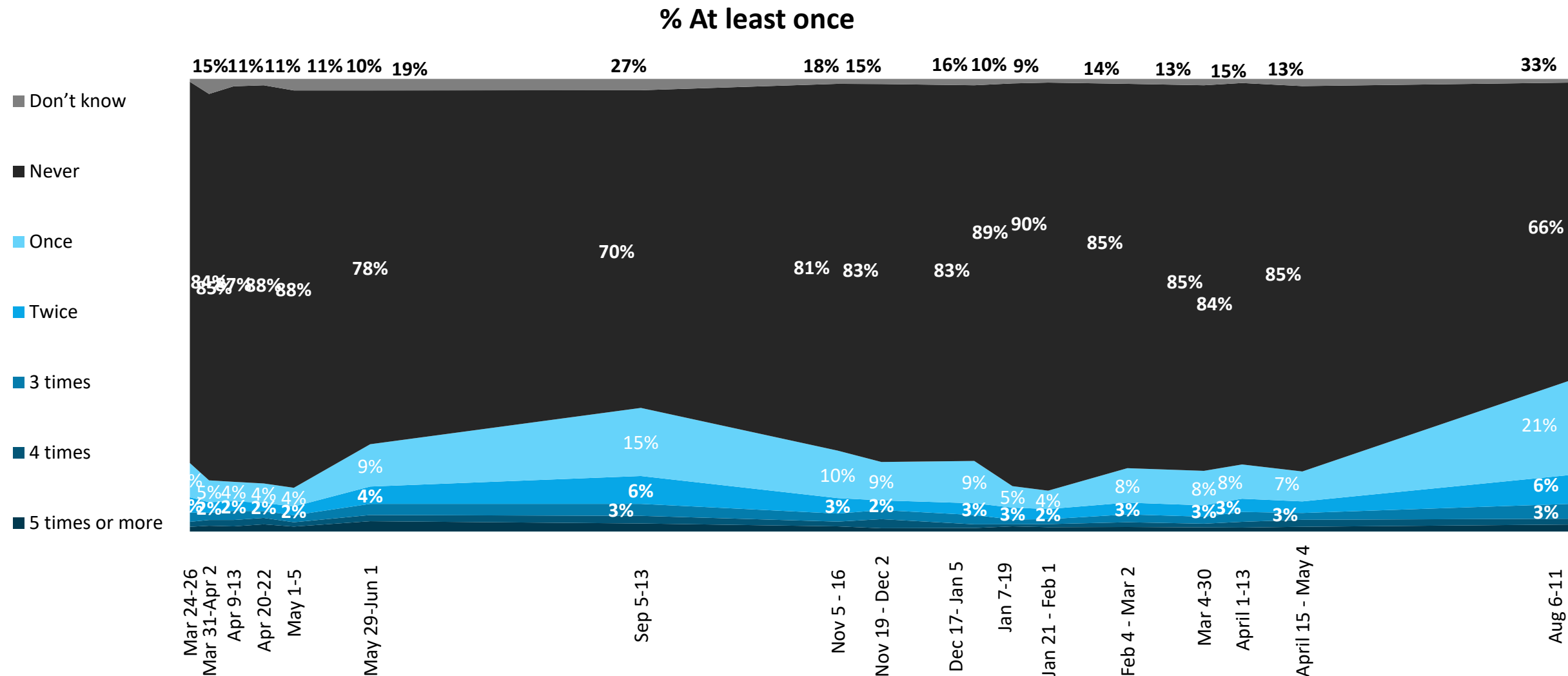


**Note:** Labels not shown for categories with a frequency of less than 2%

# Gathered with Group, Home: A third of Canadians have gathered with a small group inside a home in the last week <sup>13</sup>



Over the past 7 days, how often have you done each of the following? **Gathered with a small group inside a home**  
[asked of all respondents, n=1,200]



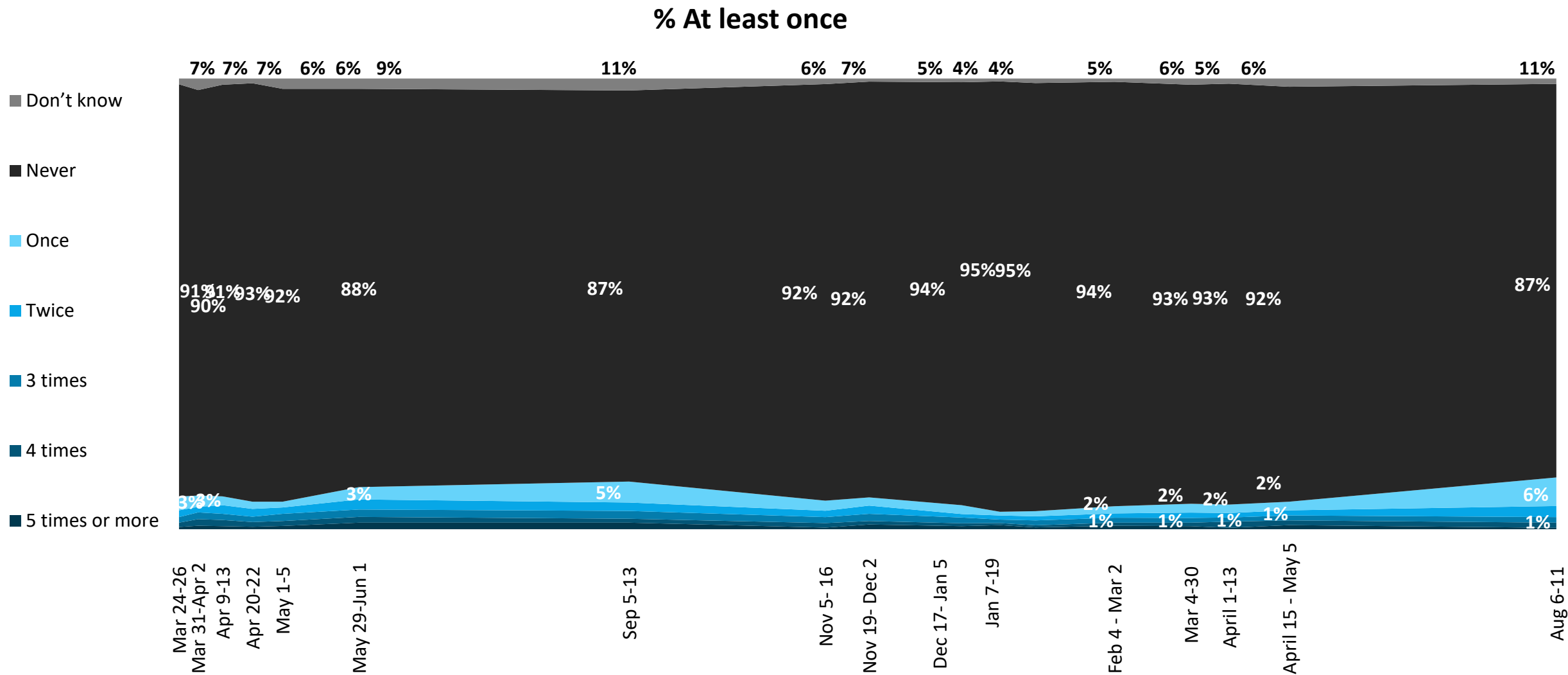
**Note:** Labels not shown for categories with a frequency of less than 2%



# Attended Large Gathering: Most Canadians continue to not attend large gatherings



Over the past 7 days, how often have you done each of the following? **Attended a large gathering of about 50 people or more**  
[asked of all respondents, n=1,200]



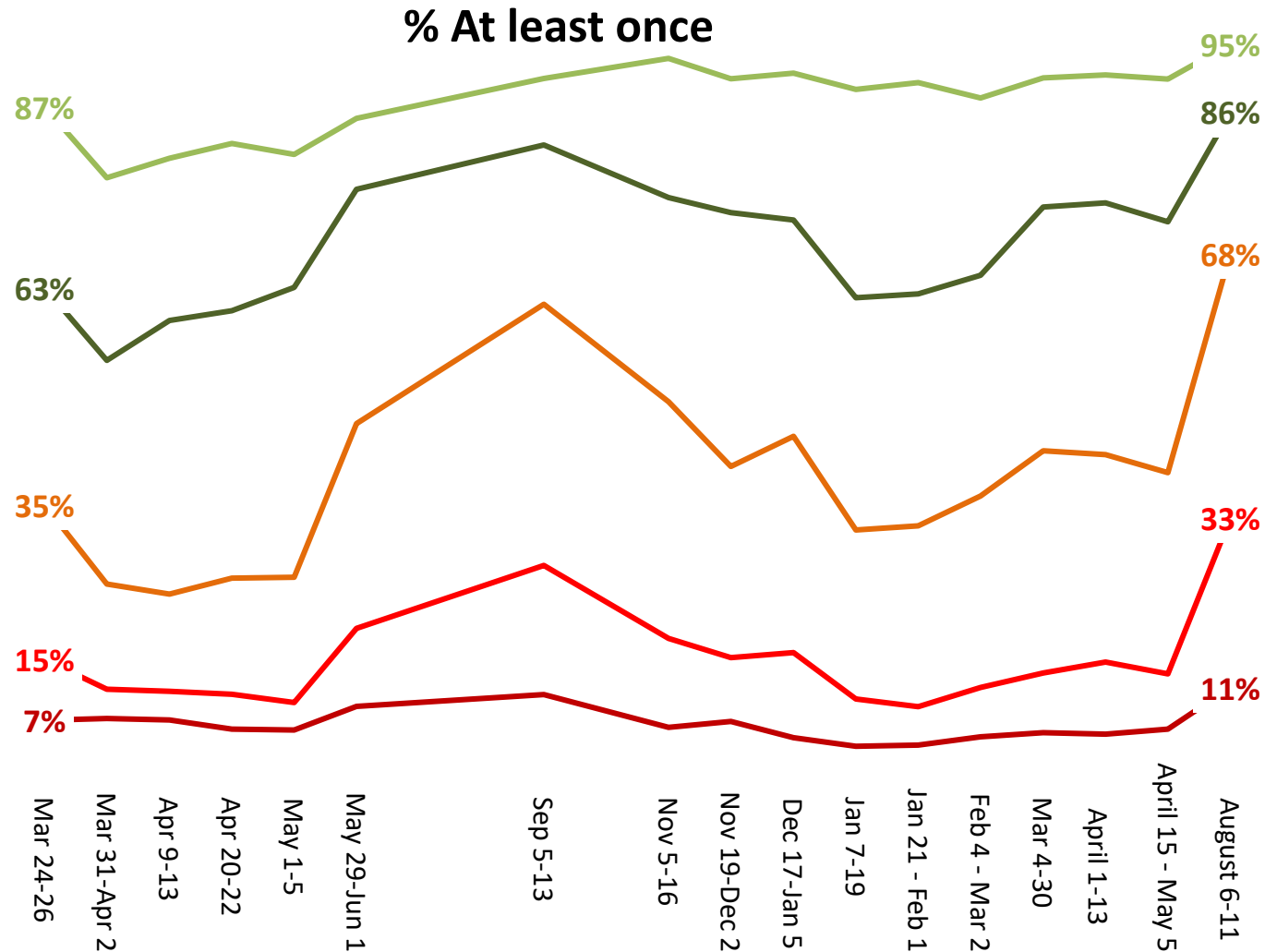
**Note:** Labels not shown for categories with a frequency of less than 2%

# Activities: A third of Canadians are engaged in more risky activities now and two-thirds are engaged in moderately risky activities



Over the past 7 days, how often have you done each of the following?

[all respondents, n=1,200]



We asked respondents how many times they have done each behaviour separately and summed their responses into the following risk categories:

## Lowest risk

- Made a trip to a grocery store or a drug store

## Modest risk

- Made a trip to a store other than a grocery store or a drug store
- Met up with a relative or friend outdoors
- Met up with a small group outdoors

## Moderate risk

- Visited a relative or friend in their home
- Hosted a relative or friend in my own home

## More risk

- Gathered with a small group inside a home

## Most risk

- Attended a large gathering of about 50 people or more

# Attitudes

Concern about either personally catching or a relative catching COVID-19 remain steady from July. While 2-in-3 Canadians say they are confident in their households finances, this is down 11-points since May of this year.

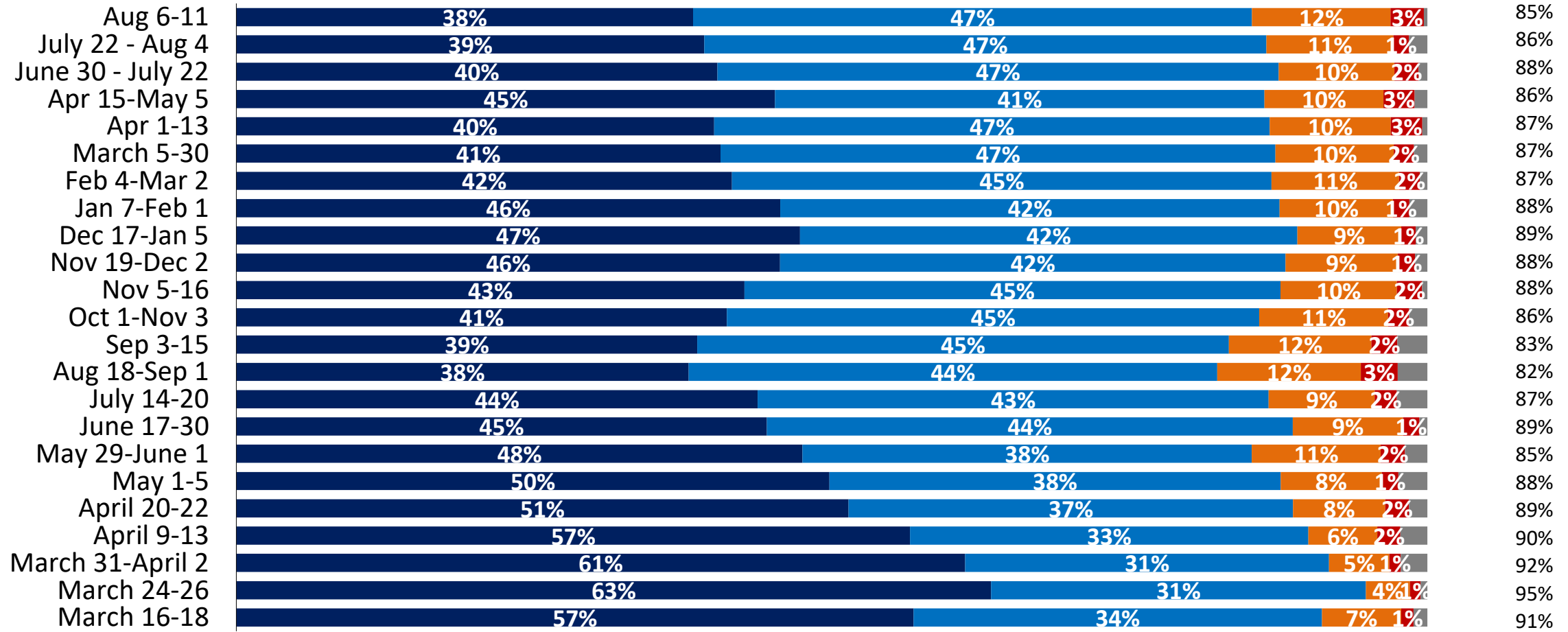
# Attention to COVID-19 News: Attention to the pandemic remains steady at 85%



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

[asked of all respondents; n=1,200]

**Closely**



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

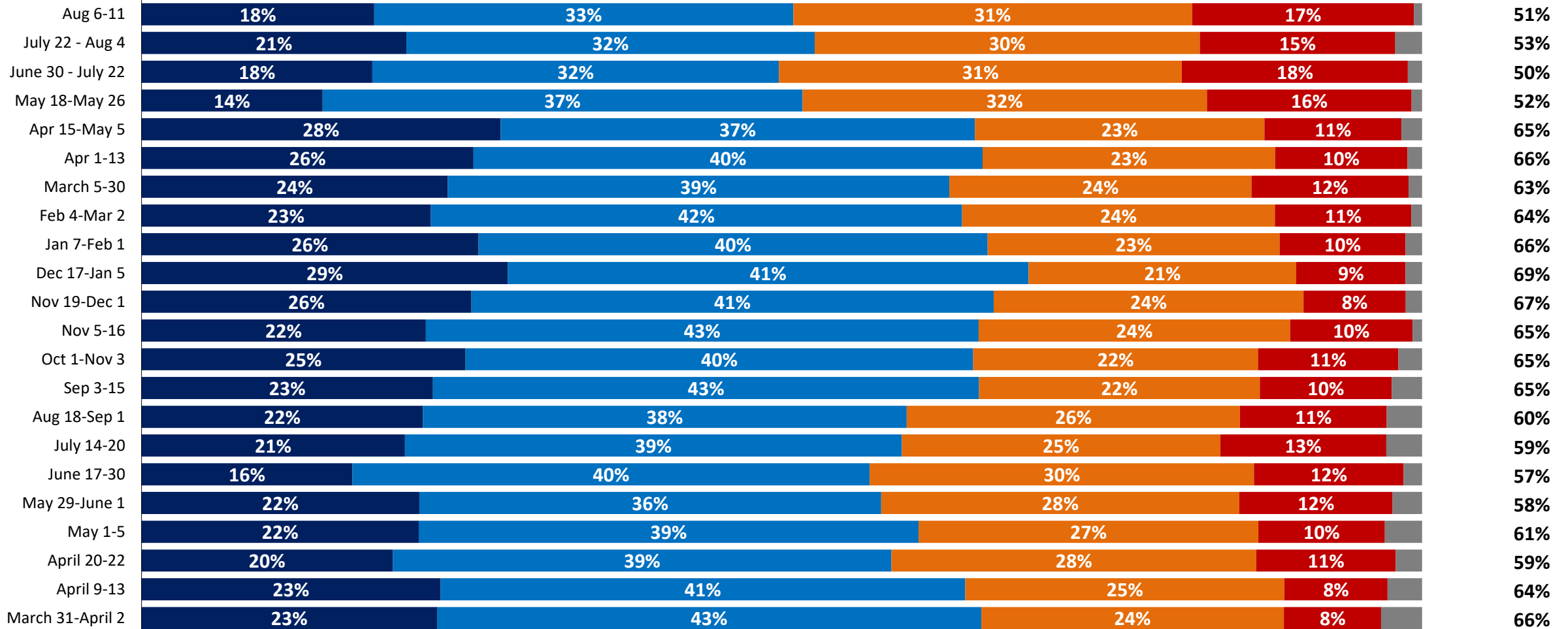
# Self Concern: Just over half (51%) say they are concerned about catching COVID-19



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

[asked of all respondents; n=1,200]

Very/ Somewhat concerned



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



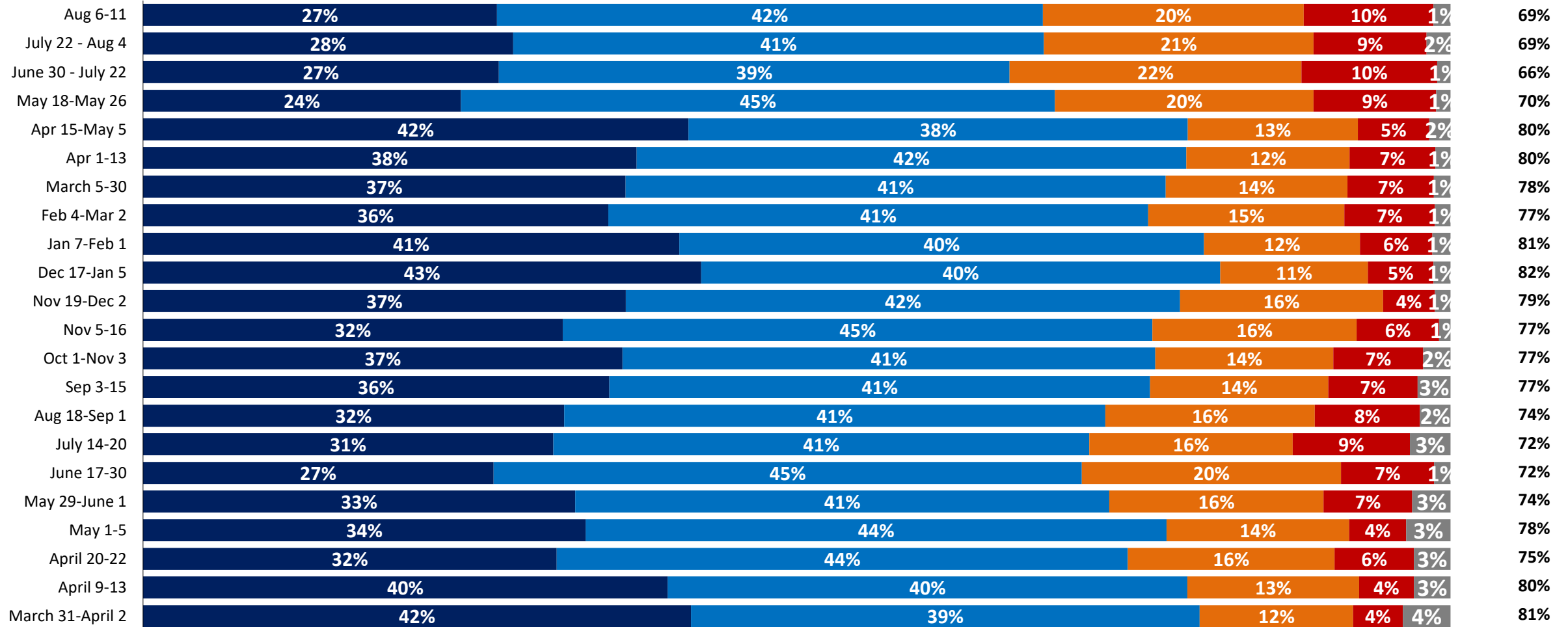
# Familial Concern: Concern about a family member catching COVID-19 remains steady since July



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=1,200]

Very/ Somewhat  
concerned



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

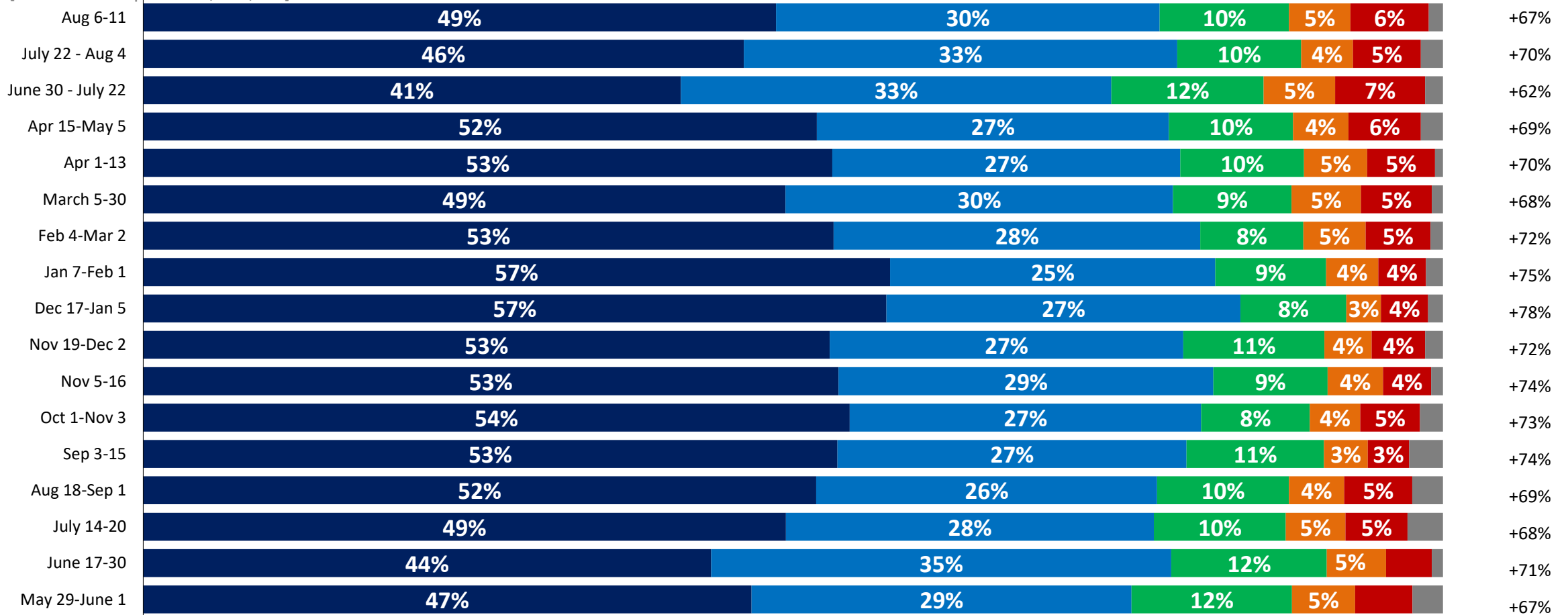
# Key Attitudes: 4-in-5 (80%) respondents report they are concerned about COVID-19 returning; strong agreement is up to 49%



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=1,200]

**Net Agree**



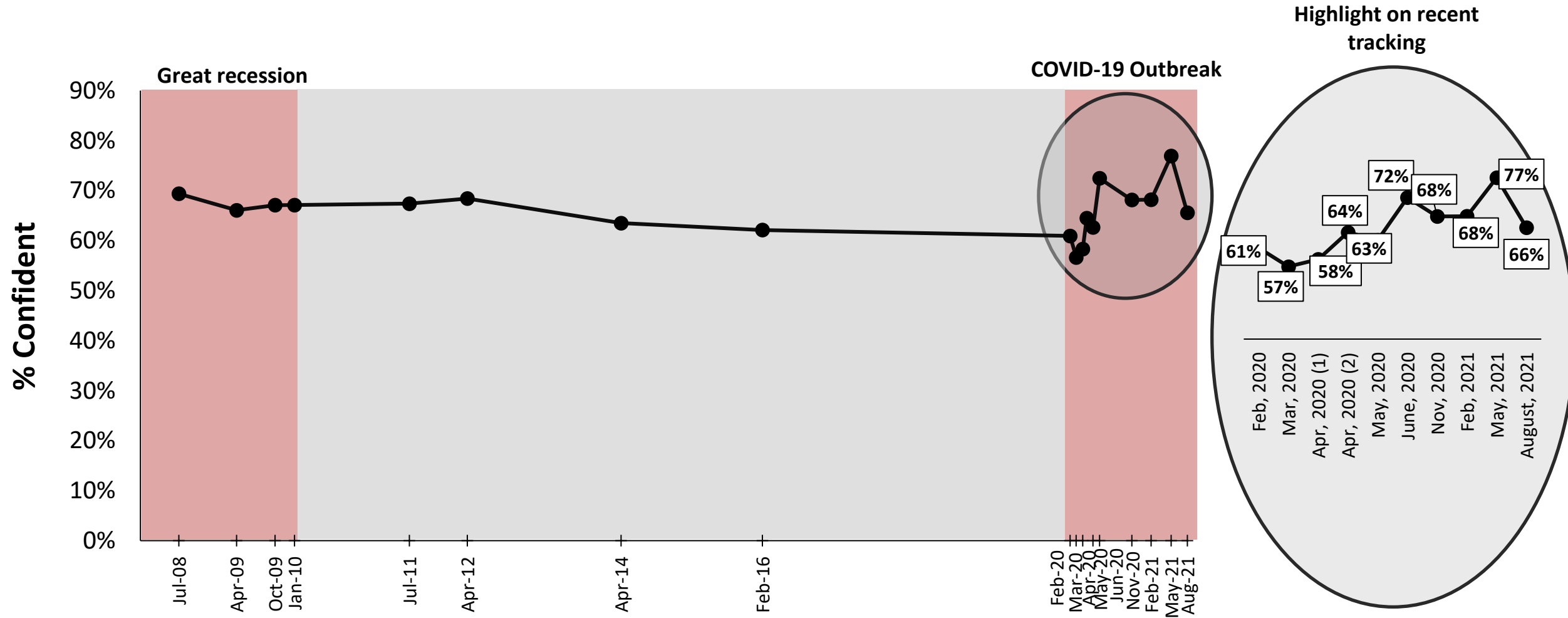
■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

# Confidence in household finances is down to the level it was at in February



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

[all respondents, n=1,200]



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

# Government Approval

Approval of the BC and Ontario government's handling of the pandemic is down since July, but in BC a majority still approve of their government.

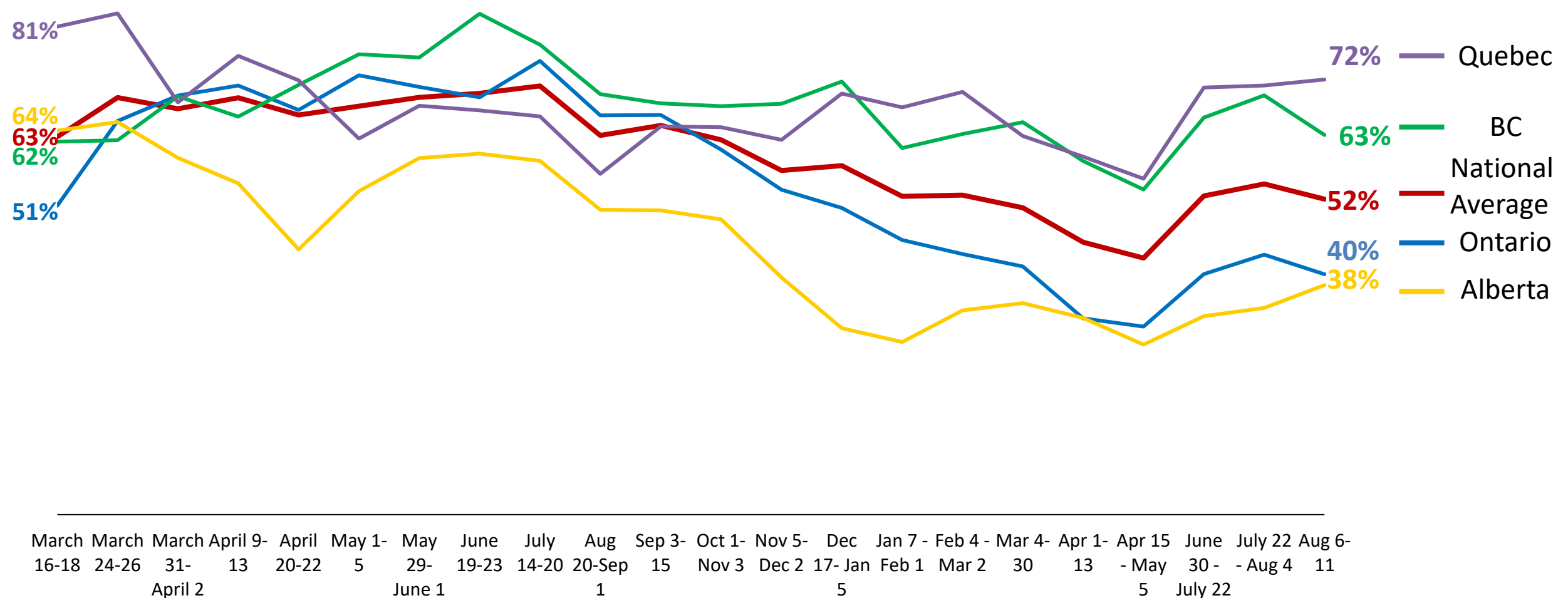
# COVID-19 Provincial Handling Tracking: Approval of the BC government's handling of the Pandemic is down since July



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

[asked of all respondents; n=1,200]

**% Approve**

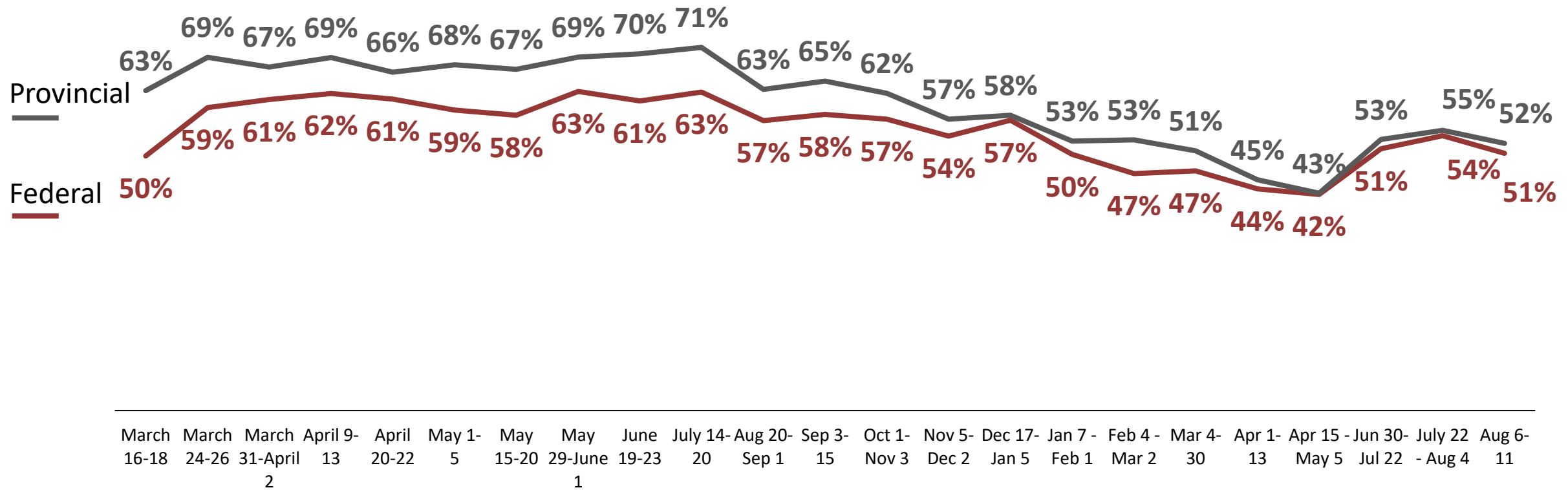




# COVID-19 Handling Tracking: Approval of the federal government's handling of the pandemic is down since July

% who approve of government's handling of the COVID-19 outbreak: Federal vs. Provincial

[asked of all respondents; n=1,200]



# Mandatory Vaccines & Vaccine Passports

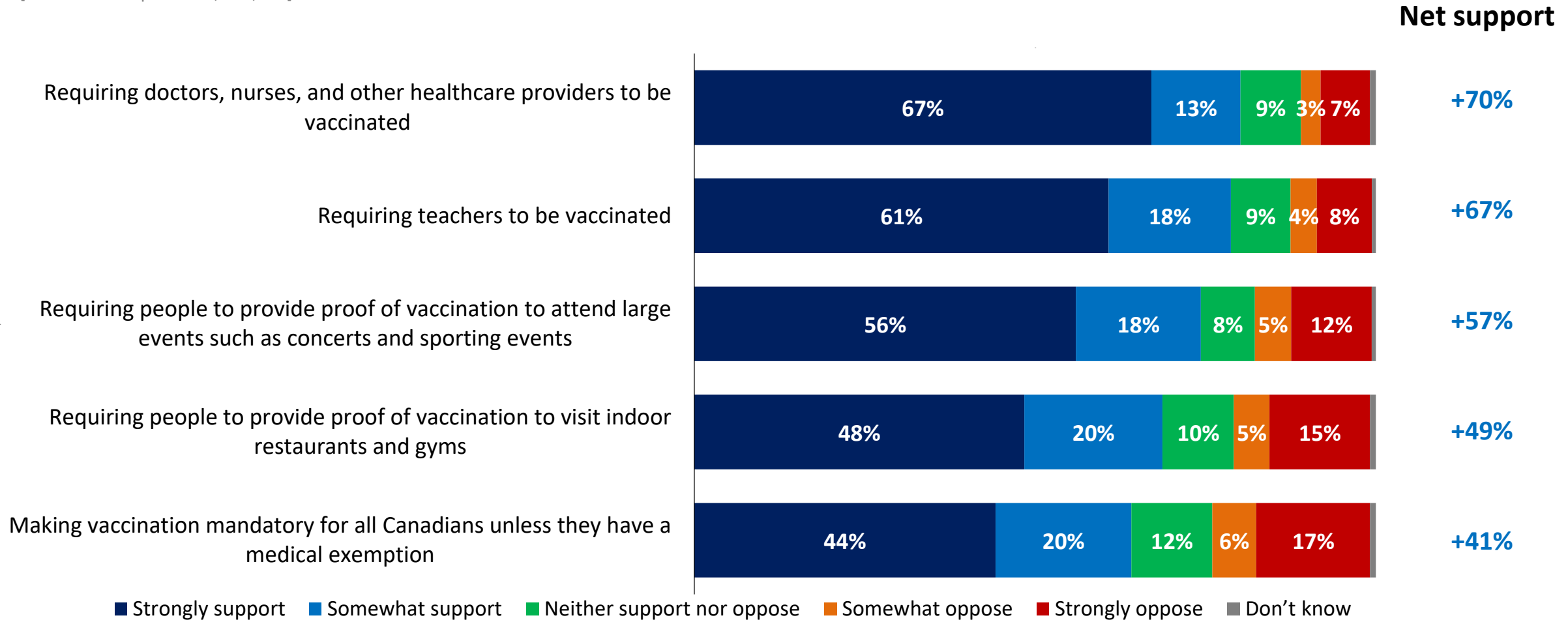
A majority approve of making vaccines mandatory for all Canadians and a majority of Canadians strongly agree that both teachers and healthcare providers should be required to get vaccinated.

# Mandatory Vaccines: A majority of Canadians support every measure on mandatory vaccines and vaccine passports



Looking ahead to how we manage COVID-19 in the future, would you support or oppose the following measures?

[asked of all respondents; n=1,200]



# Methodology



# Survey Methodology

**These are the results of an online survey conducted between August 6<sup>th</sup>, 2021 and August 11<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=1,282 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

**Field Dates:** August 6<sup>th</sup>, 2021 to August 11<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>	143	11.2%	165	13.8%
<b>Men 35-54</b>	180	14.1%	200	16.7%
<b>Men 55+</b>	273	21.4%	216	18.1%
<b>Women 18-34</b>	180	14.1%	163	13.6%
<b>Women 35-54</b>	206	16.1%	208	17.4%
<b>Women 55+</b>	296	23.2%	244	20.4%
<b>BC</b>	182	14.2%	163	13.6%
<b>AB</b>	153	11.9%	135	11.2%
<b>Prairies</b>	90	7.0%	78	6.5%
<b>ON</b>	468	36.5%	461	38.4%
<b>QC</b>	290	22.6%	282	23.5%
<b>Atlantic</b>	99	7.7%	82	6.8%





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