



COVID-19 Attitudes and Beliefs

Public Opinion Research
Release Date: November 10, 2021
Field Dates: October 8, 2021, to November 1, 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 October *Canada This Month* survey. This online survey was in field from October 8th to November 1st, 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.

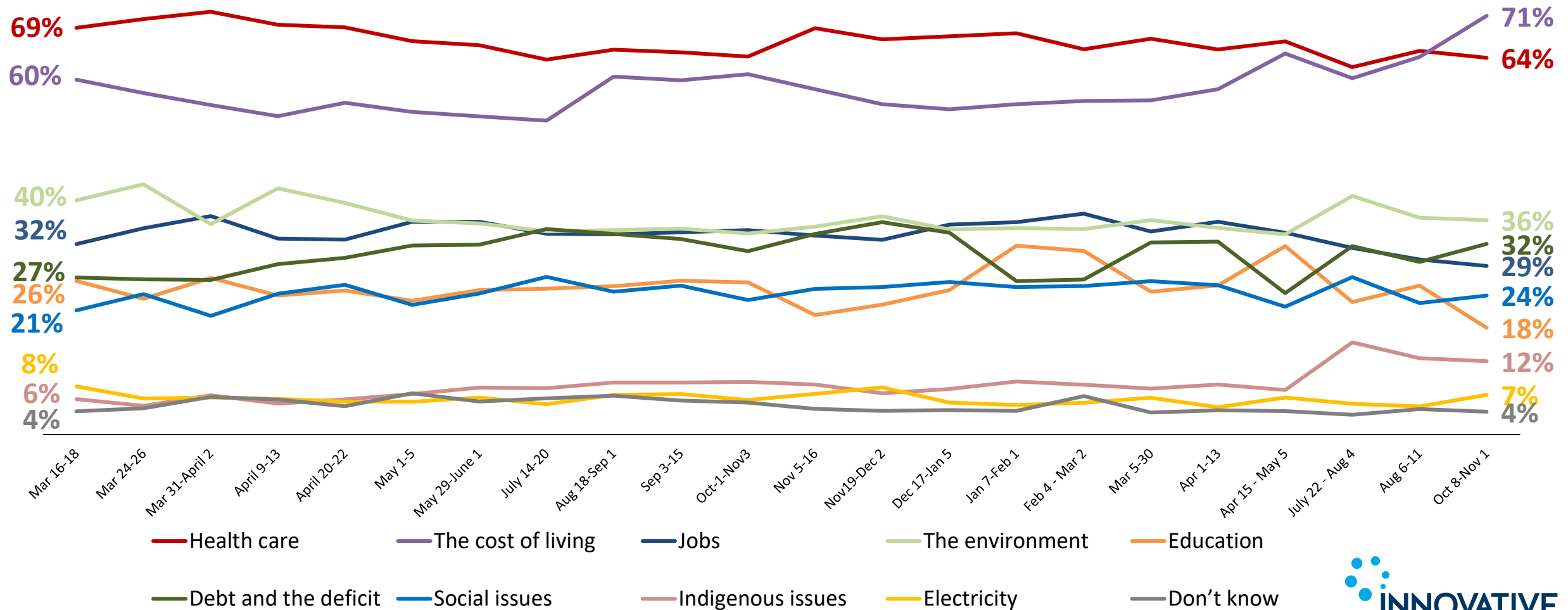
Issue Importance: Cost of living is now the most important issue at 71%³ followed by healthcare at 64%



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=2,000]

Top 3 Priority (%)

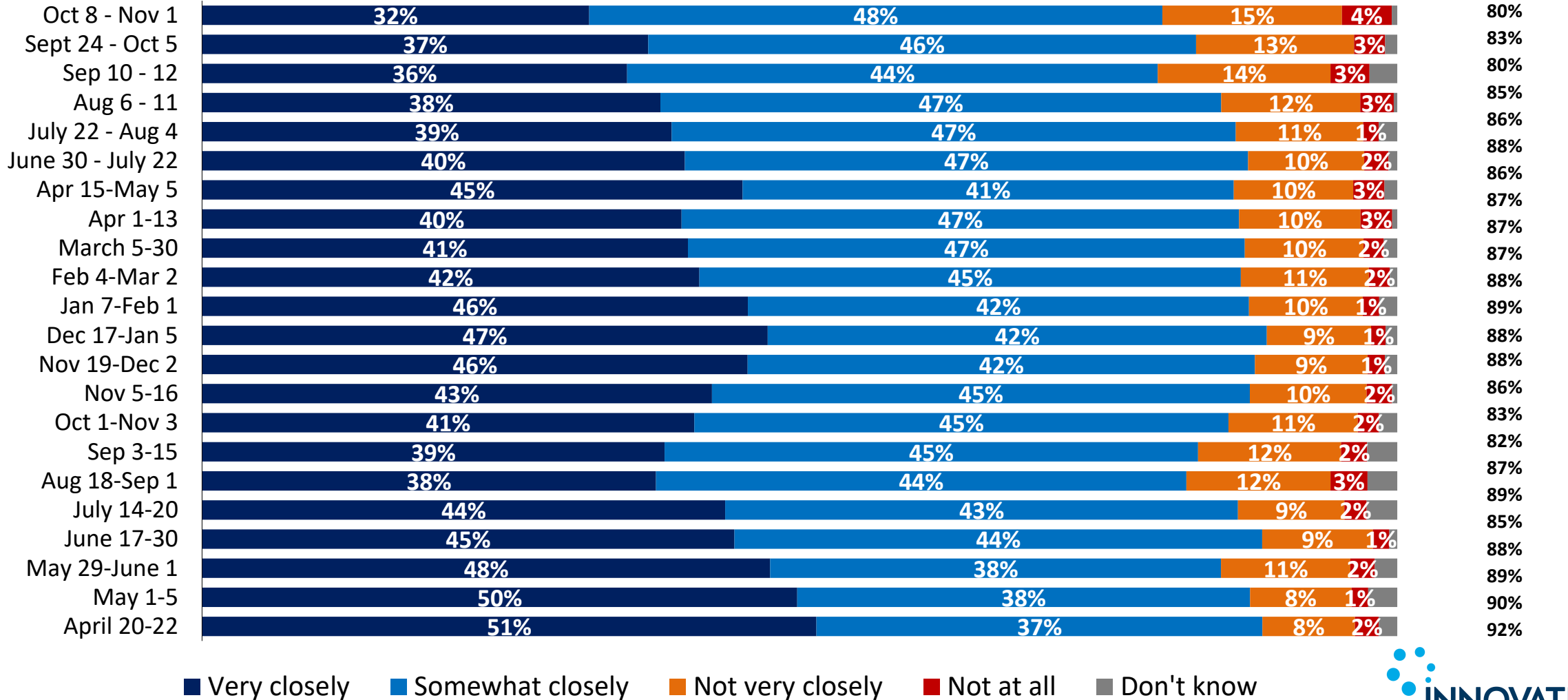


Attention to COVID-19 News: Close attention to COVID is down directionally (3 pts.) since last wave



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

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



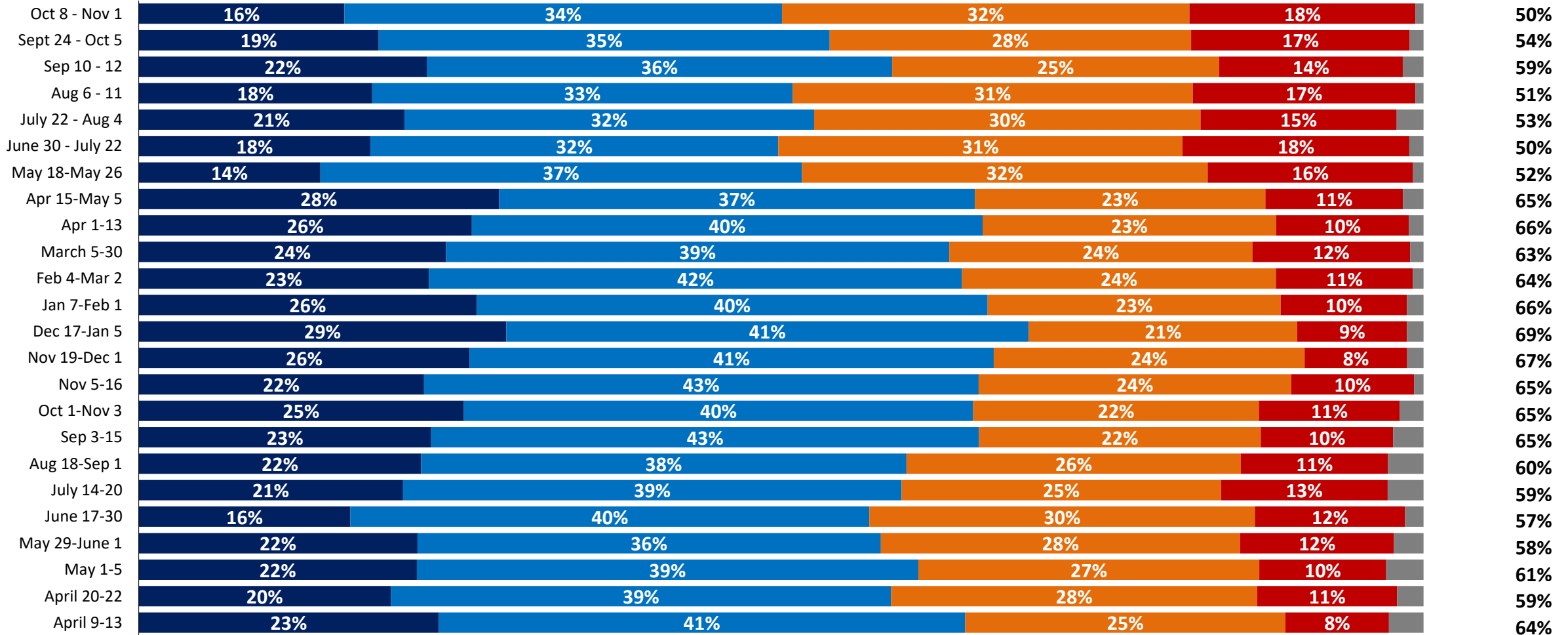
Self Concern: Self-concern about catching COVID is down 4 pts. since last wave, lowest since July



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

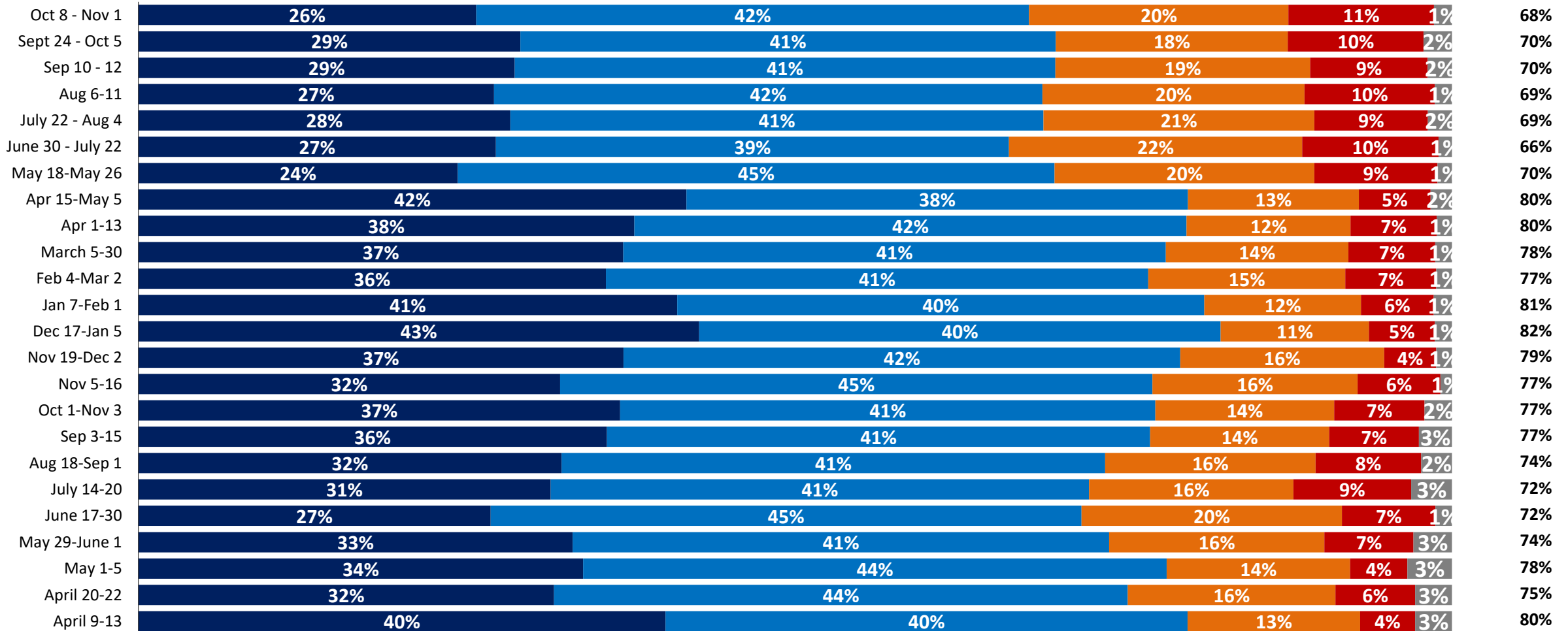
Familial Concern: Concern for a friend or relative is stable, at its lowest since late July; “very concerned” down 3 pts. since last wave



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

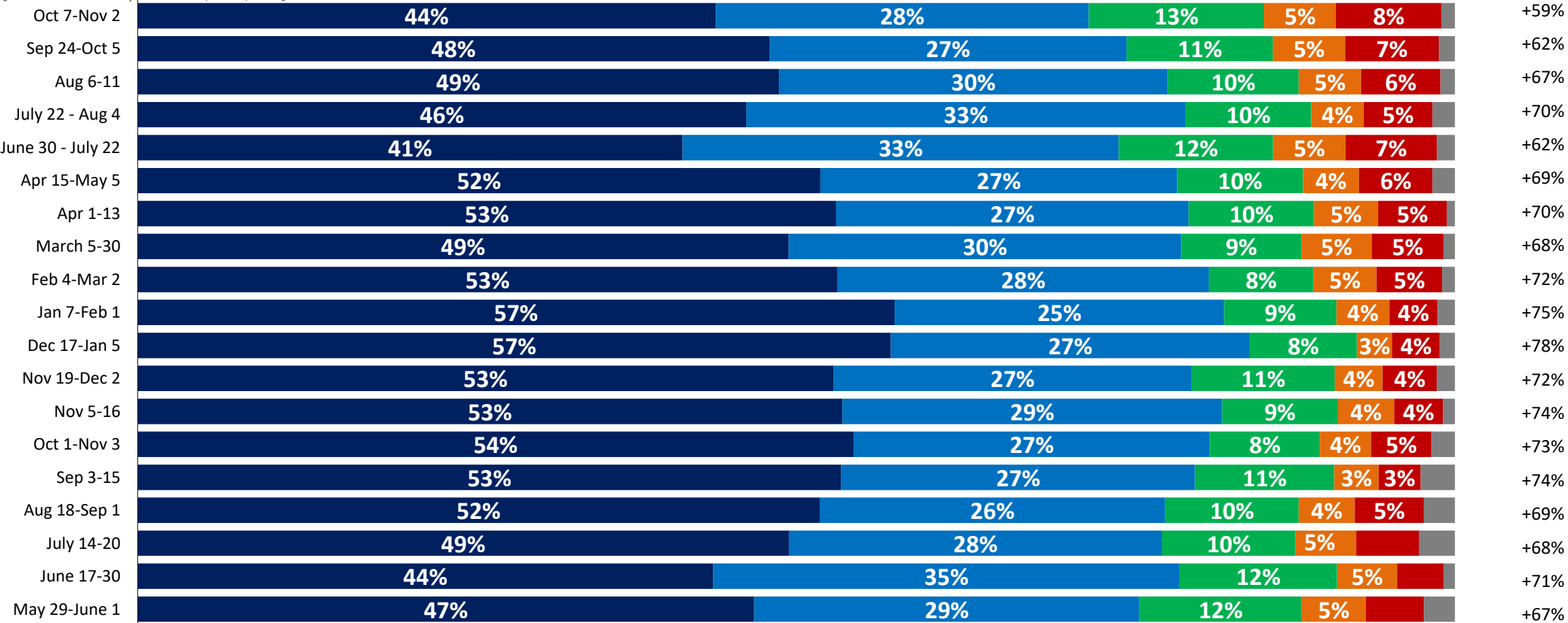
Future Waves: Concern over future COVID waves is down directionally (3 pts.) since last wave; “strong agree” down 4 pts.



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=2,000]

Net Agree



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

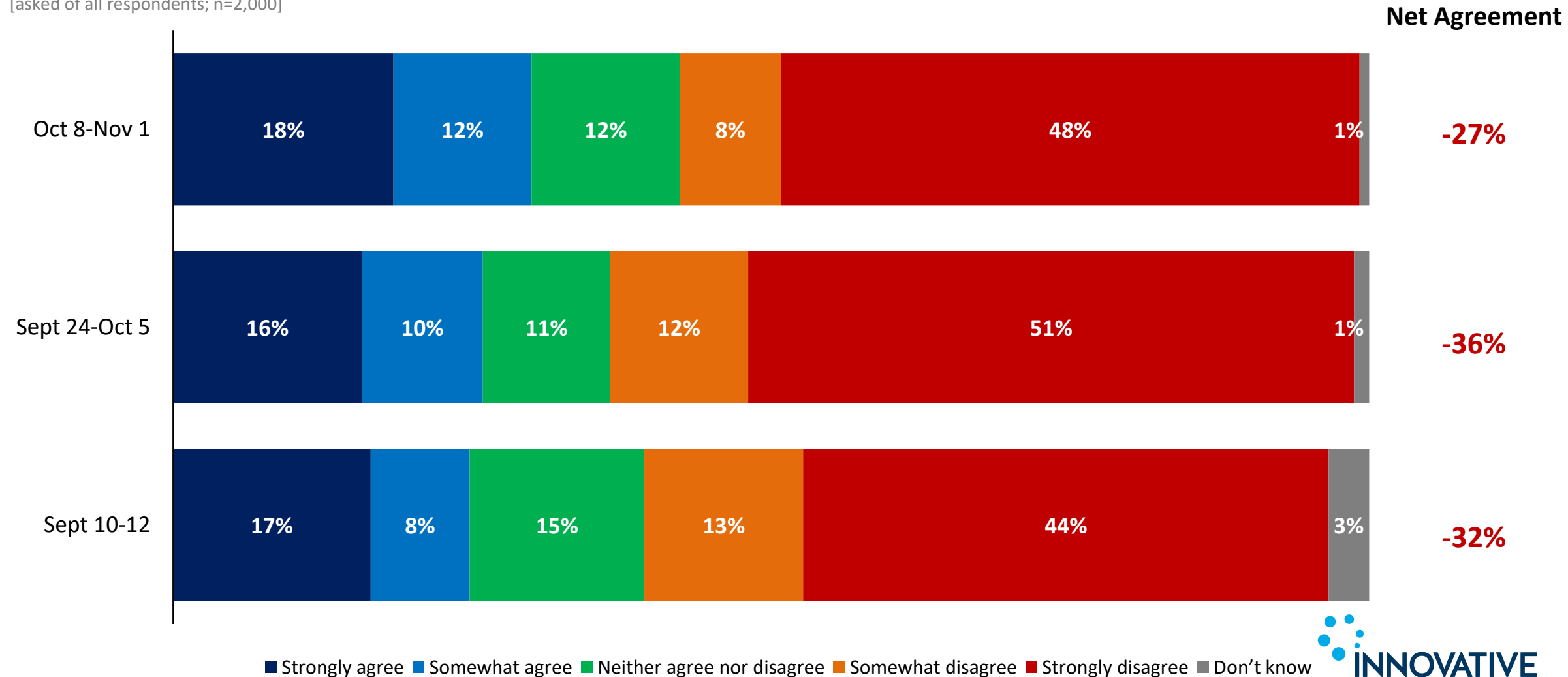


Mandatory Vaccines: Net agreement is up 9 pts. since last wave, a plurality still strongly disagree



Do you agree or disagree with the following statements? *I am angry at the way the government is trying to force Canadians to get vaccinated, whether they want to or not.*

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

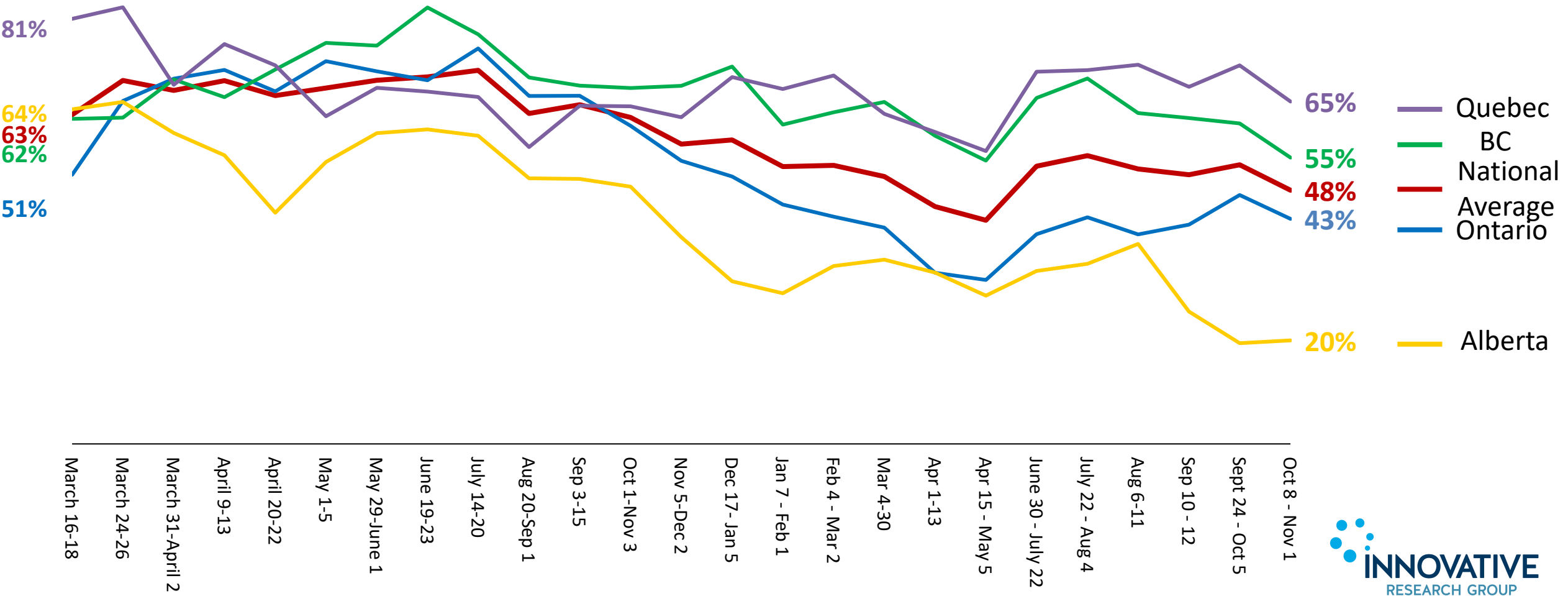


COVID-19 Provincial Handling Tracking: Since the last wave, approval is down everywhere except Alberta, where it is flat



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?
[asked of all respondents; n=2,000]

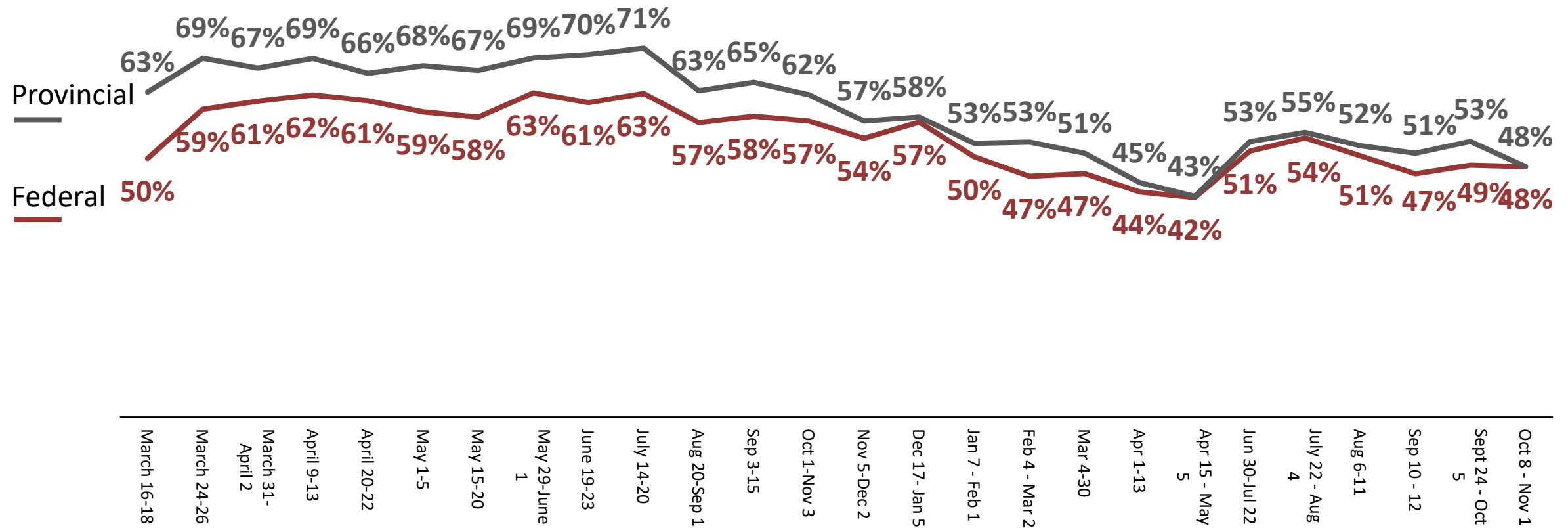
% Approve



COVID-19 Handling Tracking: Provincial approval continues to slip, down 5 pts. since last wave; federal approval is flat

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

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

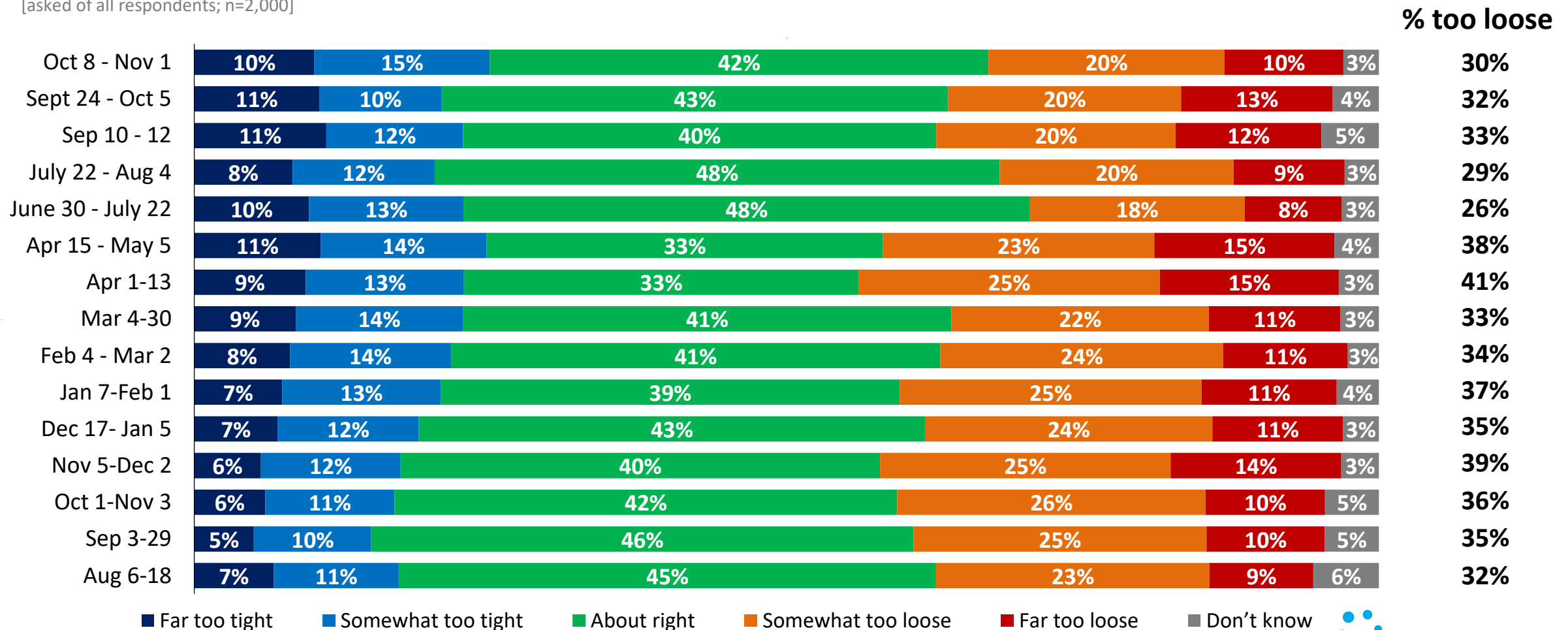


Provincial Restrictions: Since the last wave, “far too loose” is down by 3¹¹ pts. and “somewhat too tight” is up by 5 pts.



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=2,000]



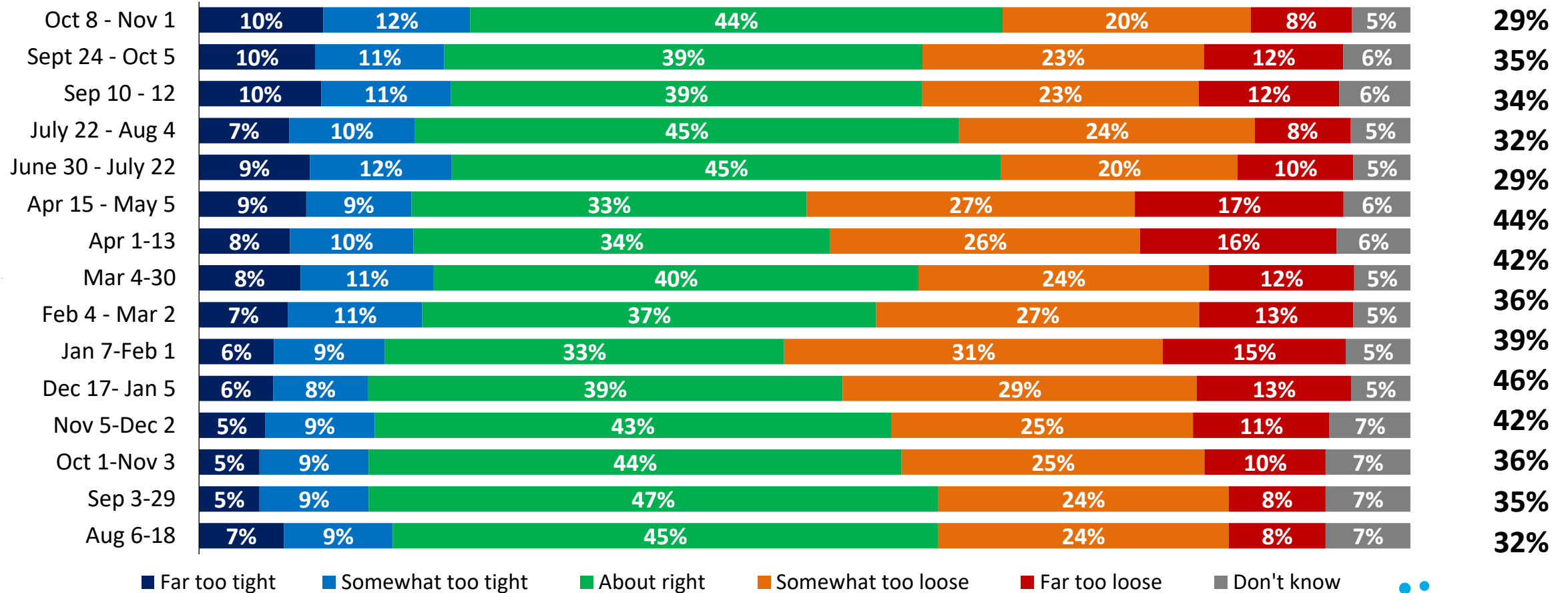
Federal Restrictions: Respondents saying federal restrictions are “too loose” is down 6 pts. since last wave

Q

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=2,000]

% too loose



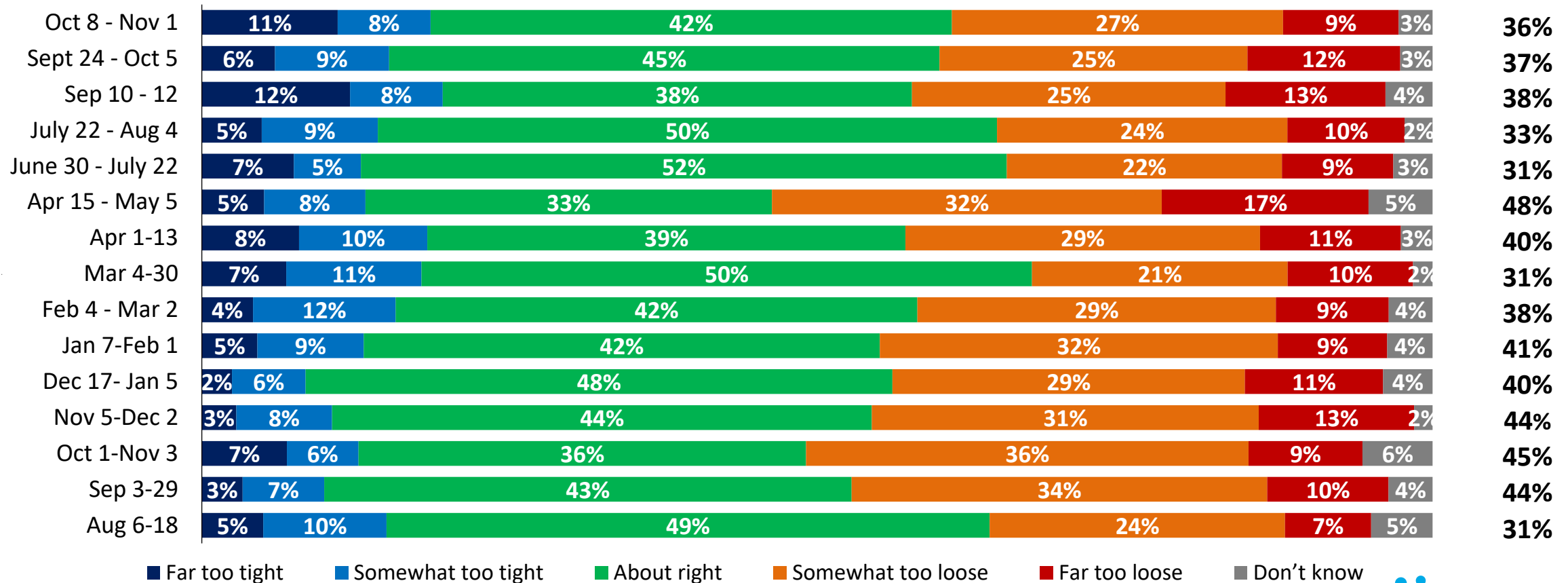
Provincial Restrictions - BC: Since the last wave, “far too tight” is up 5 pts., while “far too loose” is down 3 pts.

Q

Now, thinking about the restrictions the provincial government in BC 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 BC respondents; n=300]

% too loose

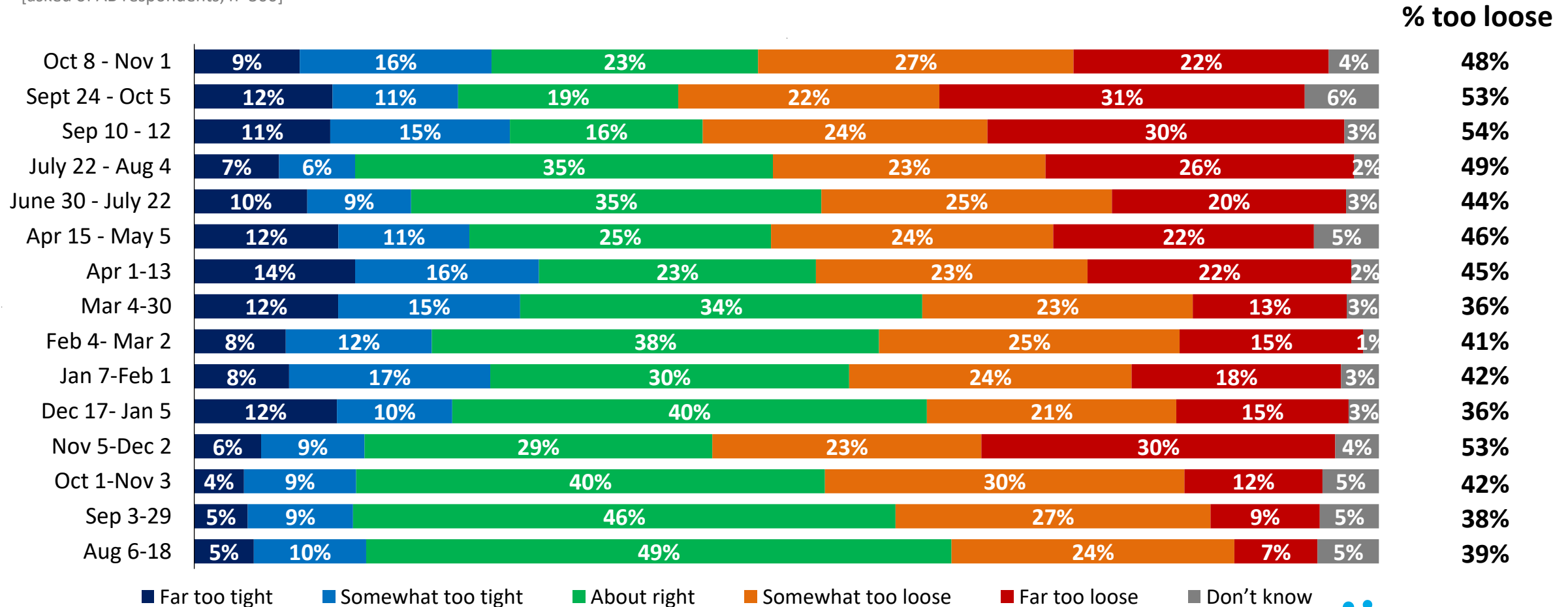


Provincial Restrictions - Alberta: A plurality still think provincial restrictions are too loose, but, “somewhat too tight” is up 5 pts. too.

Q

Now, thinking about the restrictions the provincial government in Alberta 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 AB respondents; n=300]



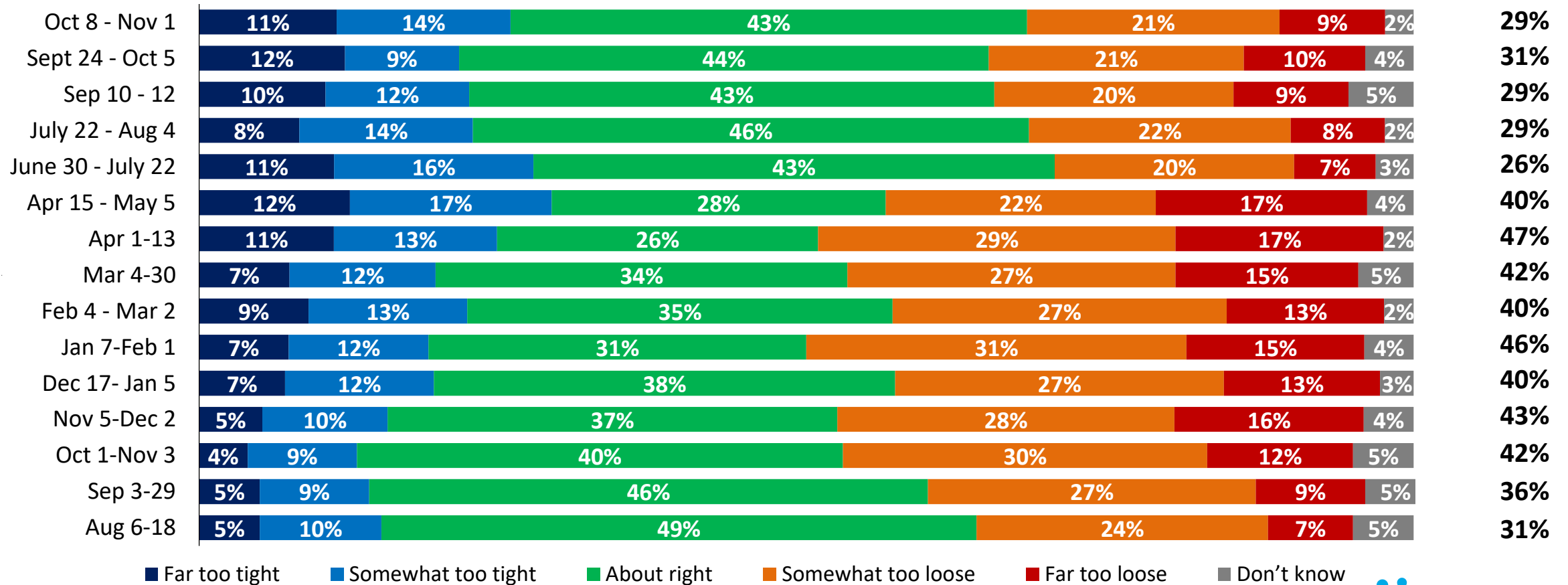
Provincial Restrictions - Ontario: Since the last wave, belief that restrictions are too tight is up from 21% to 25%

Q

Now, thinking about the restrictions the provincial government in Ontario 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 ON respondents; n=776]

% too loose



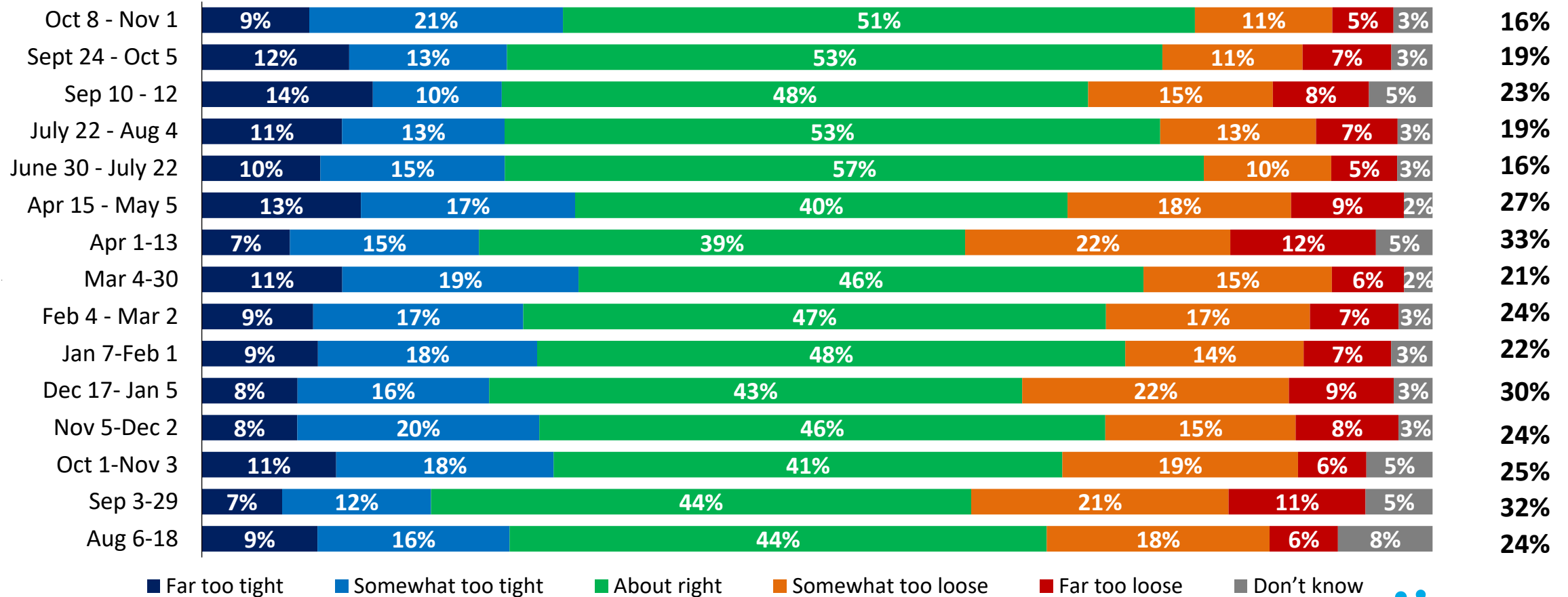
Provincial Restrictions - Quebec: Most in QC think provincial restrictions¹⁶ are about right; however, 30% now say restrictions are too tight

Q

Now, thinking about the restrictions the provincial government in Quebec 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 QC respondents; n=460]

% too loose



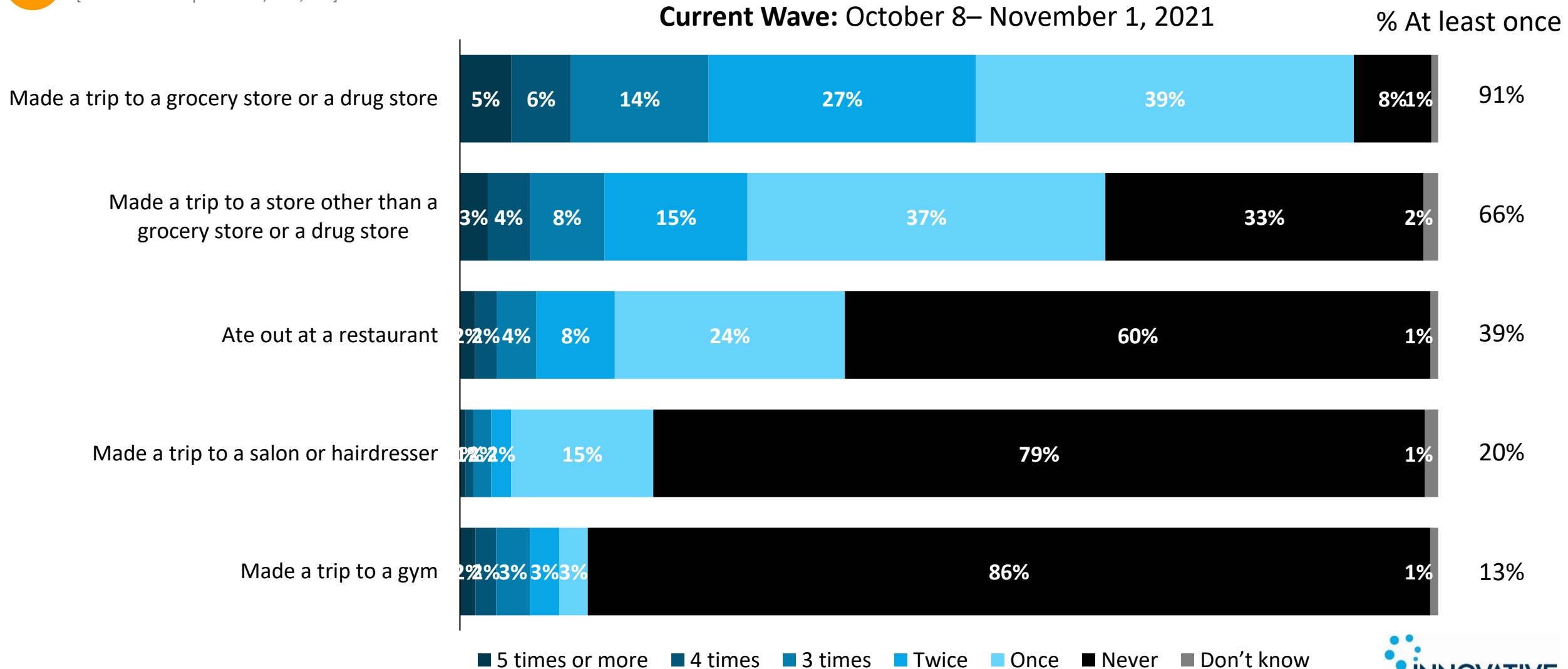
Behaviours

Shopping Activities: Almost all (91%) of respondents reported visiting a grocery or drug store within the last 7 days¹⁸



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

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



Shopping Activities: All shopping activity is up since last wave, most dramatically for dining out

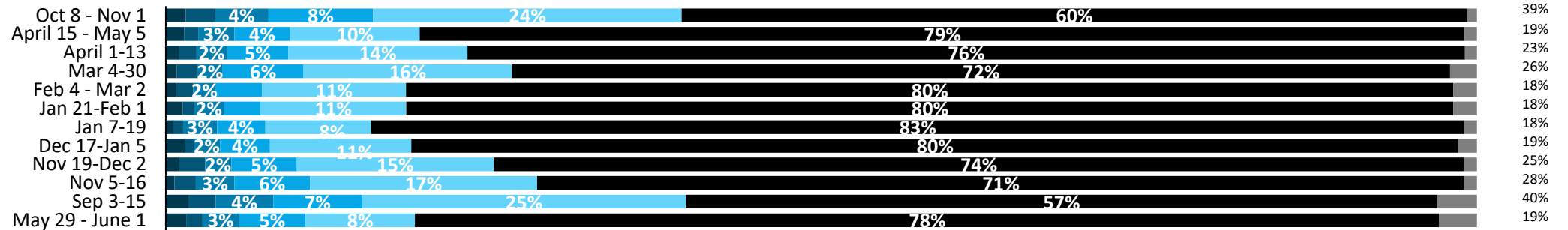


Over the past 7 days, how often have you done each of the following?

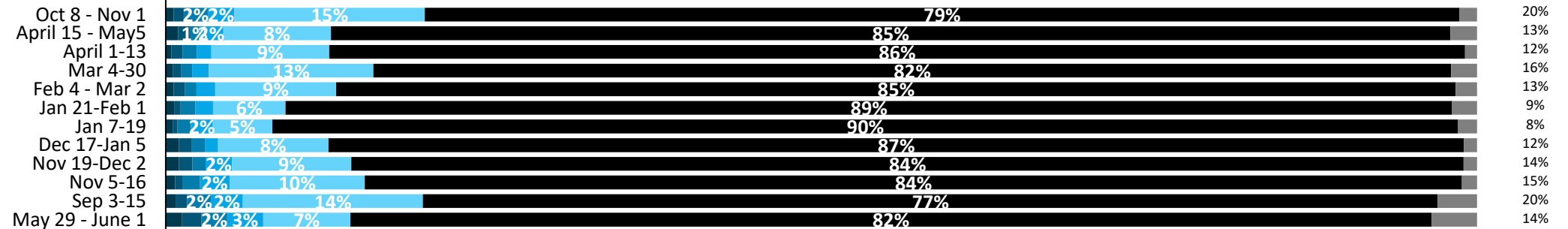
[asked of all respondents; n=2,000]

% At least once

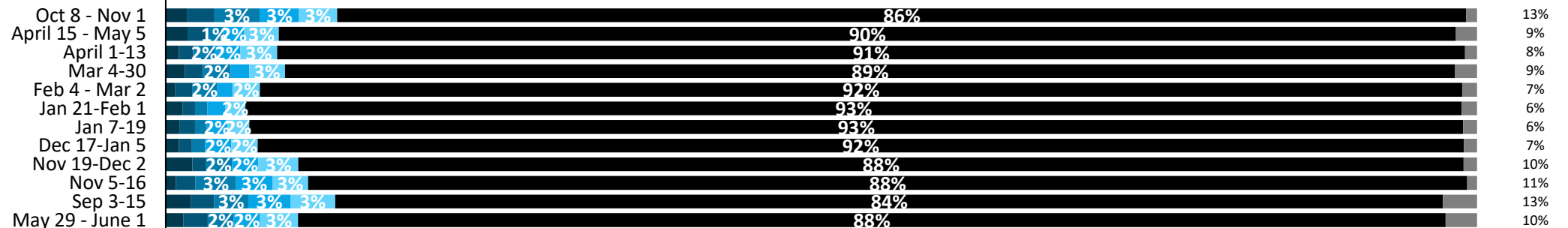
Ate out at a restaurant



Made a trip to a salon or hairdresser



Made a trip to a gym

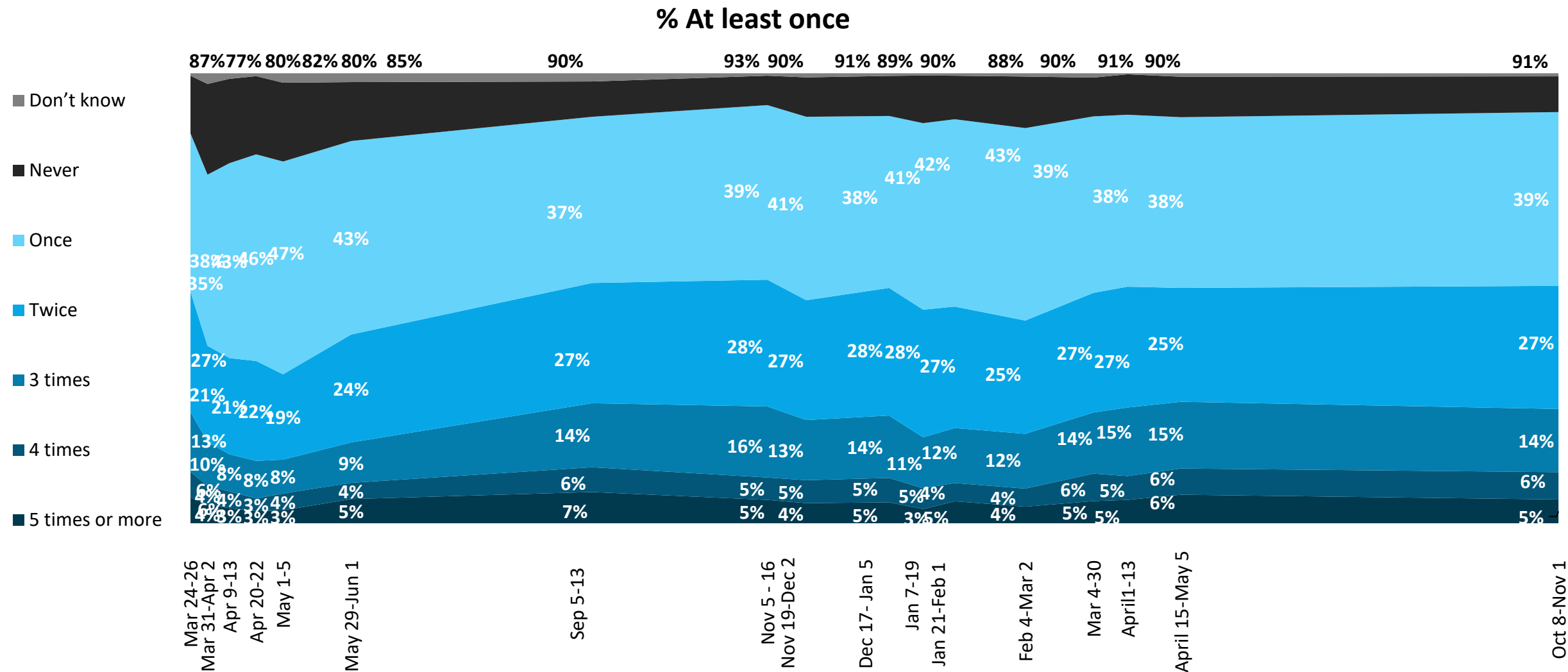


■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

Trip to Grocery/Drug Store: Most respondents visited a grocery or drug²⁰ store, most often just once in the last 7 days (39%).



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=2,000]

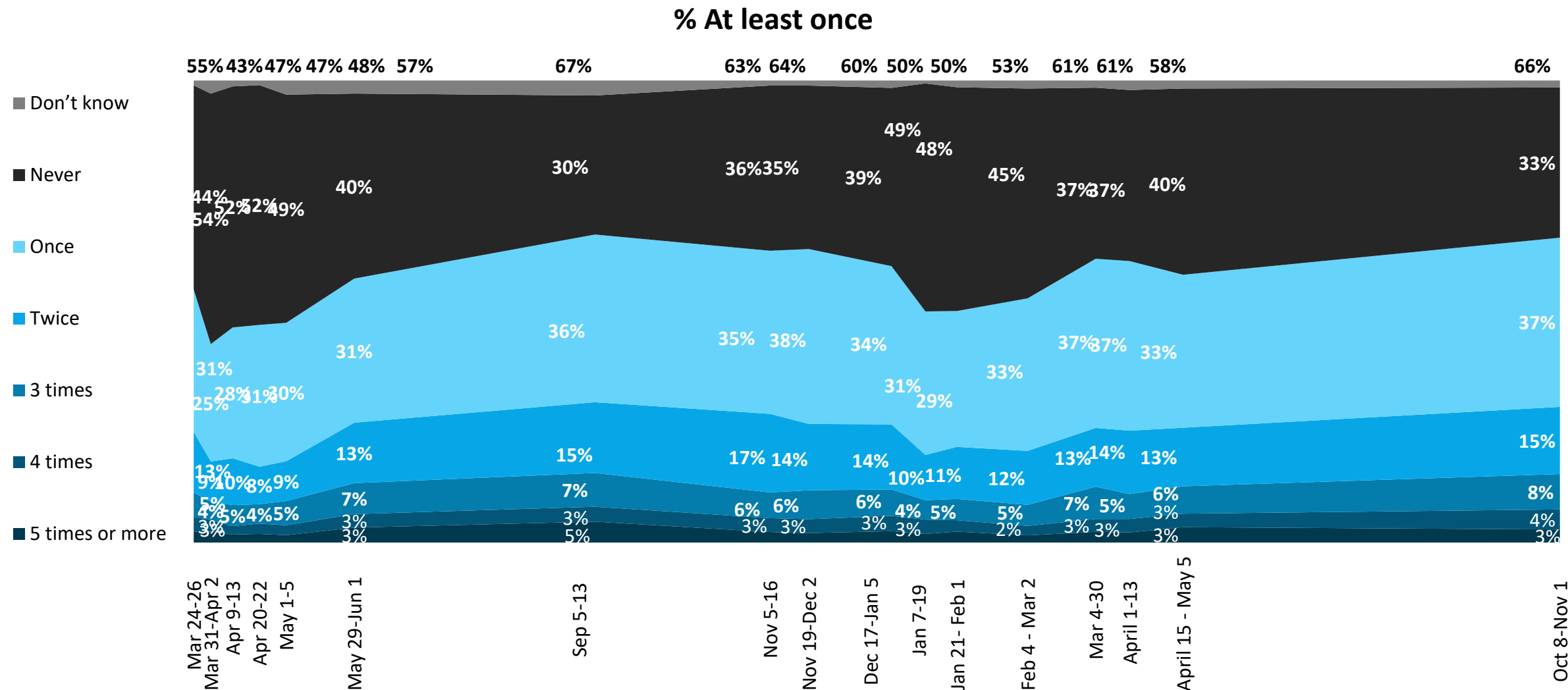


Note: Labels not shown for categories with a frequency of less than 2%

Trip to Other Store: Most report visiting a non-grocery/drug store in the last week (66%), most commonly once (37%)



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=2,000]



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

Social Activities: Meeting a friend/relative outdoors (51%) and visiting a friend/relative at home (53%) were most common social activities²²

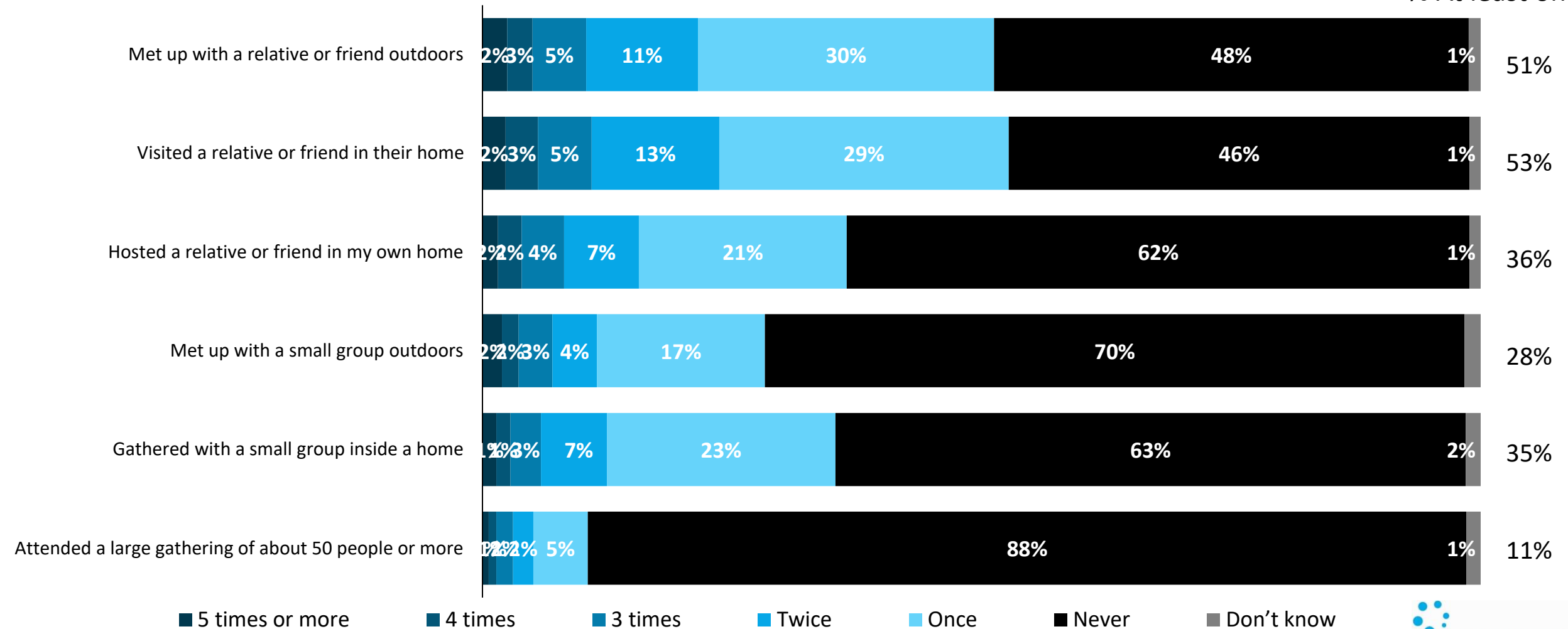


Over the past 7 days, how often have you done each of the following?

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

Current Wave: October 8– November 1, 2021

% At least once



5 times or more

4 times

3 times

Twice

Once

Never

Don't know

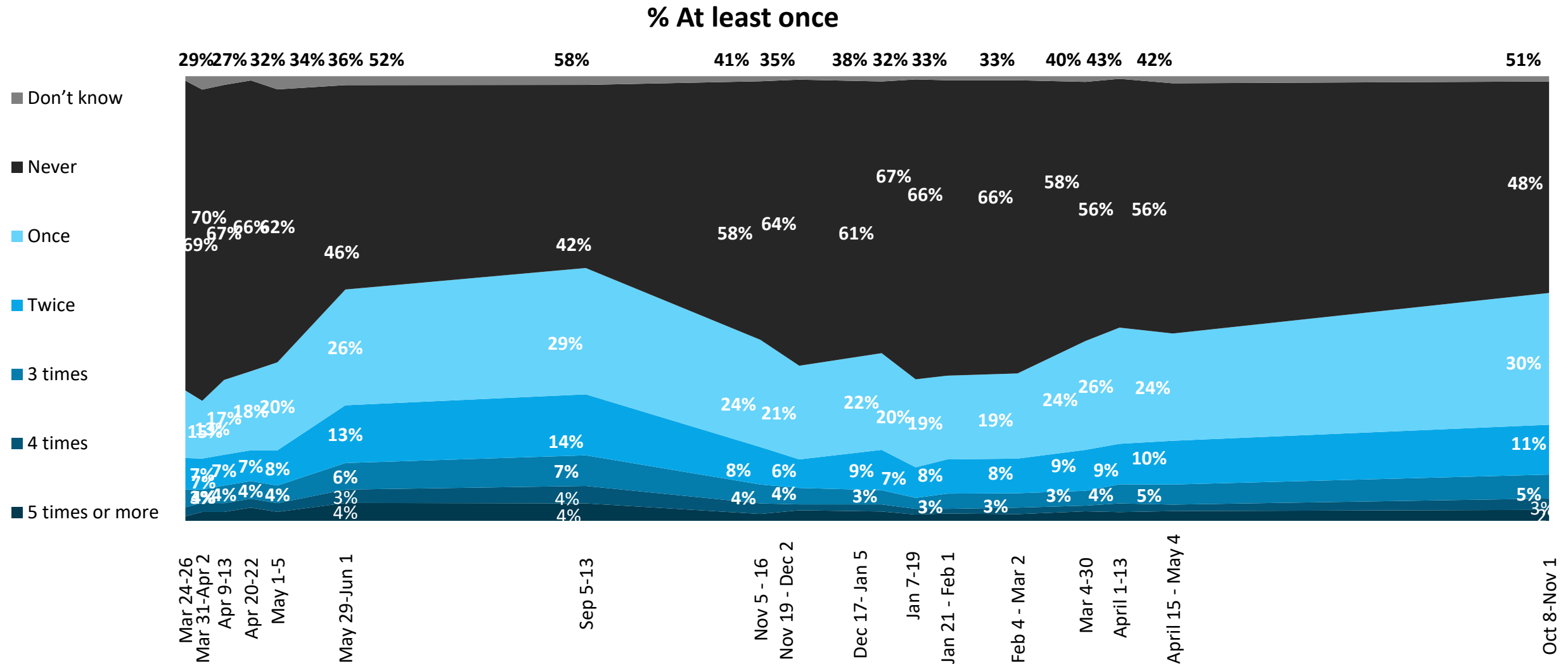
Note: Labels not shown for categories with a frequency of less than 2%

Meetup, Friend/Relative Outdoors: Over half (51%) report seeing a friend/relative outside, commonly just once over 7 days (30%)



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=2,000]

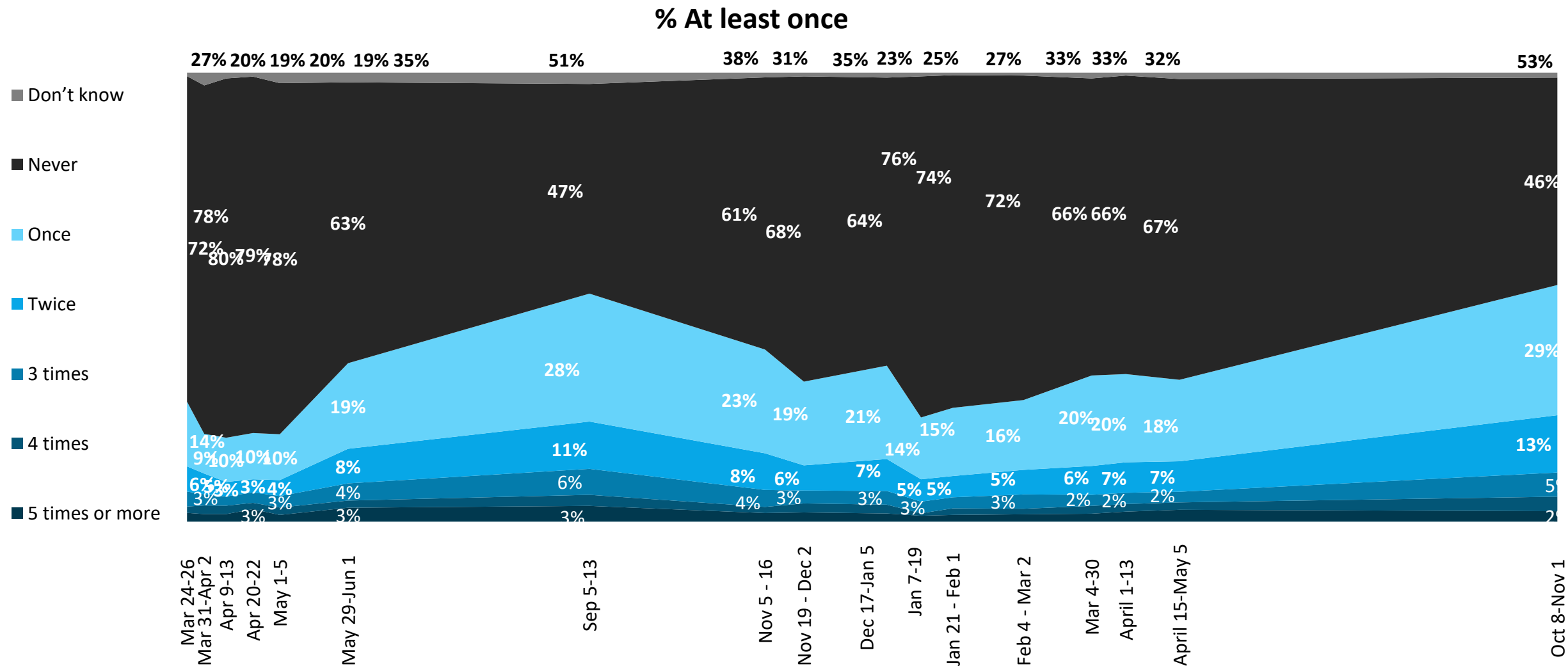


Note: Labels not shown for categories with a frequency of less than 2%

Visit in Home: Most (53%) report visiting a friend/relative in the home, the highest since tracking began in March 2020²⁴



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=2,000]

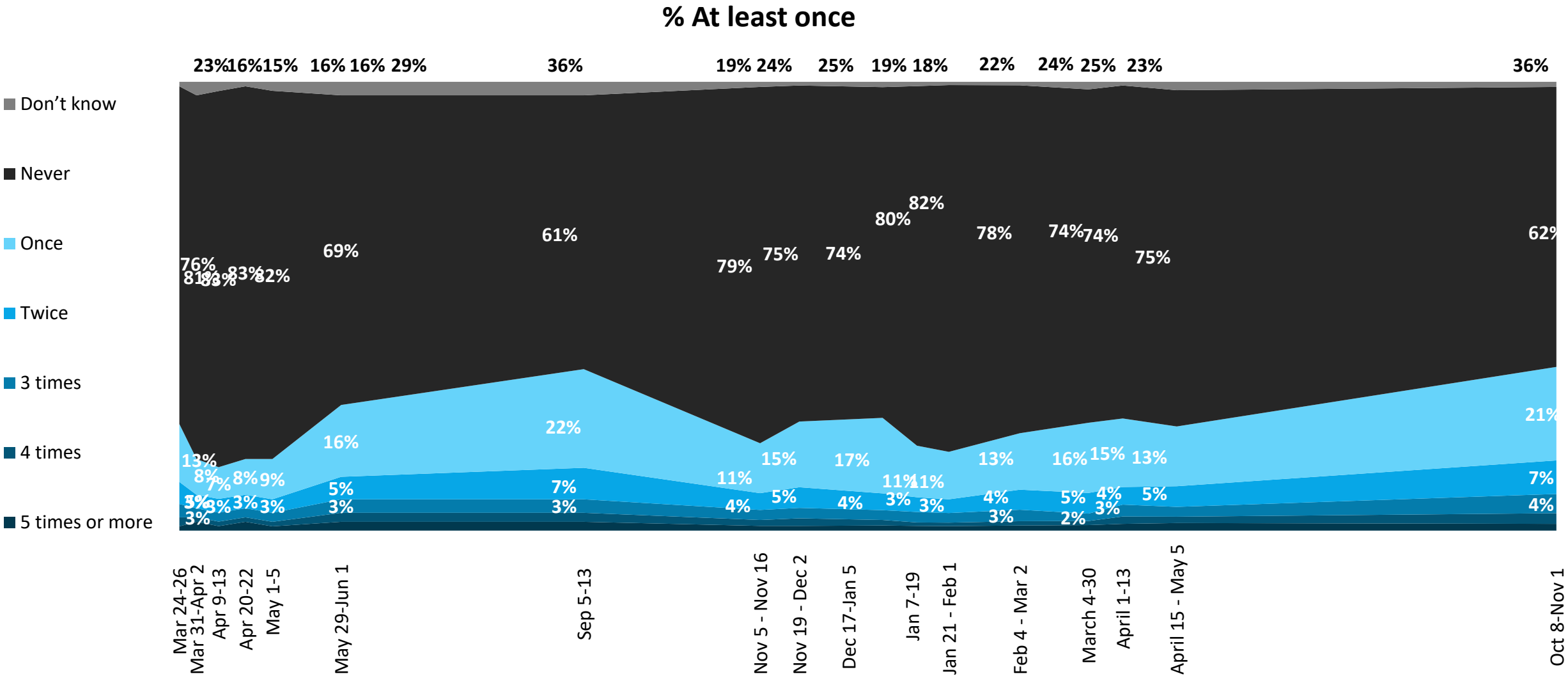


Note: Labels not shown for categories with a frequency of less than 2%

Hosted Friend/Relative: Over a third (36%) reported hosting in their home in the last 7 days, but most (62%) did not



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=2,000]

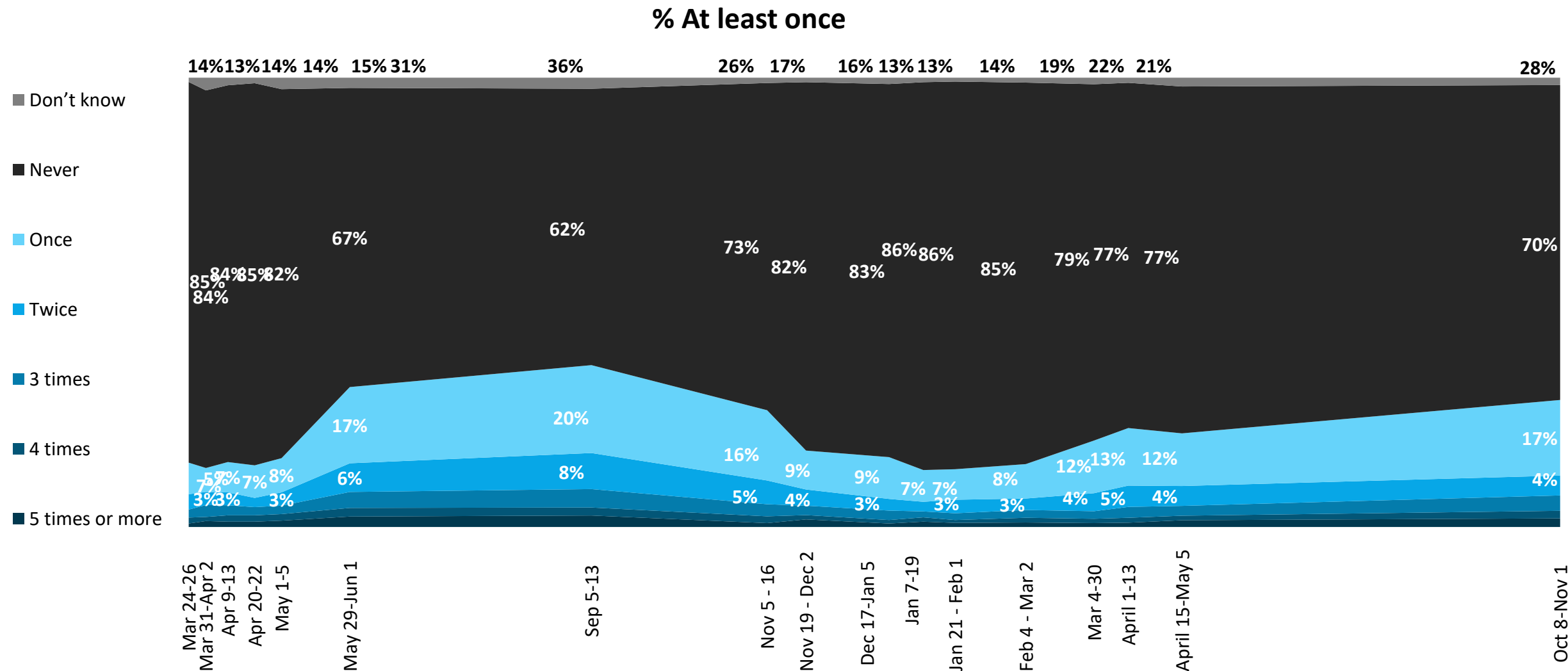


Note: Labels not shown for categories with a frequency of less than 2%

Small Group, Outdoors: Respondents are still averse to groups, even outside, as only 28% report gathering outside in the last week



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=2,000]

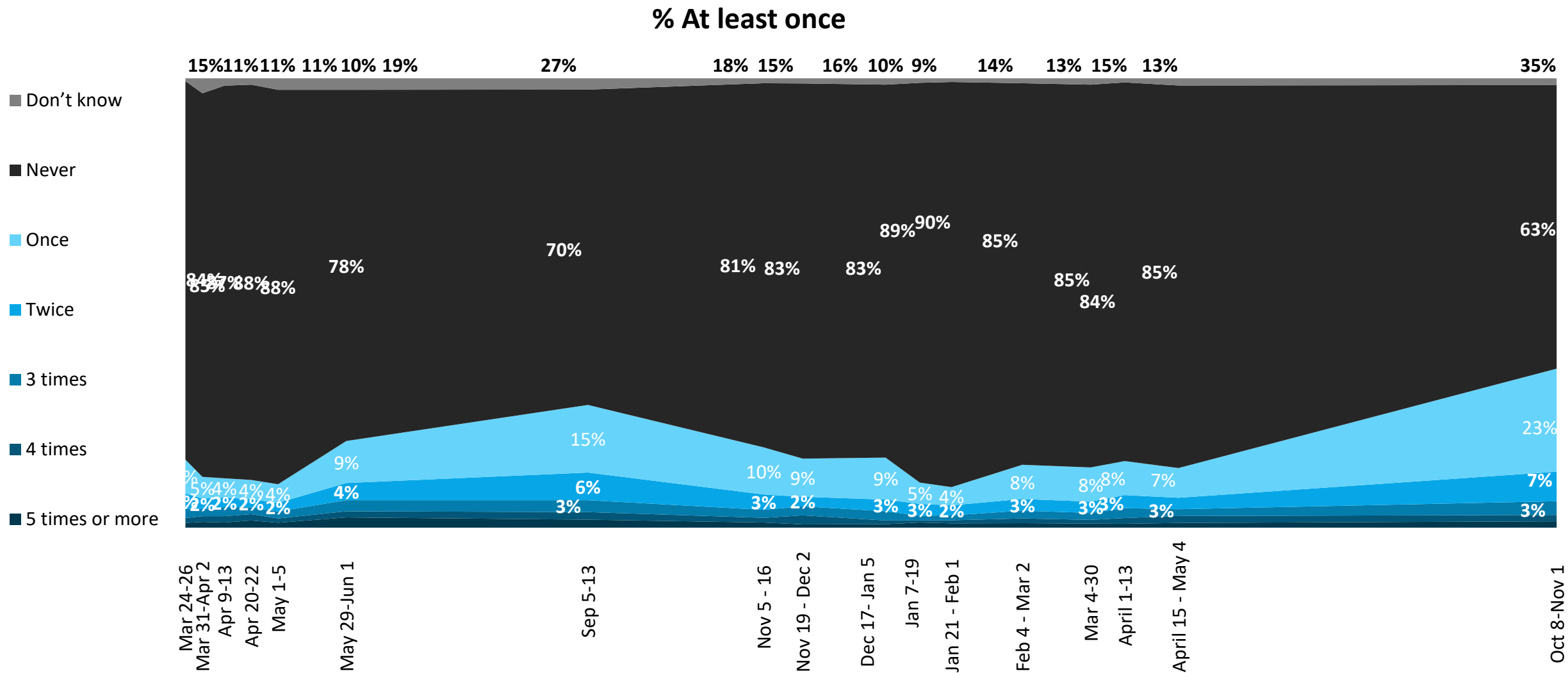


Note: Labels not shown for categories with a frequency of less than 2%

Gathered with Group, Home: Just over a third (35%) reported group gatherings inside a home, most (63%) did not



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=2,000]

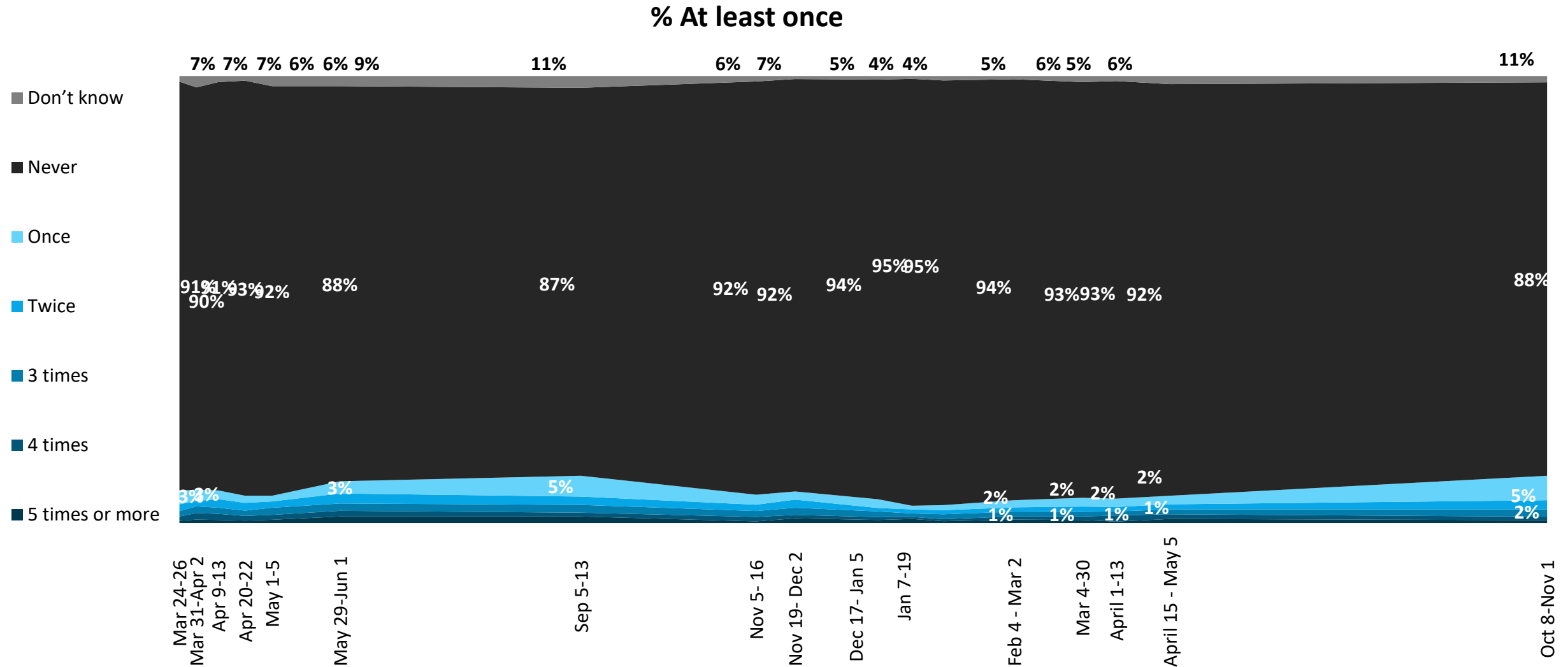


Note: Labels not shown for categories with a frequency of less than 2%

Attended Large Gathering: Only 11% reported attending a large gathering over the last 7 days, 88% did not



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=2,000]



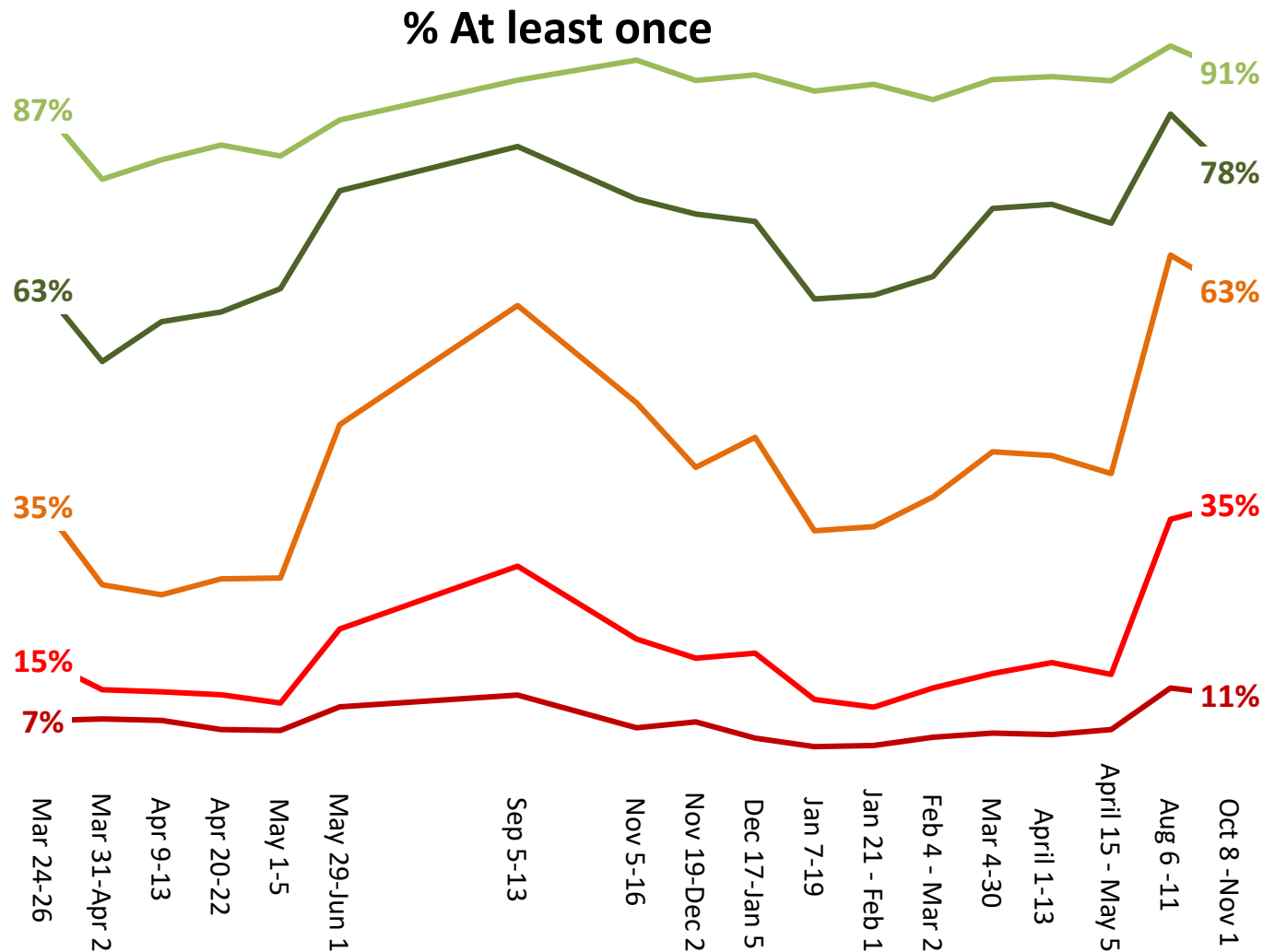
Note: Labels not shown for categories with a frequency of less than 2%

Activities: Since August, respondents are re-engaging slightly more with “more” risky activities; less risky activities slip slightly



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

[all respondents, n=2,000]



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

Activities: Most re-engagement with “more” risky activities is in Ontario and Quebec



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

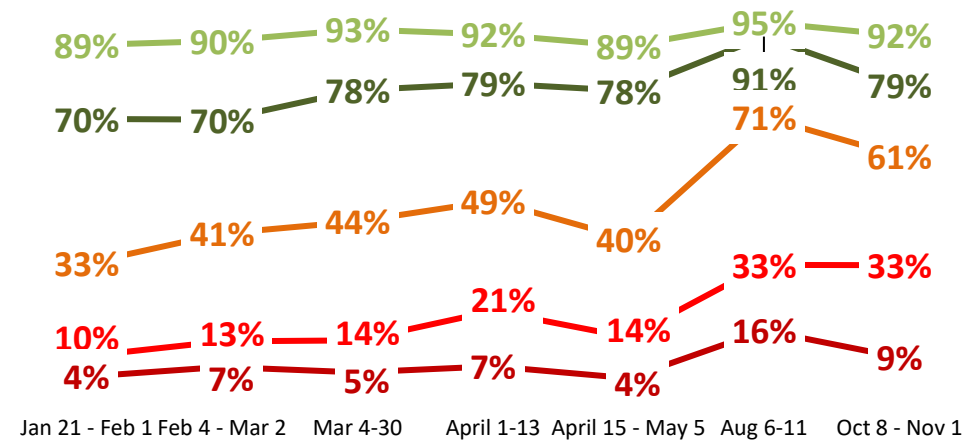
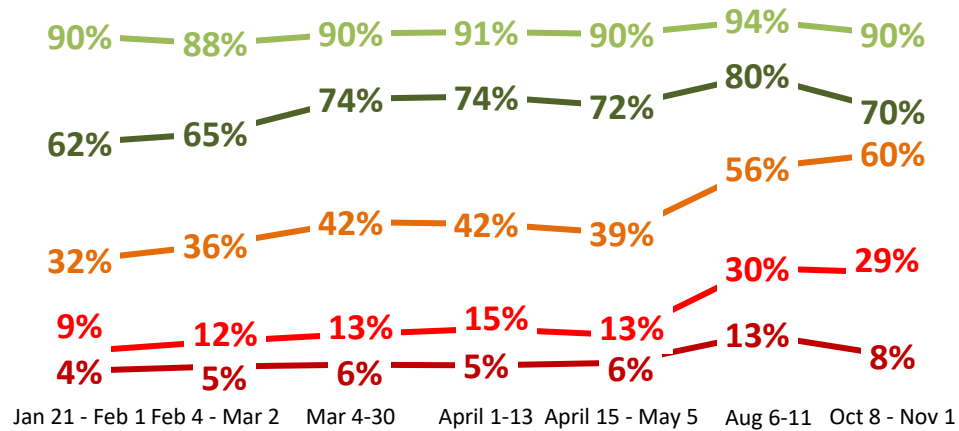
[all respondents, n=2,000]

Lowest risk
Modest risk
Moderate risk
More risk
Most risk

BC

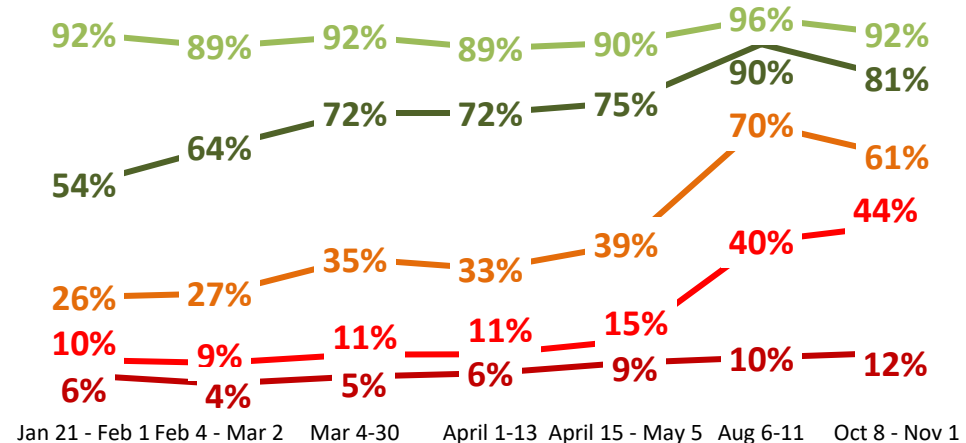
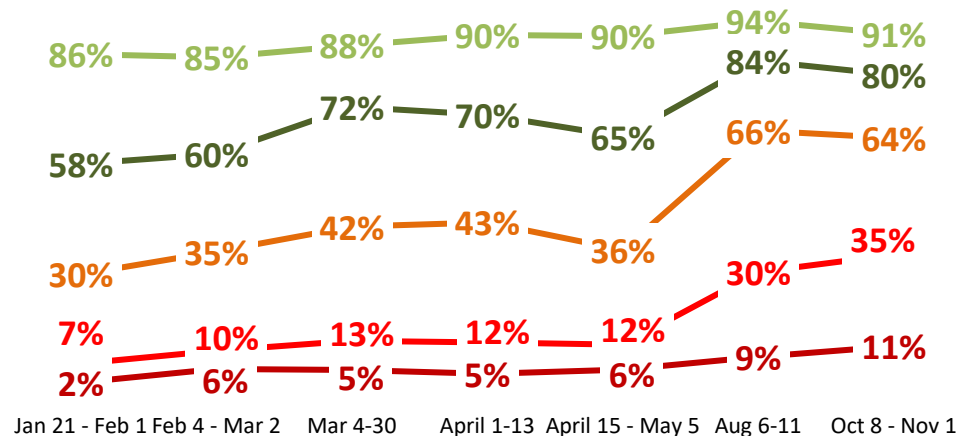
% At least once

Alberta



Ontario

Quebec



Impacts



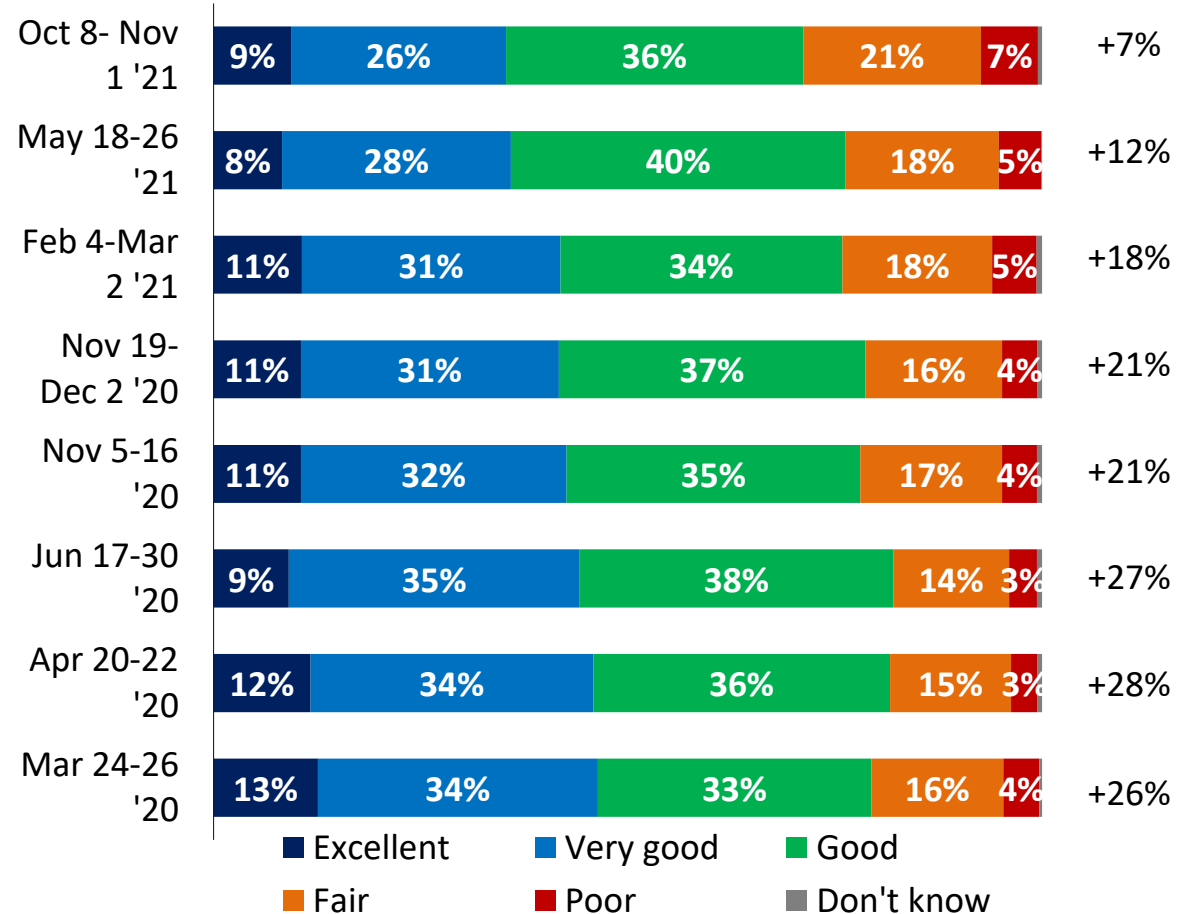
Health: Satisfaction with life remains constant, but net health has fallen 5 pts. since the last wave (May 2021)



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

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

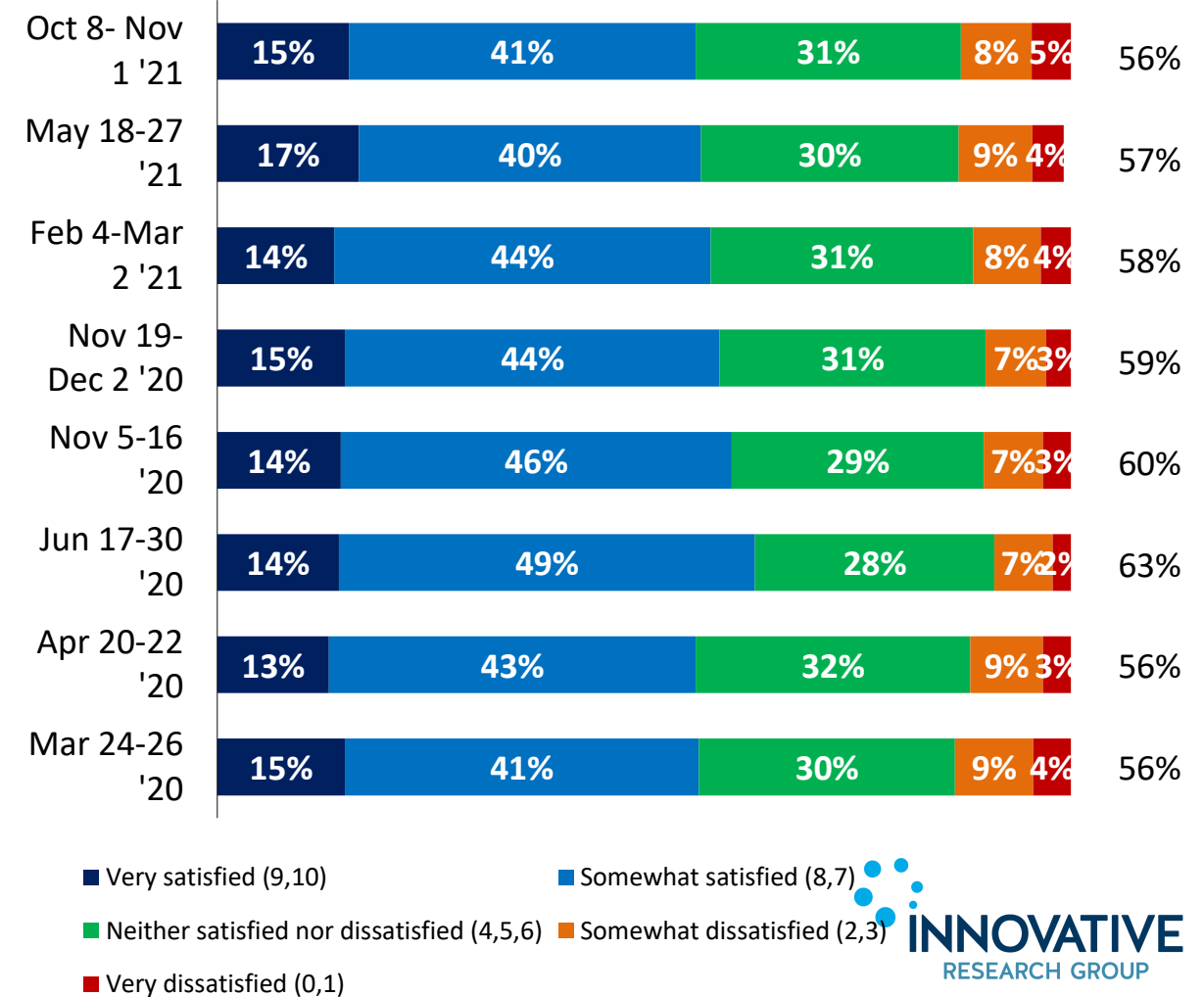
Net Health



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?

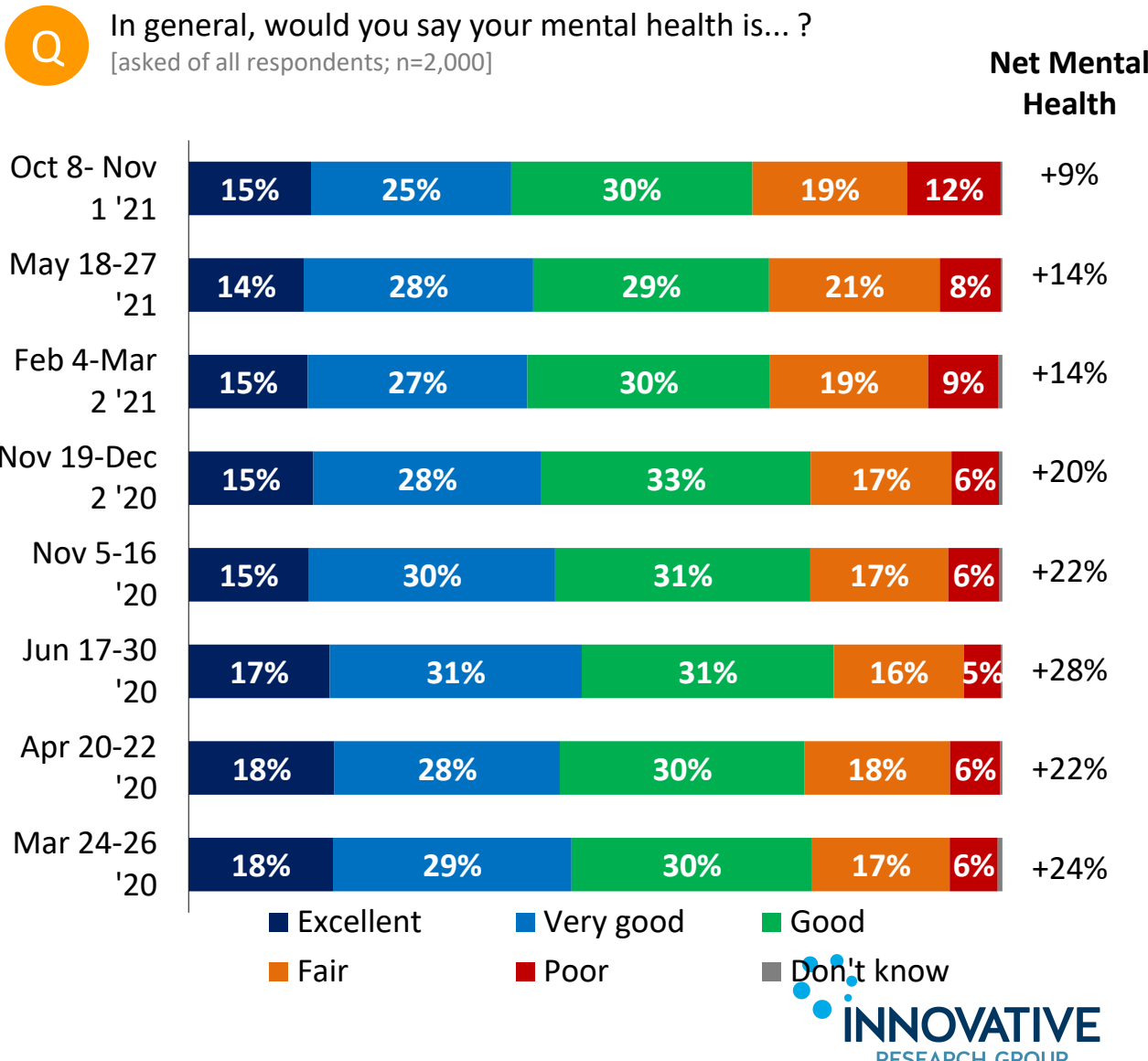
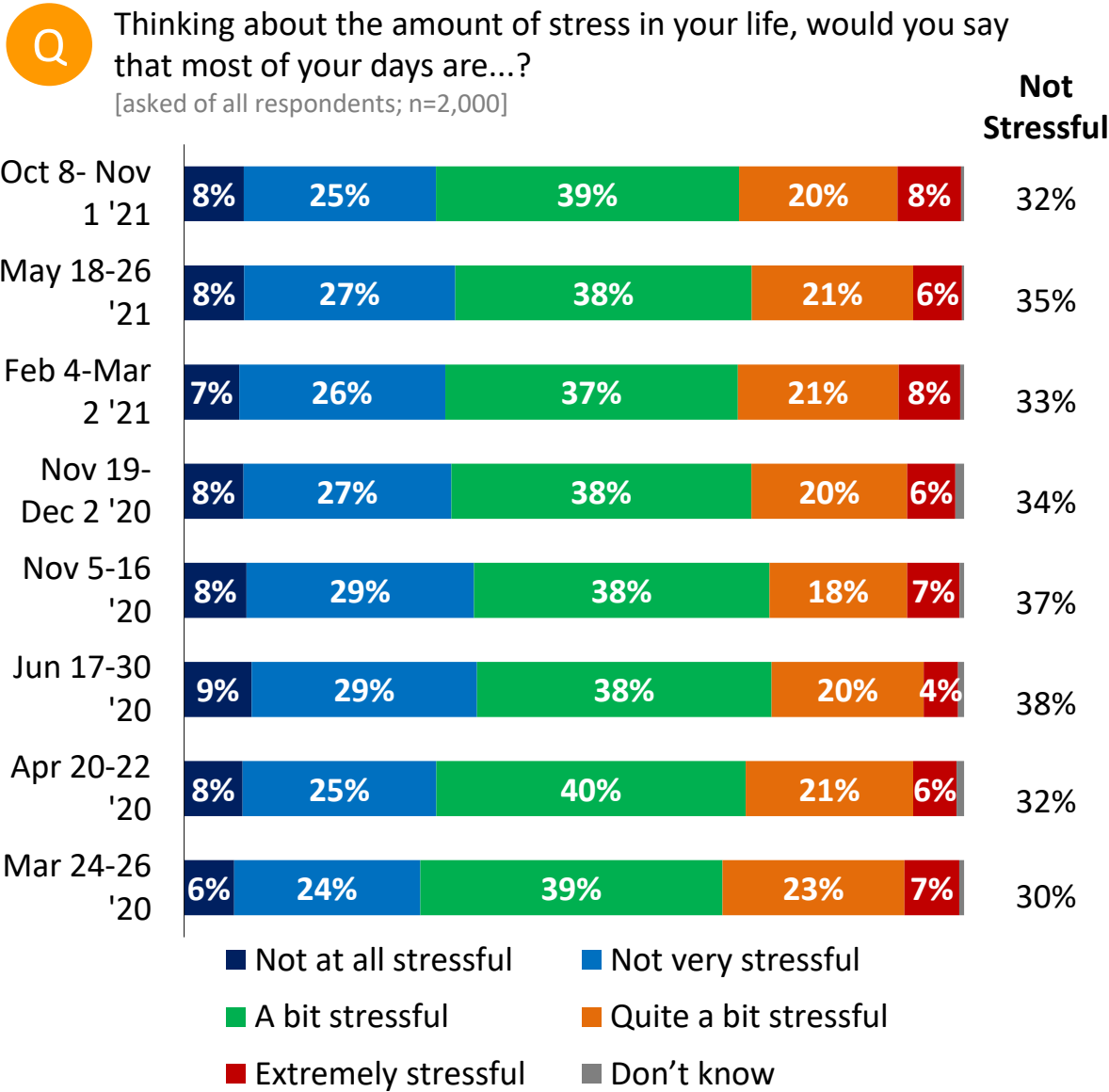
[asked of all respondents; n=2,000]

Satisfied



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

Stress and Mental Health: Stress levels are mostly constant since last wave, but net mental health is down 5 pts.



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

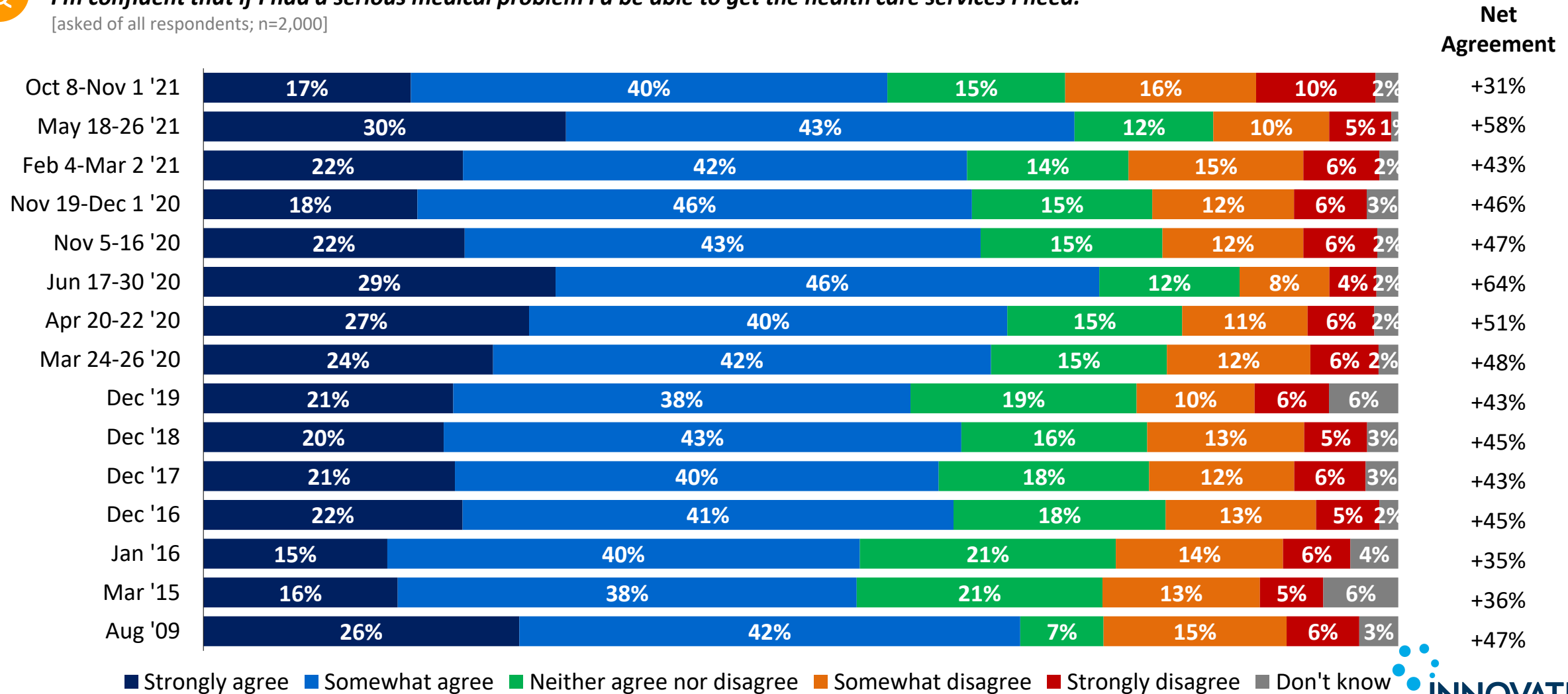
Health Care: Since May 2021, respondents are less confident they can get the care they need, net agreement down 27 pts.



Do you agree or disagree with the following statement?

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

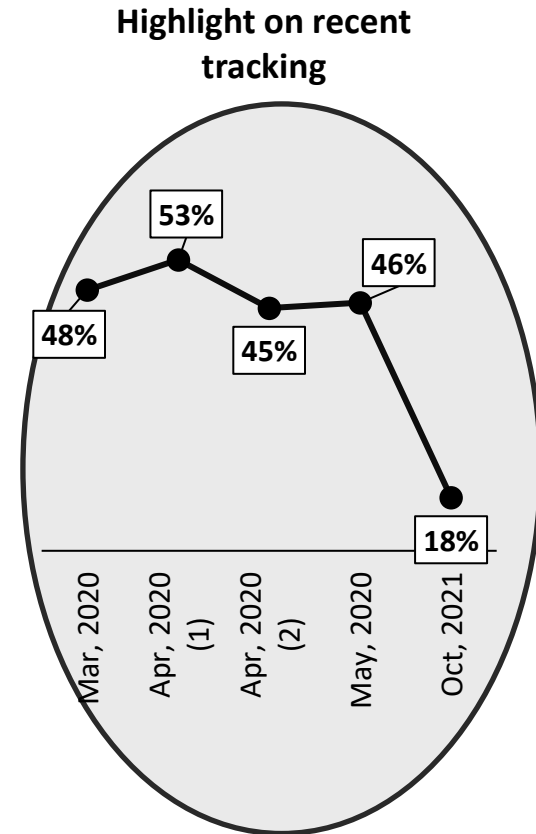
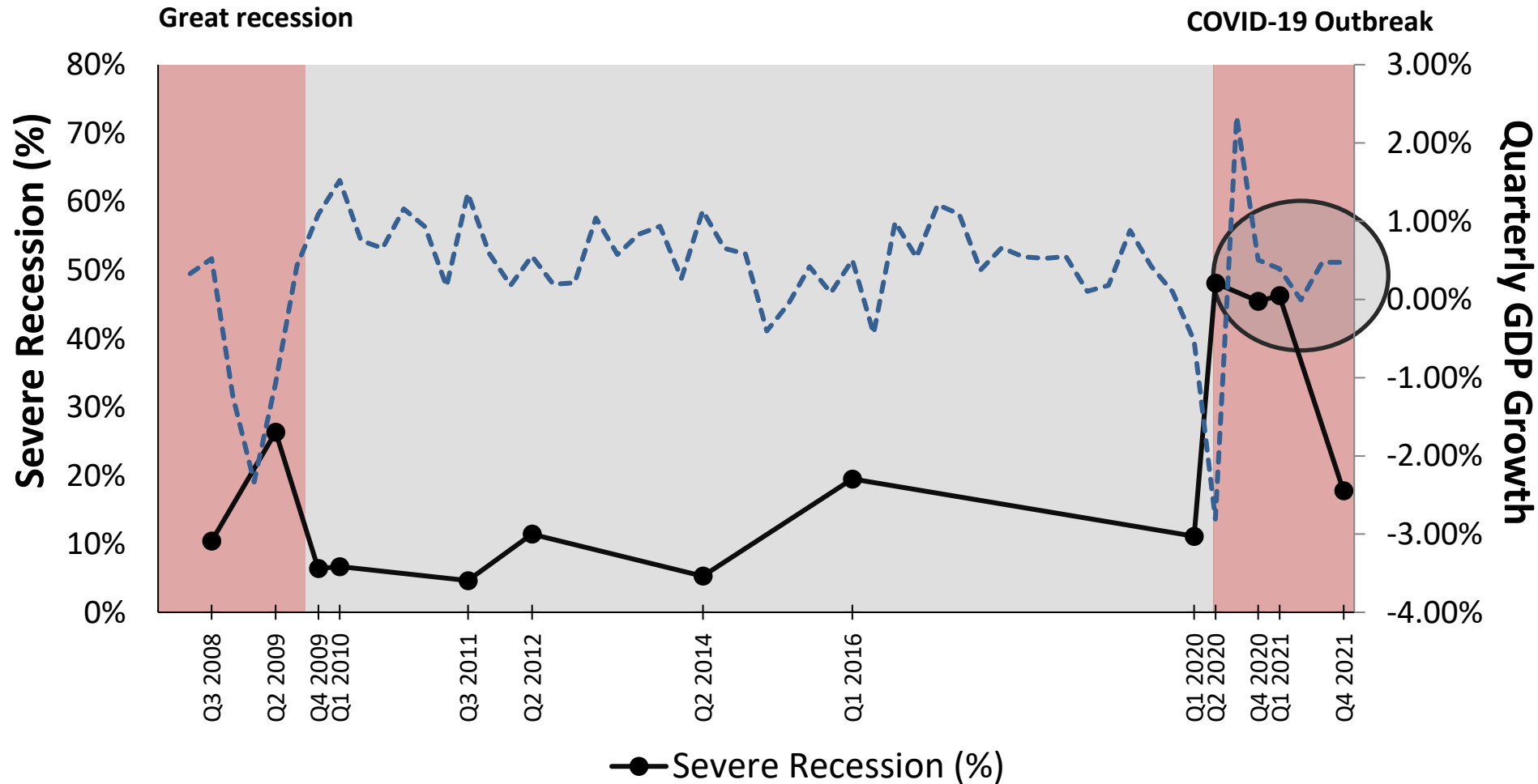
Concerns about a severe recession have dropped down to pre-pandemic levels at 18%



Do you feel the Canadian economy is moving into a period of recession or into a period of growth?

[% who say "Severe Recession"; compared against quarterly GDP growth]

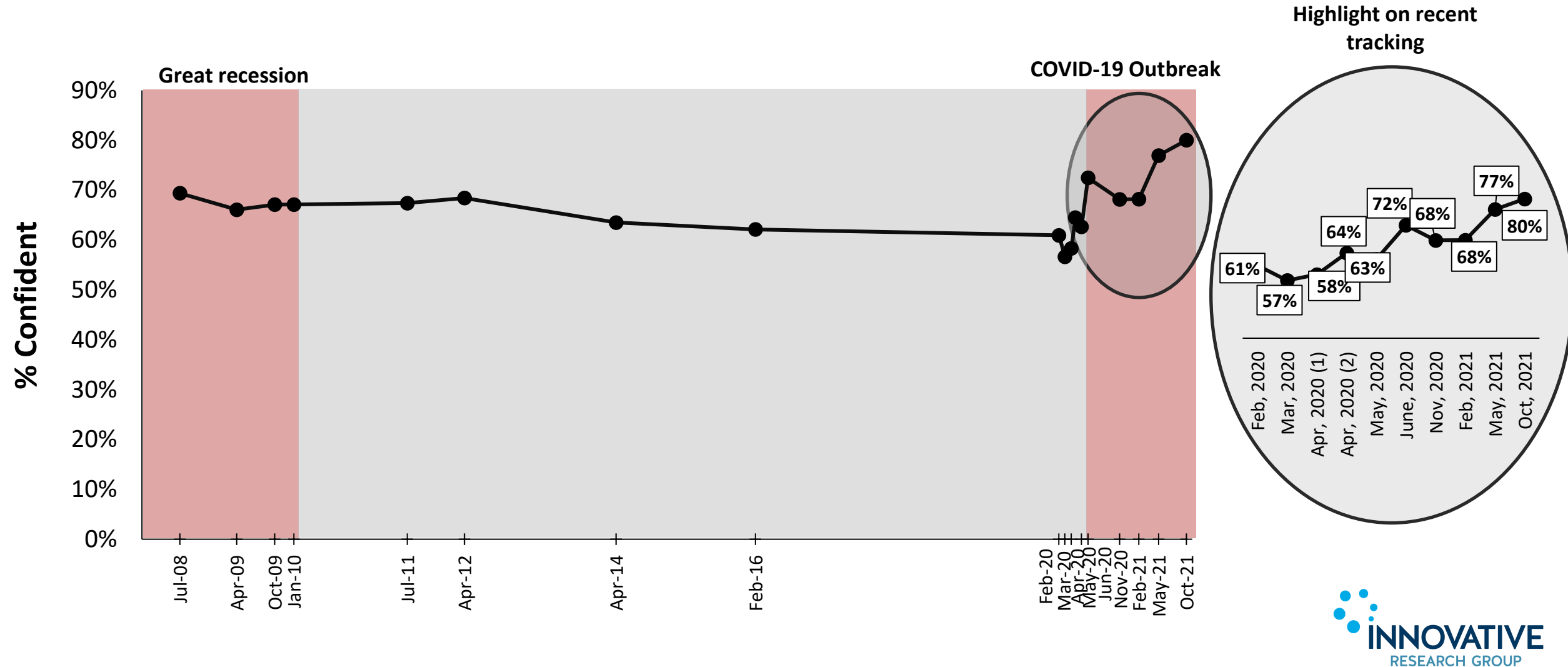
[all respondents, n=2,000]



Confidence in household finances has continued to rise and is now at its highest point since tracking began



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)

Methodology

Survey Methodology

These are the results of an online survey conducted between October 8th, 2021 and November 1st, 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=2,676 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

Field Dates: October 8th, 2021 to November 1st, 2021

Weighting: Results for Canada are weighted by age, gender, region, and party identification 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	237	8.9%	283	14.3%
Men 35-54	410	15.4%	330	16.7%
Men 55+	731	27.5%	352	17.8%
Women 18-34	305	11.5%	280	14.1%
Women 35-54	412	15.5%	335	16.9%
Women 55+	566	21.3%	397	20.1%
BC	397	14.8%	270	13.5%
AB	333	12.4%	225	11.2%
Prairies	203	7.6%	132	6.6%
ON	938	35.1%	776	38.8%
QC	547	20.4%	460	23.0%
Atlantic	258	9.6%	138	6.9%



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Building Understanding.

