

Report

Postmedia Survey

Opinions on Canada's relationship with China, a COVID-19 Christmas, and governmental restrictions



DATE 2020-12-08

Leger

We know Canadians

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METHODOLOGY

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Methodology



Online surveys with British Columbia residents were conducted via Leger's online panel, LEO.



From December 2nd to 4th, 2020.



1001 residents of BC that are 18 years of age or older



Using data from the 2016 Census, results were weighted according to, age, gender, and region in order to ensure a representative sample of the population in British Columbia.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1001 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.

A hand is shown placing a wooden block with the number '1' on top of a wooden block with the number '0'. The other three blocks in the row are '2', '0', and '2', forming the year '2021'. The background is a blurred indoor setting with a white pot and a wooden shelf.

2 0 2 1

KEY FINDINGS

Key Findings



Tensions between Canada and China

Given the detainment of the two Canadians, Michael Kovrig and Michael Spavor, British Columbians feel tensions rising between Canada and China. Most British Columbians are concerned with their security/cyber security, and feel the government should step in to take a firmer position and further diversify its trade partnerships.



COVID-19 During the Holidays

During this holiday season, British Columbians plan on taking precautions to flatten the COVID-19 curve, however **90%** still expect there to be a spike two weeks after Christmas. BC residents may have confidence in themselves to follow the restrictions, but not in others.

- **51%** of people plan on participating in fewer activities, compared to last year
- **33%** plan on spending less in 2020 compared to 2019 – and while that decline will likely be seen at larger retailers, British Columbians plan to still do the same amount of their purchasing at local/small shops.
- **52%** plan on purchasing their gifts online (vs 22% in 2019) – with this growth most likely seen among smaller shops, where the share of online purchases increases from 7% in 2019 to 37% in 2020.
- **60%** plan on gathering with just their immediate household, and **33%** plan on visiting people in their core bubble who they trust

COVID-19 Government Action

British Columbians generally support the provincial government more than the federal government when it comes to taking action on COVID-19.

- **60%** feel the restrictions are fine as is, however some think the restrictions **have not gone far enough for restaurants, pubs, and bars, along with athletic activities.**
- **63%** are clear on the COVID-19 restrictions, while **28%** are unclear.
- **84%** agree individuals not following restrictions closely enough is the cause for COVID, while **67%** agree the government is not enforcing the restrictions strongly enough.



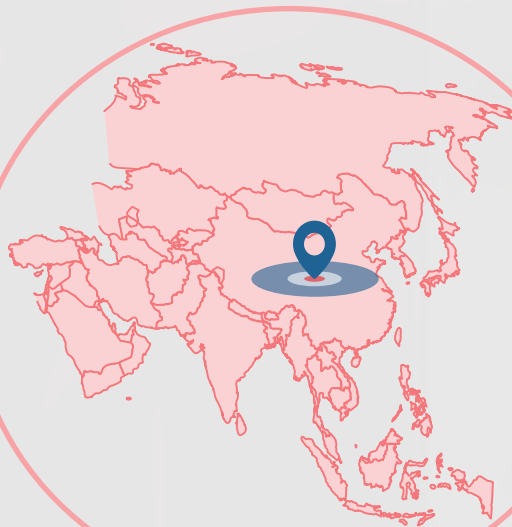


CANADA'S RELATIONSHIP WITH CHINA

Most British Columbians feel China's actions are having an impact on feelings of security, and the government should step in to take a firmer position and further diversify its trade partnerships.



In December of 2018, two Canadians, Michael Kovrig and Michael Spavor, were detained by China in what is widely seen as retaliation for Canada's arrest of Huawei's executive Meng Wanzhou. Kovrig and Spavor are still currently imprisoned in China, with no information as to when their release can be expected.



Those aged 35+ are more likely to be concerned with national security/ cybersecurity

Those aged 55+ are more likely to think it's important for Canada to further diversify its trade partnerships



There is a need to take a more firm position with China on a range of issues on which that country is challenging Canada



74%
Agree



11%
Neutral



9%
Disagree



5%
Don't know



Concern about national security/ cybersecurity with respect to Canada's relationship with China



77%
Concerned



12%
Neutral



7%
Not concerned



3%
Don't know



Importance of Canada to further diversify its trade partnerships, given the impact that the Meng Wanzhou extradition detainment has on trade



80%
Important



11%
Neutral



3%
Not important



6%
Don't know



COVID-19 HOLIDAY PLANS

Due to physical distancing restrictions and fear of a COVID-19 spike after Christmas, people plan on participating in fewer activities this year, particularly social activities such as attending Christmas parties and travelling out of town. More people plan on staying in this year and watching holiday movies.

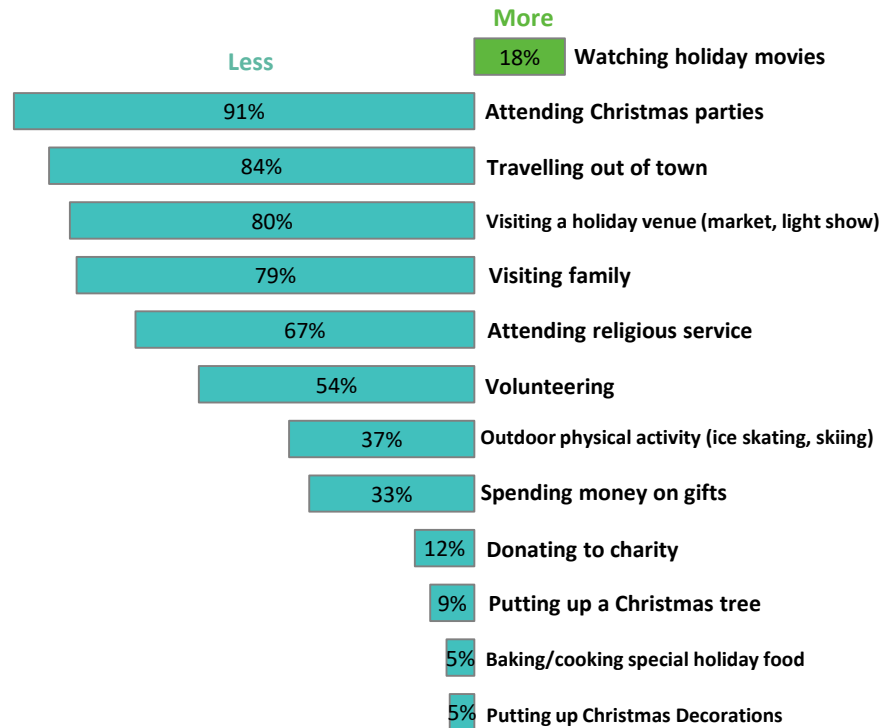
Participating in more, the same, or less activities on average:



Those participating in fewer activities are more likely to:

- Think there will be a COVID spike 2 weeks after Christmas
- Agree restrictions should have been earlier than Nov 7th
- Support more Extreme COVID-19 restrictions

Difference in participation (more-less)

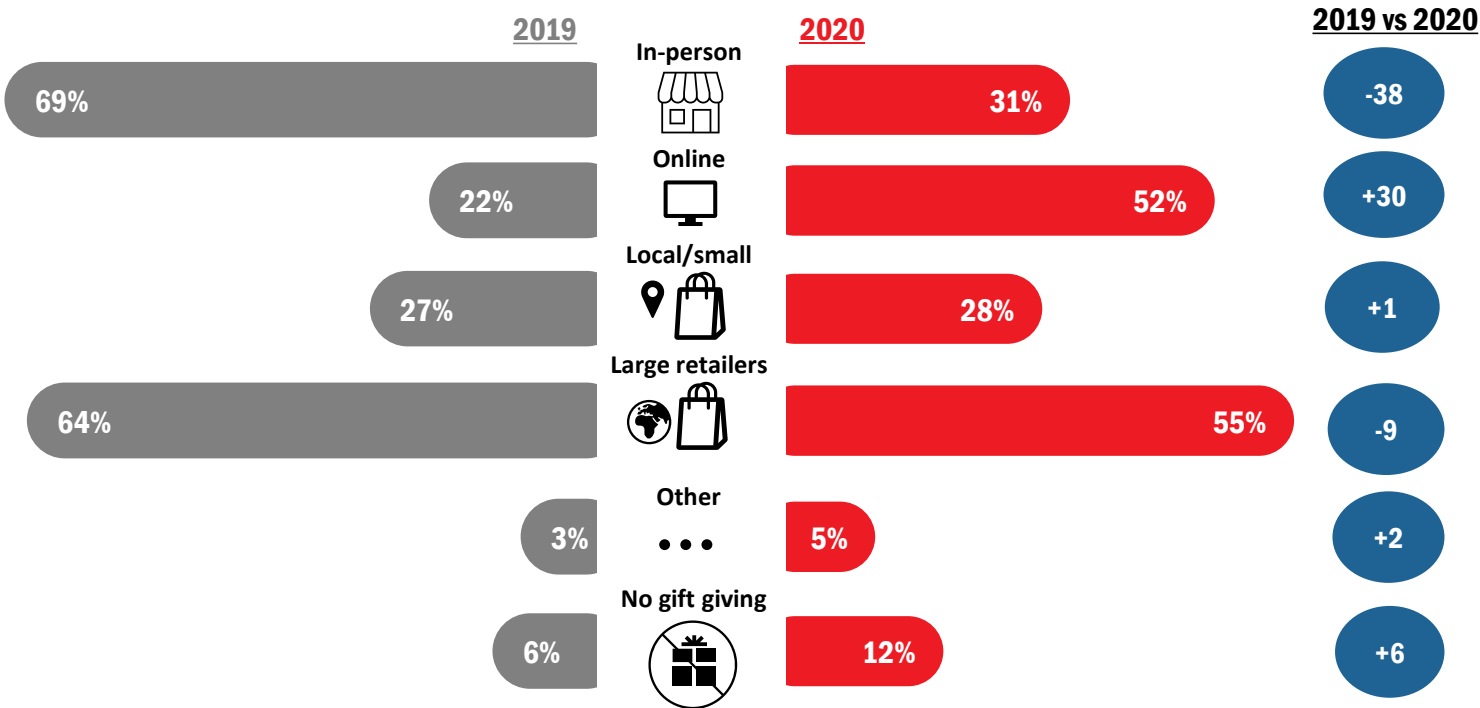


Q2. Compared to last year, do you plan on doing more, the same, or less of these holiday activities?


N/A excluded


Base: British Columbian Residents (n=1001)

More British Columbians plan on purchasing their gifts online this year, and less in person compared to 2019.



 People were more likely to **buy gifts in-person in 2019**, and are more likely to **buy gifts online in 2020**

 **Buying habits do not vary year over year** – those who bought local last year are still likely to buy local this year.

 In 2019, the **share of online purchases** for local/small places was **7%**. In 2020, that is intended to be **37%**. Demonstrating that British Columbians are looking to support local options, and do so in a safe way.

Q3. Thinking back to 2019, how did you purchase the majority of your gifts?

Q4: How do you intend on purchasing the majority of your gifts this year?

Base: British Columbian Residents (n=1001)

Santa plans on staying the same as he has been in previous years, or will be immune to COVID-19 because he is magic.

16%

of British Columbians currently have children who believe in Santa



“ Explanation for Santa during COVID-19



Same as always / No change / Kids are young **27%**



Santa is immune to COVID-19 / Santa is magic **14%**

Q5. Do you have children who currently believe in Santa? Base: British Columbian Residents (n=1001)

Q6: How do you plan on explaining Santa this year to your child, considering COVID-19? Base: Those with children who currently believe in Santa (n=166)

The inability to physically connect with friends and family is going to have a negative impact on many British Columbians this holiday season.

Impact of physical distancing restrictions on mental health during the holiday season



British Columbians plan on staying virtually connected during the holiday season. Most plan on having a video-call with their friends and/or family, but of those who won't, they still plan on calling via telephone.

61%

of British Columbians **do** plan on having a video-call with their friends/family



38%

of British Columbians **do not** plan on having a video-call with their friends/family

Reason for not calling

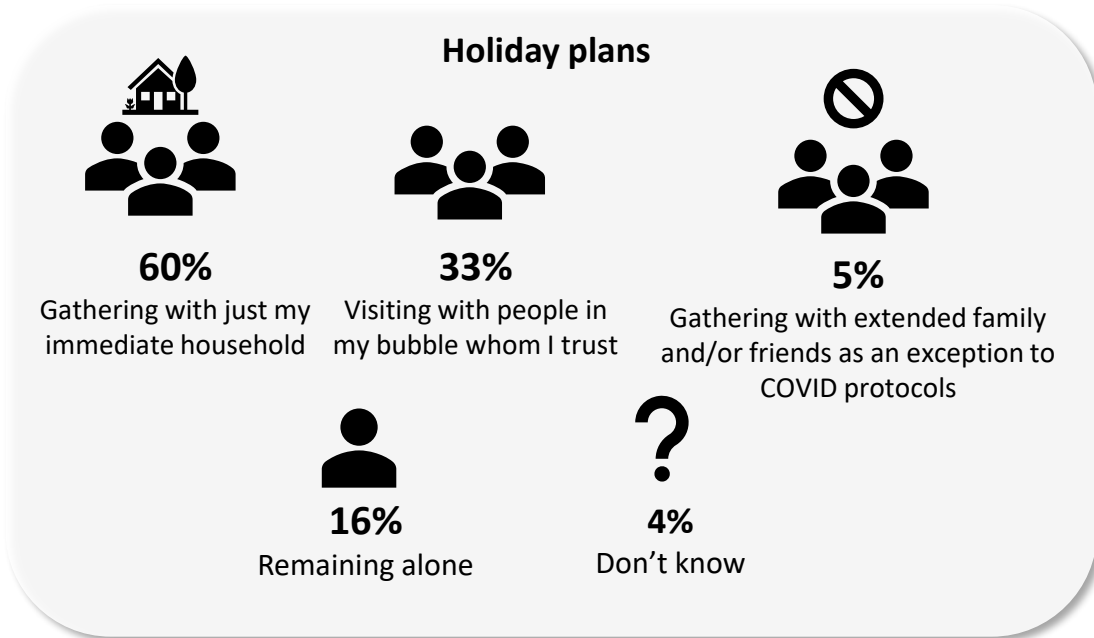
	I plan on calling my friends and/or family via telephone, but not with video	43%
	I am seeing my friends and/or family in-person	15%
	My friends and/or family do not know how to use video-call applications	12%
	I have fatigue from all of my virtual meetings	10%

Q9: Are you planning on having a video-call(s) with your friends and/or family on/around Christmas Day this year? Base: British Columbian Residents (n=1001)

Prefer not to answer not shown

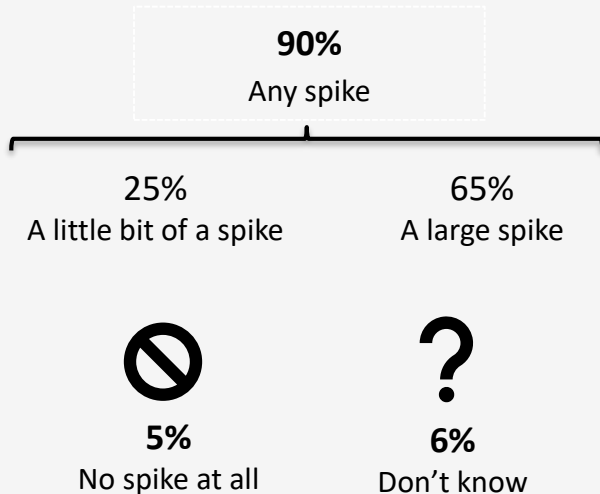
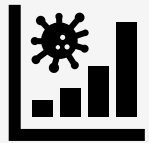
Q10: Why do you not plan on scheduling a video-call with your friends and/or family? Base: Those who don't plan on having a video-call (n=378)

Most British Columbians will be following the rules when gathering over the holidays, by only gathering with their immediate household and visiting people in their bubble who they trust.



Although most British Columbians state they are following the rules and support restrictions, they still expect to see a COVID-19 spike two weeks after Christmas. BC residents may trust themselves to take COVID-19 precautions, but its likely they don't trust others.

COVID-19 Spike 2 Weeks after Christmas



Those that expect to see **any** spike are more likely to:

- Engage in a **video call** with their friends or family
- Participating in **fewer** holiday activities
- Agree with **implementing restrictions earlier** than Nov. 7th
- Support **more extreme COVID-19** restrictions

Q11. Two weeks after Christmas, how much of a COVID-19 spike do you expect to see due to those not following restrictions?

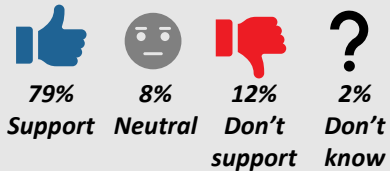
Base: British Columbian Residents (n=1001)



COVID-19 GOVERNMENT RESTRICTIONS

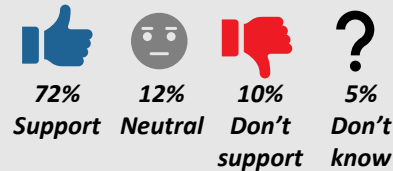
Not surprisingly, support for provincial health leaders, Dr. Bonnie Henry and Adrian Dix, are strong amongst British Columbians. BC residents are less supportive of Trudeau and Tam, potentially pointing to a lack of confidence in Federal actions regarding COVID-19.

Provincial Health Officer
Dr. Bonnie Henry



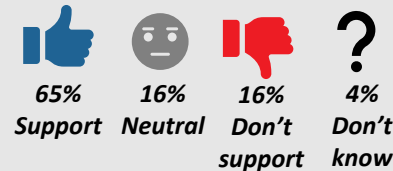
+67
(support – don't support)

Health Minister
Adrian Dix



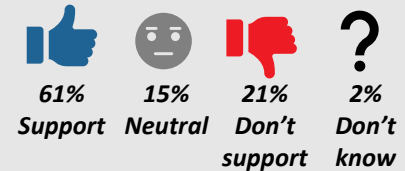
+62
(support – don't support)

Chief Public Health
Officer of Canada
Dr. Theresa Tam



+49
(support – don't support)

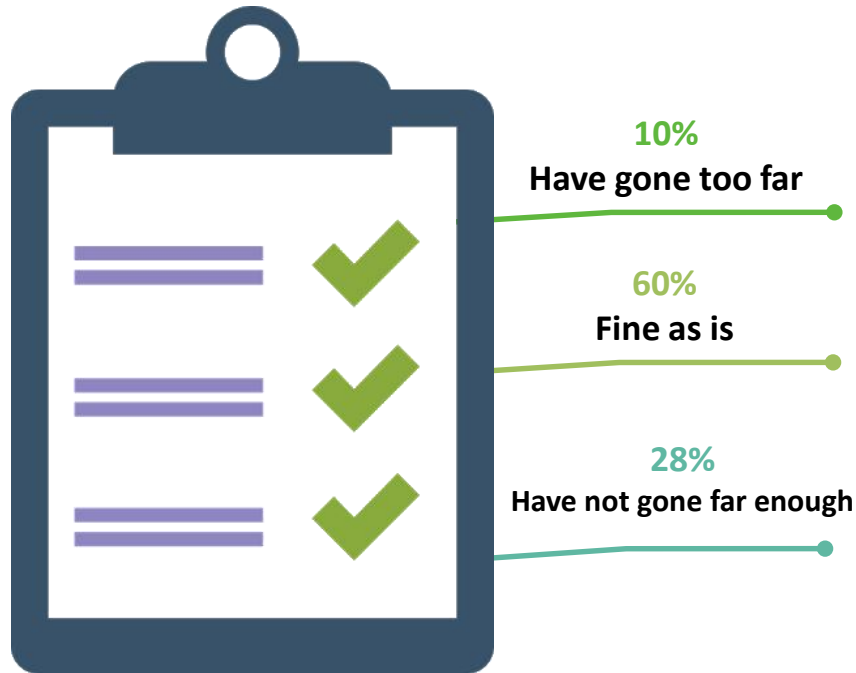
Prime Minister
Justin Trudeau



+40
(support – don't support)

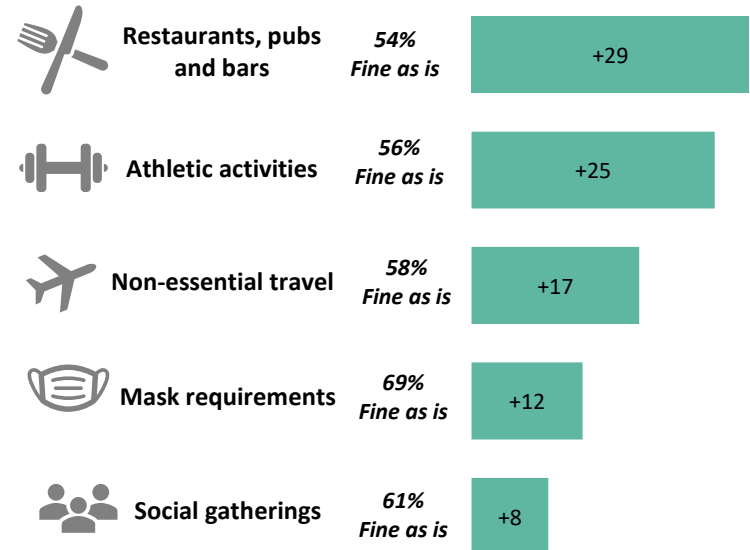
British Columbians mostly feel the restrictions are fine as is, however they also believe there is room to increase restrictions on restaurants, pubs and bars, along with athletic activities.

Have COVID-19 Restrictions gone too far?



Gap between have not gone far enough and gone too far

Have not gone far enough - Have gone too far



Q14: Recently, further restrictions have been put in place by the BC government. How do you feel about the following recent restrictions on each of these activities?
 Base: British Columbian Residents (n=1001)

British Columbians generally find the restrictions clear, however, those who find it unclear are not as supportive of implementing further restrictions to flatten the curve.



Clarity on COVID-19 Guidelines



63%
Clear



7%
Neutral



28%
Unclear



2%
Don't know

+35

(Clear-Unclear)

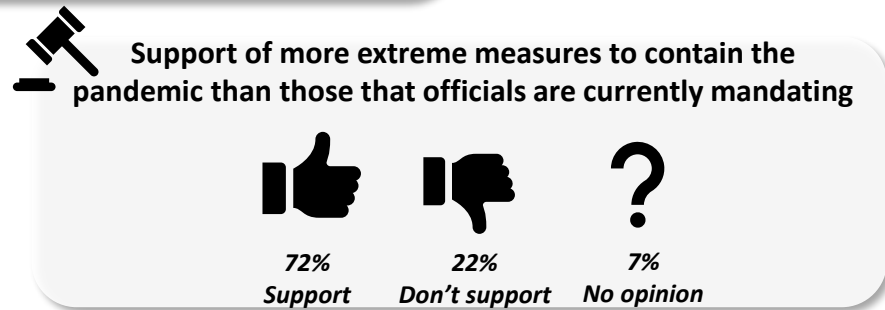
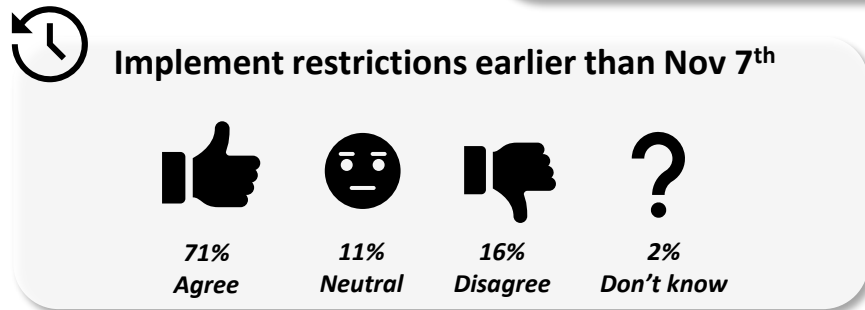
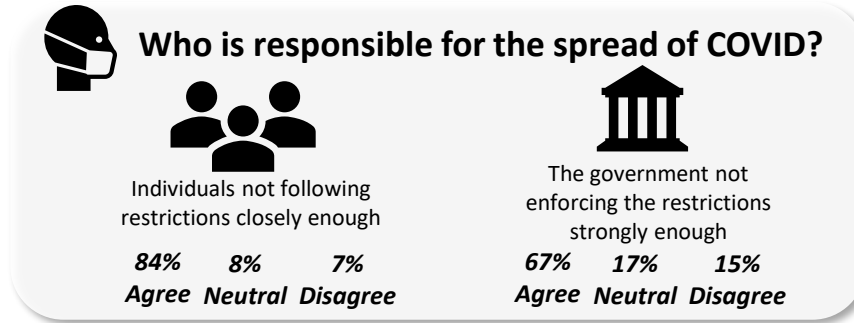
Those who find restrictions **clear** are more likely to:

- Agree with **implementing restrictions earlier** than Nov. 7th
- Support **more extreme COVID-19** restrictions

Those who find restrictions **unclear** are more likely to:

- Disagree with **implementing restrictions earlier** than Nov. 7th
- Not support **more extreme COVID-19** restrictions

Generally, British Columbians blame individuals more than the government for the spread of COVID-19, indicating a lack of confidence in the actions of others. Most are supportive of government taking action to flatten the curve, including implementing restrictions earlier and supporting more extreme measures to contain the pandemic.



Q15. How much do you agree or disagree that recent COVID-19 restrictions (No gathering with those outside of your household, no high-risk indoor group physical activities, etc) should have been implemented earlier than November 7th?

Q16. Would you support more extreme measures to contain the pandemic than those that officials are currently mandating?

Q17: How much do you agree or disagree that the following are responsible for COVID-19?

Base: British Columbian Residents (n=1001)



RESPONDENT PROFILE

RESPONDENT PROFILE

	Weighted
n=	1001
Gender	(%)
Male	48
Female	52
Age	
18 to 34	26
35 to 54	34
55 years of age or older	40
Region	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39
Status	
Single	27
Married / Common Law	60
Divorced / Widowed / Separated	13

	Weighted
n=	1001
Household Income	(%)
Less than \$40K	18
\$40K to less than \$80K	32
\$80K and over	40
Area	
Urban	47
Suburban	38
Rural	15
Don't know / Prefer not to answer	1
Education	
High school or less	21
College	27
University	52
Children in Household	
NET Yes	25
Yes: 12 years of age and OLDER ONLY	7
Yes: 12 years of age and older AND younger than 12 years old	5
Yes: YOUNGER than 12 years old ONLY	13
No children under 18 years old at all in the household	74
Prefer not to answer	1

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Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

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