

# Report

## Postmedia Survey

*Opinions on COVID rule breaking, the financial impact of COVID, support for leaders, and Dry January.*



**DATE** January 28, 2021

# Leger

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*We know Canadians*

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METHODOLOGY

METHODOLOGY

# Methodology



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



From January 20<sup>th</sup> to 25<sup>th</sup>, 2021.



1032 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 1032 respondents would have a margin of error of  $\pm 3.1\%$ , 19 times out of 20.



# KEY FINDINGS

## Key Findings



### Most British Columbians hold public figures to a higher standard when it comes to breaking COVID-19 rules

- 85% think public figures should be permanently or temporarily dismissed for violating COVID-19 rules, while 63% think they should have larger fines than the general public



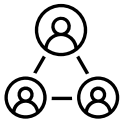
### When a COVID-19 rule is broken, BC residents feel the fine amount for both individuals and businesses should increase

- For individuals, 75% feel the fine amount should increase by an average of +45%
- For businesses, 79% feel the fine amount should increase by an average of +53%



### Half of British Columbians admit to not following the Public Health Order rules all of the time

- 85% follow mask requirements all of the time, but 53% only attend restaurants and bars with people from their household each time they visit. Mainly, BC'ers who broke the rules didn't think their infraction would put anyone at risk.



### However, British Columbians think they're doing better than others at following the rules. Four in ten (43%) would report others to the authorities if they witnessed someone breaking the rules

- Six in ten (61%) say their commitment to the current PHO rules is better than others.
- Mainly, British Columbians would report an in-person event or community-based gathering (76% mentioned) and if they saw someone not wearing their mask indoors (73%).

## Key Findings



### **Business owners have been hurt financially by the pandemic**

- Of the 17% of British Columbians who own or co-own a business, 44% say they are doing worse financially because of the pandemic. For those who don't own businesses, 24% say the business they work at is doing worse.



### **Support for both provincial and federal leaders is down since December, indicating British Columbians' lack of trust in leaders' decisions made surrounding COVID-19.**

- Support for provincial leaders, Dr. Bonnie Henry and Adrian Dix, is down by -6 and -7 points, respectively.
- Support for federal leaders, Justin Trudeau and Dr. Theresa Tam, is down by -4 and -1 point, respectively.



### **One in ten (13%) British Columbians over 19 are committing to a Dry January**

- Of those who commit to not drinking in January, 95% think they will be all or somewhat successful.
- Six in ten (57%) British Columbians admit to drinking the same amount December 2020 as previous months
- Moreover, 29% of BC residents admitted to drinking more due to the pandemic, and are also more likely to have committed to a Dry January.



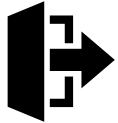
**PASSPORT**

# DETAILED RESULTS

Attitudes towards public figures breaking the rules



After witnessing public figures bend the rules over the holidays, most British Columbians feel they should be dismissed either temporarily or permanently. Moreover, BC'ers feel public figures in a position of trust should have larger fines than the general public for breaking COVID-19 rules.



**Dismissal of public figures for breaking COVID-19 rules**

85%

Yes

56%

29%

9%

Yes, they should be permanently dismissed

Yes, they should be temporarily dismissed

No, they should be able to keep their position

**Those who are more likely to think public figures should be dismissed permanently or temporarily:**

- Aged 55+
- Feel they have a better commitment to PHO rules than others
- Would report others for breaking the rules



**Larger fines for public figures breaking COVID-19 rules**

63%

34%

Yes, public figures should have larger fines than the general public

No, they should have the same fines as everyone else

**Those who are more likely to think fines should increase for public figures breaking COVID-19 rules:**

- Men
- Feel they have a better commitment to PHO rules than others
- Would report others for breaking the rules
- Have had expenses and savings negatively impacted by the pandemic

Q1. Given these public figures not following the rules, please provide your opinion on the following...

Note: Don't know is not displayed

Base: British Columbians (n=1032)



# DETAILED RESULTS

Attitudes towards fines/rule breaking

Around half of British Columbians feel the fine of both \$230 and \$2300 are not high enough, however, when it comes to fines surrounding restaurants, residents feel they could be a little bit lower. Conversely, residents feel fines are not high enough for those attending or hosting non-compliant events.

## \$230 fine


## \$2300 fine

**51%** Not high enough      **32%** Fine as is      **13%** Too high


**45%** Not high enough      **35%** Fine as is      **15%** Too high

Difference  
(Not high enough – Too high)


Difference  
(Not high enough – Too high)

 Attending a non-compliant event or encouraging others to attend


**54%**

 Owners, operators and event organizers who host an event or gathering


**47%**

 Being a passenger on a party bus or limousine


**43%**

 People who operate a retail business or episodic market that is prohibited by the PHO


**26%**

 Refusing to wear a mask in a public indoor setting

**42%**

 At a restaurant or bar, consuming alcohol past 11pm.

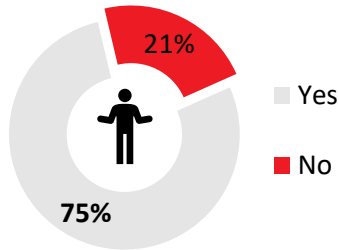
**17%**

 For restaurants and bars, liquor is served outside the hours of 11:00 am to 10:00 pm, or does not close by 11:00pm.

**18%**

Most British Columbians feel the fine amount should increase for both individuals and businesses when they violate COVID-19 rules, indicating a fixed fine amount is not seen as enough to ensure the public rules are being followed.

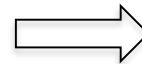
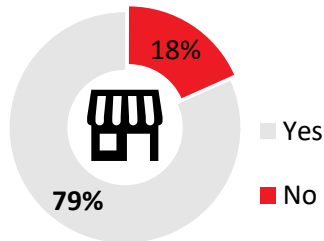
Fine amount increases when **individuals** break COVID-19 rules



Average percentage increase when **individuals** break COVID-19 rules

**+45%**  
(n=782)

Fine amount increases when **businesses** break COVID-19 rules



Average percentage increase when **businesses** break COVID-19 rules

**+53%**  
(n=818)

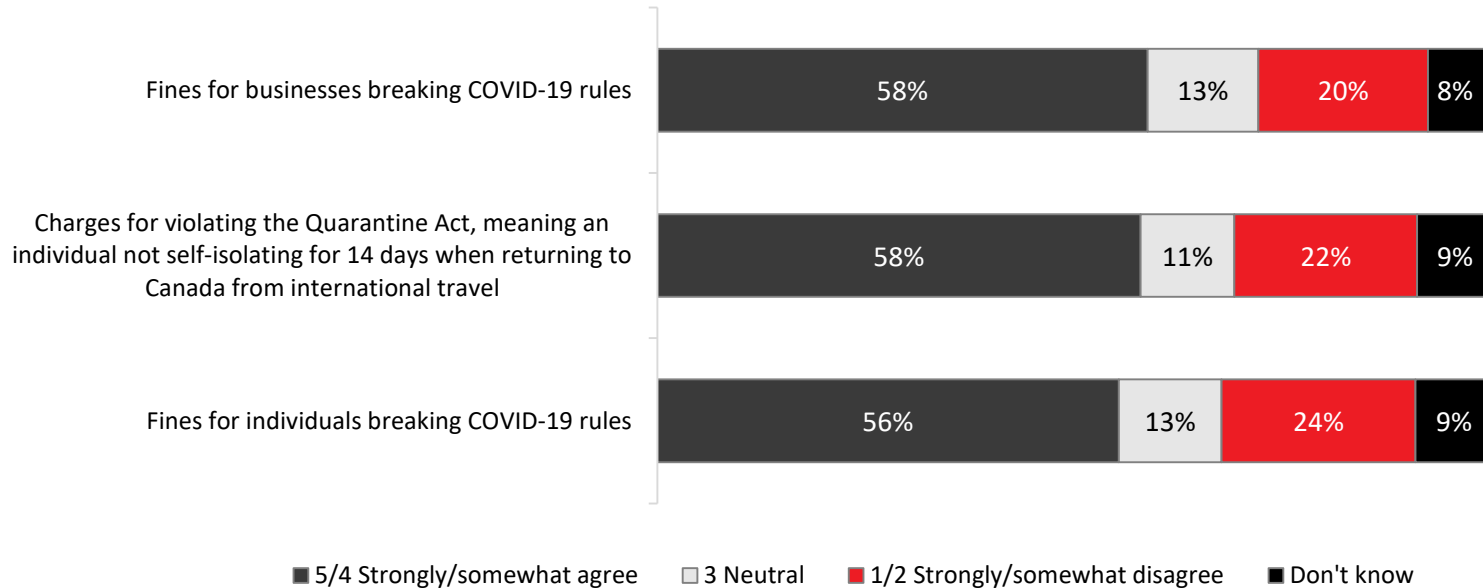
Q4. Should the fine amount increase each time when.... Base: British Columbians (n=1032)

Q4a. By what percentage should the fine increase each time a rule is broken? Base: British Columbians who think the fine should increase for either businesses or individuals

Note: Don't know is not displayed

# Six in ten British Columbians agree the consequences are consistent when it comes to fining both individuals and businesses, along with charges for violating the Quarantine Act.

Agreement with consistency of COVID-19 rule breaking consequences



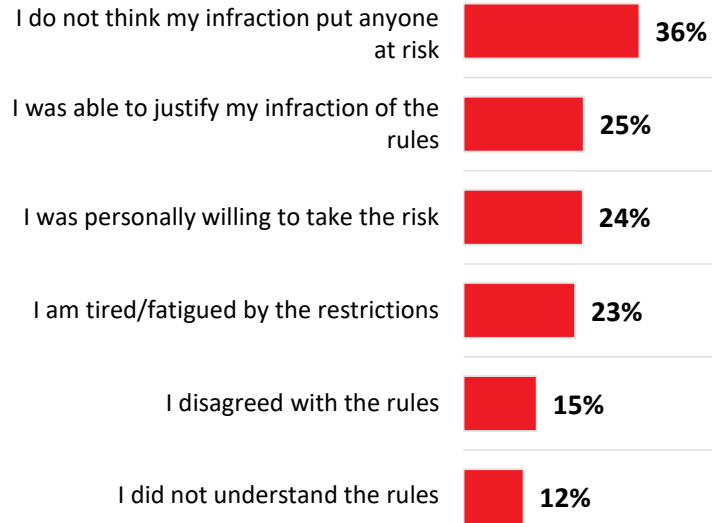
Half of British Columbians do not follow the Public Health Order rules all of the time, with their main reason being they do not think their infraction will put anyone at risk.



**50%**

of British Columbians **do not follow COVID-19 rules all of the time**  
(Most/Some/Never)

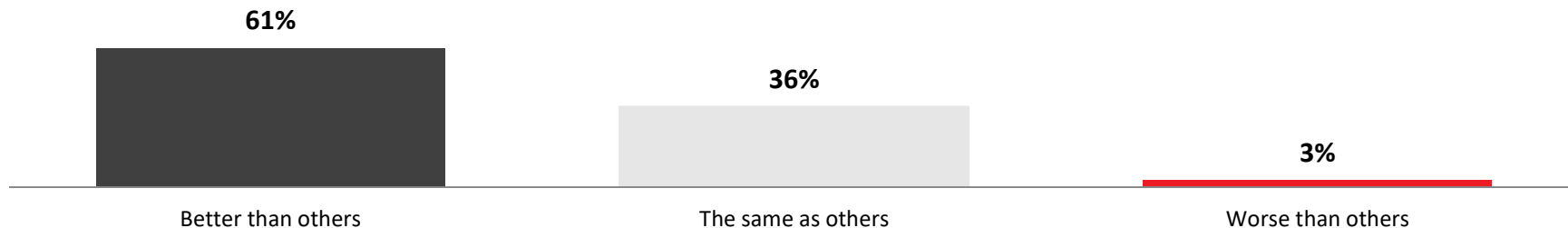
**Reasons for not following rules**



**While most admit to wearing their masks indoors all of the time, more are willing to bend the rules when it comes to attending restaurants and bars with only their household.**

	All of the time	Most of the time	Some of the time	Never
Mask requirements for everyone in public indoor settings	85%	7%	4%	2%
In-person events and community-based gatherings are suspended (excluding exempted events)	73%	6%	5%	3%
No social gatherings of any size at your residence with anyone other than your household or core bubble	72%	15%	7%	4%
Non-essential travel should be avoided	69%	17%	6%	3%
Limited attendance at retail locations	67%	20%	7%	3%
Restrictions for group exercise	62%	6%	6%	3%
Restrictions for adult and youth indoor and outdoor team sports (including travel, spectators etc)	58%	8%	4%	3%
Only attend restaurants and bars with people from my household	53%	15%	7%	6%
<b>Average number of rules followed:</b>	<b>Mean - 5</b>	<b>Mean - 1</b>	<b>Mean - &lt;1</b>	<b>Mean - &lt;1</b>

# Six in ten British Columbians feel they are doing better than others when it comes to following COVID-19 rules.



	TOTAL	AGE			REPORT OTHERS WHO DO NOT FOLLOW COVID RULES	
		18-34	35-54	55+	YES	NO
<b>n=</b>	<b>1032</b>	<b>272</b>	<b>339</b>	<b>421</b>	<b>440</b>	<b>282</b>
<b>Better than others</b>	61%	66%	54%	64%	75%	40%
<b>Same as others</b>	36%	31%	41%	34%	23%	51%
<b>Worse than others</b>	3%	3%	4%	2%	1%	8%

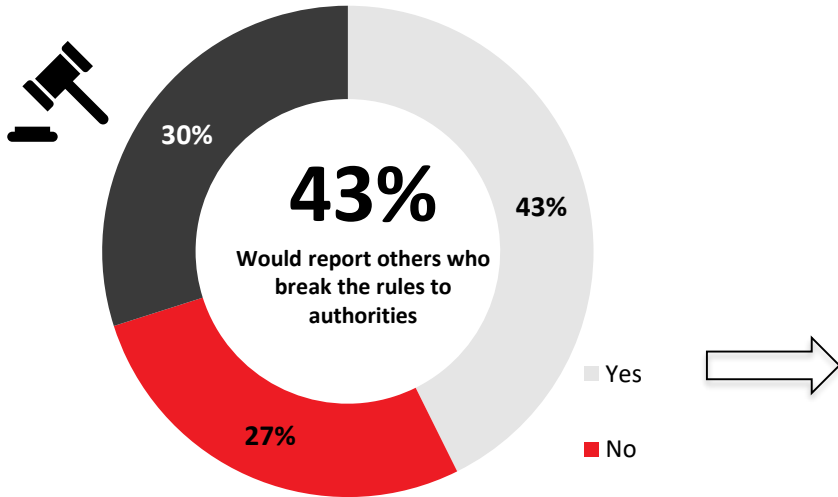
Numbers in green are significantly higher

Q8. Compared to others I know, I would rate my commitment to the current public health order rules as:

Base: British Columbians (n=1032)



**Four in ten British Columbians are willing to report others who break the rules, especially if they witness a prohibited gathering or someone not wearing their mask indoors.**

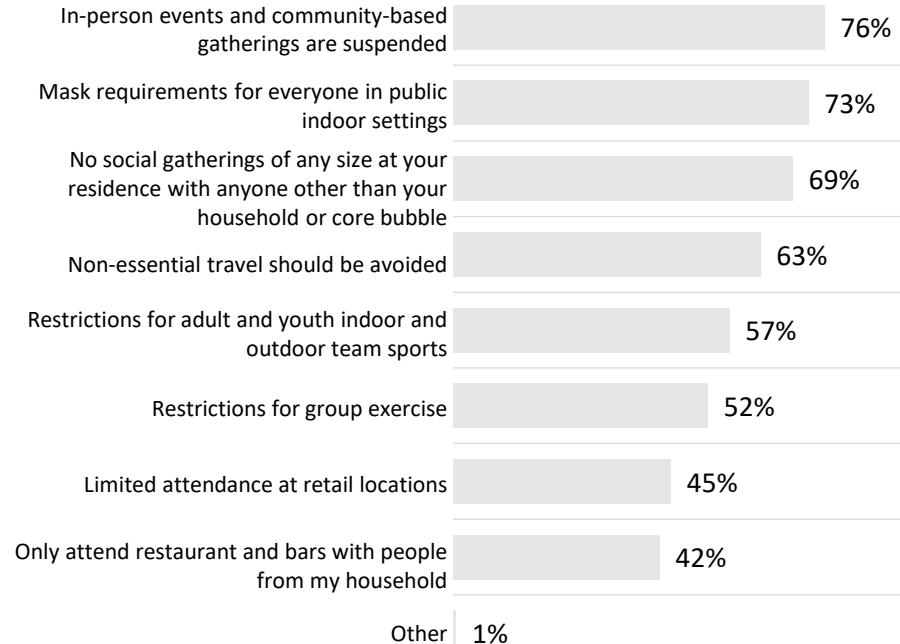


**Those who are more likely to report others who break the rules to authorities:**

- Think their commitment to current PHO rules is better than others
- Had their savings impacted positively by the pandemic



**Rules willing to report if witnessed being broken**





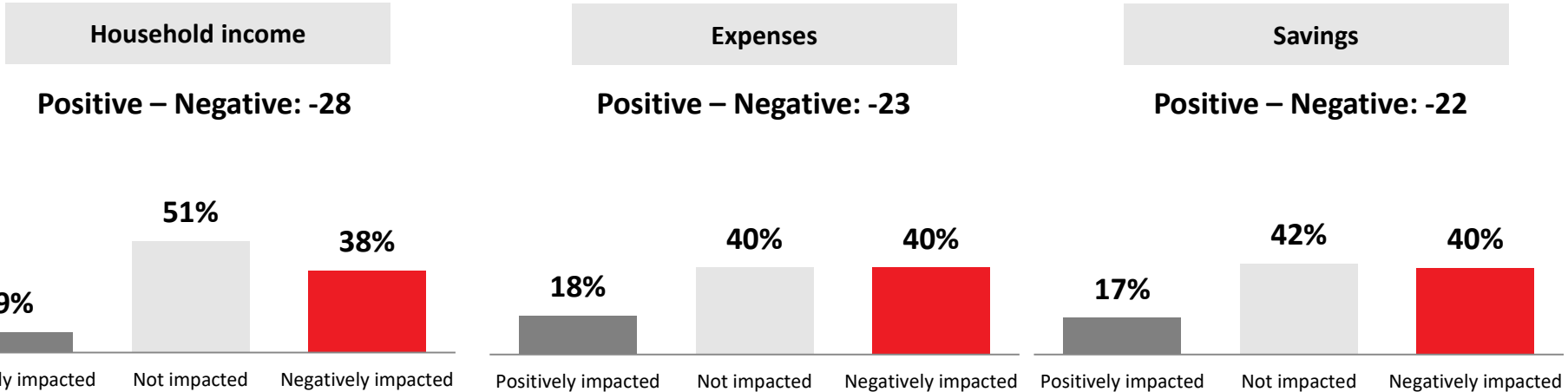
# DETAILED RESULTS

Financial implications

# Four in ten British Columbians had their household income, savings, and expenses negatively impacted by the pandemic, pointing to the loss of jobs in BC.



## Financial situation due to COVID-19



Positive – Negative: -28

Positive – Negative: -23

Positive – Negative: -22



**British Columbians under 55 are more likely to have their financial situation negatively impacted due to COVID-19 in some way**

Q11. Given the COVID-19 pandemic, how would you rate your financial situation in regards to:

Base: British Columbians (n=1032)

Note: Don't know not displayed

**BC Business owners feel their business is doing worse financially because of the pandemic, whereas employees also feel their company is doing worse, but not by as much.**

**17%** of British Columbians own or co-own a business



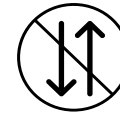
**Financial Impact of COVID-19 on Businesses**

**Business Owners  
(n=178)**

**Better – Worse: -33**



**11%** Better



**43%** Same



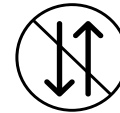
**44%** Worse

**Non-business owners  
(n=854)**

**Better – Worse: -18**



**7%** Better



**25%** Same



**24%** Worse



**39%** Do not work





Qown. Do you own or co-own a business?  
 Q12. How do you think the business you work at/own is doing financially as a result of the pandemic?  
 Base: British Columbians (n=1032)  
 Note: Don't know not displayed



# DETAILED RESULTS

Support for leaders

The support for both provincial leaders and federal leaders has gone down since December, pointing to a lack of trust regarding their COVID-19 decisions.

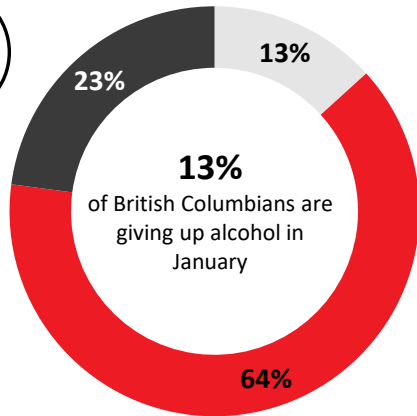
	Jan. 2021	Dec. 2020	Pt. +/-
<b>n=</b>	<b>1032</b>	<b>1001</b>	
 <b>Provincial Health Officer, Dr. Bonnie Henry</b>			
<b>Support - Don't Support</b>	<b>+61</b>	<b>+67</b>	<b>-6</b>
Total Support	75%	79%	
Total Don't Support	14%	12%	
 <b>Health Minister, Adrian Dix</b>			
<b>Support - Don't Support</b>	<b>+55</b>	<b>+62</b>	<b>-7</b>
Total Support	67%	72%	
Total Don't Support	12%	10%	
 <b>Chief Public Health Officer of Canada, Dr. Theresa Tam</b>			
<b>Support - Don't Support</b>	<b>+48</b>	<b>+49</b>	<b>-1</b>
Total Support	63%	65%	
Total Don't Support	16%	16%	
 <b>Prime Minister, Justin Trudeau</b>			
<b>Support - Don't Support</b>	<b>+36</b>	<b>+40</b>	<b>-4</b>
Total Support	59%	61%	
Total Don't Support	22%	21%	



# DETAILED RESULTS

Dry January

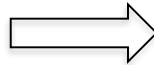
One in ten British Columbians are participating in Dry January, meaning they'll give up alcohol for the month. Of those participating, almost all feel they will be successful or mostly successful.



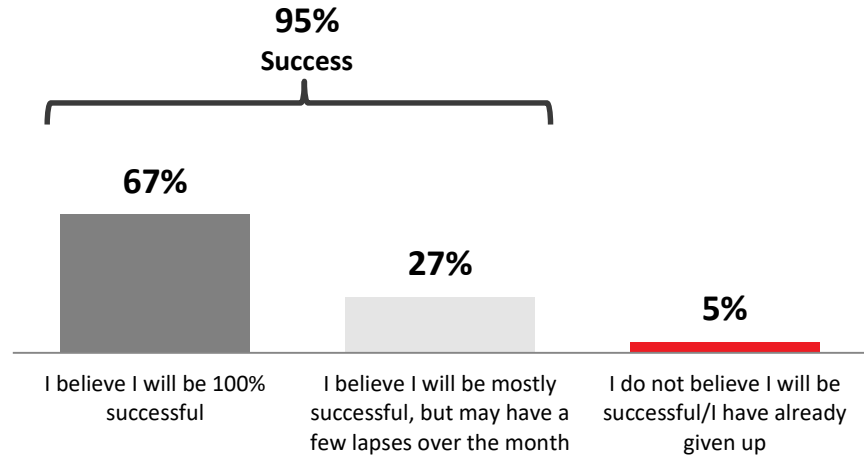
■ Yes ■ No ■ I do not drink

**Those who are more likely to participate in Dry January:**

- Ages 19-34
- Women
- Children in household
- Consumed much more alcohol as a result of the pandemic



**Success in sticking to Dry Jan. commitment**



Q14. Dry January is defined as a month in which one refrains from drinking any alcohol as a personal challenge. At the beginning of January, did you commit to personally participate in a Dry January challenge where you will forgo drinking alcohol for the month of January? Base: British Columbians over 19 (n=1011)

Q15. How successful do you think you will be sticking to your commitment to not drink alcohol in January? Base: British Columbians over 19 who committed to Dry January (n=133)



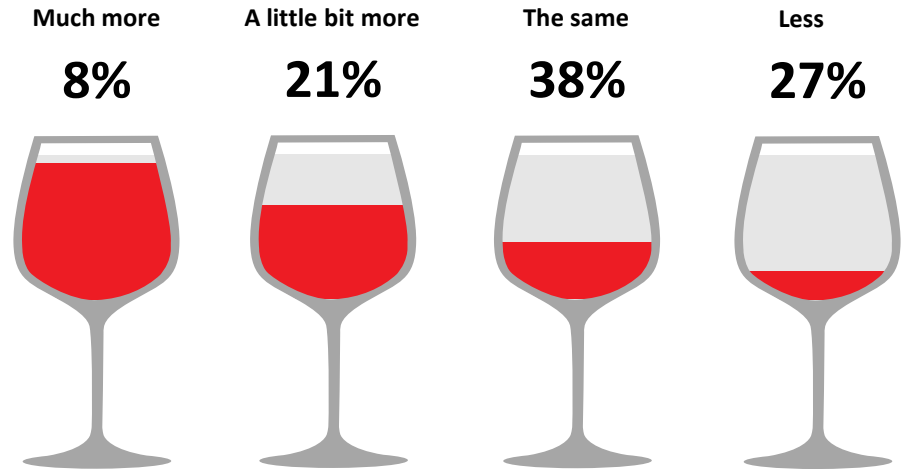
In December, six in ten British Columbians say they consumed the same amount of alcohol as other months. However, due to the pandemic, alcohol consumption is up for 29% of British Columbians, meaning BC residents are drinking slightly more than they normally would in months outside of December.



Alcohol consumed in December 2020



On average, change in consumption of alcohol due to the pandemic



Those who are more likely to consume more alcohol due to the pandemic:

- Had expenses negatively impacted by the pandemic
- Ages under 55
- Business owners
- Consumed more alcohol in December 2020
- Participate in Dry January
- Children in household

Q16. Thinking about the amount of alcohol you consumed in December 2020, would you say it was:

Q17. On average, do you generally consume more alcohol as a result of the pandemic?

Note: I do not drink not displayed

Base: British Columbians over 19 who said selected yes or no at Q14 (n=779)



RESPONDENT PROFILE

# RESPONDENT PROFILE

	Weighted
n=	1032
<b>Gender</b>	(%)
Male	48
Female	52
<b>Age</b>	
18 to 34	27
35 to 54	33
55 years of age or older	40
<b>Region</b>	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39
<b>Status</b>	
Single	29
Married/Common Law	57
Divorced/Widowed/Separated	13
Prefer not to answer	1

	Weighted
n=	1032
<b>Household Income</b>	(%)
Less than \$40K	18
\$40K to less than \$80K	33
\$80K and over	39
Prefer not to answer	11
<b>Area</b>	
Urban	42
Suburban	43
Rural	14
Prefer not to answer / Don't know	1
<b>Education</b>	
High school or less	23
College	27
University	50
Prefer not to answer	1
<b>Kids in Household</b>	
Yes	25
No	73
Prefer not to answer	2

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