

Report

Postmedia Study – March 2021

Reflecting on a year living in COVID-19 –
What we wish happened, our experiences
with arts and sports, and opinions towards
government action.



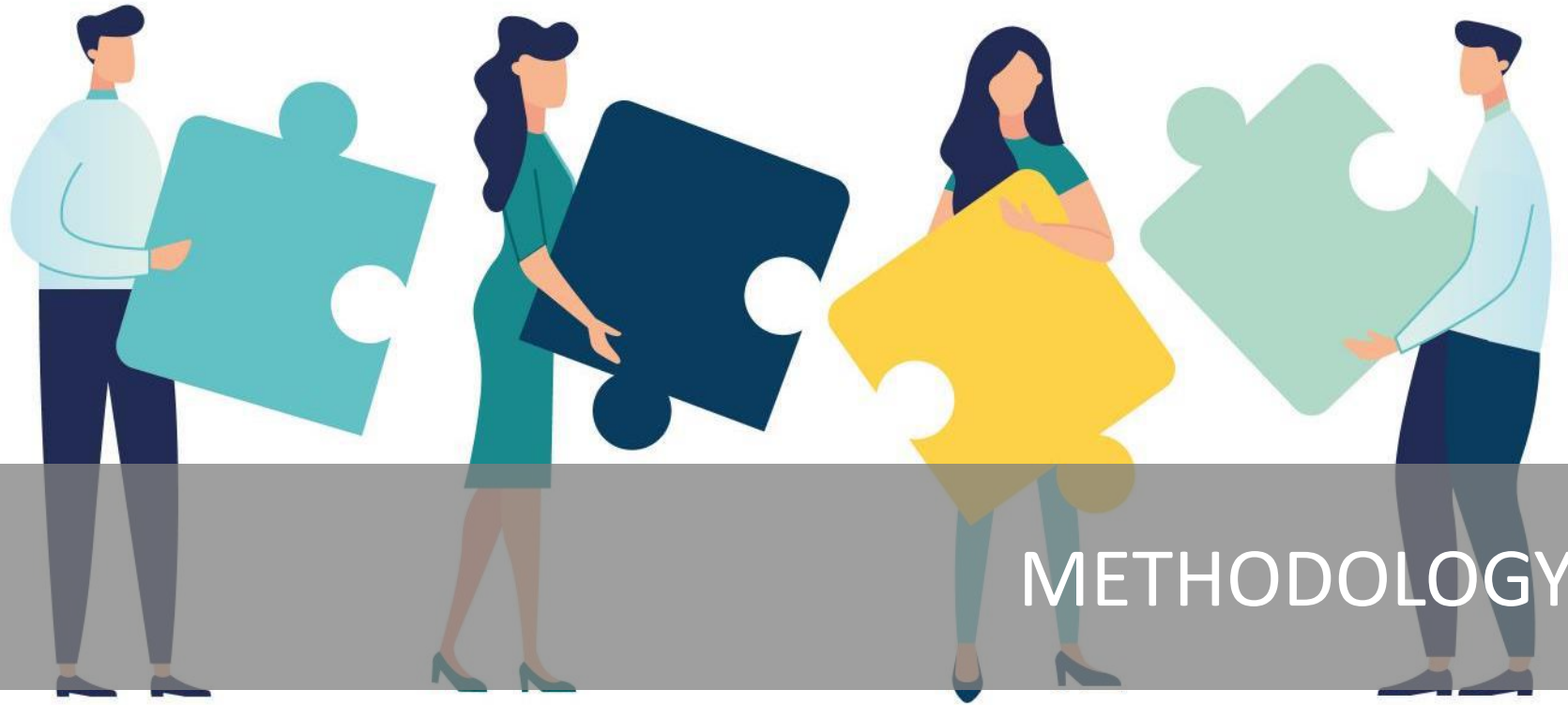
DATE March 2021

Leger

We know Canadians

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METHODOLOGY

Methodology



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



From March 3 to 8, 2021



1002 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.



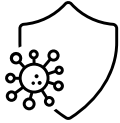
No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1002 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.

Note: Since data presented in this report is rounded, the sums in graphs and tables (based on actual figures before rounding) may not match the manual addition of rounded numbers.



Key Findings

Key findings



British Columbians are more concerned about the threat of COVID-19 now than in February 2020

Over half (56% vs 28% in Feb 2020) of British Columbians are very/extremely concerned by the threat posed to Canada, and fewer than half of British Columbians are very/extremely concerned by the threat posed to their community (48% vs 28% in Feb 2020) by COVID-19.



Taking care of children has become more difficult for those at home

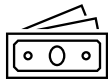
Three-quarters (73% vs 53% in March 2020) of those with school aged children at home find it difficult to also work or study from home.

Three-quarters (74% vs 59% in March 2020) of those who need to support children's learning at home find it difficult.



British Columbians are missing social connections

There was an 8-point increase in those feeling increased feelings of depression, anxiety, loneliness or isolation (42% vs 34% in March 2020), and a 14-point decrease in making positive connections with friends and family outside their own household (27% vs 41% in March 2020).



Not as many residents have experienced a drop in income for some compared to when the pandemic first started

Fewer British Columbians say they have experienced a significant drop in income now, compared to the beginning of the pandemic (40% experienced a drop in March 2020, 29% in 2021).



Bc'ers are feeling fatigue and burnt out by the pandemic

Six in ten (61%) report feeling a fatigue or burnt out from living in the COVID-19 pandemic, especially amongst younger residents, women, those with children, and those who experienced a significant drop in their household income.

Key findings



Residents wished the government would have enforced and had stricter restrictions during the pandemic

Thinking back to the start of the pandemic, six in ten British Columbians wished the government enforced restrictions more (64%), and had stricter restrictions (59%).



Residents wished they were healthier during the pandemic

Half (53%) feel they could have improved their physical health by exercising or eating healthier during the pandemic.



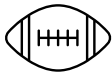
Looking towards the end of the pandemic, British Columbians want to see their friends and family, and travel

British Columbians are most looking forward to seeing or hugging their friends and family again (66%), and travelling (65%).



The pandemic allowed us to discover new films or music, and experience it differently

Almost half discovered new movies and music (46%), and one-quarter (24%) experienced a virtual concert.




The experience of watching sports is different for some now

Half (47%) of British Columbians find the experience of watching live sports different during the pandemic, while two in ten (19%) experienced no change.



Support stable for Henry, up for Tam, and down for Dix and Trudeau.

Support for Dr. Bonnie Henry remains stable, while increasing for Dr. Theresa Tam by +4 points. Both Adrian Dix and Justin Trudeau saw a decline in their support, by -5 and -3 points, respectively.

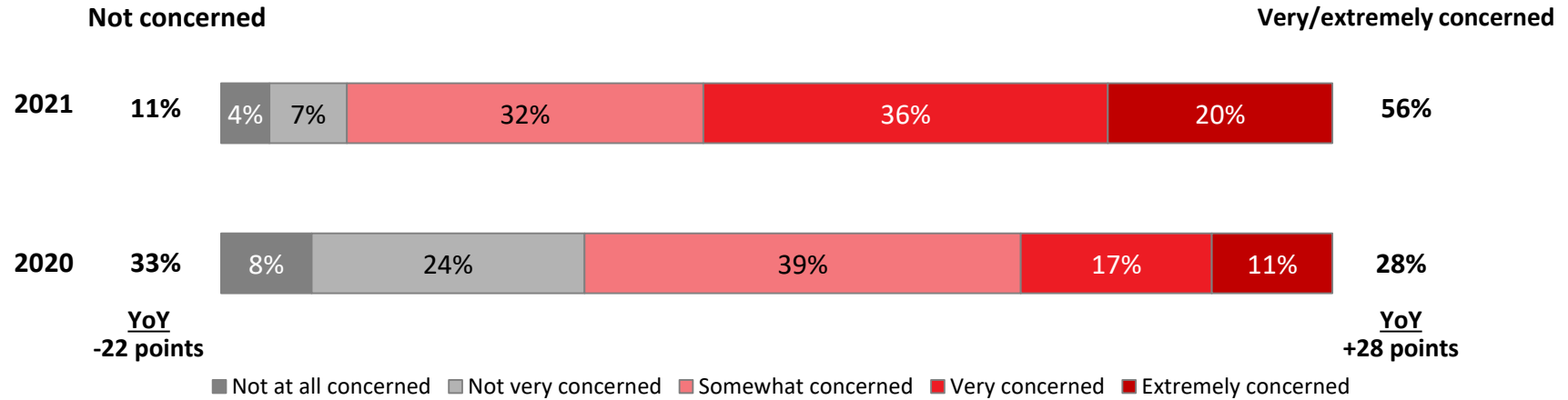
A close-up photograph of a calendar with a pink sticky note and a white face mask. The calendar pages are slightly overlapping and tilted. The sticky note is rectangular and has the text 'COVID-19' written on it in black marker. The face mask is white with a pleated front and white elastic ear loops. The background shows various dates on the calendar, including 20, 21, 22, 23, 24, 27, 28, 29, 30, 31, 1, 2, 7, 18, and 19.

COVID-19

Detailed Findings

COVID-19 Feelings compared to 2020

In 2021, more than half of British Columbians are very/extremely concerned by the threat posed to **Canada** by COVID-19, which is notably higher than three in ten in February 2020.

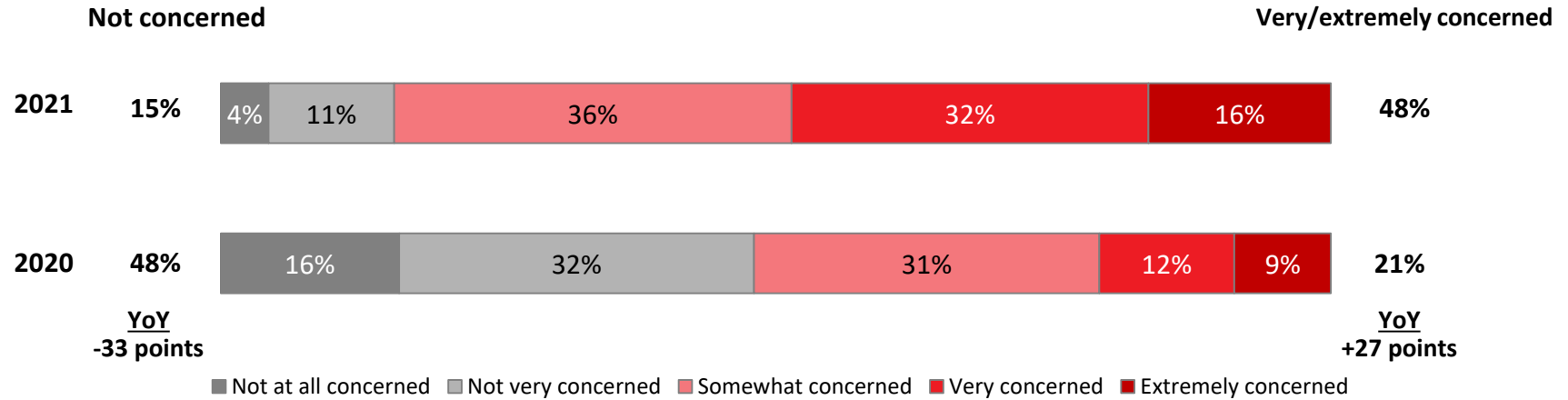


Q1. Taking everything into account, the threat posed to Canada by COVID-19?

Note: Don't know is not displayed

Base: British Columbians – 2021 (n=1002); Feb 2020 (n=1001)

In 2021, slightly fewer than half of British Columbians are very/extremely concerned by the threat posed to **their community** by COVID-19. When COVID-19 was gaining traction in February 2020, only two in ten felt very/extremely concerned.



Q1. Taking everything into account, the threat posed to your community by COVID-19?

Note: Don't know is not displayed

Base: British Columbians – 2021 (n=1002); Feb 2020 (n=1001)

Almost all British Columbians indicate they were wearing a mask to reduce the risk posed by COVID-19 in 2021, whereas only one in ten were wearing a mask in February 2020. British Columbians are taking many more precautions now, aside from washing hands and cleaning surfaces, which remained relatively stable year over year.



Taking precautions to reduce risk posed by COVID-19:

March 2021: **98%**
February 2020: **34%***

	March 2021 (n=1002)	Feb 2020 (n=356)	+/-
Wearing a mask	93%	10%	+83
Washing hands more often with soap and water	87%	84%	+3
Using alcohol-based hand sanitizers more often	76%	46%	+30
Avoiding people who are more likely to have come in contact with COVID-19	70%	47%	+23
Cleaning and disinfecting frequently touched surfaces and objects more often	62%	53%	+9
Avoiding transit	61%	26%	+35
Getting vaccinated against COVID-19	56%	4%	+52
Using more natural remedies/precautions like essential oils, herbal remedies or other natural remedies	14%	14%	n/c

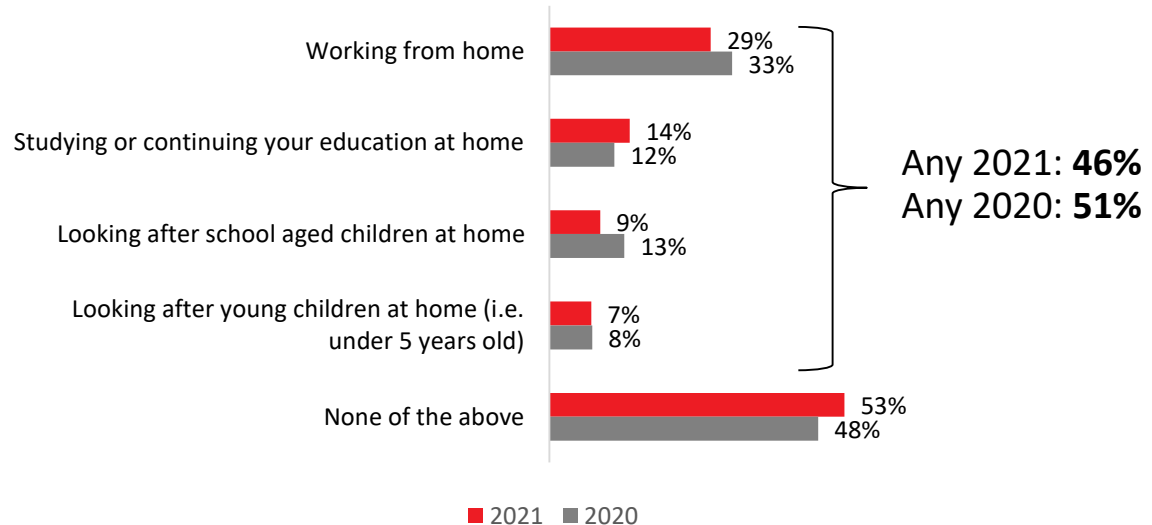
Q2: Which of the following precautions are you specifically taking to reduce the potential risk posed by COVID-19 to you?

Note: Don't know and responses less than 14% are not displayed

*Note: This was asked "Are you personally taking any precautions specifically to reduce the potential risk posed by the coronavirus to you or your immediate family?" in 2020

Base: British Columbians – 2021 (n=1002); Feb 2020 (n=1001)

Compared to March 2020, similar proportions are spending time at home either working/studying or looking after children. Three in ten British Columbians are working from home, while 14% are studying from home. One in ten are looking after school aged children at home, and 7% are looking after young children.

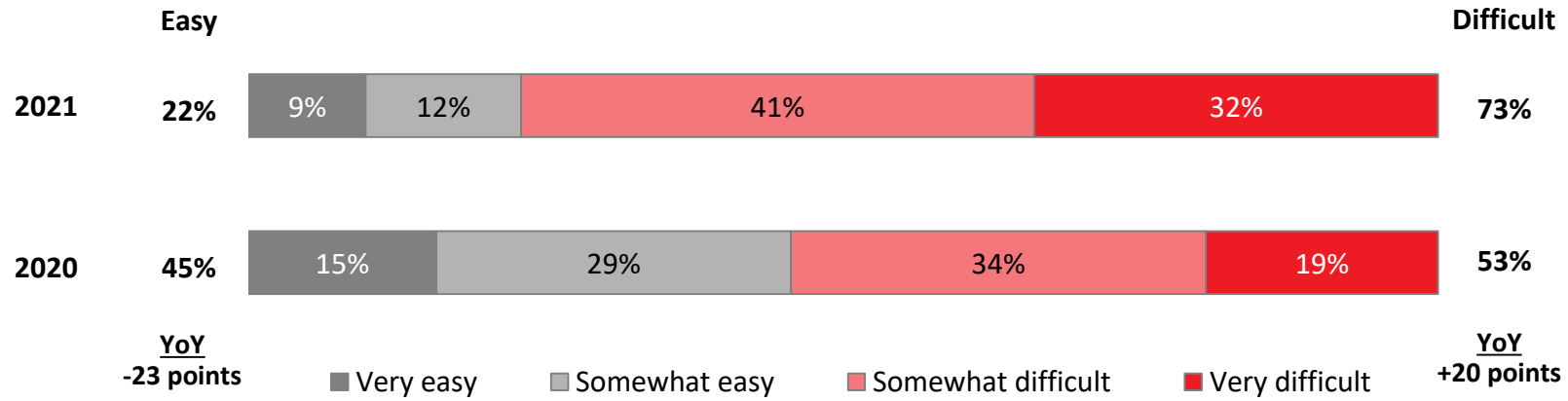


Q3. During the crisis, most people are spending more time at home are you also ...

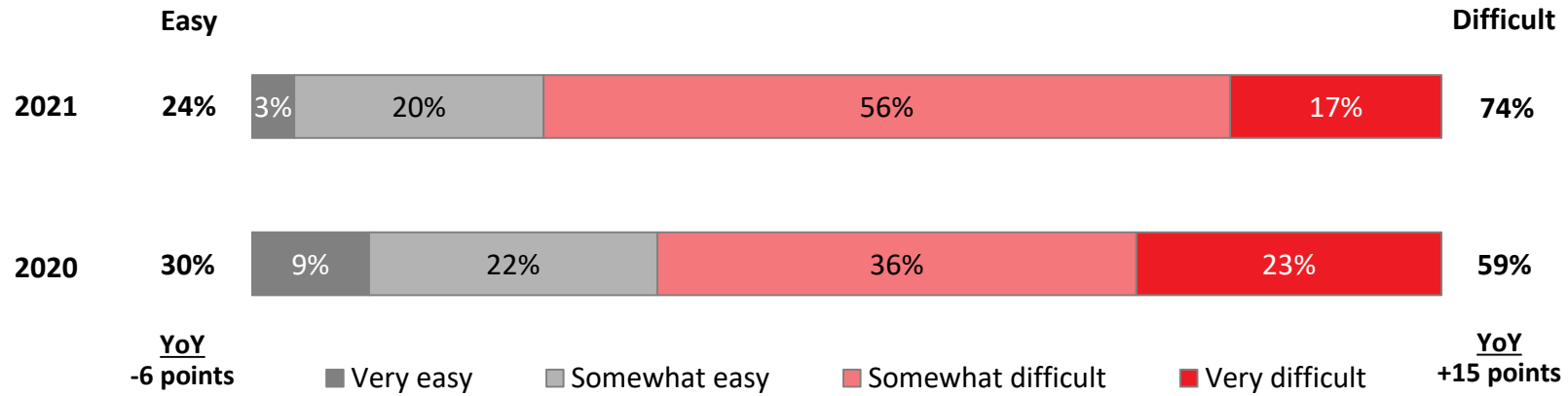
Note: Don't know is not displayed

Base: British Columbians – 2021 (n=1002); March 2020 (n=600)

Three-quarters of those with school aged children at home find it difficult to work or study. Compared to the beginning of the pandemic in March, more British Columbians are finding it difficult to work or study with children at home.

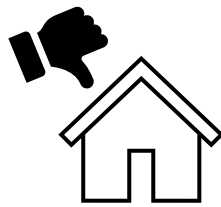
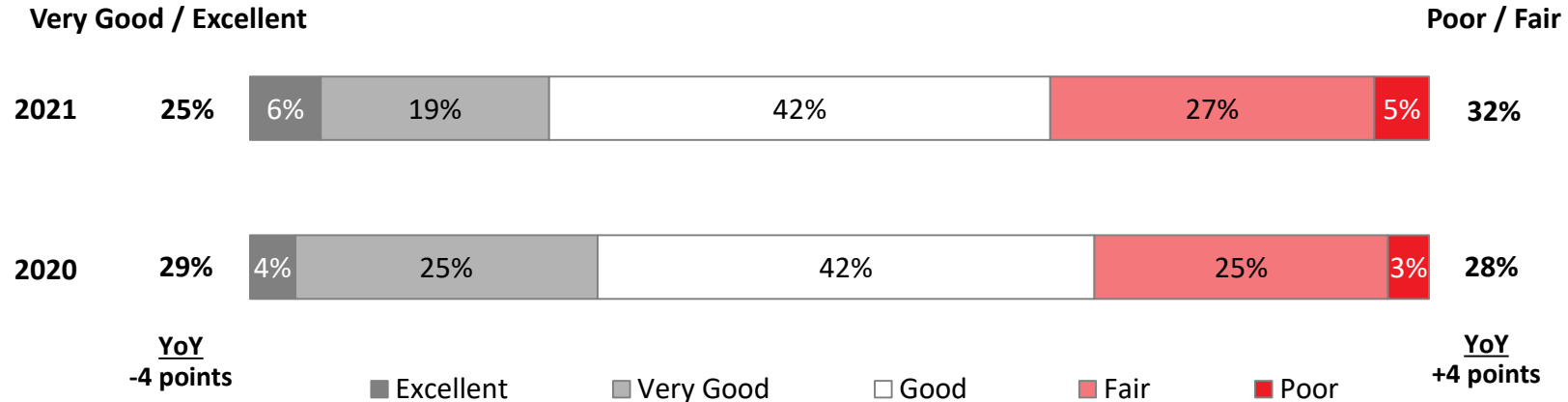


For those who need to support children’s learning at home, three-quarters find it difficult, which is higher than at the start of the pandemic.



Q5. How easy or difficult are you finding it to continue to support their learning while the children are at home?
 Base: British Columbians all with school aged children at home– 2021 (n=98); March 2020 (n=78)

One-third would rate their household mood as poor/fair, and one-quarter as excellent. Household mood is relatively stable with March 2020, however slightly more rate their mood as fair/poor.



Those who are more likely to rate their household mood as fair/poor:

- Experienced a significant drop in HH income
- Are experiencing COVID fatigue
- Younger (under 55)
- Live in Greater Vancouver

Q6. Taking everything into account, how would you describe the mood of your household?
 Note: Don't know is not displayed
 Base: British Columbians – 2021 (n=1002); March 2020 (n=600)

As a result of social distancing, close to two-thirds of British Columbians are continuing to spend more time online. However, compared to March 2020, BC'ers are now feeling more increased feelings of depression/anxiety/loneliness/isolation, and gaining weight. Moreover, residents are not making as many positive connections with friends and family members outside their household, or staying connected with important social or professional relationships.

	March 2021 (n=1002)	March 2020 (n=600)	+/-
Spending more time online	64%	66%	-2
Watching TV, including news channels	56%	63%	-6
Spending more time on social media	42%	45%	-3
Increased feelings of depression, anxiety, loneliness or isolation	42%	34%	8
Exercising less	38%	39%	-1
Changing your perspective about what is truly important	38%	40%	-2
Gaining weight	38%	23%	15
Eating more	36%	34%	2
Disruptions in your sleep patterns	35%	29%	6
Reading more	35%	32%	3
Making positive connections with friends and family who aren't living with you	27%	41%	-14
Increased tension, disagreements or fighting with family members	20%	14%	5
Learning a new skill	19%	11%	8
Consuming more alcohol, tobacco or drugs than you normally would	18%	12%	6
Making positive connections with immediate family who are living with you	18%	21%	-3
Staying connected with important social or professional relationships	18%	26%	-8
Losing weight	10%	8%	2

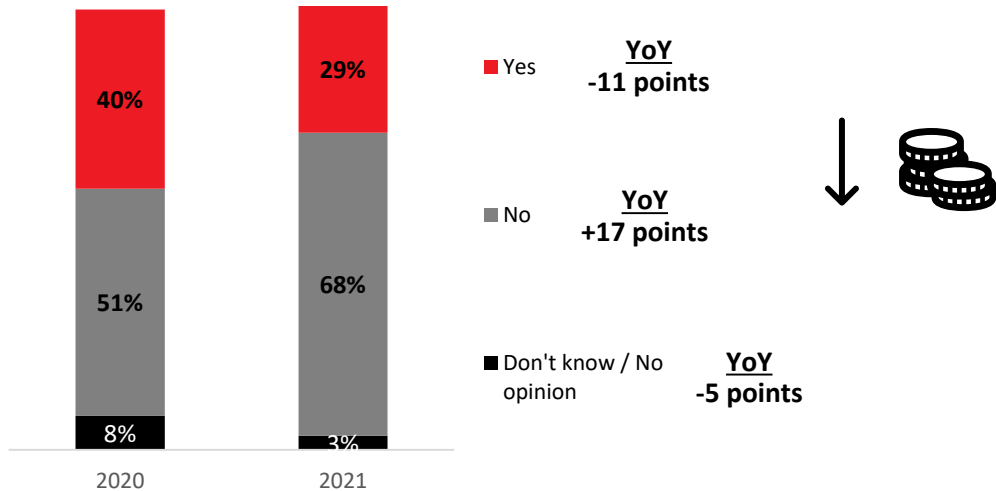
Q6. As a result of these social distancing activities, which of the following changes in attitude or behaviour are you personally experiencing?

Note: Responses 10% and less not displayed

Base: British Columbians – 2021 (n=1002); March 2020 (n=600)

Fewer British Columbians say they have experienced a significant drop in income now, compared to the beginning of the pandemic (40% in March 2020, 29% in 2021).

Experienced a significant drop in household income



Those who are more likely to have experienced a significant drop in household income:

- Have a poor/fair household mood
- Experience COVID fatigue
- Don't support provincial or federal leaders
- Have a HH income of <\$40k
- Have children in HH
- Ages under 55



Detailed Findings
Reflecting on 2021

Six in ten British Columbians are feeling fatigue or burnt out from their experience living in the COVID-19 pandemic, especially younger residents, women, those with children, and those who experienced a significant drop in their household income.



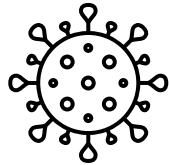
	TOTAL	AGE			GENDER		CHILDREN IN HH		DROP IN HH INCOME	
		18-34	35-54	55+	MALE	FEMALE	YES	NO	YES	NO
n=	1002	251	369	382	489	513	250	743	290	681
Yes	61%	73%	64%	52%	57%	66%	70%	59%	75%	55%
No	39%	27%	36%	48%	43%	34%	30%	41%	25%	45%

Green indicates significantly higher than others in subgroup

Q11. Are you currently feeling fatigue or burnt out from your experience living in the COVID-19 pandemic?

Base: British Columbians (n=1002)

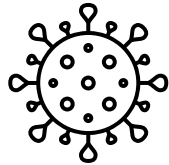
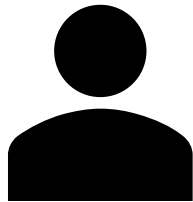
Thinking back to the start of the pandemic, six in ten British Columbians wished the government enforced restrictions more, and had stricter restrictions.



Things British Columbians wish **the government did differently** during the pandemic

ANY	91%
Enforced restrictions more	64%
Had stricter restrictions	59%
Was more aggressive about ensuring vaccine doses for BC	50%
FINANCIAL SUPPORT	49%
Provided more financial support to individuals	35%
Provided more financial support to businesses	25%
Communicated more with the public regarding COVID-19 information	31%
Had looser restrictions	8%
None of the above	9%

Half feel they could have improved their physical health by exercising or eating healthier during the pandemic. Moreover, three in ten wish they saved more money, and one quarter felt they should have reached out to more friends and family.

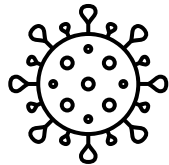


Things British Columbians wish **they did differently** during the pandemic contd.

ANY	85%
IMPROVED PHYSICAL HEALTH	53%
Exercised more	41%
Ate healthier	28%
Saved more money	28%
Reached out to more friends and family	24%
Learned a new skill	21%
Had a better sleep schedule	20%
Read more	17%
Spent less time on social media	16%
Spent less money on online shopping (including Amazon)	13%
Supported more local businesses	13%
LESS SUBSTANCE USE	10%
Drank less alcohol	9%
Consumed less cannabis	1%
Got help to deal with my mental health	8%
CHANGE IN LIVING	7%
Moved into a different home	3%
Stopped living alone	3%
Began living alone	1%
Did not watch as much Netflix or other streaming services	7%
None of the above	15%

With vaccines starting to roll out, many are looking forward to the end of the pandemic. British Columbians are most looking forward to seeing their friends and family again, and travelling.

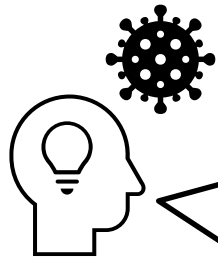
Activities British Columbians are looking forward to at the end of the pandemic



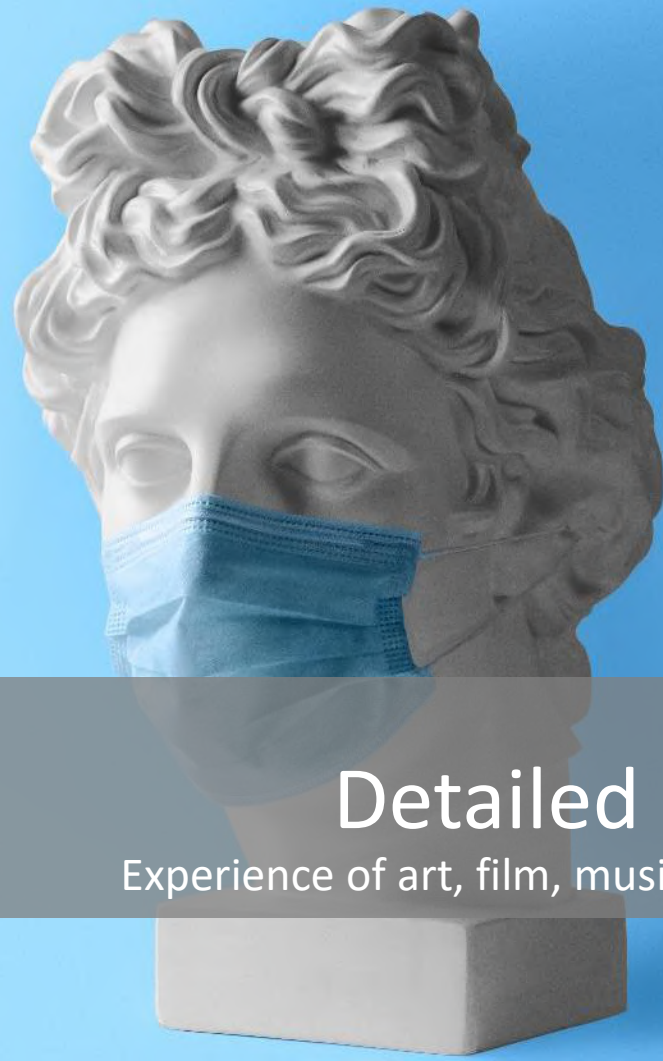
ANY	98%
FRIENDS AND FAMILY	66%
Seeing friends and family	51%
Hugging friends and family	32%
TRAVELLING	65%
Travelling outside of Canada	48%
Travelling within Canada	29%
ARTS	29%
Seeing concerts/live music acts	15%
Festivals/community events (e.g. Honda Celebration of Light, public street festivals)	10%
Going to plays	4%
Taking community arts classes (e.g. pottery, dance, painting)	4%
Hosting guests in my home	21%
Going to bars/restaurants	16%
SPORTS	13%
Attending sporting events (amateur or professional)	8%
Playing sports	7%
Going to the movies	12%
Fitness classes/the gym	11%
DATING/ MEETING NEW PEOPLE	11%
Meeting new people	6%
Dating	5%
Going to parties	5%
Personal grooming appointments (e.g. hair salon/barber, nails, etc.)	5%
Going to school in-person	2%
Going into the office	2%
None of the above	2%

British Columbians appreciate their connections with others, as one in ten noted the one lesson learned during the pandemic is to cherish the family and friends they have.

One lesson British Columbians have learned during the pandemic



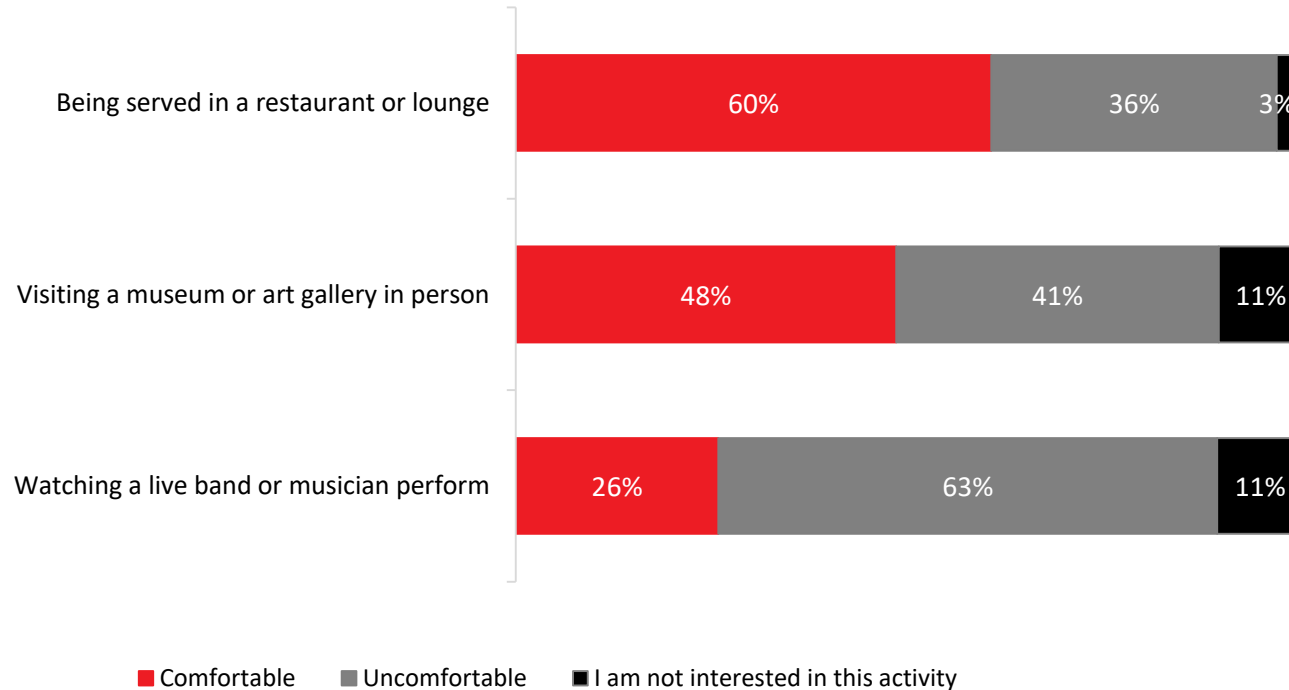
Cherish the family and friends you have/Social interaction/Stay connected	11%
Appreciate what you have/Don't sweat the small things in life	8%
Have a back-up plan/You never know what can happen in your life	6%
Don't take things for granted	5%
There are a lot of selfish people in this world/Ignorant people in this world	5%
Be kind/Patient with people/Positive interactions	5%



Detailed Findings

Experience of art, film, music during COVID

British Columbians are still uneasy with some activities during COVID-19, especially watching a live band or musician perform.



The pandemic gave British Columbians opportunity to discover new movies and music for almost half of British Columbians. Moreover, one quarter experienced a virtual concert.



60%

Have experienced some sort of art, film, or music during the pandemic

Art, film and music experienced by British Columbians during the pandemic

ANY	60%
NEW MOVIES/ MUSIC	46%
Discovered new films/movies	39%
Discovered new music	23%
VIRTUAL CONCERT	24%
Watched a free virtual concert/performance	21%
Paid money to see a virtual concert/performance	8%
MUSEUM/ART GALLERY	11%
Visited a museum or art gallery exhibit online	7%
Visited a museum or art gallery in person	5%
“Group watched” shows or movies using a streaming service simultaneously with friends and family (e.g. Disney Plus, Netflix Party, Amazon Watch Party)	11%
Supported local artists by donating or purchasing their art	7%
Visited a public art display (e.g. Vancouver Mural Festival, etc.)	4%
Experienced art through Augmented Reality or Virtual Reality experiences	3%
None of the above	40%



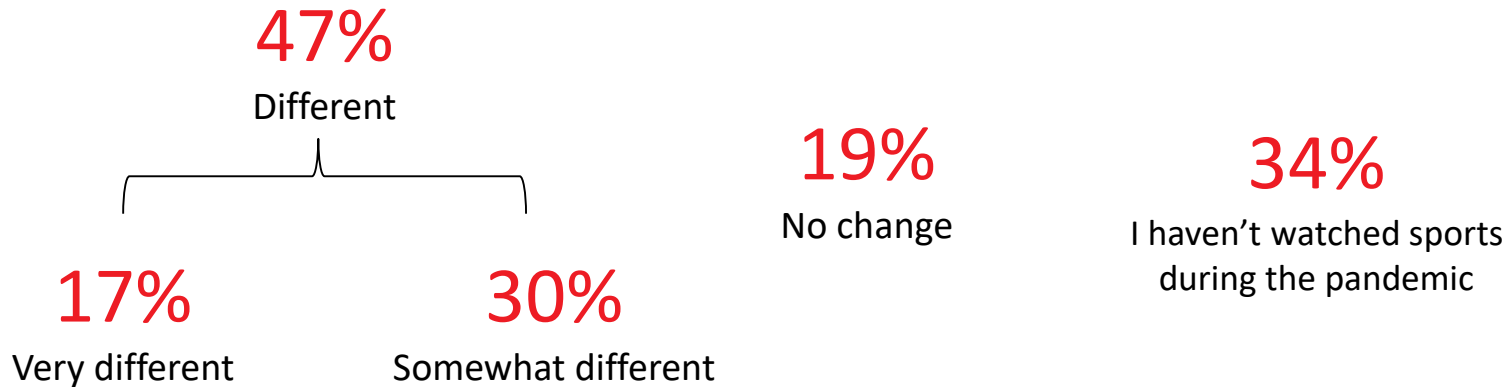
Detailed Findings

Experience of Sports during COVID

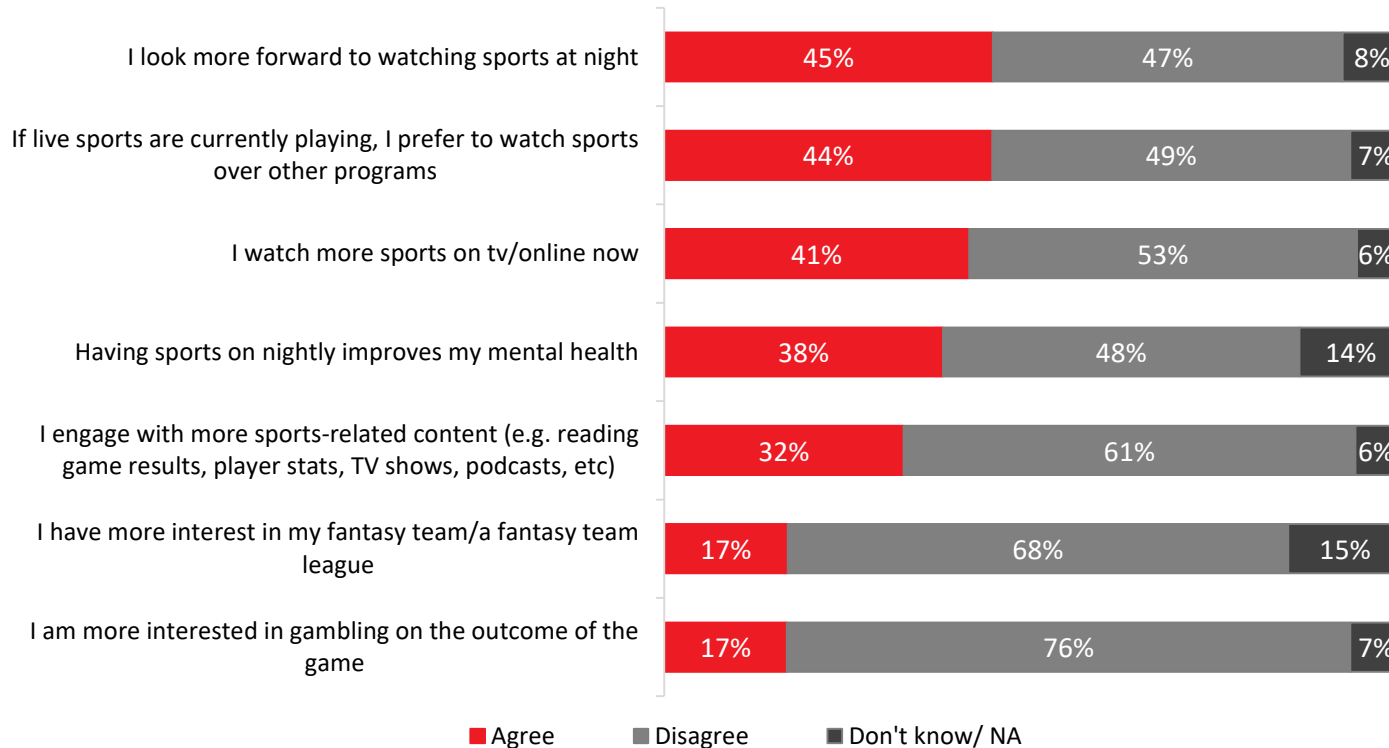
Half of British Columbians find the experience of watching live sports different during the pandemic, while two in ten experienced no change.



Experience of **watching sports** during the pandemic



British Columbians have mixed opinions on the return of sports; however, just under half look more forward to watching sports at night and prefer to watch sports over other programs.



Q17. Compared to before the COVID-19 pandemic started, how much do you agree or disagree with the following statements regarding your engagement with sports?
 Base: British Columbians who watched sports during the pandemic (n=660)

A Canadian flag is shown in the foreground, waving on a flagpole. In the background, the Parliament Hill in Ottawa is visible, featuring its iconic Gothic Revival architecture with multiple spires and a central clock tower. The scene is set against a clear blue sky with a few white clouds. A semi-transparent grey banner is overlaid at the bottom of the image, containing the text.

DETAILED RESULTS

Support for leaders

Support for Dr. Bonnie Henry remains stable, while increasing for Dr. Theresa Tam. Both Adrian Dix and Justin Trudeau saw a decline in their support.

	March 2021	Feb. 2021	Jan. 2021	Dec. 2020	Pt. +/- (Mar/Feb)
<i>n=</i>	1002	1001	1032	1001	
Provincial Health Officer, Dr. Bonnie Henry					
Support - Don't Support	+56	+56	+61	+67	n/c
Total Support	70%	71%	75%	79%	
Total Don't Support	15%	16%	14%	12%	
Health Minister, Adrian Dix					
Support - Don't Support	+42	+47	+55	+62	-5
Total Support	57%	62%	67%	72%	
Total Don't Support	15%	16%	12%	10%	
Chief Public Health Officer of Canada, Dr. Theresa Tam					
Support - Don't Support	+43	+39	+48	+49	+4
Total Support	60%	58%	63%	65%	
Total Don't Support	17%	19%	16%	16%	
Prime Minister, Justin Trudeau					
Support - Don't Support	+17	+20	+36	+40	-3
Total Support	46%	50%	59%	61%	
Total Don't Support	29%	30%	22%	21%	

Those who do **not support** both Federal and Provincial health leaders are more likely to have:

- Experienced a significant drop in income due to the pandemic
- Wish the government had looser restrictions throughout the pandemic
- The one lesson learned during the pandemic was to “not trust the government”
- Are completely comfortable being served in a restaurant, seeing a live music act, or visiting an art gallery/museum



RESPONDENT PROFILE

RESPONDENT PROFILE

	Weighted
n=	1002
Gender	(%)
Male	48
Female	52
Age	
18 to 34	27
35 to 54	33
55 years of age or older	40
Region	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39
Status	
Single	28
Married/Common Law	57
Divorced/Widowed/Separated	14
Prefer not to answer	1

	Weighted
n=	1002
Household Income	(%)
Less than \$40K	17
\$40K to less than \$80K	32
\$80K and over	40
Prefer not to answer	11
Area	
Urban	45
Suburban	38
Rural	16
Prefer not to answer / Don't know	1
Education	
High school or less	23
College	26
University	50
Prefer not to answer	1
Kids in Household	
Yes	23
No	76
Prefer not to answer	1

RESPONDENT PROFILE

	Weighted
n=	1002
Health Region	(%)
Fraser Valley	34
Interior	21
North	4
Vancouver Coastal	24
Vancouver Island	14
Unknown	2
Work from Home	(%)
Yes	30
No	70

	Weighted
n=	1002
Born in Canada	(%)
Yes	76
No	24
I prefer not to answer	<1
Years in Canada	N=232
Less than 1 year	<1
1 year to 4 years	10
5 years to 10 years	13
11 years to 20 years	26
21 years and more	51

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CONSULTANTS



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