

# Report

## POSTMEDIA SURVEY – ONE YEAR OF COVID ANNIVERSARY IN CANADA



DATE 2021-01-15 PROJECT NUMBER 25000-010



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# METHODOLOGY AND KEY FINDINGS

# Methodology



Online surveys with Canadians were conducted via Leger's online panel, LEO.



From January 8<sup>th</sup> to 10<sup>th</sup>, 2021.



1501 residents of Canada 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 Canada.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1501 respondents would have a margin of error of  $\pm 2.53\%$ , 19 times out of 20.

## Key Findings



**40% of Canadians feel their mental health is worse now but only 23% of them have sought support since COVID-19 started.**

- Pandemic has affected **all the population groups** meaning that all the Canadians are struggling now.
- **Vaccine** would possibly be the best **resolution** for improving mental health issues.
- However, mental health influence on job performance is still minor, with only **one in five** of working Canadians stated their mental health has **impacted their job performance**.



**Nine in ten of Married/Common-Law couples feel the pandemic improved or didn't impact their relationship, while those without partners are facing some challenges with dating during the pandemic.**

- Four in ten single Canadians are dating now and facing the following challenges like **Abiding social distancing guidelines (52%)**, **not getting physical/intimate time (37%)** and **early closure of restaurants/bars (37%)**.



**COVID made Canadians closer to their immediate family members and apart from others.**

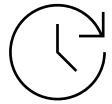
- During the pandemic, Canadians became **CLOSER** to their **Spouses/Partners (21%)**, **Children (12%)** and **Parents (1%)**. However, COVID made them feel **FURTHER APART** from their **Friends (26%)**, **Extended family (19%)**, **Neighbours (15%)** and **Colleagues (15%)**.

## Key Findings



### 89% of Canadians are willing to take the Covid-19 vaccine.

- 52% of those who're taking the vaccine are willing to socialize with those who are not vaccinated.



### Canadians would be still under impact of Covid-19 restrictions even after virus has been eradicated.

- Canadians are more likely to **start their normal activities gradually** without any rush.
- Interestingly, even when we're all vaccinated, over four in ten Canadians are planning to continue **disinfecting their hands in shops/restaurants (48%)** and **carrying hand sanitizer (45%) within the 1 year** or more.



### Canadians trust their Friends more than their Neighbours.

- **Six in ten** Canadians **trust** information provided by **National** and **Provincial Chief Health Officers**.
- While the **least** trustful source of information is **non-governmental Public Health info on Social Media (16%)**.



### 56% of Canadians whose finances were less impacted by Covid, are willing to help those in need.

- They tend to support activities with tangible outcomes like shopping at local stores (75%) and visiting restaurants (67%).

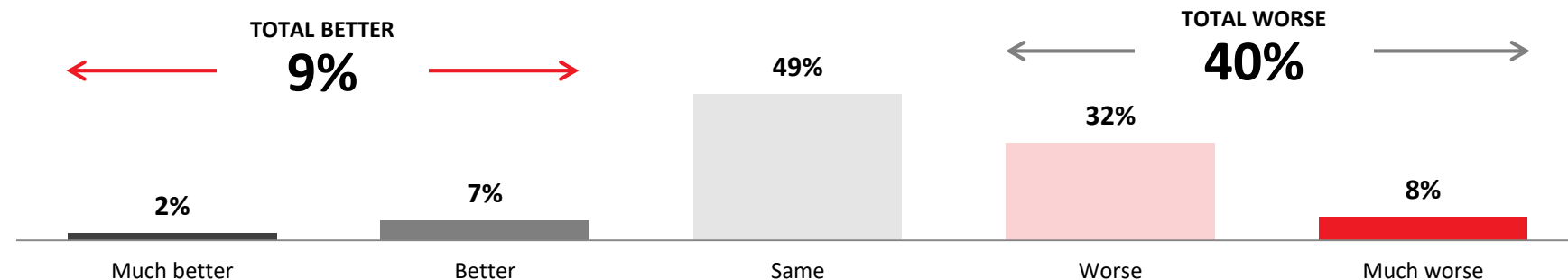


### Despite the challenging year most of working people have adapted to the situation which demonstrates the high level of resilience.



MENTAL HEALTH

# COVID-19 HAS IMPACTED THE MENTAL HEALTH OF MANY CANADIANS, AND ITS TENTACLES ARE AGNOSTIC, IMPACTING ALL DEMOGRAPHIC GROUPS OF CANADIANS; MORE PARTICULARLY YOUNGER AND FEMALE CANADIANS.



	TOTAL	AGE			GENDER		MARITAL STATUS	
		18-34	35-54	55+	MALE	FEMALE	MARRIED/ COMMON LAW	SINGLE/DIV./ WID./SEP.
<i>n=</i>	1501	403	589	509	773	728	890	603
<b>TOTAL BETTER</b>	9%	15%	10%	3%	12%	6%	8%	9%
Much better	2%	5%	3%	<1%	4%	1%	2%	3%
Better	7%	10%	7%	3%	8%	5%	7%	6%
<b>SAME</b>	49%	35%	47%	60%	52%	45%	52%	45%
<b>TOTAL WORSE</b>	40%	47%	40%	36%	34%	46%	38%	44%
Worse	32%	32%	34%	31%	26%	38%	32%	32%
Much worse	8%	15%	6%	4%	7%	8%	5%	12%

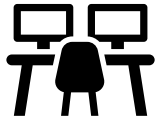
\*Don't know/Prefer not to answer are not shown on the chart.

A1. Since the beginning of the COVID-19 crisis, how would you rate your mental health compared to pre-pandemic times?

Base: Canadians (n=1501).

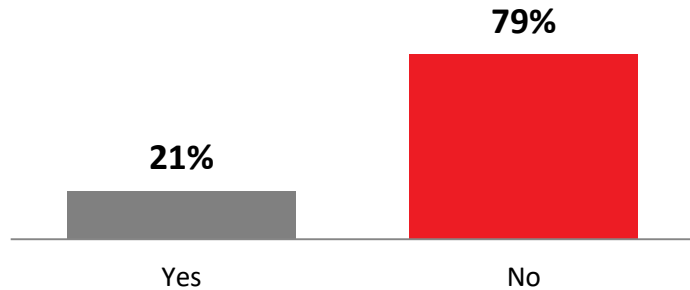


**AMONG THOSE WHO ARE FACING MENTAL HEALTH CHALLENGES FROM THE PANDEMIC, 85% BELIEVE THE VACCINE WILL IMPROVE THEIR MENTAL HEALTH, HOWEVER, THERE IS LIKELY A RESIDUAL IMPACT FOR SOME (15%). FOUR IN FIVE WORKING CANADIANS THINK THEIR MENTAL HEALTH IS NOT IMPACTING THEIR JOB PERFORMANCE.**



**Mental health influence on job performance (among those currently employed)**

**53%** of Canadians are currently employed

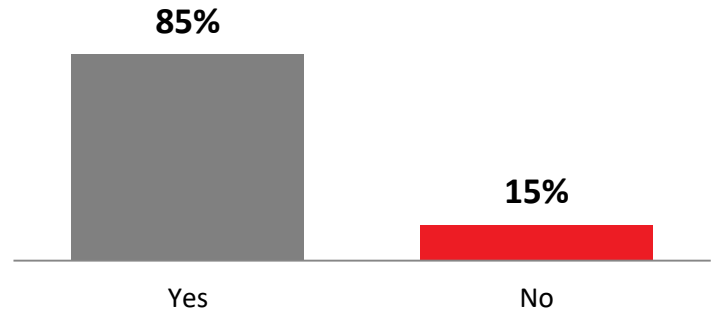


**Proportion of those who think their mental health reduced their job performance is higher among:**

- Employees aged 18-34 (29%);
- Single/Divorced/Widowed/Separated (25%);
- Those who are working from home (24%);
- Employees whose finances hurt more (37%).



**Would the end of the pandemic/vaccine improve mental health?**

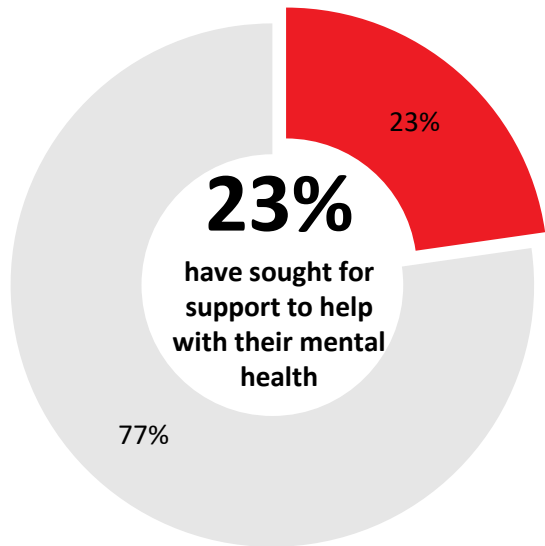


A4. Has your mental health prevented or reduced your ability to perform your job? Base: those who are currently employed (n=854).

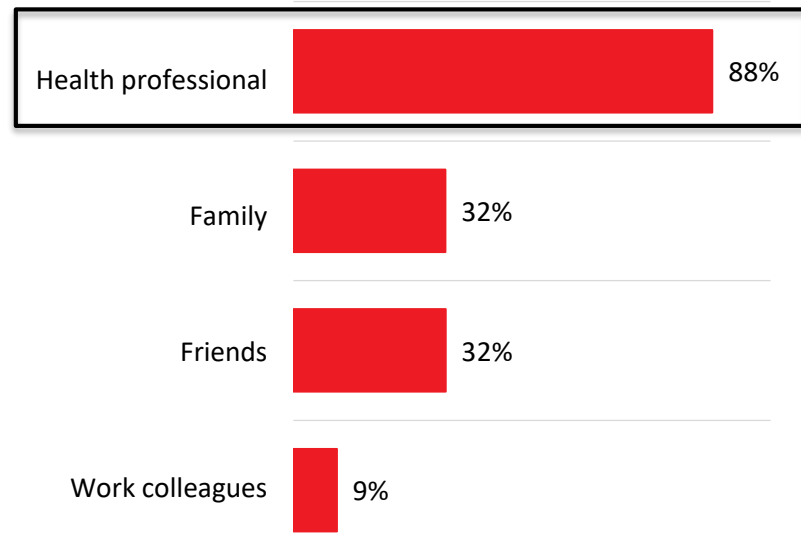
A5. Do you anticipate the end of the pandemic and/or vaccine will improve your mental health? Base: those who indicated their mental health worse (n=599).

# CANADIANS ARE HESITANT TO SEEK SUPPORT FOR THEIR MENTAL HEALTH, BUT THOSE THAT DO ARE OVERWHELMINGLY SEEKING PROFESSIONAL HELP.

Sought support among those who feel their mental health is worse

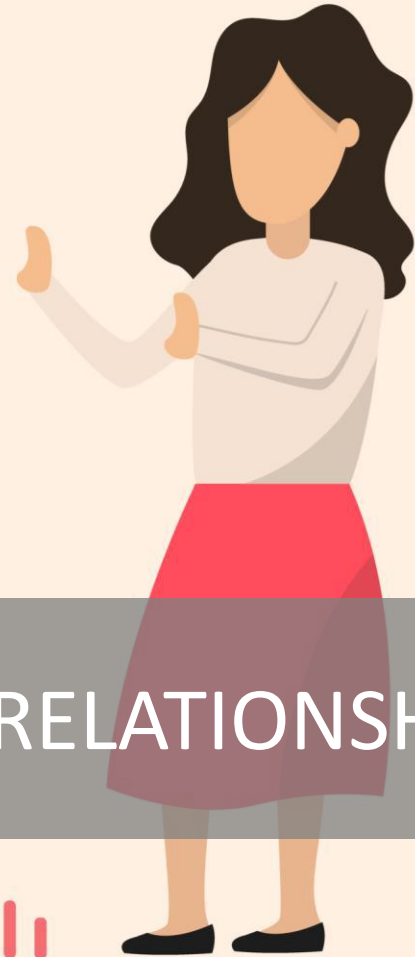
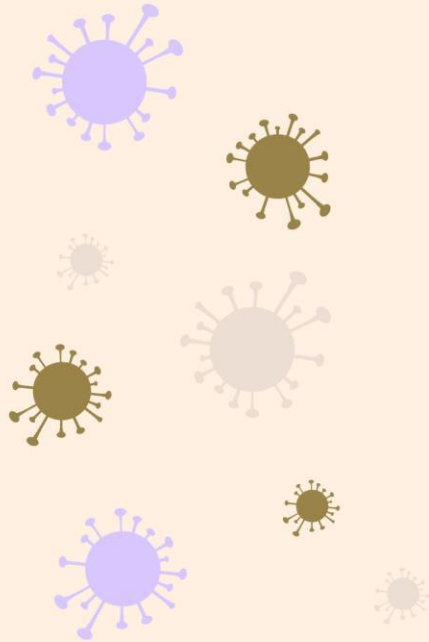
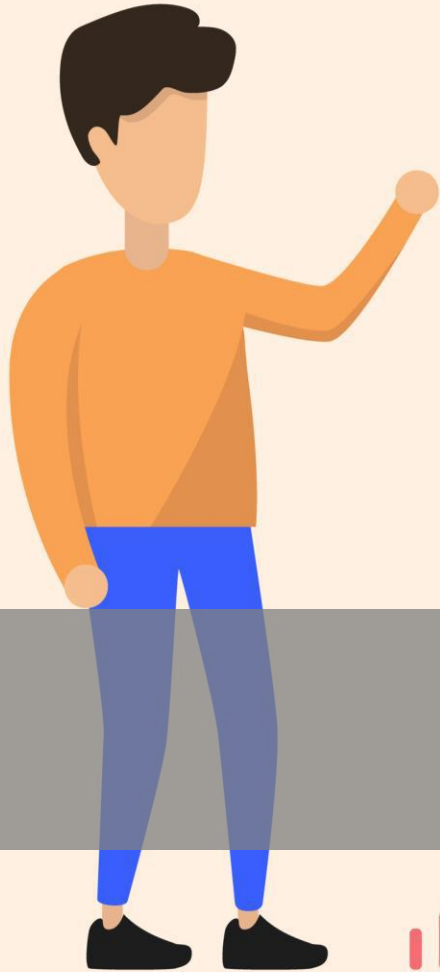


Sources of support



A2. Have you sought support for mental health reasons since the COVID-19 crisis started in mid-March? Base, those who indicated their mental health worse (n=599).

A3. From whom have you sought support to help with your mental health? Base: those who sought for support and indicated their mental health is worse (n=140).



RELATIONSHIPS

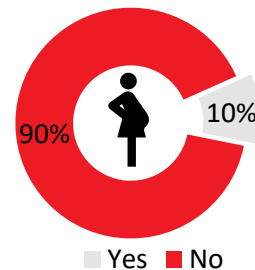


# NINE IN TEN OF THOSE WHO ARE MARRIED/COMMON-LAW FEEL COVID'S IMPROVED OR NOT IMPACTED THEIR RELATIONSHIP WITH THEIR PARTNER

**58%** of Canadians are Married/Common-Law



Plans on starting a family or having another child prior to the pandemic



COVID impact on relationship with a partner



**19%** Better

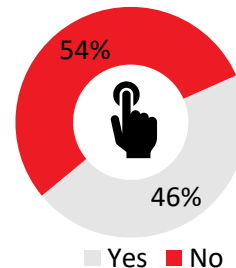


**70%** No change



**11%** Worse

Putting those plans on hold



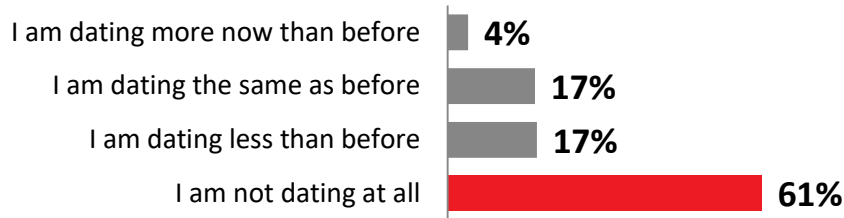
B1. How has COVID-19 impacted your relationship with your partner? Base: Those who are married/common-law (n=890).

B3. Prior to the pandemic, were you considering starting a family or having another child this year? Base: Canadians (n=1501).

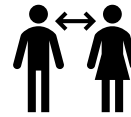
B4. Did you put those plans to start a family or have another child this year on hold? Base: those who planned to start a family/having another child (n=159).

# TWO IN FIVE SINGLE CANADIANS ARE DATING NOW, AND THEY ARE FACING DIFFERENT CHALLENGES WITH DATING DUE TO PANDEMIC

## COVID impact on dating among singles



## Challenges faced with dating during the pandemic



52% Social distancing guidelines



37% Not getting physical/intimate to stay safe



37% Restaurants/bars closing earlier



33% Meeting people through online apps



30% Impact of Covid on mental health



21% Being lonely is not a good look



17% How to introduce date to friends/family



16% Lowering "standards" of dates



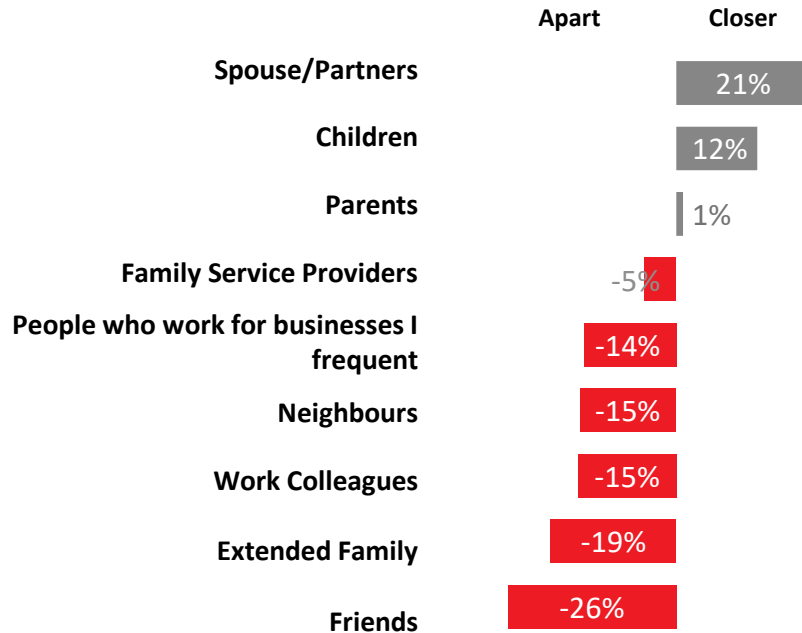
15% Using public transportation to get to the date

B5. How has dating been impacted by the pandemic? Base: those who are single/divorced/widowed or separated (n=603).

B6. What are the challenges faced with dating during the pandemic? Base: those who are currently dating (n=241).

# COVID HAS BOUGHT CANADIANS CLOSER TO THEIR IMMEDIATE FAMILY MEMBERS BUT HAS DISTANCED THEM FROM OTHERS, MOST NOTABLY THEIR FRIENDS, DURING THE PANDEMIC

COVID-19 influence on relationship





MOVING FORWARD

# THERE IS A RESIDUAL IMPACT OF THE RESTRICTIONS, WITH MANY LOOKING TO MAINTAIN ADOPTED BEHAVIOURS PAST THE END OF THE PANDEMIC

Canadians' willingness to stop doing the following assuming we are all vaccinated

	Immediately	1 month	2 months	3 months	6 months	1 year or more	Never started this
Wearing a mask	30%	13%	7%	12%	15%	23%	1%
Limit my "bubble"	29%	14%	9%	12%	16%	16%	5%
Leaving 2 m between you and the next person	24%	14%	8%	12%	16%	26%	1%
Disinfecting hands in shops/restaurants	17%	7%	5%	8%	11%	48%	3%
Carrying hand sanitizer	15%	6%	5%	6%	8%	45%	15%
Working from home full-time	14%	6%	3%	6%	7%	11%	54%

**Mean - 1**  
*Canadians willing to do 1 of these activities immediately*

**Mean - 4**  
*Canadians willing to do 4 of these activities in 1-12 months*

**Mean - 1**  
*Canadians never started 1 of these activities*

C1: There has been much discussion about the "new normal". Assuming we are all vaccinated, and the virus has been eradicated. When will you stop doing the following?  
 Base: Canadians (n=1501).



# CANADIANS ARE NOT IN A RUSH TO RESUME NORMAL ACTIVITIES, PREFERRING TO RESUME THEM GRADUALLY

Canadians' willingness to start doing the following assuming we are all vaccinated

	Immediately	1 month	2 months	3 months	6 months	1 year or more	I am already doing it	Never/Never did this before
Going to restaurants / bars	29%	14%	8%	13%	14%	9%	8%	4%
Go to a big box retailer / shopping mall	28%	13%	7%	10%	10%	6%	24%	2%
Going to a movie theatre	18%	9%	7%	13%	15%	18%	2%	16%
Work from my office	17%	4%	3%	6%	5%	7%	17%	39%
Get on a plane to travel	16%	5%	6%	11%	18%	29%	2%	13%
Go to a concert / sporting event / festival	16%	7%	5%	12%	16%	26%	1%	16%
Take public transit	14%	6%	4%	7%	8%	11%	10%	40%
Going to casinos	8%	3%	3%	6%	7%	15%	1%	58%

**Mean - 1**  
*Canadians willing to do 1 of these activities immediately*

**Mean - 4**  
*Canadians willing to do 4 of these activities in 1-12 months*

**Mean - 1**  
*Canadians already doing 1 of these activities*

**Mean - 2**  
*Canadians never did 2 of these activities*

**NEARLY ONE-HALF OF THOSE WHO EVER TRIED GAMBLING AND SUPPORTED LOCAL BUSINESSES INDICATE THEY WILL LIKELY CONTINUE DOING IT POST COVID. IT'S OBVIOUS COVID'S SHIFTED PEOPLE MORE TO ONLINE CATCH-UPS, WORKING FROM HOME AND PURCHASING GROCERIES ONLINE AND THAT THESE BEHAVIOURS WILL LIKELY STICK.**

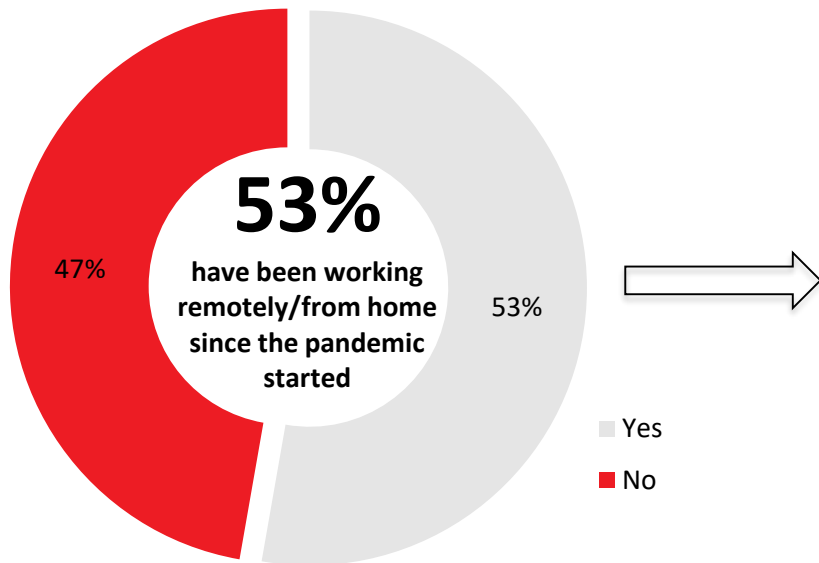
**Activities started pre/during COVID and the willingness to continue them post COVID**

	Was already doing pre COVID	Started doing in 2020 due to COVID	Will continue doing post COVID	Will continue doing (among those who ever did this)
Gambling online	11%	12%	11%	48%
Primarily supporting local businesses	51%	21%	34%	47%
Using food delivery apps (ie Doordash, Instacart)	22%	20%	19%	45%
Working from home	14%	32%	20%	43%
Purchasing from Online retailers (ie Amazon)	64%	16%	33%	41%
Purchasing groceries online	12%	28%	16%	40%
Subscribed to a streaming service (ie Netflix, Amazon Prime etc)	59%	12%	28%	39%
Family/friend catch-ups over Zoom/Google Meet etc	19%	46%	24%	37%
	<b>Mean - 3</b>	<b>Mean - 2</b>	<b>Mean - 2</b>	
	<i>Canadians was already doing 3 of these activities pre COVID</i>	<i>Canadians started doing 2 of these activities due to COVID</i>	<i>Canadians will continue doing 2 of these activities due to COVID</i>	

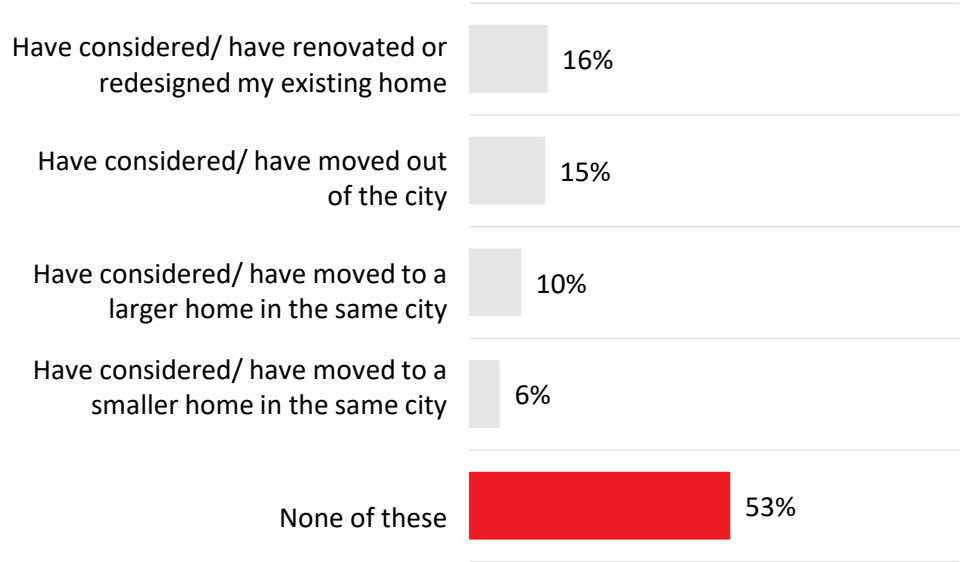


WORKING SITUATION

# DESPITE MENTAL HEALTH CHALLENGES MOST PEOPLE HAVE ADAPTED TO THE WORKING ENVIRONMENT WHICH DEMONSTRATES THE RESILIENCE OF THE WORKING POPULATION



## Due to working from home...



D1. Have you been working remotely / from home since the COVID-19 pandemic started in mid-March? Base, those who are currently working (n=854).

D2. Due to working from home, please select which of the following apply to you. Base: those who are currently working from home (n=449).

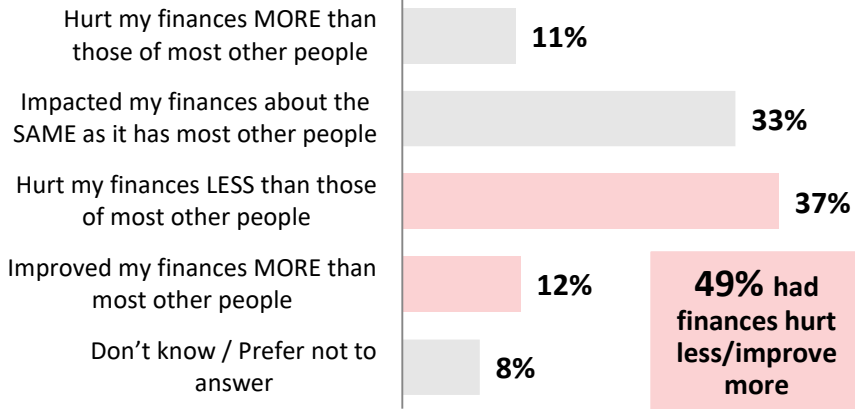


FINANCIAL IMPACT

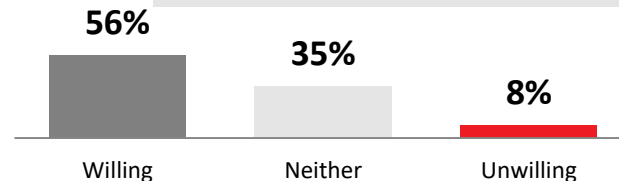
# 56% OF CANADIANS WHOSE FINANCES WERE LESS IMPACTED BY COVID ARE WILLING TO HELP THOSE IN NEED, BUT PRIMARILY THROUGH ACTIVITIES WITH TANGIBLE OUTCOMES



## Covid-19 impact on personal finances



## Willingness to help others (Among those who's finances haven't been impacted negatively)



### Support more local stores



**73%**

### Donate more to charity



**47%**

### Help local restaurants



**67%**

### Pay higher taxes



**14%**

E1. Based on your impression, how would you describe the coronavirus outbreak's impact on your own personal financial situation? Base, Canadians (n=1501).

E2: How willing are you to help others who have been impacted more than you to help them get back on their feet? Base: those who hurt less or improved their finance (n=719).

E3: What have you done or are willing to do to help others less fortunate than you to help them get back on their feet? (Multiple mentions). Base: those who hurt less or improved their finance (n=719).



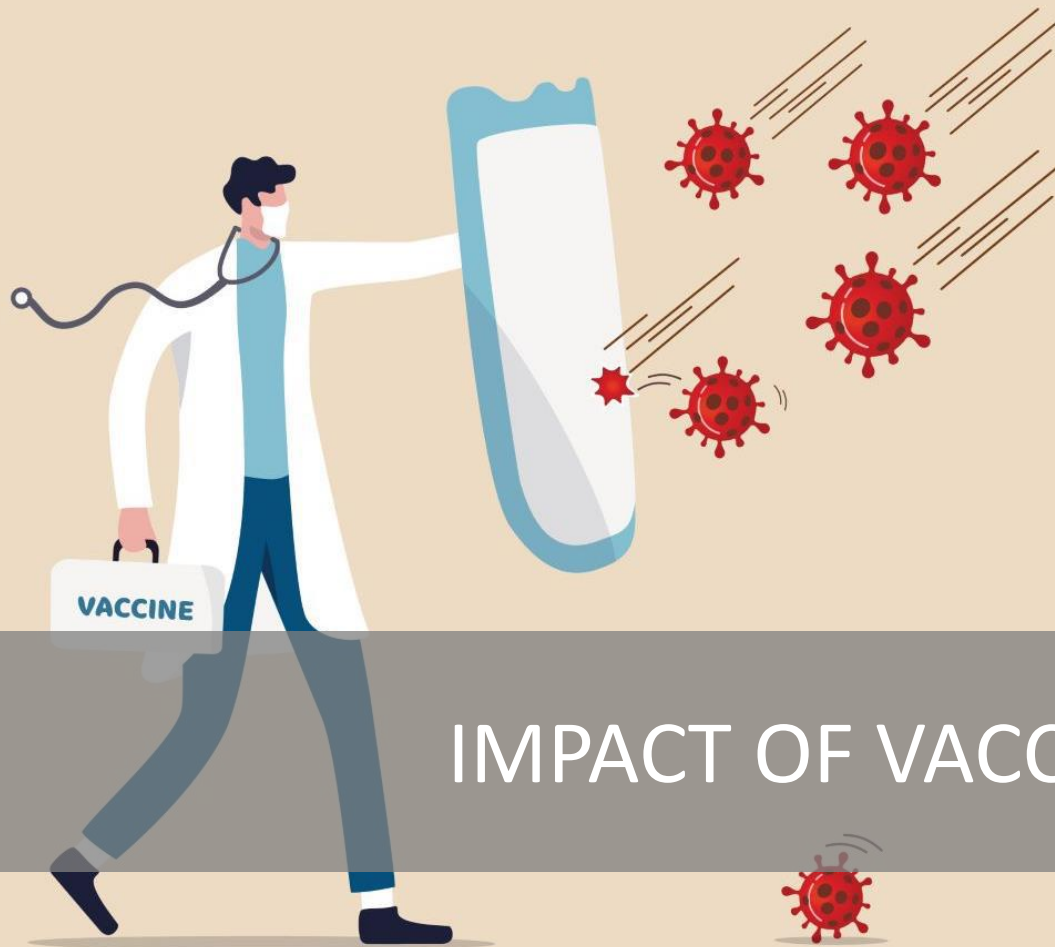
TRUSTED SOURCES OF INFORMATION

# CANADIANS TRUST THEIR FRIENDS MORE THAN THEIR NEIGHBOURS, AND THEIR LEVEL OF TRUST IN THE CHIEF HEALTH OFFICER SURPASSES THEIR TRUST IN POLITICIANS

	TOTAL CANADA	BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
<i>n=</i>	1501	199	163	101	571	365	102	403	589	509
<b>NATIONAL CHIEF HEALTH OFFICER</b>										
Total Trust	60%	63%	49%	57%	59%	65%	64%	59%	55%	65%
Total Distrust	14%	12%	22%	21%	12%	10%	18%	12%	16%	13%
<b>PROVINCIAL CHIEF HEALTH OFFICER</b>										
Total Trust	59%	75%	48%	52%	54%	64%	66%	56%	55%	65%
Total Distrust	14%	7%	19%	19%	15%	15%	15%	15%	18%	11%
<b>PRIME MINISTER</b>										
Total Trust	46%	49%	33%	35%	46%	53%	53%	47%	44%	48%
Total Distrust	25%	22%	39%	35%	25%	19%	25%	21%	28%	27%
<b>PROVINCIAL PREMIER</b>										
Total Trust	46%	52%	21%	32%	41%	65%	53%	40%	44%	52%
Total Distrust	24%	15%	53%	41%	22%	17%	20%	26%	26%	22%
<b>FAMILY/FRIENDS</b>										
Total Trust	44%	44%	54%	48%	47%	28%	56%	41%	43%	46%
Total Distrust	19%	14%	11%	10%	15%	36%	12%	20%	20%	17%
<b>NEIGHBOURS</b>										
Total Trust	19%	18%	24%	12%	19%	15%	32%	17%	19%	20%
Total Distrust	37%	38%	32%	31%	36%	47%	22%	41%	35%	35%
<b>NON-GOVT.-PUBLIC HEALTH INFO ON SOCIAL MEDIA</b>										
Total Trust	16%	14%	15%	14%	16%	17%	20%	21%	15%	13%
Total Distrust	54%	60%	59%	59%	51%	55%	42%	45%	53%	60%

F1: Please indicate your level of trust in the following sources of information? Base: Canadians (n=1501).



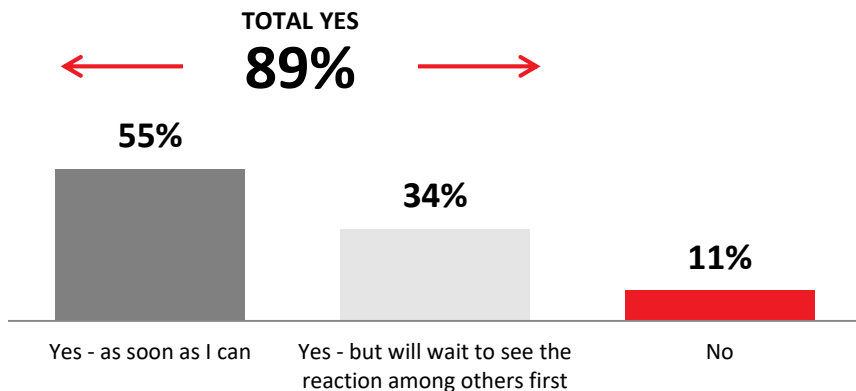


IMPACT OF VACCINATION

# NINE IN TEN CANADIANS ARE WILLING TO TAKE THE COVID-19 VACCINE, WITH MORE THAN HALF WILLING TO DO SO ASAP.



## Willingness to take the COVID-19 vaccine

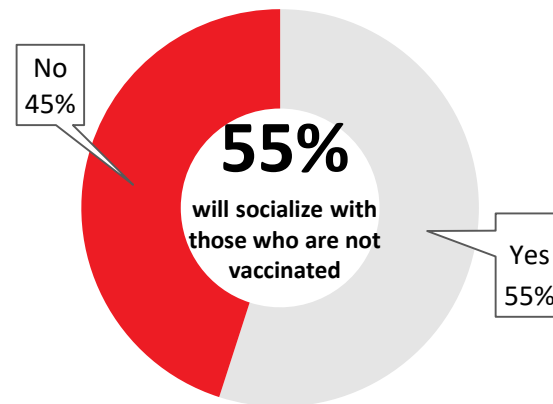


### Proportion of those who would take the COVID-19 vaccine is higher among:

- Those aged 55+ (92%);
- Married/ Common-Law (91%);
- Employees working from home (93%);
- Those who would not socialize with those not vaccinated (94%);
- Those who think the end of pandemic will improve their health (93%).



## Socializing with those who are not vaccinated



### Proportion of those who would socialize with those who are not vaccinated is higher among:

- Those who would not take a vaccine (77%);
- Those aged 18-34 (60%) and 35-54 (63%);
- Employed (60%).



RESPONDENT PROFILE

# RESPONDENT PROFILE

	Weighted
n=	1501
<b>Gender</b>	(%)
Male	49
Female	51
<b>Age</b>	
18 to 34	27
35 to 54	34
55 years of age or older	39
<b>Province</b>	
British Columbia	14
Alberta	11
Saskatchewan	3
Manitoba	4
Ontario	38
Quebec	23
Atlantic	7

	Weighted
n=	1501
<b>Employment</b>	(%)
Employed	53
Student	8
Retired	24
Homemaker	3
Disabled/on disability	2
Unemployed	5
Laid-off temporarily	2
Other	2
Prefer not to answer	1
<b>Status</b>	
Single	29
Married / Common Law	58
Divorced / Widowed / Separated	13

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# Leger

*We know Canadians*

