

Report

Postmedia Study – May 2021

The vaccination rollout, COVID-19's impact on families and relationships, travel plans, and support for leaders.



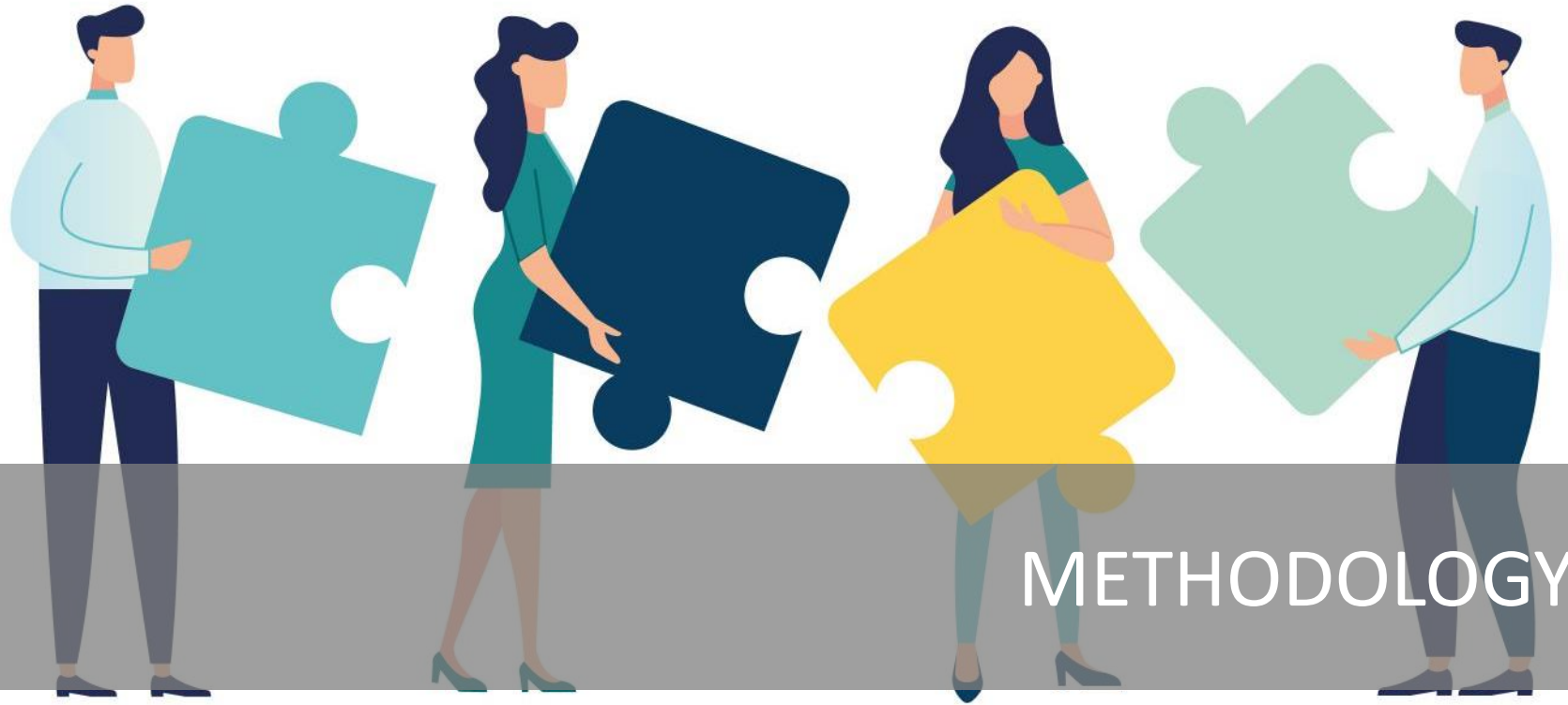
DATE May 2021

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 May 7 to 9, 2021



1000 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 1000 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 (1 of 2)

With the increased speed of the vaccine rollout, British Columbians are continuing to receive COVID-19 vaccinations

- Fifty-seven percent say they've received a COVID-19 shot, with over two-thirds (68%) having received the Pfizer BioNTech COVID-19 vaccine.

Some residents are still waiting for their turn for a COVID-19 vaccine, or are not trusting of COVID-19 vaccines

- Over four in ten residents (43%) say they've not been vaccinated, however 27% have registered
- Of those who say they're unvaccinated, 43% are ineligible to book an appointment, while 17% are worried the vaccine has not been tested thoroughly enough or the potential side effects.
- Moreover, slightly more of those unvaccinated (36%) would rather be vaccinated as soon as possible and will accept any vaccine that is available to them than wait to choose which type of vaccine they receive (32%).

British Columbians have criticized others for not following the PHO's, while not being criticized themselves.

- One-quarter (24%) of residents have criticized their friends, while only 7% have been criticized by their friends for not following the PHO's.
- However, those with a spouse/partner are equally criticizing each other as well as being criticized themselves (Both 7% have criticized or been criticized)

Residents are spending more time with their loved ones, but some are becoming irritable

- Over half (55%) of residents agree they are spending more time with their partner, while one-quarter feel more irritable or have felt they've lost a romantic spark with them. Residents are also spending more time with their children (30%) and parents (23%).

COVID-19 has created a better work/life balance for some, but those who are single feel their balance is worse

- More than one third (36%) of working BC'ers say their work/life balance is worse, especially for single people. Slightly more than two in ten (22%) say COVID-19 has made their work/life balance better, which is significantly higher for those in relationships.

Key findings (2 of 2)

Some British Columbians have travelled for non-essential reasons in the past 3 months, however fewer intend to travel in the next three months

- Forty percent of British Columbians have travelled for non-essential reasons in the past three months, while only 26% intend to travel in the next three months.

Residents would like to keep borders closed for some international travelers, but fewer agree the government should take action on provincial residents

- Eighty-seven percent agree that Canada should remain closed to travelers coming from countries with high COVID case counts, while 85% agree borders should remain closed to the USA until the pandemic is over.
- Fewer (77%) agree that the government should enforce provincial travel restrictions, and residents should be fined for violating travel orders.

Support for leaders saw an increase for the first time since December 2020

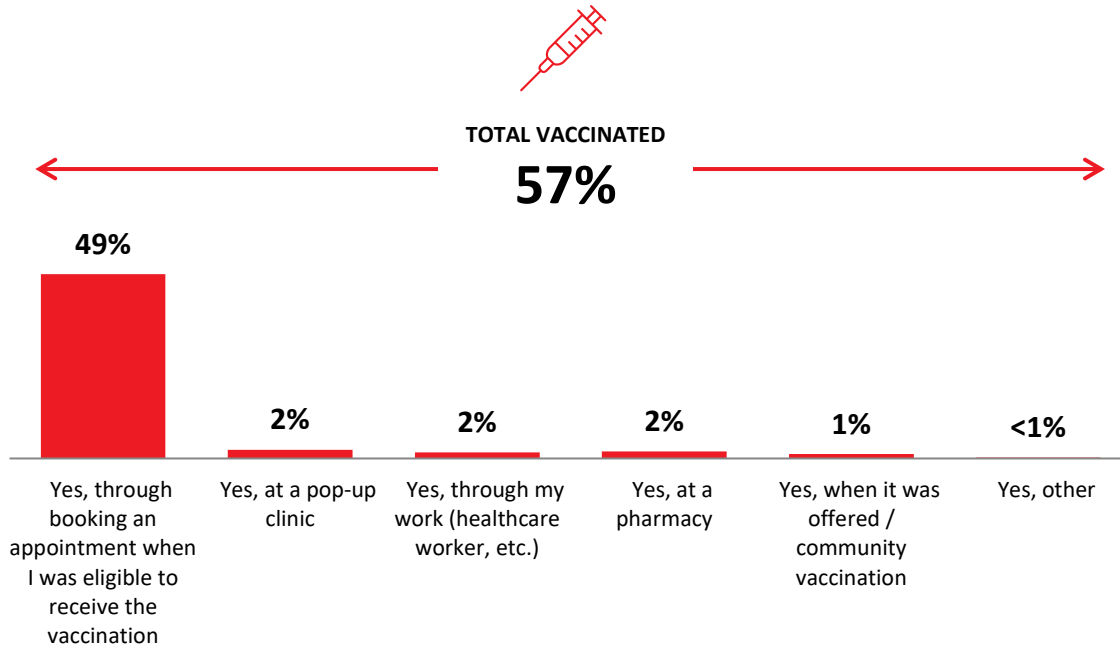
- Dr. Bonnie Henry and Adrian Dix saw increases of +3 and +2 points, respectively.
- Dr. Theresa Tam and Justin Trudeau saw increases of +4 and +2 points, respectively.



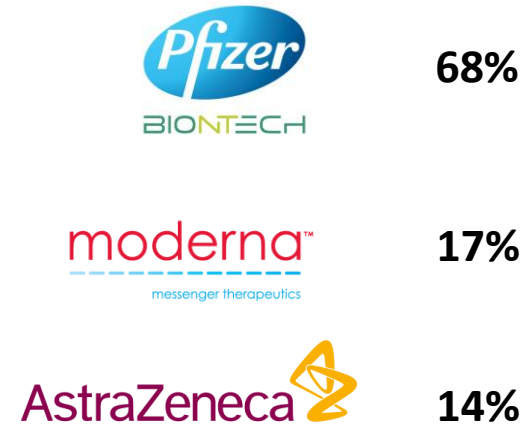
Detailed Results

COVID-19 vaccination

Fewer than six in ten British Columbians claim to have received a COVID-19 vaccine, mostly through booking an appointment when eligible. Of those who say they've been vaccinated, most state they've received the Pfizer BioNTech COVID-19 vaccine.



Type of COVID-19 Vaccine Received



Q2. Which COVID-19 vaccine did you receive?

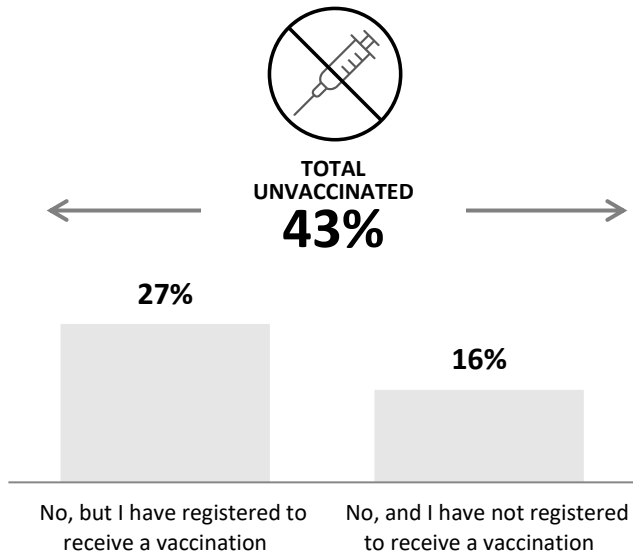
Note: I don't remember is not displayed

Base: British Columbians who say they've received a COVID-19 vaccination (n=575)

Q1. Have you received a COVID-19 vaccination?

Base: British Columbians (n=1000)

More than four in ten residents say they have not received a COVID-19 vaccination, with one quarter of British Columbians having registered to receive a vaccination. Of those claiming to be unvaccinated, most say they are not eligible to book an appointment yet, followed by concerns of vaccine side effects and a lack of thorough testing.



Those more likely to have say they've not received a COVID-19 vaccination:

- Have children in the household
- 18-34 years old
- Household income of less than \$40,000 per year
- Single

Reasoning for no COVID-19 vaccination

<i>I am not eligible to book a vaccine appointment yet</i>	43%
<i>The possible side effects</i>	17%
<i>Vaccines have not been tested thoroughly enough</i>	17%
<i>I want to be able to choose the type of vaccine that I receive (e.g. Moderna, AstraZeneca, Pfizer)</i>	15%
<i>I need more information about available vaccines</i>	14%
<i>I don't believe in vaccinations in general</i>	4%
<i>I do not have time to get a vaccination</i>	3%

Q3. Why have you not received a COVID-19 vaccination?

Note: Responses 2% and less not displayed; None of the above not displayed

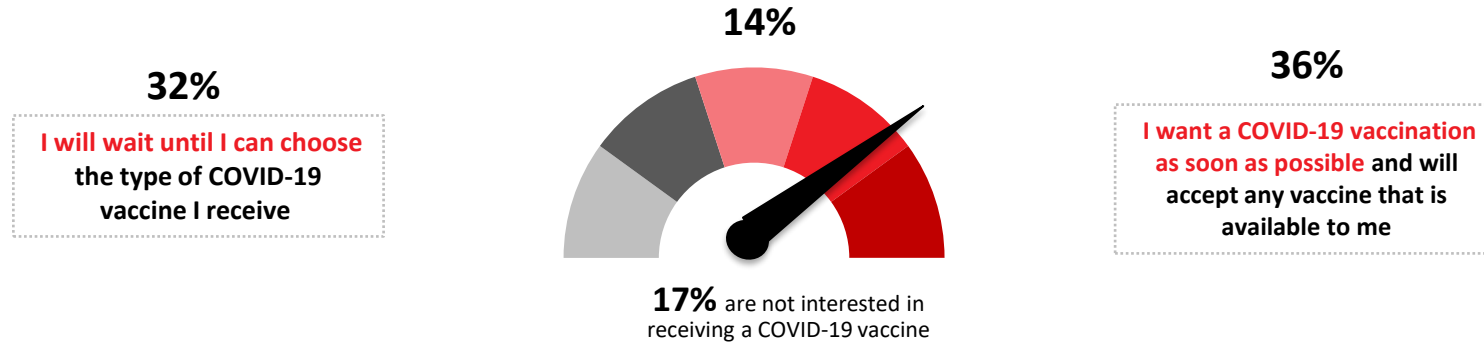
Base: British Columbians who say they have not received a COVID-19 vaccination (n=425)

Q1. Have you received a COVID-19 vaccination?

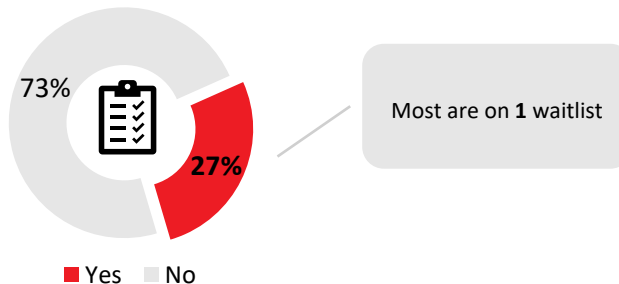
Base: British Columbians (n=1000)

Of British Columbians who have not received a COVID-19 vaccination, slightly more want to be vaccinated as soon as possible and will accept any vaccine that is available to them, instead of wait until they can choose the type of COVID-19 vaccine they receive. Slightly more than one-quarter are on at least one waitlist to receive a COVID-19 vaccine.

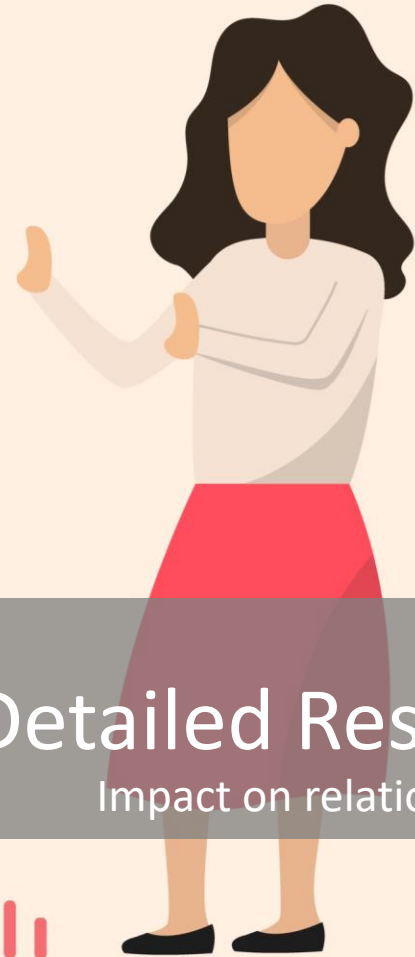
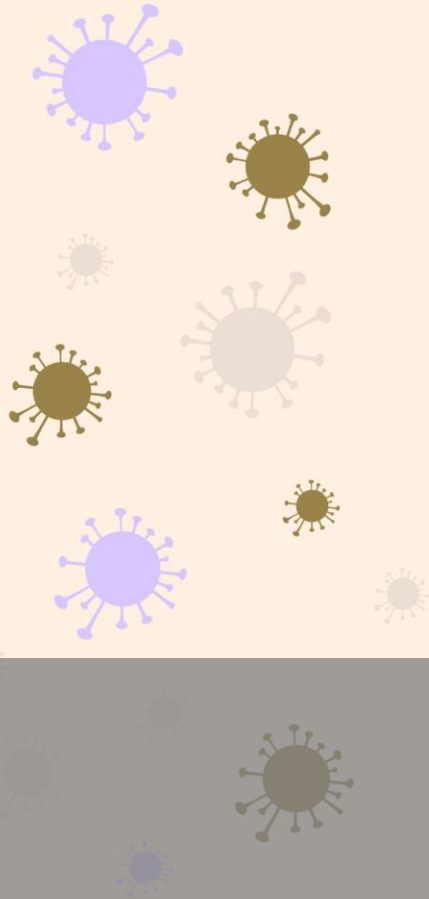
Choice of vaccine



On a waitlist to receive a COVID-19 vaccination



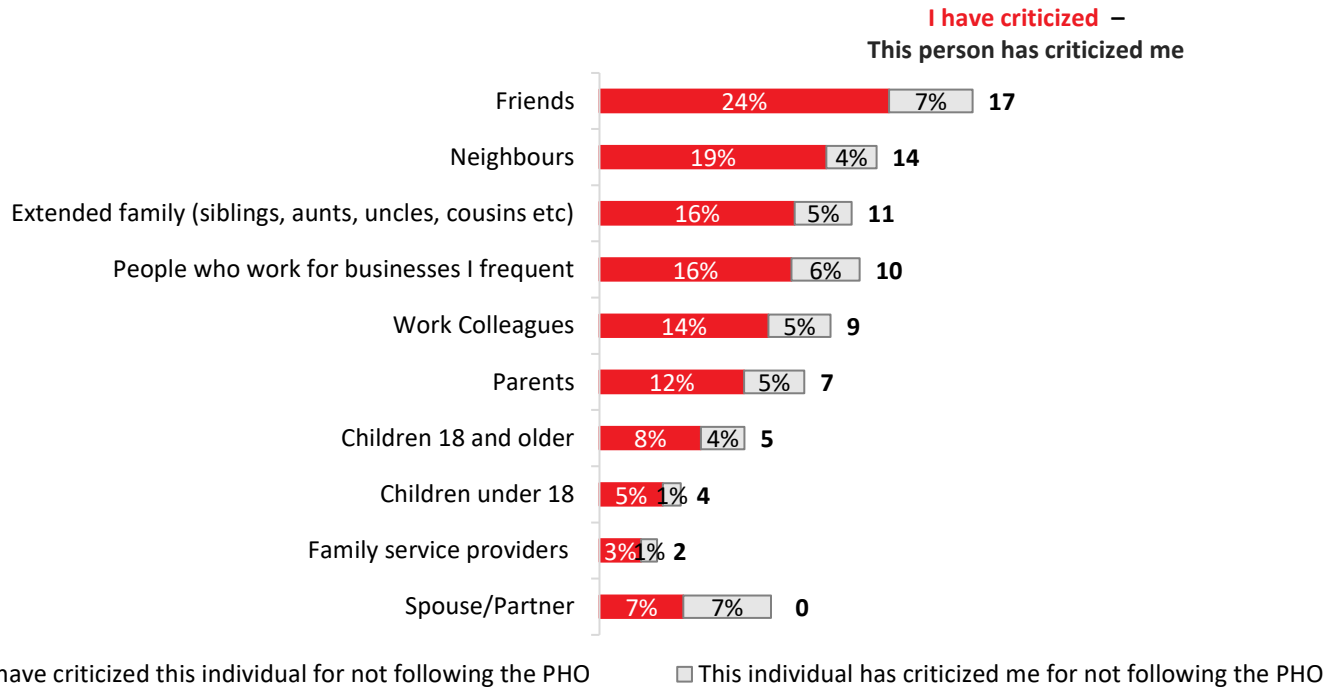
Q3. Which of the following viewpoints is closest to your own?
 Q4. Are you currently on any waitlists to receive a COVID-19 vaccination?
 Base: British Columbians who say they have not received a COVID-19 vaccination (n=425)



Detailed Results
Impact on relationships



British Columbians say they've criticized others for not following the PHO's, while not being criticized themselves. One-quarter of residents have criticized their friends, while two in ten have criticized their neighbors for defying the COVID-19 rules. However, those with a spouse/partner are equally criticizing each other as well as being criticized themselves.

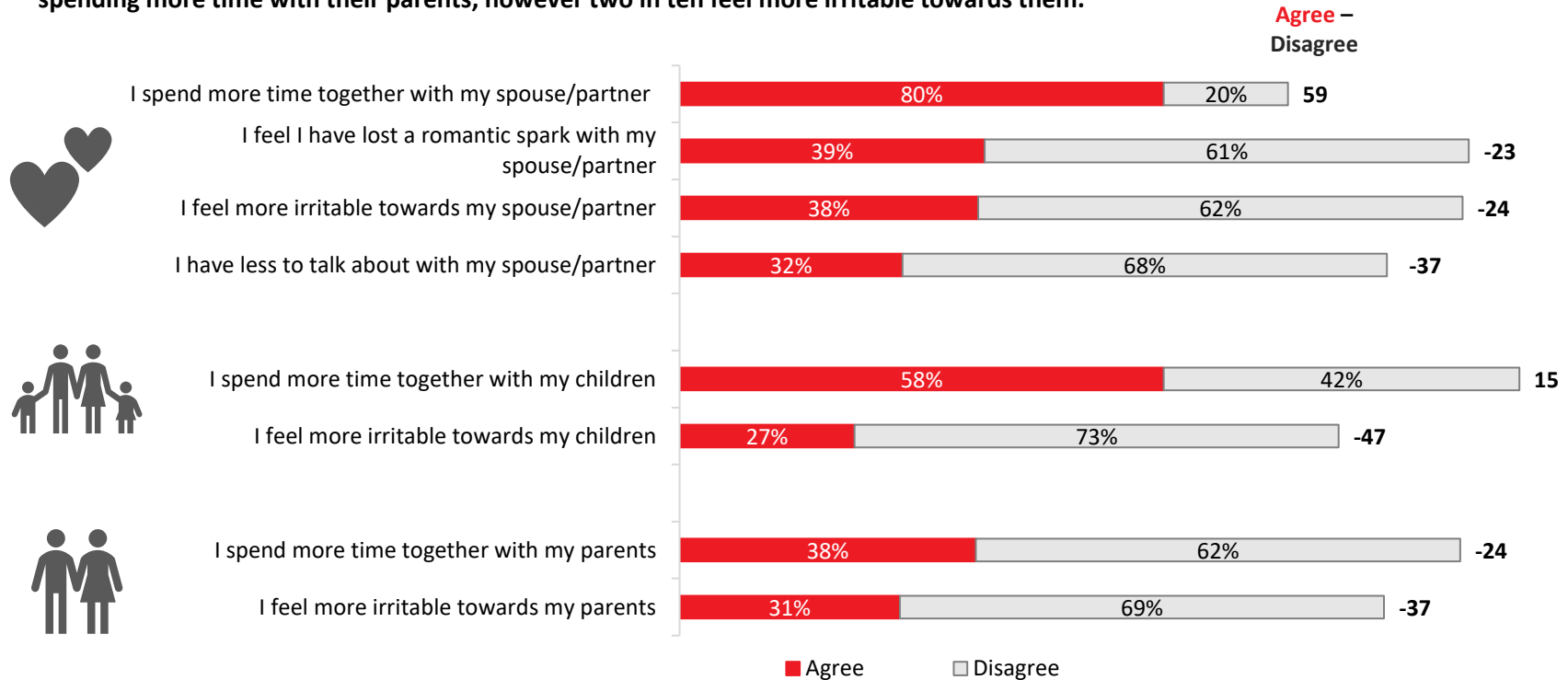


Q7. Have you ever criticized or had any of the following individuals criticize you for not properly following one or more of the COVID-19 Public Health Orders (PHO)?

Note: Neither/Not applicable not displayed

Base: British Columbians (n=1000)

More than half of residents agree they are spending more time with their partner, while one-quarter feel more irritable or have felt they've lost a romantic spark with them. Three in ten parents are spending more time with their children, while more than one in ten feel more irritable towards them. Conversely, fewer than one quarter of children say they're spending more time with their parents, however two in ten feel more irritable towards them.



Q6. When thinking about your relationships during the pandemic, please provide your level of agreement with the following statements:

Note: Not applicable removed from data and rebased

Base: British Columbians (n=varies)

More than one third of working British Columbians say COVID-19 has made their work/life balance worse, especially for those who are single. More than two in ten find their work/life balance is better with COVID, particularly for those in relationships.

Impact of COVID-19 on Work/Life Balance

$$22\% - 36\% = -14$$

Better - Worse

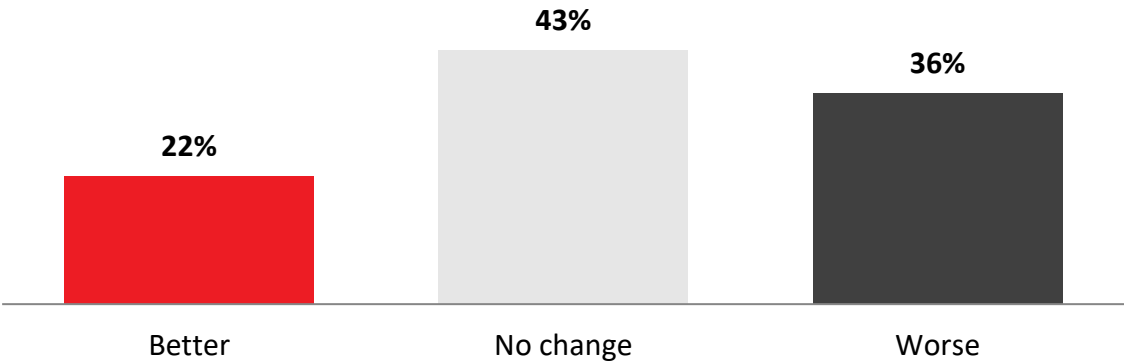


Those who are **in relationships** are **more likely** than those who are single to say COVID-19 has had a **better impact on their work/life balance**

Better - Worse

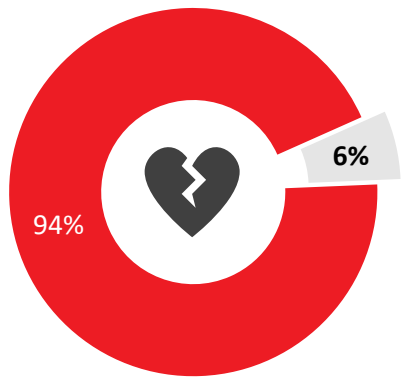
In a relationship **26% - 33% = -7**

Single **15% - 40% = -25**



One in twenty British Columbians have experienced a breakup since the beginning of the pandemic.

Experienced a breakup during the pandemic



■ Yes ■ No



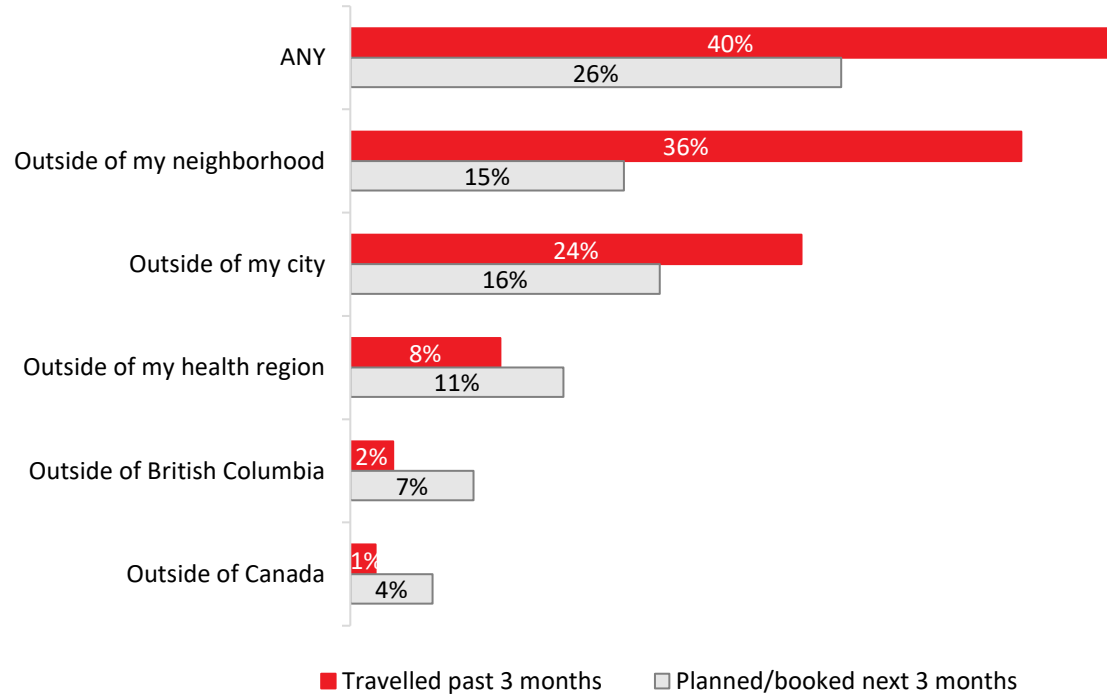
Those who are **18-34** are **more likely** than those **35+** to **have experienced a breakup during the pandemic.**



Detailed Results

Travel plans

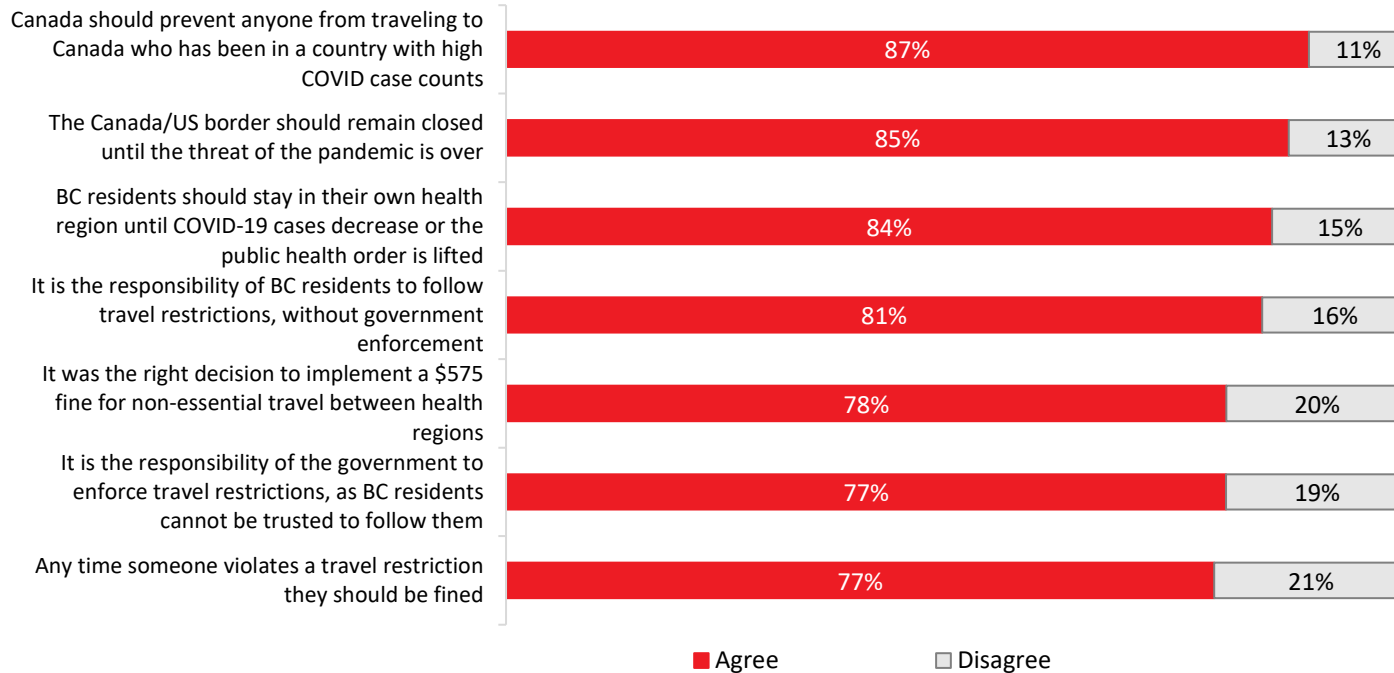
Forty percent of British Columbians have travelled for non-essential reasons in the past 3 months, and 26% plan to travel in the next three months. Thirty-six percent admit to having travelled outside their neighborhood, while 16% plan to travel outside their city.



Those who are more likely to have had travelled in the past 3 months, or planned/ booked non-essential travel for the next 3 months:

- 18-34 year olds
- Men

Eighty-seven percent agree that Canada should remain closed to travelers coming from countries with high COVID case counts, while 85% agree borders should remain closed to the USA until the pandemic is over. However fewer agree that the government should enforce provincial travel restrictions, and residents should be fined for violating travel orders.



Those who are more likely to agree with more of the statements:

- Women
- No children in the household

Q11. Please rate your level of agreement with the following statements:

Note: Don't know is not displayed





Base: British Columbians (n=1000)

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 large central tower. The sky is blue 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 leaders saw an increase for the first time since December 2020, and after reaching a low in April 2021.

	May 2021	Apr. 2021	Mar. 2021	Feb. 2021	Jan. 2021	Dec. 2020	Pt. +/- (May/Apr)
n=	1000	1004	1002	1001	1032	1001	
 Provincial Health Officer, Dr. Bonnie Henry							
Support - Don't Support	+49	+46	+56	+56	+61	+67	+3
Total Support	66%	65%	70%	71%	75%	79%	
Total Don't Support	18%	19%	15%	16%	14%	12%	
 Health Minister, Adrian Dix							
Support - Don't Support	+43	+41	+42	+47	+55	+62	+2
Total Support	60%	58%	57%	62%	67%	72%	
Total Don't Support	16%	17%	15%	16%	12%	10%	
 Chief Public Health Officer of Canada, Dr. Theresa Tam							
Support - Don't Support	+35	+31	+43	+39	+48	+49	+4
Total Support	56%	53%	60%	58%	63%	65%	
Total Don't Support	20%	22%	17%	19%	16%	16%	
 Prime Minister, Justin Trudeau							
Support - Don't Support	+16	+14	+17	+20	+36	+40	+2
Total Support	47%	45%	46%	50%	59%	61%	
Total Don't Support	31%	32%	29%	30%	22%	21%	



RESPONDENT PROFILE

RESPONDENT PROFILE

	Weighted
n=	1000
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	41
In a relationship	58
Prefer not to answer	1

	Weighted
n=	1000
Household Income	(%)
Less than \$40K	19
\$40K to less than \$80K	30
\$80K and over	40
Prefer not to answer	10
Area	
Urban	46
Suburban	39
Rural	13
Prefer not to answer / Don't know	1
Education	
High school or less	24
College	26
University	50
Prefer not to answer	1
Kids in Household	
Yes	23
No	77
Prefer not to answer	<1

RESPONDENT PROFILE

	Weighted
n=	1000
Employment status	(%)
Working	54
Student	6
Homemaker	4
Unemployed	6
Retired	28
I prefer not to answer	1

	Weighted
n=	1000
Own/Rent	(%)
Own	63
Rent	36
I 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)

600
EMPLOYEES



185
CONSULTANTS



8
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