Report

COVID-19 Social Impacts Study

A Leger Poll conducted exclusively for the Vancouver Sun and Vancouver Province

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We know Canadians

METHODOLOGY

METHODOLOGY

Study Population
- British Columbians, with an oversample in Metro Vancouver, aged 18 and older.
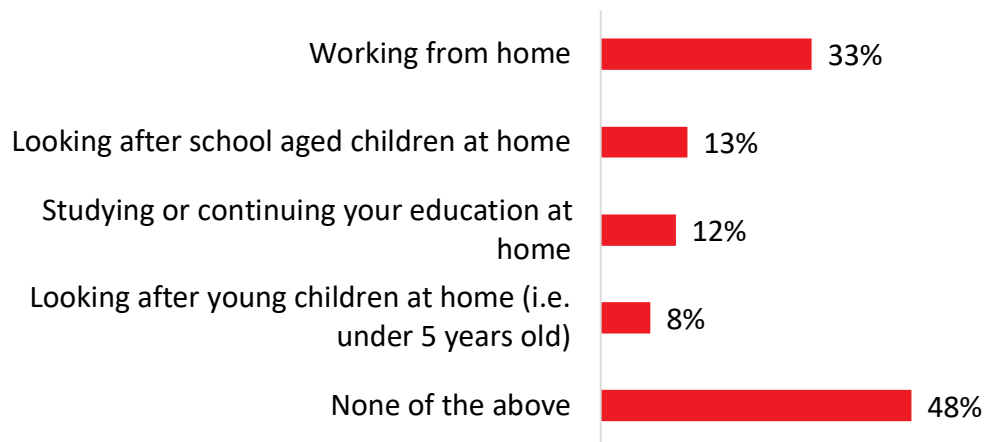
Data Collection
- A total of n=600 online surveys were conducted via Leger's weekly omnibus survey, including:
  - n=400 in Greater Vancouver Metro
  - n=100 in Vancouver Island
  - n=100 in British Columbia outside of Greater Metro Vancouver and Vancouver Island
- Interviews were conducted from March 27 to March 29, 2020.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

Statistical Analysis
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
  - Total British Columbia (n=600) ±4.0%, 19 times out of 20.
  - Greater Vancouver Metro (n=400) ±4.9%, 19 times out of 20.
  - Vancouver Island (n=100) ±9.8%, 19 times out of 20.
  - British Columbia, excluding Greater Vancouver Metro (n=100) ±9.8%, 19 times out of 20.
- 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.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- A more detailed methodology can be found in the appendix.
- In this report, data in bold **red** characters indicate a significant lower proportion at the 95% level than that of other respondents. Conversely, data in **green** characters indicate a significantly higher proportion at the 95% level of than that of other respondents.

KEY FINDINGS

During the crisis, one-third of British Columbians are working from home

	Percentage
Working from home	33%
Looking after school aged children at home	13%
Studying or continuing your education at home	12%
Looking after young children at home (i.e. under 5 years old)	8%
None of the above	48%

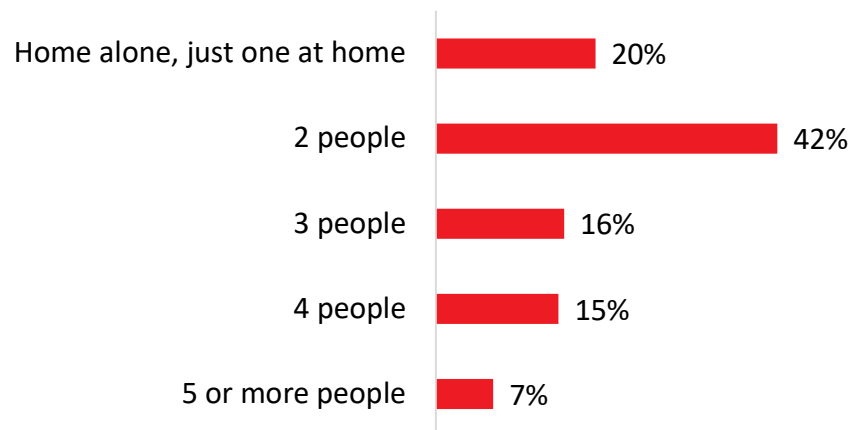|	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Working from home	33%	34%	32%	32%	37%	29%	39%	46%	18%
Looking after school aged children at home	13%	12%	13%	16%	12%	15%	11%	27%	5%
Studying or continuing your education at home	12%	12%	18%	10%	9%	14%	31%	5%	5%
Looking after young children at home	8%	8%	4%	8%	5%	10%	12%	12%	1%
None of the above	48%	48%	48%	48%	48%	49%	24%	35%	76%

Note: Multiple mentions allowed
Base: British Columbians (n=600)
Q1. During the crisis, most people are spending more time at home are you also …
Note: Don't know and No answer responses not shown

One-fifth of British Columbians are living at home alone

Home alone, just one at home	20%
2 people	42%
3 people	16%
4 people	15%
5 or more people	7%

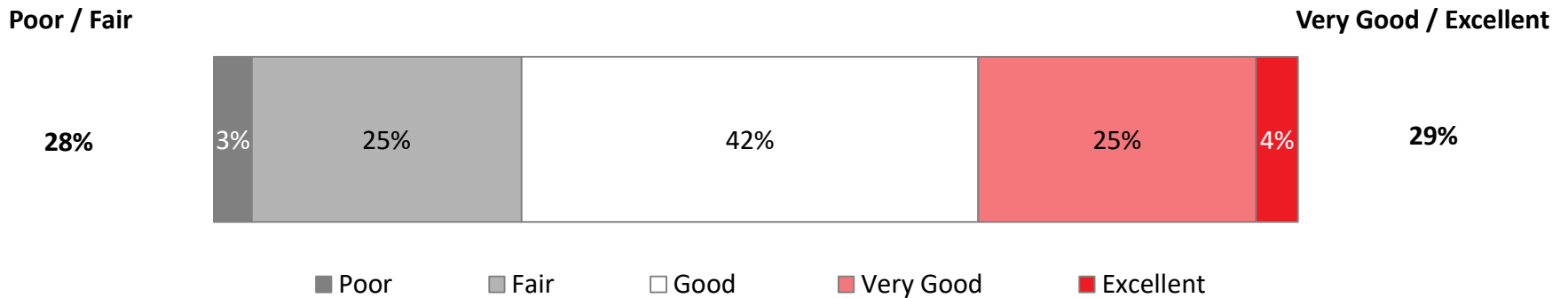|	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Home alone, just one at home	20%	19%	20%	20%	21%	18%	14%	15%	27%
2 people	42%	39%	48%	45%	41%	43%	32%	33%	56%
3 people	16%	17%	15%	15%	15%	17%	21%	20%	9%
4 people	15%	18%	12%	13%	16%	14%	23%	21%	5%
5 or more people	7%	7%	5%	7%	7%	7%	10%	10%	2%

Base: British Columbians (n=600)
Q2. Including yourself, how many people are living with you at home?
Note: No answer responses not shown

An equal proportion of British Columbians rate the mood of their household as very good / excellent as those who rate it poor / fair

Those in the following groups are more likely to rate the mood of their current household as very good / excellent:
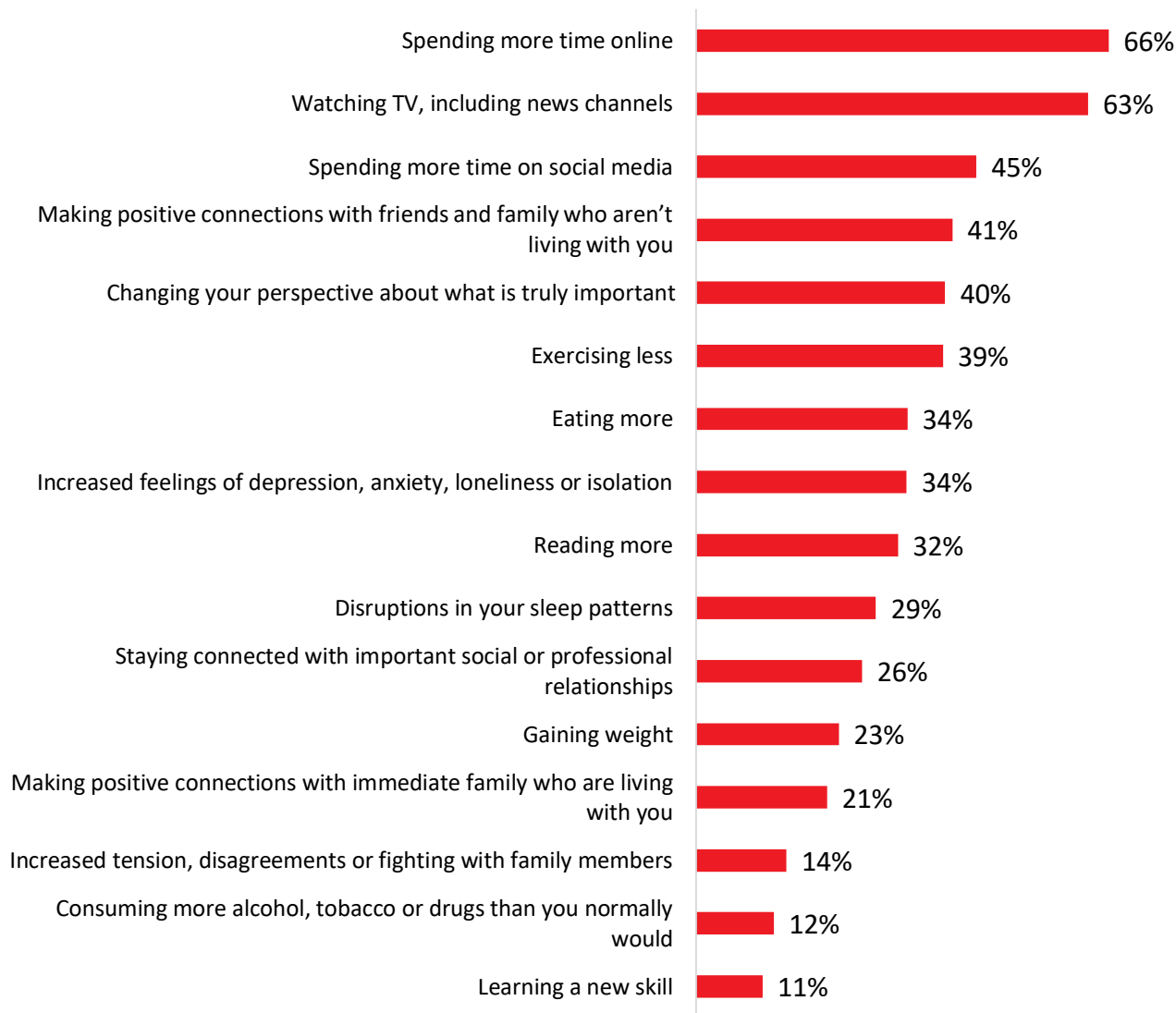- Those who aren't working at home, looking after children or studying when compared to those looking after young children
- Those who are home alone

Poor / Fair   **Very Good / Excellent**

| 3% | 25% | 42% | 25% | 4% |

28%   **29%**

■ Poor　　■ Fair　　□ Good　　■ Very Good　　■ Excellent

	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Very Good / Excellent	29%	29%	27%	30%	33%	26%	**22%**	26%	**37%**
Poor / Fair	28%	26%	32%	30%	26%	30%	**36%**	**32%**	**20%**

Base: British Columbians (n=600)
Q3. Taking everything into account, how would you describe the mood of your household?
Note: Don't know responses not shown

Over three-in-five British Columbians have increased their time online and their consumption of TV

Response	Percentage
Spending more time online	66%
Watching TV, including news channels	63%
Spending more time on social media	45%
Making positive connections with friends and family who aren't living with you	41%
Changing your perspective about what is truly important	40%
Exercising less	39%
Eating more	34%
Increased feelings of depression, anxiety, loneliness or isolation	34%
Reading more	32%
Disruptions in your sleep patterns	29%
Staying connected with important social or professional relationships	26%
Gaining weight	23%
Making positive connections with immediate family who are living with you	21%
Increased tension, disagreements or fighting with family members	14%
Consuming more alcohol, tobacco or drugs than you normally would	12%
Learning a new skill	11%

Note: Multiple mentions allowed. Responses less than 10% are not shown.
Base: British Columbians (n=600)
Q4. As a result of these social distancing activities, which of the following changes in attitude or behaviour are you personally experiencing?
Note: Don't know and No answer responses not shown

Changes in attitude or behavior as a result of social distancing activities (1 of 2)

	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Spending more time online	66%	67%	57%	66%	63%	69%	76%	70%	56%
Watching TV, including news channels	63%	64%	64%	60%	59%	66%	58%	64%	64%
Spending more time on social media	45%	49%	40%	40%	34%	55%	61%	45%	33%
Making positive connections with friends and family who aren't living with you	41%	42%	41%	39%	29%	52%	31%	38%	49%
Changing your perspective about what is truly important	40%	39%	31%	43%	34%	45%	42%	43%	35%
Exercising less	39%	39%	42%	39%	38%	41%	45%	35%	39%
Eating more	34%	35%	31%	32%	31%	37%	49%	38%	21%
Increased feelings of depression, anxiety, loneliness or isolation	34%	33%	29%	36%	27%	40%	50%	38%	19%

Note: Multiple mentions allowed
Base: British Columbians
Q4. As a result of these social distancing activities, which of the following changes in attitude or behaviour are you personally experiencing?

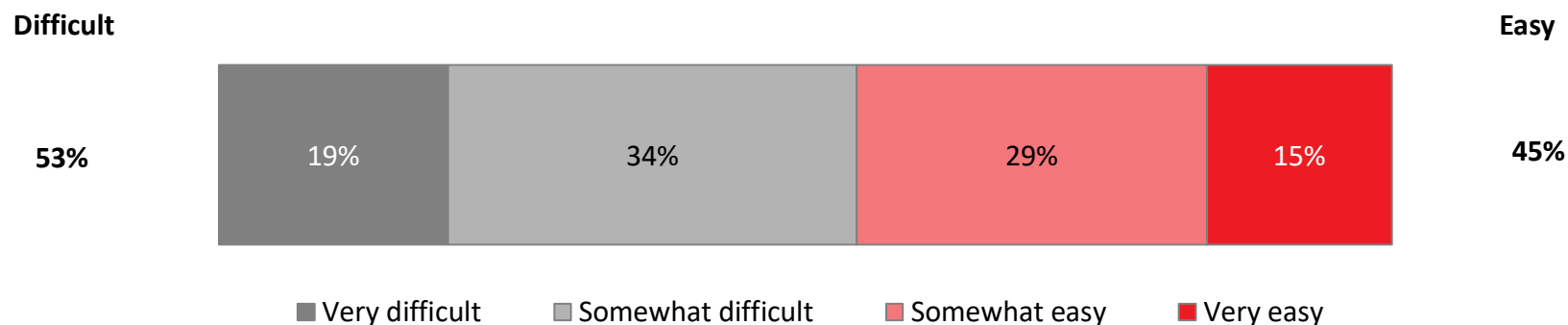# Changes in attitude or behavior as a result of social distancing activities (2 of 2)

	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Reading more	32%	33%	41%	30%	27%	37%	25%	29%	40%
Disruptions in your sleep patterns	29%	29%	33%	27%	25%	32%	34%	34%	20%
Staying connected with important social or professional relationships	26%	26%	21%	29%	22%	31%	28%	29%	23%
Gaining weight	23%	22%	19%	24%	21%	24%	25%	30%	16%
Making positive connections with immediate family who are living with you	21%	23%	21%	18%	20%	22%	22%	26%	16%
Increased tension, disagreements or fighting with family members	14%	13%	12%	17%	15%	14%	26%	13%	8%
Consuming more alcohol, tobacco or drugs than you normally would	12%	13%	16%	11%	12%	13%	17%	15%	7%
Learning a new skill	11%	11%	11%	10%	10%	11%	20%	8%	6%

Note: Multiple mentions allowed
Base: British Columbians
Q4. As a result of these social distancing activities, which of the following changes in attitude or behaviour are you personally experiencing?
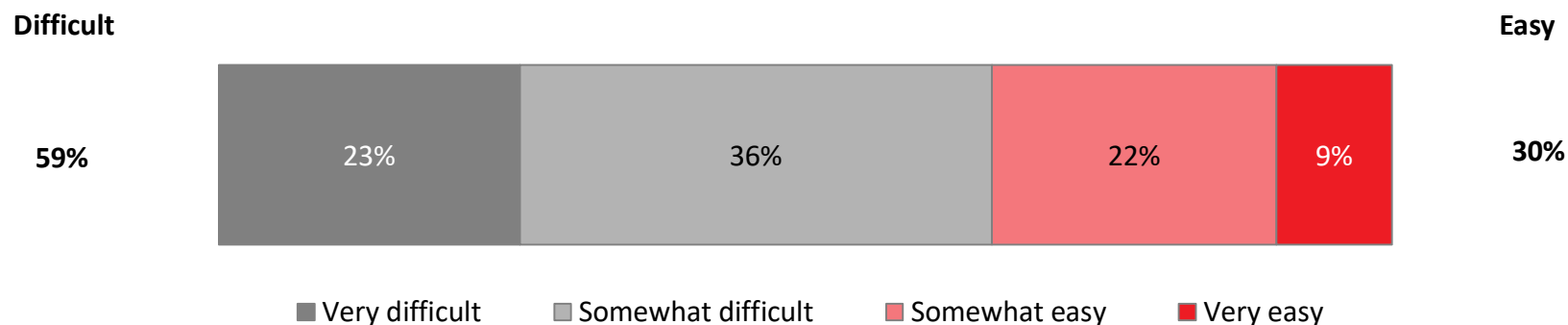
British Columbians are divided as to whether it is easy or difficult to work or study from home while also looking after children

Difficult

53%

Very difficult	Somewhat difficult	Somewhat easy	Very easy
19%	34%	29%	15%

Easy

45%

■ Very difficult ■ Somewhat difficult ■ Somewhat easy ■ Very easy

	British Columbians (n=57)	REGION			GENDER		AGE		
		Vancouver (n=40)	Vancouver Island (n=11)*	Rest of BC (n=6)*	Men (n=26)*	Women (n=31)	18-34 (n=12)*	35-54 (n=42)	55+ (n=3)*
Easy (Somewhat / Very)	45%	29%	44%	71%	47%	43%	21%	41%	100%
Difficult (Very / Somewhat)	53%	68%	48%	29%	53%	54%	67%	59%	-

Base: British Columbians with children at home and working or studying at home (n=57)
Q5. How easy or difficult do you find it to work or study from while also looking after children?
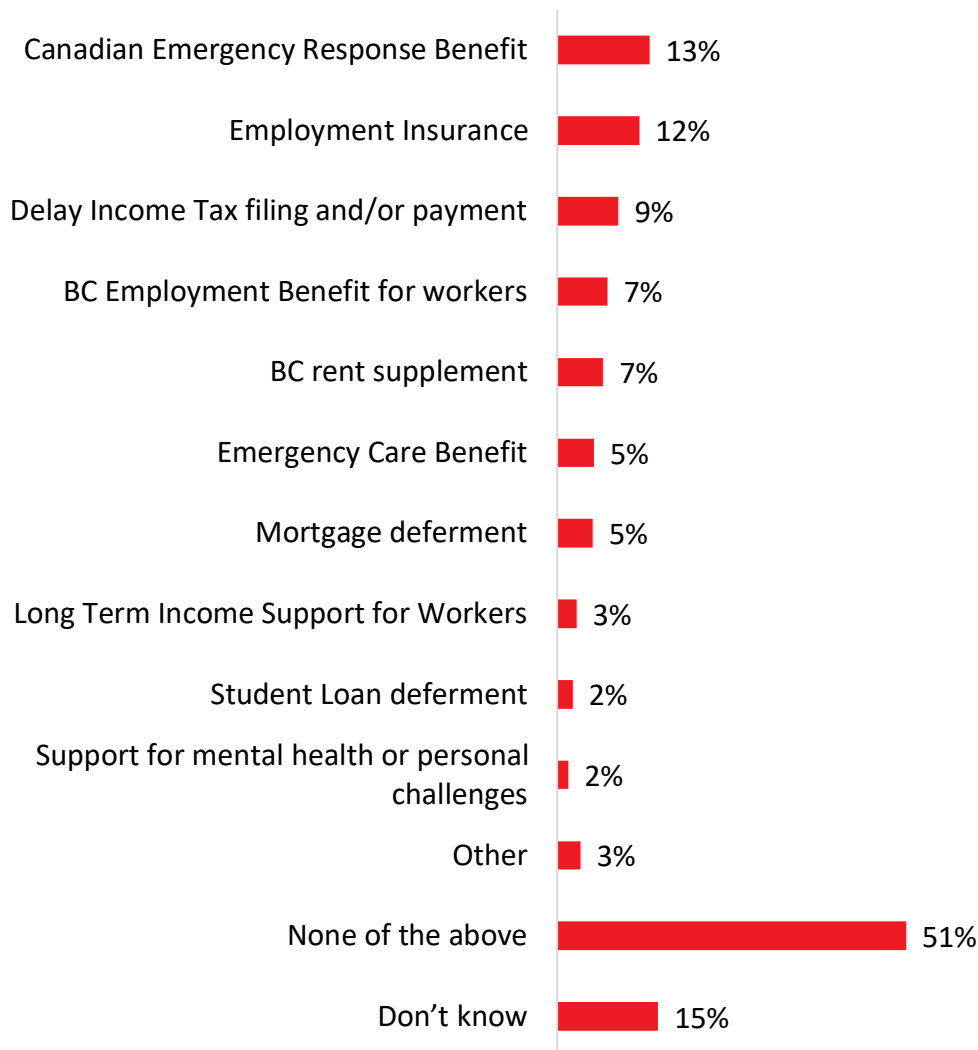Note: Don't know responses are not shown. *Caution to be used in interpretation due to small sample size.

Nearly three-in-five British Columbians find it difficult to continue to support their children's learning while their children are at home

Difficult

59%

Very difficult 23%	Somewhat difficult 36%	Somewhat easy 22%	Very easy 9%

Easy

30%

■ Very difficult ■ Somewhat difficult ■ Somewhat easy ■ Very easy

	British Columbians (n=78)	REGION			GENDER		AGE		
		Vancouver (n=48)	Vancouver Island (n=16)*	Rest of BC (n=14)*	Men (n=34)	Women (n=44)	18-34 (n=13)*	35-54 (n=57)	55+ (n=8)*
Easy (Somewhat / Very)	30%	33%	33%	27%	27%	33%	25%	28%	49%
Difficult (Very / Somewhat)	59%	60%	67%	55%	63%	56%	71%	62%	26%

Base: British Columbians all with school aged children at home (n=78)
Q6. How easy or difficult are you finding it to continue to support their learning while the children are at home?
Note: Don't know and No answer responses not shown

Of those who have applied for or plan on applying for emergency support, the largest proportion have applied for the Canadian Emergency Response Benefit and/or Employment Insurance

Category	Percentage
Canadian Emergency Response Benefit	13%
Employment Insurance	12%
Delay Income Tax filing and/or payment	9%
BC Employment Benefit for workers	7%
BC rent supplement	7%
Emergency Care Benefit	5%
Mortgage deferment	5%
Long Term Income Support for Workers	3%
Student Loan deferment	2%
Support for mental health or personal challenges	2%
Other	3%
None of the above	51%
Don't know	15%

Note: Multiple mentions allowed
Base: British Columbians (n=600)
Q7. Have you applied for / do you plan on applying for emergency support?
Note: No answer responses not shown

Emergency support applied for

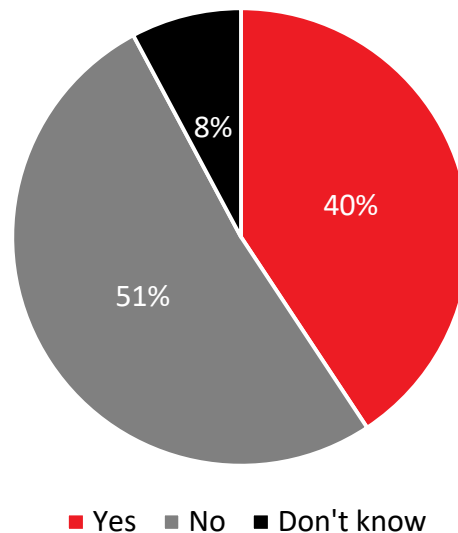|	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Canadian Emergency Response Benefit	13%	12%	14%	15%	13%	14%	**15%**	**21%**	**6%**
Employment Insurance	12%	14%	11%	9%	12%	12%	**19%**	**16%**	**4%**
Delay Income Tax filing and/or payment	9%	10%	10%	7%	9%	9%	6%	9%	10%
BC Employment Benefit for workers	7%	5%	4%	11%	**10%**	**5%**	8%	**11%**	**4%**
BC rent supplement	7%	8%	9%	4%	6%	7%	11%	7%	4%
None of the above	51%	53%	53%	47%	48%	53%	**44%**	**39%**	**65%**

Note: Multiple mentions allowed
Base: British Columbians
Q7. Have you applied for / do you plan on applying for emergency support?
Note: Subsegments shown for responses with a total value greater than 5%. Don't know responses are not shown.

Two-in-five British Columbians have experienced a significant drop in household income because of the COVID-19 pandemic

Pie chart:
- Yes: 40%
- No: 51%
- Don't know: 8%

■ Yes ■ No ■ Don't know

	British Columbians (n=600)	REGION			GENDER		AGE		
		Vancouver (n=400)	Vancouver Island (n=100)	Rest of BC (n=100)	Men (n=305)	Women (n=295)	18-34 (n=158)	35-54 (n=226)	55+ (n=216)
Yes	40%	41%	32%	41%	39%	42%	**54%**	**43%**	**29%**
No	51%	52%	59%	47%	52%	50%	**38%**	**45%**	**64%**

Base: British Columbians (n=600)
Q8. Have you experienced a significant drop in your household income because of the COVID-19 pandemic?
Note: No answer responses not shown

APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

RESPONDENT PROFILE

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Sex			
Male	48%	48%	49%
Female	52%	52%	51%
Age			
Between 18 and 24	10%	11%	10%
Between 25 and 34	19%	15%	13%
Between 35 and 44	17%	14%	12%
Between 45 and 54	19%	16%	19%
Between 55 and 64	16%	18%	18%
Between 65 and 74	12%	16%	23%
75 or older	7%	9%	5%

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Education			
Elementary (7 years or less)	1%	-	-
High school, general or vocational (8 to 12 years)	20%	17%	38%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years)	26%	29%	28%
University certificates and diplomas	8%	4%	8%
University Bachelor (including classical studies)	33%	31%	21%
University Master's degree	11%	13%	3%
University Doctorate (PhD)	1%	5%	1%
I prefer not to answer	1%	-	-

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Children Under 18 years old			
YES	30%	23%	23%
Yes: 12 years of age and OLDER ONLY	9%	13%	5%
Yes: 12 years of age and older AND younger than 12 years old	7%	3%	1%
Yes: YOUNGER than 12 years old ONLY	13%	7%	17%
No children under 18 years old at all in the household	70%	77%	77%
I prefer not to answer	<1%	-	-
Household Income			
$19,999 or less	6%	5%	5%
Between $20,000 and $39,999	11%	18%	17%
Between $40,000 and $59,999	20%	17%	12%
Between $60,000 and $79,999	14%	17%	20%
Between $80,000 and $99,999	15%	16%	17%
$100,000 or more	27%	14%	17%
I prefer not to answer	7%	13%	12%

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Current Occupation			
Office worker	13%	9%	13%
Personnel specialized in sales	6%	5%	4%
Personnel specialized in services	5%	7%	8%
Manual workers	2%	2%	3%
Skilled, semi-skilled workers	5%	6%	2%
Science and technologies workers	5%	4%	4%
Professionals	13%	10%	11%
Managers/administrators/owners	11%	8%	7%
Homemaker	4%	2%	3%
Student	6%	9%	6%
Retired	22%	27%	35%
Unemployed (unemployment, welfare)	2%	7%	-
Other	5%	4%	6%

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
First Language			
French	1%	2%	2%
English	72%	88%	90%
Other	12%	4%	2%
English and other	13%	2%	5%
Other and other	3%		1%
English and French	-	3%	1%
I prefer not to answer	-	1%	-

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Ethnic Origin			
Caucasian (White)	60%	84%	87%
Chinese	19%	5%	2%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	5%	3%	1%
Aboriginal / First Nations	<1%	1%	3%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%	1%	1%
Black (African, African-American, etc.)	1%	-	-
West Asian (Iranian, Afghan, etc.)	1%	-	-
Japanese	1%	-	2%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%	1%	-
Filipino	2%	1%	1%
Arabic (Middle East, North Africa)	1%	-	-
Korean	1%	-	-
Other	3%	3%	-
I prefer not to answer	2%	1%	2%

RESPONDENT PROFILE

	Greater Vancouver	Vancouver Island	Rest of BC
n=	400	100	100
Born in Canada			
Yes	64%	77%	85%
No	36%	23%	15%
Length of time in Canada	**n=146**	**n=24**	**n=15**
Less than 1 year	1%	-	-
1 year to less than 5 years	9%	8%	10%
5 years to less than 10 years	11%	5%	8%
More than 10 years	79%	87%	83%
Member of a visible minority group			
Yes	23%	9%	8%
No	72%	84%	85%
No opinion	1%	4%	-
I don't know	4%	3%	6%

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  Online community management

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  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

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Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also member of the Insights Association, the American Association of Marketing Research Analytics.

We know Canadians

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