Impact of the Pandemic Experience for Canadians

Survey Methodology
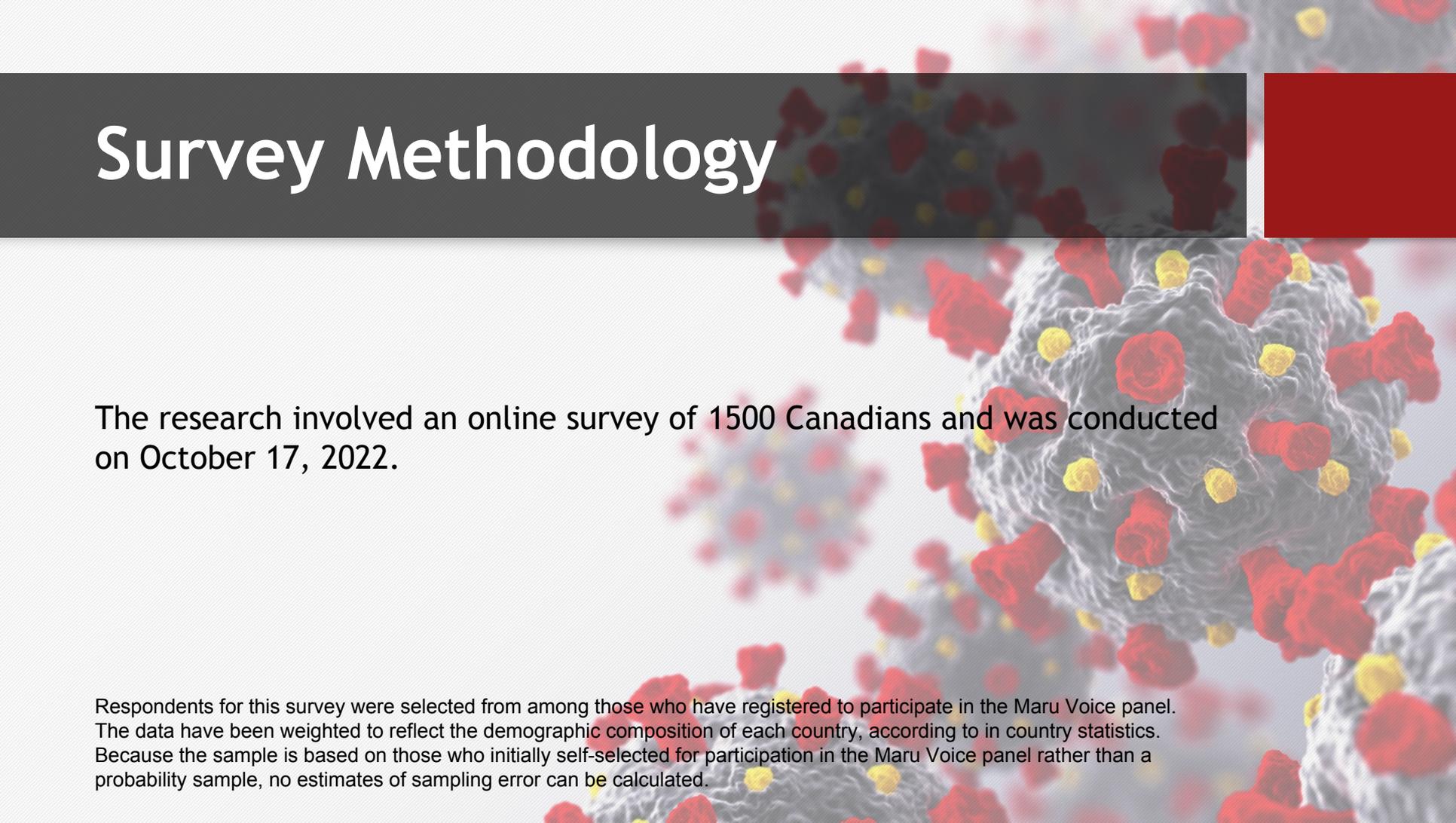
The research involved an online survey of 1500 Canadians and was conducted on October 17, 2022.

Respondents for this survey were selected from among those who have registered to participate in the Maru Voice panel. The data have been weighted to reflect the demographic composition of each country, according to in country statistics. Because the sample is based on those who initially self-selected for participation in the Maru Voice panel rather than a probability sample, no estimates of sampling error can be calculated.
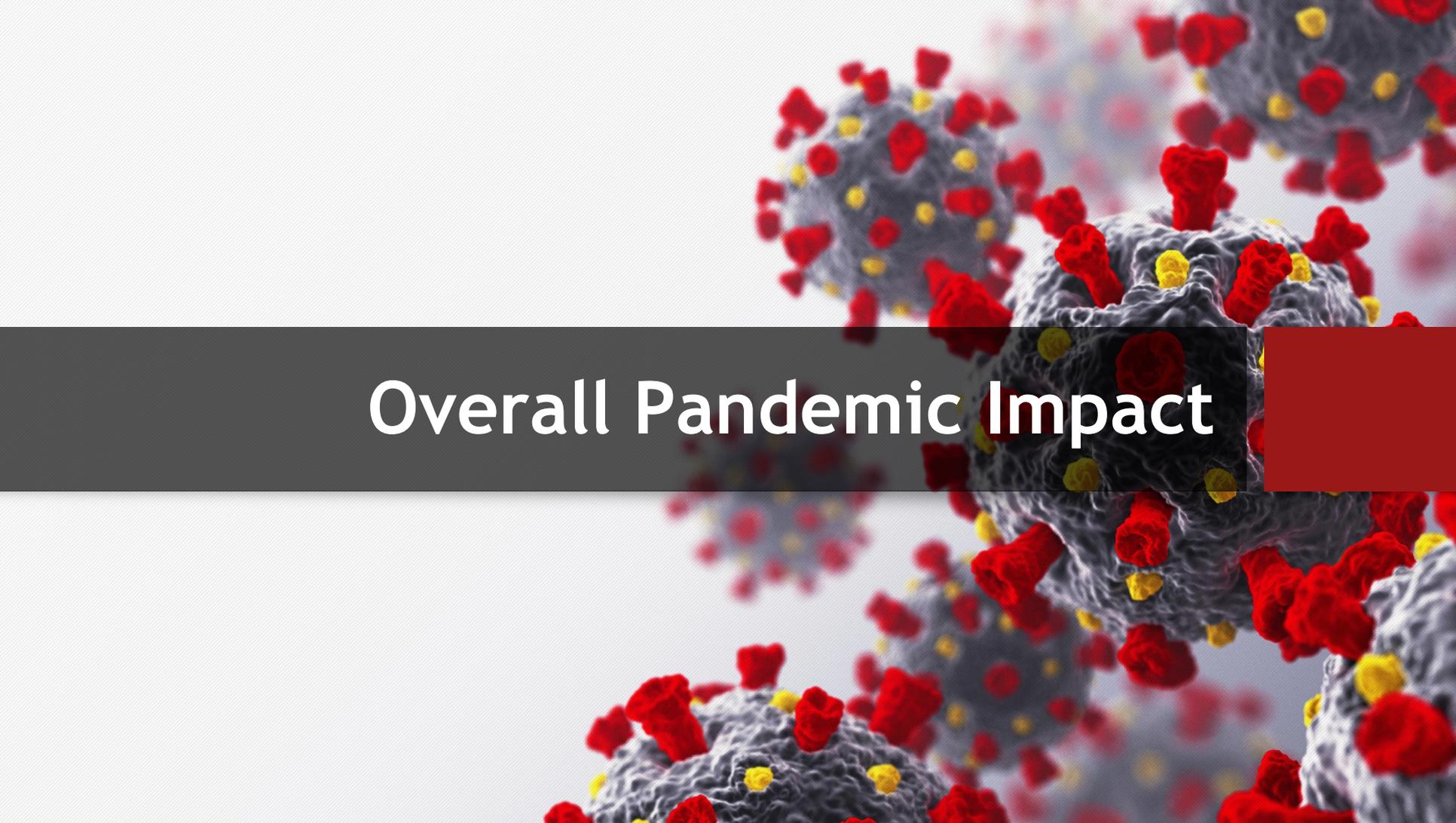
Overall Pandemic Impact

One quarter of Canadians said that the pandemic most negatively impacted their **social lives**, followed by two-in-ten who selected health or economic wellbeing.

However, twenty-six present said they were **not impacted** by any of the categories.

When asked the same question about Canadian society as a whole, **economic and social wellbeing** were selected by roughly three-in-ten.

Only **eight percent** said that Canadians were not affected by any of the categories.

Overall Pandemic Impact
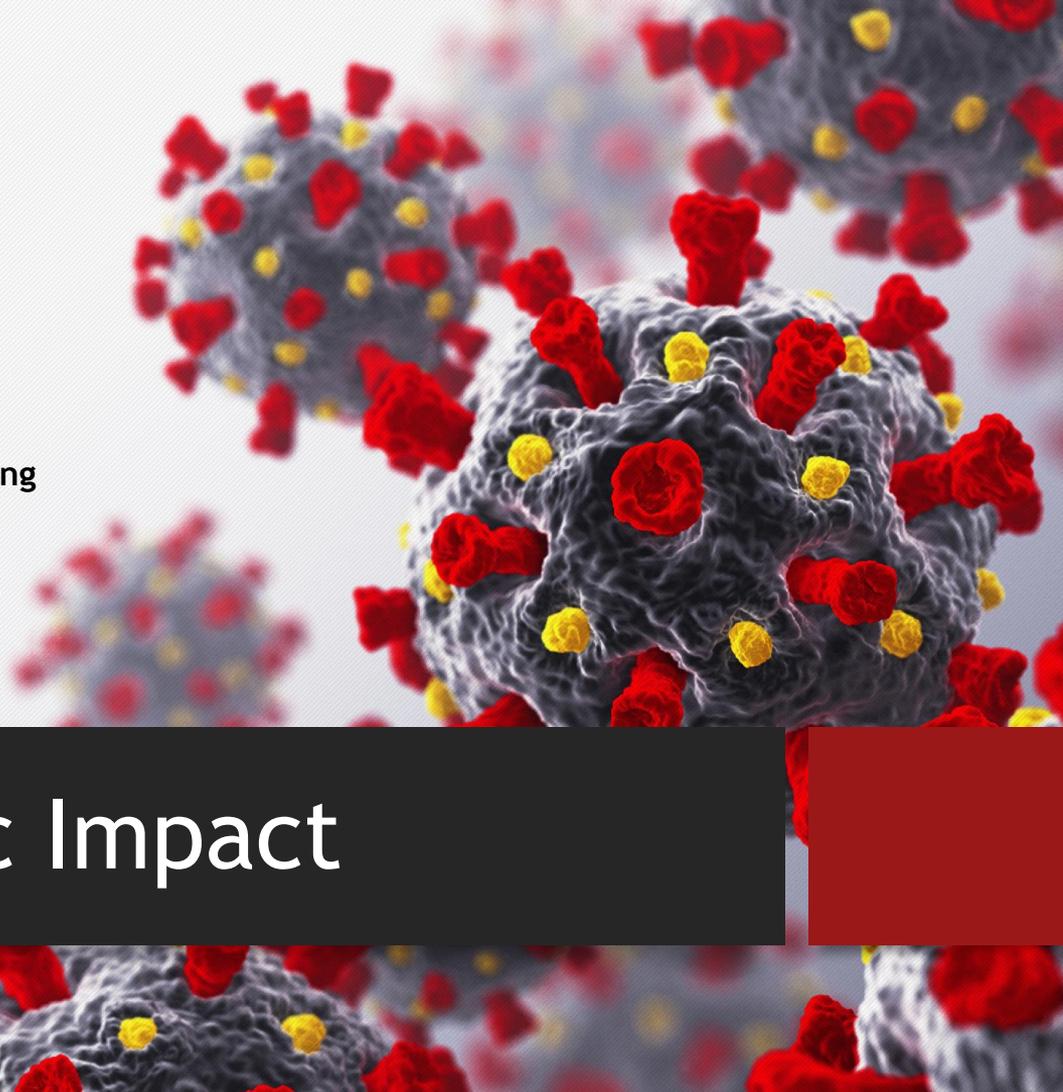
Personal Impact: Experienced by You and Your Family

One quarter of Canadians said that the pandemic most negatively impacted their social lives (e.g., isolation, increased divorce or family tensions, or disruptions to the academic lives of their children). This was followed by two-in-ten who experienced negative impacts to their health or economic circumstances, and twenty-six percent said they were not impacted.

Percentage Experienced Most Seriously
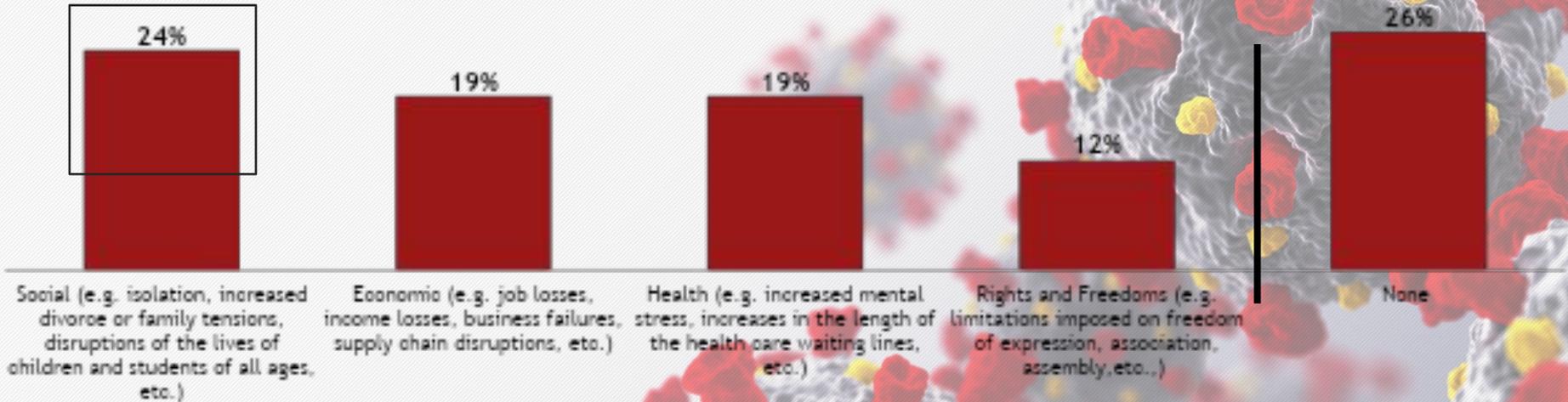
Category	Percentage
Social (e.g. isolation, increased divorce or family tensions, disruptions of the lives of children and students of all ages, etc.)	24%
Economic (e.g. job losses, income losses, business failures, supply chain disruptions, etc.)	19%
Health (e.g. increased mental stress, increases in the length of the health care waiting lines, etc.)	19%
Rights and Freedoms (e.g. limitations imposed on freedom of expression, association, assembly, etc.)	12%
None	26%

Q1. Among the four categories of negative impact, which was the ONE **you and your family experienced most seriously**? N=1533

Projected Impact: Experienced by the Largest Number of Canadians

When asked what the projected impact experienced by the largest number of Canadians, three-in-ten respondents chose either economic, (e.g., job or income losses) or social (e.g., isolation, increased divorce or family tensions, or disruptions to the academic lives of their children).

Percentage Experienced Most Seriously

29% — Social (e.g. isolation, increased divorce or family tensions, disruptions of the lives of children and students of all ages, etc.)

32% — Economic (e.g. job losses, income losses, business failures, supply chain disruptions, etc.)
Increase of 13%, compared to personal impact

21% — Health (e.g. increased mental stress, increases in the length of the health care waiting lines, etc.)

11% — Rights and Freedoms (e.g. limitations imposed on freedom of expression, association, assembly, etc..)

8% — None
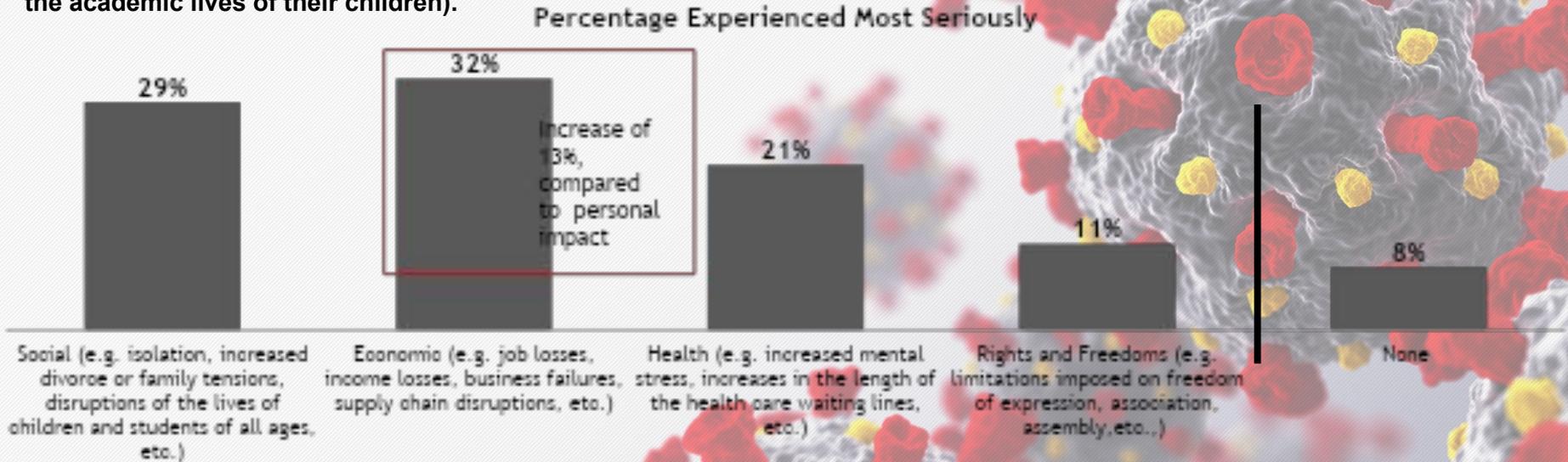
Q2. And which ONE negative impact do you think was **experienced by the largest number of Canadians**? N=1533
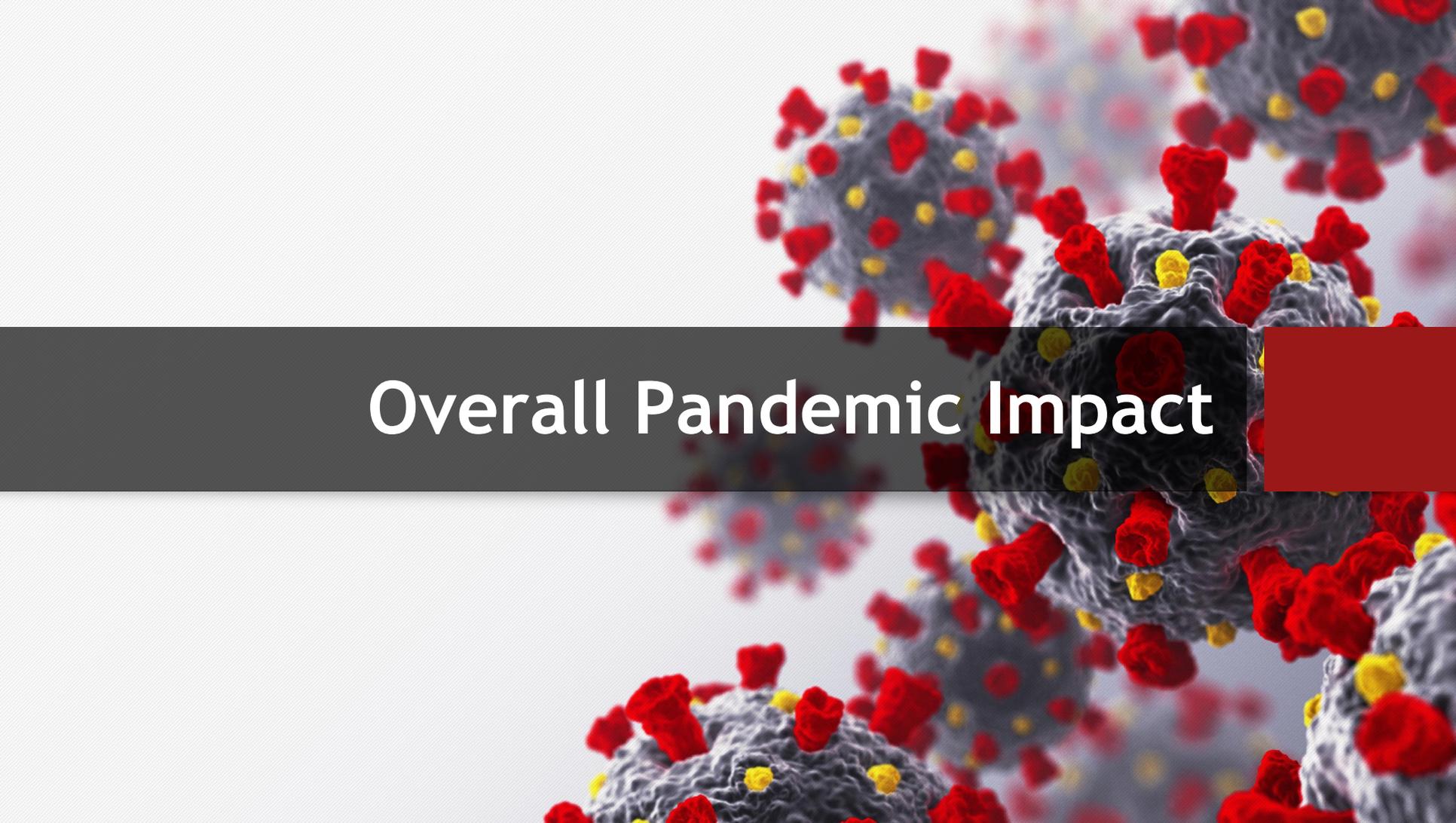
Overall Pandemic Impact

Demographic Highlights

Geographic Divides Emerge, with Albertans most likely to be Affected

Atlantic Canadians and young people were less likely to select social as having the most impact on themselves personally or Canadians. Albertans were less likely to select 'social' impact personally, but just as likely to say that Canadians were negatively affected socially.

British Columbians and young people were more likely to say that their economic wellbeing was most affected, and they also selected economics as having the largest impact more often than other Canadians. Albertans were more likely to say they were personally impacted, but just as likely to say other Canadians were negatively affected as well.

British Columbians were least likely to say that the pandemic had a the most negative impact on their health, whereas Albertans were most likely to select health compared to their provincial counterparts.

Albertans, Ontarians, or Atlantic Canadians and men were slightly more likely to select 'rights and freedoms' as having the most negative impact compared to their counterparts, although this difference only scrapes the edges of significance.

By contrast, Albertans were the least likely to select none of the categories as having a negative impact, compared to Quebec who was most likely to say that none of the categories affected them negatively.

Negative Pandemic Impact on Canadians: Social
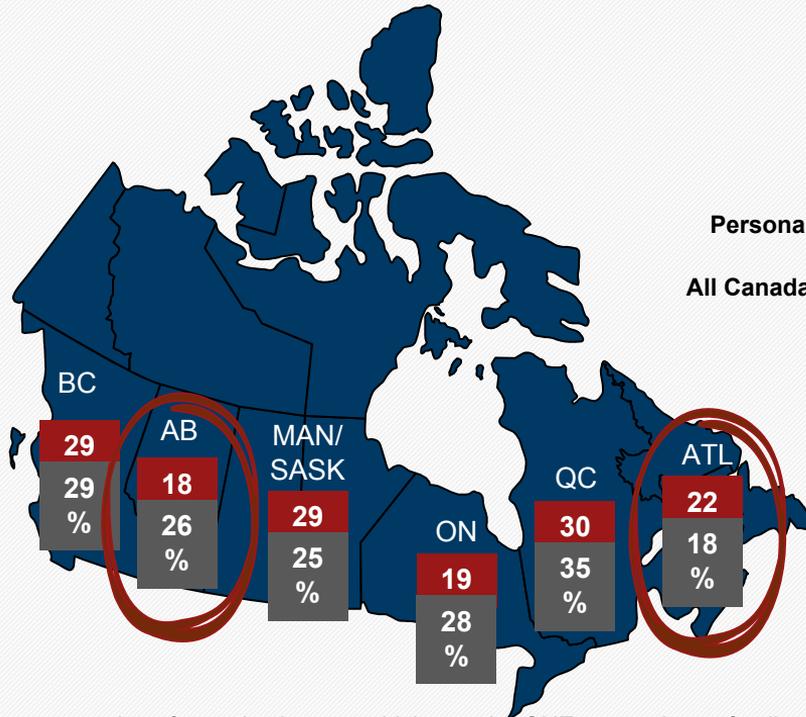
NATIONAL

Personal	**24%**
All Canada	**29%**
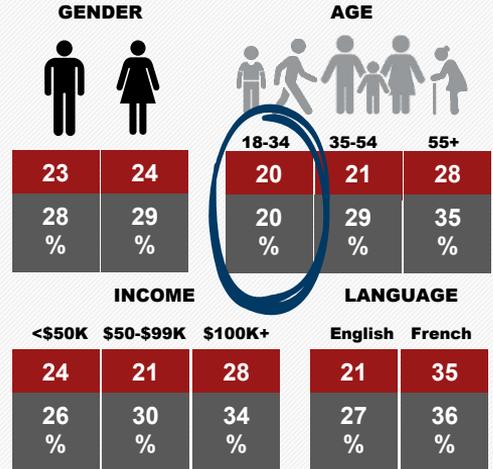
GENDER

23	24
28%	29%

AGE

18-34	35-54	55+
20	21	28
20%	29%	35%

INCOME

<$50K	$50-$99K	$100K+
24	21	28
26%	30%	34%

LANGUAGE

English	French
21	35
27%	36%

Map values:

BC	AB	MAN/SASK	ON	QC	ATL
29	18	29	19	30	22
29%	26%	25%	28%	35%	18%

Q1. Among the four categories of negative impact, which was the ONE you and your family experienced most seriously? N=1533
Q2. And which ONE negative impact do you think was experienced by the largest number of Canadians? N=1533

Negative Pandemic Impact on Canadians: Economic
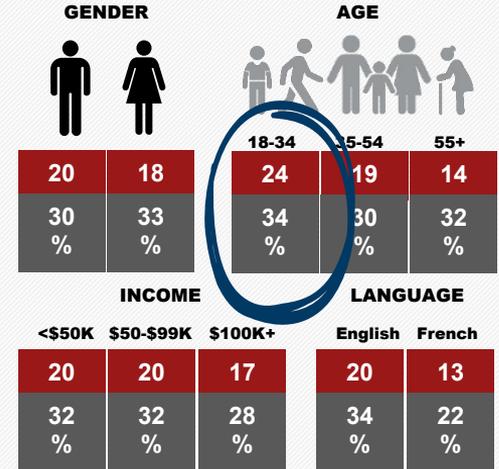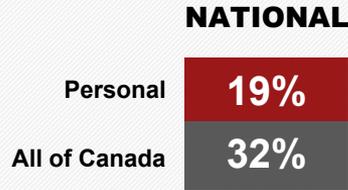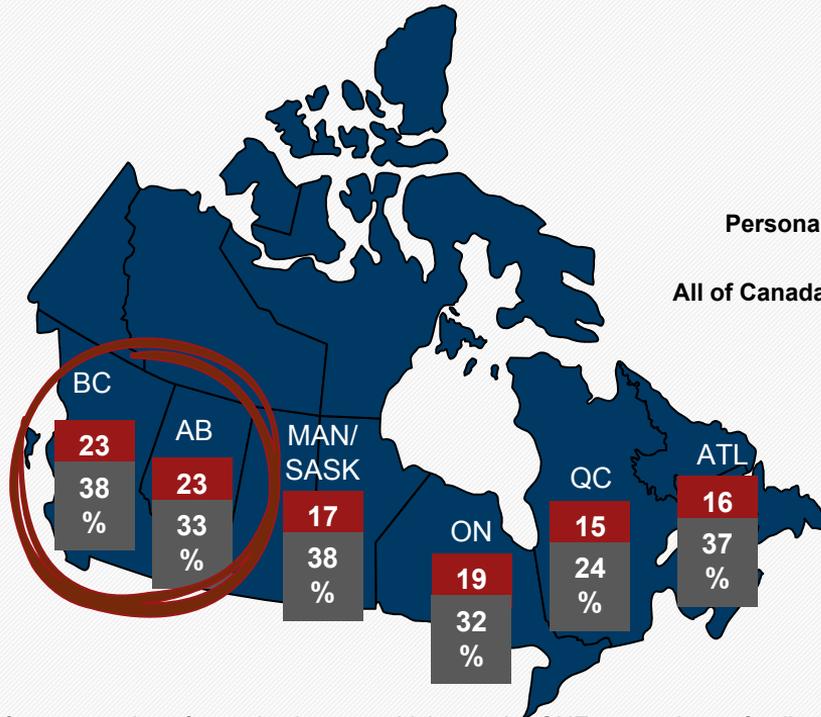
NATIONAL

Personal	**19%**
All of Canada	**32%**

Map values:

Region	Personal	All of Canada
BC	23	38%
AB	23	33%
MAN/SASK	17	38%
ON	19	32%
QC	15	24%
ATL	16	37%

GENDER

	Male	Female
	20	18
	30%	33%

AGE

	18-34	35-54	55+
	24	19	14
	34%	30%	32%

INCOME

|	<$50K	$50-$99K	$100K+
	20	20	17
	32%	32%	28%

LANGUAGE

	English	French
	20	13
	34%	22%

Q1. Among the four categories of negative impact, which was the ONE you and your family experienced most seriously? N=1533
Q2. And which ONE negative impact do you think was experienced by the largest number of Canadians? N=1533

Negative Pandemic Impact on Canadians: Health

NATIONAL

Personal	**19%**
All of Canada	**21%**

BC
15
19%

AB
23
21%

MAN/SASK
15
19%

ON
21
25%

QC
17
17%

ATL
17
24%
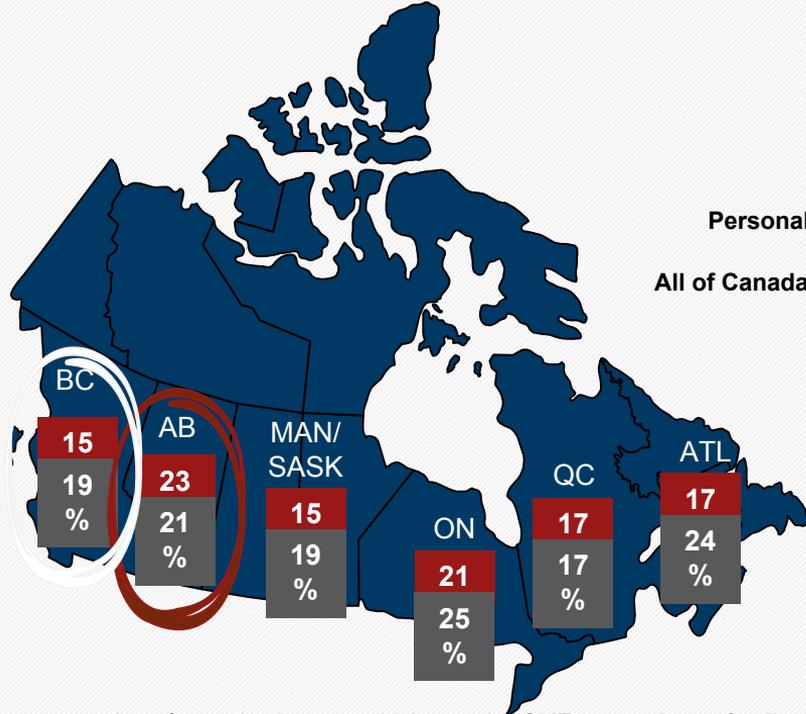
GENDER

Male	Female
17	21
20%	22%

AGE

18-34	35-54	55+
22	19	17
27%	19%	19%

INCOME

<$50K	$50-$99K	$100K+
16	19	19
22%	21%	20%

LANGUAGE

English	French
19	17
22%	18%

Q1. Among the four categories of negative impact, which was the ONE you and your family experienced most seriously? N=1533
Q2. And which ONE negative impact do you think was experienced by the largest number of Canadians? N=1533

Negative Pandemic Impact on Canadians: Rights and Freedoms
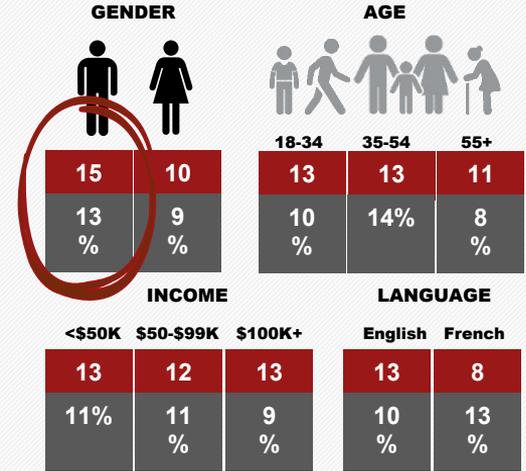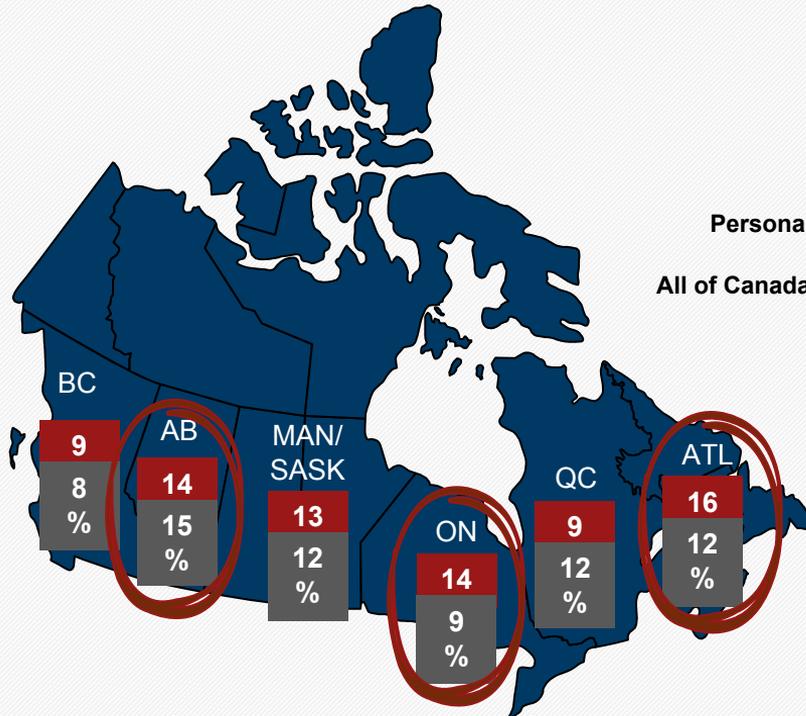
NATIONAL

Personal	**12%**
All of Canada	**11%**

GENDER

15	10
13%	9%

AGE

18-34	35-54	55+
13	13	11
10%	14%	8%

INCOME

<$50K	$50-$99K	$100K+
13	12	13
11%	11%	9%

LANGUAGE

English	French
13	8
10%	13%

BC
9
8%

AB
14
15%

MAN/SASK
13
12%

ON
14
9%

QC
| |
|---|
| 9 |
| 12% |

ATL
16
12%

Q1. Among the four categories of negative impact, which was the ONE you and your family experienced most seriously? N=1533
Q2. And which ONE negative impact do you think was experienced by the largest number of Canadians? N=1533

Negative Pandemic Impact on Canadians: None
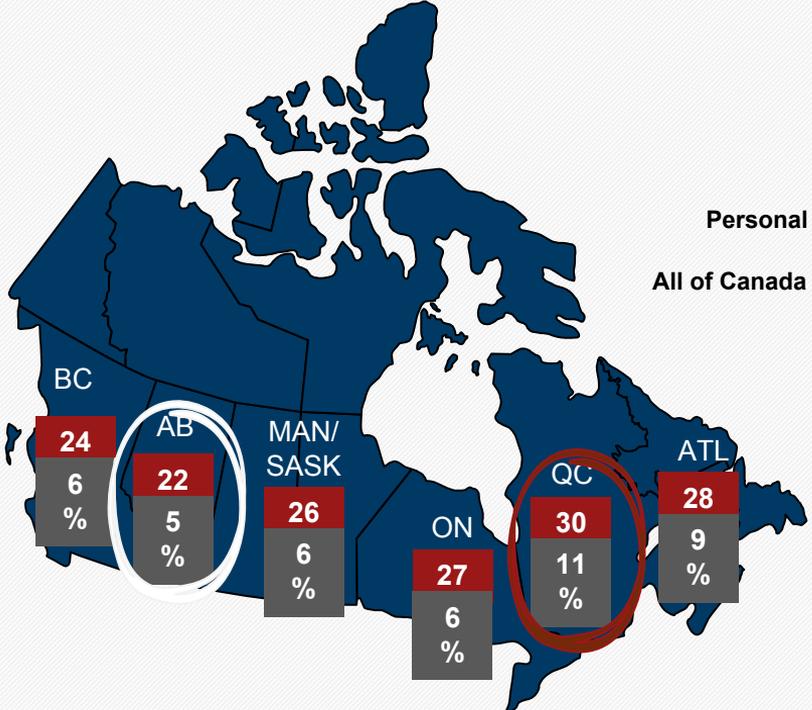
NATIONAL

Personal	**27%**
All of Canada	**8%**

GENDER

26	28
8%	7%

AGE

18-34	35-54	55+
22	27	29
9%	9%	6%

INCOME

<$50K	$50-$99K	$100K+
27	28	23
9%	6%	8%

LANGUAGE

English	French
26	28
7%	11%

Map values:

Region		
BC	24	6%
AB	22	5%
MAN/SASK	26	6%
ON	27	6%
QC	30	11%
ATL	28	9%

Q1. Among the four categories of negative impact, which was the ONE you and your family experienced most seriously? N=1533
Q2. And which ONE negative impact do you think was experienced by the largest number of Canadians? N=1533