



# ALBERTANS' PERSPECTIVES ON LIVING THROUGH THE COVID CRISIS

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# Research Methodology



- Study fielded with Adult Albertans, via online research panel
  - Field dates: April 22 - 26, 2020
  - Panel source: ThinkHQ Connect & MARU
- n=1,231
- Weighted to reflect gender, age and region of Alberta population according to Stats Canada
- A random stratified sample of panelists was invited to complete the survey from several on-line research panel sources. The margin of error for a comparable probability-based random sample of this size is +/- 2.8 percentage points, 19 times out of 20
- Accuracy of sub-samples of the data decline based on sample sizes

# Regional Sample Sizes and Margins of Error



Region	Total interviews	Total Interviews	Margin of Error*
	Unweighted	Weighted	
ALBERTA TOTAL	n=1,231	n=1,231	+/- 2.8 percentage points
Calgary	n=471	n=429	+/- 4.5 percentage points
Edmonton	n=355	n=389	+/- 5.2 percentage points
Northern Alberta	n=94	n=148	+/- 10.1 percentage points
Central Alberta	n=146	n=138	+/- 8.1 percentage points
Southern Alberta	n=165	n=127	+/- 7.6 percentage points

\*NOTE: The margin of error is associated with a probability sample of this size

# Albertans' Perspectives on Living Through the COVID Crisis



*(May 4, 2020 – FOR IMMEDIATE RELEASE)*

(CALGARY) There is no doubt that COVID-19 is taking a toll on Albertans in a variety of ways, according to a new ThinkHQ survey. Financially, one-third report a disruption to their employment status since March 1st, and almost 30% believe they will have trouble making ends meet beyond the next couple of months. For most Albertans however, by far the most difficult challenge posed by COVID is the loss of contact with friends, family and loved ones outside of their households, and growing anxiety about the state of Alberta's economy.

With the Province announcing a “phased re-opening” of the economy underway, many Albertans are looking forward to and are reasonably comfortable with some easing of “isolating”, particularly involving their closest relationships. That said, removal of prohibitions on commercial contacts may be easing, but it won't necessarily translate into a return to normal for many businesses. Generally speaking, until there is a vaccine for COVID-19 many Albertans will still be very wary of certain activities, with comfort influenced by the size, familiarity and opportunity for social distancing of the activity itself. Albertans may be comfortable visiting their doctor's office again, socializing at home with friends, and even getting a haircut, but a majority will still be avoiding air travel (particularly international travel) and major events such as sports, concerts and conventions.

Continued 

# Albertans' Perspectives on Living Through the COVID Crisis



*...continued*

Restaurants and retail have been particularly hard hit by the economic shutdown, and while these businesses will begin to re-open, over one-third of their former customers may be unlikely to return until there is a vaccine.

Speaking of which, eight-in-ten (80%) of Albertans report that if and when a COVID-19 vaccine is developed, they are at least somewhat likely to be inoculated. While this figure seems overwhelming initially, based on previous research with flu vaccine rates (comparing initial intentions vs. actual behaviour), the adjusted/likely level of vaccination would be more in the neighbourhood of 36% - 40% of Albertans which could pose a challenge for public health authorities managing public health.

# Financial Impact of COVID



COVID-19 has taken a serious toll on Alberta's labour market, with one-third (34%) of those interviewed who were employed on March 1st reporting that they have had a change in their employment status since. One-tenth (11%) of Alberta's pre-COVID labour force has been laid off or lost their jobs, while 14% have seen a reduction in hours, and another 9% say some other disruption in their employment status (e.g. cut in pay, reduced income of self-employed/business owners, etc.). Two-thirds (66%) of Albertans tell us their employment status has not changed since March 1st.

Though direct changes to employment have touched a large minority of Albertans, a majority have been financially impacted by the pandemic and its economic consequences. Fully 15% of those interviewed say the financial strain of COVID response has been severe for them (due to loss of income and limited savings), while another 14% characterize it as a "significant" hit to their pocketbooks (due to a loss of income and savings that could carry them for only a couple of months). Meanwhile one-fifth (21%) say they have felt a financial bite from the COVID response, but feel they have enough financial wherewithal to sustain themselves for at least a year. Only 45% of Albertans have not experienced any real financial impact from COVID.

- Not surprisingly, those who have experienced job loss/employment changes report the highest and most severe financial strain from COVID, along with those who are self-employed/business owners
- Just over one-in-five (22%) Albertans with children living in their household report a severe financial strain due to the economic consequences of the virus

# What are the Worst Things About Living in a “Lockdown”?



Our April survey sought to categorize and rank the most difficult challenges Albertans are facing in the daily lives while coping with COVID response. To do this, we tested 29 different impacts using a trade-off exercise (Max Diff). This methodology tends to be more accurate than traditional rating or ranking questions as it requires respondents to make sometimes difficult choices (i.e. most negative/least negative impacts) in their evaluations, and through statistical analysis provides not only a ranking of each, but also its relative difference from other items tested.

By far, the most difficult thing for most Albertans to cope with during this public health crisis is lack of physical contact with their friends/family/loved ones created by “isolating. This issue ranks well ahead of the others tested and is consistently ranked as the “#1 Worst thing” across demographic breaks.

Second, well back of missing friends and family but well ahead of other issues is growing anxiety about the state of Alberta’s economy. Again, this concern is consistently ranked second across all strata of society.

Next on the ranking we find a cluster of issues that can be considered serious concerns for Albertans. These include the lack of access to products and services (e.g. shortages or due to prohibitions like haircuts, dentist, etc.), along with feeling inundated by COVID news which creates feelings of anxiety or just generally feeling isolated. Other serious concerns relate to changes in people’s routine and loss of social life, along with dealing with new social rules like distancing from others and finding ways to live without in-person contact.



# What are the Worst Things About Living in a “Lockdown”?



*...continued*

The next grouping of issues can be considered more moderate in their concern for most Albertans, and include a mixture of impacts, some more serious than others. For instance, 12th on the list we find not being able to do things like going to the gym, playing sports, etc., along with not being able to go to bars and restaurants (17th). Meanwhile, loss of income ranks 14th on the list not because this isn't extremely serious to those experiencing it, but rather that many Albertan's are relatively insulated from it. This is also true for issues like a decline/disruption in mental health (16th). Other items in this cluster include the inability to travel, and people experiencing home life challenges from household members being together all the time.

Moving down the list we find issues that Albertans report are having a less negative impact on their lives – in many cases, thankfully. For example, the decline in health of a loved one or decline in one's own health (ranking 20th and 22nd respectively) are not issues that most Albertans are having to face. Other issues ranking lower relate to adapting to new hygiene requirements, putting off major new purchases and not being able to go to major events like sports, concerts, festivals or conventions.

Continued 

# What are the Worst Things About Living in a “Lockdown”?



*...continued*

Parenting issues rank lower on the list (as most Albertans do not have children living with them), but parents do seem to be coping well with the new reality of having kids at home most of the time with them. In fact, dealing with childcare and homeschooling is only a mid-level concern for parents, with more concerned about their kids not being able to spend time with their friends anymore.

The issues which Albertans are having the easiest time adapting to are being unable to worship with members of their own religious community, and not being able to watch new sporting events on the TV/web.

# The New Normal Pre-Vaccine?



Last week, the Province announced a staged approach to “re-opening” the economy over time as COVID is managed and mitigated. While this may be welcome news to many, and many Albertans are looking forward to returning to some degree of “normalcy” in their daily lives, our April survey suggests we are entering a “new normal” rather than a return to live as it was prior March. While Albertans express a desire and willingness to begin re-engaging in some of their pre-COVID activities, there is a hesitancy to take part in some activities until a COVID vaccine is developed and deployed. Notably, activities which put people in close contact with others (particularly strangers), and where there are limited “social distancing” opportunities, are ones which will be slow to return to peoples’ daily lives; activities like international travel, public transit, large events like sports, concerts, conventions or festivals.

## High Comfort Activities

- A large majority (80%) of those interviewed say they would be comfortable visiting their doctors’ offices prior to vaccine development (though interesting to note that one-in-five are not comfortable accessing this essential service)
- Albertans are similarly comfortable with the idea of socializing with friends/family at their homes (or hosting)

Continued 

# The New Normal Pre-Vaccine?



*...continued*

## Moderate Comfort Activities

- About two-thirds of those interviewed feel comfortable with the notion of accessing personal services (barber/stylist, estheticians, etc.) or health services like physio, chiro or massage, although comfort is higher among those who use these services more often already
- While restaurants may soon be opening to diners, there is a proportion of this business which likely won't be coming back soon. Only 59% of those interviewed say they would be comfortable going to a restaurant or bar pre-vaccine, which only slightly improves among those who frequently dined out prior to COVID
- A similar result as shopping malls. Just over one-half (56%) would be comfortable going to the mall (vs. 41% uncomfortable), climbing to 63% among frequent mall shoppers prior to COVID

Continued 

# The New Normal Pre-Vaccine?



*...continued*

## Low Comfort Activities

Until there is a vaccine developed and deployed to combat COVID, there will be some activities which many Albertans will simply avoid. Among them:

- Domestic air travel – 45% comfortable (though jumping to 57% among those who were frequent flyers previously)
- Attending a gym, fitness facility or playing team sports – 39% comfortable (again, climbing to 57% for those who did these activities prior to the pandemic)
- Attending large events like sports, concerts festivals – 38% comfortable vs. 57% not
- Flying internationally – 36% comfortable vs. 57% not
- Taking public transit – 35% comfortable (though this climbs to 60% among previous transit users)

Continued 

# The New Normal Pre-Vaccine?



*...continued*

When we compare past behaviour on these activities to future, pre-COVID vaccine, intentions we find that just under one-half (48%) say they would feel comfortable doing all the activities they had done regularly prior to March, while another 19% would be at least somewhat comfortable doing most of their previous regular activities. So, for about two-thirds (67%) the “new normal” may not be dramatically different from the “old normal” if given the opportunity. However, for three-in-ten (31%), their lives between now and whenever a COVID vaccine is developed will be decidedly different than before – 18% say they would feel comfortable doing only some of the things they did previously, while 13% don’t feel comfortable doing any.

- Those living outside of the two major urban centres express a higher degree of comfort returning to many of their old activities, along with men, conservative voters and those with a college diploma
- Comfort with a return to previous activities prior to a vaccine tends to decline with age, and is particularly high among males under the age of 35

# Vaccination Intentions



Eight-in-ten (80%) Albertans interviewed in April say they would be likely to get a COVID-19 vaccine if and when one is developed (64% very likely and 16% somewhat), compared to only 14% expressing a hesitance to getting a vaccination. This may seem like an overwhelming proportion, however based on previous research with flu vaccine rates (comparing initial intentions vs. actual behaviour), the adjusted/likely level of vaccination would be more in the neighbourhood of 36% - 40% of Albertans which could pose a challenge for public health authorities managing public health.

- Those who have received a flu-shot within the past two years are far more willing than those who have not to get a COVID vaccination
- Intentions to receive a COVID vaccine are particularly low on northern Alberta, and decline sharply with education levels
- Conservative voters are less likely to get a COVID vaccine than those who supported another party in the last election
- While one might expect COVID vaccination intentions to be higher among those with children or those whose employment has been impacted by the current pandemic, this is not the case. Indeed, both of these groups report nominally lower levels of likely vaccination than the general population

Continued 

# Vaccination Intentions



*...continued*

- There is a similar and even more exaggerated paradox on vaccines when comparing people's philosophies about COVID mitigation itself. Among those who believe that public health should take precedence over the economy and jobs when it comes to managing COVID, fully 92% say they intend to be vaccinated. Meanwhile, for those who believe opening the economy/protecting jobs is a priority over public health during this crisis, only 60% say they will get a vaccine if/when it is developed

# Commentary



## **Commenting on the survey, ThinkHQ Public Affairs President Marc Henry notes:**

“Nearly 100 families are grieving a loved one, another 6,000 have someone who has contracted the virus. Many thousands more are facing real financial hardships due to the economic consequences of it, and those families are dealing with situations which the rest genuinely hope they are able to avoid. One really can’t overstate the seriousness and magnitude of the situation today.

That said, Albertans are coping reasonably well. Far and away, the most difficult challenge for most of us is the loss of social interaction with our friends and loved ones, and a general sense of anxiety about where this is heading economically. There is a bit of a ‘siege mentality’ that kicks in when most of your time is spent in your own home, and time spent outside involves monitoring yourself and others to ‘keep your distance’, and so on. Albertans are adjusting, but most are looking forward to having restrictions ease a bit, and they hope the economy will also improve as a result.

For all intents and purposes, we’ve put ourselves in a medically induced economic coma over the last month and a half, but the ‘new normal’ is unlikely to look like the ‘old normal’ any time soon. Re-starting the economy will be more of a marathon than a sprint.

Continued 

# Commentary



*...continued*

Albertans appear to have internalized their lessons about social distancing. They have their personal 'bubble' and seem willing to share that with small groups of friends, family and their closest commercial relationships, but they are a bit more reluctant to extend that to places like malls and restaurants, and certainly aren't looking to be in a crowded arena, airplane or bus until there is a vaccine.

Speaking of which, if and when a COVID-19 vaccine is developed, let's hope that those who intend to get a shot today follow through in higher proportions than with flu vaccines. 80% say they are likely to get COVID-19 vaccine, but this translates into a more conservative estimate of ~40%. That could pose a continued public health challenge, which in turn, could threaten the economy. It's ironic that those who believe opening the economy/protecting jobs is a priority over public health during this crisis, are far less likely to get a vaccine themselves when its available."

## **Media Inquiries:**

Marc Henry

President, ThinkHQ Public Affairs, Inc.

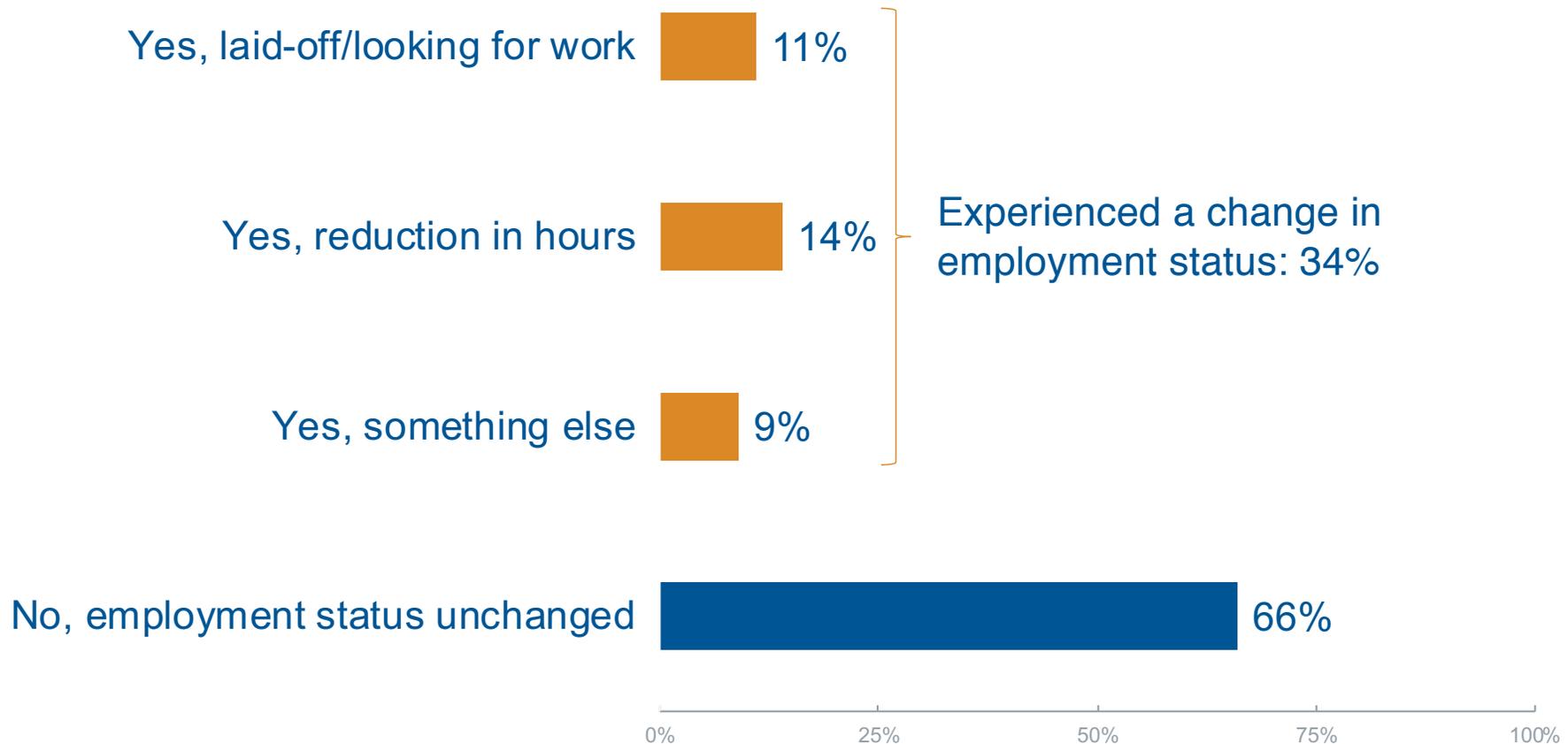
Marc@ThinkHQ.com

# Employment Changes as a Result of the Pandemic

## Among those employed prior to the pandemic



*"Since March 15th have you experienced any change in your employment status?"*

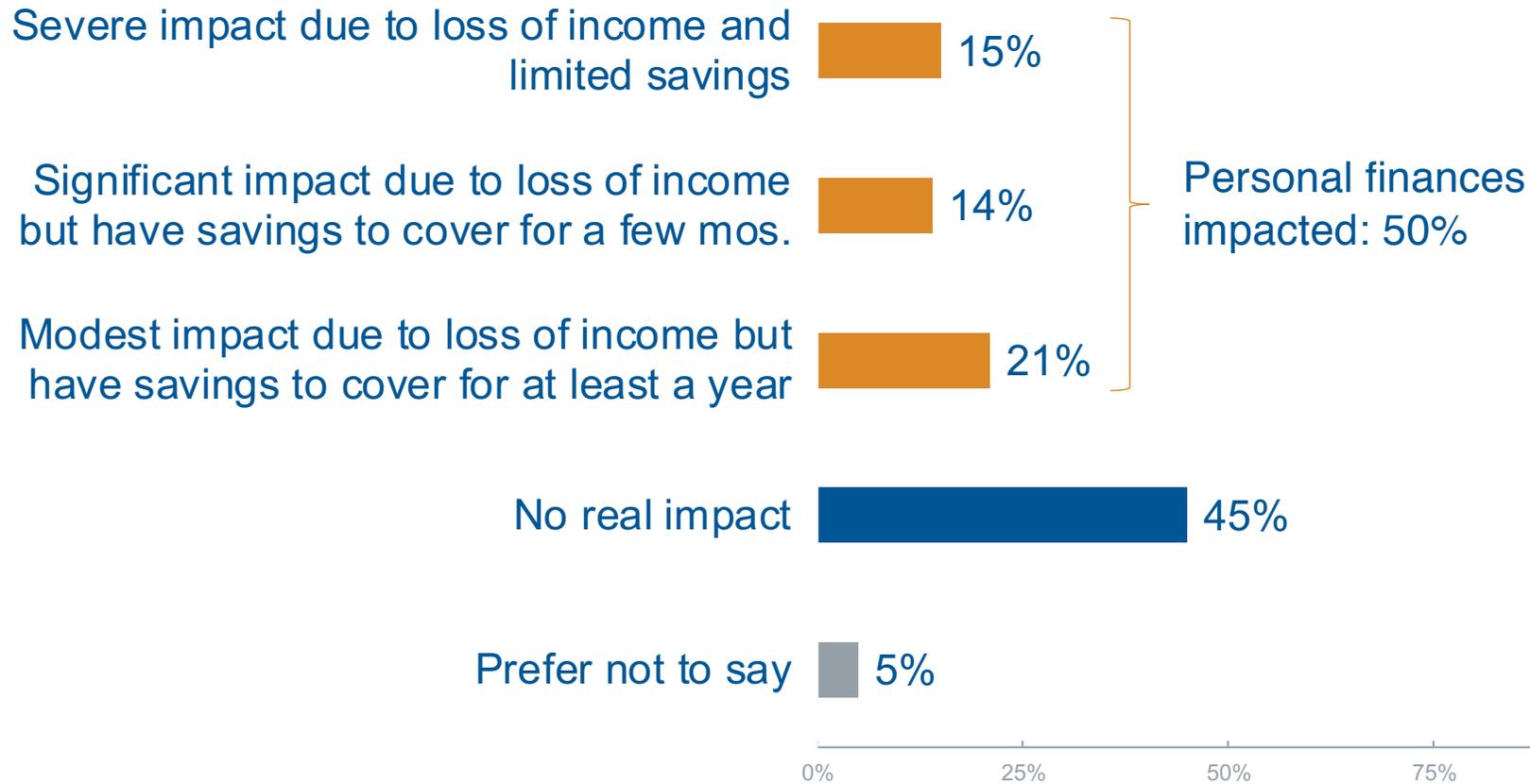


Base: Employed full or part time at March 1, 2020 (n=658)

# Impact of the Pandemic on Personal Finances



*"Which of the following best describes how the economic downturn associated with COVID-19 is impacting your personal finances?"*



Base: All respondents (n=1,231)

# Impact of the Pandemic on Personal Finances



*"Which of the following best describes how the economic downturn associated with COVID-19 is impacting your personal finances?"*

	<b>TOTAL</b> (n=1,231)	<b>Employment status changed*</b> (n=223)	<b>Business owner, self employed</b> (n=89)**	<b>Children living at home</b> (n=366)
Personal finances impacted	<b>50%</b>	89%	83%	55%
<i>Severe</i>	<i>15%</i>	<i>29%</i>	<i>31%</i>	<i>22%</i>
<i>Significant</i>	<i>14%</i>	<i>33%</i>	<i>26%</i>	<i>14%</i>
<i>Modest</i>	<i>21%</i>	<i>27%</i>	<i>26%</i>	<i>18%</i>
No real impact	<b>45%</b>	10%	16%	42%
Unsure/prefer not to say	<b>5%</b>	1%	0%	3%

\*NOTE: Since March 15, 2020 | \*\*NOTE: Caution, small base size | Base: All respondents (n=1,231)

# Relative Impact Exercise



- Through a series of trade-off questions, respondents identified what has had the most negative impact on their lives during the COVID-19 pandemic to-date
- The act of making trade-offs, while sometimes a difficult one, narrows down the items that have the most impact

## What respondents saw on the screen:

*“Still thinking about COVID-19, we’re going to show you a list of ways that this pandemic has impacted people around the world. You will see four (4) impacts on the screen at a time. Please review these impacts and indicate which has had the **most negative** impact on your life personally, and the one which has had the **least negative** impact on you to-date.”*

Has had the MOST negative impact	Impact	Has had the LEAST negative impact
<input type="radio"/>	Having to do things I'd normally hire (cleaning, maintenance ...)	<input type="radio"/>
<input type="radio"/>	Feeling confined/under lock down/isolated	<input type="radio"/>
<input type="radio"/>	Decline in health of a loved one	<input type="radio"/>
<input type="radio"/>	Not being able to go to major events (sports, concerts, festivals ...)	<input type="radio"/>

1 of 8 sets

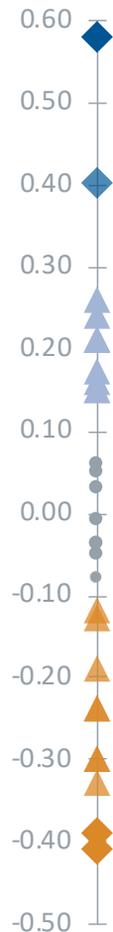
*29 different impacts were measured in this trade-off exercise (MaxDiff), with each impact shown to each respondent at least once*

# Relative Impact Scores Explained



## Relative impact scores

(Range: 0.58 to -0.41)



Impacts with a higher score (blue markers) hold a higher degree of negative impact - in comparison to the other impacts measured.

Gaps between statements indicate the degree of impact between statements; look for degree of relative difference between items.  
*(e.g., item x is twice as likely to have an impact as item y)*

Values in clusters all have a relatively similar degree of impact.

Please keep in mind that scores are not percentages or percentages of respondents selecting an impact – scores illustrate how each relates to one another in terms of the degree of negative impact on the lives of Albertans.

Impacts with a lower score (orange markers) hold a lower degree of negative impact - in comparison to the other impacts measured

# Relative Impacts of the Pandemic on People's Lives

Impacts are grouped based on their relative impact (trade-off exercise)



Has had the **most negative impact**



Has had the **least negative impact**

Base: All respondents (n=1,231)

# Relative Impacts of the Pandemic on People's Lives

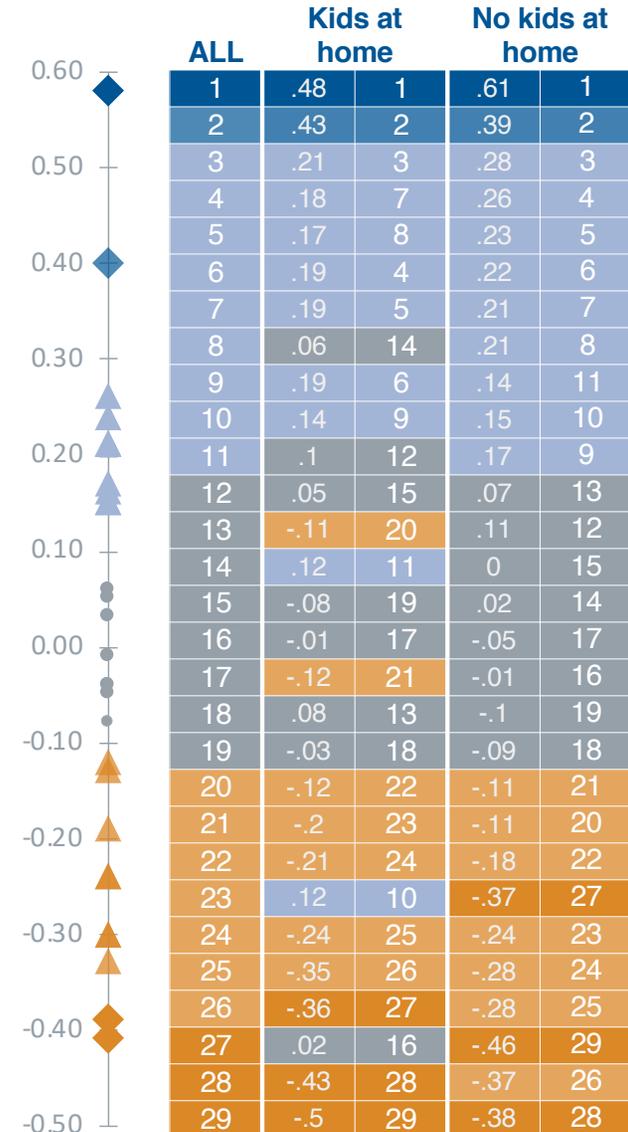
Impacts are grouped based on their relative impact (trade-off exercise)



Has had the **most negative** impact

- Not being able to visit in person with friends/family/loved ones
- Having growing anxiety about the economy
- Inability to get personal services (haircuts, dentist, etc.)
- Feeling inundated with news and information about the pandemic
- Feeling confined/under lock down/isolated
- Having to maintain distancing from others
- Inability to get products/can't find products in the stores
- Loss of social life
- Major changes of routine
- Having growing anxiety about the pandemic
- Figuring out new ways to live life without in-person contact
- Not being able to do things (go to the gym, play sports, exercise ...)
- Inability to travel
- Loss of income
- Forced to cancel major plans (wedding, trip, event, etc.)
- Decline or disruption in mental health
- Not being able to go out to restaurants or bars
- Loss of job/job security
- Home life challenges of having everyone together all the time
- Decline in health of a loved one
- Adjusting to new hygiene requirements (hand washing, face masks ...)
- Decline in my own health
- My children aren't able to play with/spend time with their friends
- Put off major expenditures (e.g. renos, buying a home, auto, etc.)
- Not being able to go to major events (sports, concerts, festivals ...)
- Having to do things I'd normally hire (cleaning, maintenance ...)
- Parenting challenges – childcare, homeschooling, etc.
- Unable to worship with members of my religious community
- Not being able to watch new sporting events on TV/web

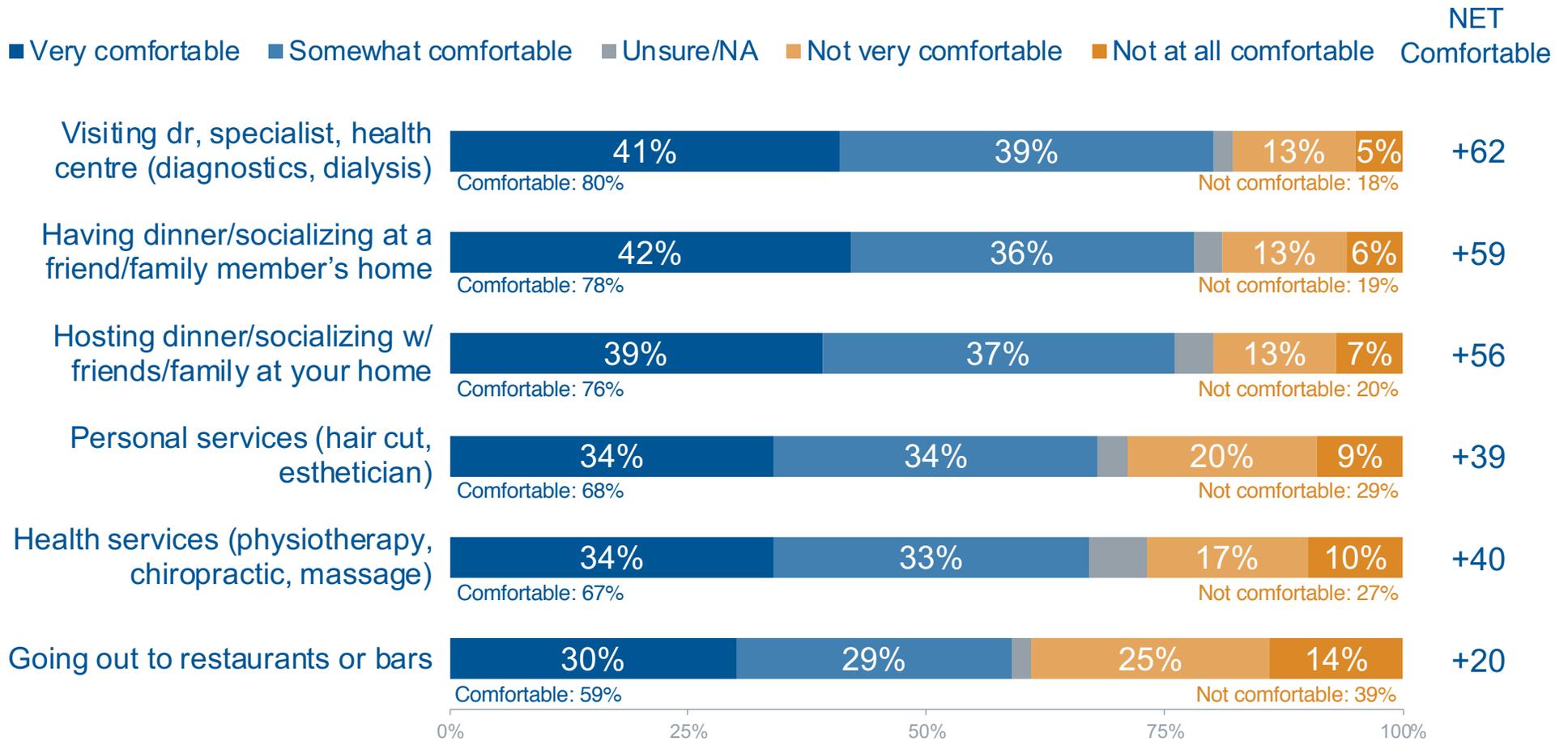
Has had the **least negative** impact



# Activity Comfort Levels: Prior to a COVID-19 Vaccine



“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”



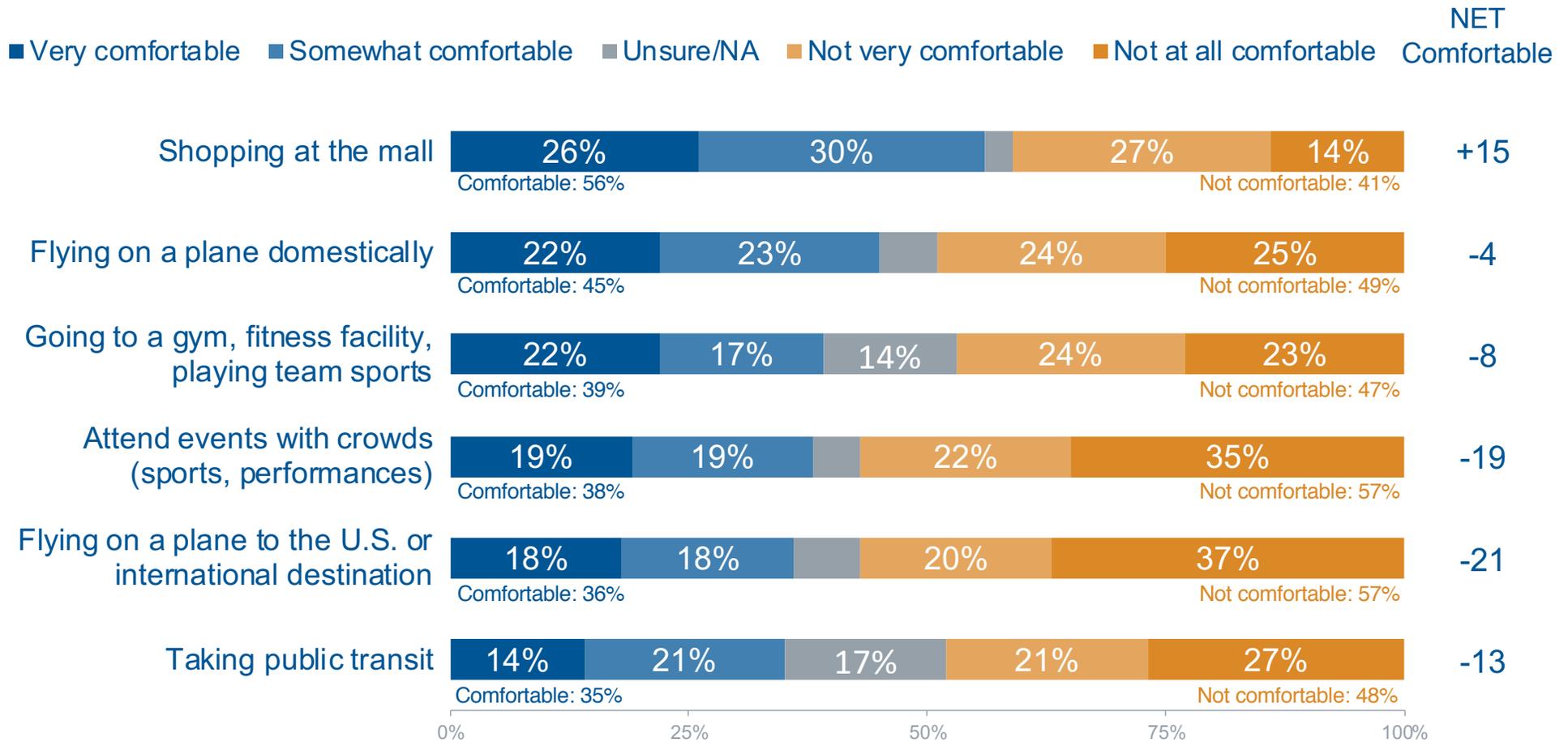
NET Comfortable: Comfortable minus Not comfortable | Base: All respondents (n=1,231)

# Activity Comfort Levels: Prior to a COVID-19 Vaccine

... continued



“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”



NET Comfortable: Comfortable minus Not comfortable | Base: All respondents (n=1,231)

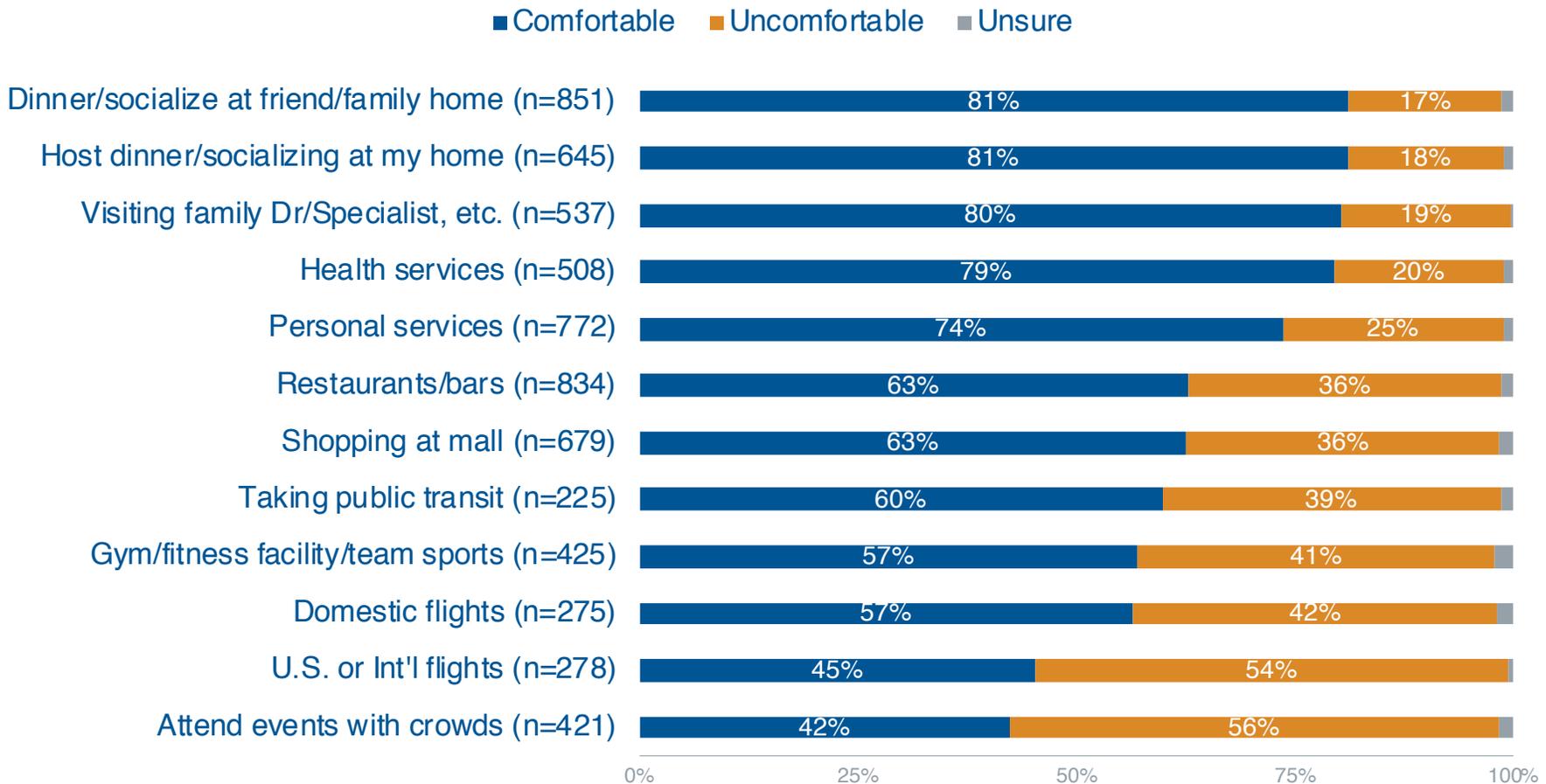
# Activity Comfort Levels: Prior to a COVID-19 Vaccine

- Among those who participated in each activity prior to COVID



*“Prior to the COVID-19 outbreak, how frequently would you personally do the following activities?”*

*“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”*



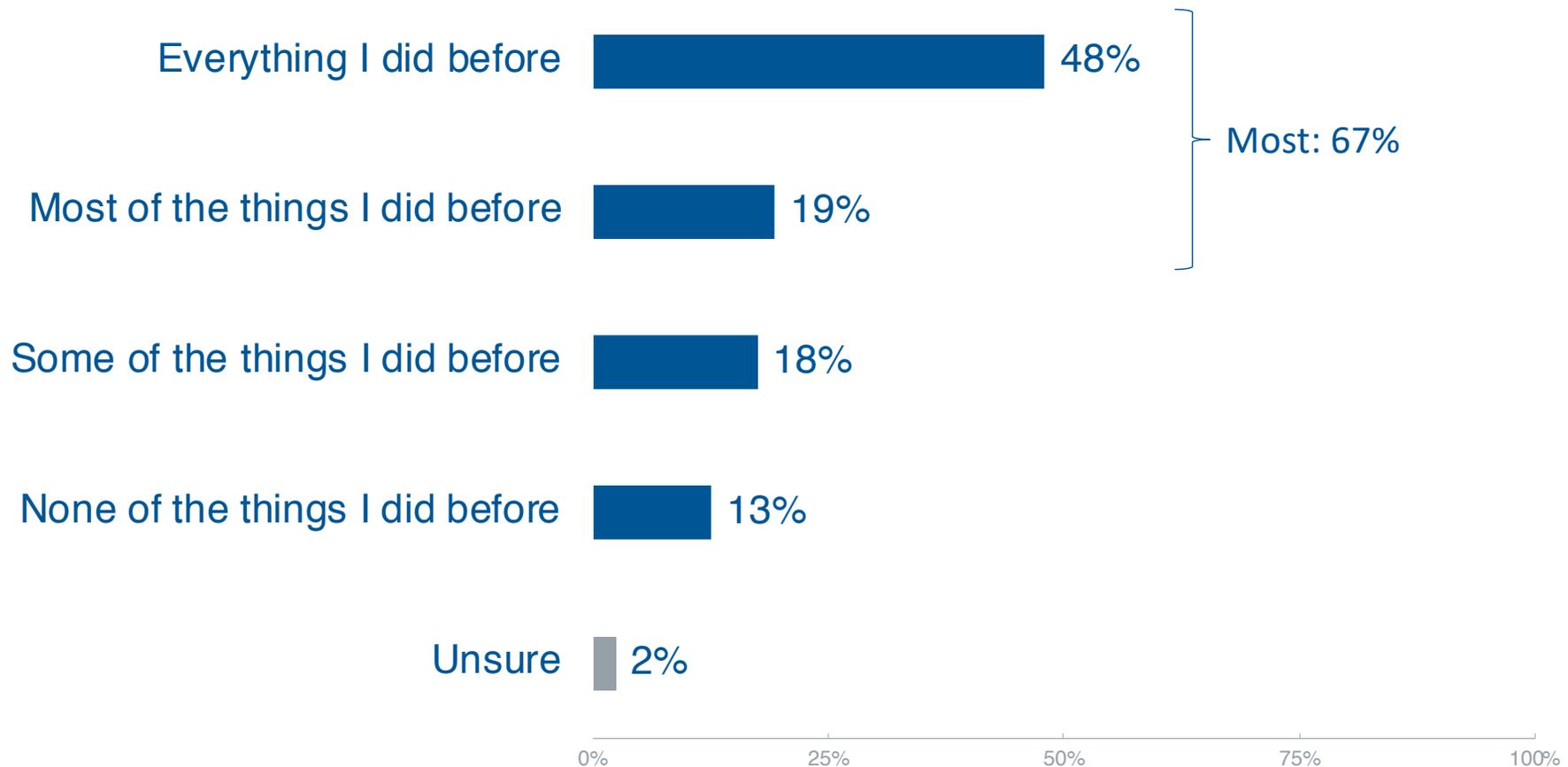
Base: Those who participated in each activity prior to the pandemic

# Activity Comfort Levels: Prior to a COVID-19 Vaccine



*“Prior to the COVID-19 outbreak, how frequently would you personally do the following activities?”*

*“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”*



# Activity Comfort Levels: Prior to a COVID-19 Vaccine

## - By Region



*“Prior to the COVID-19 outbreak, how frequently would you personally do the following activities?”*

*“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”*

	Region					
	TOTAL (n=1231)	CGY (n=429)	EDM (n=389)	North (n=148)	Central (n=138)	South (n=127)
Everything I did before	<b>48%</b>	42%	40%	65%	62%	57%
Most of the things I did before	<b>19%</b>	19%	24%	17%	16%	14%
Some of the things I did before	<b>18%</b>	20%	21%	8%	9%	18%
None of the things I did before	<b>13%</b>	17%	13%	7%	8%	11%
Unsure	<b>2%</b>	2%	3%	2%	6%	1%

Base: All respondents (n=1,231)

# Activity Comfort Levels: Prior to a COVID-19 Vaccine

## - By Gender and Age



*“Prior to the COVID-19 outbreak, how frequently would you personally do the following activities?”*

*“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”*

	TOTAL (n=1231)	Gender		Age			Male <35 (n=192)
		Male (n=612)	Female (n=618)	<35 (n=374)	35-54 (n=438)	55+ (n=419)	
Everything I did before	<b>48%</b>	55%	41%	52%	48%	45%	62%
Most of the things I did before	<b>19%</b>	17%	22%	14%	19%	24%	13%
Some of the things I did before	<b>18%</b>	14%	21%	22%	14%	17%	17%
None of the things I did before	<b>13%</b>	11%	14%	11%	14%	12%	8%
Unsure	<b>2%</b>	3%	2%	0%	4%	2%	-

Base: All respondents (n=1,231)

# Activity Comfort Levels: Prior to a COVID-19 Vaccine

## - By Education and Last Provincial Vote



*“Prior to the COVID-19 outbreak, how frequently would you personally do the following activities?”*

*“Thinking about this same list of activities, how comfortable do you think you would be doing these things PRIOR to there being a vaccine for COVID-19?”*

	TOTAL (n=1231)	Education			Last Provincial Vote		
		HS* (n=149)	Some PS (n=256)	Grad + (n=825)	UCP (n=585)	NDP (n=371)	AP (n=101)
Everything I did before	<b>48%</b>	50%	59%	44%	55%	43%	34%
Most of the things I did before	<b>19%</b>	17%	16%	21%	19%	19%	26%
Some of the things I did before	<b>18%</b>	14%	14%	19%	15%	22%	26%
None of the things I did before	<b>13%</b>	12%	9%	14%	9%	13%	12%
Unsure	<b>2%</b>	6%	2%	2%	2%	3%	1%

*\*High school or less*

Base: All respondents (n=1,231)

# COVID Vaccination Intentions



"Thinking ahead, when a vaccine is developed to prevent contracting COVID-19, how likely are you personally to get vaccinated?"

"In the past two years, have you personally received a flu vaccine?"

■ Very likely  
 ■ Somewhat likely  
 ■ Not very likely  
 ■ Not at all likely  
 ■ Unsure  
 Likely

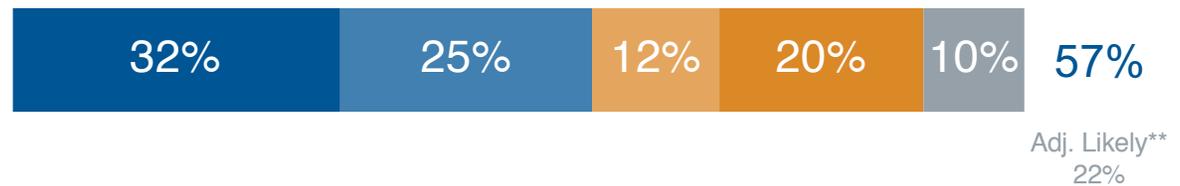
All respondents



Had flu vaccine\* (n=755)



Did not have flu vaccine\* (n=476)



0% 25% 50% 75% 100%

Statistics Canada: 36% of Albertans got a flu shot in the past 12 months (2015-2016). 42% of Canadians got the flu shot (2018-2019)

\*NOTE: Past 2 years | \*\*NOTE: Adjusted to better reflect actual behaviours versus intentions | Base: All respondents (n=1,231)

# COVID Vaccination Intentions -By Region



*"Thinking ahead, when a vaccine is developed to prevent contracting COVID-19, how likely are you personally to get vaccinated?"*

	<b>TOTAL</b> (n=1,231)	<b>CGY</b> (n=429)	<b>EDM</b> (n=389)	<b>North</b> (n=148)	<b>Central</b> (n=138)	<b>South</b> (n=127)
Likely	<b>80%</b>	84%	88%	57%	80%	74%
<i>Very likely</i>	<b>64%</b>	69%	73%	42%	59%	56%
<i>Somewhat likely</i>	<b>16%</b>	15%	15%	15%	21%	18%
Not likely	<b>14%</b>	11%	9%	31%	13%	21%
<i>Not very likely</i>	<b>6%</b>	6%	5%	8%	4%	7%
<i>Not at all likely</i>	<b>8%</b>	5%	4%	23%	9%	14%
Unsure	<b>5%</b>	5%	2%	12%	6%	6%
ADJUSTED LIKELY SCORE*	<b>36%</b>	38%	40%	25%	35%	33%

Statistics Canada: 36% of Albertans got a flu shot in the past 12 months (2015-2016). 42% of Canadians got the flu shot (2018-2019)

\*NOTE: Adjusted to better reflect actual behaviours versus intentions | Base: All respondents (n=1,231)

# COVID Vaccination Intentions

## -By Age, Children at home, Change in employment



"Thinking ahead, when a vaccine is developed to prevent contracting COVID-19, how likely are you personally to get vaccinated?"

	<b>TOTAL</b> (n=1,231)	<b>&lt; 35</b> (n=374)	<b>35 - 54</b> (n=438)	<b>55 +</b> (n=419)	<b>Children at home</b> (n=366)	<b>Employment status changed</b> (n=223)
<b>Likely</b>	<b>80%</b>	77%	81%	84%	74%	76%
<i>Very likely</i>	<i>64%</i>	<i>62%</i>	<i>59%</i>	<i>72%</i>	<i>57%</i>	<i>58%</i>
<i>Somewhat likely</i>	<i>16%</i>	<i>15%</i>	<i>22%</i>	<i>12%</i>	<i>17%</i>	<i>18%</i>
<b>Not likely</b>	<b>14%</b>	18%	13%	12%	19%	19%
<i>Not very likely</i>	<i>6%</i>	<i>8%</i>	<i>5%</i>	<i>5%</i>	<i>7%</i>	<i>8%</i>
<i>Not at all likely</i>	<i>8%</i>	<i>10%</i>	<i>8%</i>	<i>7%</i>	<i>12%</i>	<i>11%</i>
<b>Unsure</b>	<b>5%</b>	5%	5%	5%	7%	6%
<b>ADJUSTED LIKELY SCORE*</b>	<b>36%</b>	35%	35%	39%	33%	34%

Statistics Canada: 36% of Albertans got a flu shot in the past 12 months (2015-2016). 42% of Canadians got the flu shot (2018-2019)

\*NOTE: Adjusted to better reflect actual behaviours versus intentions | Base: All respondents (n=1,231)

# COVID Vaccination Intentions

## -By Education and Last Provincial Vote



"Thinking ahead, when a vaccine is developed to prevent contracting COVID-19, how likely are you personally to get vaccinated?"

	TOTAL (n=1,231)	Education			Last Provincial Vote		
		HS* (n=149)	Some PS (n=256)	Grad + (n=825)	UCP (n=585)	NDP (n=371)	AP (n=101)
Likely	<b>80%</b>	65%	78%	84%	74%	94%	92%
<i>Very likely</i>	<i>64%</i>	<i>52%</i>	<i>60%</i>	<i>68%</i>	<i>57%</i>	<i>81%</i>	<i>70%</i>
<i>Somewhat likely</i>	<i>16%</i>	<i>13%</i>	<i>18%</i>	<i>16%</i>	<i>17%</i>	<i>13%</i>	<i>22%</i>
Not likely	<b>14%</b>	19%	17%	12%	20%	4%	7%
<i>Not very likely</i>	<i>6%</i>	<i>7%</i>	<i>7%</i>	<i>5%</i>	<i>8%</i>	<i>2%</i>	<i>6%</i>
<i>Not at all likely</i>	<i>8%</i>	<i>12%</i>	<i>10%</i>	<i>7%</i>	<i>12%</i>	<i>2%</i>	<i>1%</i>
Unsure	<b>5%</b>	16%	5%	3%	6%	3%	1%
ADJUSTED LIKELY SCORE*	<b>36%</b>	29%	35%	38%	33%	44%	41%

Statistics Canada: 36% of Albertans got a flu shot in the past 12 months (2015-2016). 42% of Canadians got the flu shot (2018-2019)

\*NOTE: Adjusted to better reflect actual behaviours versus intentions | Base: All respondents (n=1,231)

# COVID Vaccination Intentions

## -By Perspectives on Government Decisions



"Thinking ahead, when a vaccine is developed to prevent contracting COVID-19, how likely are you personally to get vaccinated?"

	TOTAL (n=1,231)	Decisions should favour:	
		Public Health (n=641)	Economy & Jobs (n=205)
Likely	<b>80%</b>	92%	60%
<i>Very likely</i>	<b>64%</b>	78%	43%
<i>Somewhat likely</i>	<b>16%</b>	14%	17%
Not likely	<b>14%</b>	4%	36%
<i>Not very likely</i>	<b>6%</b>	2%	8%
<i>Not at all likely</i>	<b>8%</b>	2%	28%
Unsure	<b>5%</b>	4%	3%
ADJUSTED LIKELY SCORE*	<b>36%</b>	43%	26%

Statistics Canada: 36% of Albertans got a flu shot in the past 12 months (2015-2016). 42% of Canadians got the flu shot (2018-2019)

\*NOTE: Adjusted to better reflect actual behaviours versus intentions | Base: All respondents (n=1,231)



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