



PRESS RELEASE | Canada

Methodology:

Results are based on an online survey conducted from August 14 to August 21, 2022, among a representative sample of 1,135 adults in Canada who are living with their spouse or partner. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 2.9 percentage points, 19 times out of 20.

Would you say the experience of living with your spouse or partner during the COVID-19 pandemic has made you grow closer or grown distant as a couple?

Closer – 47%
No change – 44%
More distant – 7%
Not sure – 2%

Canadian Couples Did Mostly Well Cohabiting During Pandemic

Significant gender gaps are observed when Canadians ponder their spouse or partner's cleanliness and ability to prepare meals.

Vancouver, BC [September 20, 2022] – While most Canadians appear to be content with the manner in which their spouse or live-in partner behaved during the COVID-19 pandemic, there are some components of life at home where the discrepancies between genders are evident, a new Research Co. poll has found.

In the online survey of a representative national sample of adults who are living with their spouse or partner, 70% of respondents say they “strongly approve” of their significant other's performance during the COVID-19 pandemic, while 22% “moderately approve.”

Canadians aged 55 and over who are living with their spouse or partner are more likely to say they “strongly approve” of their pandemic performance (80%) than their counterparts aged 35-to-54 (64%) and aged 18-to-34 (58%).

“More than seven-in-ten Atlantic Canadians (76%) and Quebecers (72%) are particularly happy with the way their spouse or live-in partner managed the pandemic,” says Mario Canseco, President of Research Co. “The rating is slightly lower in British Columbia (69%), Ontario (68%), Alberta (67%) and Saskatchewan and Manitoba (65%).”

In spite of this high level of satisfaction, there are certain aspects of life at home where a significant difference between men and women is observed.

More than three-in-five men (63%) say they are “very satisfied” with their spouse or live-in partner on the matter of keeping the home clean and tidy. The proportion of women who feel the same way about their spouse or live-in partner is markedly smaller (41%).

While 73% of men are “very satisfied” with their spouse or live-in partner's personal hygiene, the proportion drops to 64% among women.

A gender gap also emerges on the issue of cooking meals, with 67% of men saying they are “very satisfied” with the involvement of their spouse or live-in partner, compared to 56% of women.

The satisfaction levels are fairly stable across cohabiting couples on five other issues: taking care of pets (65%), taking care of



children (62%), providing emotional support when needed (59%), making decisions about what to do (55%) and overall attitude and demeanour (also 55 %).

Almost half of Canadian adults who are living with their spouse or partner (47%) say their experience during the COVID-19 pandemic made them grow closer as a couple. More than two-in-five (44%) report no change, while 7% believe they grew more distant.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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