

COVID-19 In Focus: Social Behaviours and the Pace of Easing Restrictions

Public Opinion Research
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Field Dates: May 29, 2020 to June 1, 2020

Tracking the Impact of COVID-19

Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviors impacted by the pandemic.

Today, INNOVATIVE is releasing results from our 8th wave of COVID-19 tracking. This online survey was in field from May 29th to June 1st with a weighted sample size of 1,500 Canadian residents. Detailed methodology is provided in the appendix.

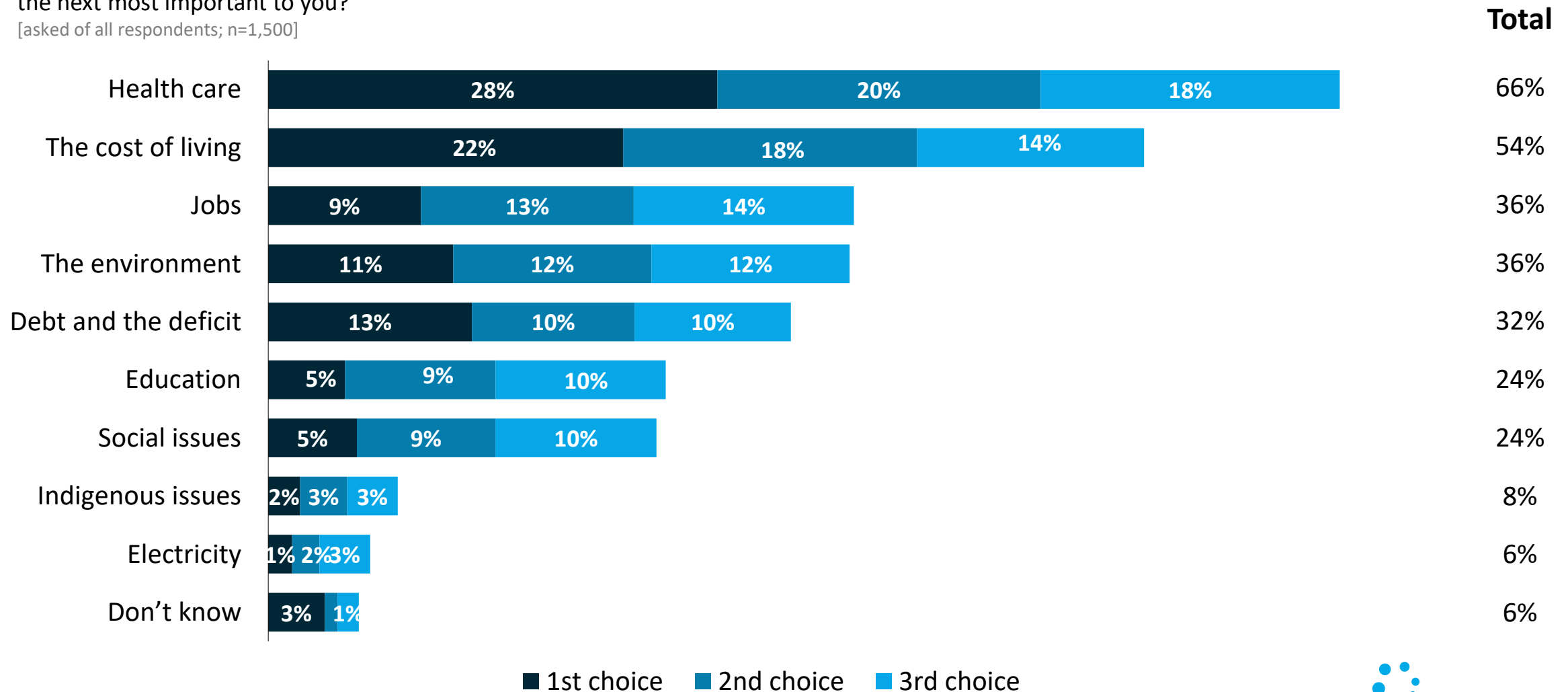
Healthcare and cost of living continue to be top of mind for Canadians throughout the outbreak

Issue Importance: 2-in-3 (66%) say health care is an important issue followed by cost of living (54%), and the environment or jobs (36%)



Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you?

[asked of all respondents; n=1,500]

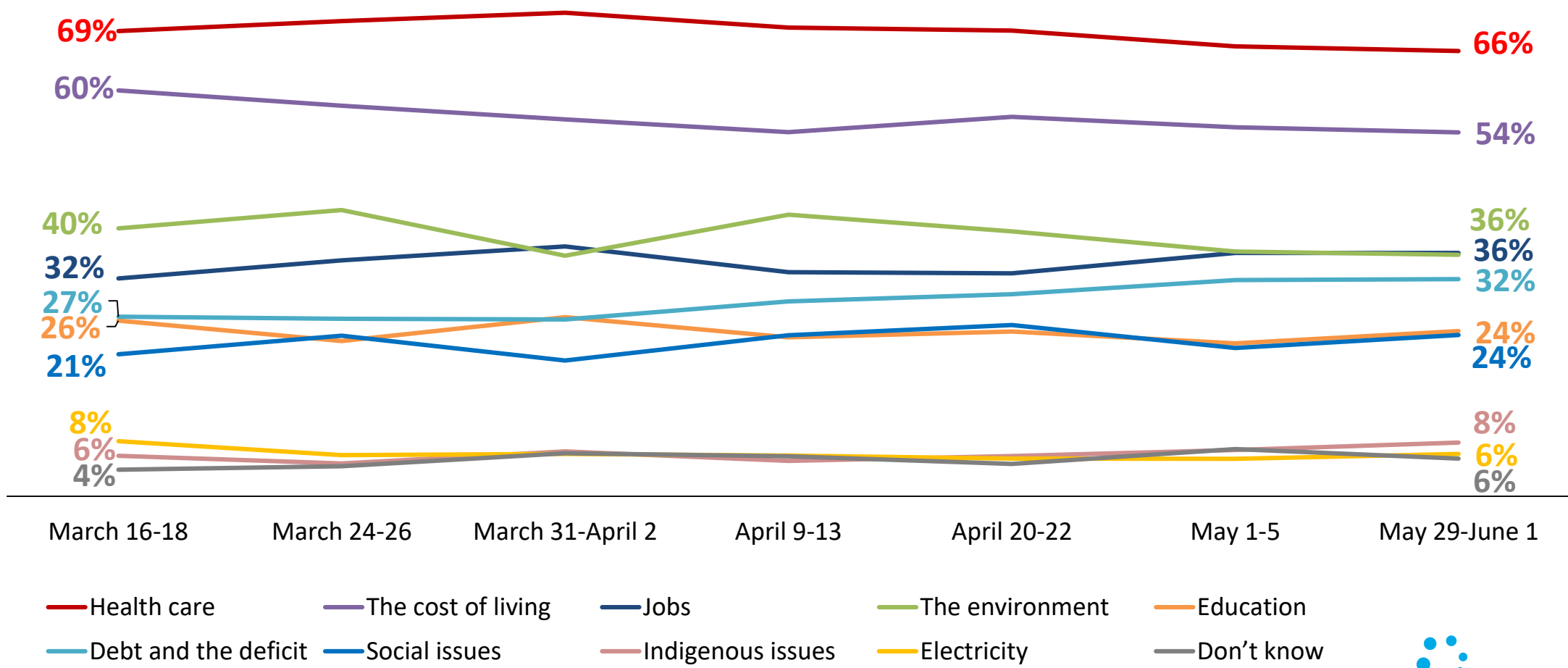


Issue Importance: Healthcare (66%) and cost of living (54%) remain the most important issues followed by jobs and the environment (36%)



Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you? **Showing total**

[asked of all respondents; n=1,500]



Note: Respondents who say 'don't know' do not get asked for further priorities.

As restrictions begin to ease across the country, more people are reporting higher risk activities compared to early May.

Shopping Activities: A majority say they have either gone to a grocery/drug store (85%) or other store (57%) in the last week

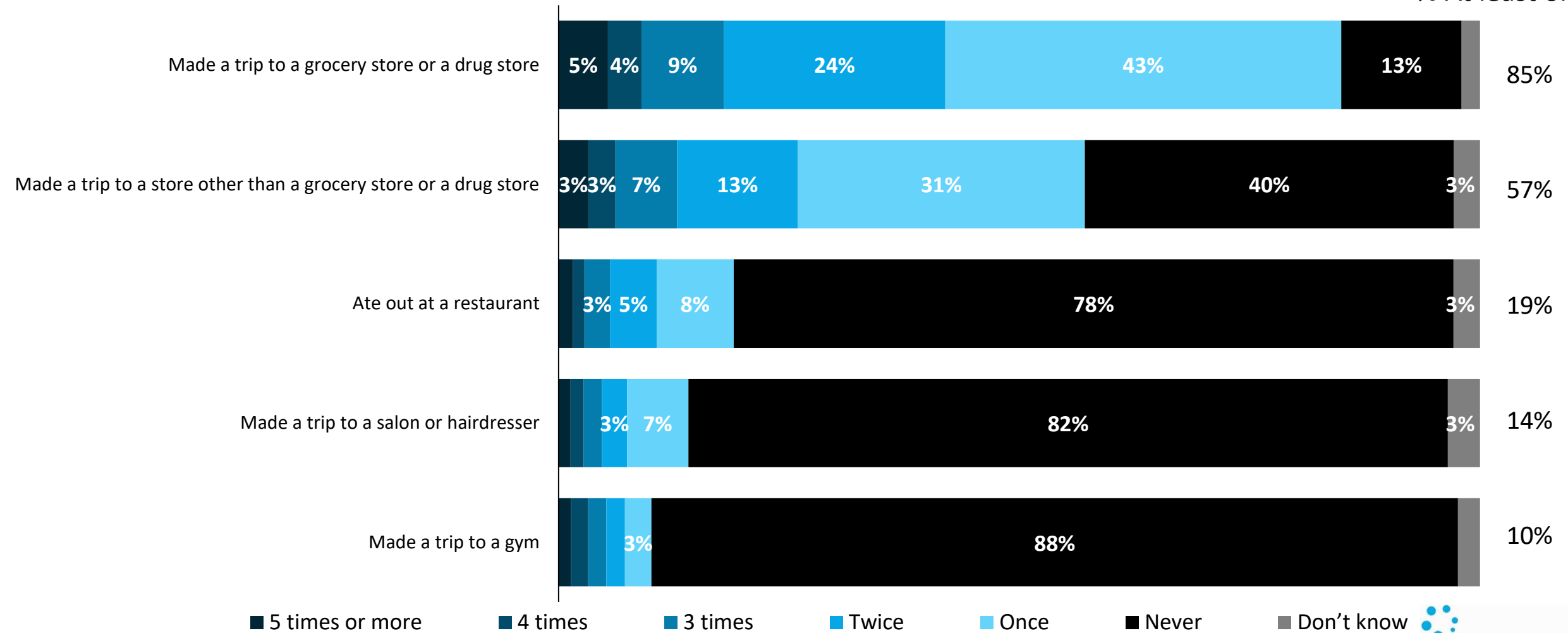


Over the past 7 days, how often have you done each of the following?

[asked of all respondents; n=1,500]

Current Wave: May 29-June 1

% At least once



Note: Labels not shown for categories with a frequency of 2% or less

Shopping Activities: Those who say they've made a trip to a store other⁸ than grocery/drug store is up 9-pts since early May to 57%

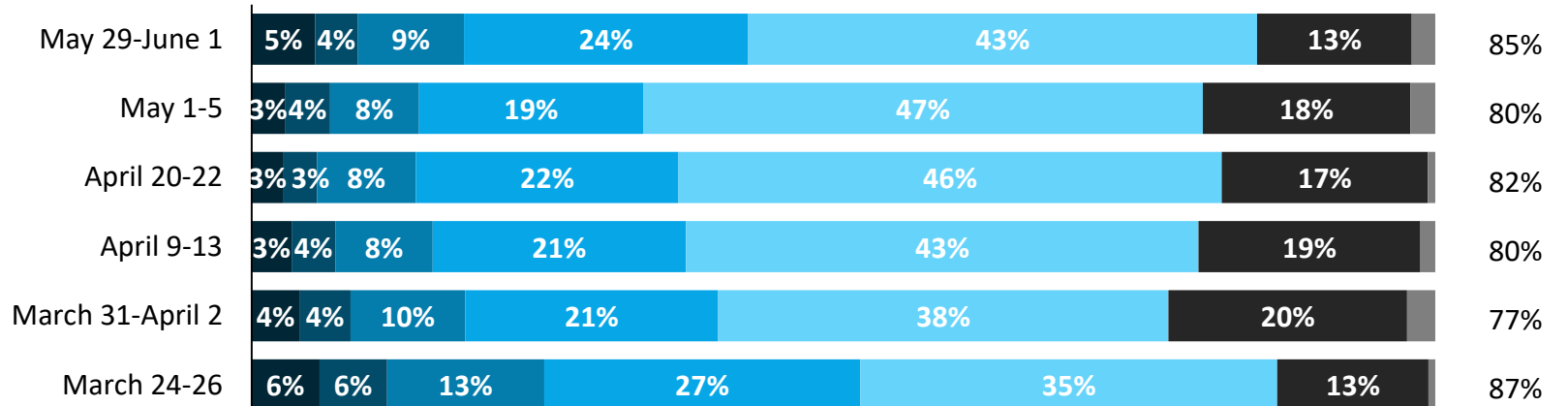


Over the past 7 days, how often have you done each of the following?

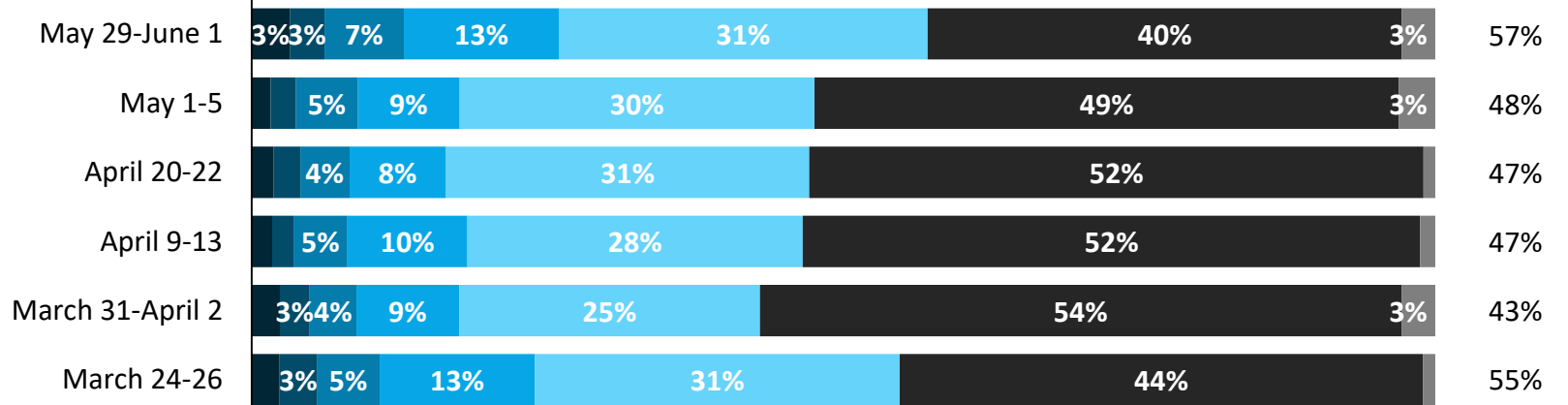
[asked of all respondents, n=1,500]

% At least once

Made a trip to a grocery store or a drug store



Made a trip to a store other than a grocery store or a drug store



■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

Note: Labels not shown for categories with a frequency of 2% or less



Social Activities: Respondents are most likely to say they met up with a friend/relative outdoors at least once in the last week (52%)

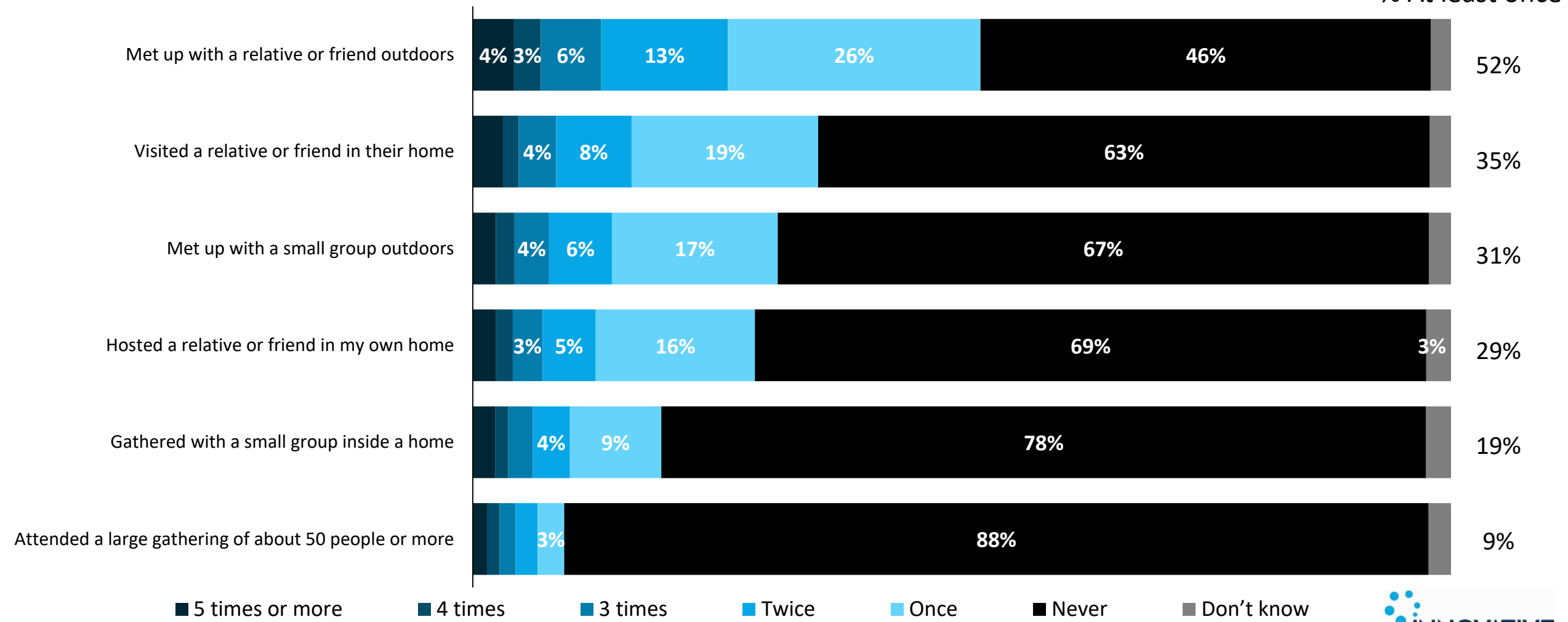


Over the past 7 days, how often have you done each of the following?

[asked of all respondents; n=1,500]

Current Wave: May 29-June 1

% At least once



5 times or more 4 times 3 times Twice Once Never Don't know



Note: Labels not shown for categories with a frequency of 2% or less

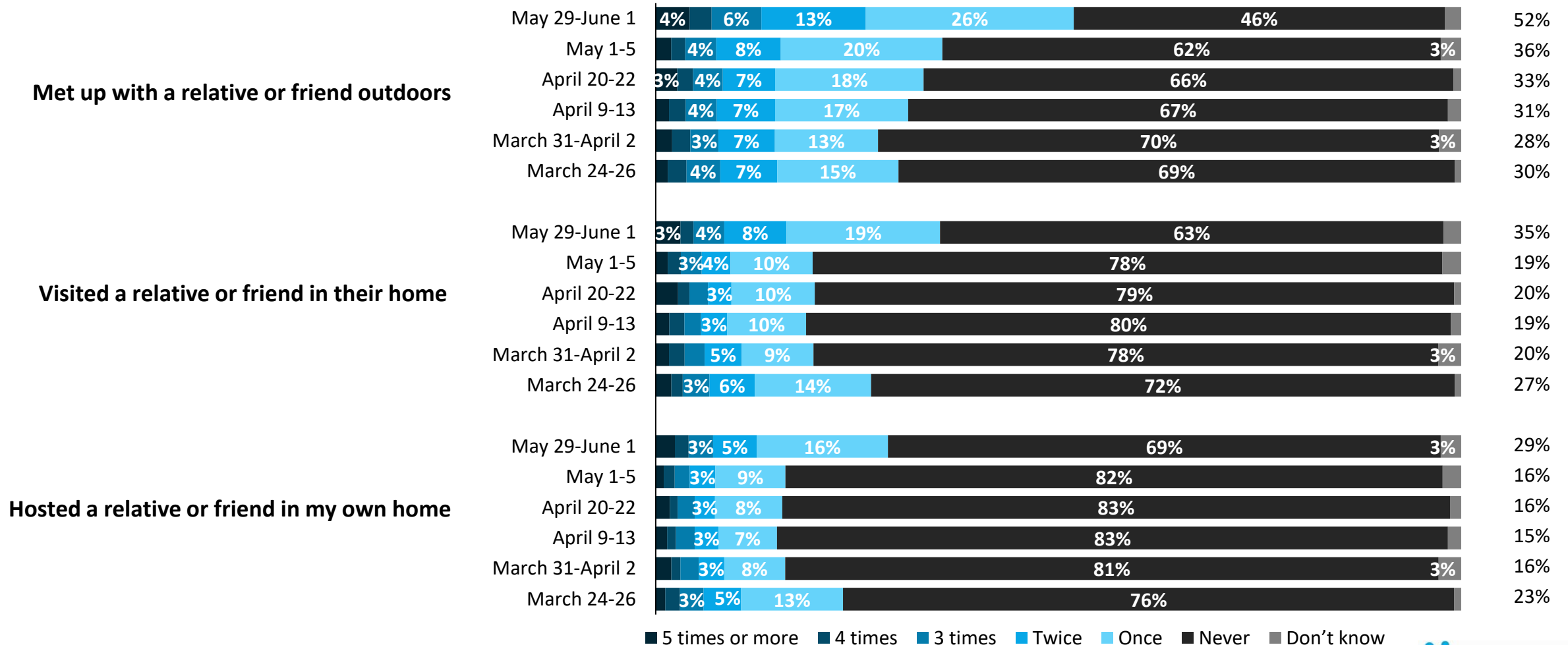
Social Activities: All three social activities have spiked since early May; highest for visiting friend/relative outdoors or in their home (+16-pts) ¹⁰



Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=1,500]

% At least once



Note: Labels not shown for categories with a frequency of 2% or less

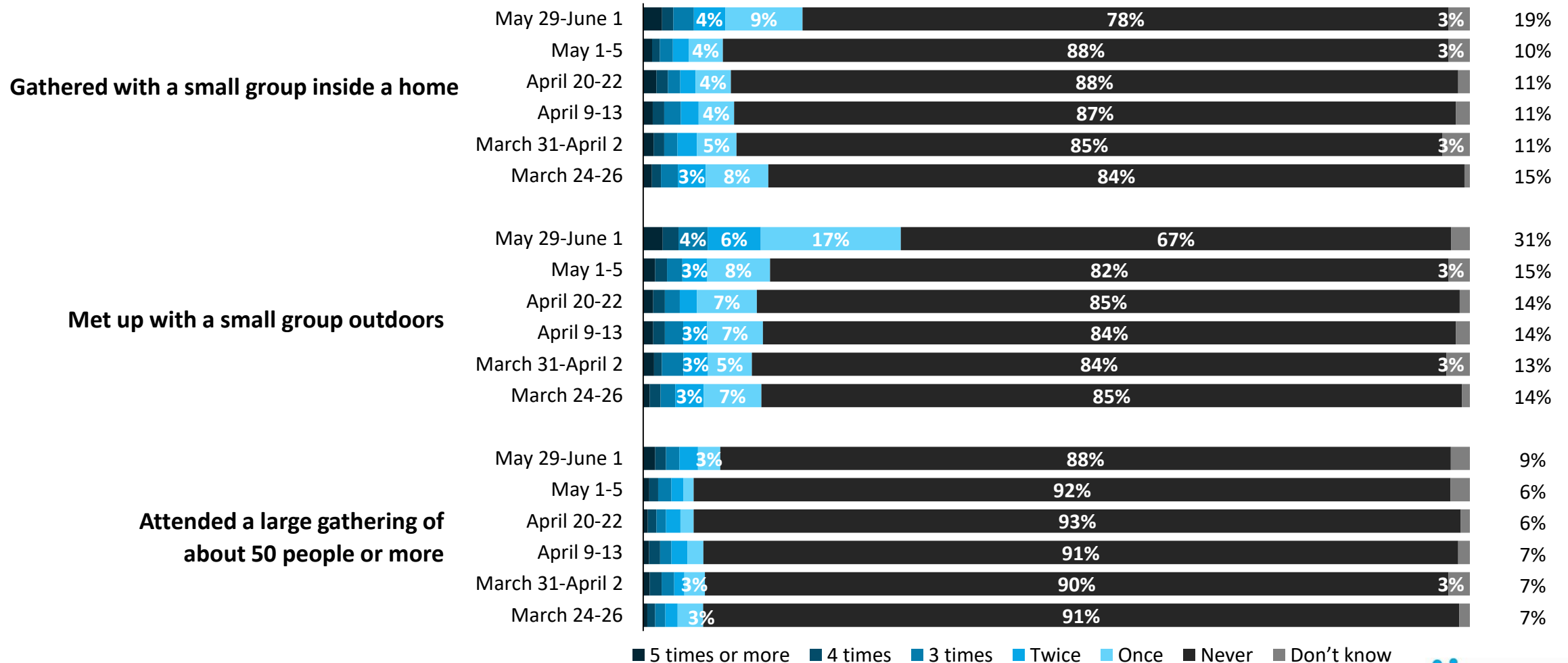
Social Activities: Those saying they've met up with a small group outdoors at least once last week up 16-pts since early May



Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=1,500]

% At least once



■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

Note: Labels not shown for categories with a frequency of 2% or less

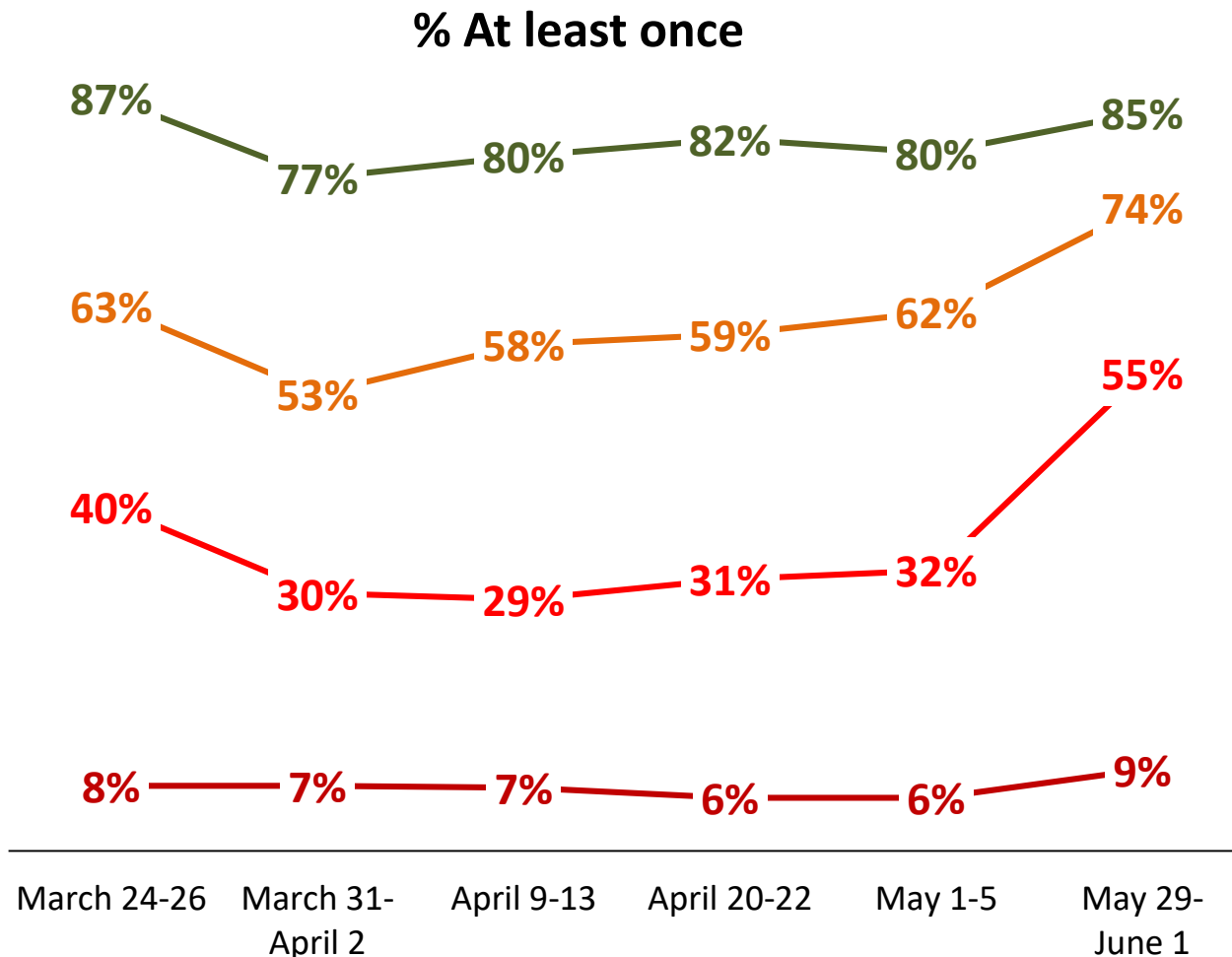


Activities: Since early May, those who say they've engaged in a higher risk activity in the last week is up 23-pts to over half (55%)



Over the past 7 days, how often have you done each of the following?

[all respondents, n=1,500]



We asked respondents how many times they have done each behaviour separately and summed their responses into the following risk categories:

Lower risk

- Made a trip to a grocery store or a drug store

Middle risk

- Made a trip to a store other than a grocery store or a drug store
- Met up with a relative or friend outdoors

Higher risk

- Visited a relative or friend in their home
- Hosted a relative or friend in my own home
- Gathered with a small group inside a home
- Met up with a small group outdoors

Large gathering

- Attended a large gathering of about 50 people or more

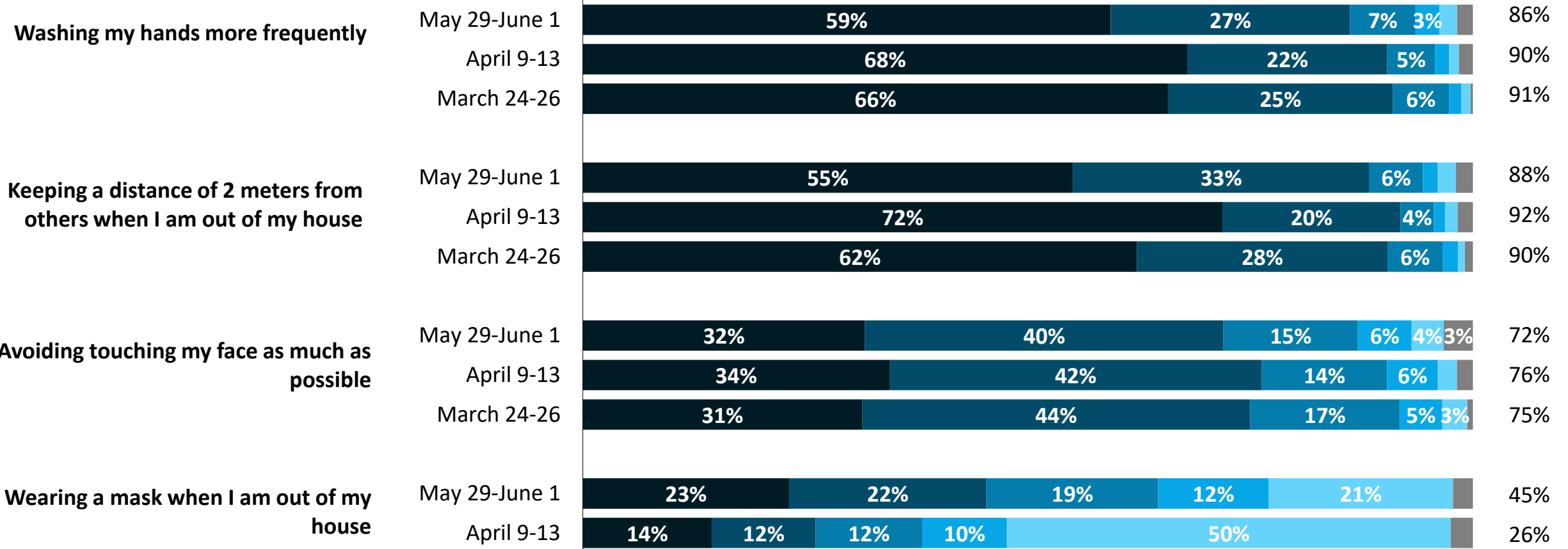
Protective Behaviours: While respondents are becoming more lax on other behaviours, reported mask wearing is up 19-pts since mid-April



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

[asked of all respondents; n=1,500]

All of the time/Most of the time



All of the time
 Most of the time
 Occasionally
 Rarely
 Never
 Don't know



Note: Labels not shown for categories with a frequency of 2% or less

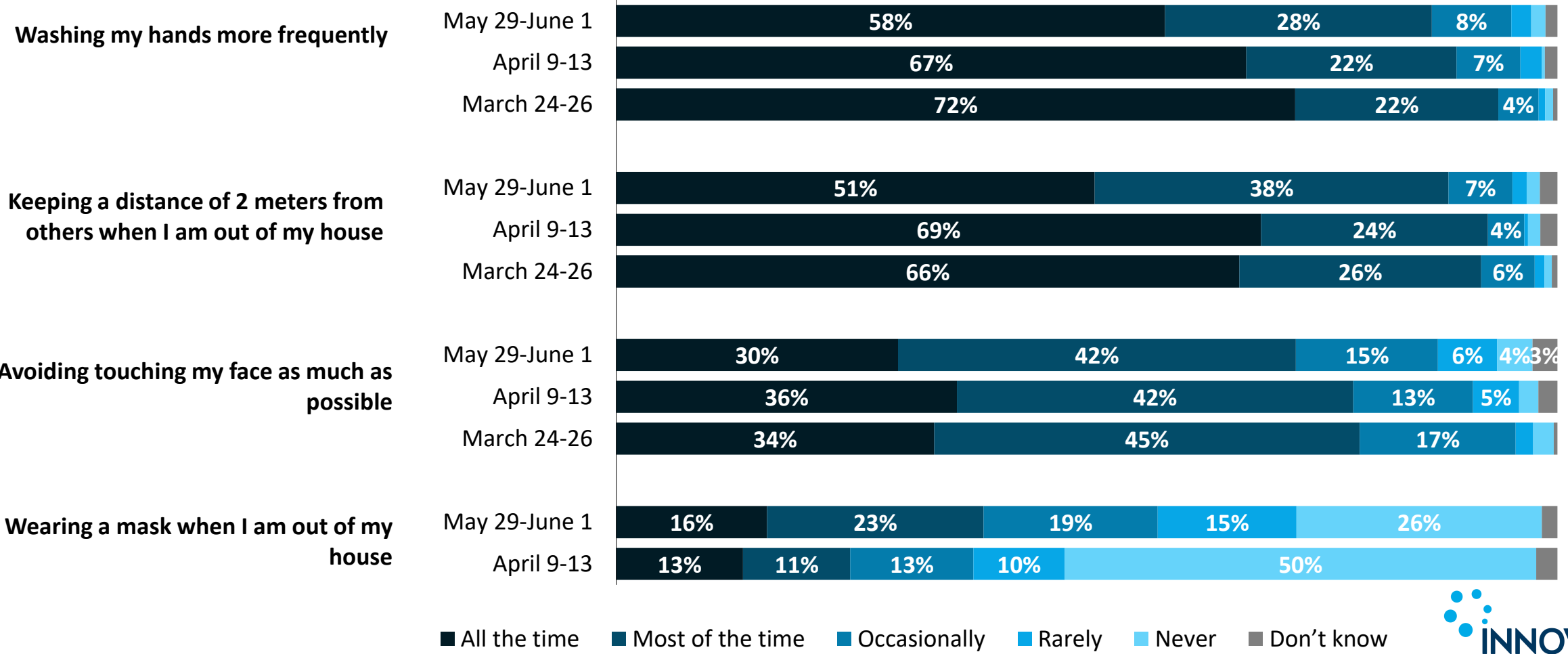
Protective Behaviours, BC: Keeping 2 metres distance “all of the time” drops 18 points, hands washing sees a 9-point drop since April



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

BC

[asked of all respondents; only BC is shown, n=300]



All the time
 Most of the time
 Occasionally
 Rarely
 Never
 Don't know

Note: Labels not shown for categories with a frequency of 2% or less



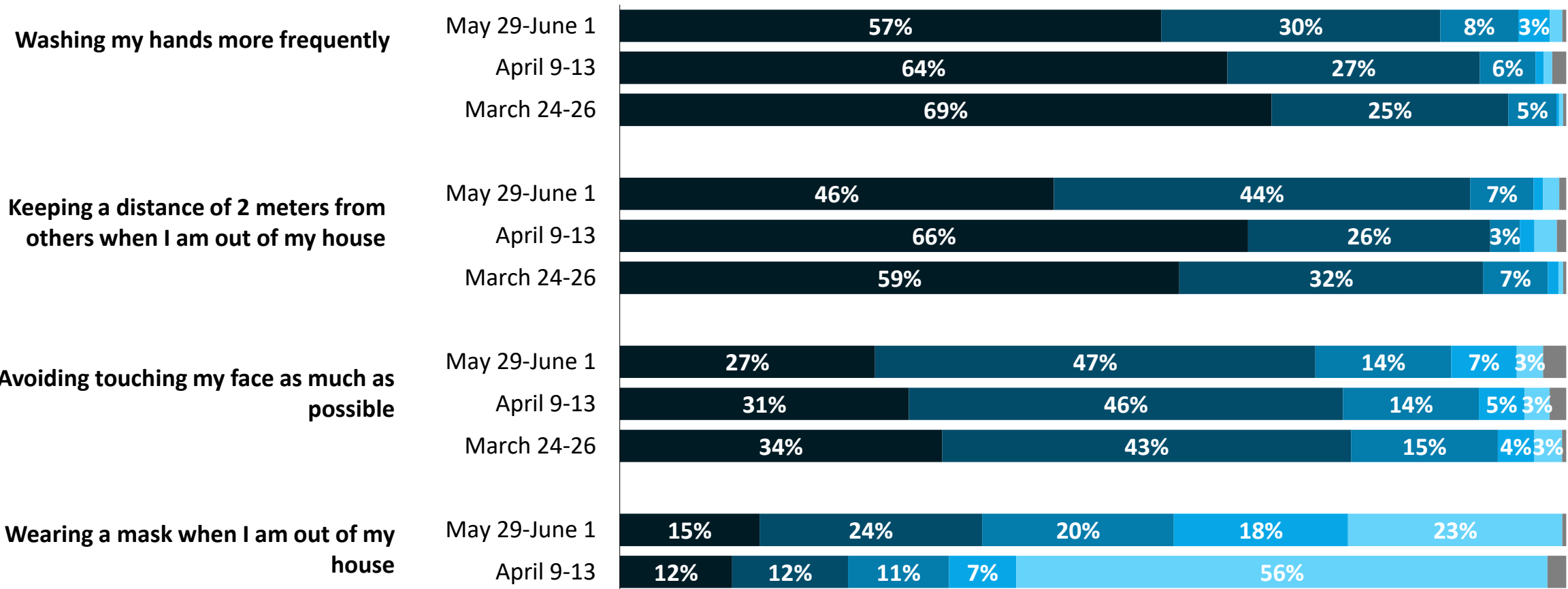
Protective Behaviours, AB: Keeping 2m distance “all of the time” drops 21 points, washing hands all of the time sees a 7-point drop since April



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

Alberta

[asked of all respondents; only Alberta is shown, n=300]



All the time
 Most of the time
 Occasionally
 Rarely
 Never
 Don't know

Note: Labels not shown for categories with a frequency of 2% or less



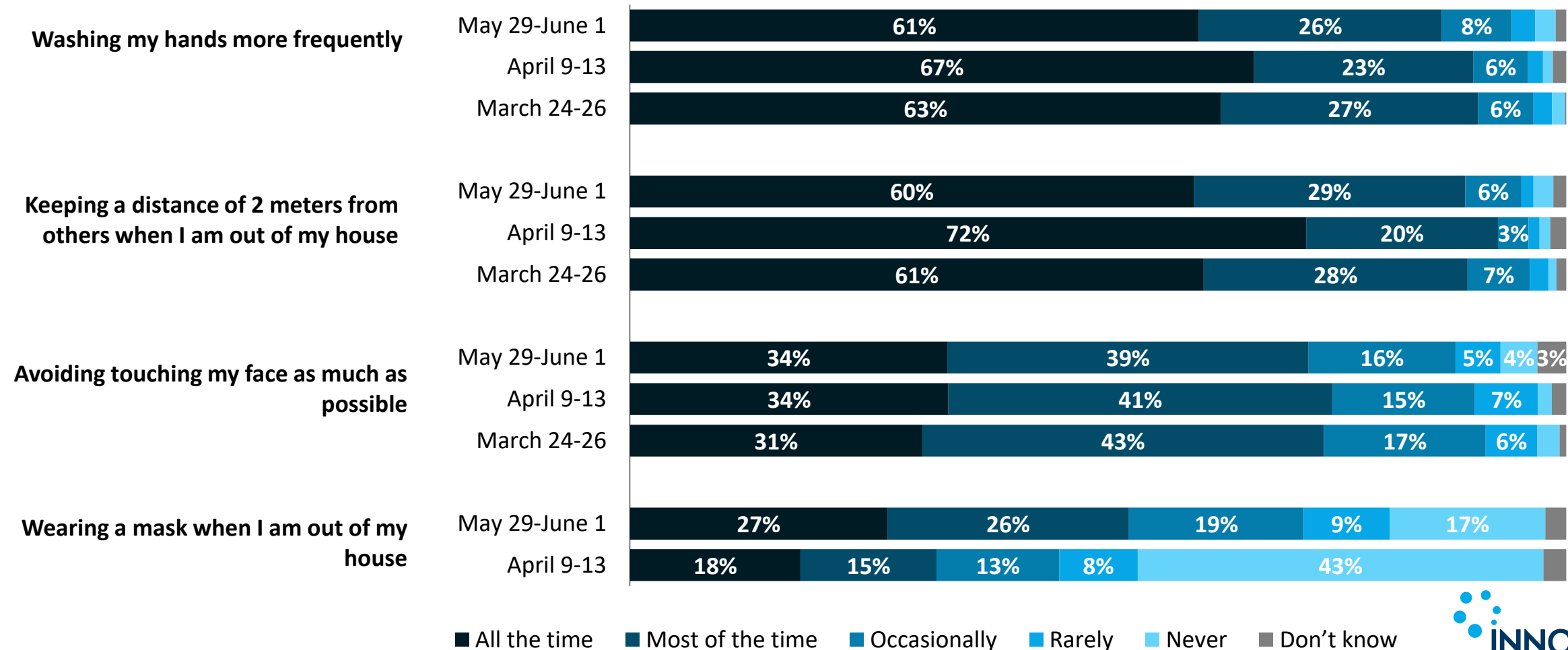
Protective Behaviours, ON: Keeping 2m distance “all of the time” drops 12 points, but 20-point increase in wearing masks since April ¹⁶



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

Ontario

[asked of all respondents; only Ontario is shown, n=600]



All the time
 Most of the time
 Occasionally
 Rarely
 Never
 Don't know



Note: Labels not shown for categories with a frequency of 2% or less

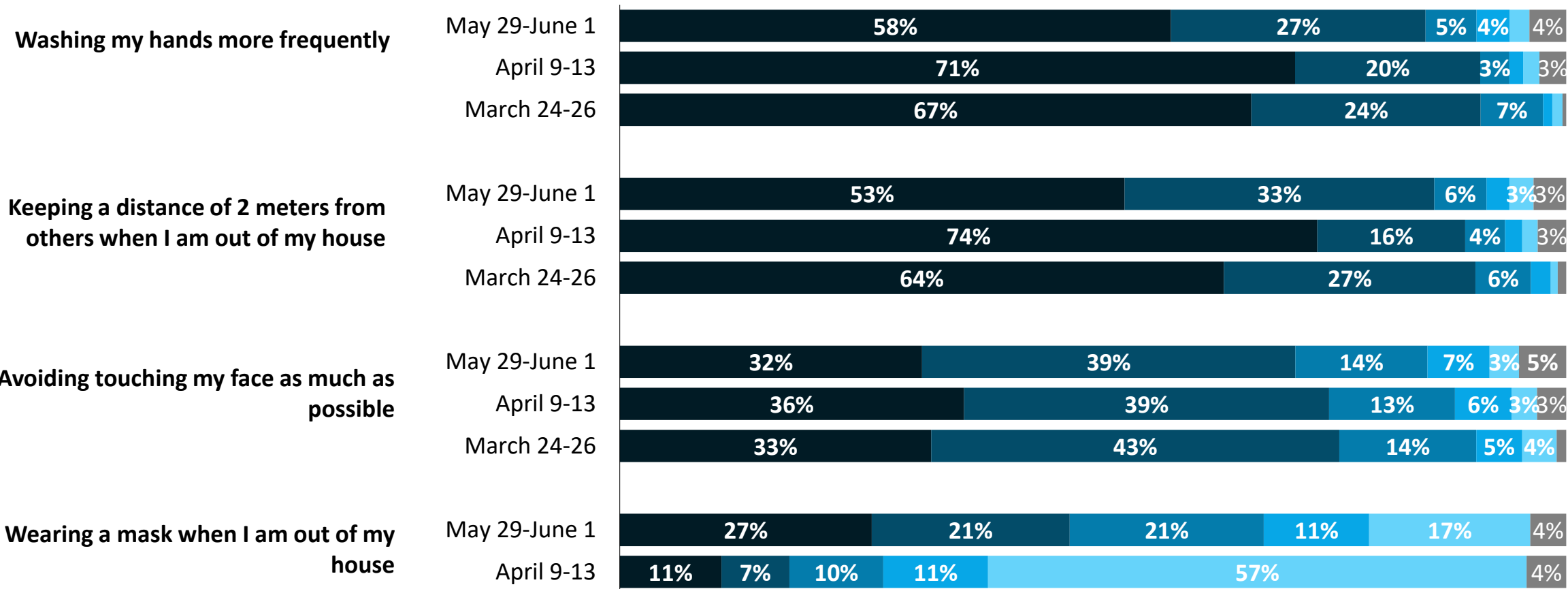
Protective Behaviours, QC: Keeping 2m distance “all of the time” drops 20 points, but wearing a mask increases 30 points since April ¹⁷



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

Quebec

[asked of all respondents; only Quebec is shown, n=300]



All the time
 Most of the time
 Occasionally
 Rarely
 Never
 Don't know



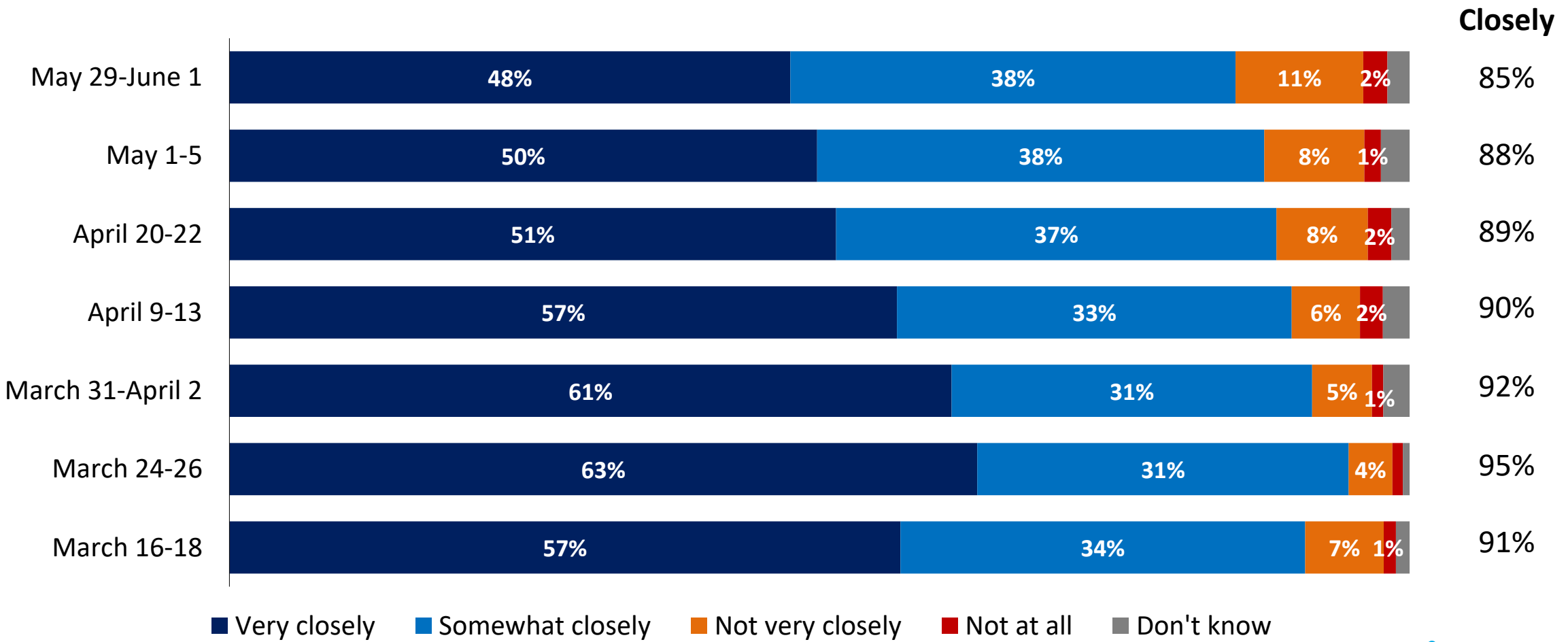
Note: Labels not shown for categories with a frequency of 2% or less

Attention to the COVID-19 outbreak has been trending down since its peak in late March

Attention to COVID-19 News: Those who say they are following COVID-19 news at least 'Somewhat closely' down directionally to 85%



How closely have you been following news about COVID-19 which is also known as the novel coronavirus?
 [asked of all respondents; n=1,500]

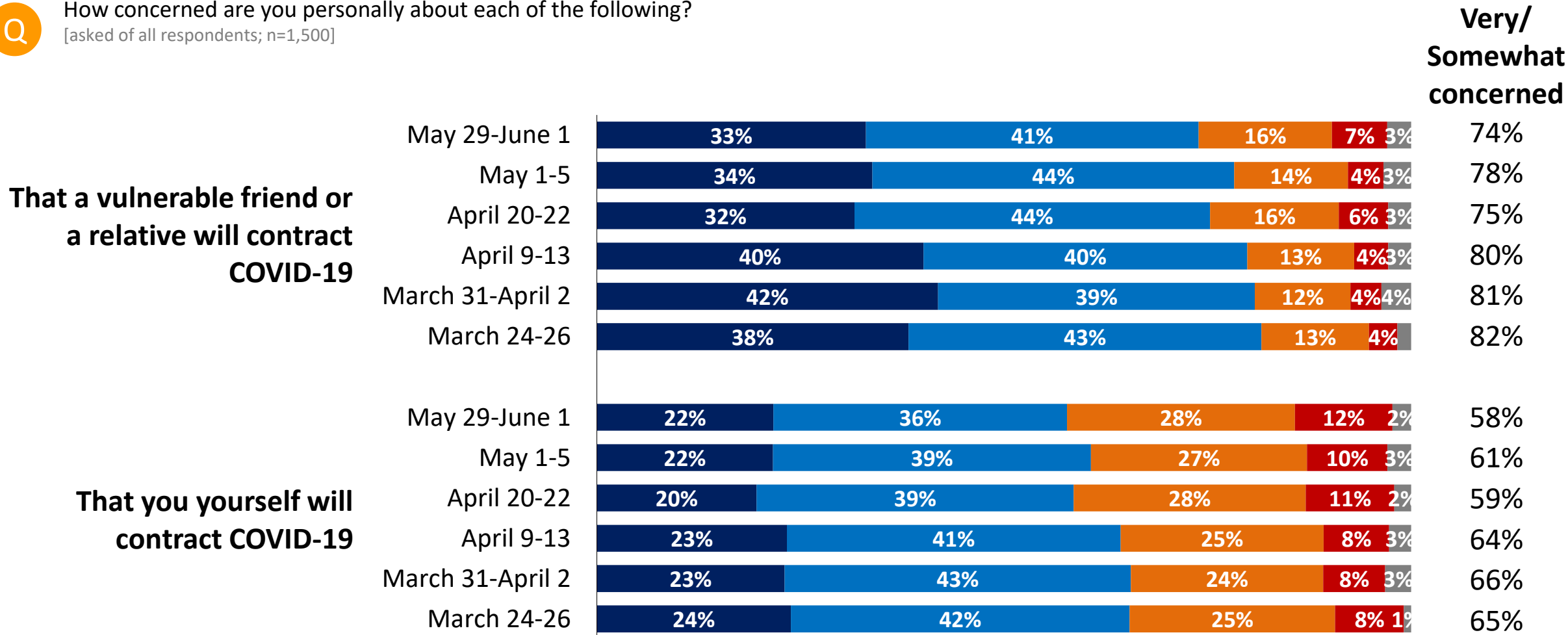


■ Very closely
 ■ Somewhat closely
 ■ Not very closely
 ■ Not at all
 ■ Don't know

Concern about contracting COVID-19 remains high but is now slightly lower than early May

Concern: Concern that a vulnerable friend/family member will contract the virus is down 4-pts since early May to 74%

Q How concerned are you personally about each of the following?
[asked of all respondents; n=1,500]



■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
 ■ Not at all concerned
 ■ Don't know



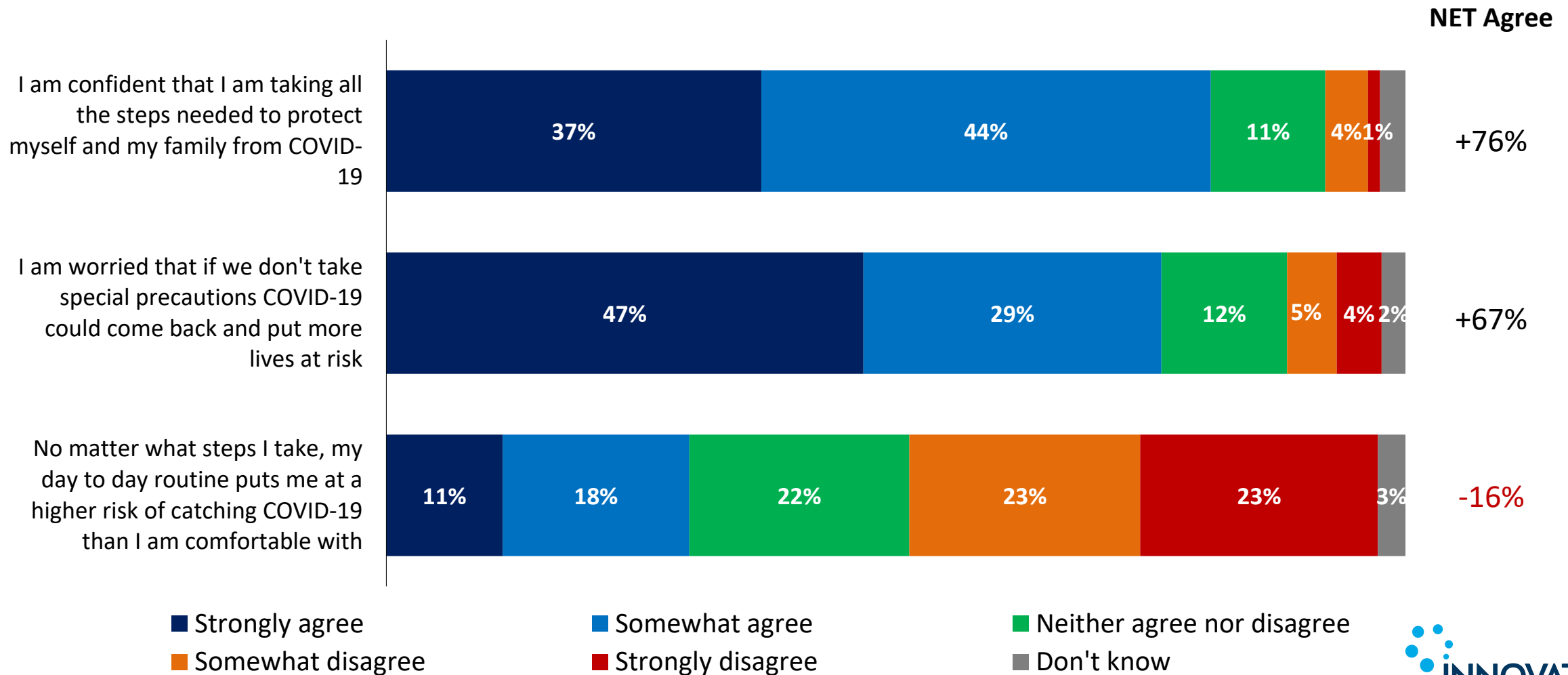
Most respondents say they are confident that they are doing everything they can to prevent contracting COVID-19 and most also *disagree* that their routine puts them at a level of risk they are uncomfortable with

Behavioural Changes: A strong majority say they are confident that they're taking all necessary steps to protect themselves from COVID



Do you agree or disagree with the following statements?

[asked of all respondents; n=1,500]



Protecting Myself: Net agreement in being confident in protecting themselves is highest among older respondents (+88%)

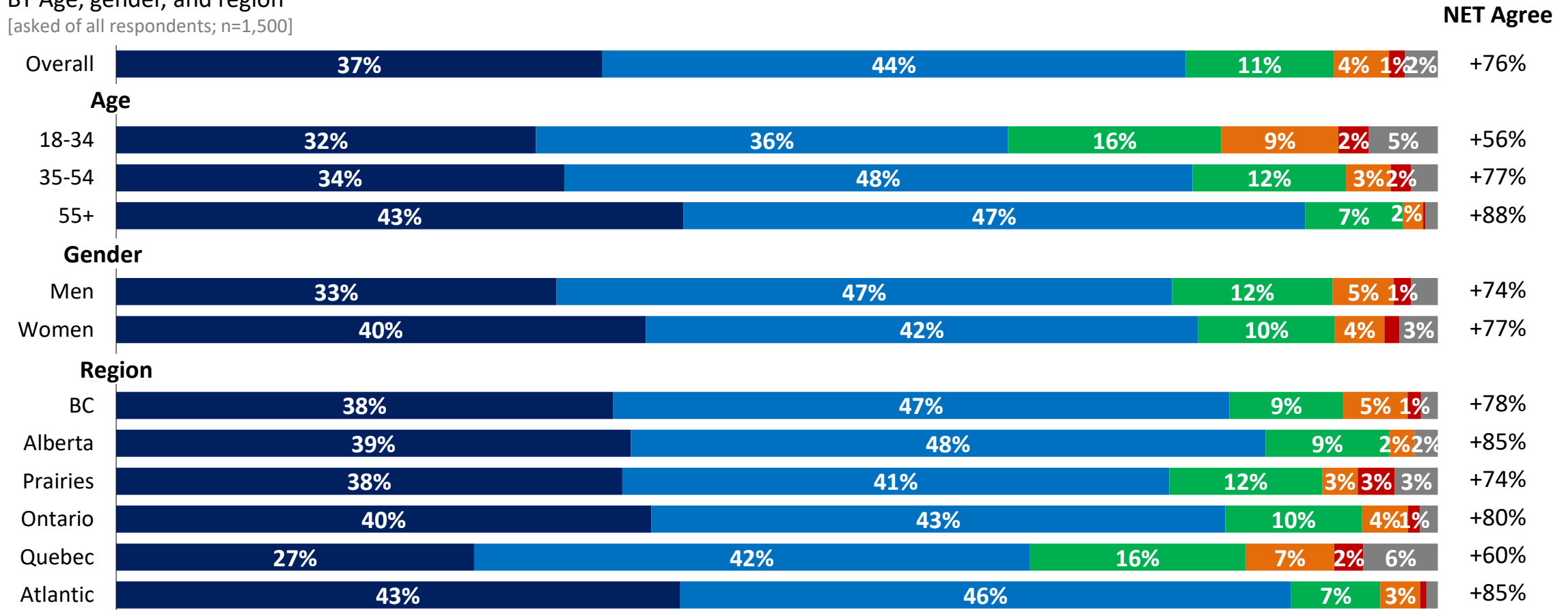


Do you agree or disagree with the following statements?

I am confident that I am taking all the steps needed to protect myself and my family from COVID-19.

BY Age, gender, and region

[asked of all respondents; n=1,500]



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

COVID Could Come Back: Older respondents (+77%) show highest net agreement on worry about COVID-19 coming back



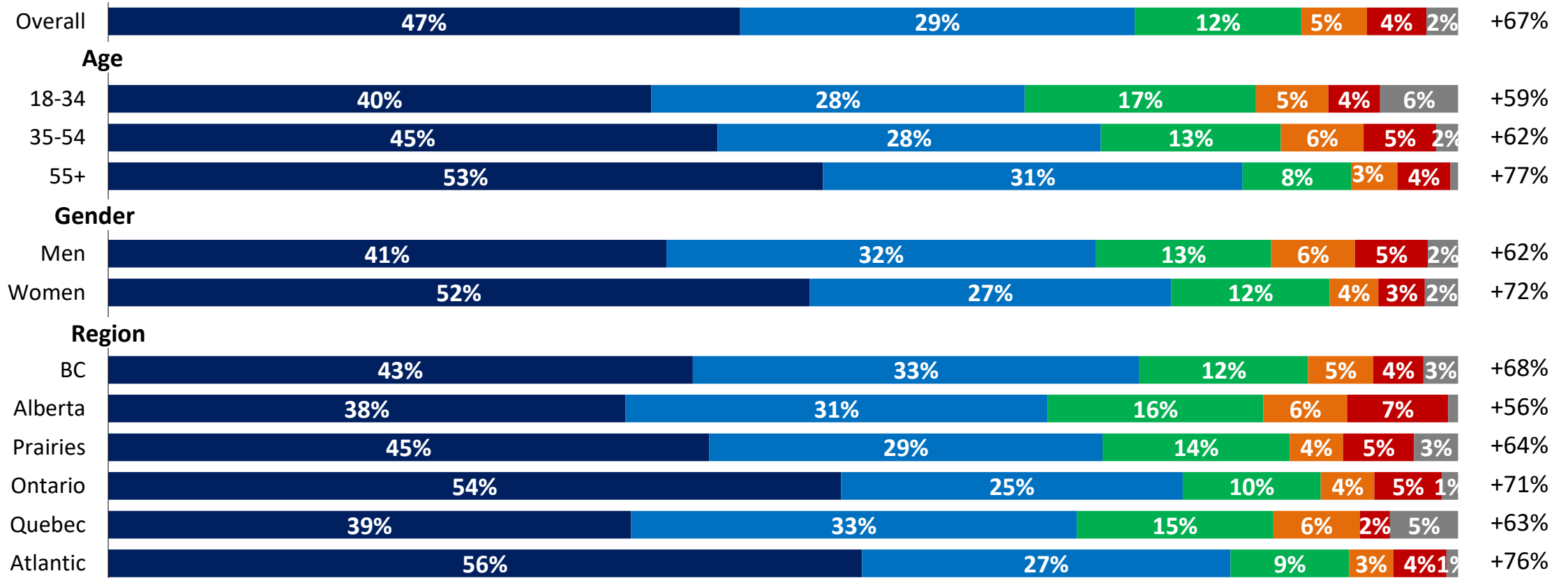
Do you agree or disagree with the following statements?

I am worried that if we don't take special precautions COVID-19 could come back and put more lives at risk

BY Age, gender, and region

[asked of all respondents; n=1,500]

NET Agree



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

High Risk Routine: Younger respondents (+9% net) most likely to agree ²⁶ that the risk of their routine is higher than they're comfortable with

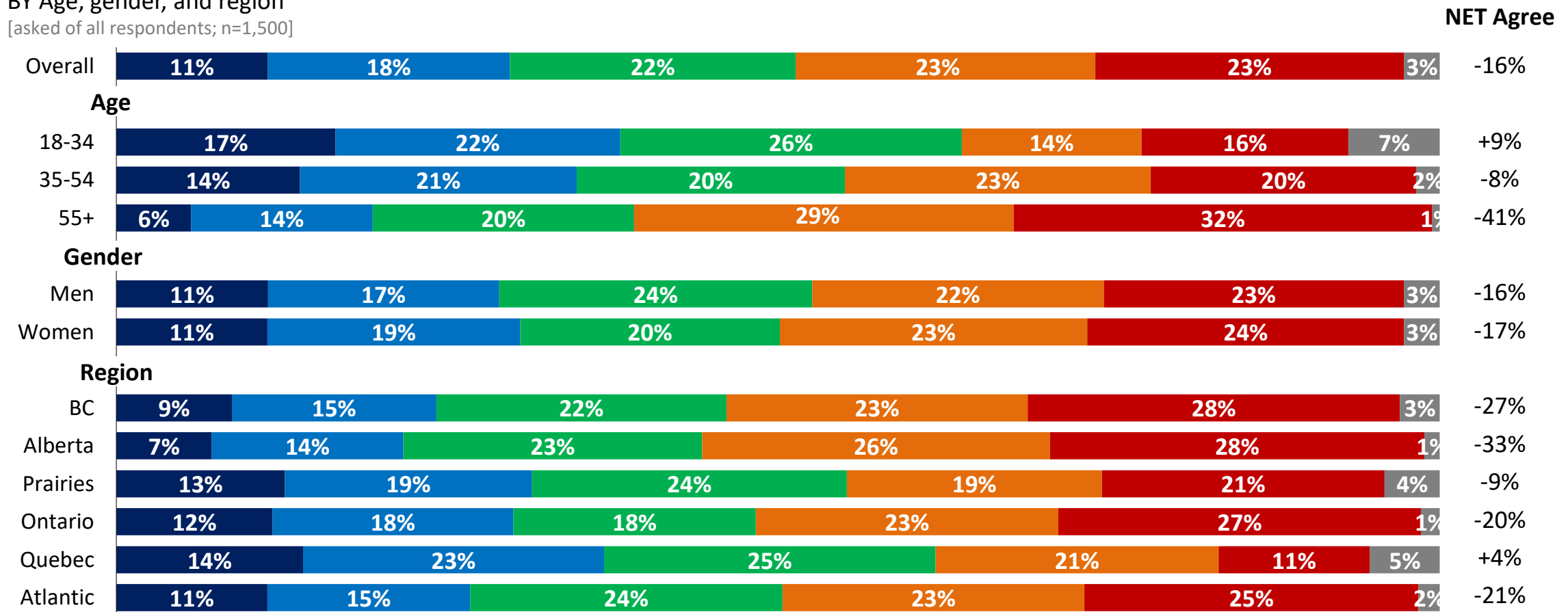


Do you agree or disagree with the following statements?

No matter what steps I take, my day to day routine puts me at higher risk of catching COVID-19 than I am comfortable with

BY Age, gender, and region

[asked of all respondents; n=1,500]



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

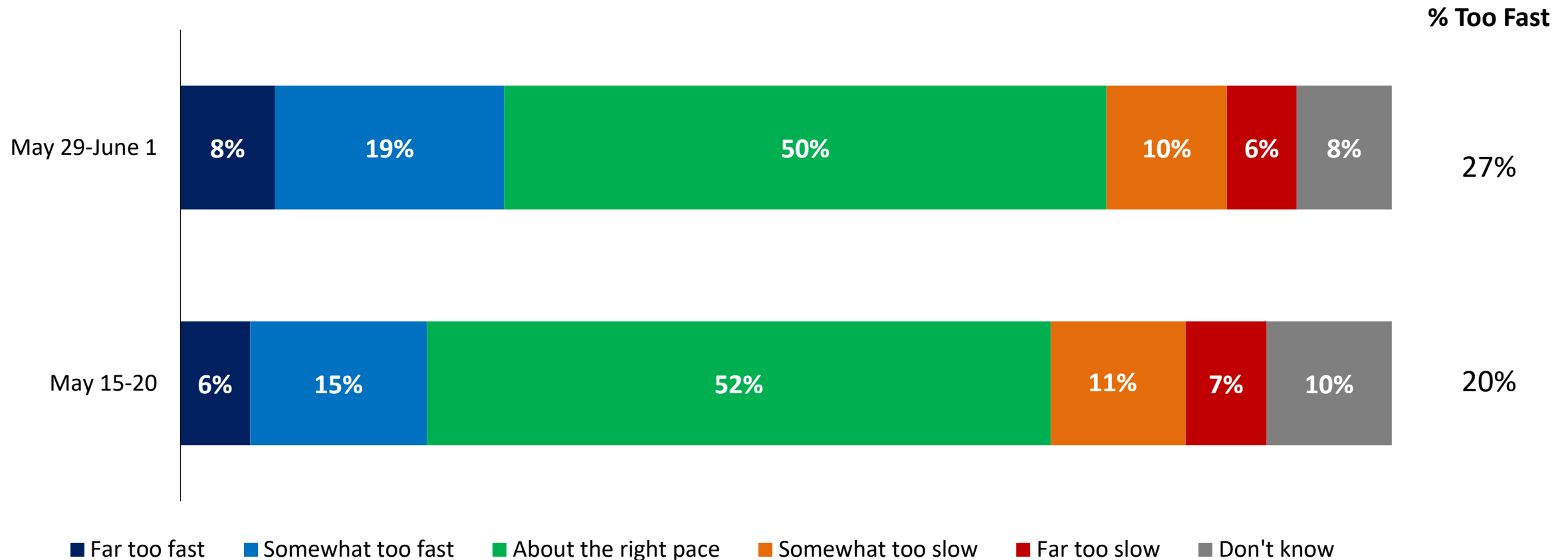
While a majority (50%) of Canadians feel the federal government is easing restrictions at 'about the right pace', feeling that the government is going too fast has increased seven points since mid-May.

Easing Restrictions, Federal: More now say the federal government has²⁸ gone too fast when it comes to easing restrictions than two weeks ago



Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

[asked of all respondents; n=1,500]

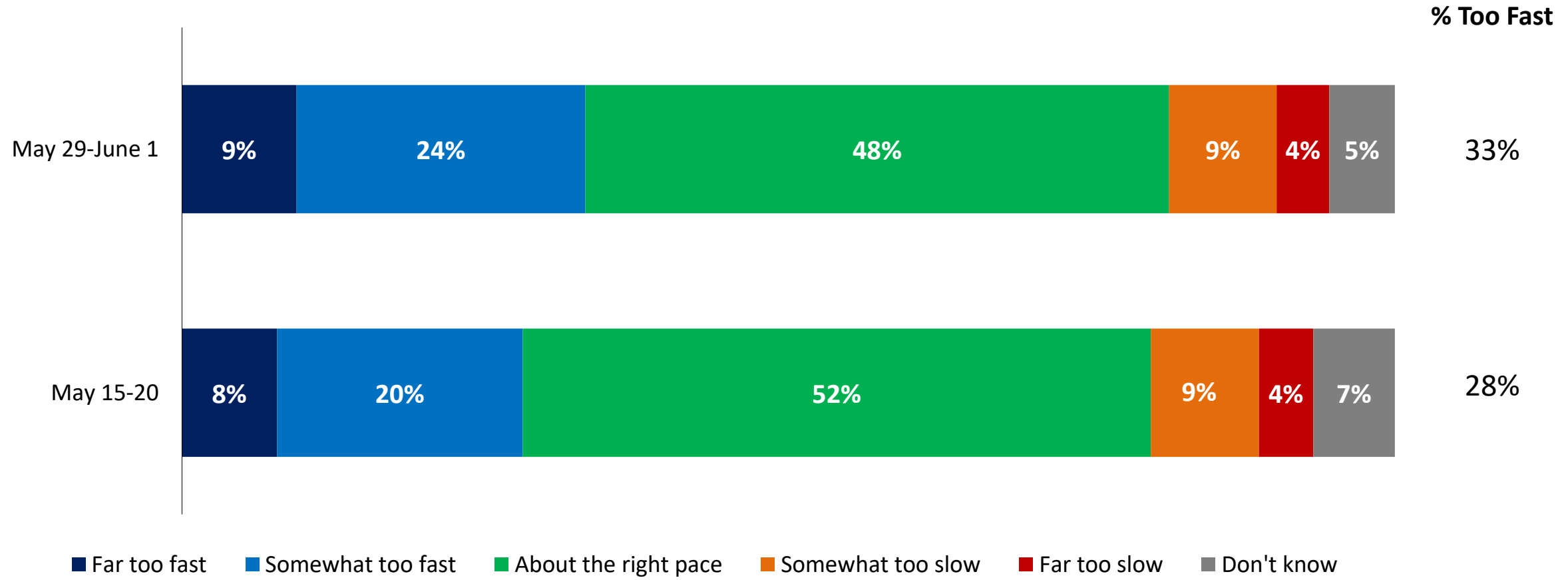


Easing Restrictions, Provincial: More now say their provincial govts have gone too fast when it comes to easing restrictions than two weeks ago



Now, thinking about the steps the **provincial** government in [PROV] has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?

[asked of all respondents; n=1,500]



Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

Survey Methodology

These are the results of an online survey conducted between May 29th and June 1st, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=2,246 Canadian citizens, 18 years or older. Regional oversamples in Atlantic, Prairies, Alberta and BC were used in order to adequately capture regional results. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: May 29th and June 1st, 2020.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	249	11.1%	205	13.7%
Males 35-54	269	12.0%	250	16.7%
Males 55+	653	29.1%	271	18.1%
Females 18-34	263	11.7%	204	13.6%
Females 35-54	319	14.2%	261	17.4%
Females 55+	493	22.0%	308	20.5%
Region				
BC	375	16.7%	206	13.7%
AB	304	13.5%	170	11.4%
Prairies	241	10.7%	100	6.7%
ON	698	31.1%	573	38.2%
QC	359	16.0%	349	23.2%
Atlantic	269	12.0%	102	6.8%



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Building Understanding.