

COVID-19 Tracking

Public Opinion Research
Release Date: September 17, 2020
Field Dates: September 3 to September 15, 2020

Tracking the Impacts 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 11th wave of COVID-19 tracking. This online survey was in field from September 3rd to 15th with a weighted sample size of 1,000 Canadian residents. Detailed methodology is provided in the appendix.

This report covers activities and behaviours of Canadians regarding COVID-19, as well as engagement and concern about the novel virus. We find Canadians are socializing much more often than in late March, but also that Canadians report far more compliant now on wearing masks in public. Only a small percentage of Canadians are feeling fatigued over these additional precautions, but that feeling is much higher among young Canadians.

Top-of-Mind Issues

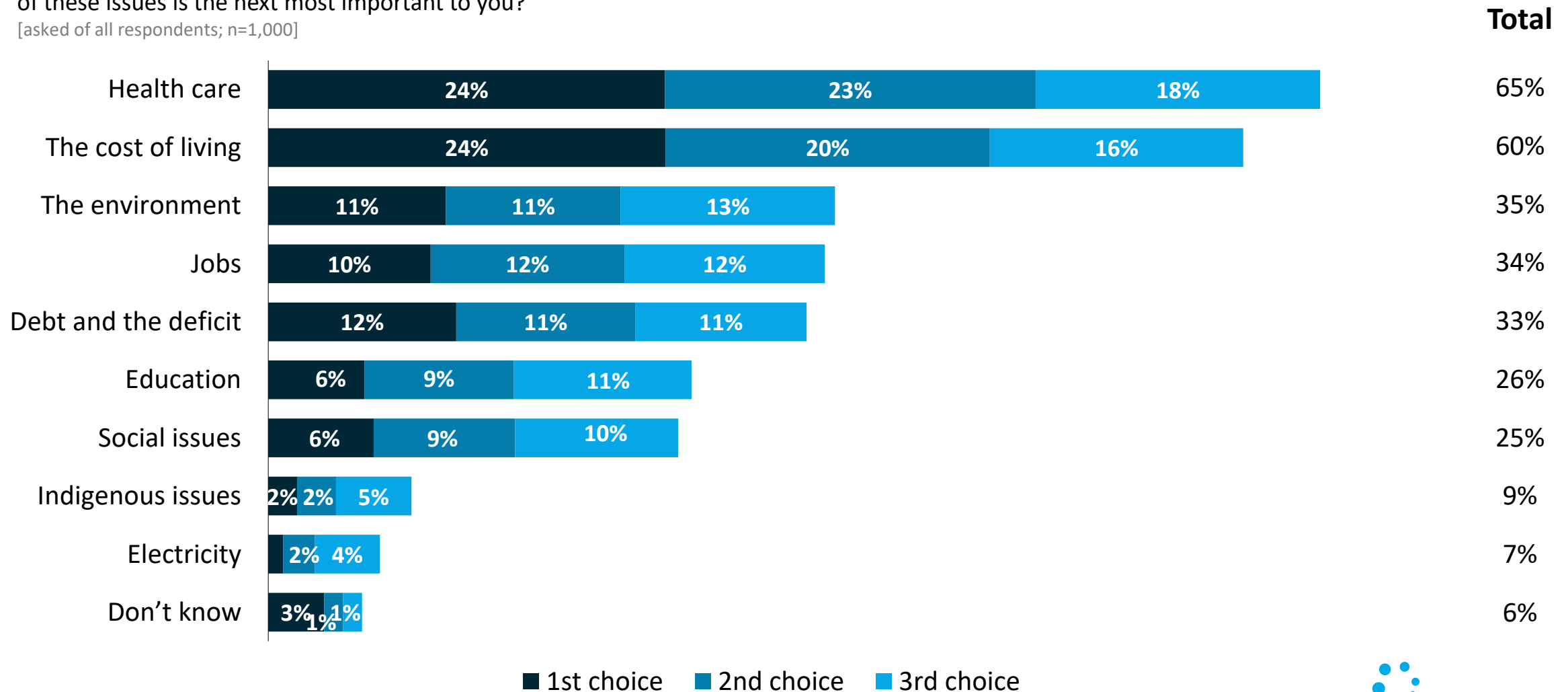
Healthcare and the cost of living continue as top issues on the minds of Canadians, environment (35%) now roughly tied with jobs (34%) for third place.

Issue Importance: 2-in-3 (65%) say health care is an important issue followed by cost of living (60%), and the environment (35%)



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=1,000]

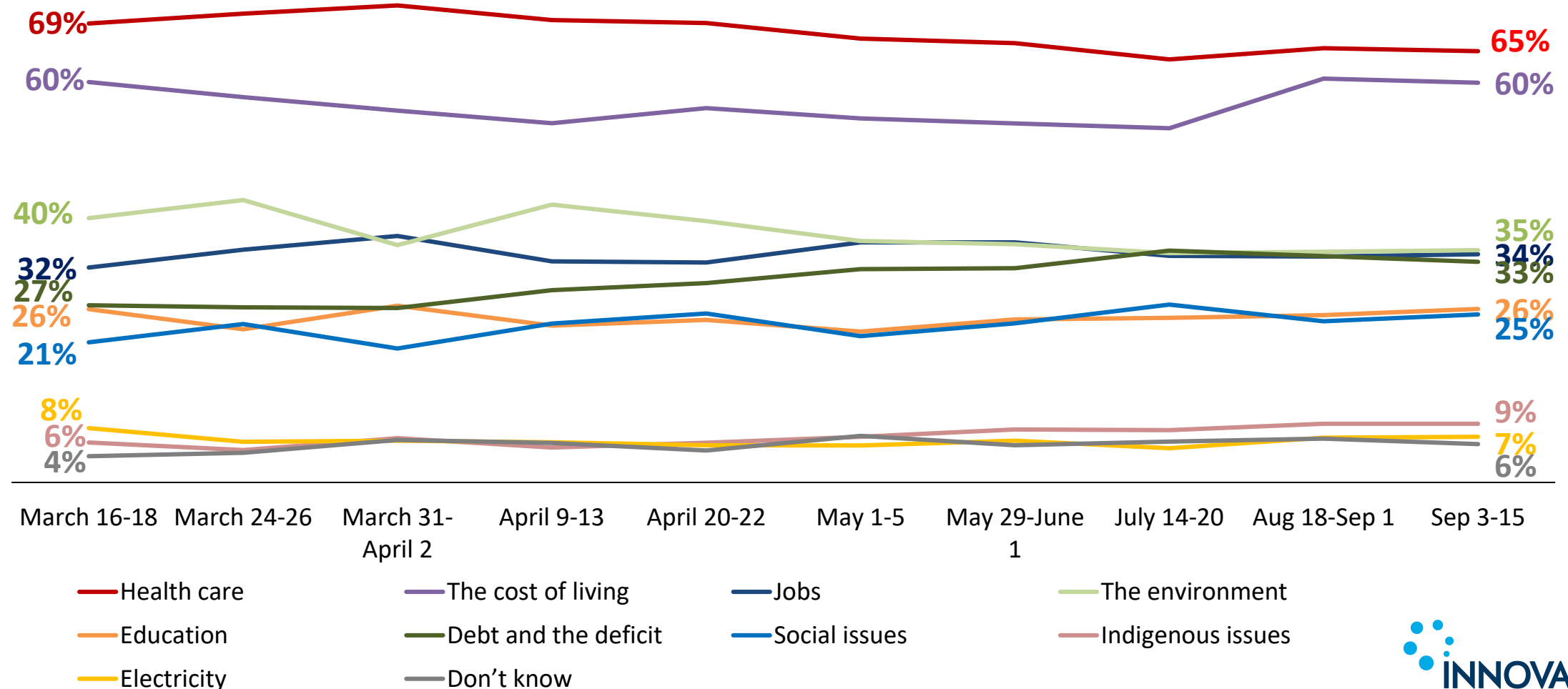


Issue Importance: Healthcare (65%) and cost of living (60%) steady as top issues since beginning of outbreak



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=1,000]



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

Activities and Behaviours

With the exception of large gatherings, social activities both indoors and outdoors have increased significantly since late March.

As social behaviour has increased, so has mask compliance outside the house, nearly tripling from 26% in late March to 78% this week. The share of compliance on other protective behaviours, such as handwashing and social distancing, is consistent and high.

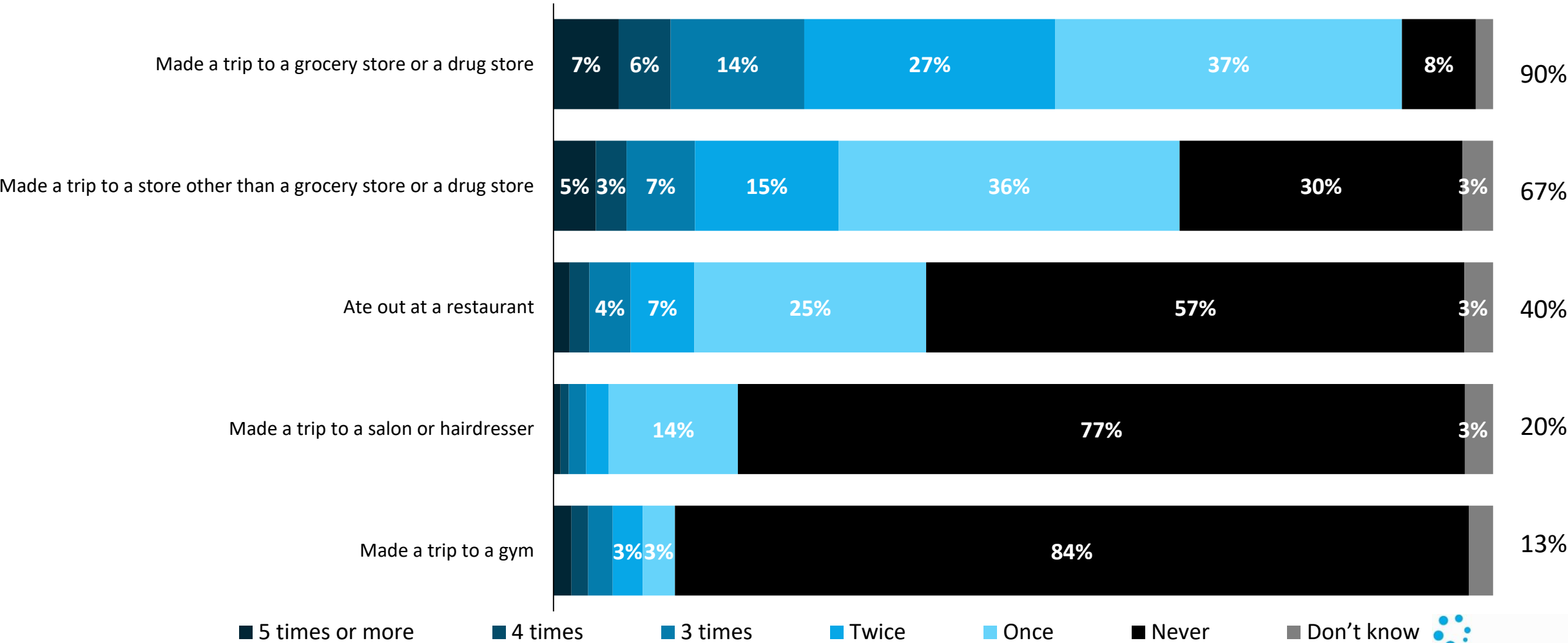
Shopping Activities: 4-in-10 (40%) have eaten out at a restaurant at least once this week, 9-in-10 (90%) went to a grocery or drug store



Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1.000]

Current Wave: Sep 3-Sep 15

% At least once



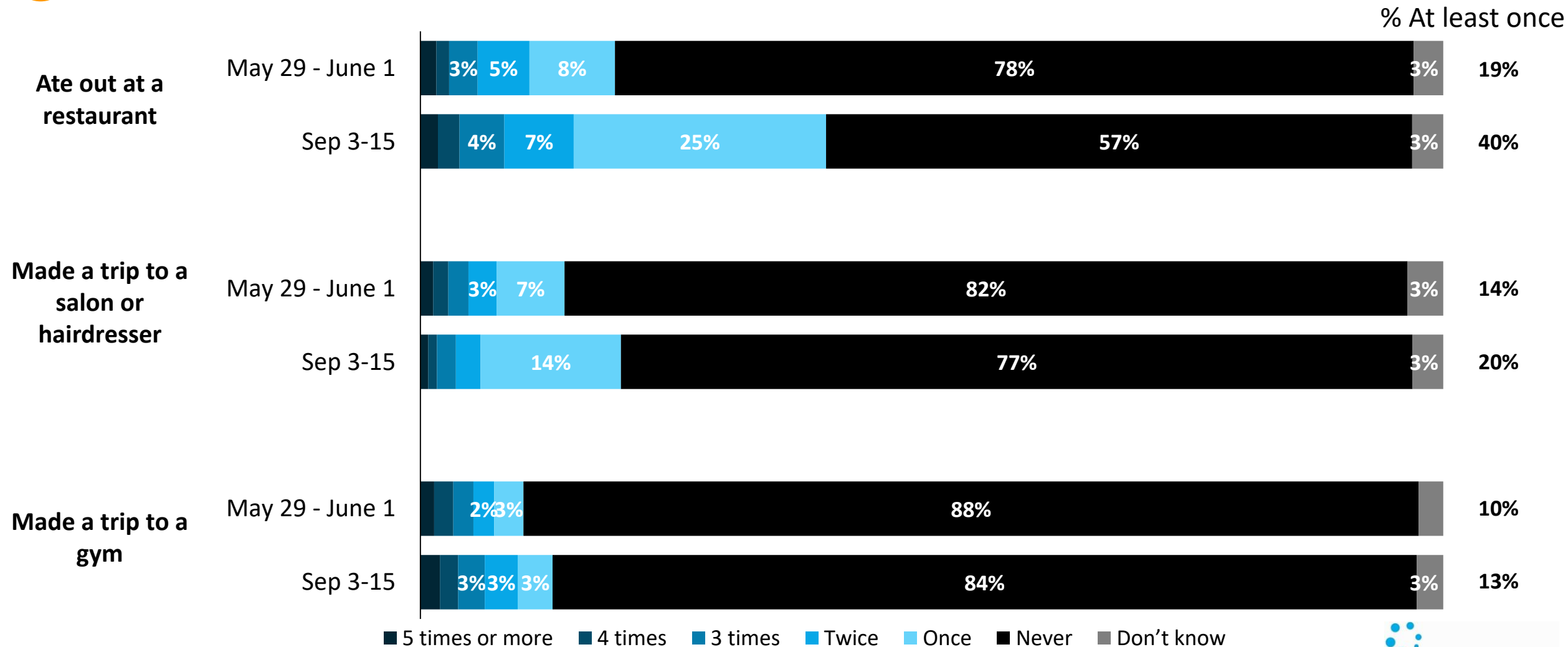
Note: Labels not shown for categories with a frequency of 2% or less

Shopping Activities: Twice as many respondents say they ate at a restaurant in the last week, as in early June



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

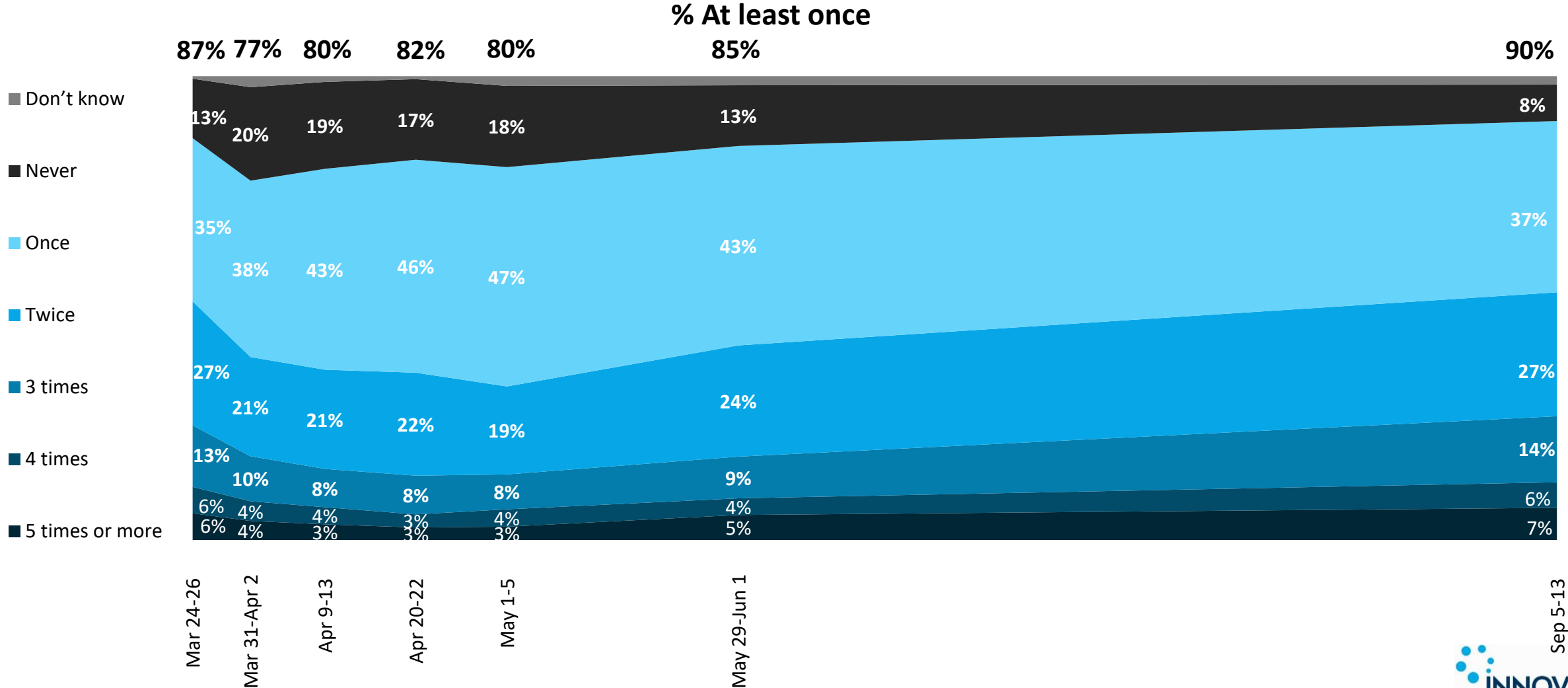
[asked of all respondents; n=1,000]



Trip to Grocery/Drug Store: 9-in-10 (90%) have visited the grocery or drug store once a week, up five points since late May



Over the past 7 days, how often have you done each of the following? **Made a trip to a grocery store or a drug store**
[asked of all respondents, n=1,000]



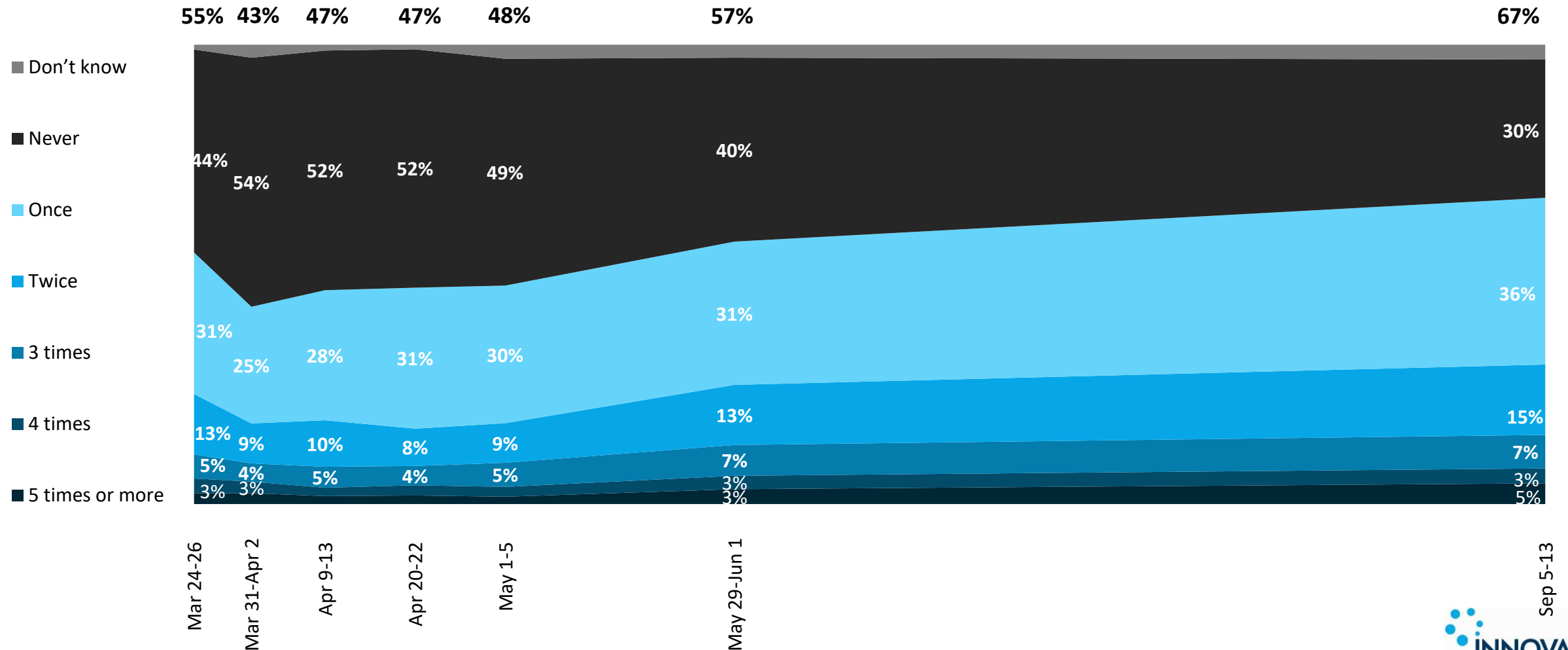
Note: Labels not shown for categories with a frequency of 2% or less

Trip to Other Store: 2-in-3 (67%) have visited a store other than the grocery or drug store, up 10 points since early summer



Over the past 7 days, how often have you done each of the following? **Made a trip to a store other than a grocery store or a drug store**
[asked of all respondents, n=1,000]

% At least once



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

Social Activities: Majority of respondents met up with a friend/relative outdoors at least once in the last week (56%)¹¹

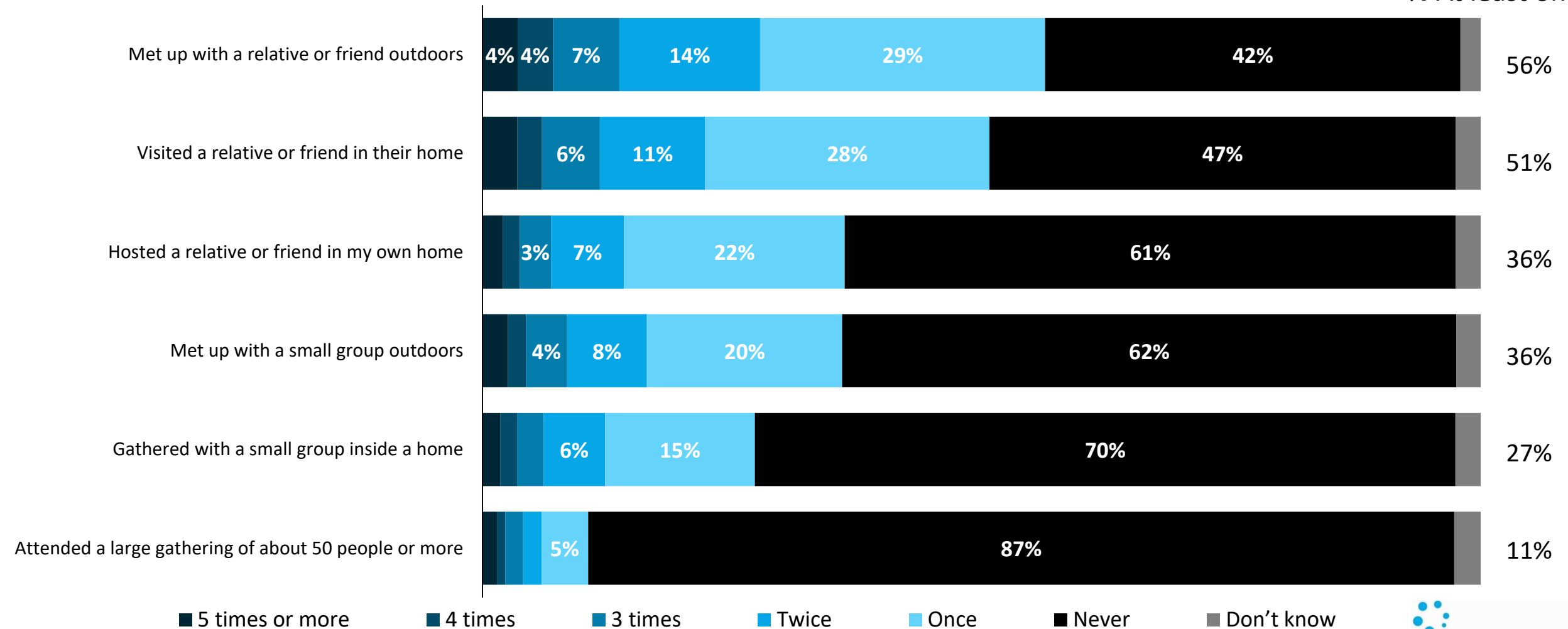


Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=1,000]

Current Wave: Sep 3-15

% At least once



5 times or more

4 times

3 times

Twice

Once

Never

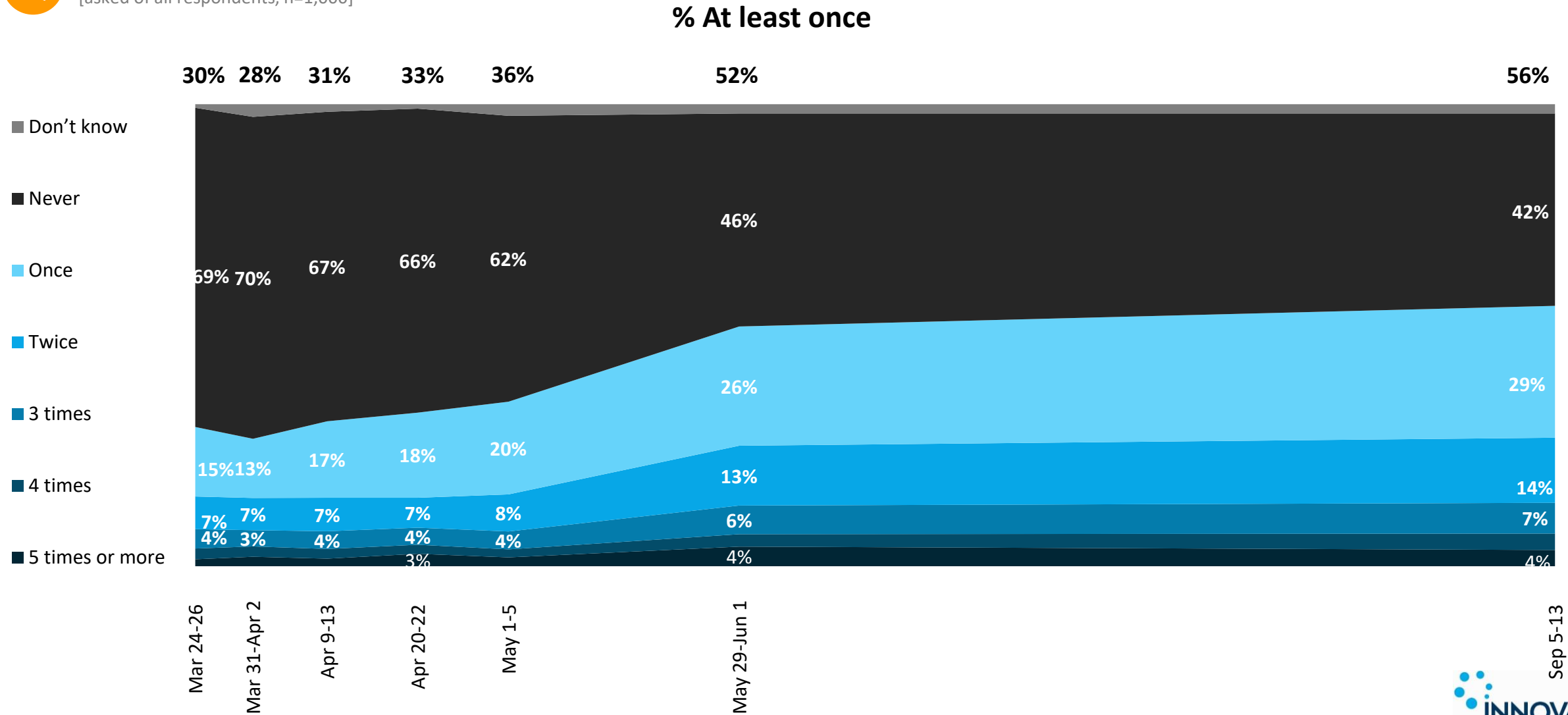
Don't know

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

Meetup, Friend/Relative Outdoors: Majority (56%) have met friends or relatives outdoors, up 26 points since late March¹²



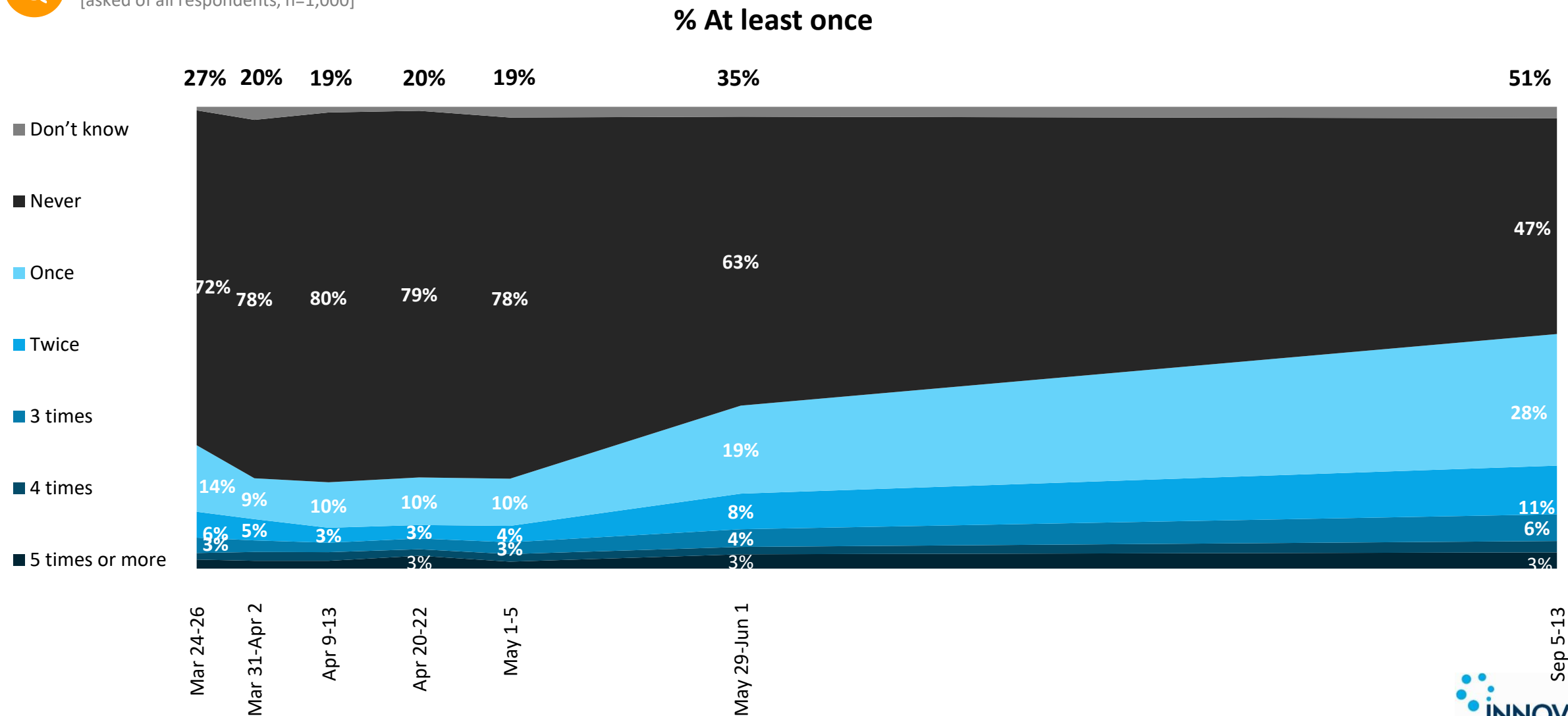
Over the past 7 days, how often have you done each of the following? **Met up with a relative or friend outdoors**
[asked of all respondents, n=1,000]



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

Visit in Home: Half (51%) have visited a relative or friend in their home¹³ this week, nearly twice as often as in late March

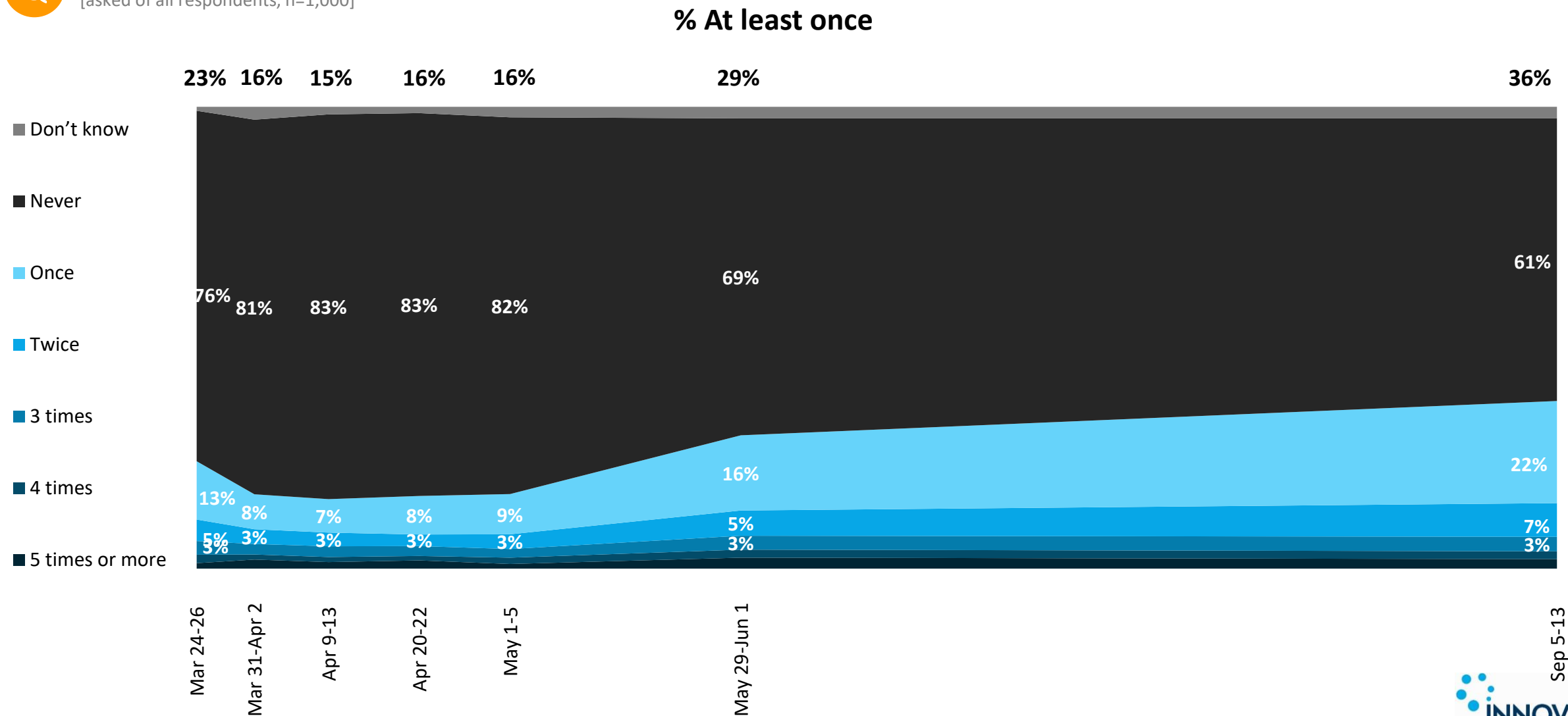
Q Over the past 7 days, how often have you done each of the following? **Visited a relative or friend in their home**
[asked of all respondents, n=1,000]



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

Hosted Friend/Relative: More than a third (36%) have hosted a relative¹⁴ or friend in their home, up thirteen points since Spring tracking began

Q Over the past 7 days, how often have you done each of the following? **Hosted a relative or friend in my own home**
[asked of all respondents, n=1,000]

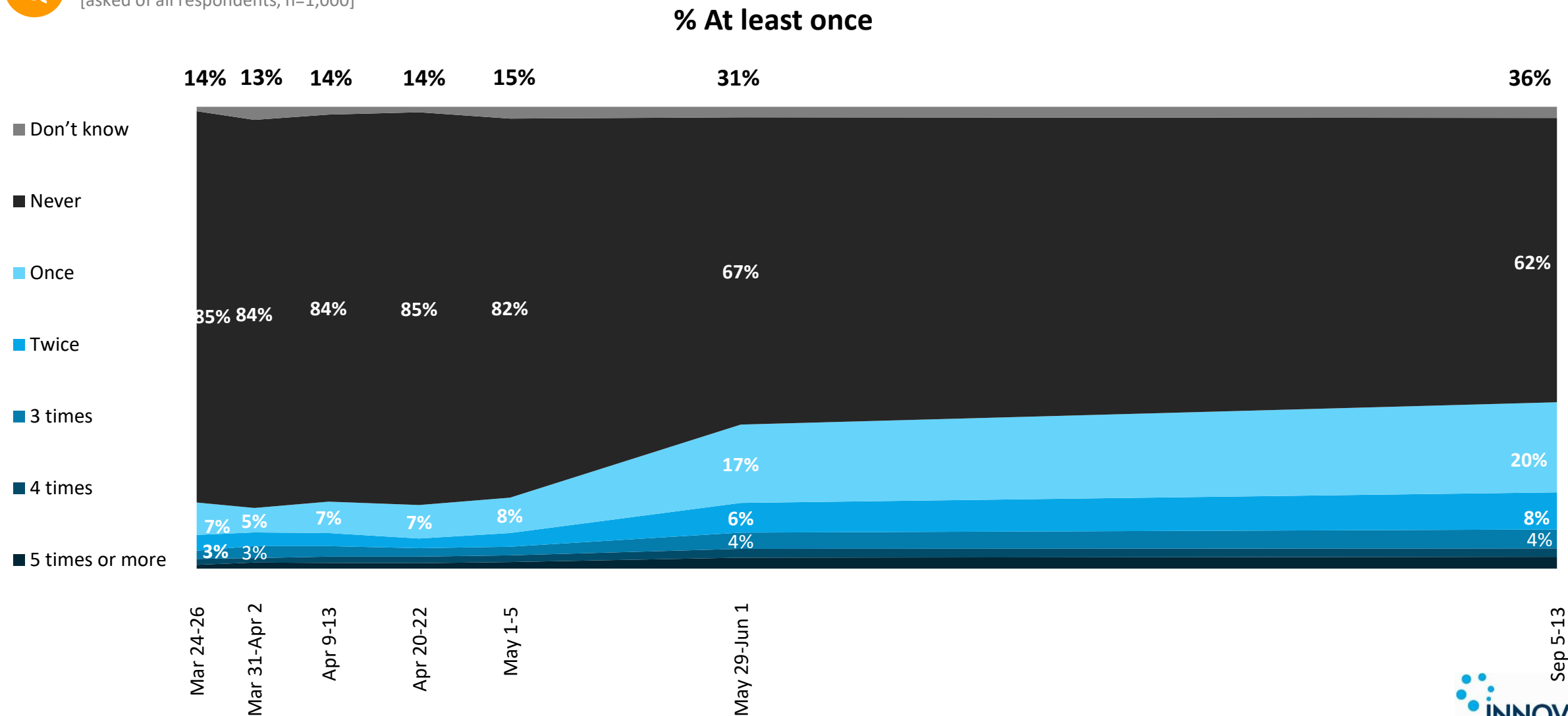


Note: Labels not shown for categories with a frequency of 2% or less

Small Group, Outdoors: The portion of respondents who have met a small group outdoors has more than doubled since late March



Over the past 7 days, how often have you done each of the following? **Met up with a small group outdoors**
[asked of all respondents, n=1,000]

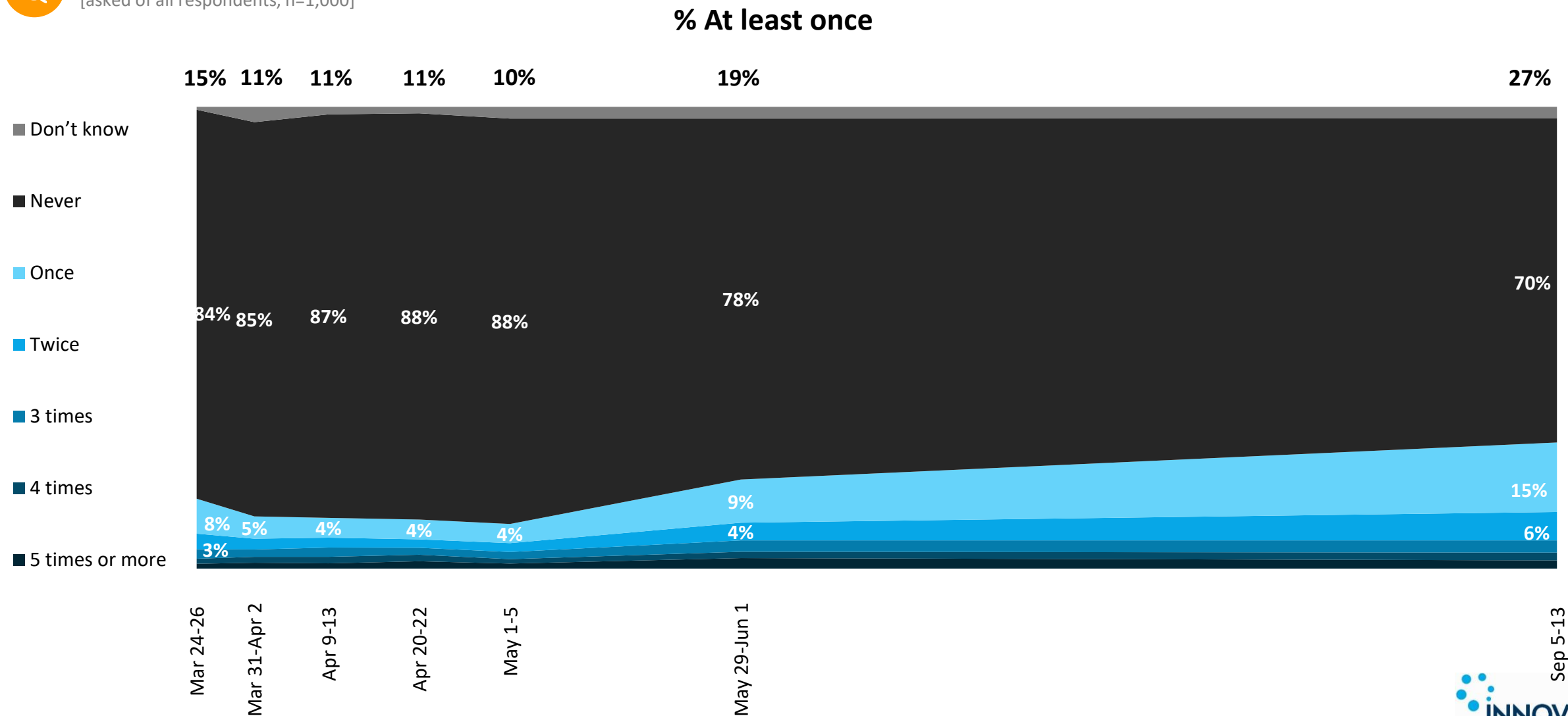


Note: Labels not shown for categories with a frequency of 2% or less

Gathered with Group, Home: More than 1-in-4 (27%) have gathered with a small group inside a home, up 12 points since late March



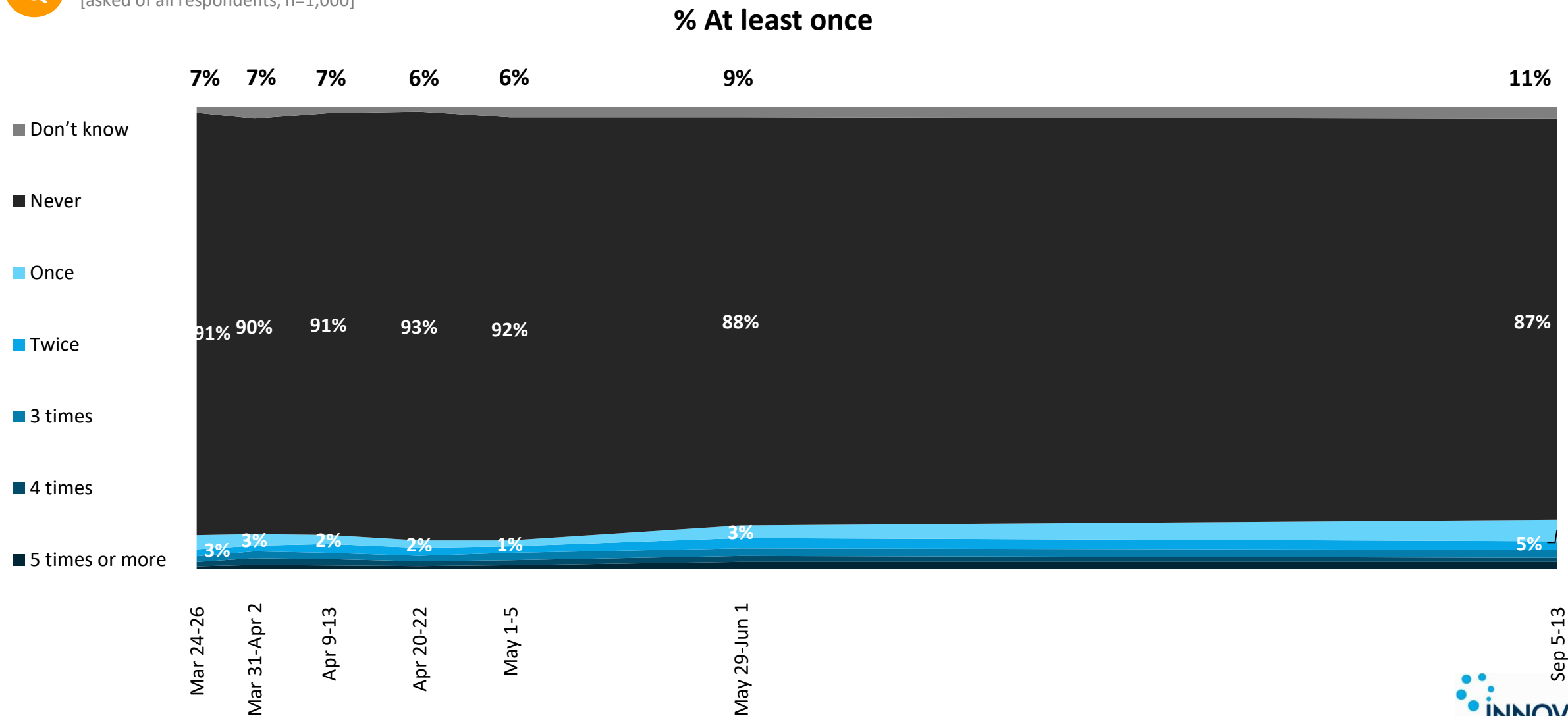
Over the past 7 days, how often have you done each of the following? **Gathered with a small group inside a home**
[asked of all respondents, n=1,000]



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

Attended Large Gathering: Attendance at large gatherings is up slightly,¹⁷ but still close to early tracking levels in late March

Q Over the past 7 days, how often have you done each of the following? **Attended a large gathering of about 50 people or more**
[asked of all respondents, n=1,000]



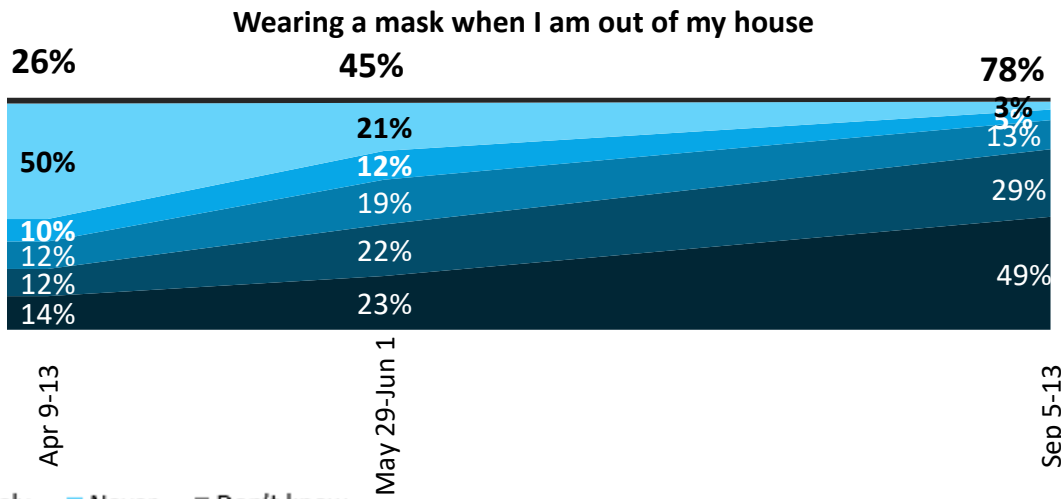
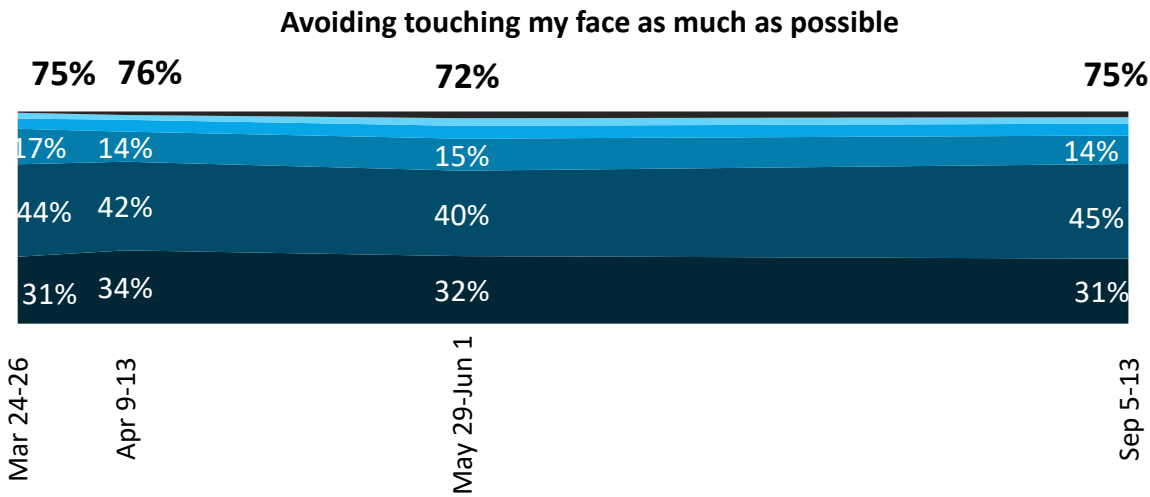
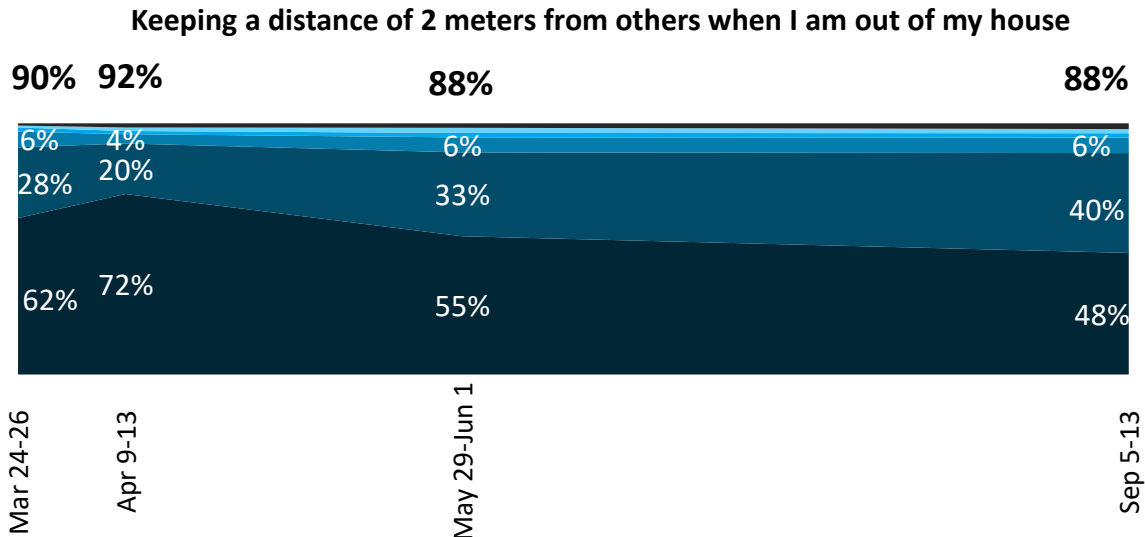
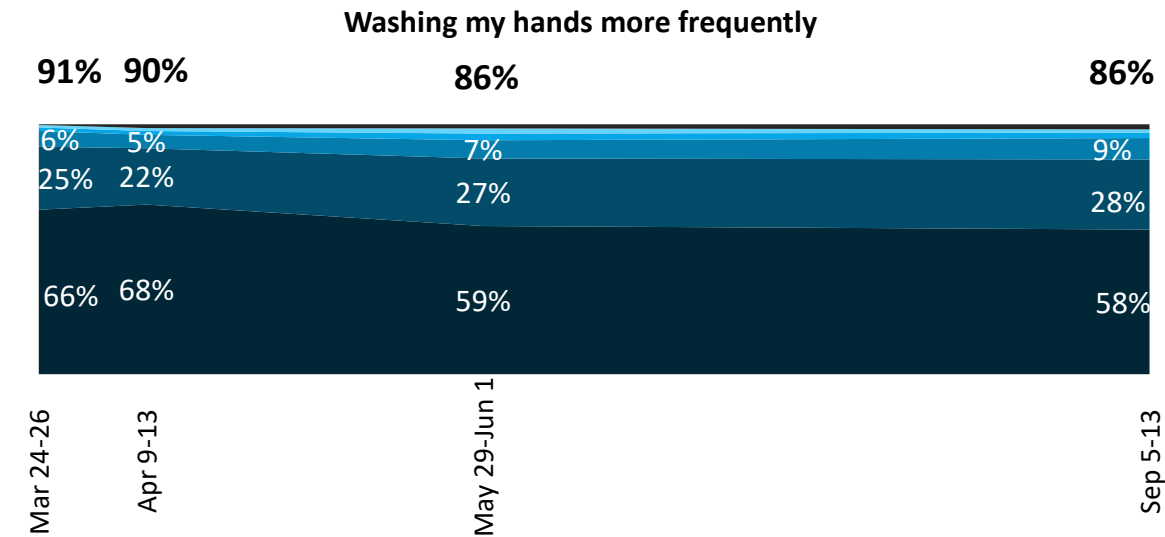
Note: Labels not shown for categories with a frequency of 2% or less

Protective Behaviours: Mask compliance has increased dramatically, from 26% in late March to 78% in early September



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=1,000]

% All/Most of the Time



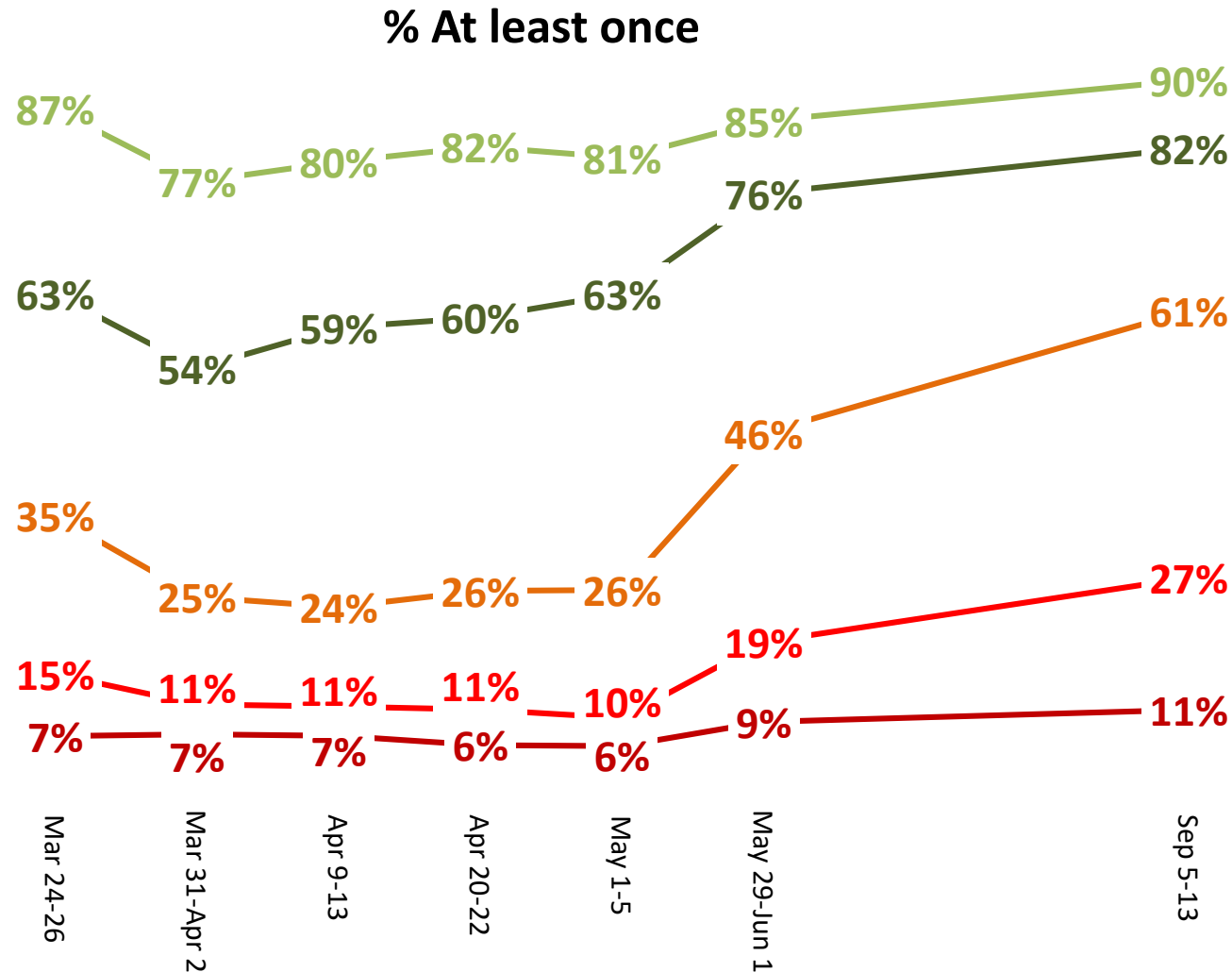
■ All the time ■ Most of the time ■ Occasionally ■ Rarely ■ Never ■ Don't know

Activities: Moderate risk behaviours continue to increase, with a majority (62%) saying they did at least one in the last week



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

[all respondents, n=1,000]



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

Lowest risk

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

Modest risk

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

Moderate risk

- Visited a relative or friend in their home
- Hosted a relative or friend in my own home

More risk

- Gathered with a small group inside a home

Most risk

- Attended a large gathering of about 50 people or more

COVID-19 Engagement and Concern

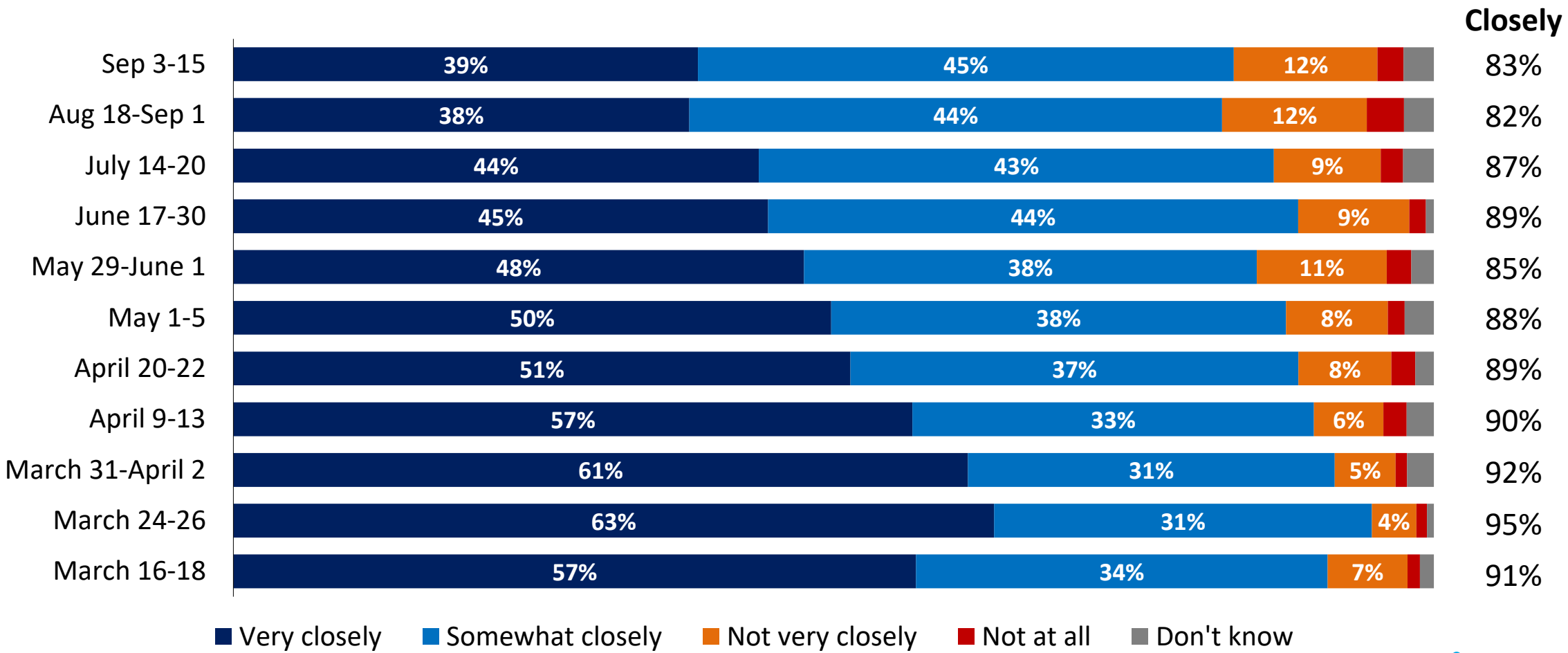
Attention to the COVID-19 outbreak is consistent and concern about contracting COVID-19 has increased slightly month-to-month. Most remain confident that they are doing all they can to protect themselves and their family.

18-34 year olds are less likely to feel they are taking steps to protect themselves, less worried about a second wave, and feel more fatigued with COVID-19 than older Canadians.

Attention to COVID-19 News: Attention is consistent month-to-month, with more than 8-in-10 (83%) who follow COVID-19 news closely



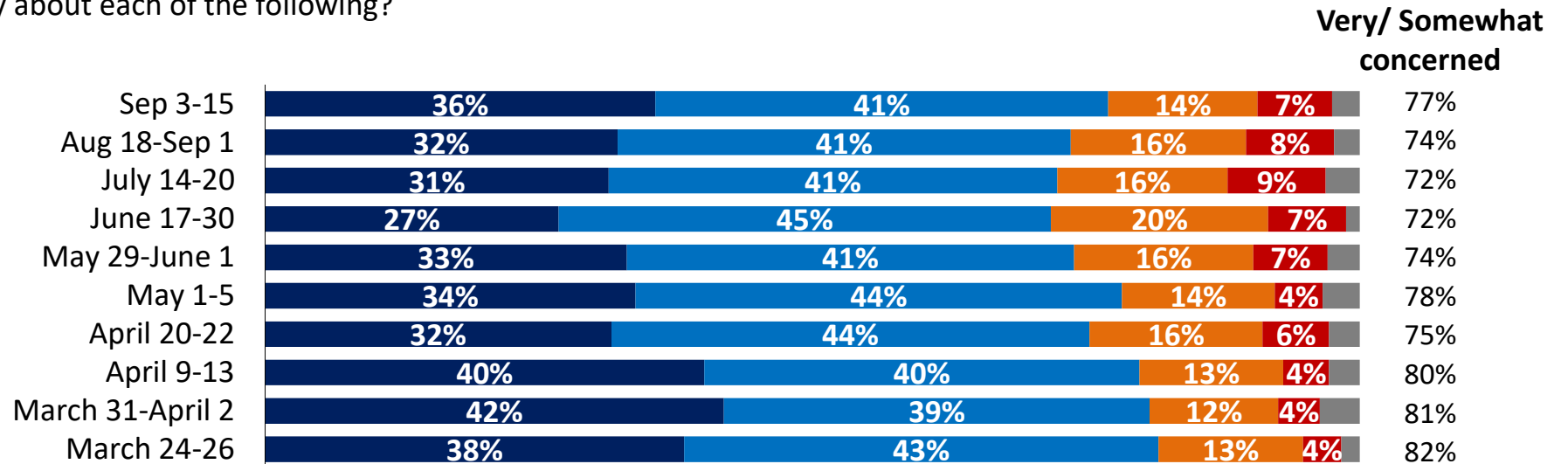
How closely have you been following news about COVID-19 which is also known as the novel coronavirus?
[asked of all respondents; n=1,000]



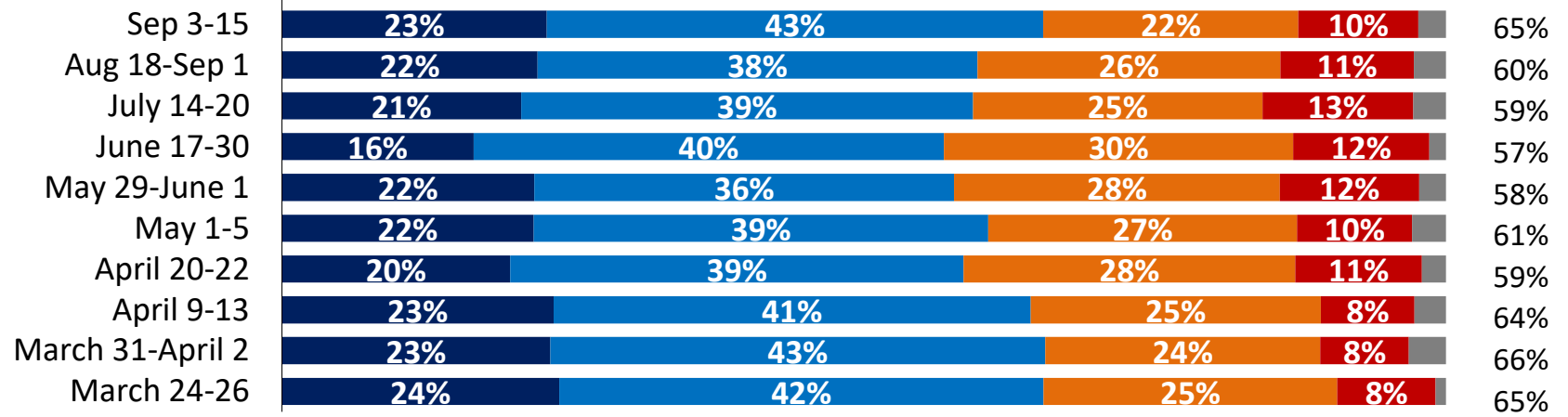
Concern: Concern about contracting COVID-19 personally or for a vulnerable friend/relative has increased slightly this month

Q How concerned are you personally about each of the following?
[asked of all respondents; n=1,000]

That a vulnerable friend or a relative will contract COVID-19



That you yourself will contract COVID-19



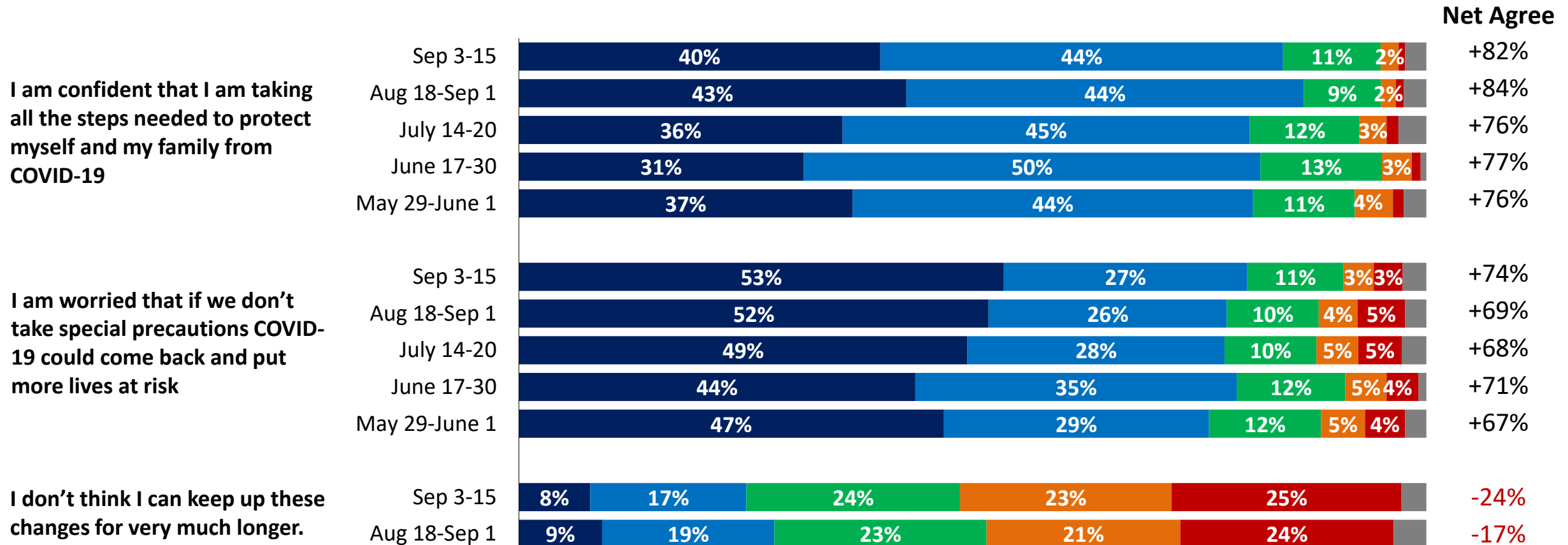
■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
 ■ Not at all concerned
 ■ Don't know

Key Attitudes: Strongest agreement since tracking began that respondents are worried about a second COVID-19 wave

Q

Do you agree or disagree with the following statements? [FOR LAST STATEMENT] Thinking about the changes you've made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

[asked of all respondents; n=1,000]



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

Protecting Myself: Net agreement that they are taking all the steps needed to protect themselves is highest among older respondents (+90%)

Q

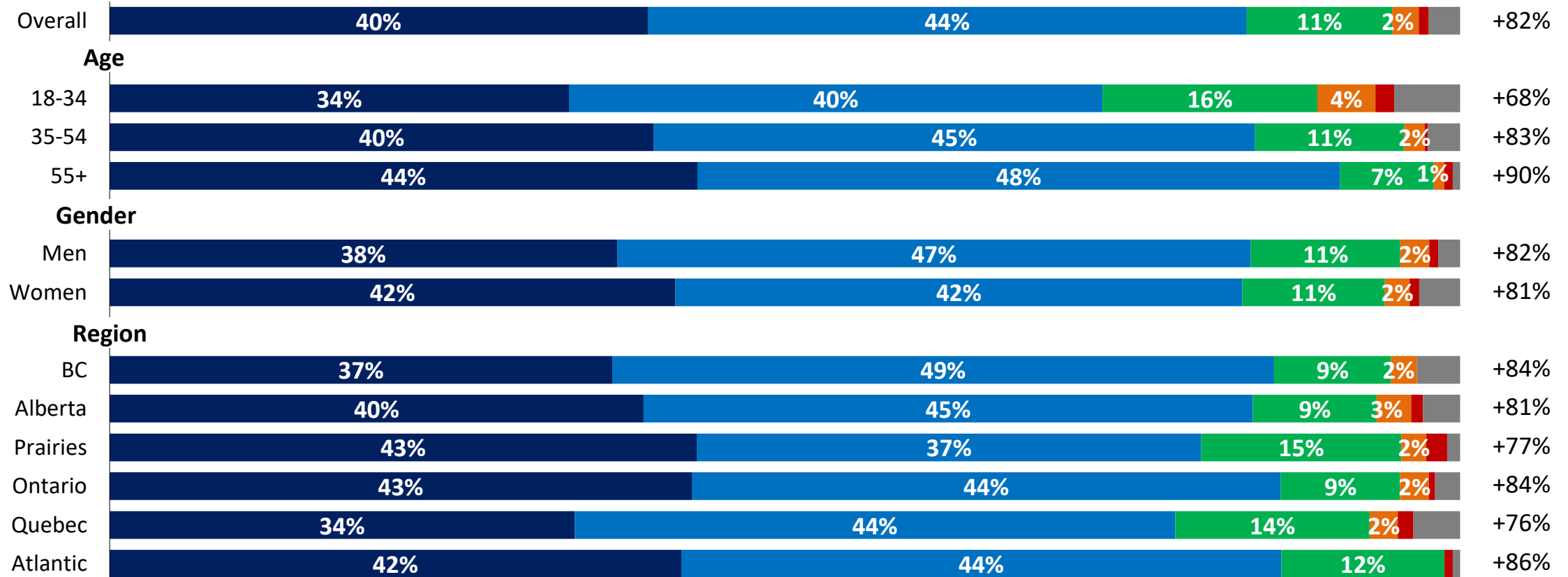
Do you agree or disagree with the following statements?

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=1,000]

NET Agree



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

COVID Could Come Back: Older respondents (+82%) and BC (+78%) show highest net agreement on worry about a second wave

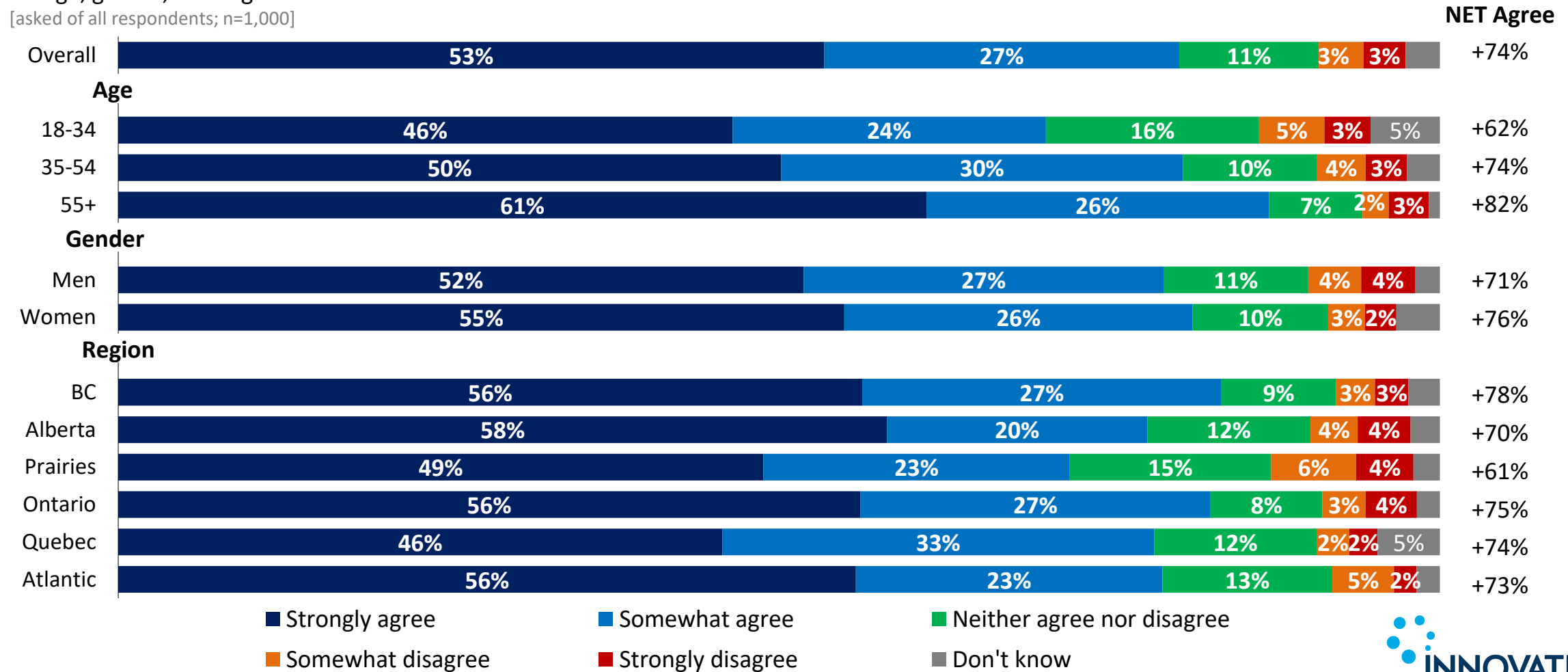


Do you agree or disagree with the following statements?

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=1,000]



Routine Fatigue: Millennials (0%), men (-19%), and those in Quebec (-9%) show highest share of social distancing fatigue



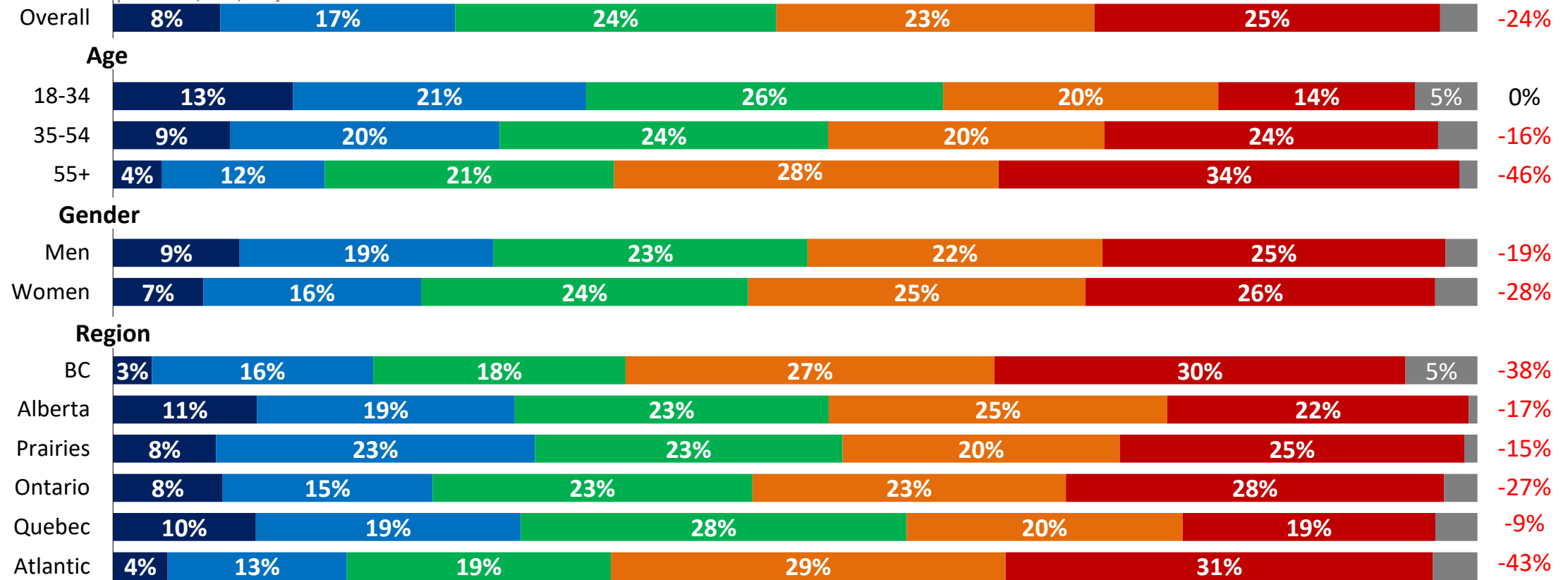
Thinking about the changes you've made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

I don't think I can keep up these changes for very much longer.

BY Age, gender, and region

[asked of all respondents; n=1,000]

NET Agree



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

Methodology

The background of the slide is a solid dark blue. It is decorated with several white circles of varying sizes. There are five large circles and one smaller circle scattered across the right half of the slide, creating a modern, minimalist aesthetic.

Survey Methodology

These are the results of an online survey conducted between September 3rd and 15th, 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=2,369 Canadian citizens, 18 years or older. Regional oversamples in Alberta and BC were used in order to adequately capture perspective on those provinces. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: September 3rd-September 15th, 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 panels.

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 (%)
Men 18-34	213	9.0%	133	13.3%
Men 35-54	275	11.6%	168	16.8%
Men 55+	522	22.0%	182	18.2%
Women 18-34	439	18.5%	137	13.7%
Women 35-54	388	16.4%	174	17.5%
Women 55+	532	22.5%	205	20.5%
BC	252	10.6%	134	13.4%
AB	231	9.8%	110	11.0%
Prairies	98	4.1%	65	6.6%
ON	1344	56.7%	386	38.6%
QC	294	12.4%	236	23.6%
Atlantic	150	6.3%	69	6.9%



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Building Understanding.