

COVID-19 Tracking

Public Opinion Research
Release Date: November 16, 2020
Field Dates: November 3 to November 16, 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 behaviours impacted by the pandemic.

Today, INNOVATIVE is releasing results from our November Canada This Month survey. This online survey was in field from November 5th to 16th with a weighted sample size of 1,000 Canadian residents. Detailed methodology is provided in the appendix.

This report covers segments of Canadians from 6 different groups based on how many activities they engage in and how frequently they report taking precautionary measures such as hand washing and wearing a mask.

Activities and Behaviours

With the exception of essential trips to grocery and drug stores, social activities of all kinds are down since September.

The biggest drop is in the moderate risk group of behaviours that includes both hosting and visiting others in a private home, where 61% of respondents had engaged in the activity in September and now only 48% have done so in the last week.

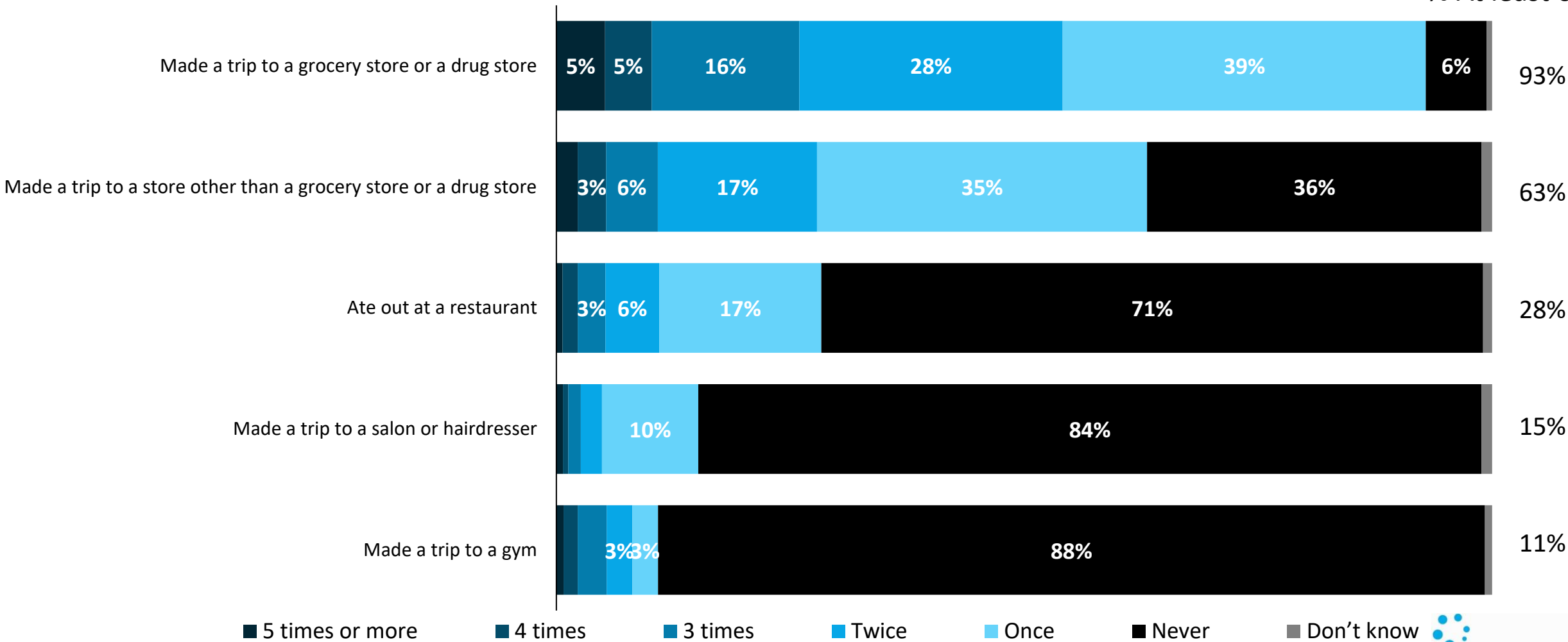
Shopping Activities: 3-in-10 (28%) have eaten out at a restaurant at least once this week, 9-in-10 (93%) went to a grocery or drug store



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

Current Wave: Nov 5-Nov 16

% At least once

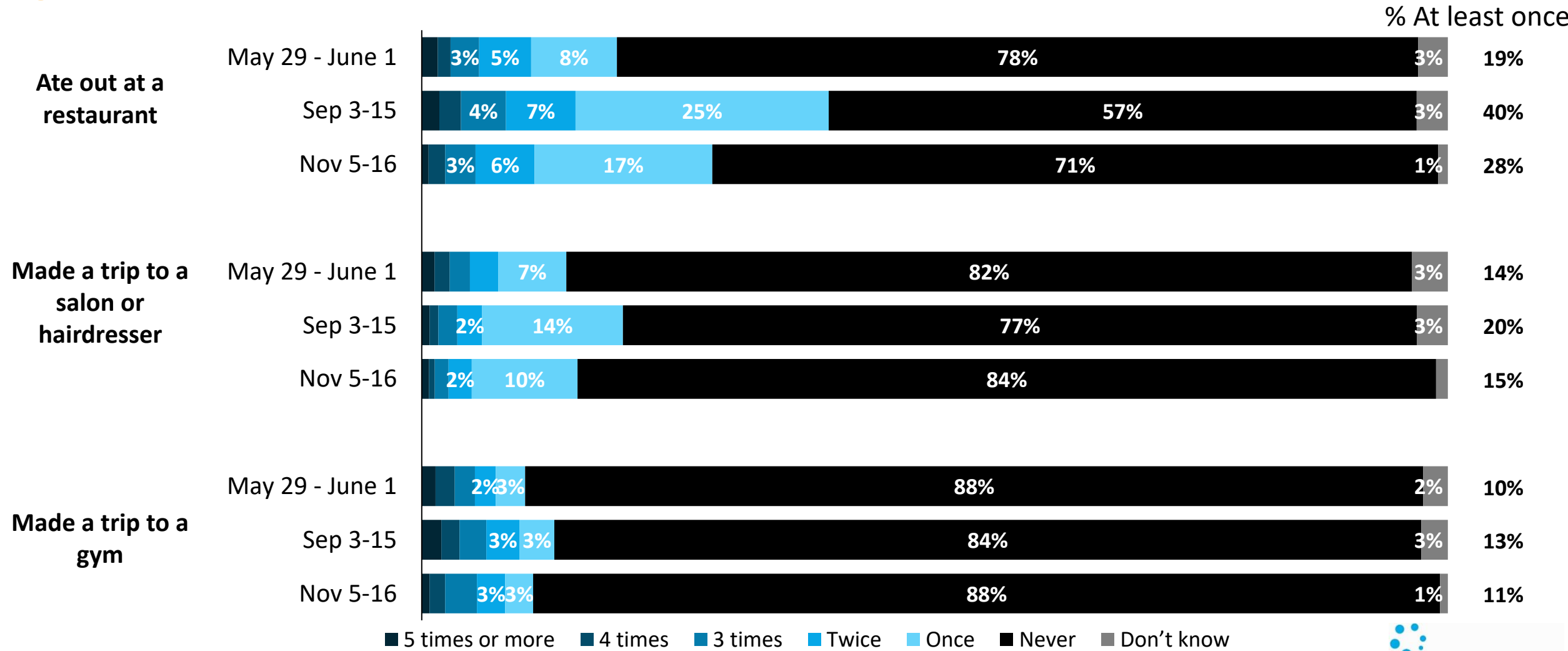


Note: Labels not shown for categories with a frequency of 2% or less

Shopping Activities: The share of respondents who ate out at a restaurant in the last week is down 12 points since September to 28%



Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1,000]



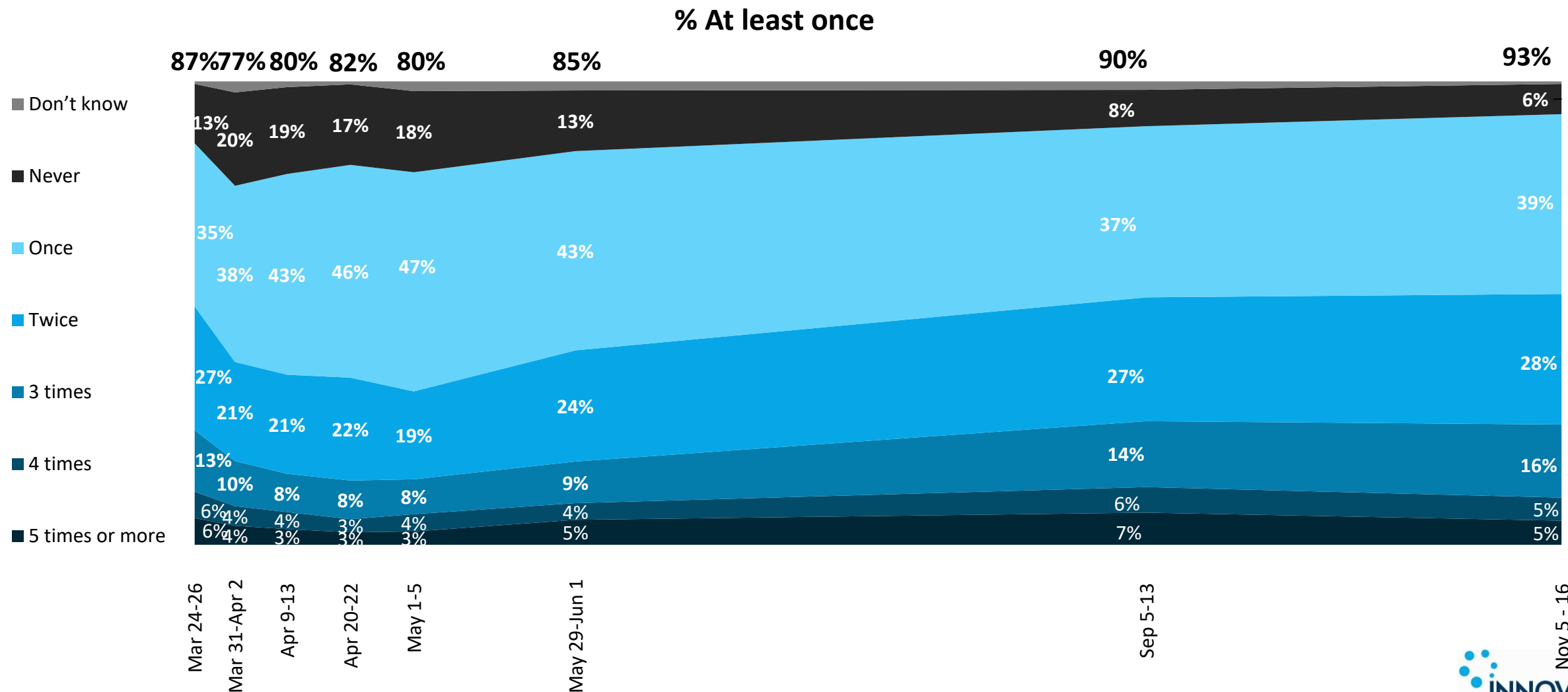
Note: Labels not shown for categories with a frequency of 2% or less

Trip to Grocery/Drug Store: Trips to the grocery and drug store have remained stable since September



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**

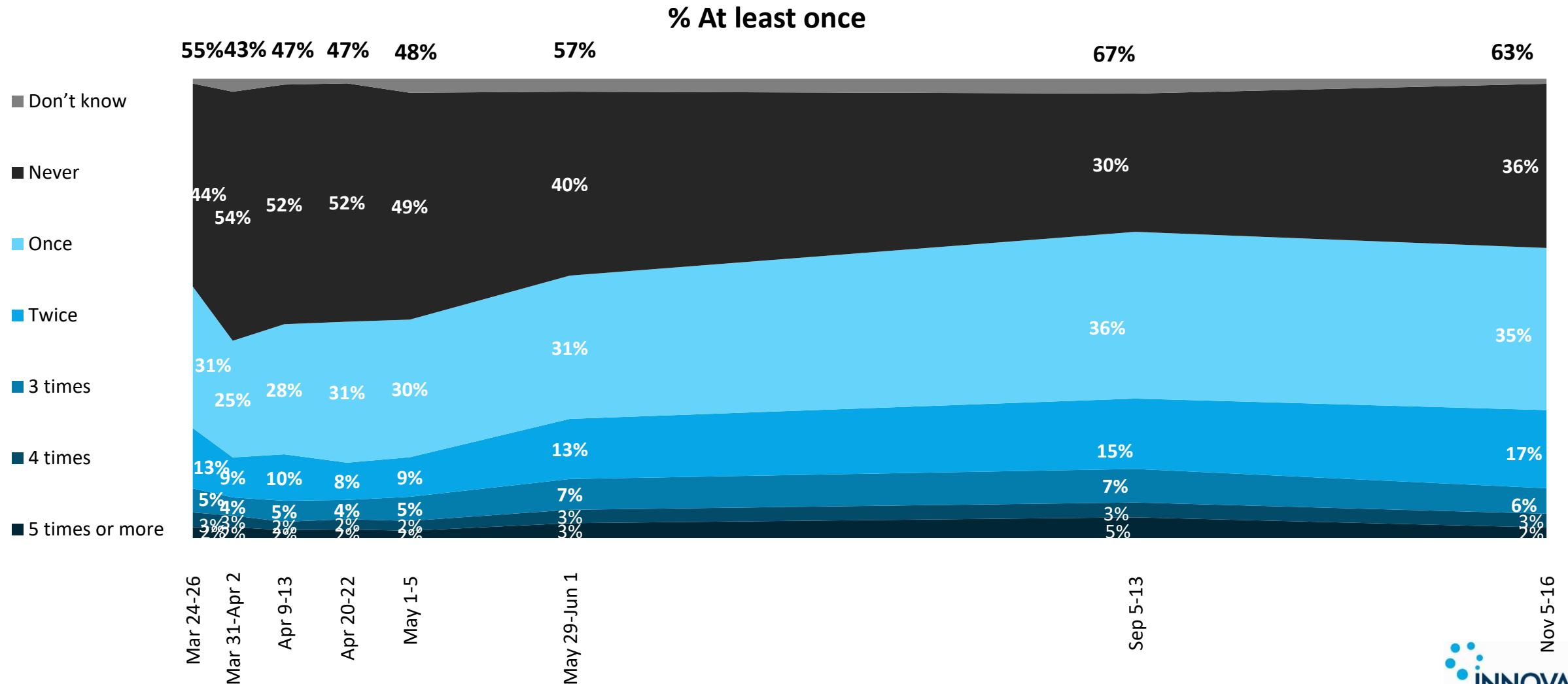
[asked of all respondents, n=1,000]



Trip to Other Store: The share of respondents who have gone to an other store is down directionally to 63%



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]



Social Activities: The most common social activity is meeting up with friends outdoors, followed by visiting someone in their home

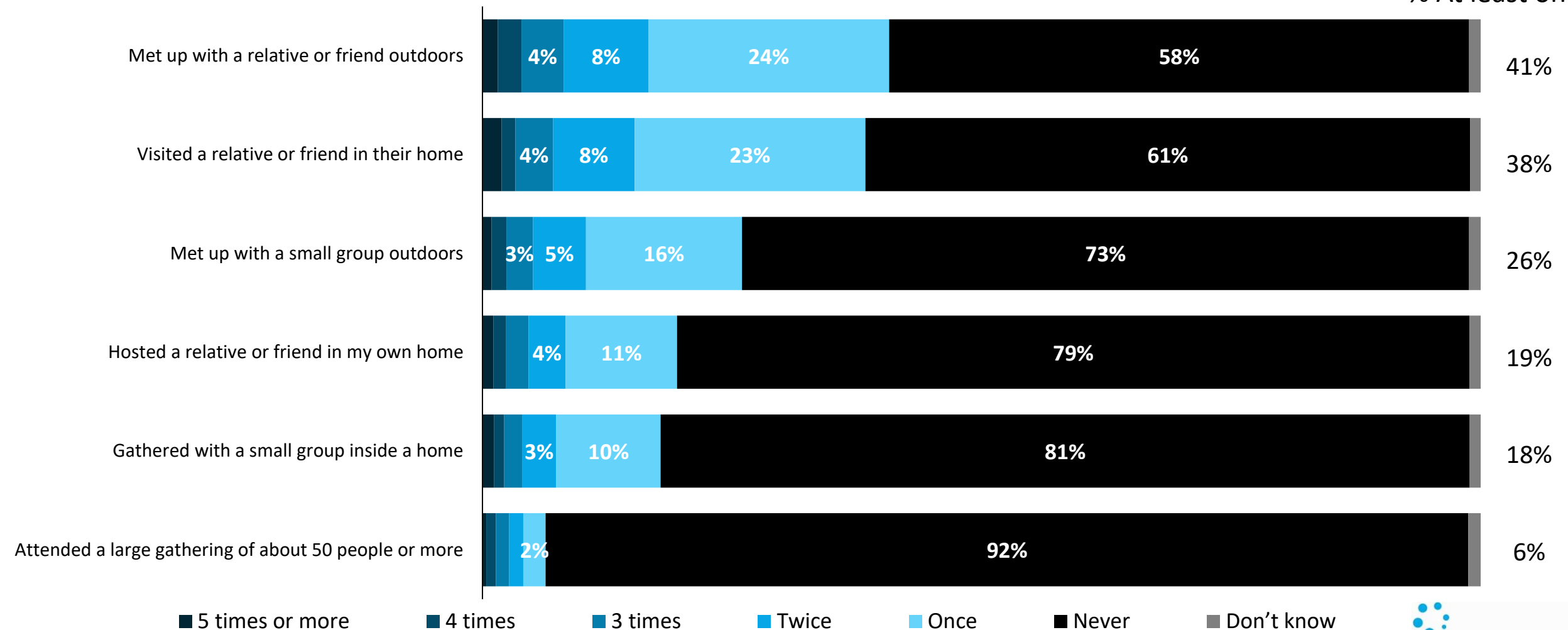


Over the past 7 days, how often have you done each of the following?

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

Current Wave: November 5 - 16

% At least once

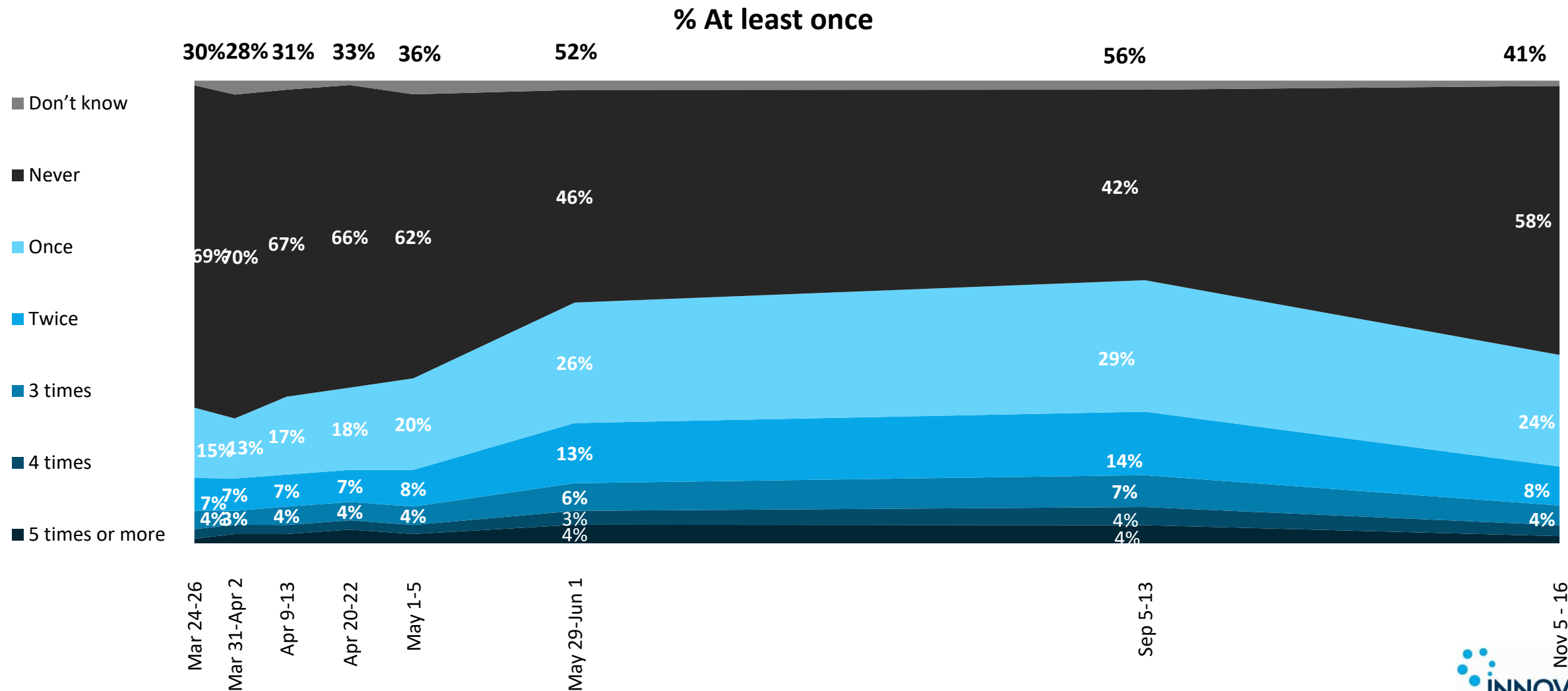


Note: Labels not shown for categories with a frequency of 2% or less

Meetup, Friend/Relative Outdoors: Meeting up with friends or relatives outdoors is down 15 points since September to 41%



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]

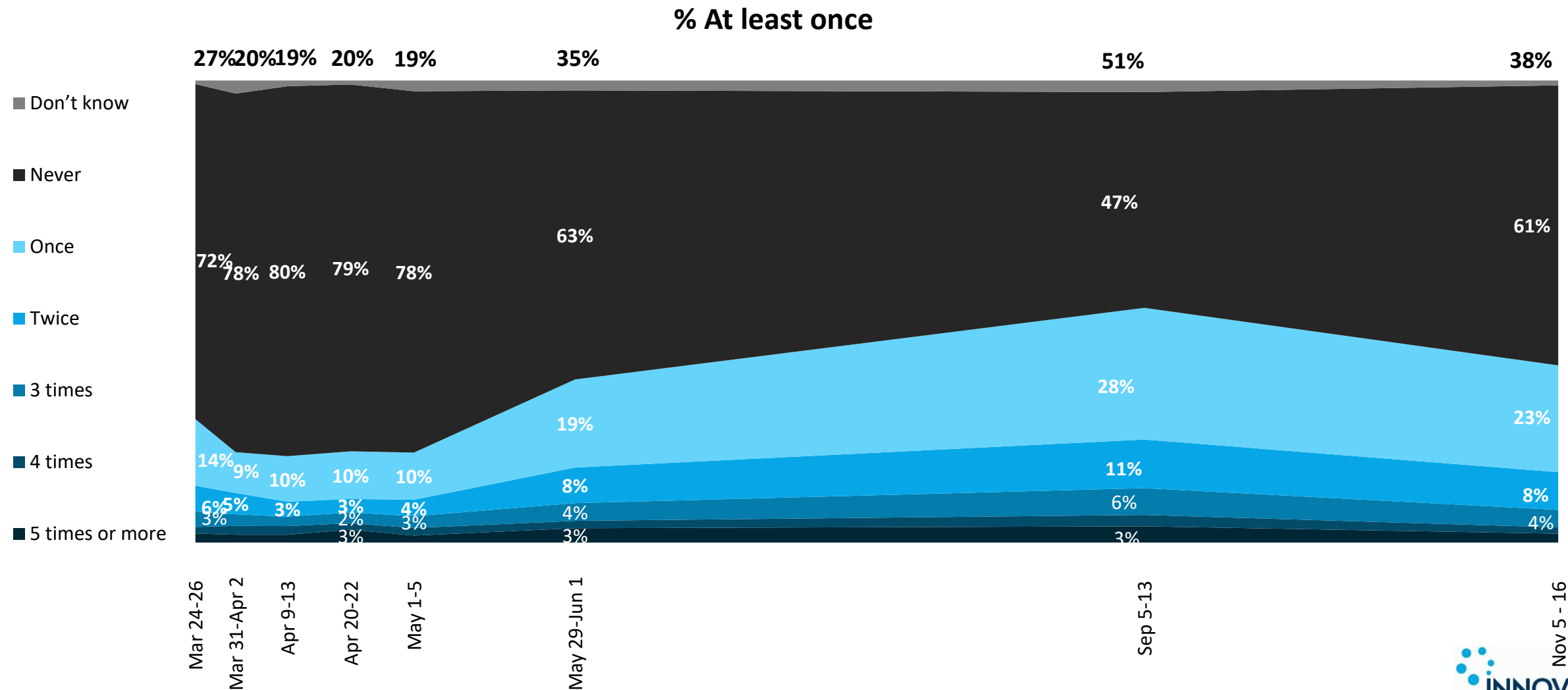


Note: Labels not shown for categories with a frequency of 2% or less

Visit in Home: Visits to friends or family at their home are down from a¹⁰ high of 51% in September to 38% now



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]

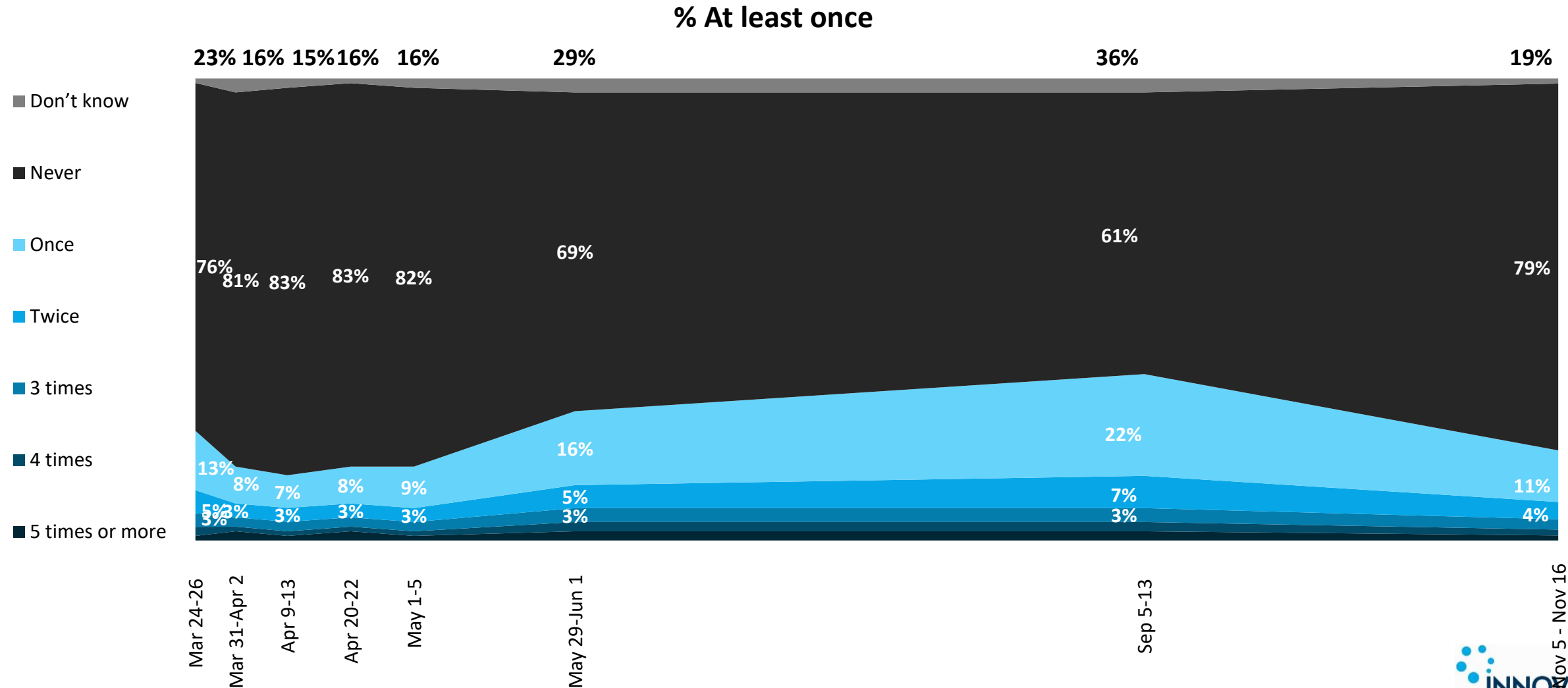


Note: Labels not shown for categories with a frequency of 2% or less

Hosted Friend/Relative: The share of respondents who have hosted a friend or relative at their home is down 17 points since September



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]

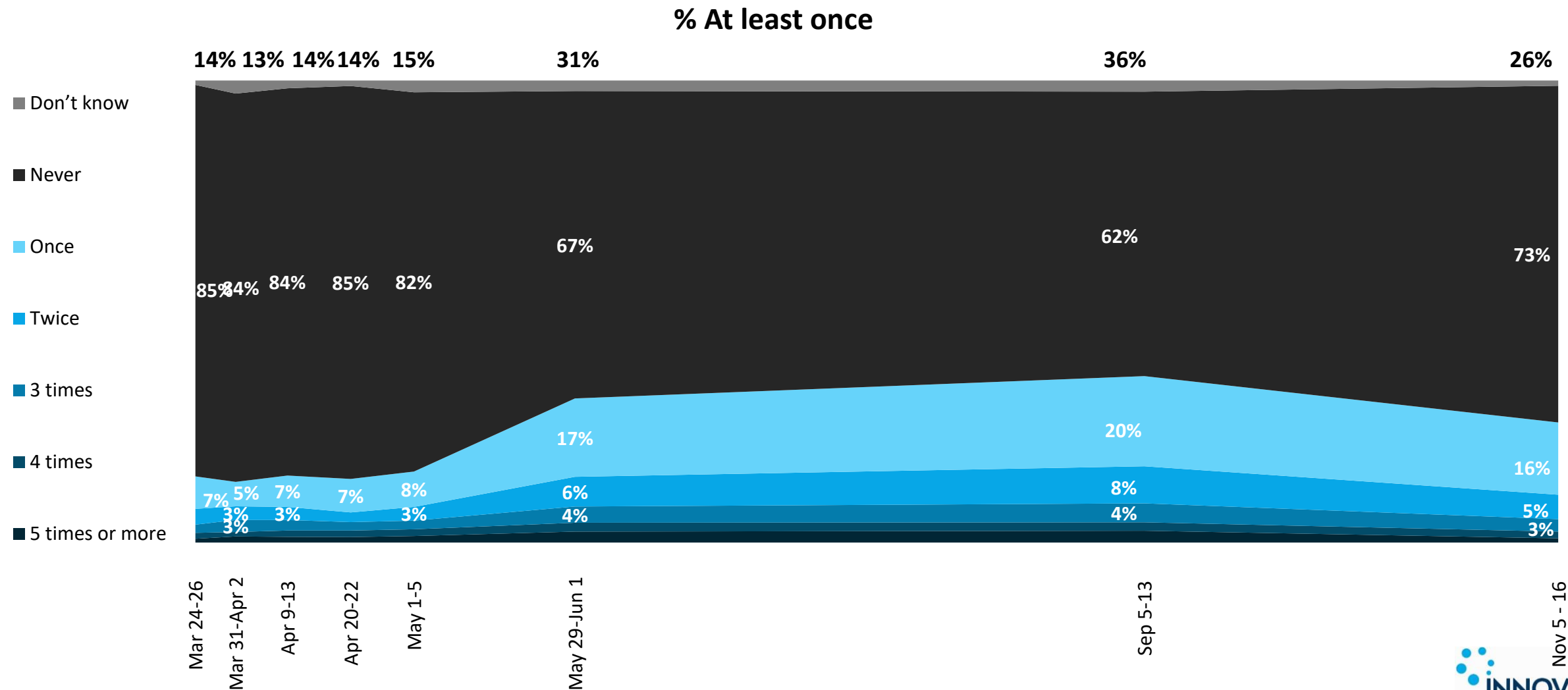


Note: Labels not shown for categories with a frequency of 2% or less

Small Group, Outdoors: Visiting with small groups outdoors is down 10¹² points since September



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]

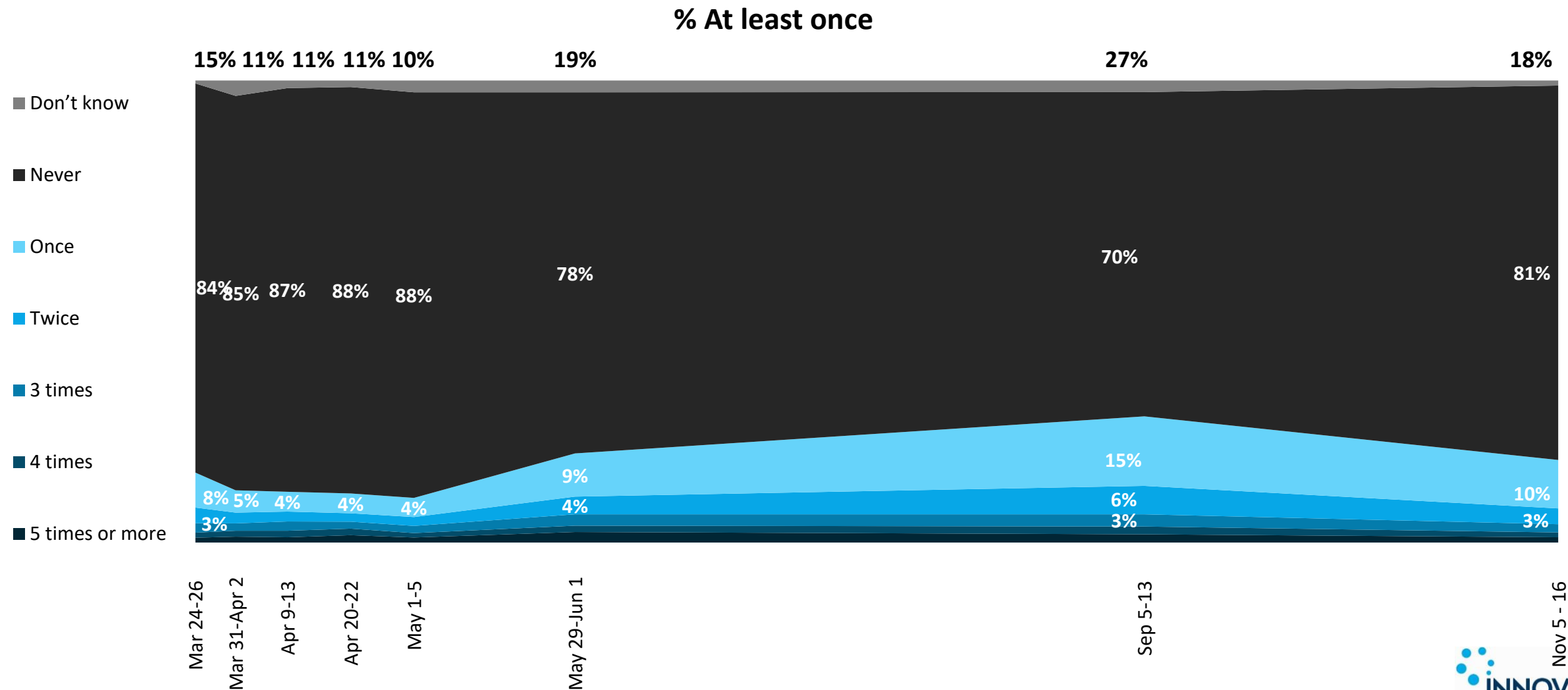


Note: Labels not shown for categories with a frequency of 2% or less

Gathered with Group, Home: Small gatherings in homes are down 9 points from 27% in September to 18% in November



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]

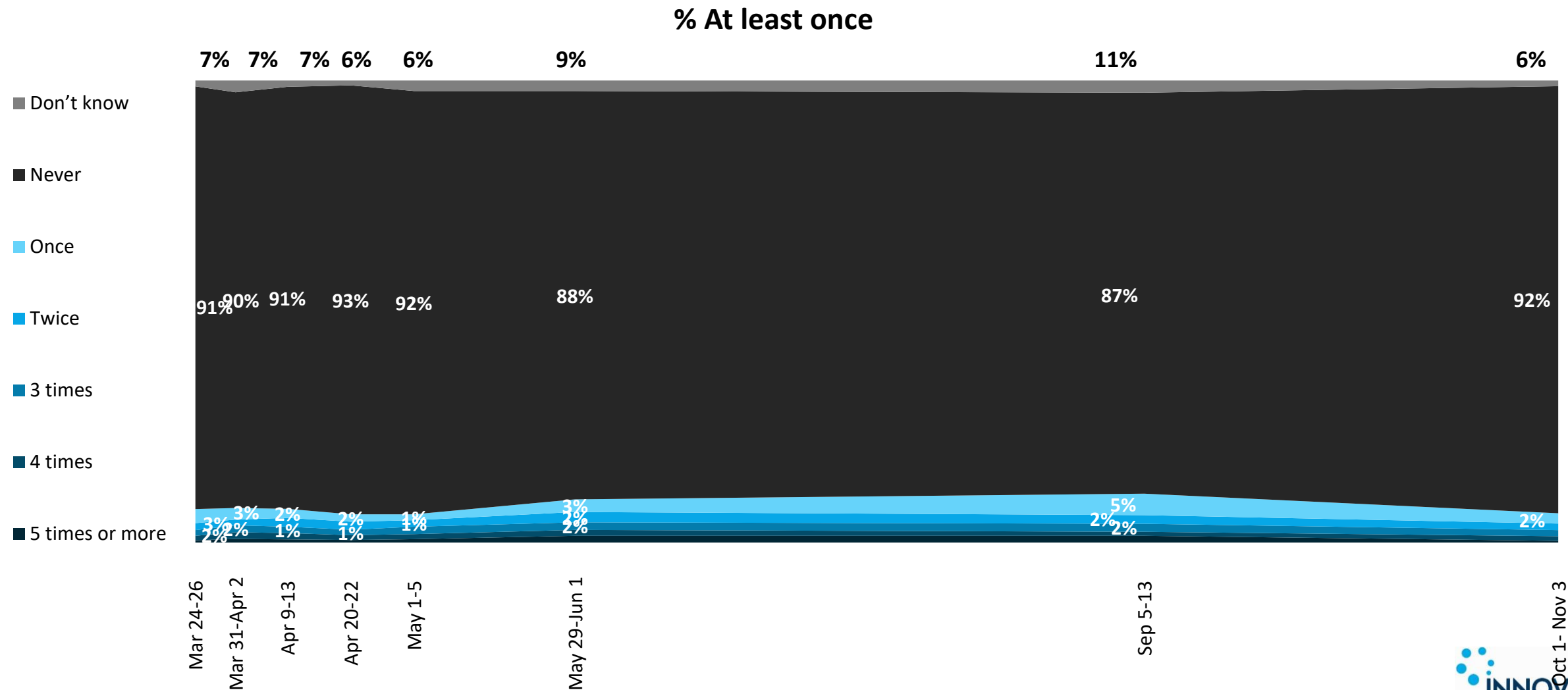


Note: Labels not shown for categories with a frequency of 2% or less

Attended Large Gathering: Attendance at large gatherings is down from¹⁴ a peak of 11% in September to a only 6% now



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]



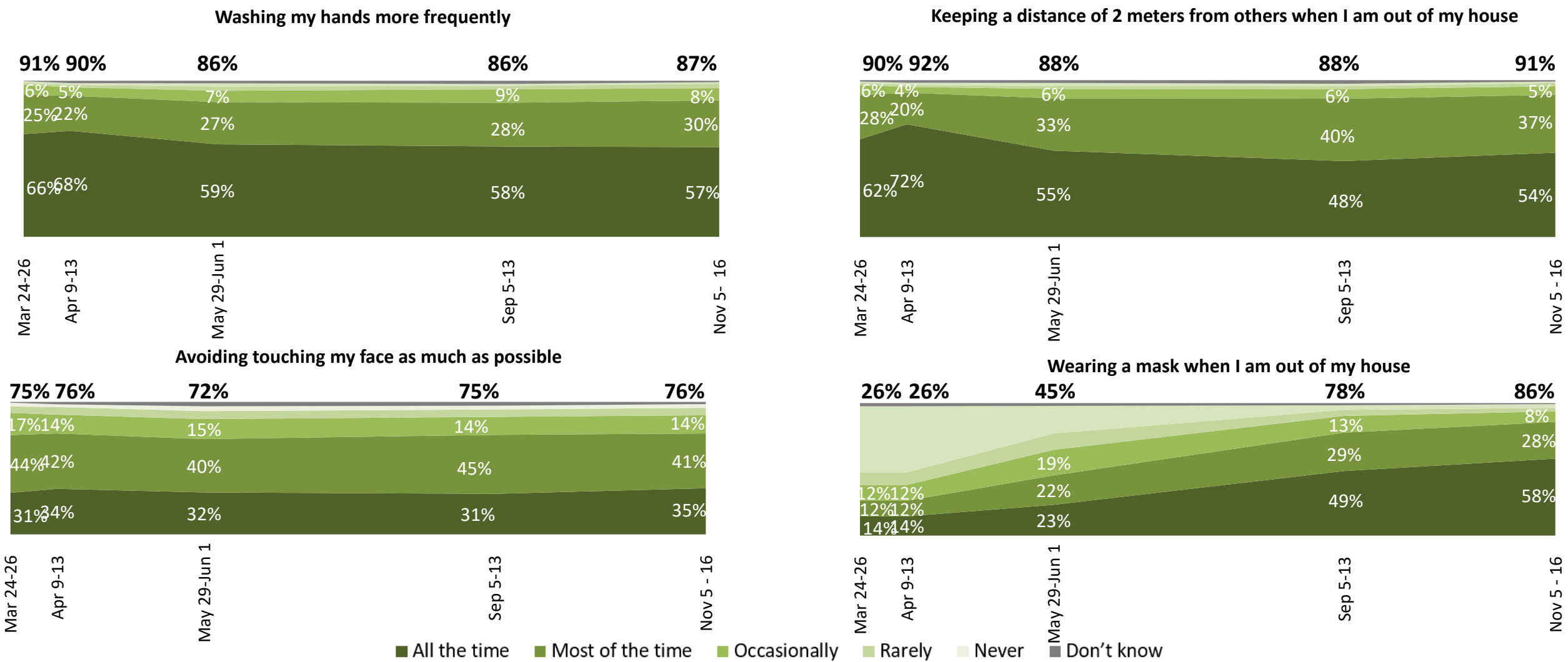
Note: Labels not shown for categories with a frequency of 2% or less

Protective Behaviours: Mask wearing continues to increase, with 58% saying they wear a mask all the time



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]

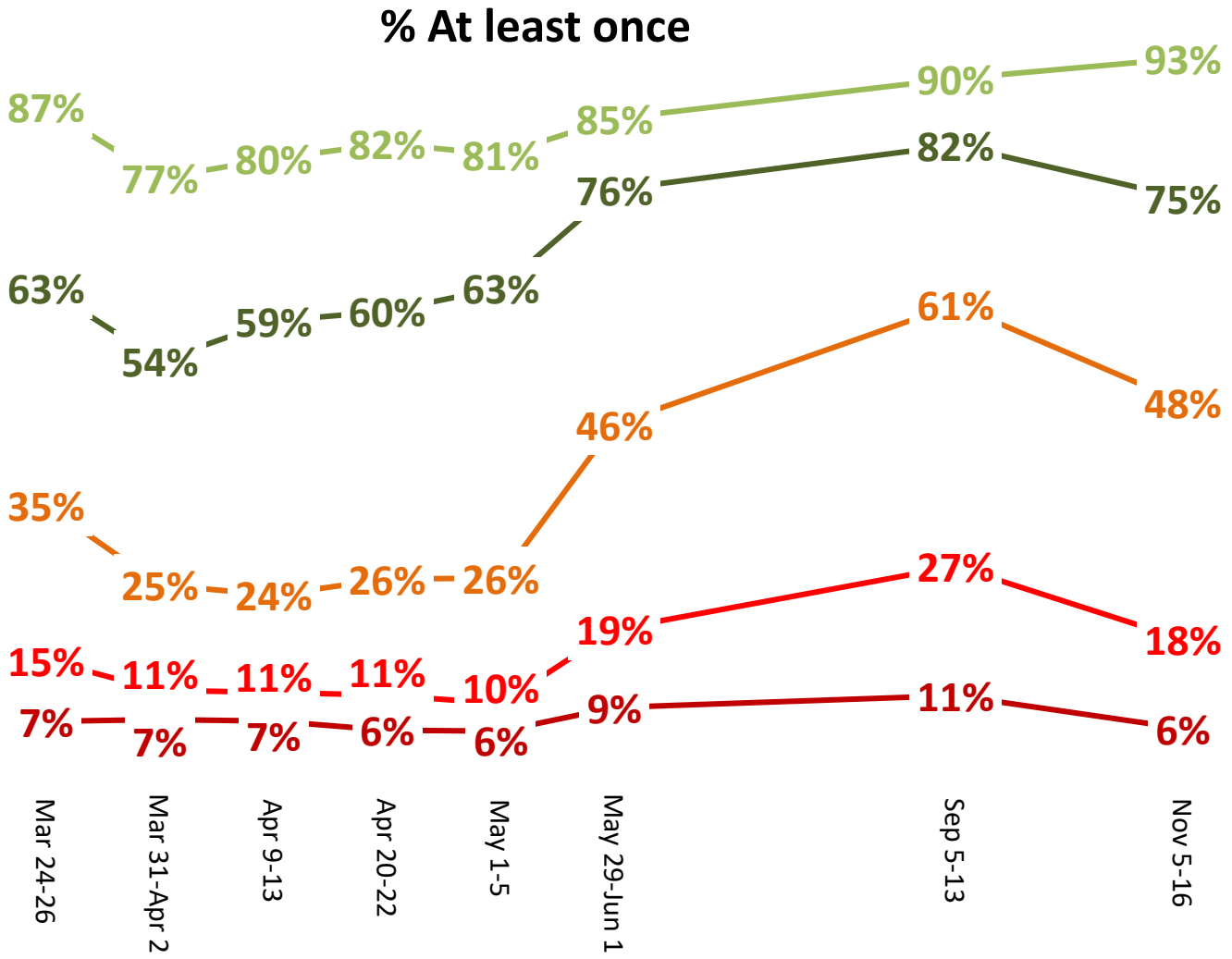
% All/Most of the Time



Activities: Canadians are engaging in far fewer “moderate” and “more” risk activities since September¹⁶



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

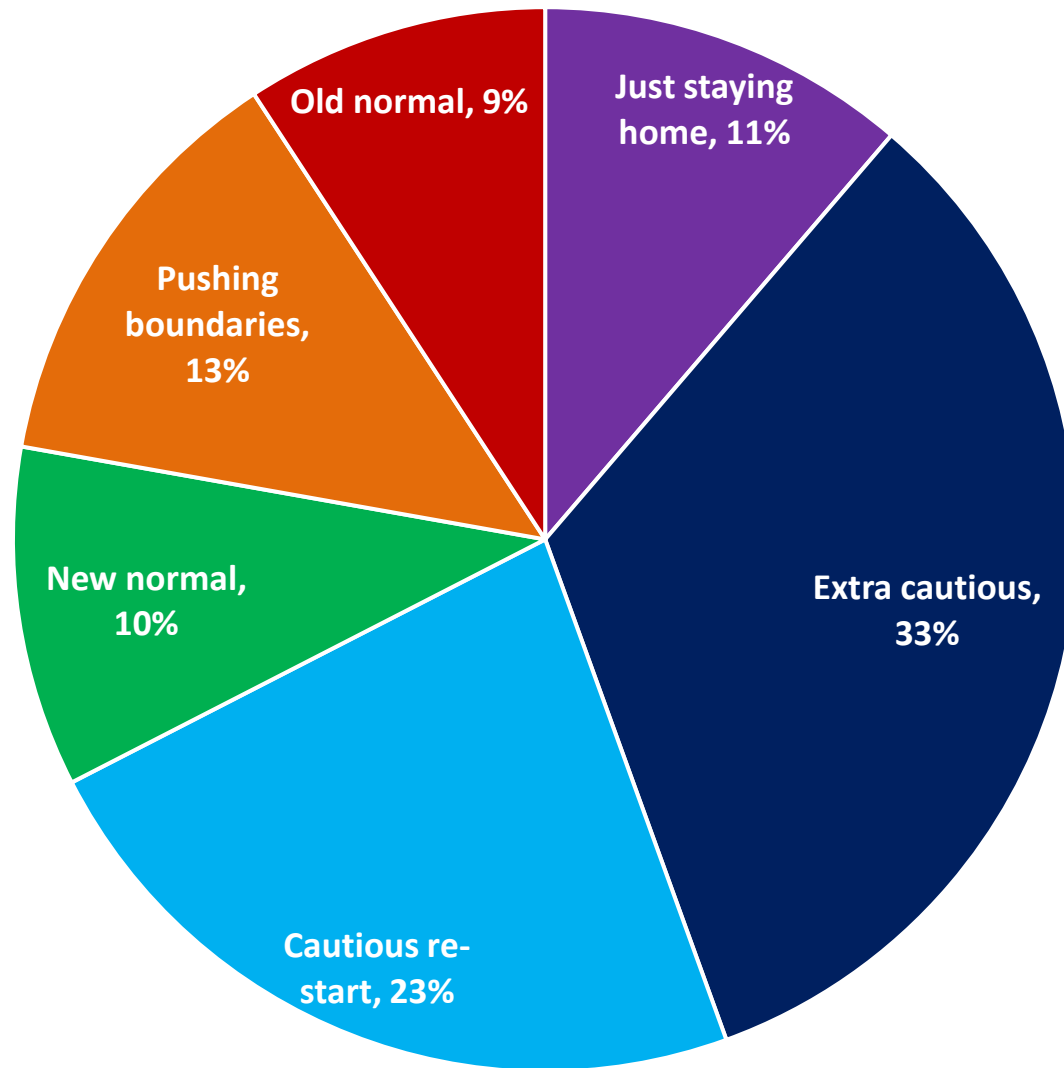
COVID-19 Behaviour Segments

INNOVATIVE splits Canadians into 6 different groups based on how many activities they engage in and how frequently they report taking precautionary measures such as hand washing and wearing a mask.

While many Canadians are taking every precaution they can to avoid catching and spreading the disease, 9% of Canadians have continued to engage in frequent risky behaviour without taking every precaution they have been advised to take.

Behaviour Segments: A third of Canadians (33%) say they are nearly always taking every possible precaution

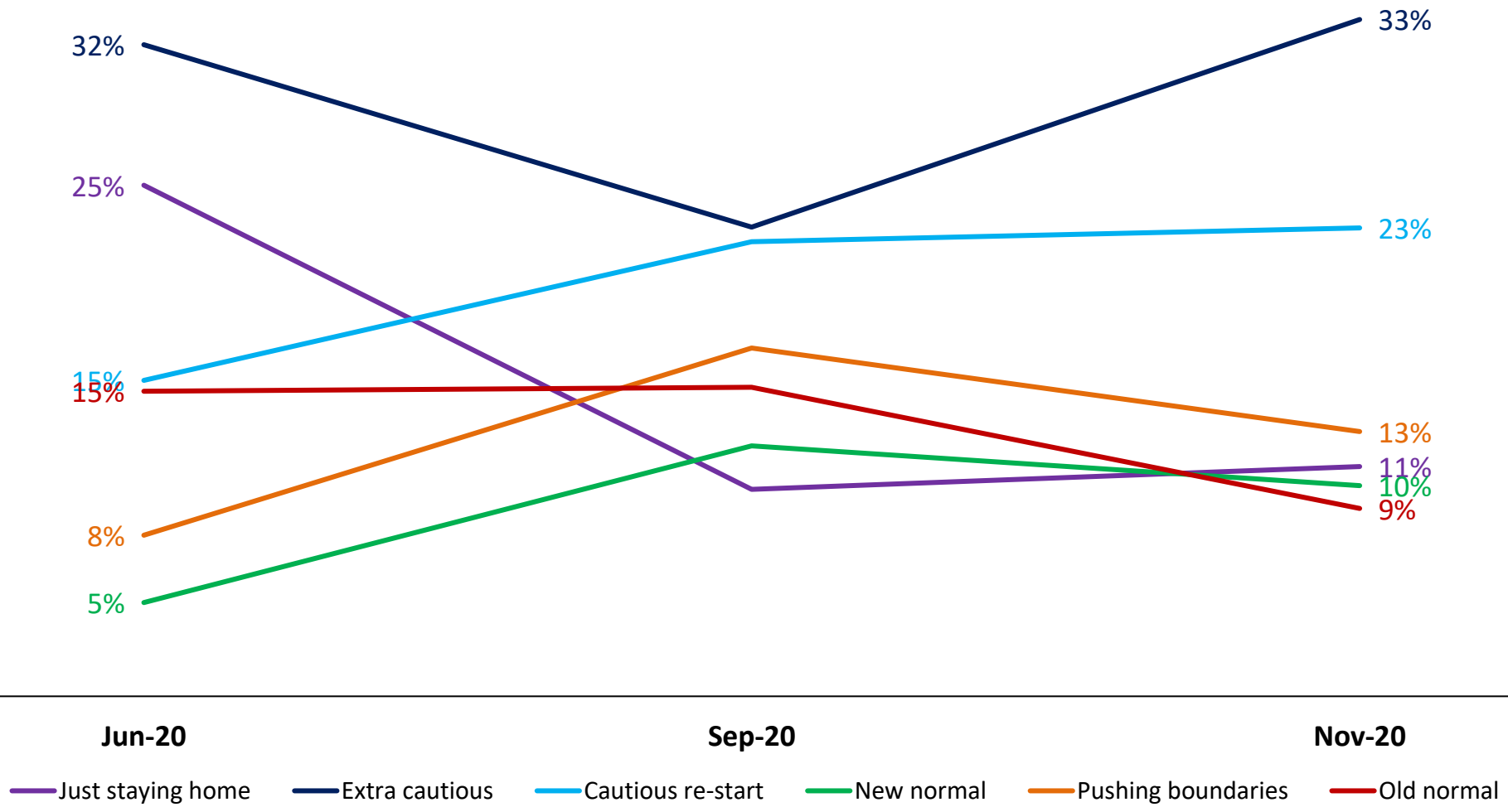
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



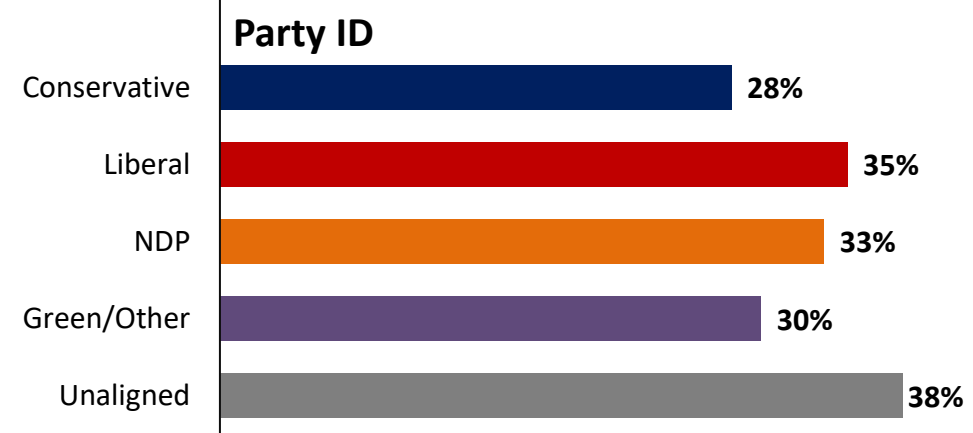
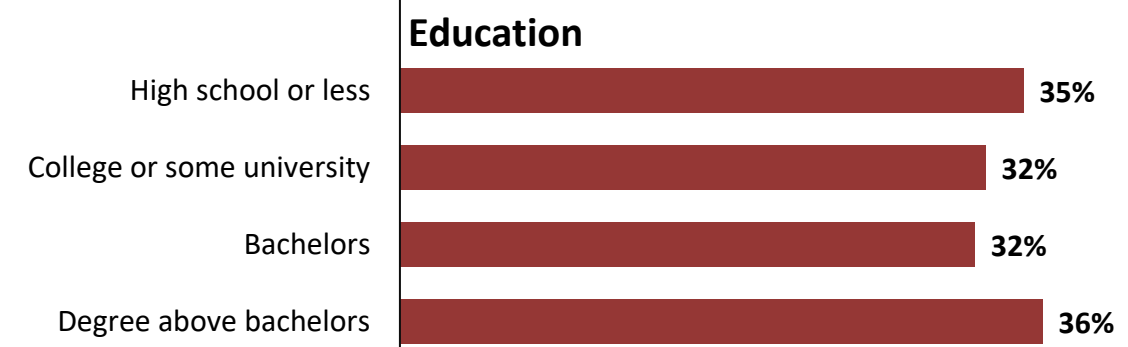
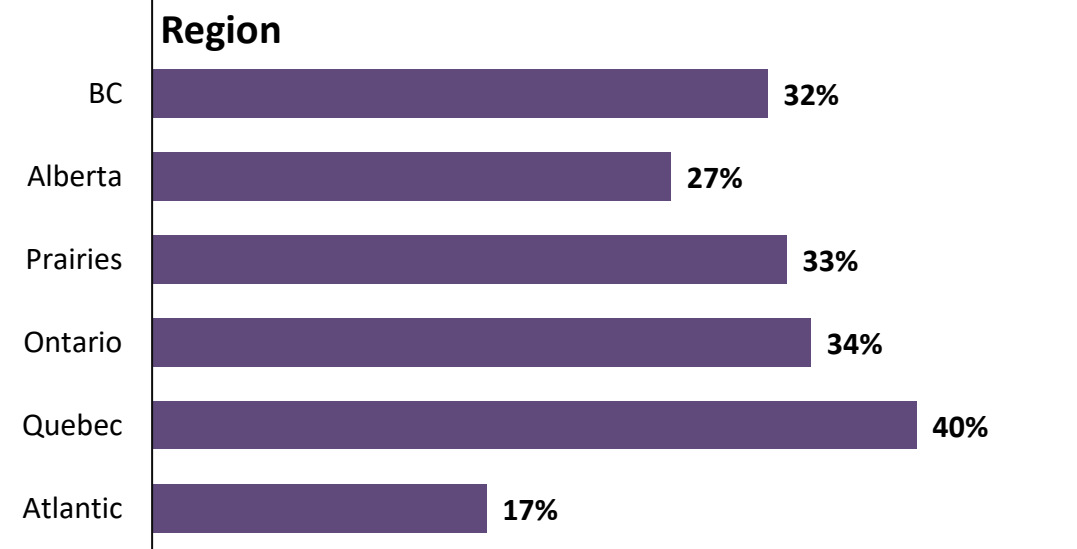
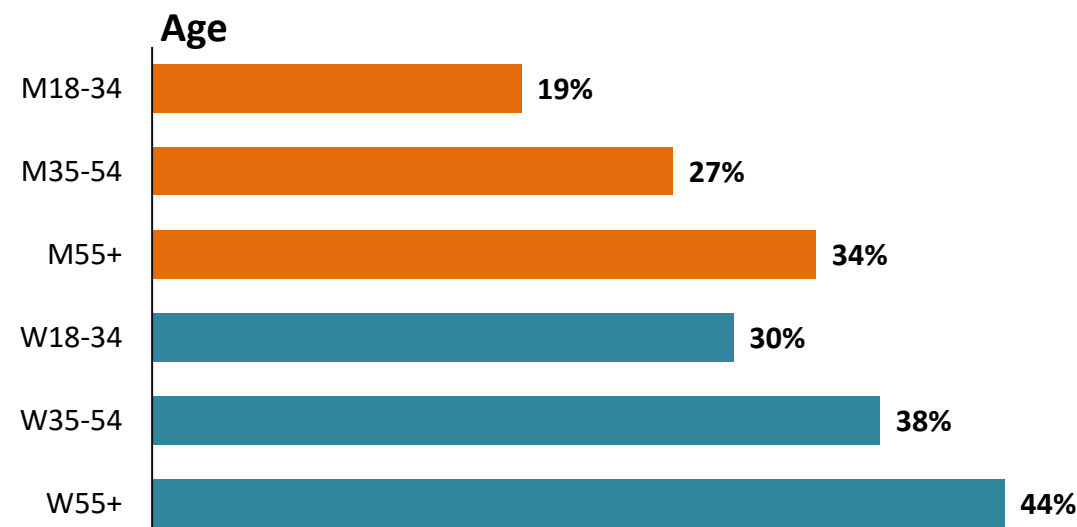
Segment	Description
Just staying home	Mostly staying home BUT not taking many pre-cautions
Extra cautious	Staying home AND nearly always taking every pre-caution
Cautious re-start	A few activities a week AND mostly or always taking pre-cautions
New normal	Many activities a week BUT nearly always taking every pre-caution
Pushing boundaries	Several activities week BUT moderate adherence to pre-cautions
Old normal	Many, many activities a week AND minimal to no pre-cautions

Behaviour Segment Tracking: The share of Canadians taking being extra¹⁹ cautious is up from 23% in September to 33% now

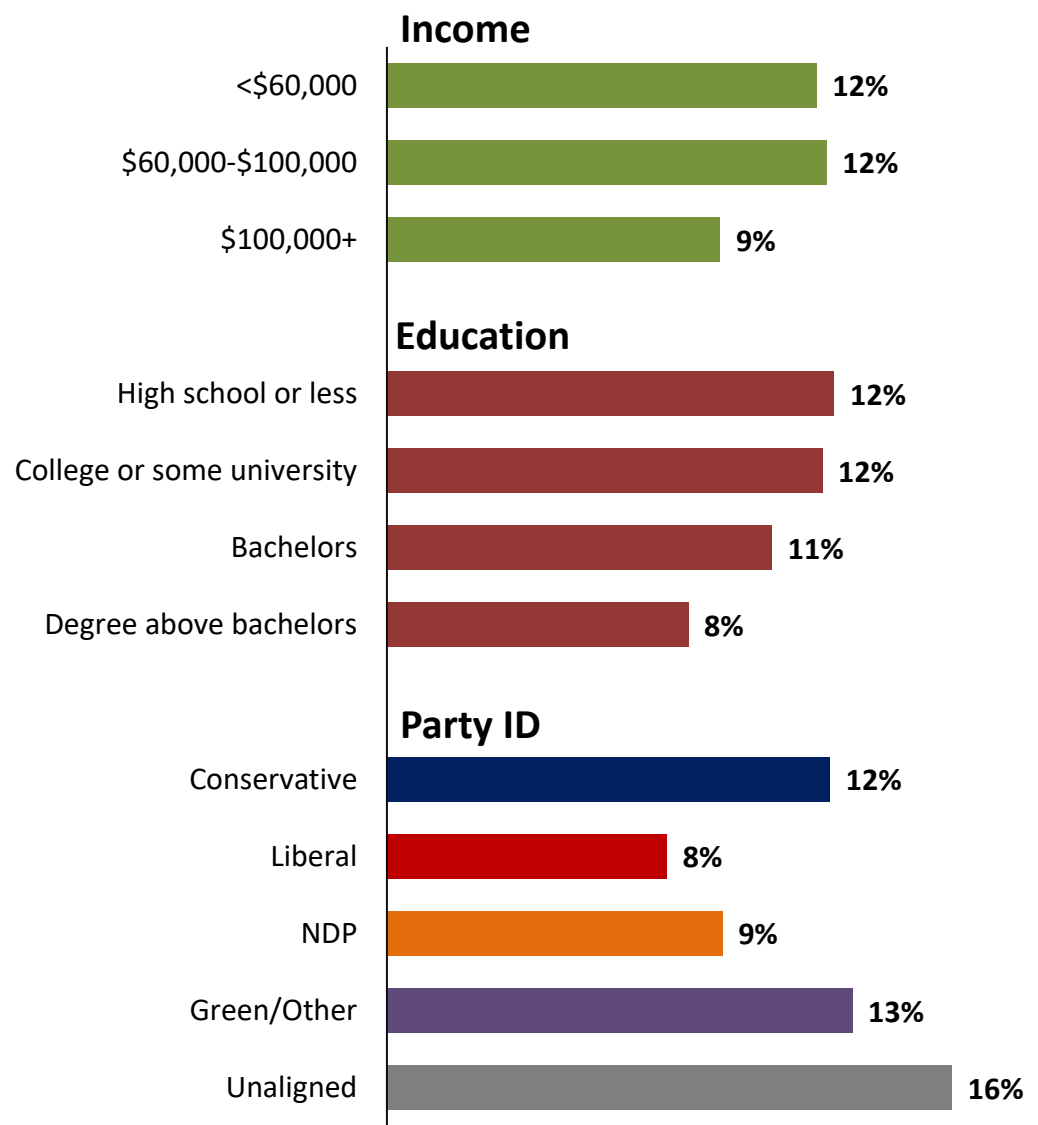
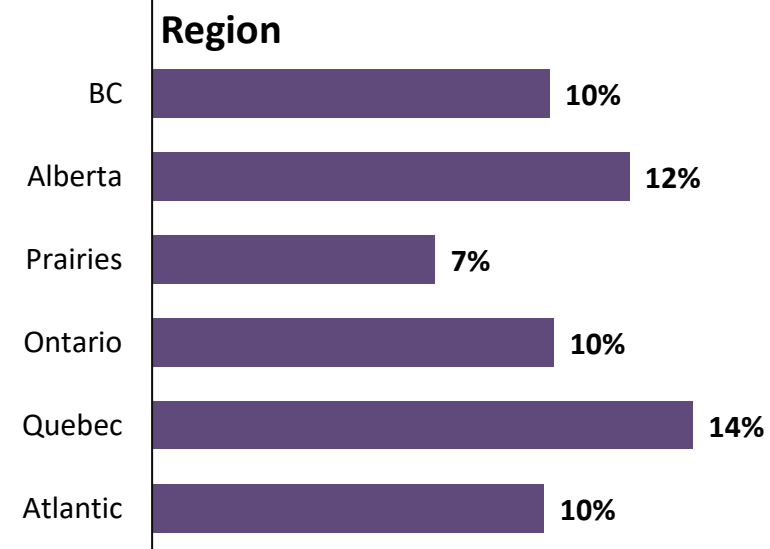
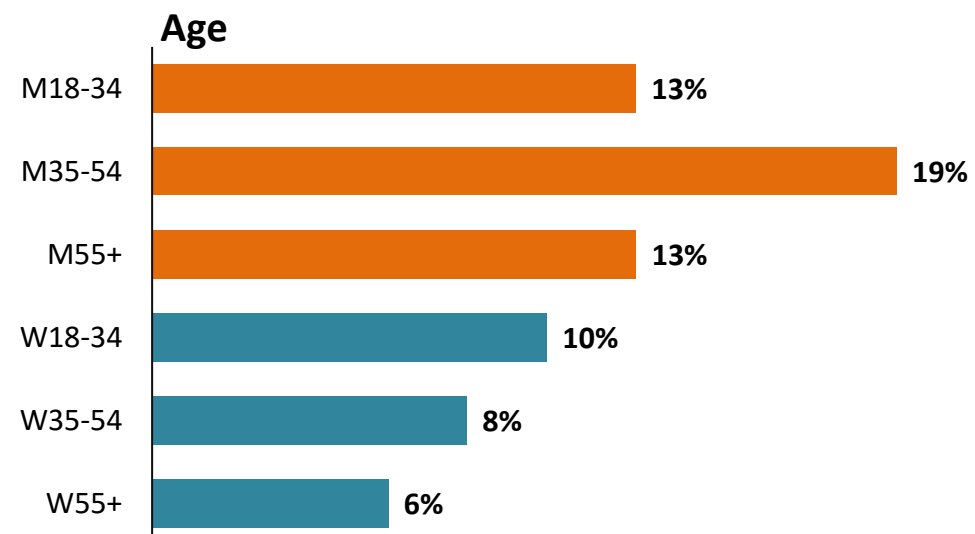
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



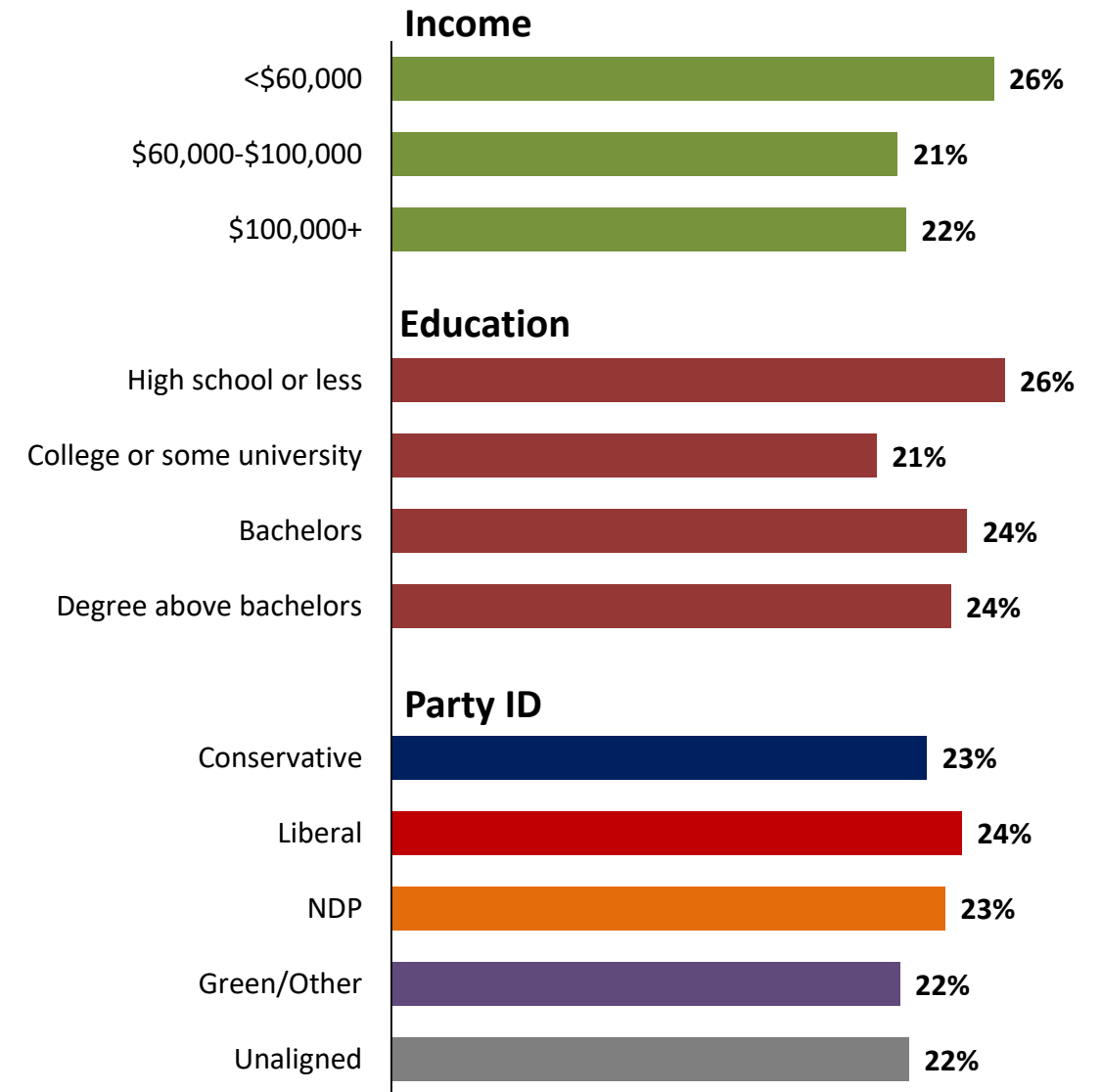
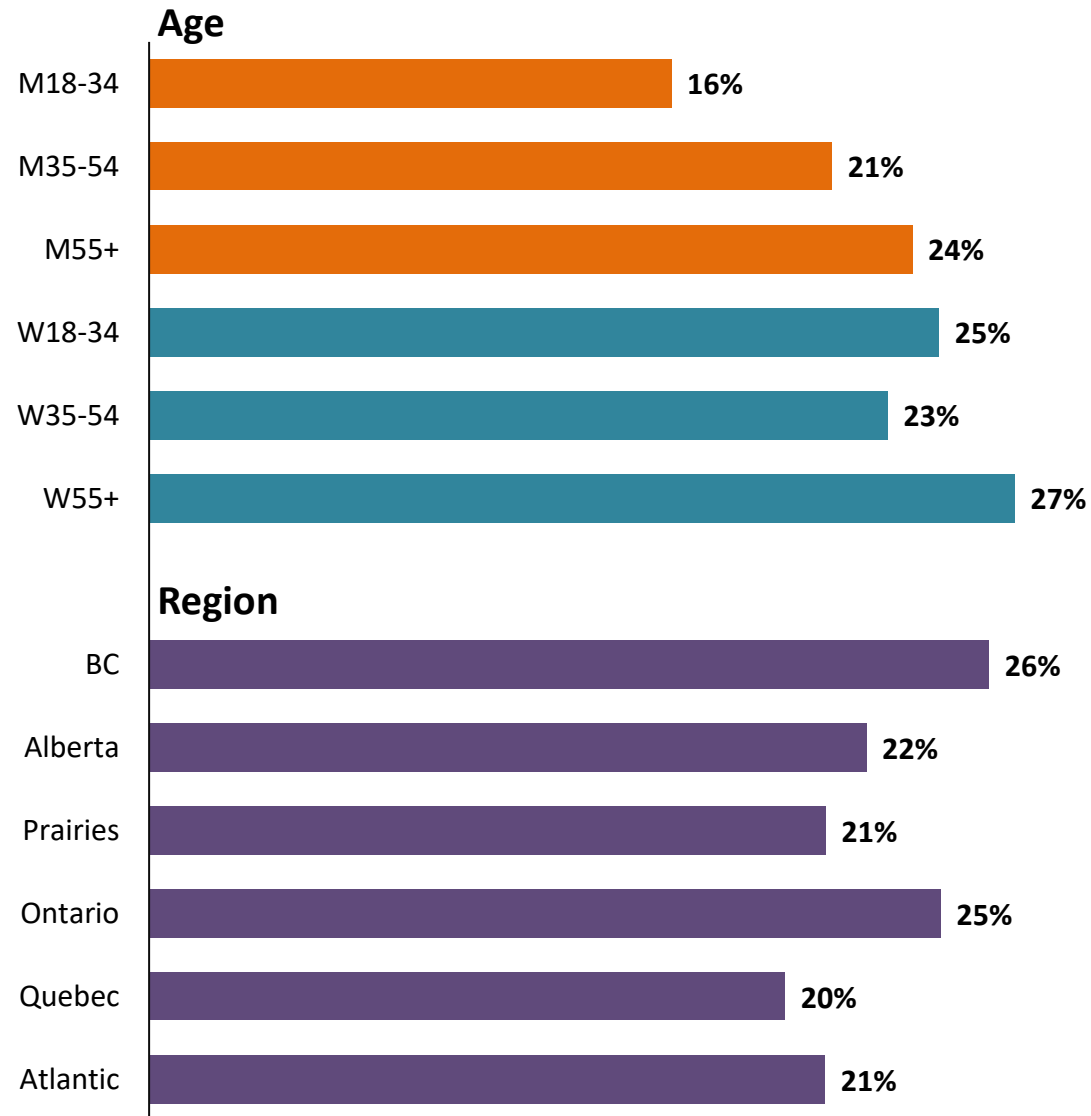
Extra Cautious: Older respondents and Quebeckers are most likely to be²⁰ in the “extra cautious” segment



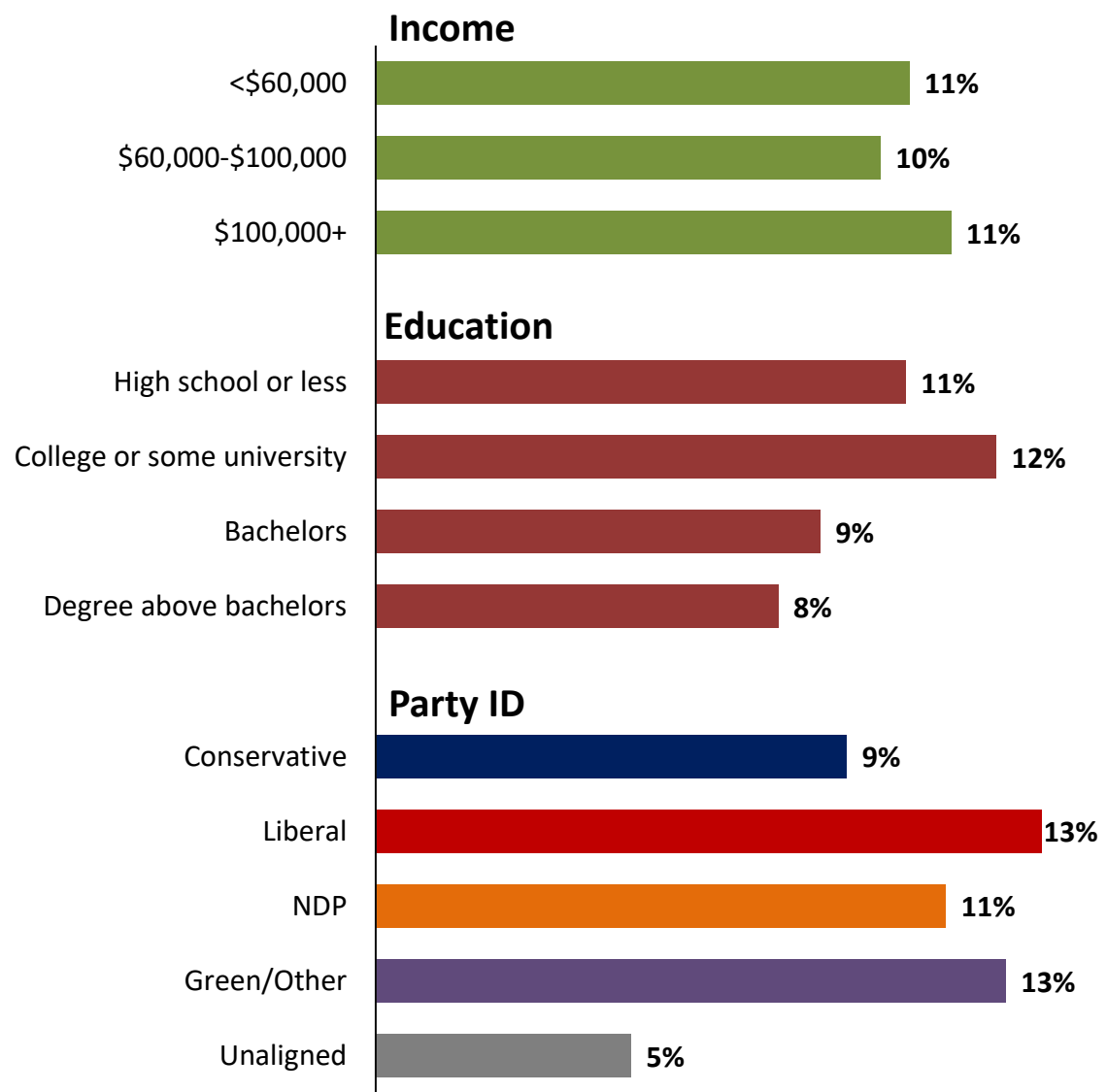
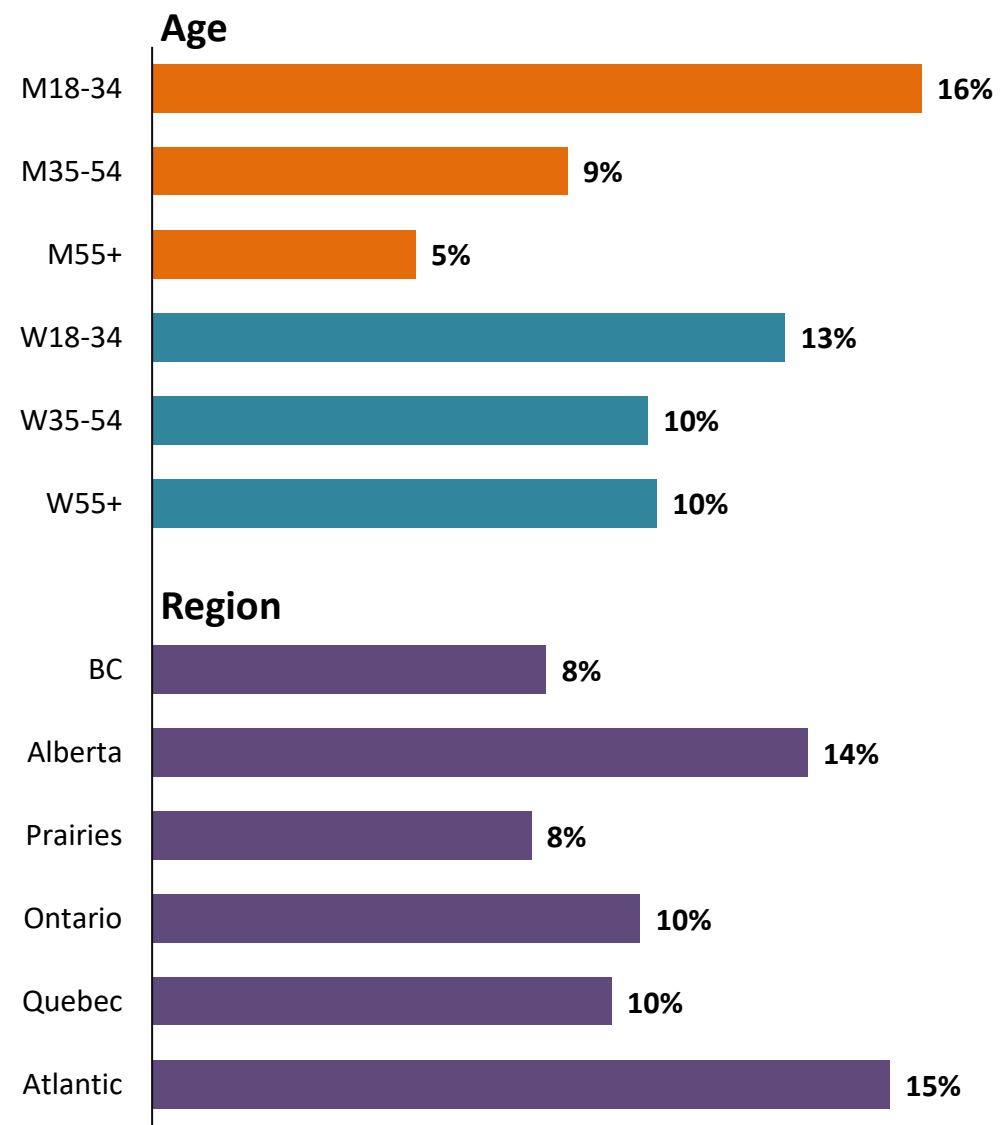
Just staying home: Men, particularly men aged 35-54 are most likely to be staying home often but not always taking every precaution²¹



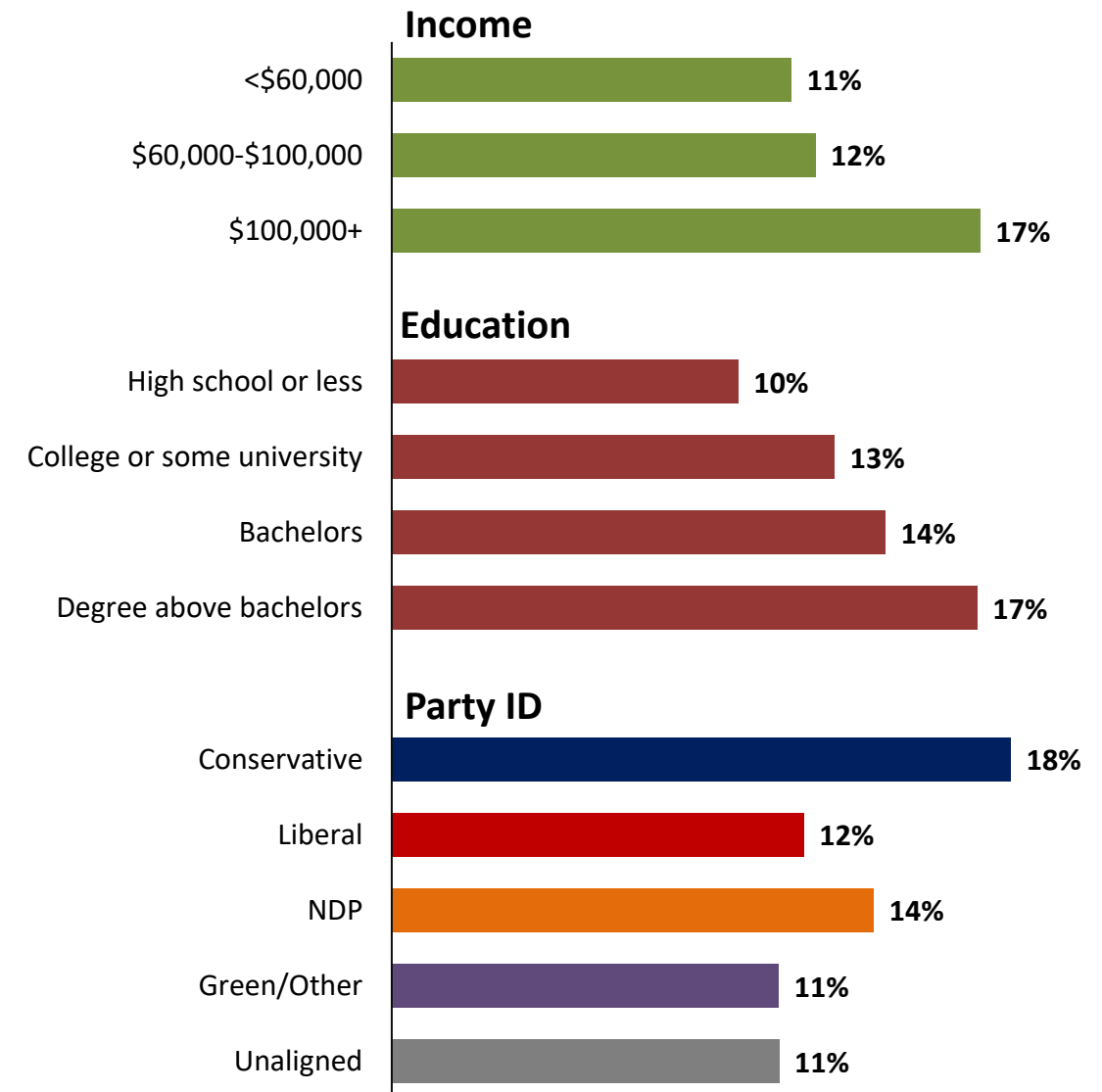
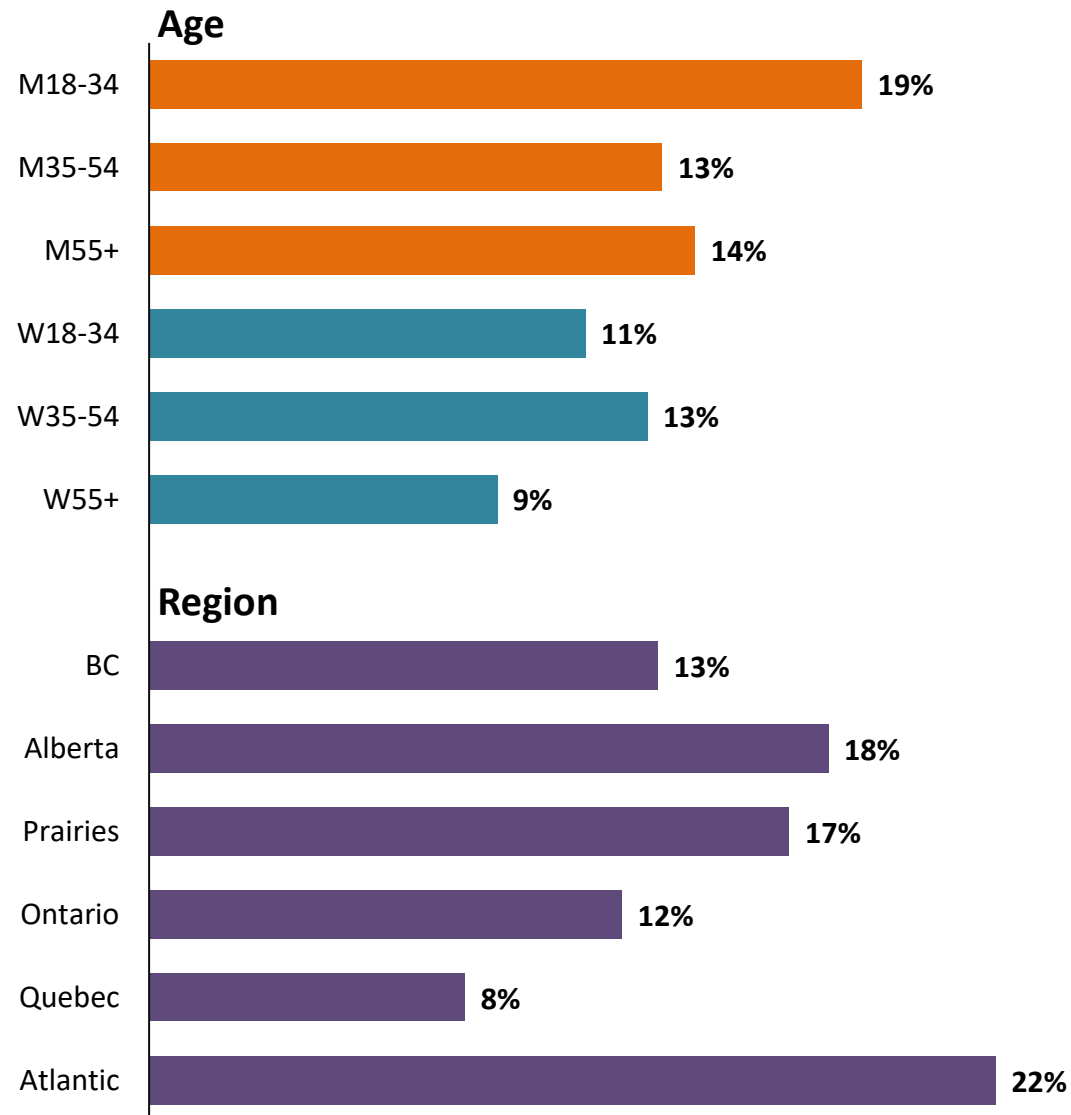
Cautious re-start: Respondents in BC and Ontario, as well as older respondents are mostly likely to be in the “cautious re-start” group



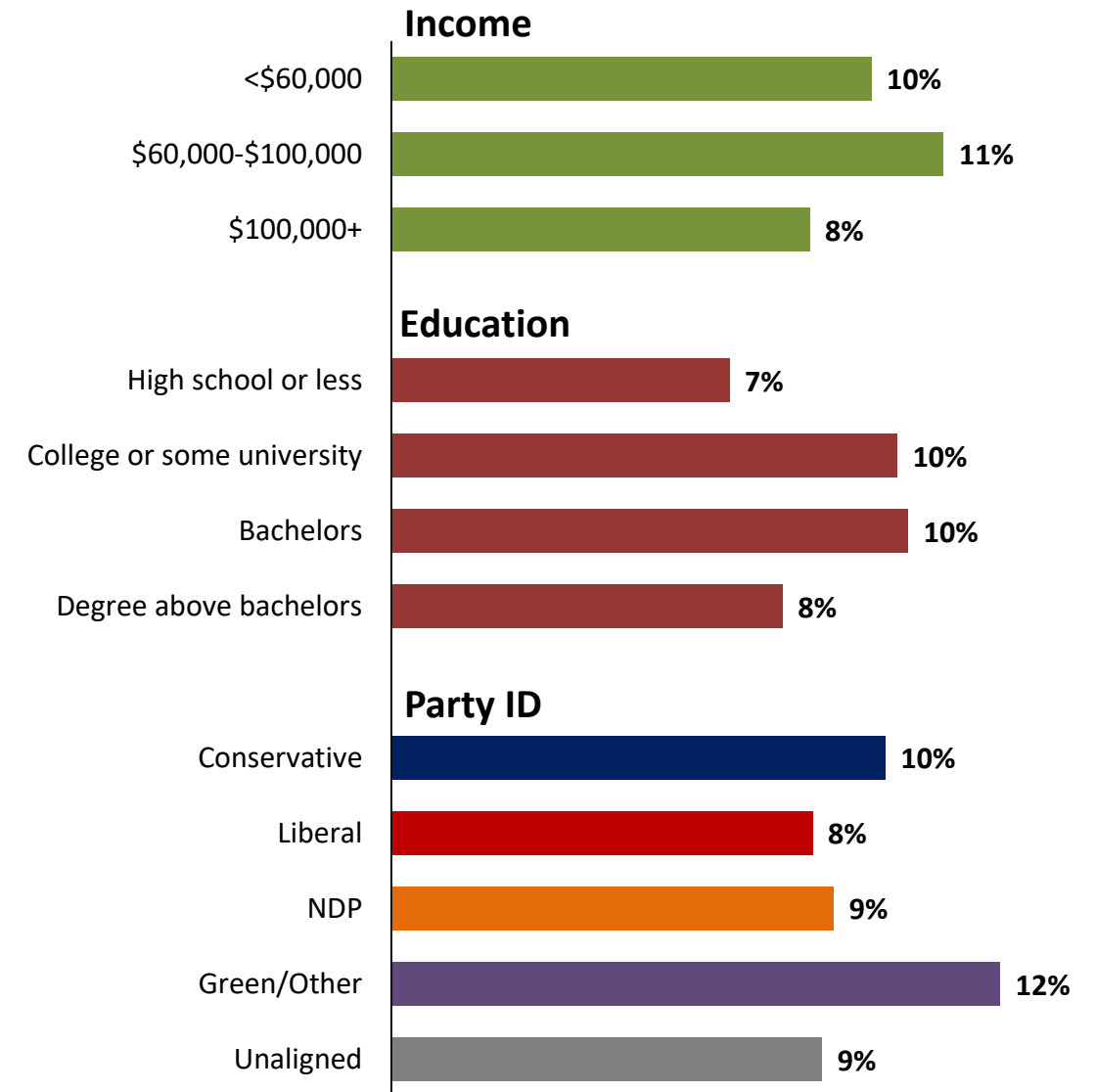
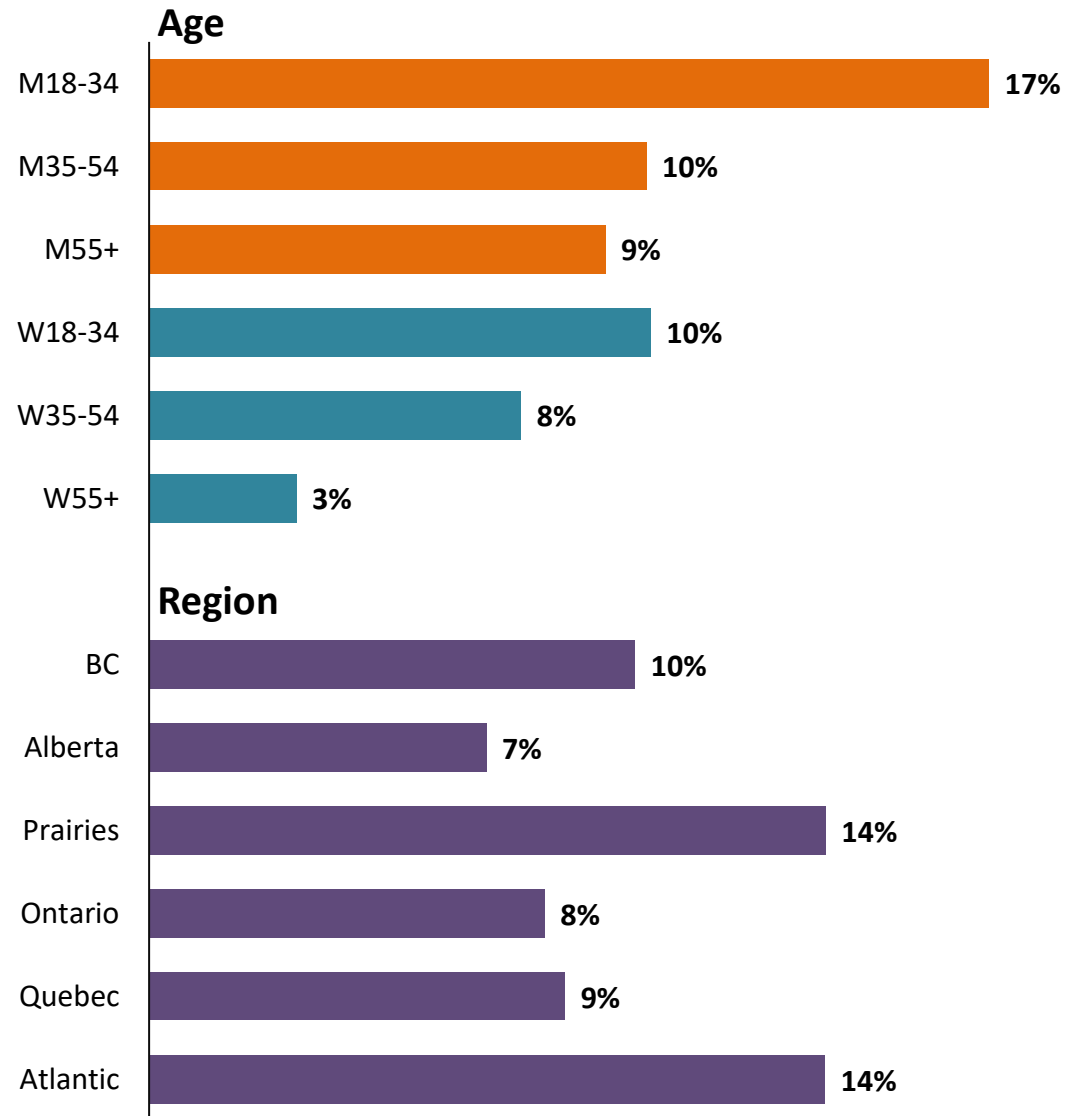
New normal: Young men and those in Alberta and Atlantic Canada are most likely to go out often but always take precautions



Pushing Boundaries: Those in Atlantic Canada, young men, and Conservatives are most likely to be pushing the boundaries



Old Normal: Younger people, and particularly younger men are most likely to engage in a lot of activities without taking many precautions

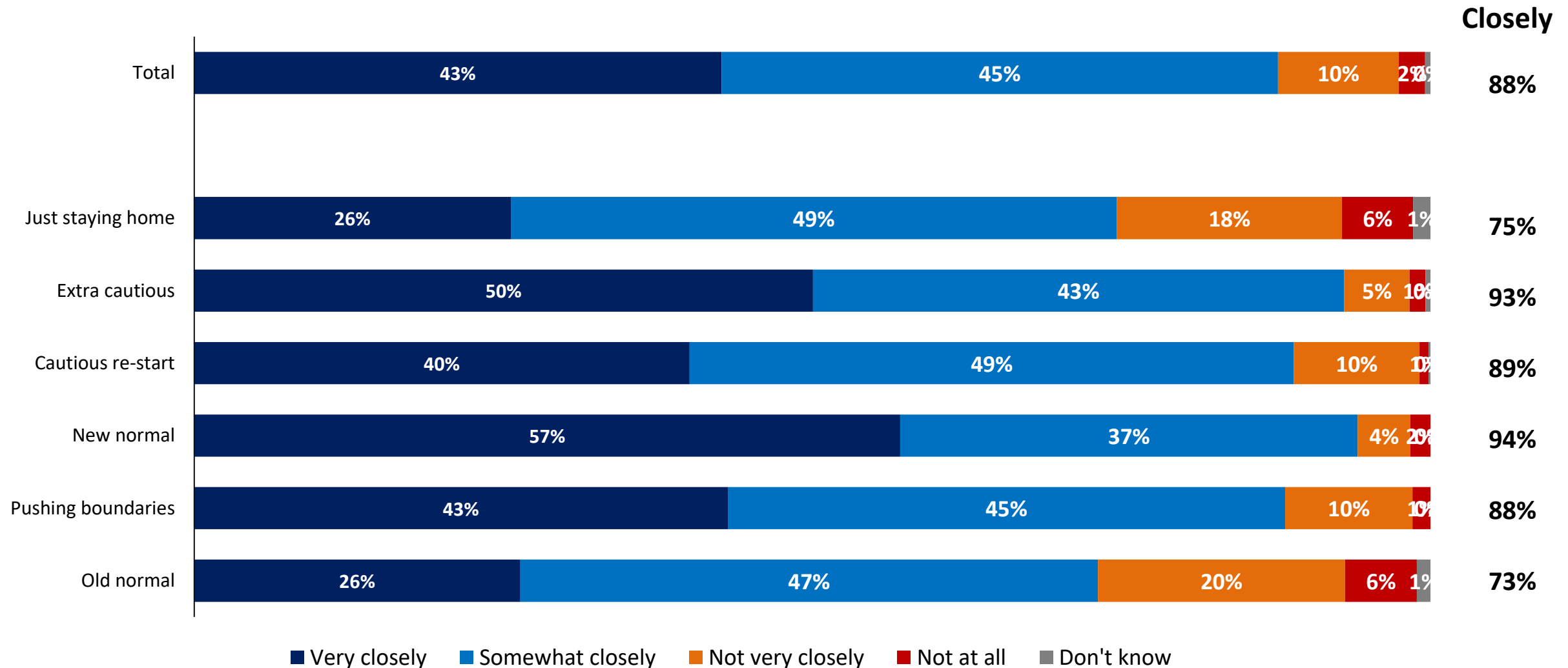


Attention by Segment: “New Normal” and “Extra Cautious” respondents are following the news most closely



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]

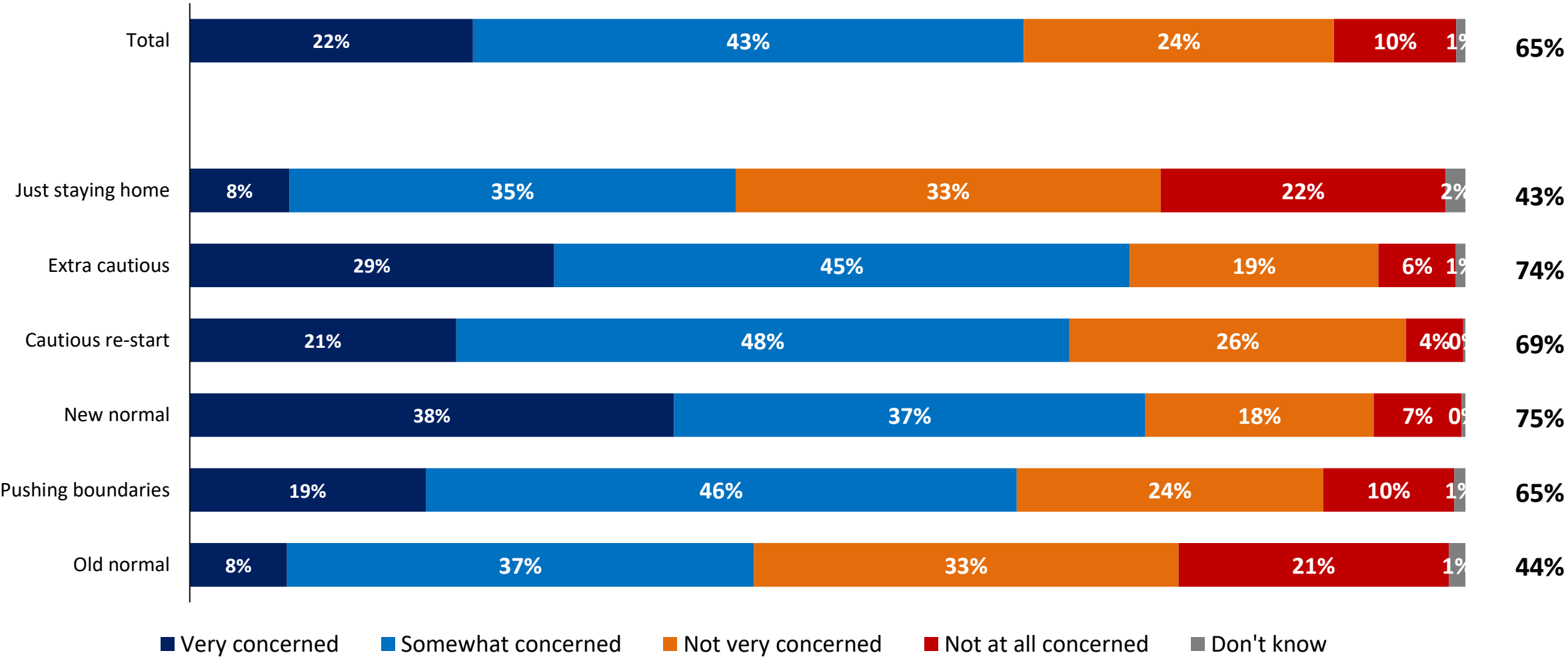


Personal Concern by Segment: Personal concern is higher among those²⁷ who are doing everything they can and those in the “new normal”



How concerned are you personally about each of the following? - That you yourself will contract COVID-19
[asked of all respondents, n=1,000]

Concerned



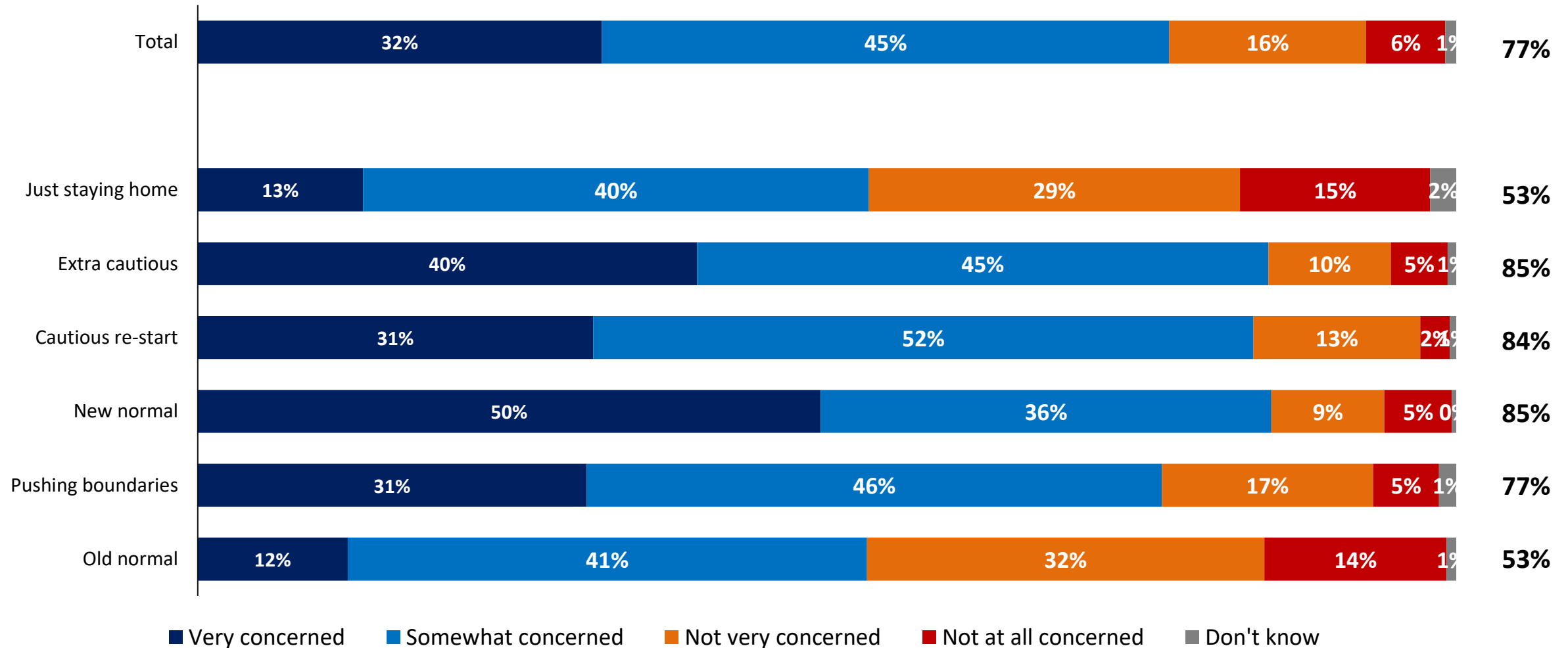
Family Concern by Segment: Concern about family is highest among the “new normal”, “extra cautious” and “cautious re-start” groups



How concerned are you personally about each of the following? - That a vulnerable friend or a relative will contract COVID-19

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

Concerned



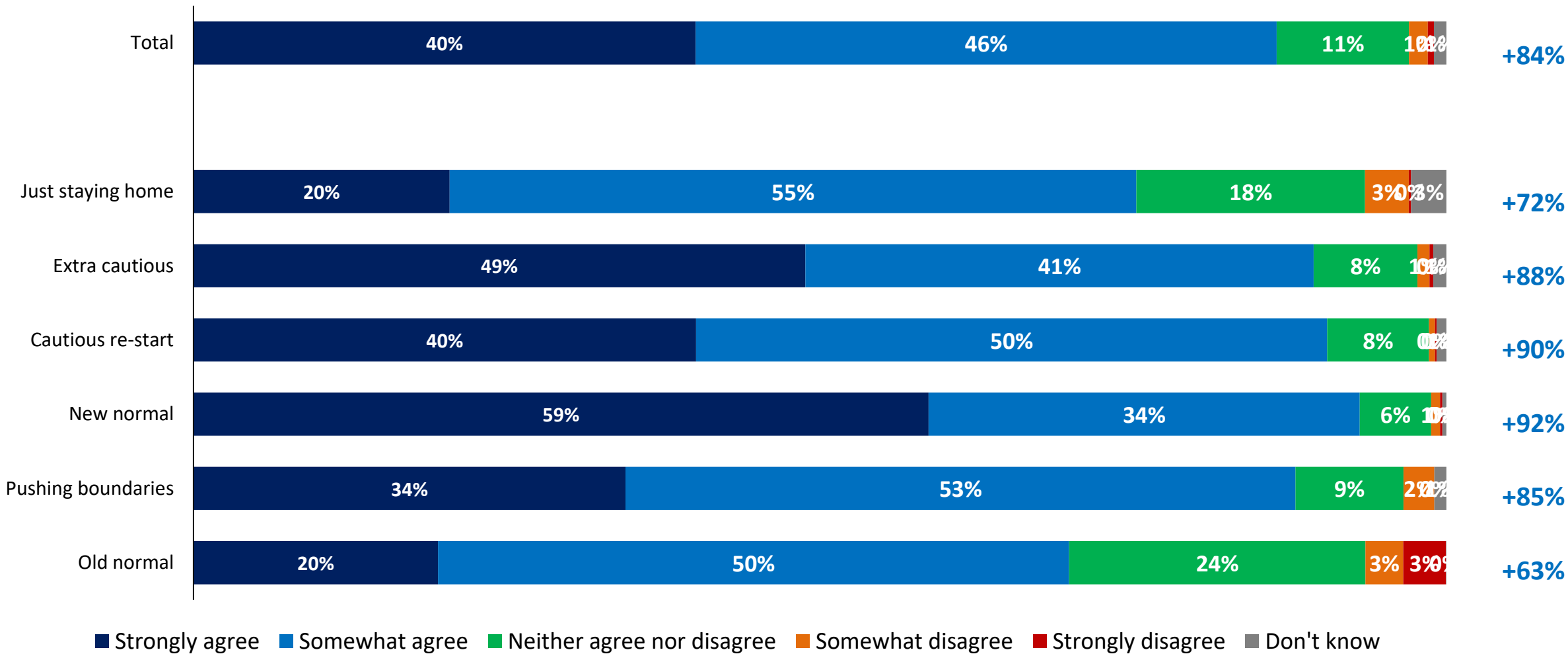
Taking the right steps by Segment: Those in the “new normal” segment²⁹ are most likely to say they are taking the proper precautions



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

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

Net Agreement



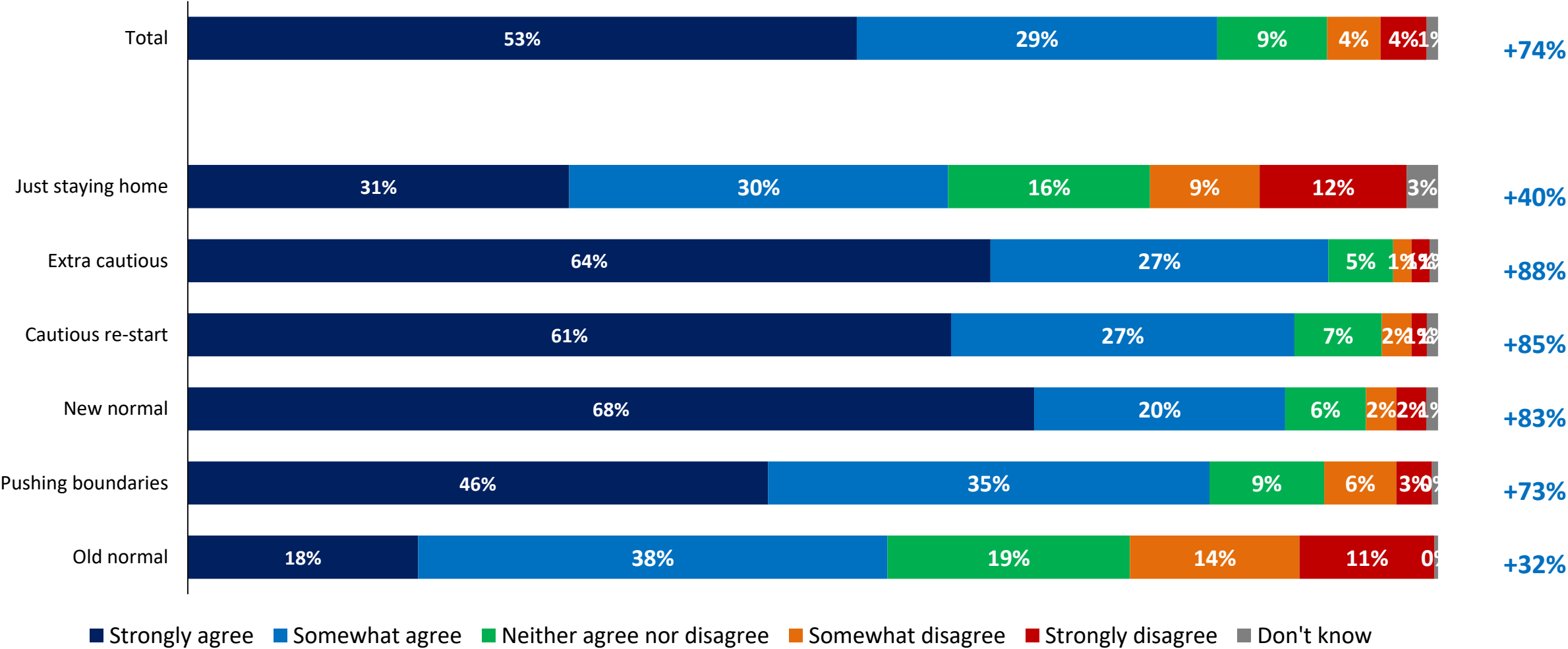
COVID-19 Coming Back by Segment: Those just staying home and in the “old normal” group are least likely to be worried COVID-19 could return³⁰



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

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

Net Agreement

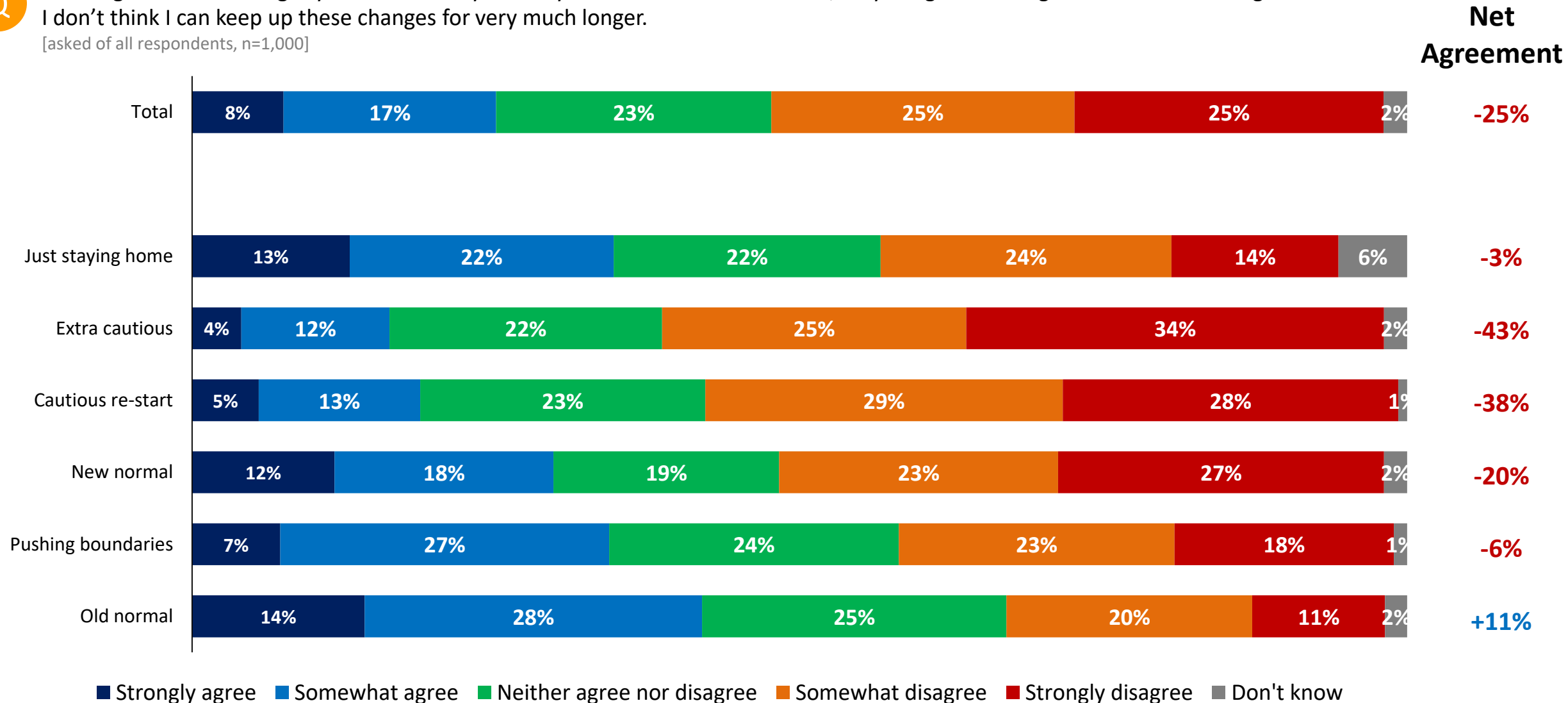


Behavioural Fatigue by Segment: Despite making the fewest changes, the “Old Normal” group is most likely to say they can’t keep it up



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.

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



Methodology

The background of the slide is a solid light blue color. It is decorated with several dark blue circles of varying sizes. There are five circles in the upper half and three in the lower half, scattered across the right side of the slide.

Survey Methodology

These are the results of an online survey conducted between November 5th and 16th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, 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=2,717 Canadian citizens, 18 years or older. An oversamples in Ontario was used in order to adequately capture regional results. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: November 5th to 16th, 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	231	8.5%	139	13.9%
Men 35-54	439	16.2%	164	16.4%
Men 55+	631	23.2%	184	18.4%
Women 18-34	291	10.7%	133	13.3%
Women 35-54	521	19.2%	172	17.2%
Women 55+	604	22.2%	208	20.8%
BC	308	11.3%	129	12.9%
AB	240	8.8%	110	11.0%
Prairies	195	7.2%	66	6.6%
ON	1267	46.6%	389	38.9%
QC	480	17.7%	237	23.7%
Atlantic	227	8.4%	69	6.9%



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Building Understanding.