

COVID-19 Behaviour

Public Opinion Research
Release Date: January 14, 2021
Field Dates: December 17, 2020, to January 5, 2021

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 the results from our December *Canada This Month* survey. This online survey was in field from December 17th to January 5th with a weighted sample size of 1,500 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

While activity of most kinds has remained lower than it was over the summer, the level of activity remains higher than it was in the spring. Additionally, there has been a directional increase in the moderately risky activities of either visiting or hosting

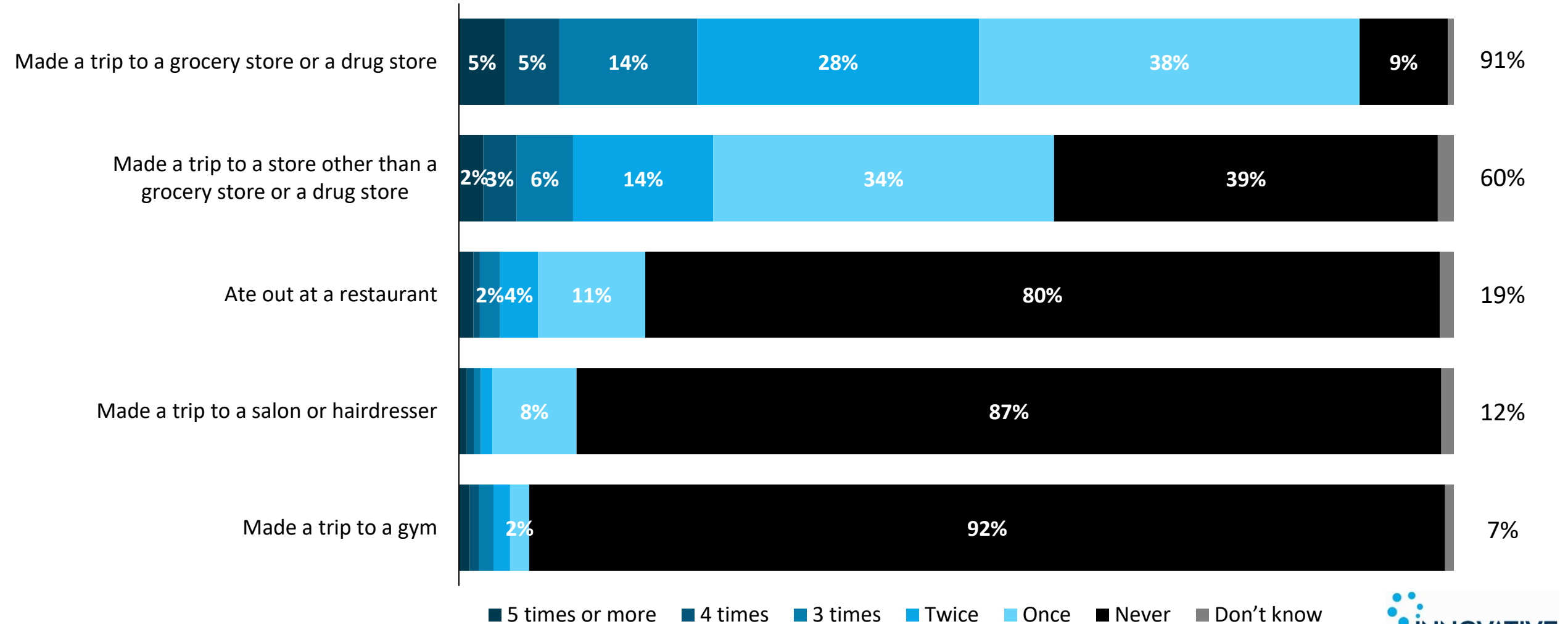
Shopping Activities: 3-in-5 (19%) have eaten out at a restaurant at least ⁴ once this week, 9-in-10 (91%) went to a grocery or drug store



Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1,500]

Current Wave: Dec 17-Jan 5

% At least once



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

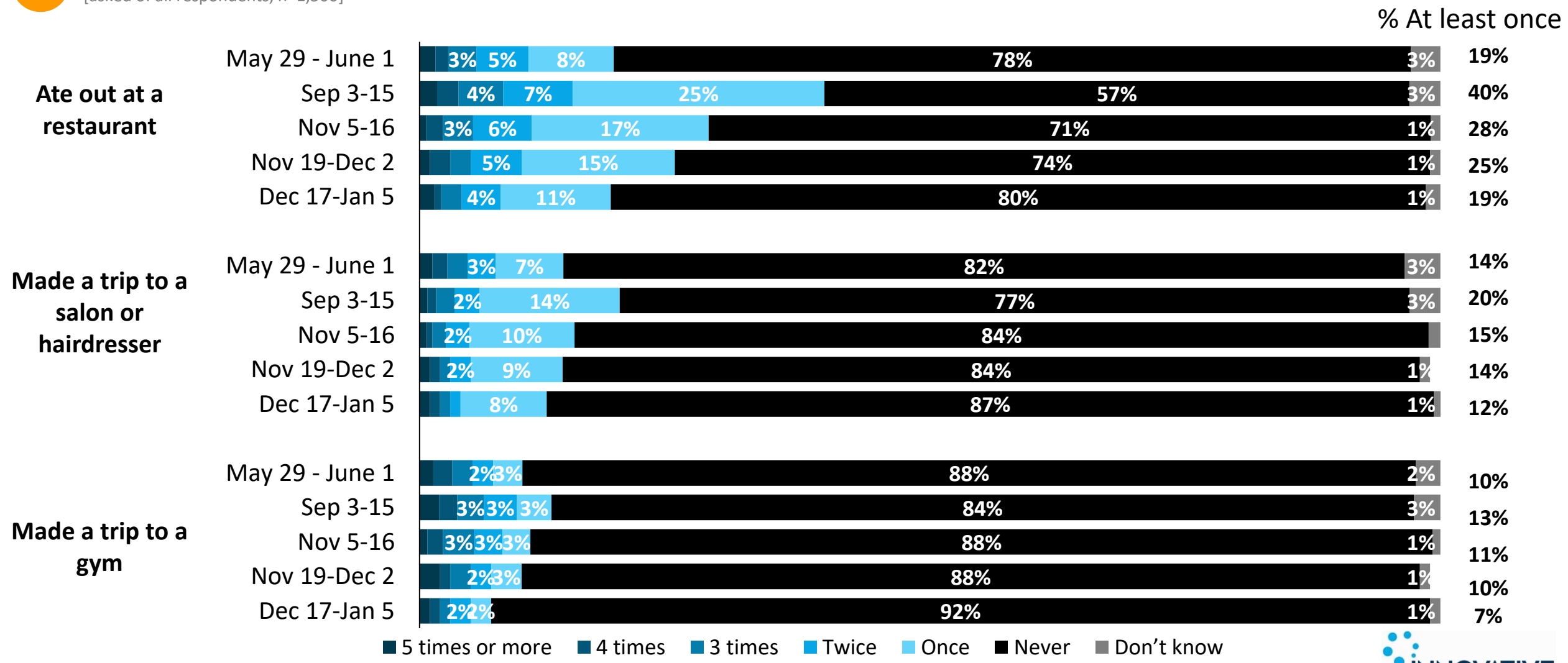


Note: Labels not shown for categories with a frequency of 2% or less

Shopping Activities: The share of respondents who ate out at a restaurant in the last week is down 21 points since September to 19%



Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1,500]

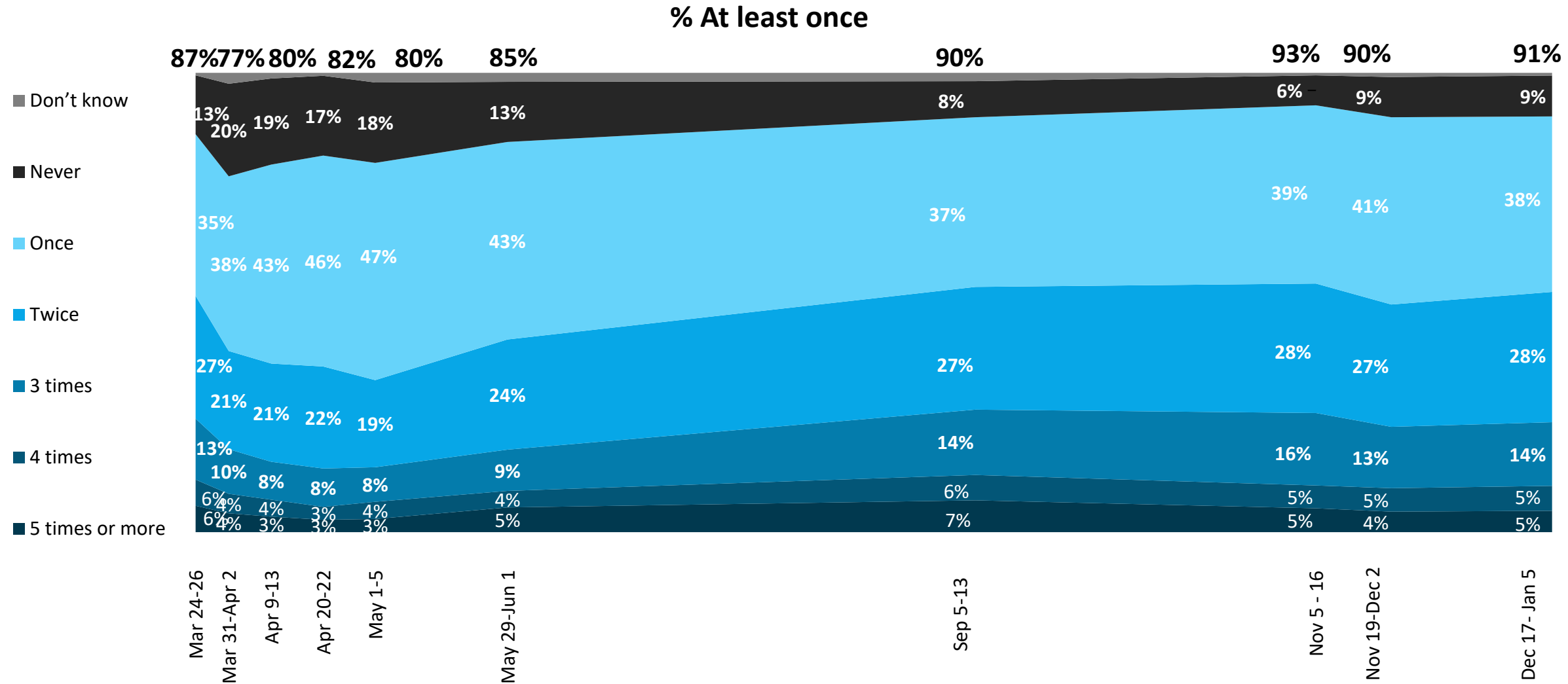


Note: Labels not shown for categories with a frequency of 2% or less

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=1,500]

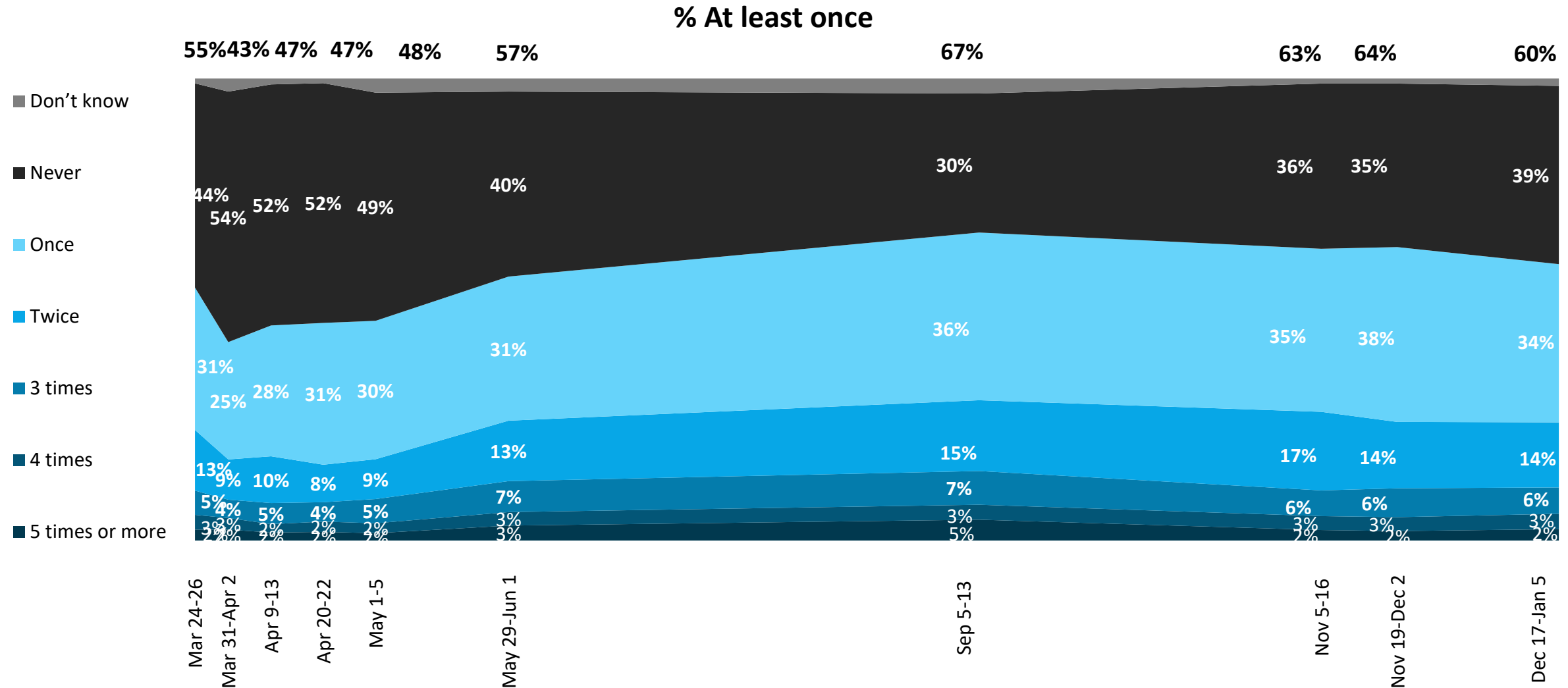


Note: Labels not shown for categories with a frequency of 2% or less

Trip to Other Store: The share of respondents who have gone to an other store has decreased since early September



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=1,500]



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

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

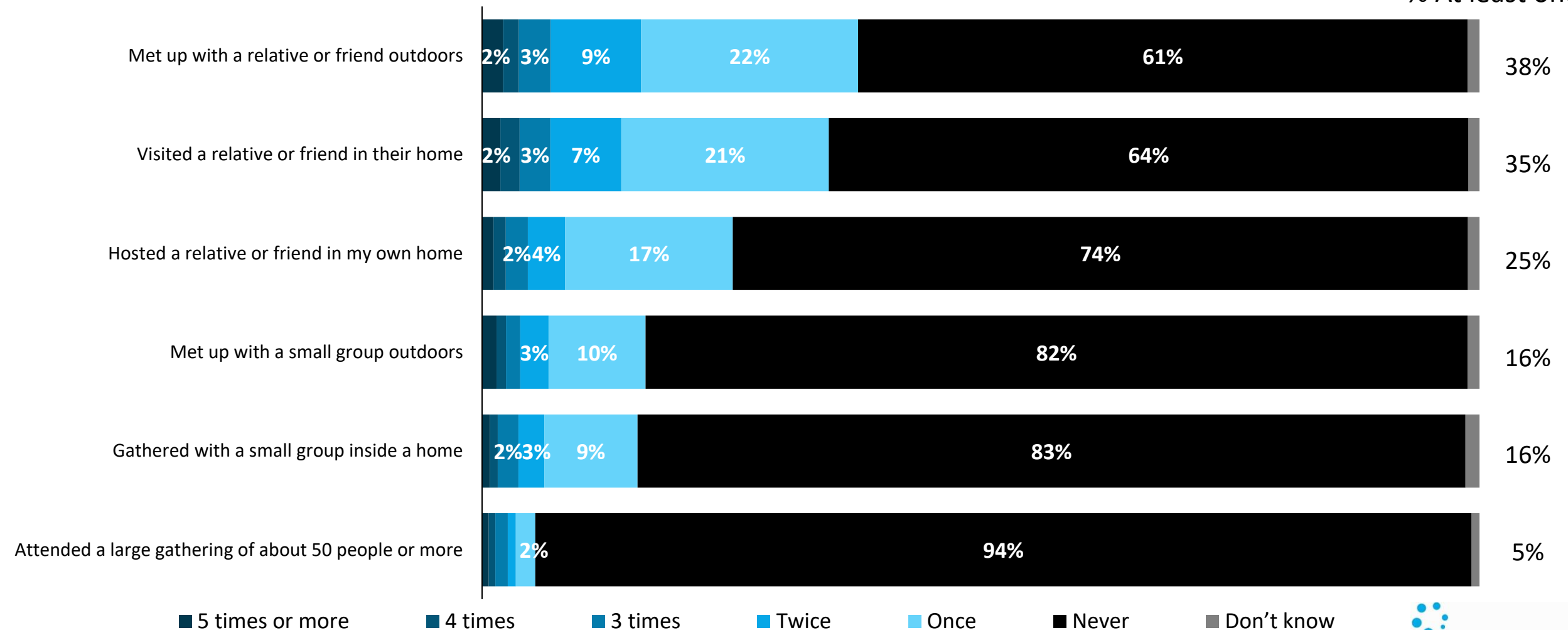


Over the past 7 days, how often have you done each of the following?

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

Current Wave: December 17 – January 5

% At least once



5 times or more

4 times

3 times

Twice

Once

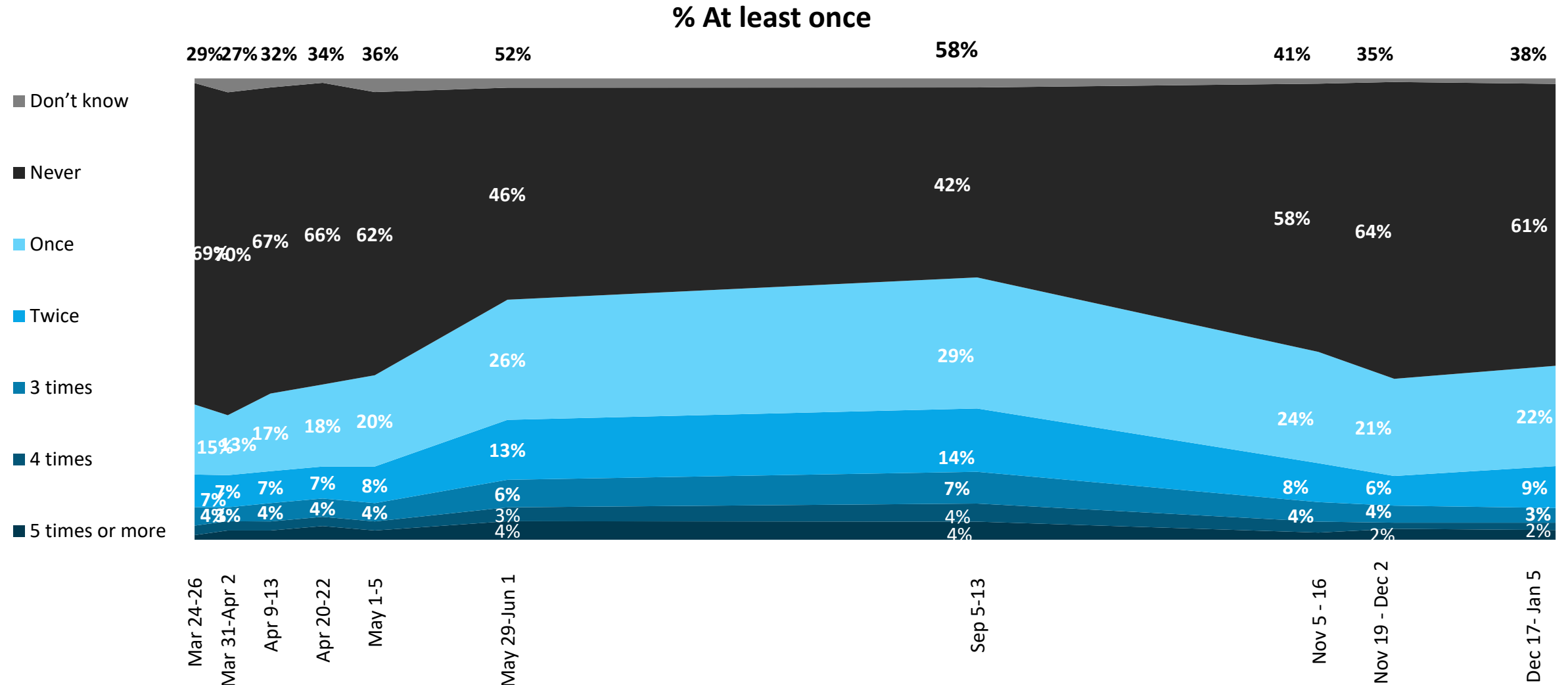
Never

Don't know

Meetup, Friend/Relative Outdoors: Meeting up with friends or relatives outdoors is down 20 points from a high in September to 38%



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=1,500]

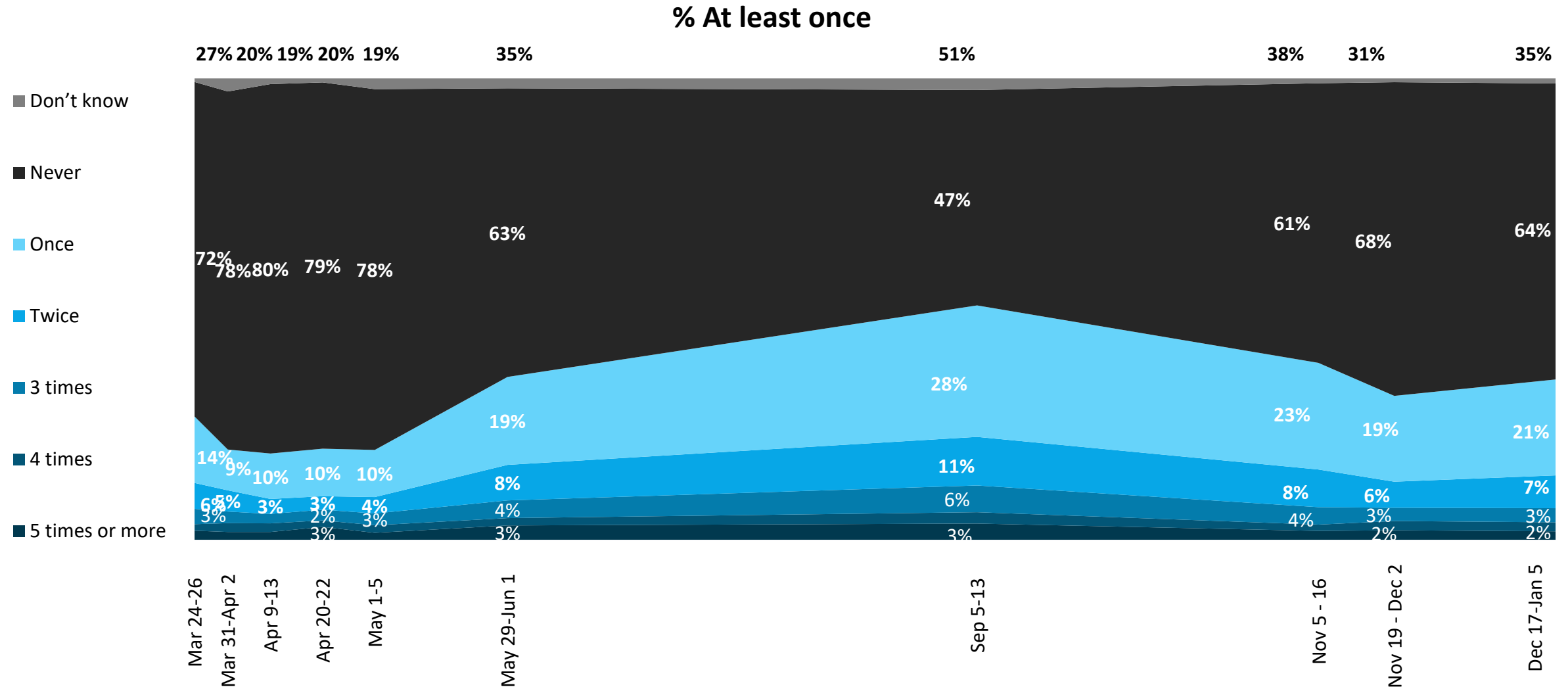


Note: Labels not shown for categories with a frequency of 2% or less

Visit in Home: Visits to friends or family at their home are up since late November from 31% to 35%



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=1,500]

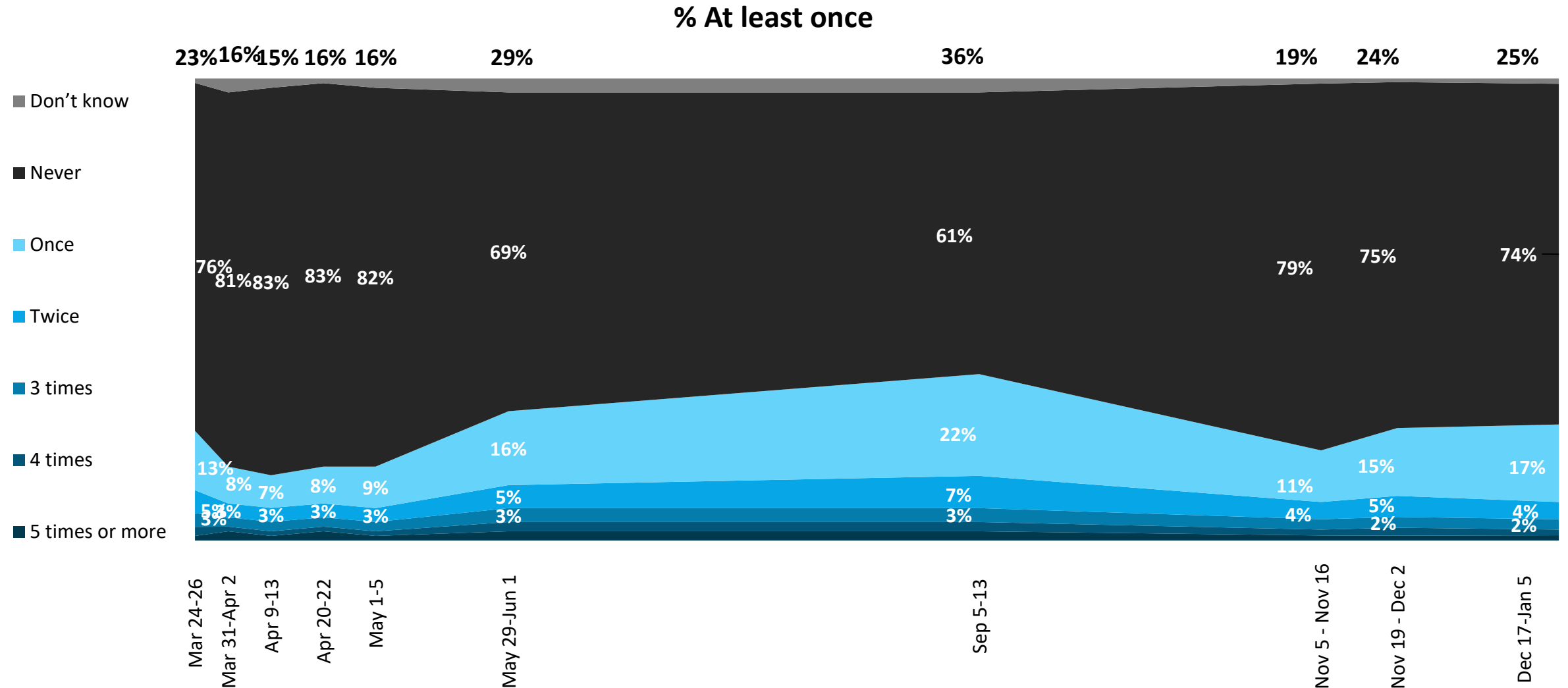


Note: Labels not shown for categories with a frequency of 2% or less

Hosted Friend/Relative: The share of respondents who have hosted a friend or relative at their home has remained stable since last wave



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=1,500]



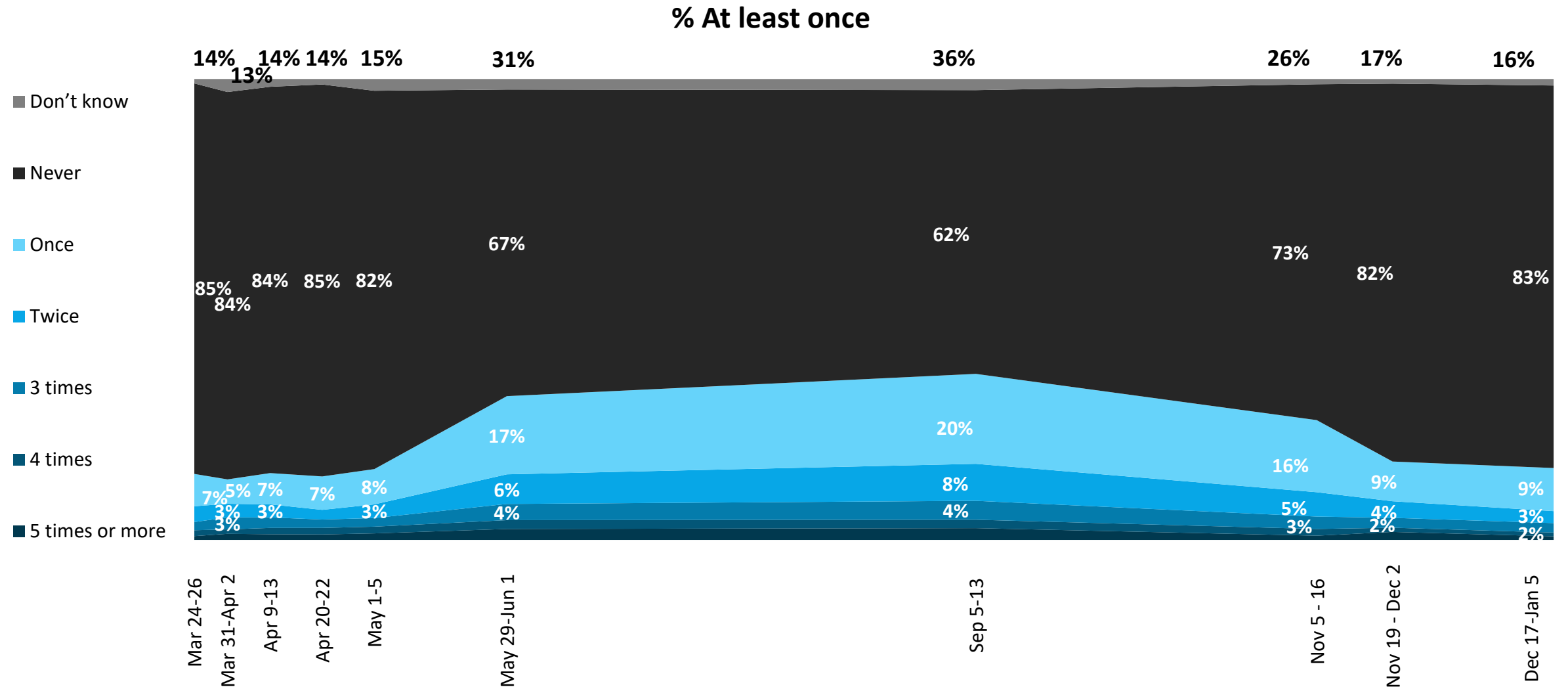
Note: Labels not shown for categories with a frequency of 2% or less

Small Group, Outdoors: Visiting with small groups outdoors is down 20 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=1,500]

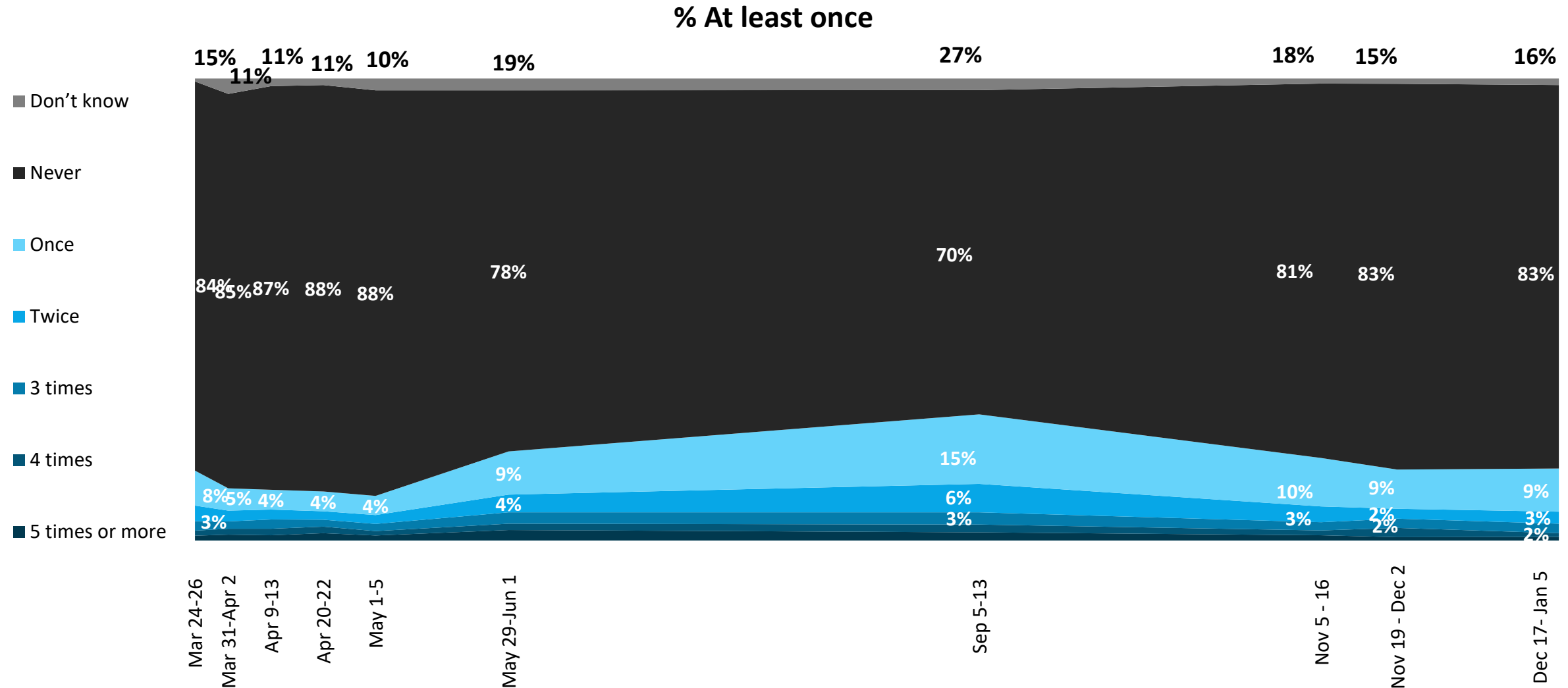


Note: Labels not shown for categories with a frequency of 2% or less

Gathered with Group, Home: Small gatherings in homes have dropped ¹³ from 27% in September to 16% now



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=1,500]

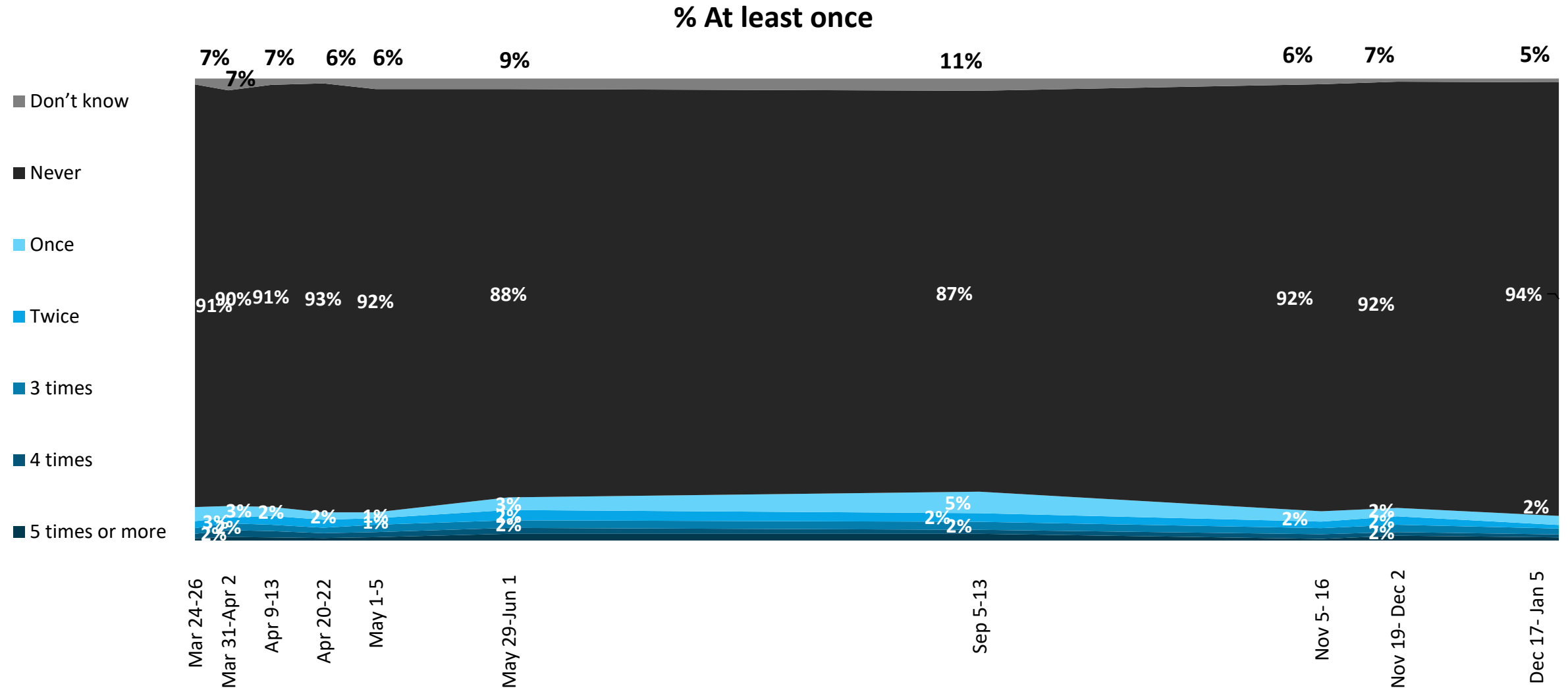


Note: Labels not shown for categories with a frequency of 2% or less

Attended Large Gathering: Attendance at large gatherings is down from a peak of 11% in September to only 5% 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=1,500]



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

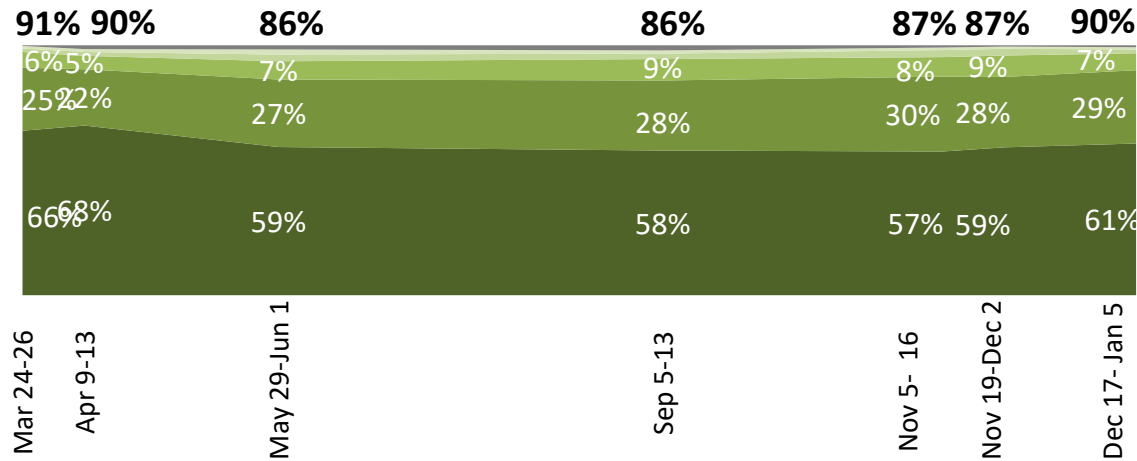
Protective Behaviours: Mask wearing continues to increase, with 71% saying they wear a mask all the time



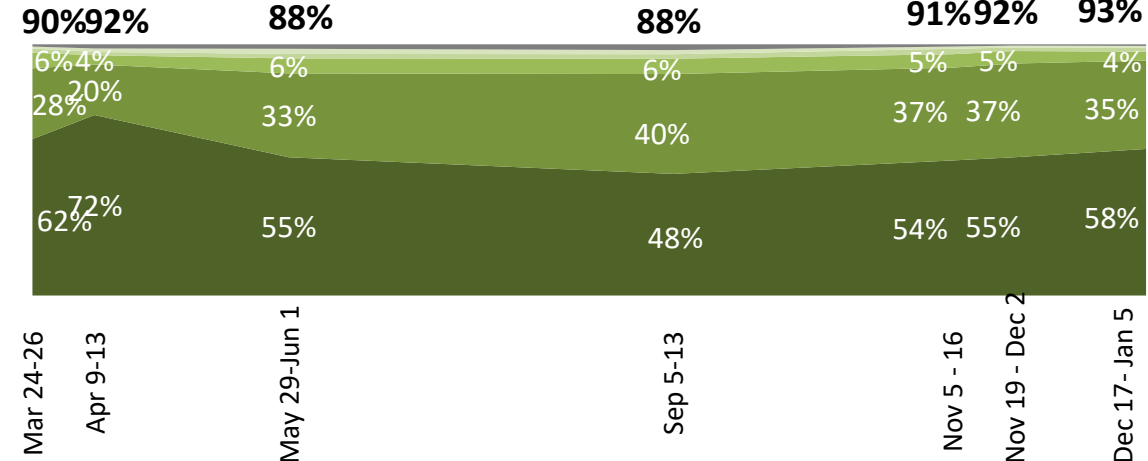
And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?
[asked of all respondents, n=1,500]

% All/Most of the Time

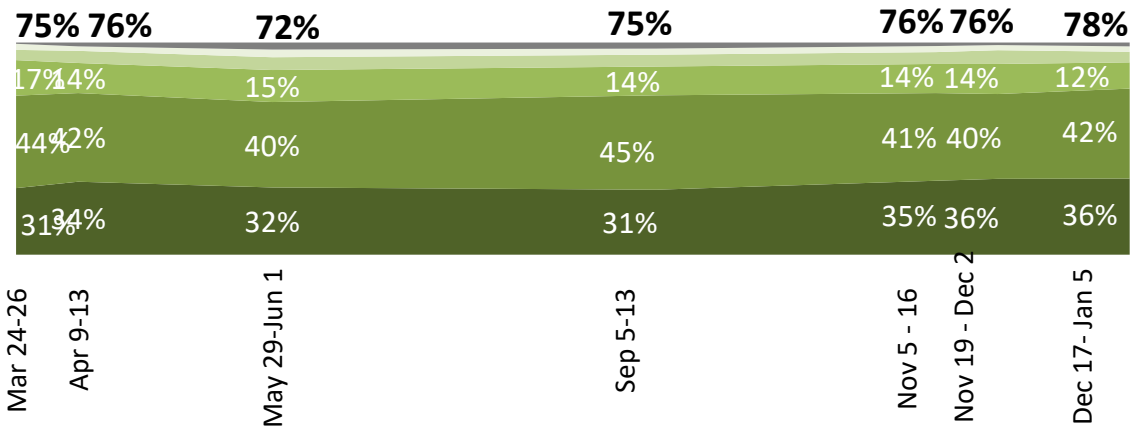
Washing my hands more frequently



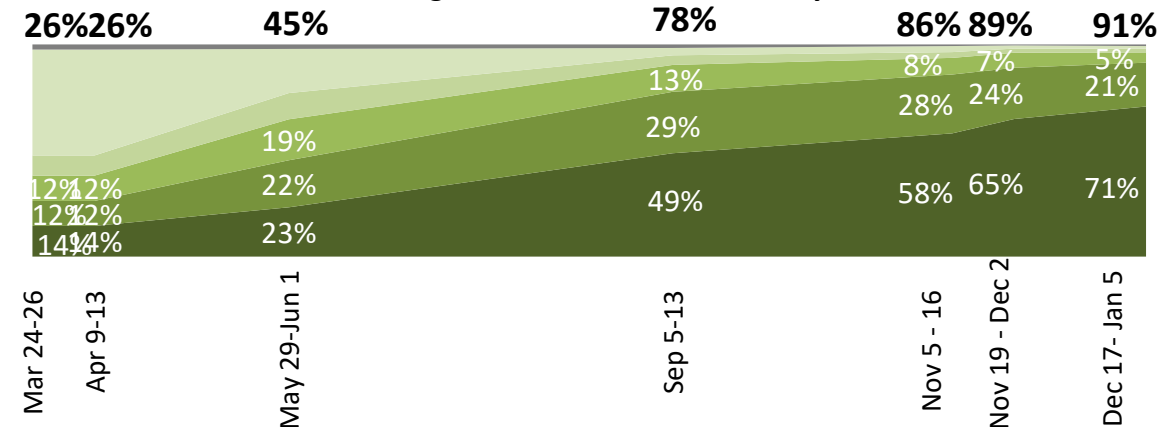
Keeping a distance of 2 meters from others when I am out of my house



Avoiding touching my face as much as possible



Wearing a mask when I am out of my house

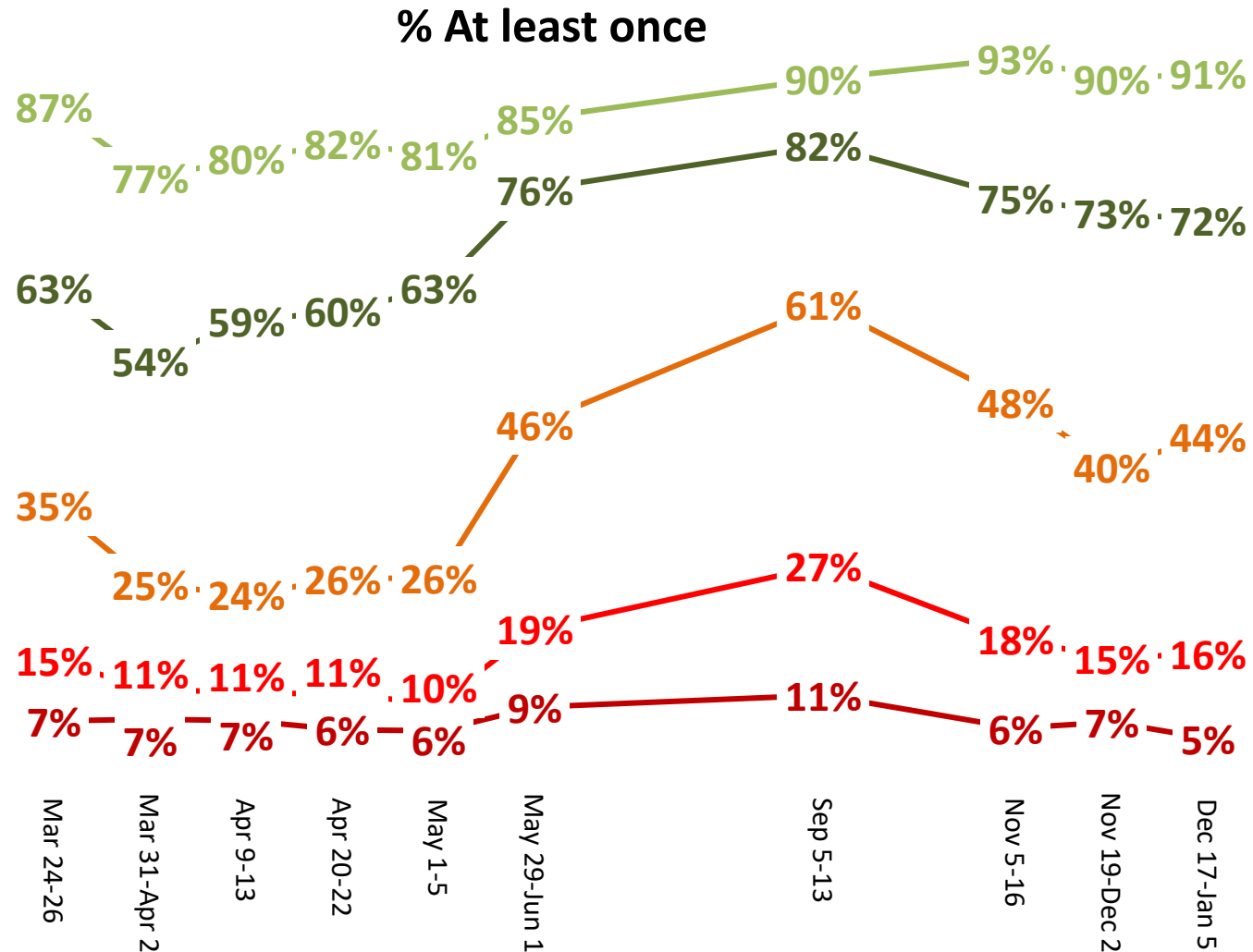


Legend: All the time (darkest green), Most of the time (medium-dark green), Occasionally (medium green), Rarely (light green), Never (pale green), Don't know (grey)

Activities: The share of Canadians engaging in “moderate” risk activities is up 4 points since November



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:

- 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

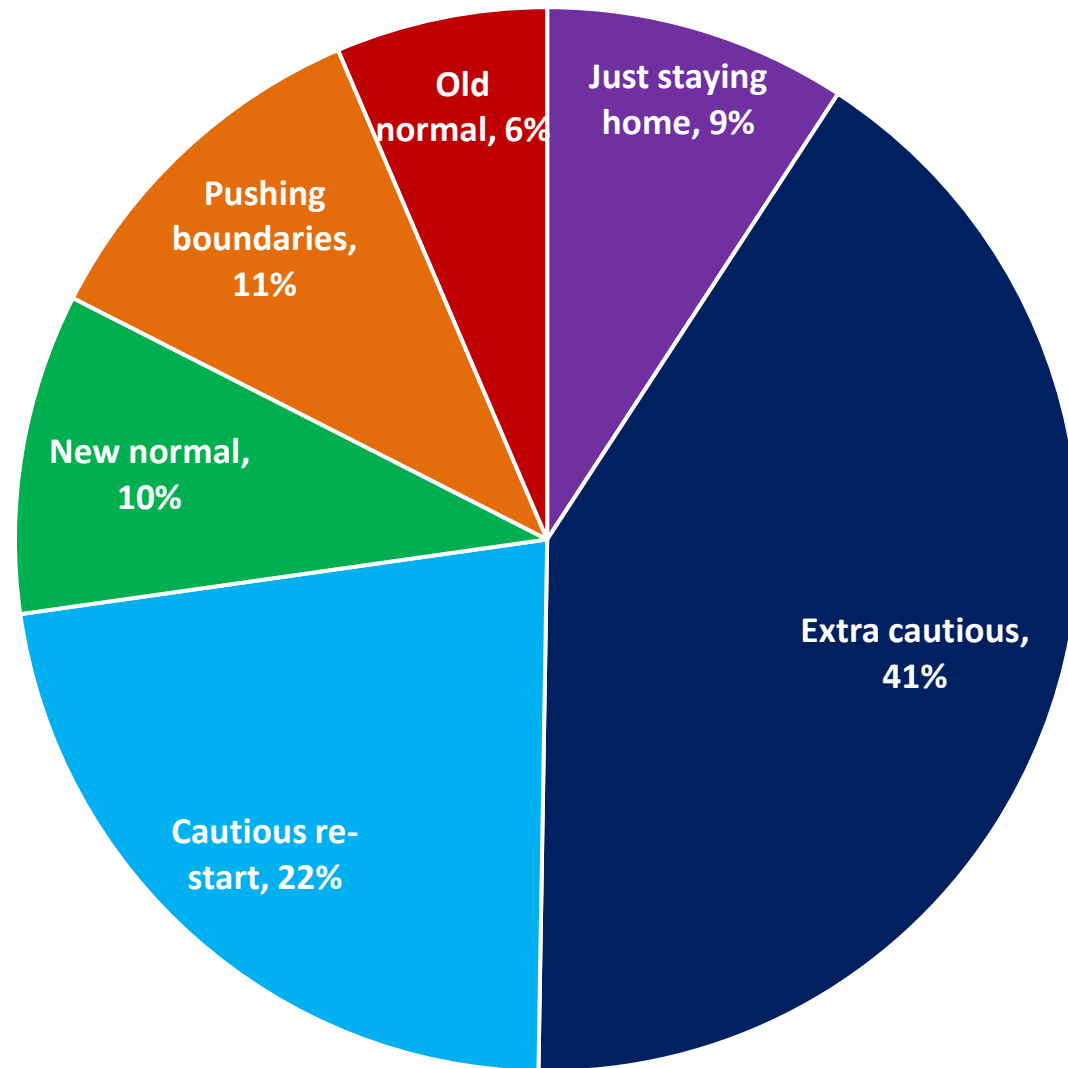
COVID-19 Behaviour Segments

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.

The plurality of Canadians are taking every precaution they can to avoid catching and spreading the disease (41%), steady since December when 40% were in the same group.

Behaviour Segments: 4-in-10 (41%) say they are nearly always taking every possible precaution

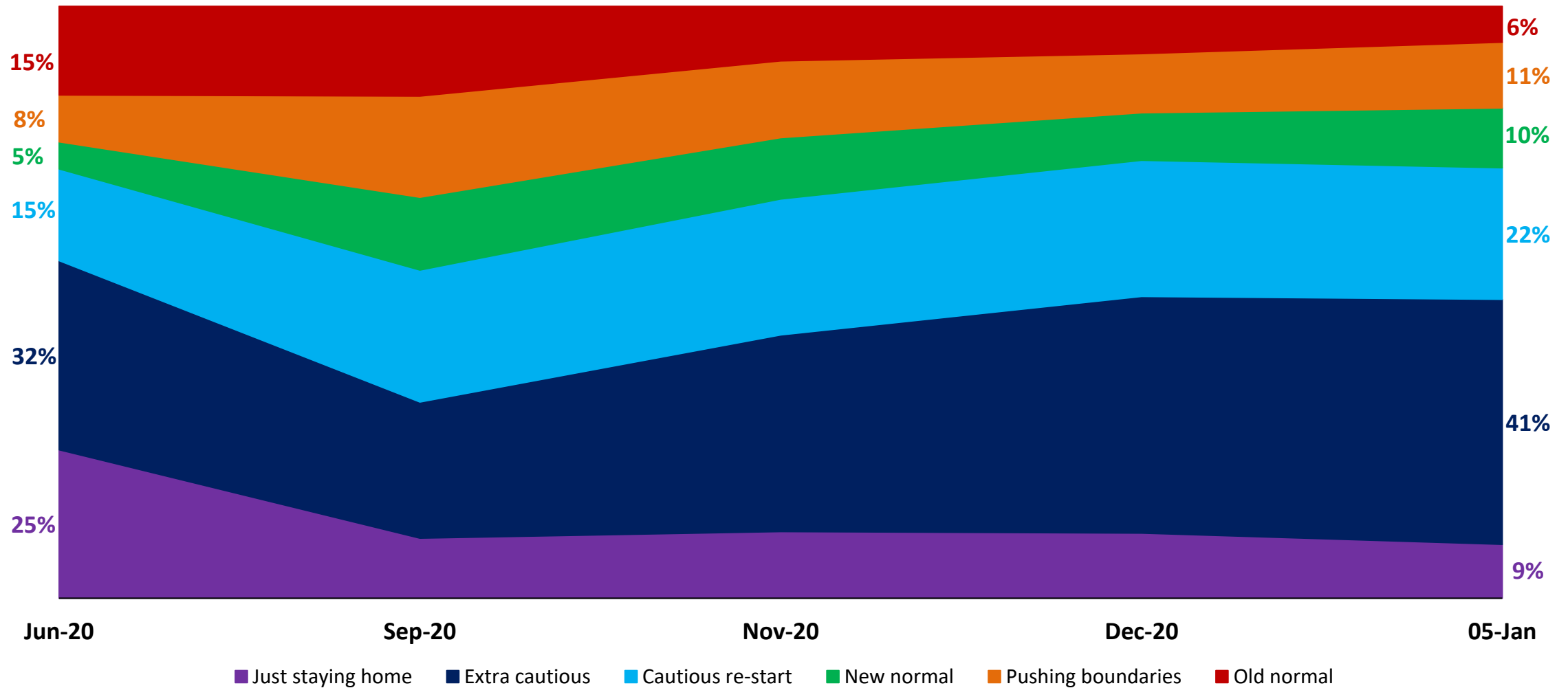
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



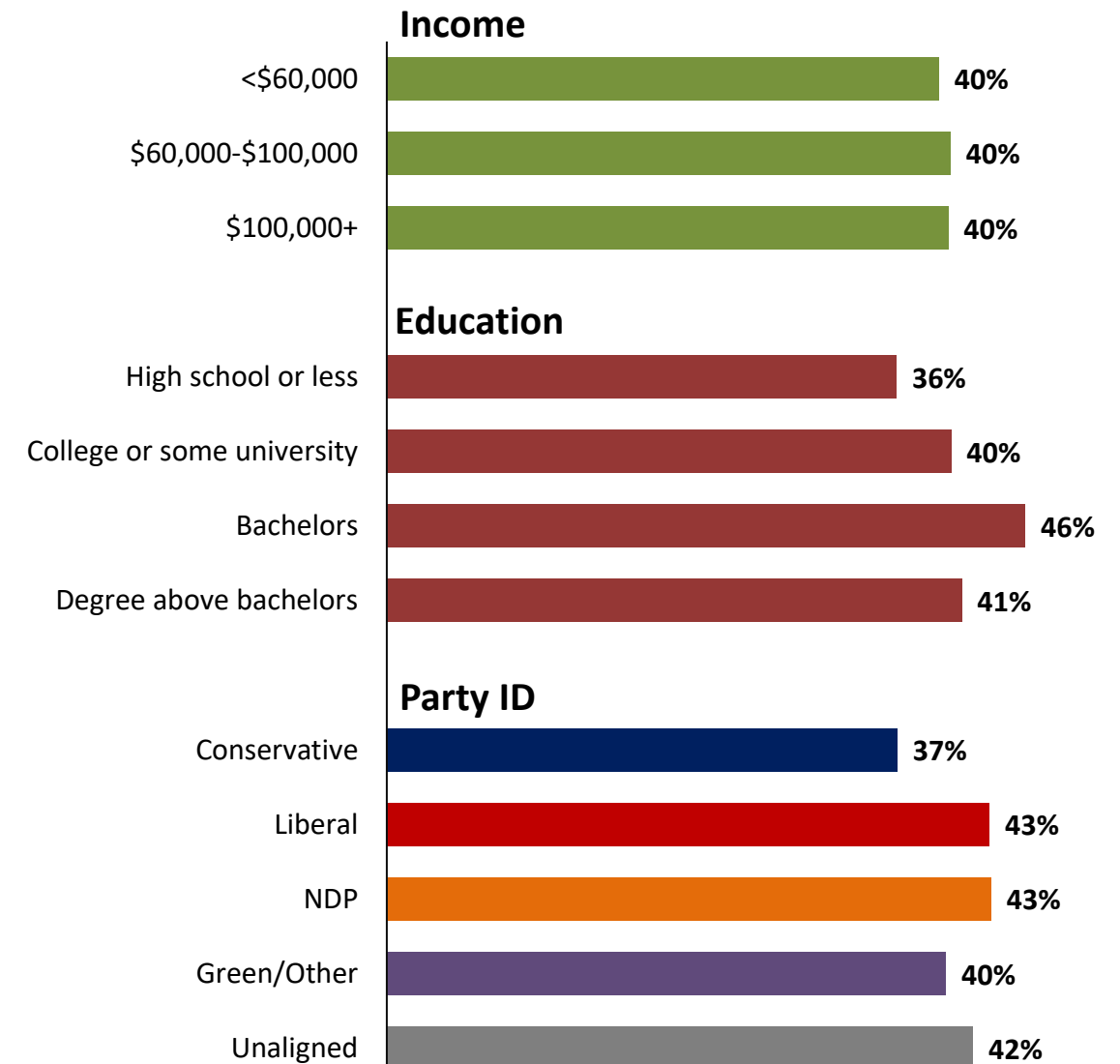
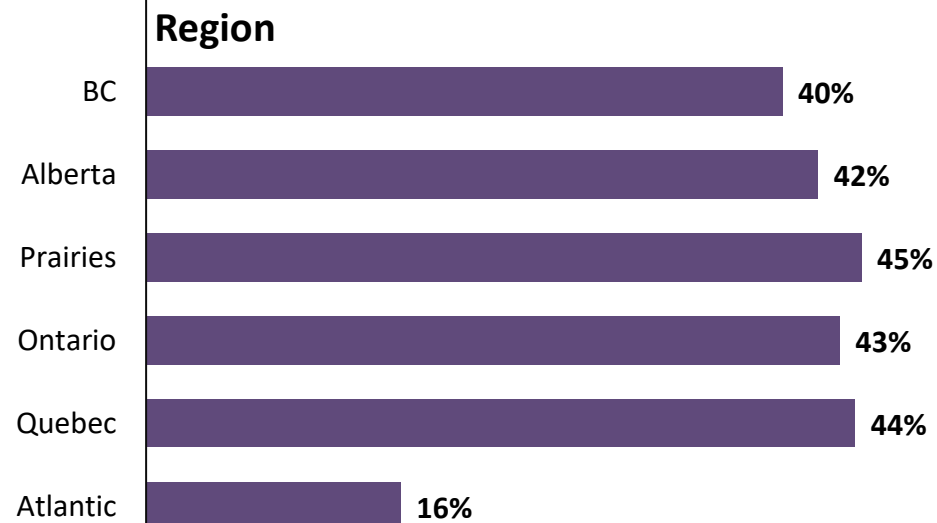
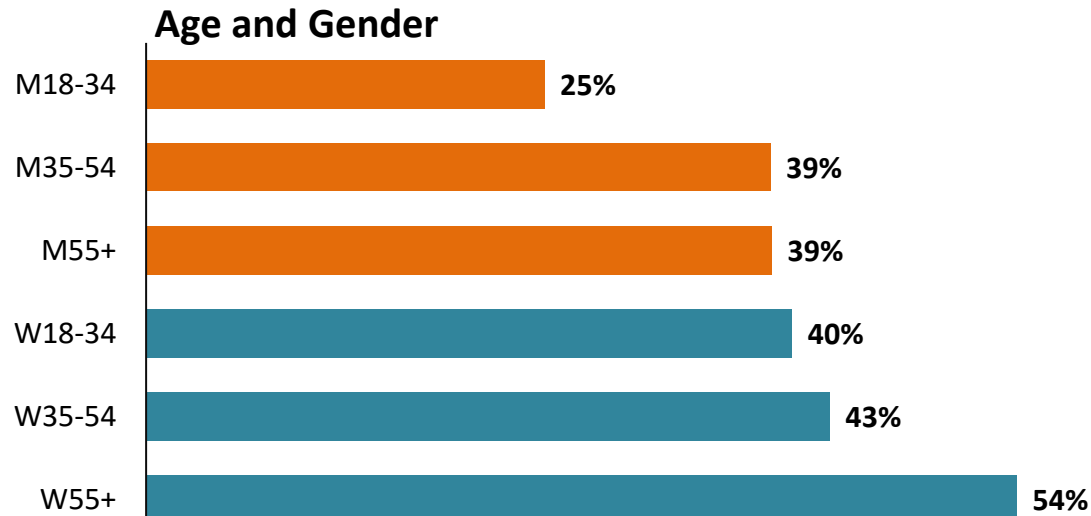
| Segment | Description |
|--------------------|---|
| Just staying home | Mostly staying home BUT not taking many pre-cautions |
| Extra cautious | Staying home AND nearly always taking every pre-caution |
| Cautious re-start | A few activities a week AND mostly or always taking pre-cautions |
| New 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 being 'extra cautious' is up from 23% in late September to 41% now

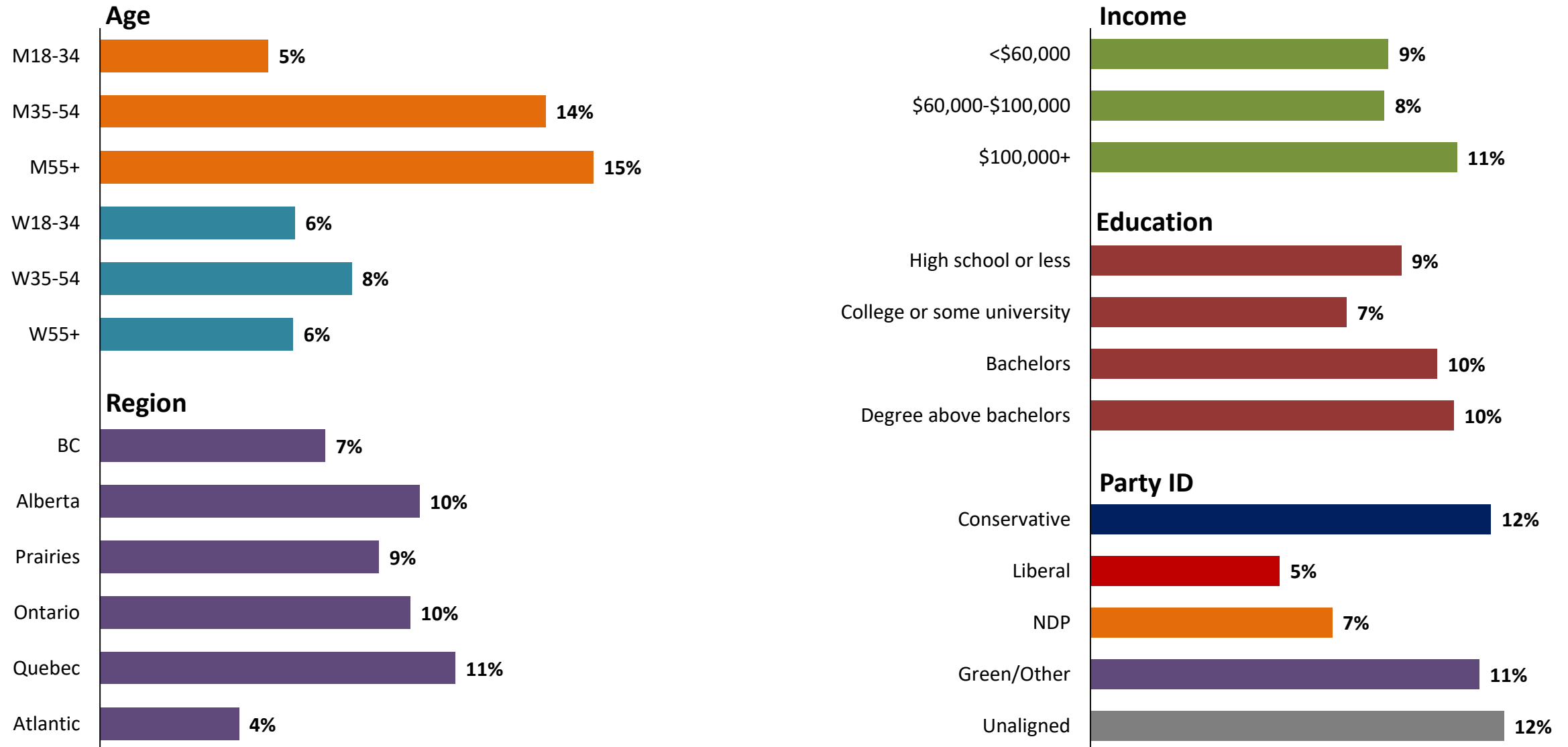
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



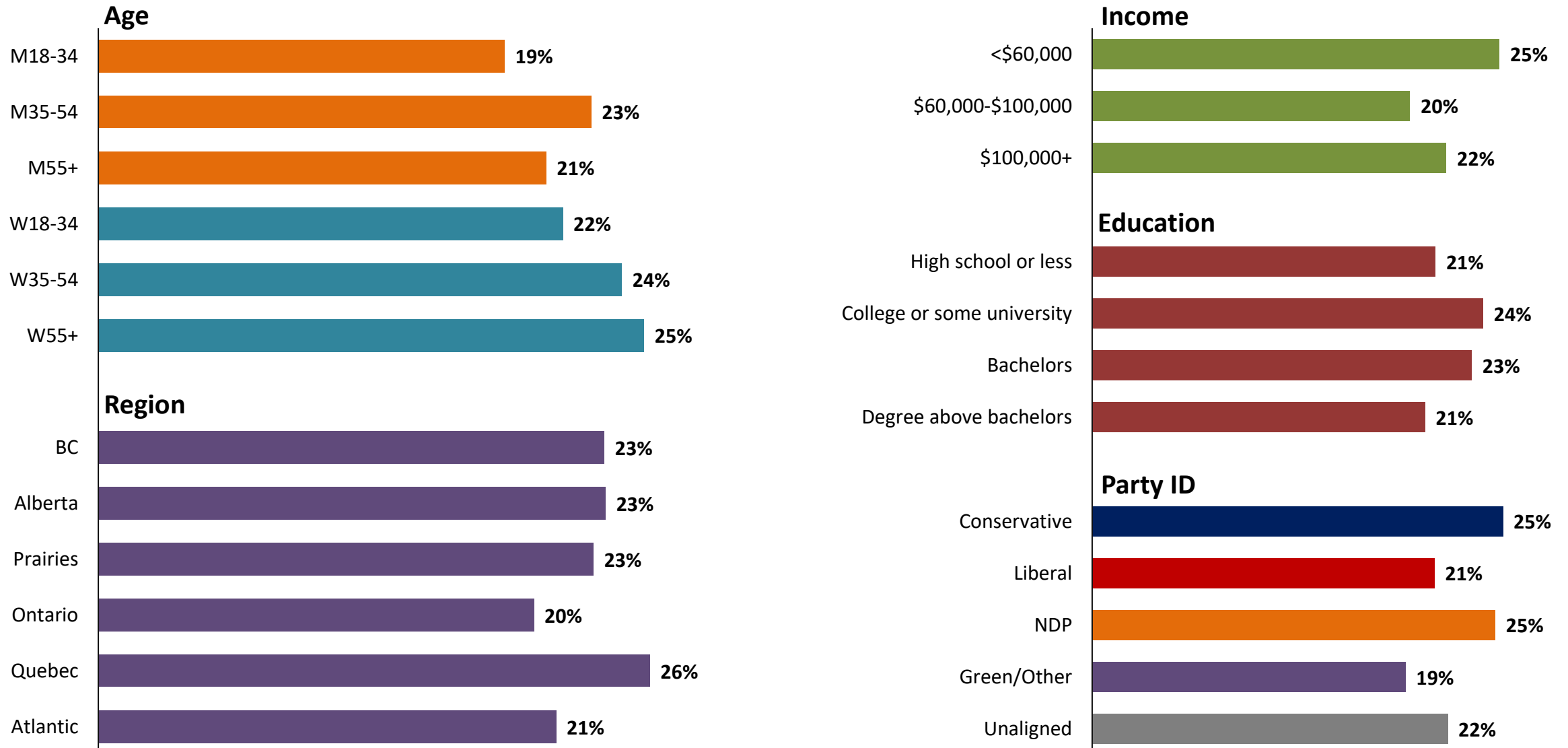
Extra Cautious: Older women respondents are most likely to be in the “extra cautious” segment



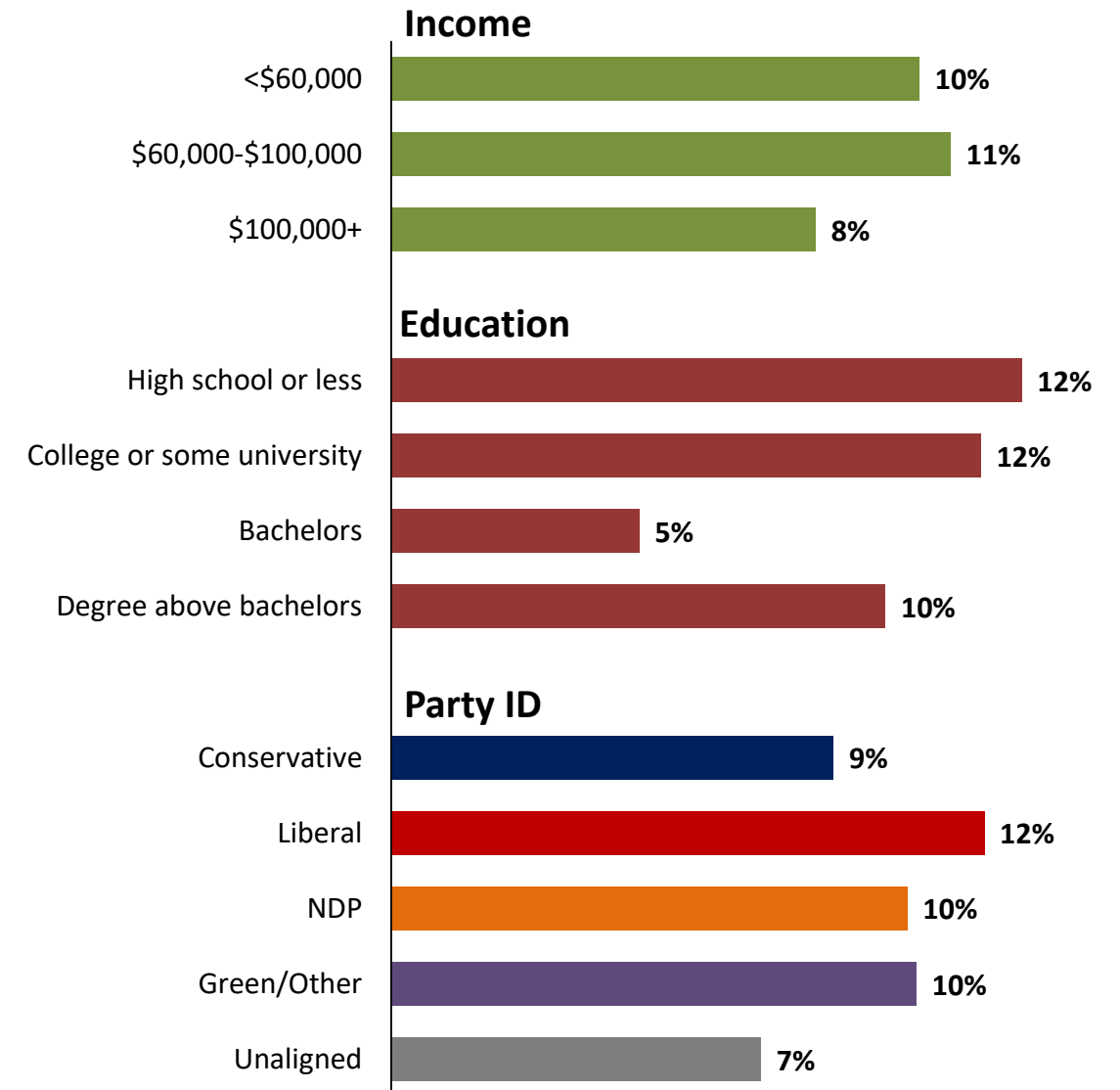
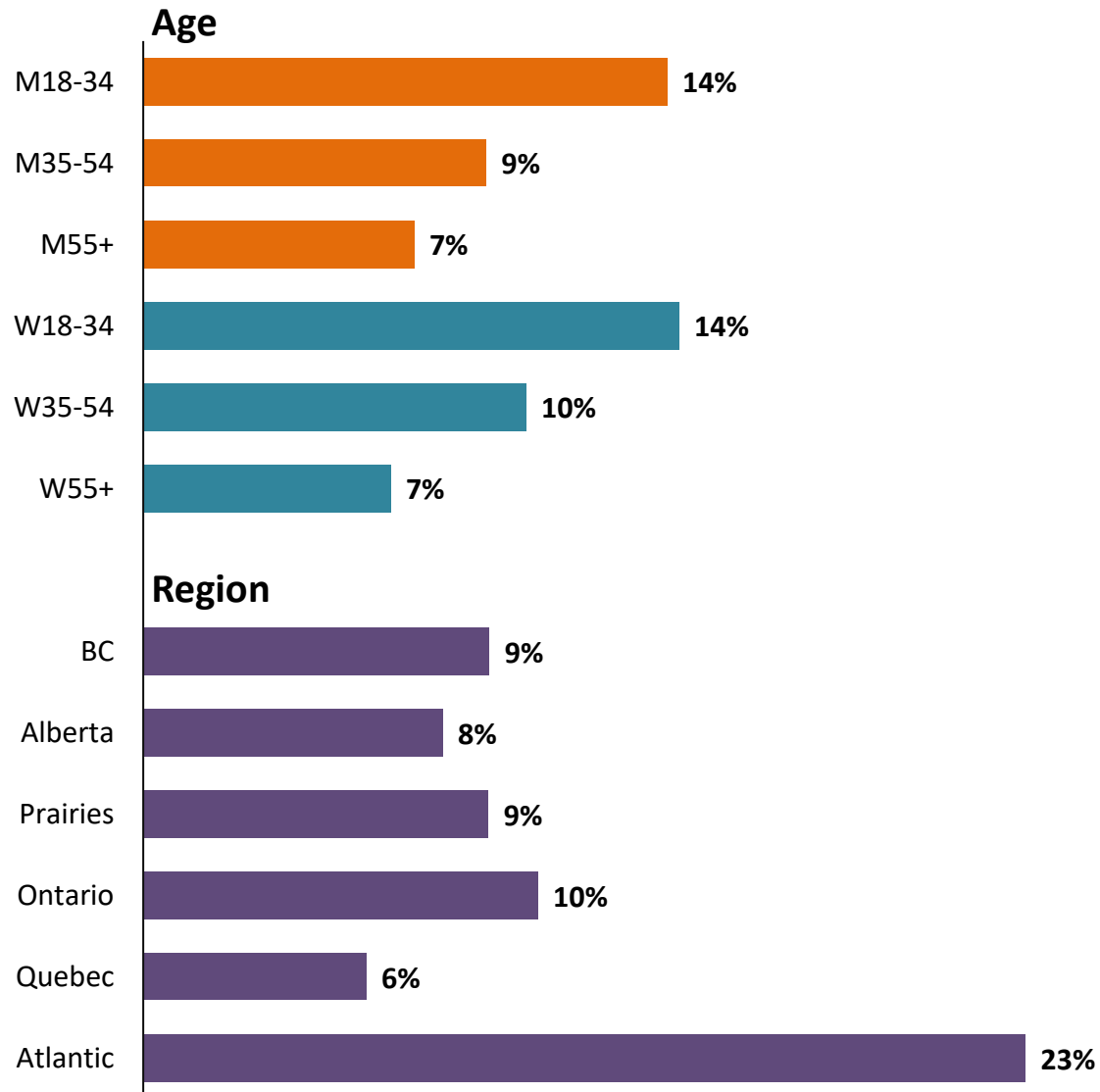
Just staying home: Men, particularly men aged 35+, are most likely to be staying home often but not always taking every precaution



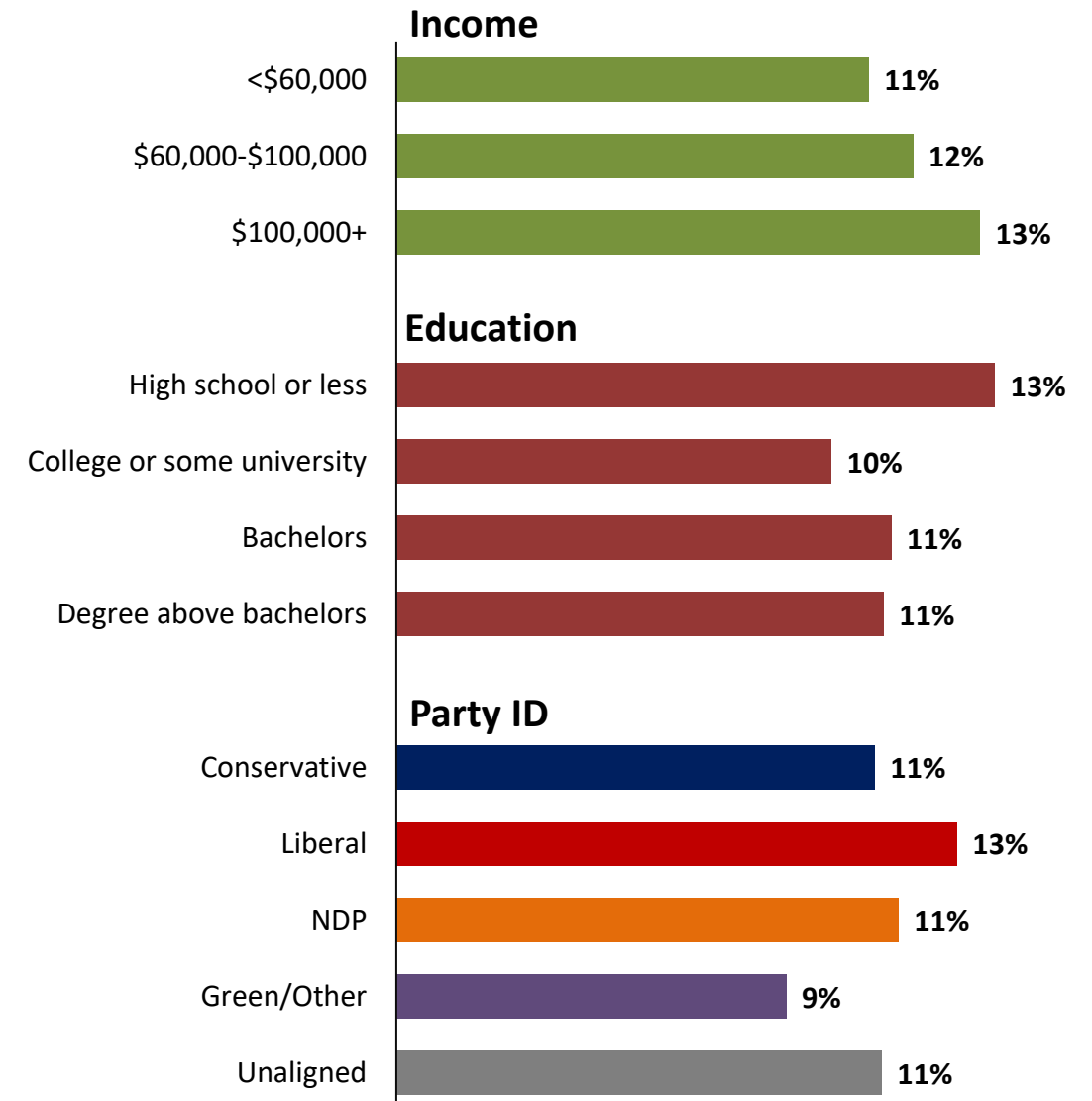
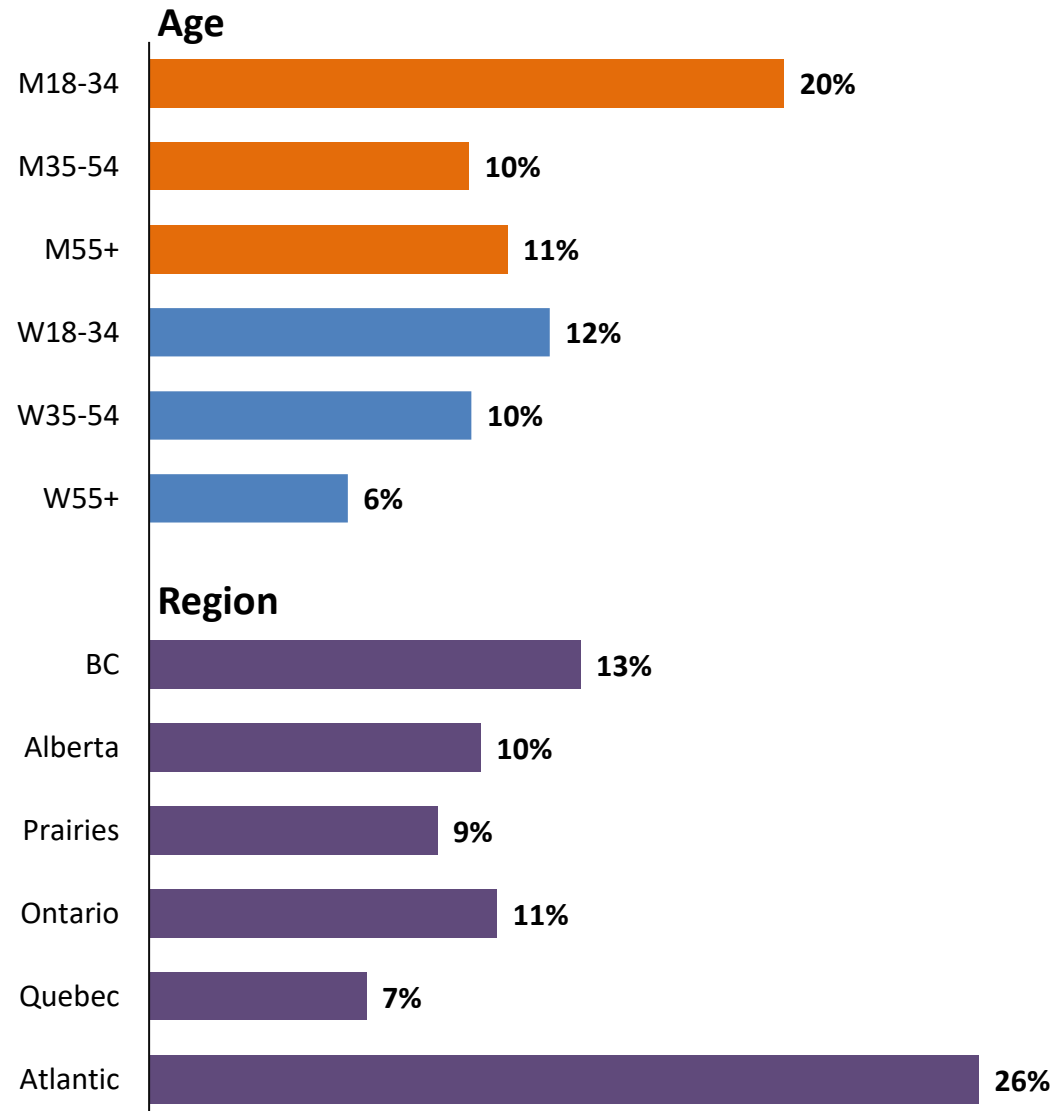
Cautious re-start: Respondents in Quebec and older women respondents are mostly likely to be in the “cautious re-start” group



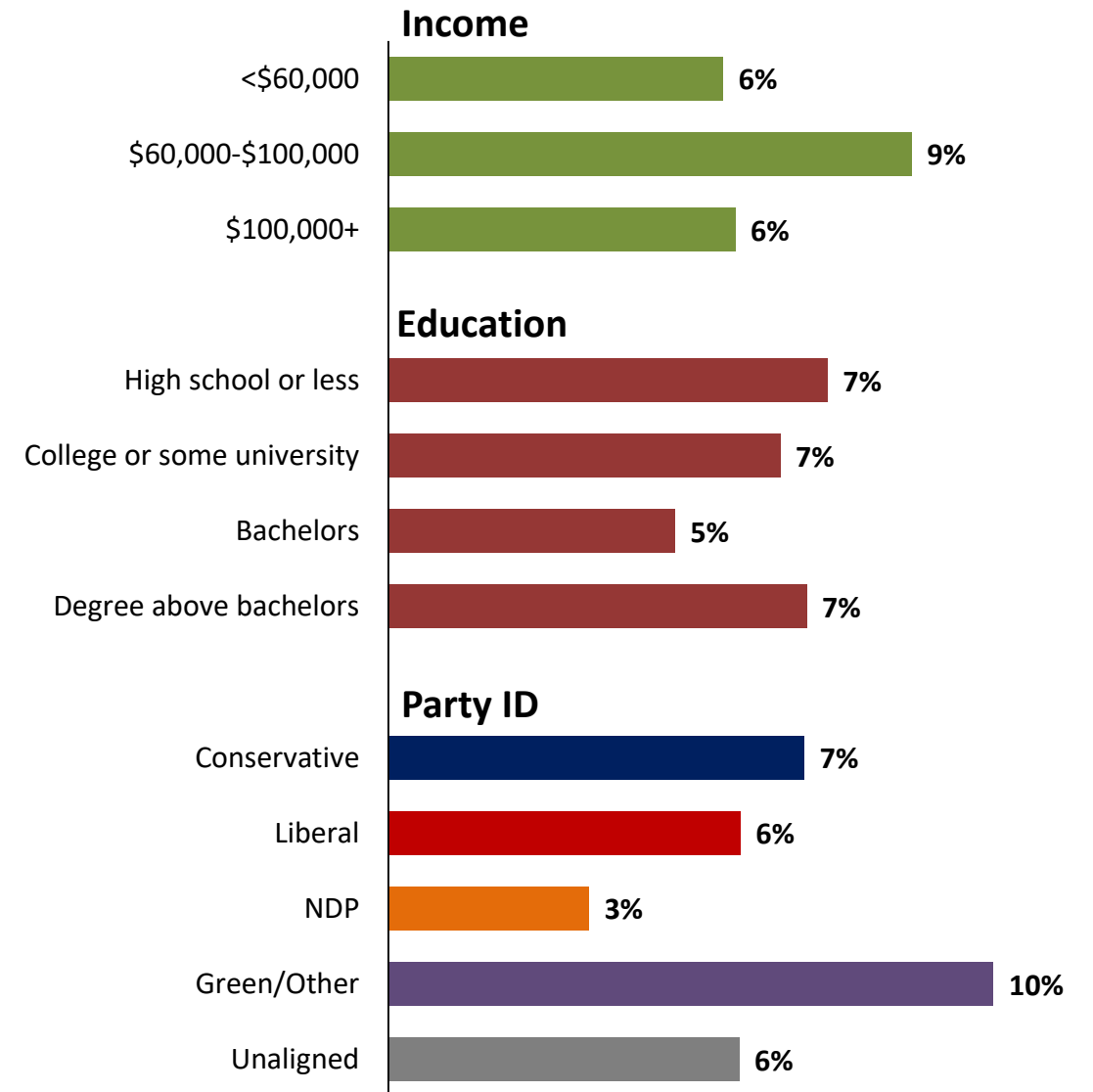
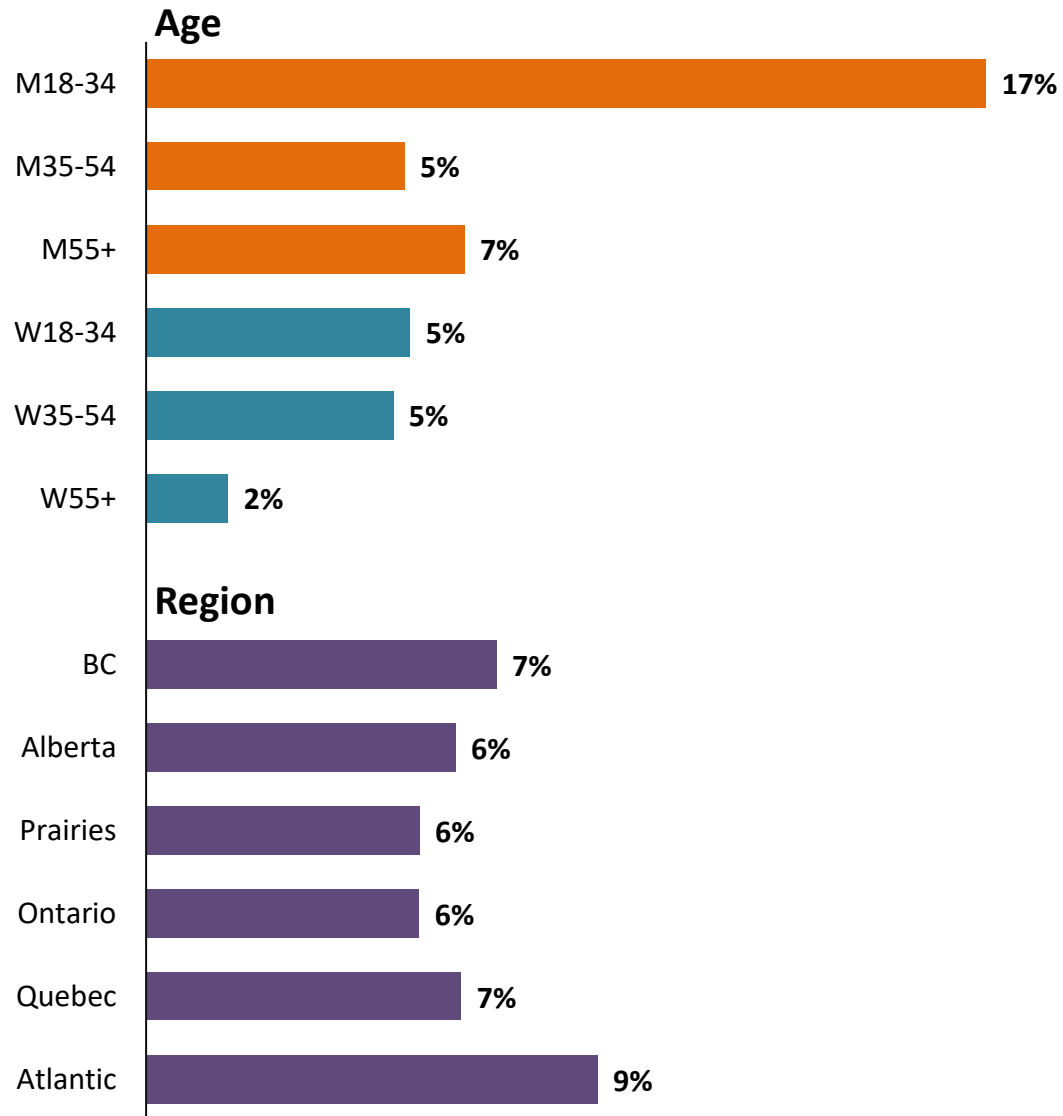
New normal: Young respondents and those in Atlantic Canada are most likely to go out often but always take precautions²³



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



Old Normal: Especially younger men are most likely to engage in a lot of activities without taking many precautions



Attitudes and Beliefs

Those who are engaging in the riskiest behaviour while taking the fewest precautions are more likely to feel behavioural fatigue, but most in every group say they are taking every precaution they can.

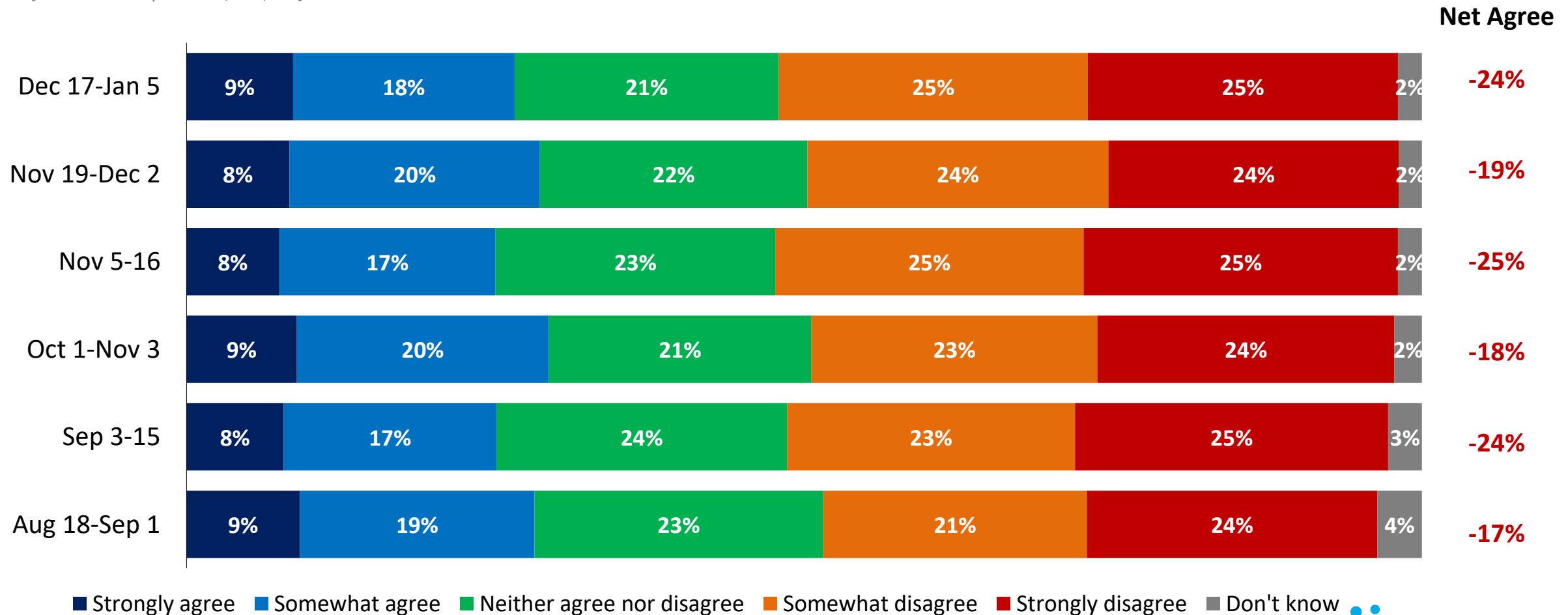
Behavioural Fatigue: 1-in-4 Canadians reported feeling routine fatigue



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.

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



Behavioural Fatigue by Segment: Behavioural fatigue is highest among the “Old normal” segment, who have made the fewest changes



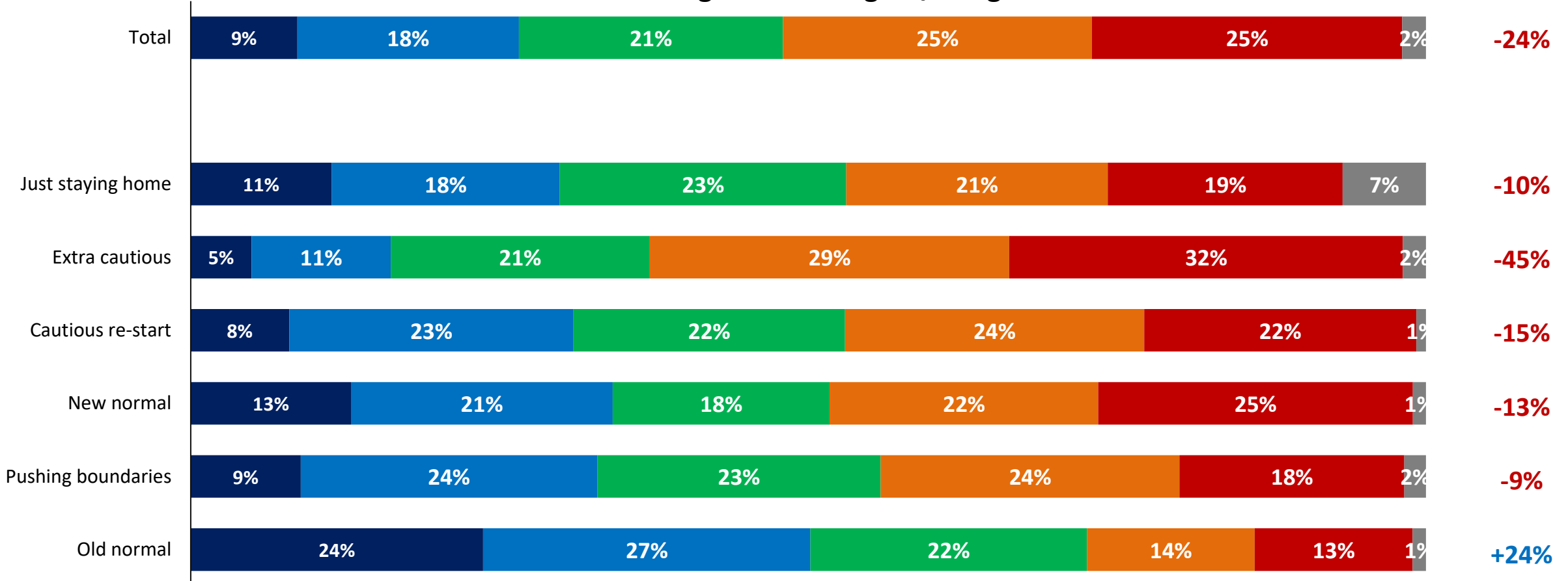
Thinking about the changes you’ve made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

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

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

% of each segment that agree/disagree

Net Agreement



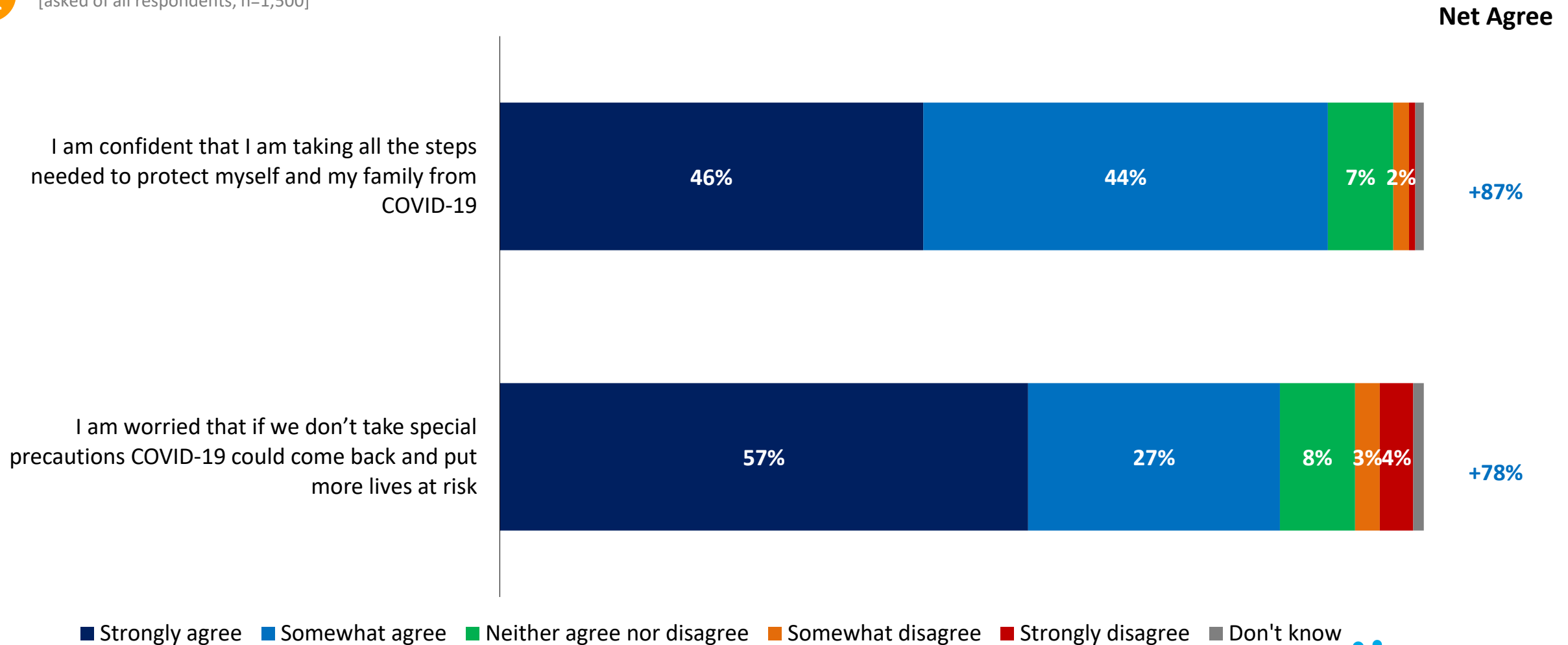
Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know

Key Attitudes: 87% are confident they have taken all necessary steps to be protected, 78% are concerned about COVID returning



Do you agree or disagree with the following statements?

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



Confidence by Segment: Confidence is highest among those who partake in many activities a week, but nearly always take all precautions

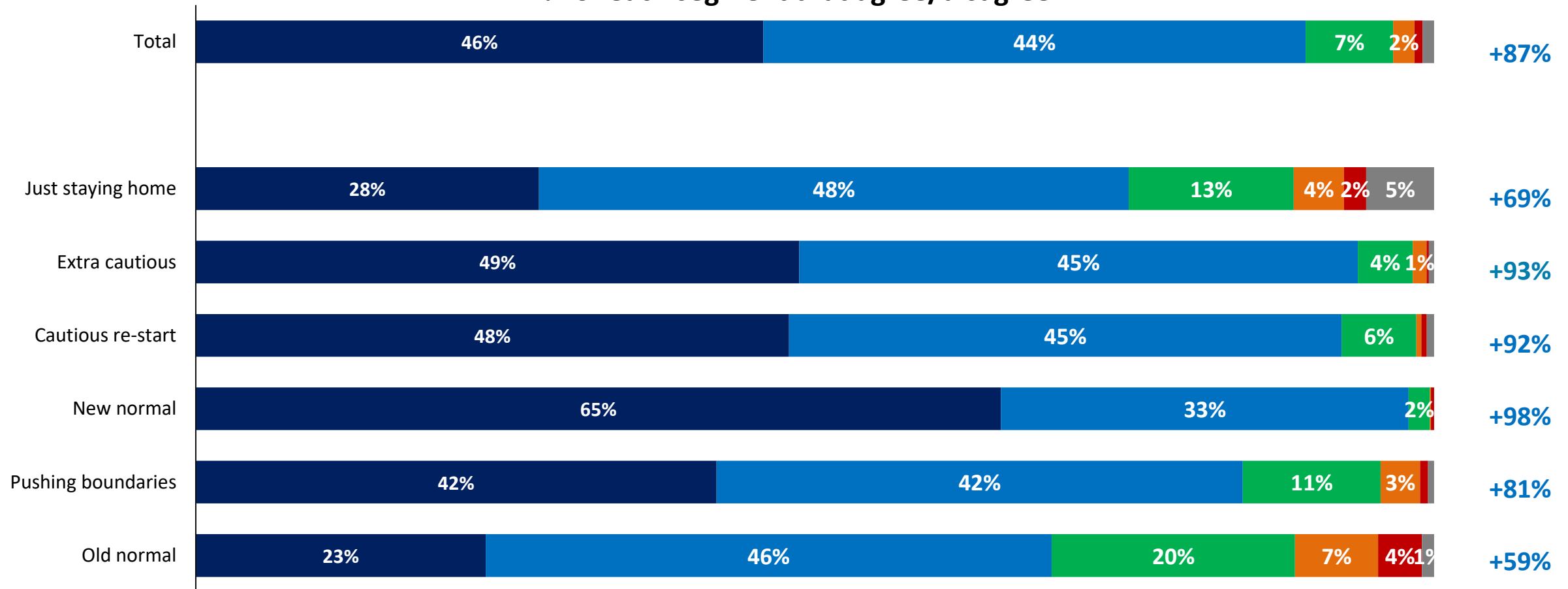


Do you agree or disagree with the following statements? - I am confident that I am taking all the steps needed to protect myself and my family from COVID-19

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

% of each segment that agree/disagree

Net Agreement



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

Worry by Segment: The least worried about COVID returning are those who do many activities a week while taking minimal to no pre-cautions

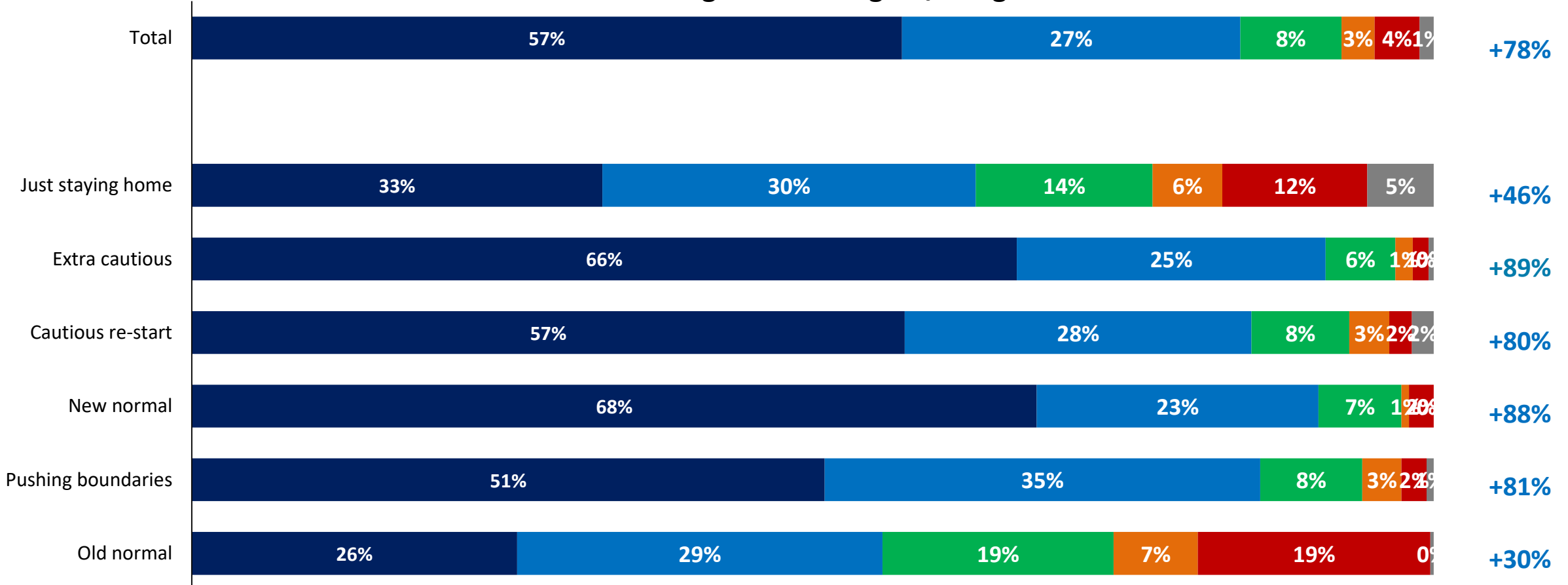


Do you agree or disagree with the following statements? - I am worried that if we don't take special precautions COVID-19 could come back and put more lives at risk

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

% of each segment that agree/disagree

Net Agreement



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 color. It features several faint, light blue circles of varying sizes scattered across the surface. The circles are semi-transparent and do not overlap each other.

Survey Methodology

These are the results of an online survey conducted between December 17th 2020 and January 5th, 2021.

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 samples. 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=3,046 Canadian citizens, 18 years or older. An oversample in Ontario was 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: December 17 2020 to January 5, 2021.

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 | 333 | 10.9% | 200 | 13.4% |
| Men 35-54 | 507 | 16.6% | 249 | 16.6% |
| Men 55+ | 607 | 19.9% | 274 | 18.2% |
| Women 18-34 | 452 | 14.8% | 205 | 13.6% |
| Women 35-54 | 538 | 17.7% | 263 | 17.5% |
| Women 55+ | 609 | 20.0% | 310 | 20.6% |
| Region | | | | |
| BC | 301 | 9.9% | 194 | 13.0% |
| AB | 321 | 10.5% | 170 | 11.3% |
| Prairies | 437 | 14.3% | 99 | 6.6% |
| ON | 742 | 24.4% | 581 | 38.7% |
| QC | 563 | 18.5% | 353 | 23.5% |
| Atlantic | 682 | 22.4% | 103 | 6.9% |



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Building Understanding.