

# COVID-19 Behaviour

Public Opinion Research  
Release Date: January 22, 2021  
Field Dates: January 07 to 19, 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 January *Canada This Month* survey. This online survey was in field from January 7<sup>th</sup> to 19<sup>th</sup> 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

Social activities and shopping behaviours are down since December, to their lowest levels since the early days of the pandemic in Spring 2020

# Shopping Activities: 9-in-10 (89%) went to a grocery or drug store in the<sup>4</sup> last week; only 6% say they went to a gym

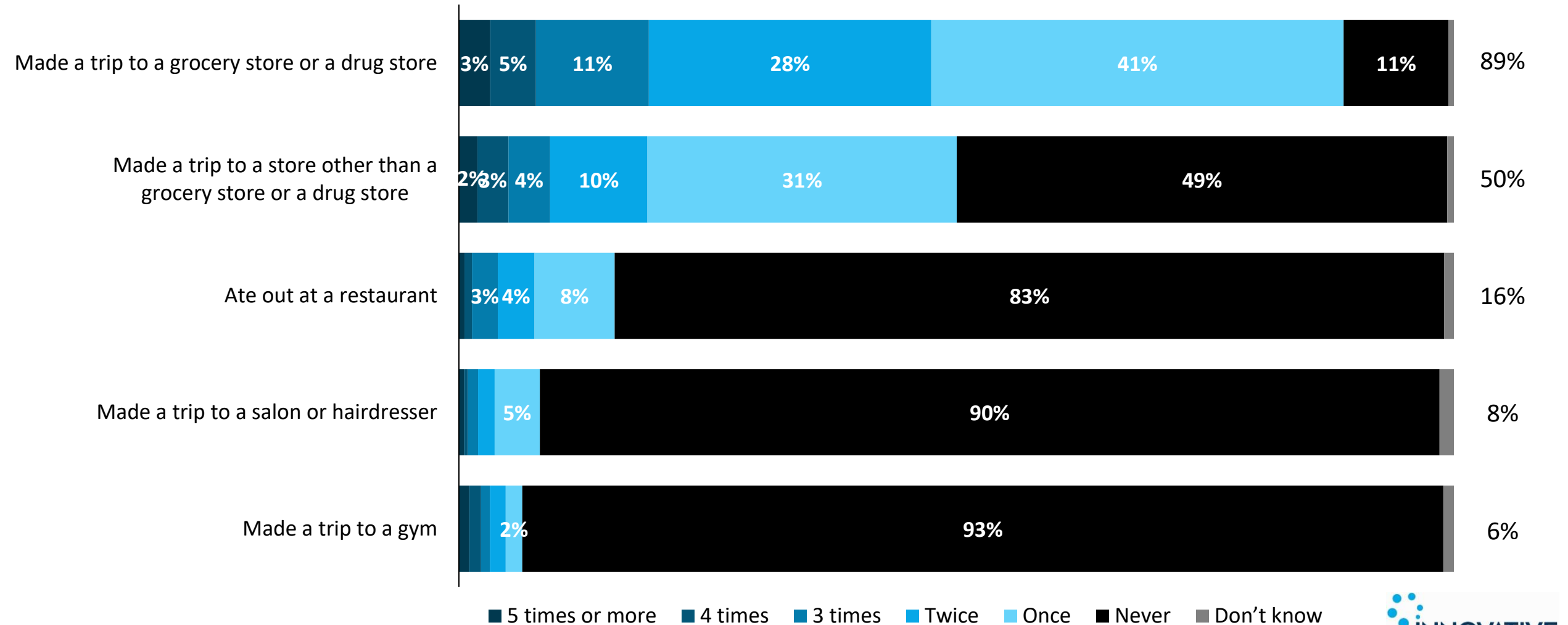


Over the past 7 days, how often have you done each of the following?

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

Current Wave: January 7-19, 2021

% At least once



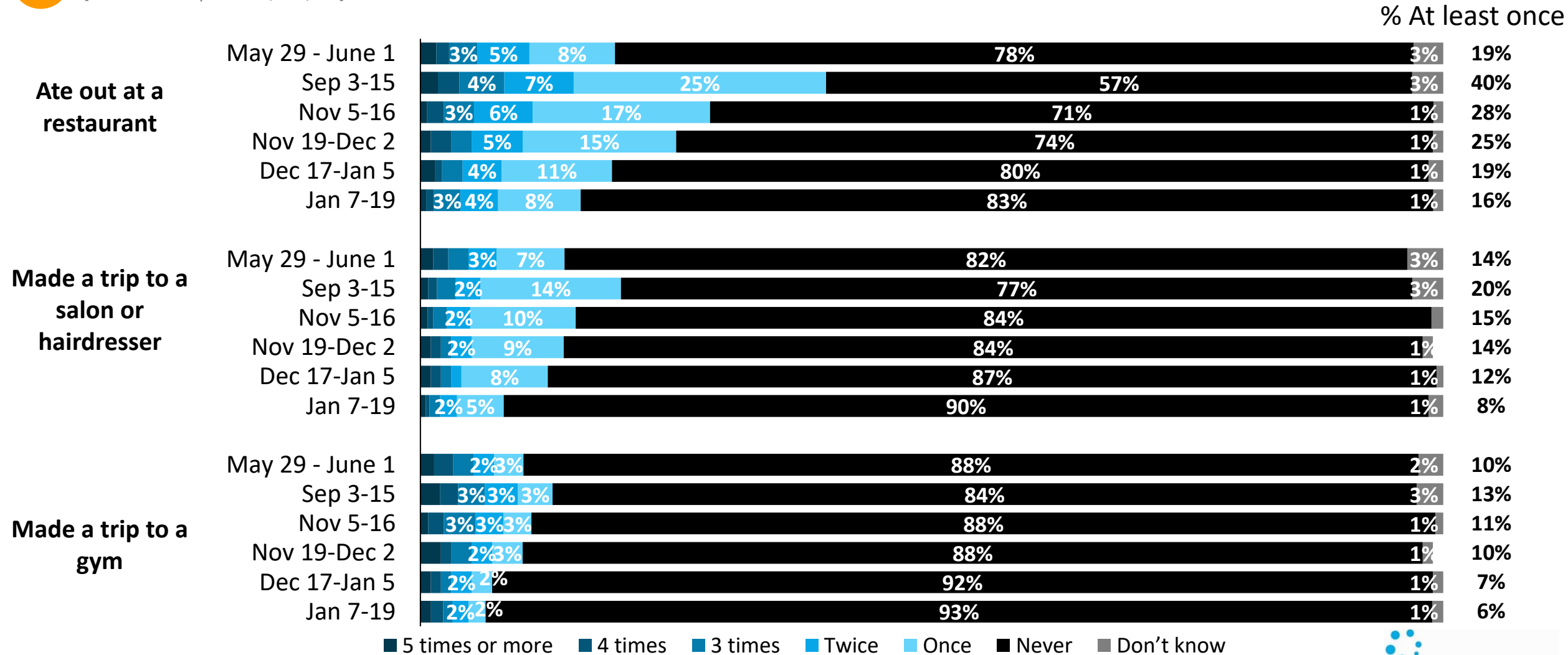
Note: Labels not shown for categories with a frequency of 2% or less

# Shopping Activities: The share of respondents who ate out at a restaurant in the last week is down again from 19% to 16%



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

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



■ 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

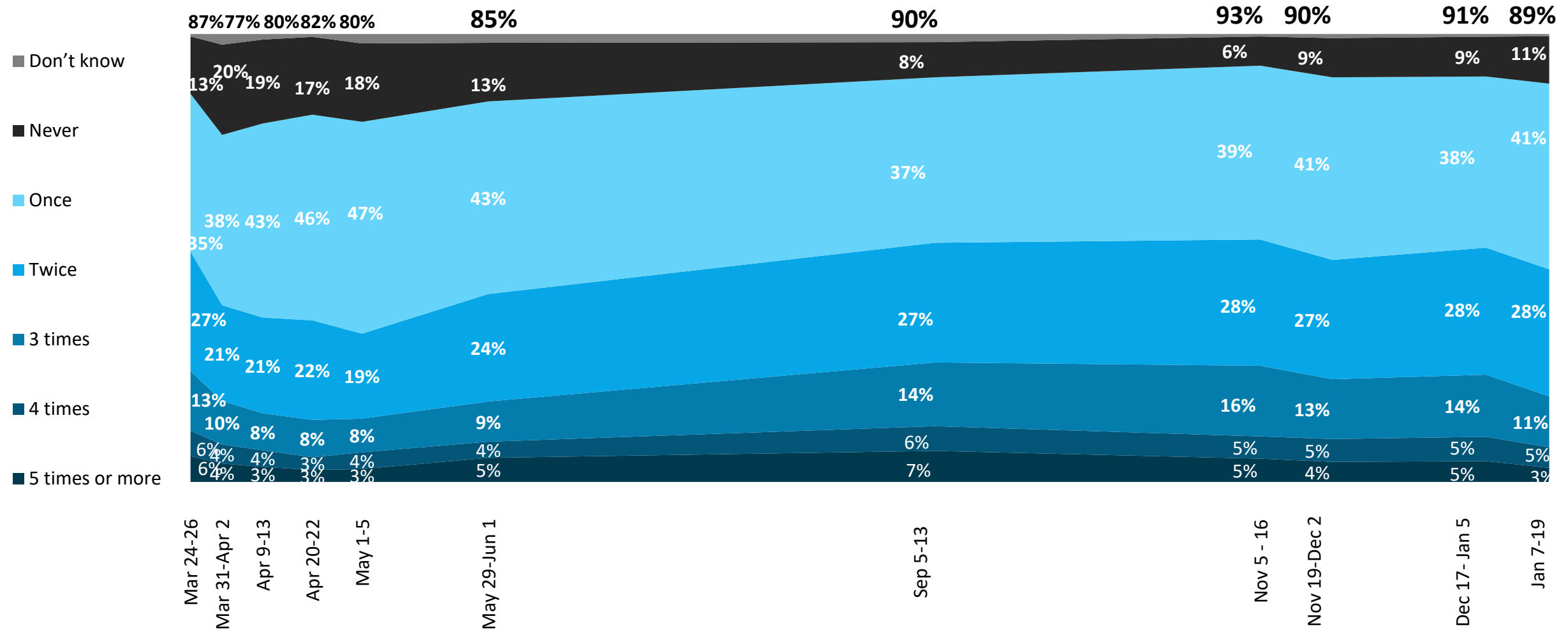
# Trip to Grocery/Drug Store: Trips to the grocery and drug store have remained stable since September



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]

## % At least once



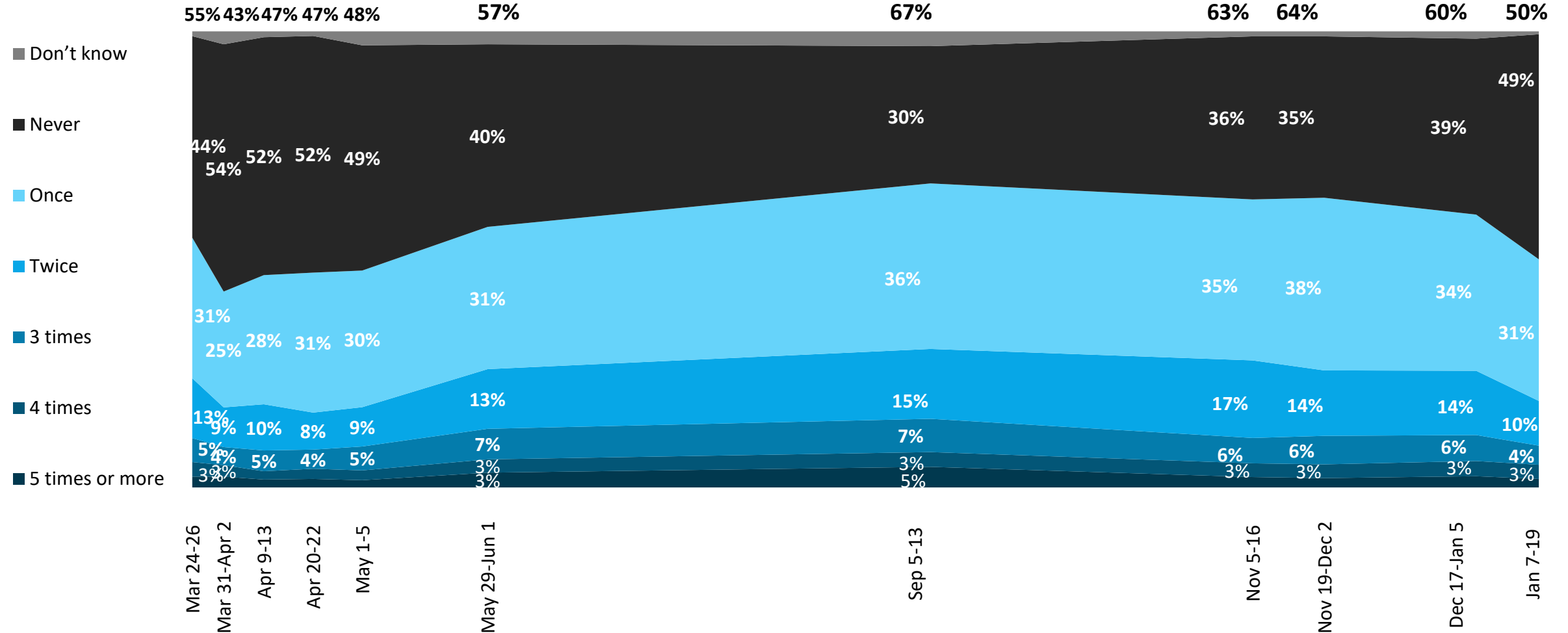
**Note:** Labels not shown for categories with a frequency of 2% or less

# Trip to Other Store: The share of respondents who have gone to an other store is down 10 points since early January to 50%



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

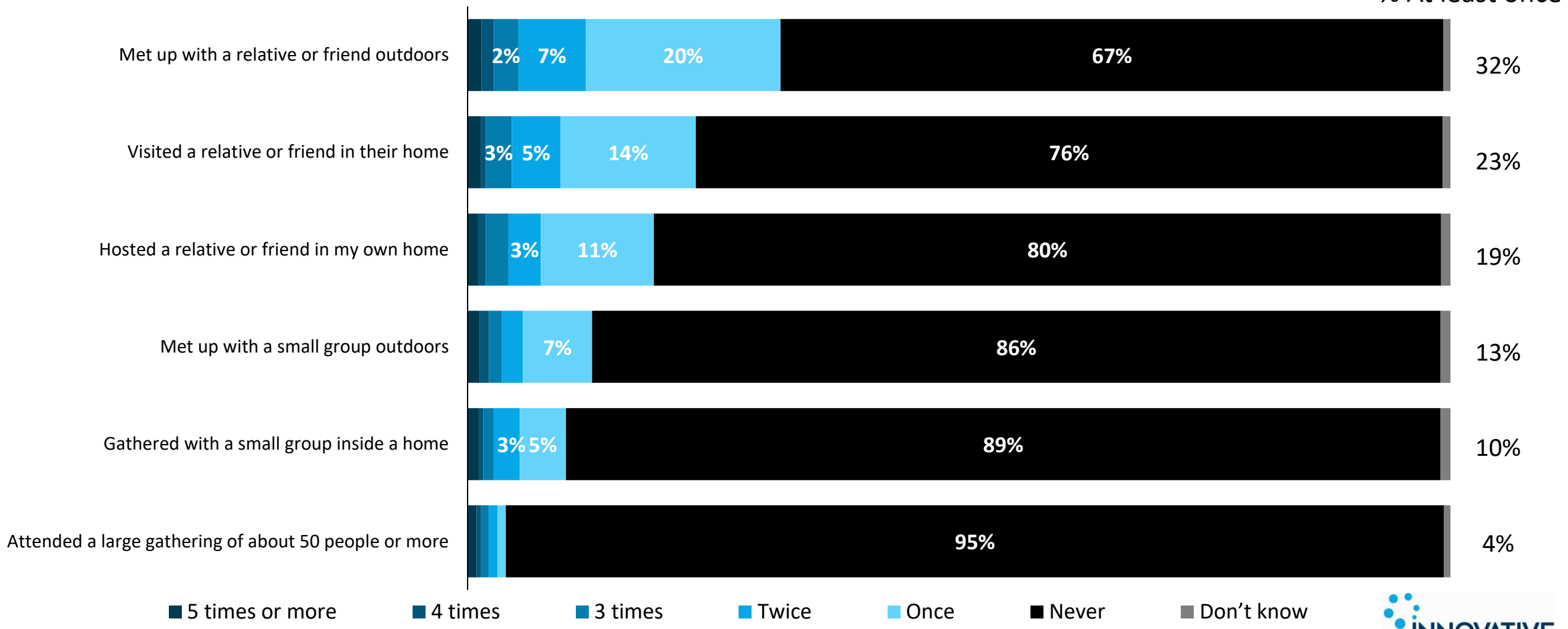
# Social Activities: The most common social activity is meeting up with friends outdoors, followed by visiting someone in their home



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

Current Wave: January 7-19, 2021

% At least once



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

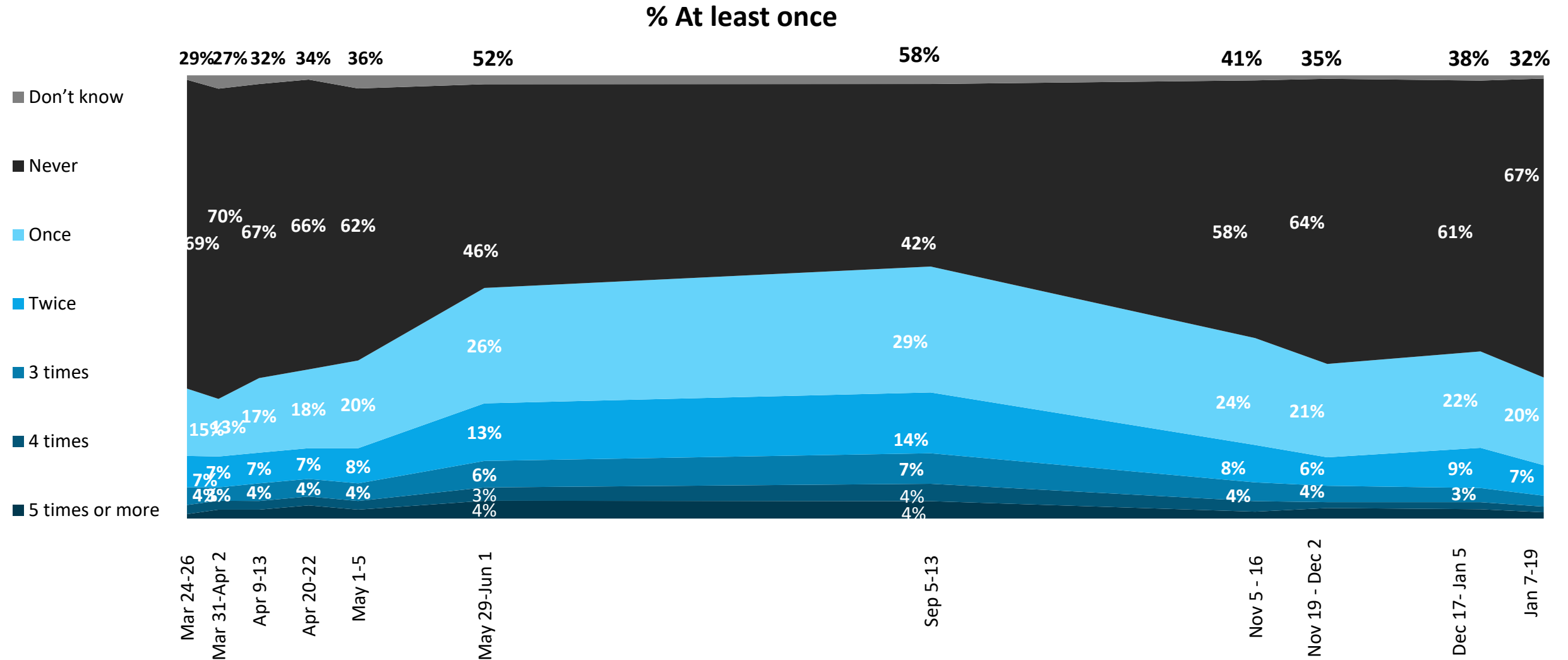




# Meetup, Friend/Relative Outdoors: Meeting up with friends or relatives outdoors is down 26 points from a high in September to 32%



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]

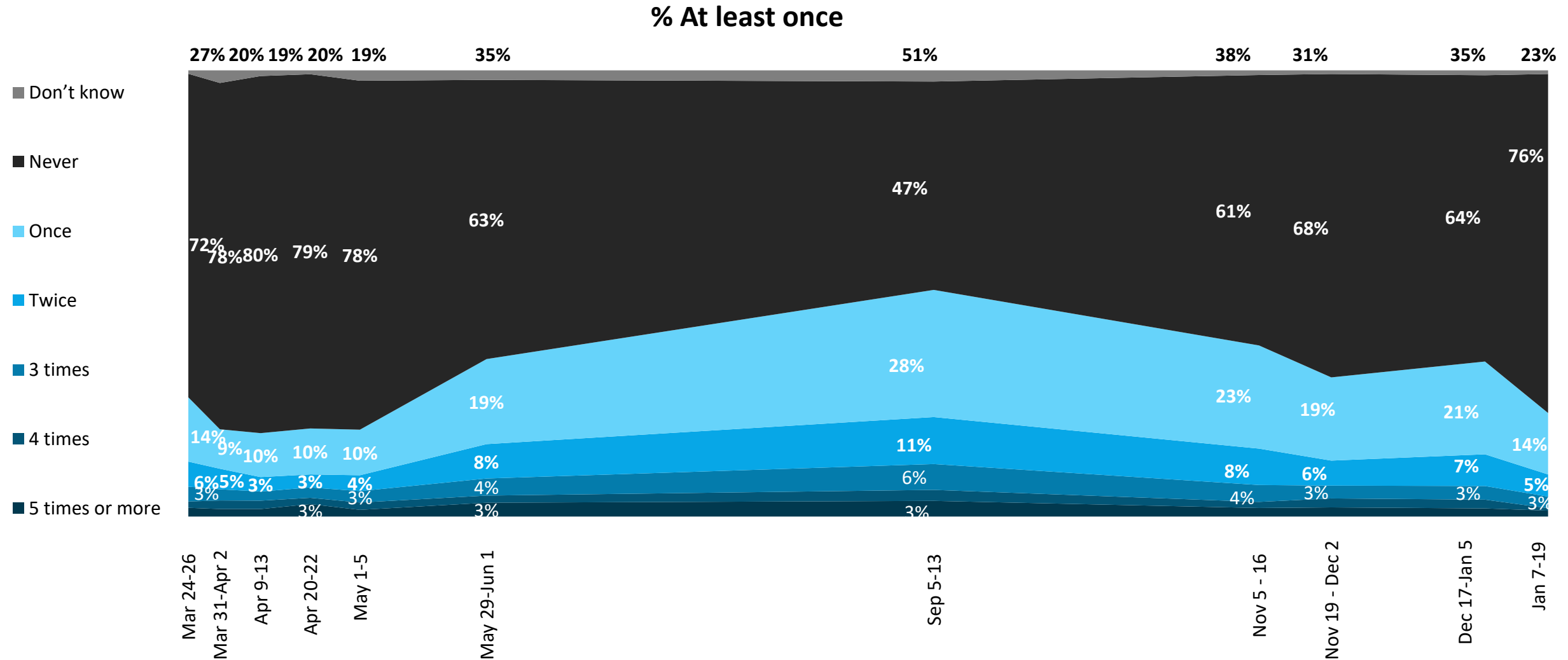


**Note:** Labels not shown for categories with a frequency of 2% or less

# Visit in Home: Visits to friends or family at their home is down to its lowest point since early May at 23%



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

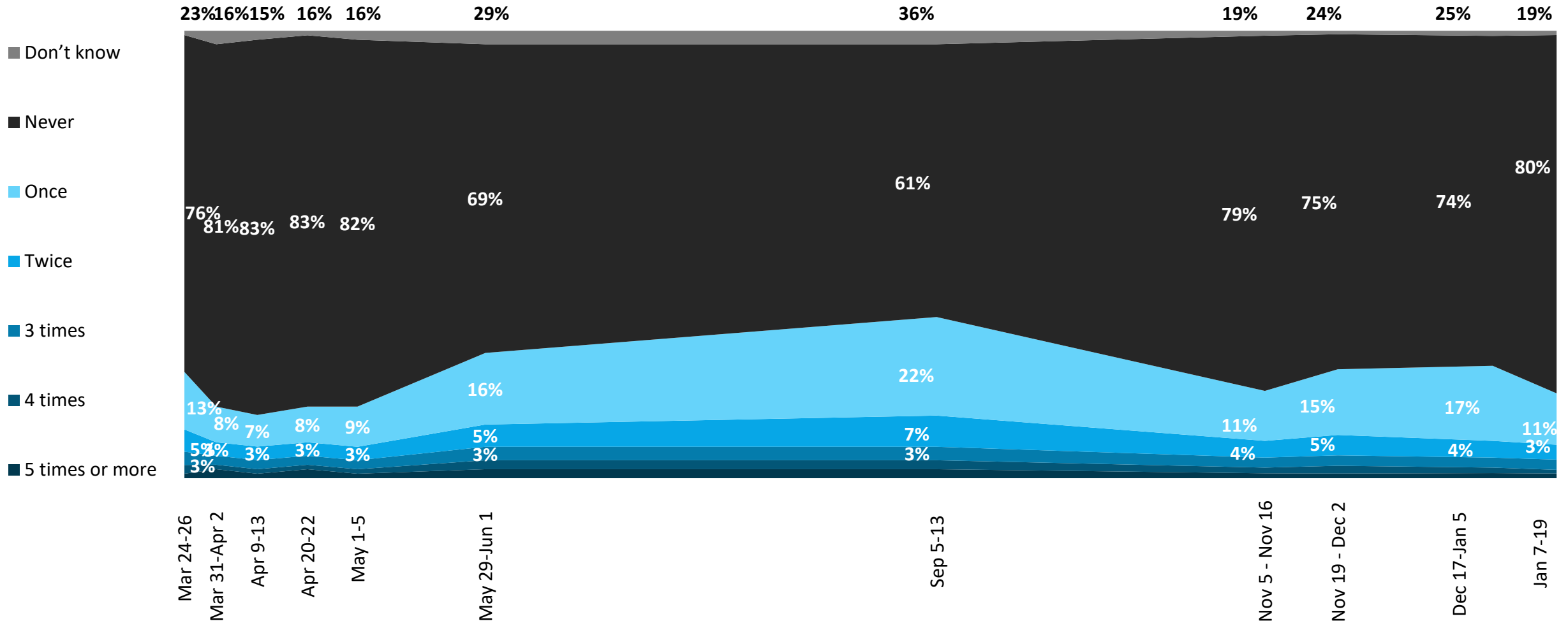
# Hosted Friend/Relative: The share of respondents who have hosted a friend or relative at their home is down to mid-November levels at 19%



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]

## % At least once



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

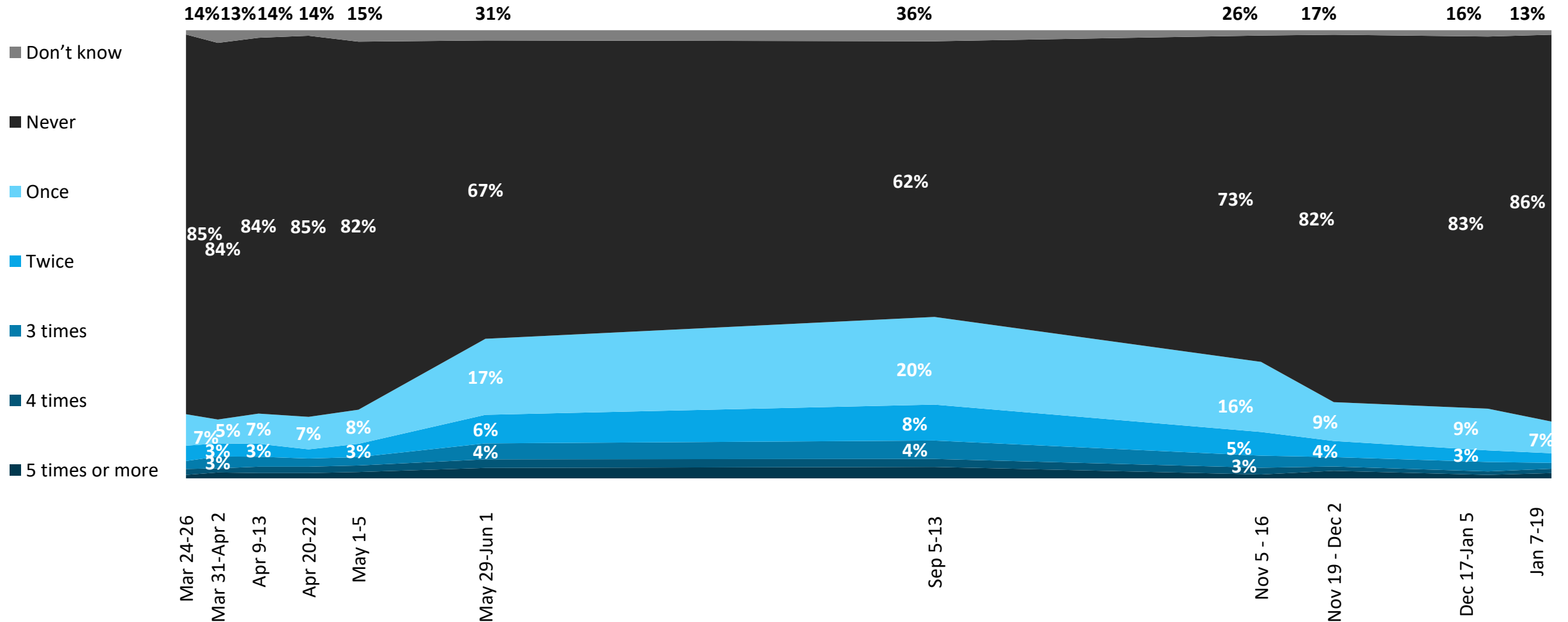
# Small Group, Outdoors: Visiting with small groups outdoors is down 23 points since September



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]

## % At least once



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

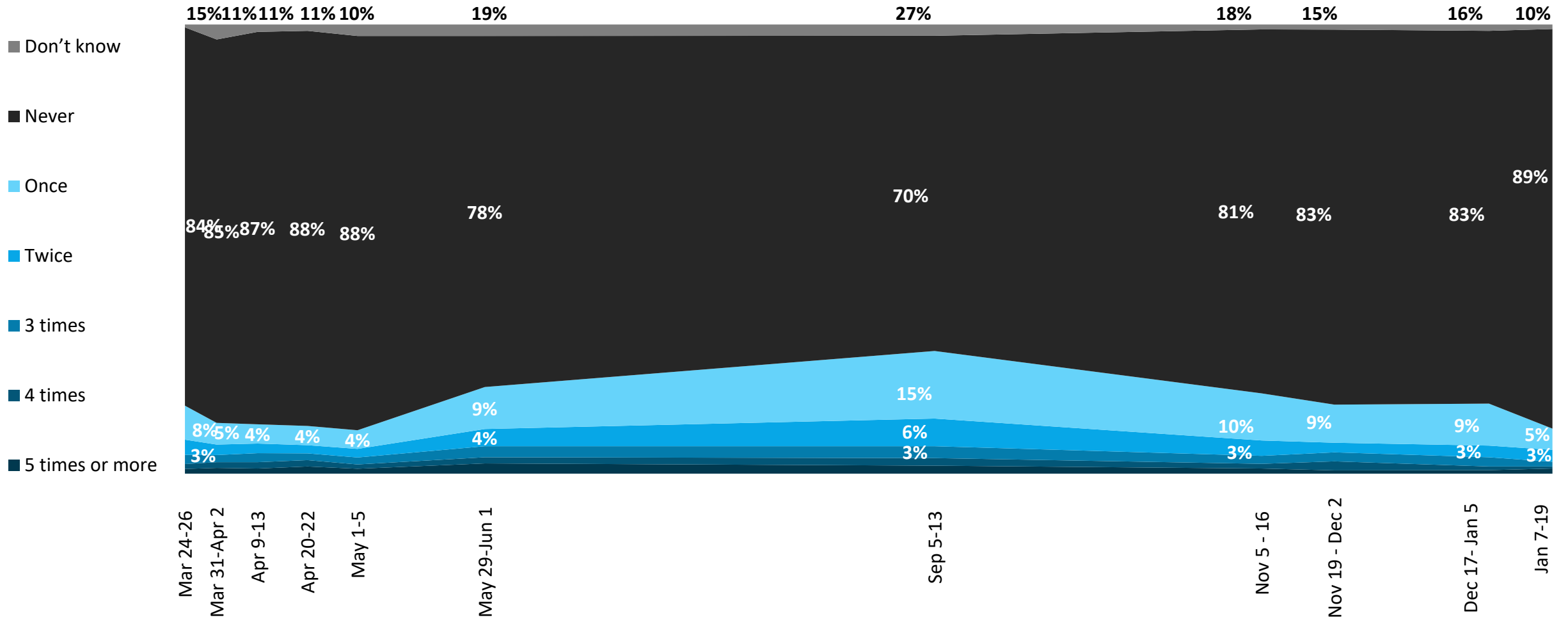
# Gathered with Group, Home: Small gatherings in homes have dropped <sup>13</sup> from 27% in September to 10% now



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=1,000]

## % At least once

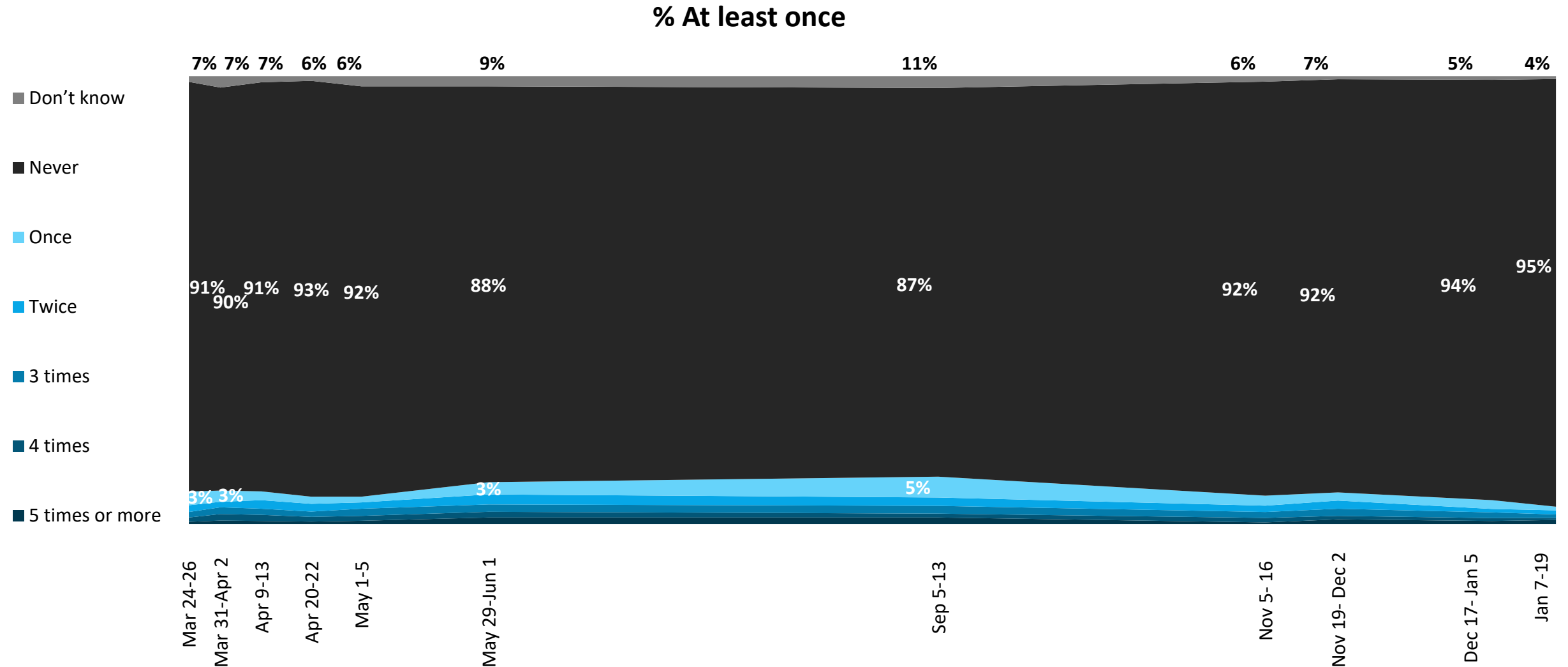


**Note:** Labels not shown for categories with a frequency of 2% or less

# Attended Large Gathering: Attendance at large gatherings is down from a peak of 11% in September to only 4% 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: The share saying they wear a mask at least most<sup>15</sup> of the time is steady at 91%

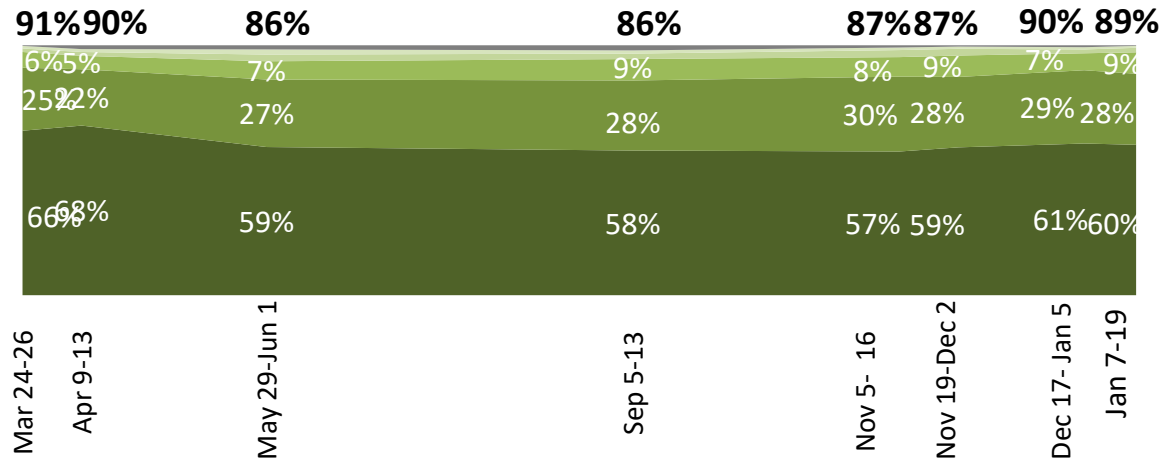


And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

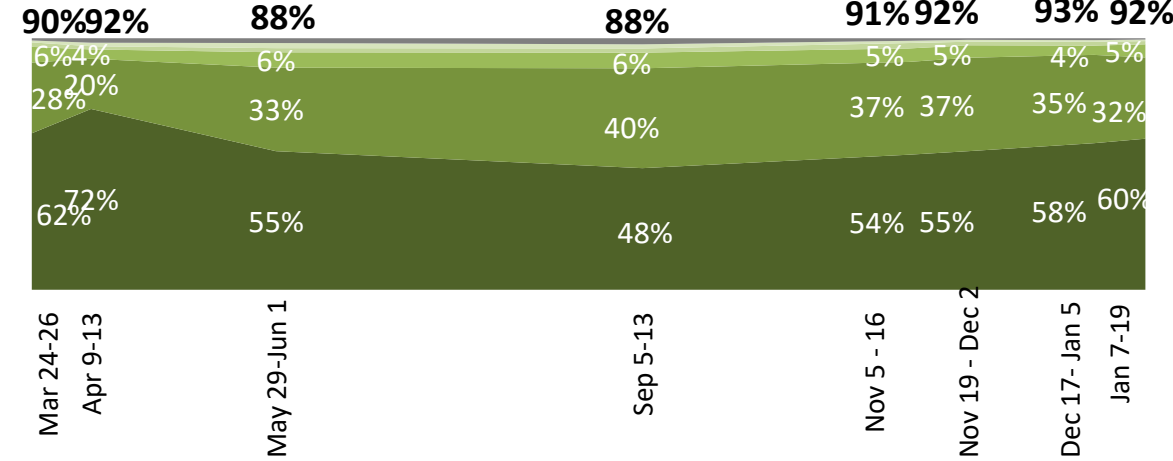
[asked of all respondents, n=1,000]

## % All/Most of the Time

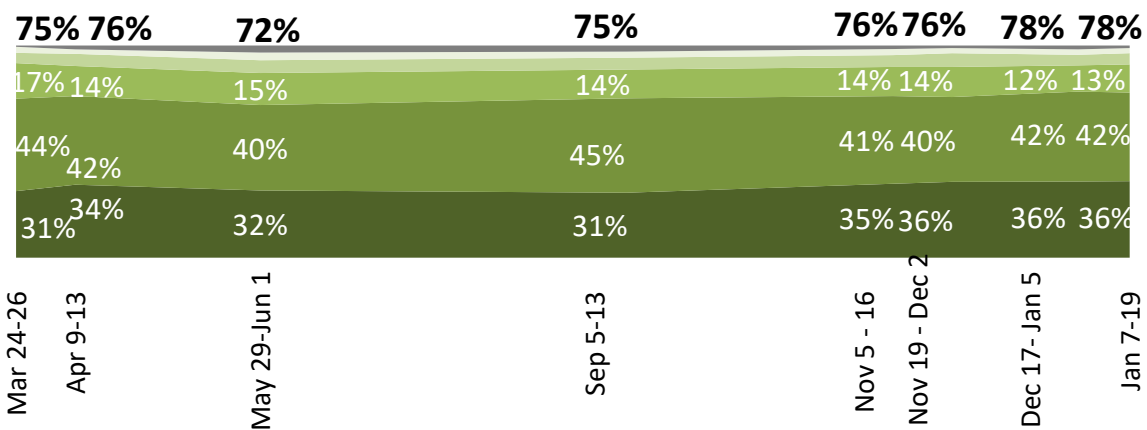
Washing my hands more frequently



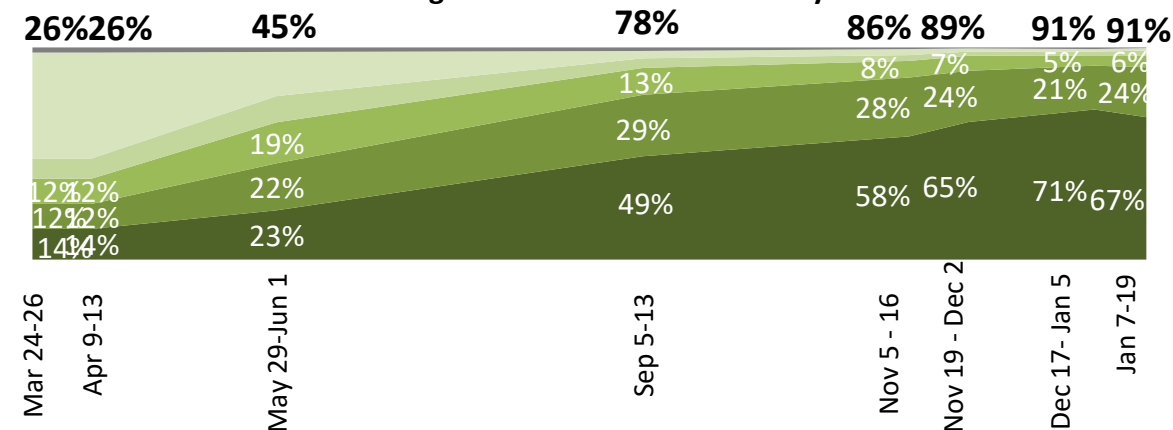
Keeping a distance of 2 meters from others when I am out of my house



Avoiding touching my face as much as possible



Wearing a mask when I am out of my house



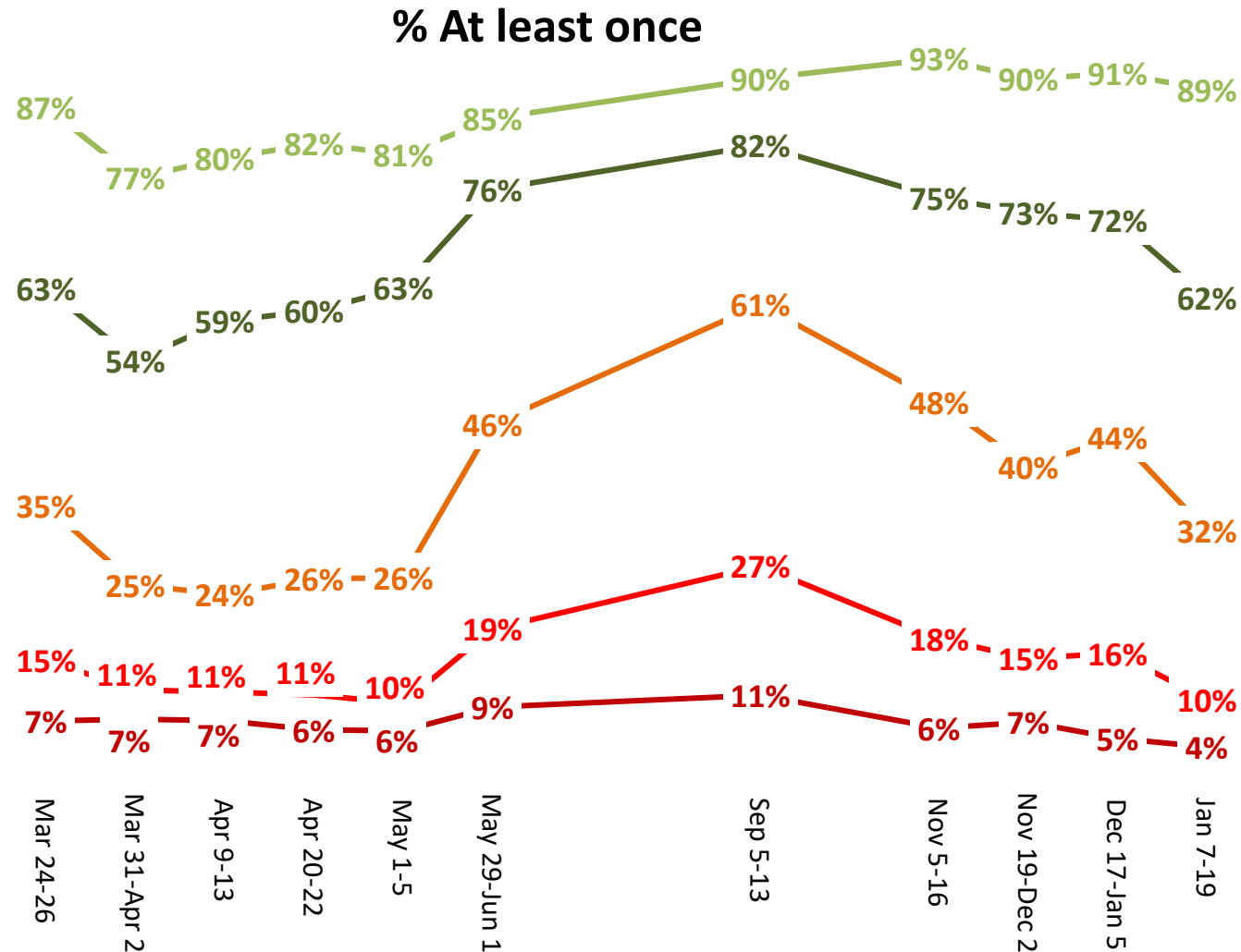
■ All the time 
 ■ Most of the time 
 ■ Occasionally 
 ■ Rarely 
 ■ Never 
 ■ Don't know

# Activities: The share of Canadians engaging in modest, moderate, 'more', and 'most' risk activities are all down from early January



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



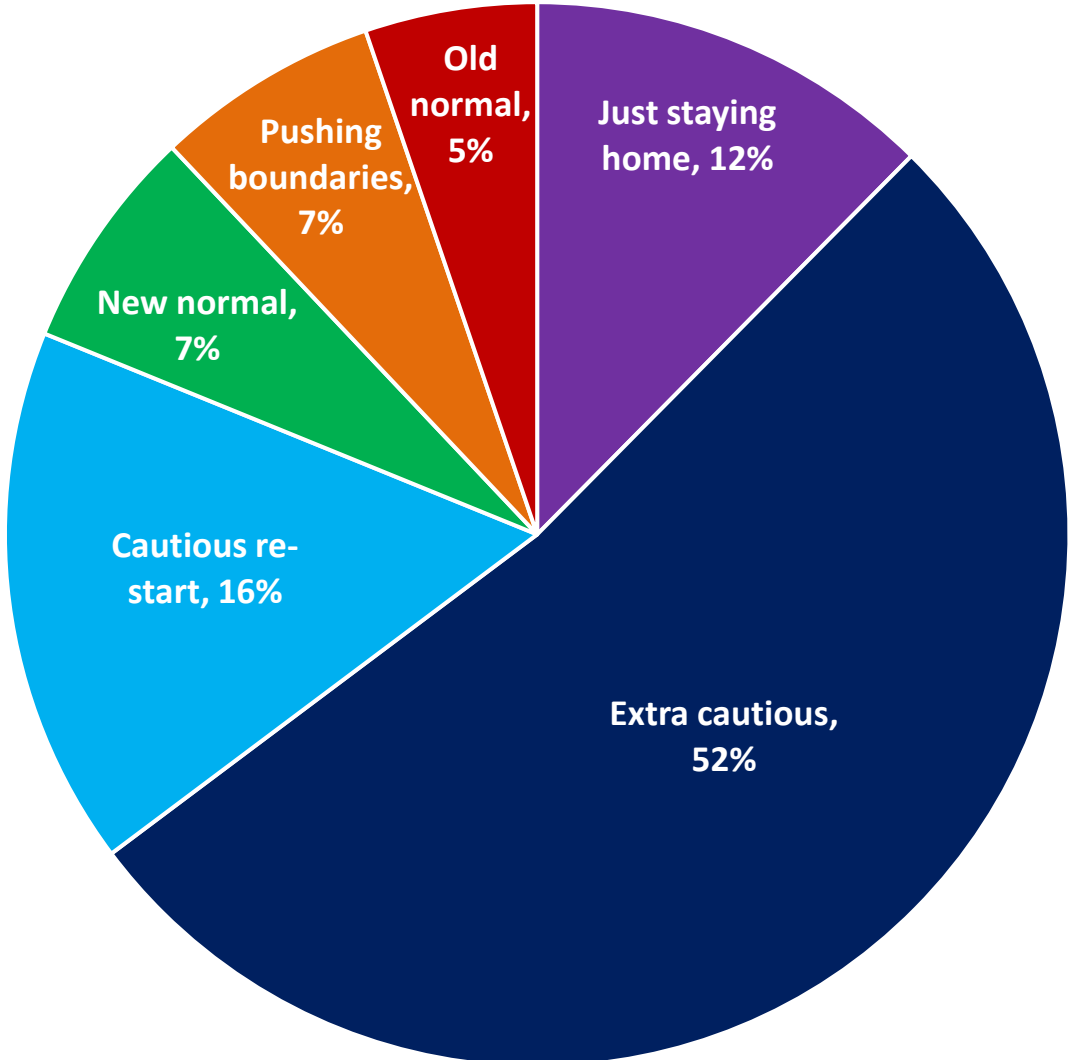
# COVID-19 Behaviour Segments

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.

The share of Canadians who are taking every precaution while rarely leaving the house is now up to more than 50%.

# Behaviour Segments: Half (52%) of Canadians report staying home and nearly always taking every precaution

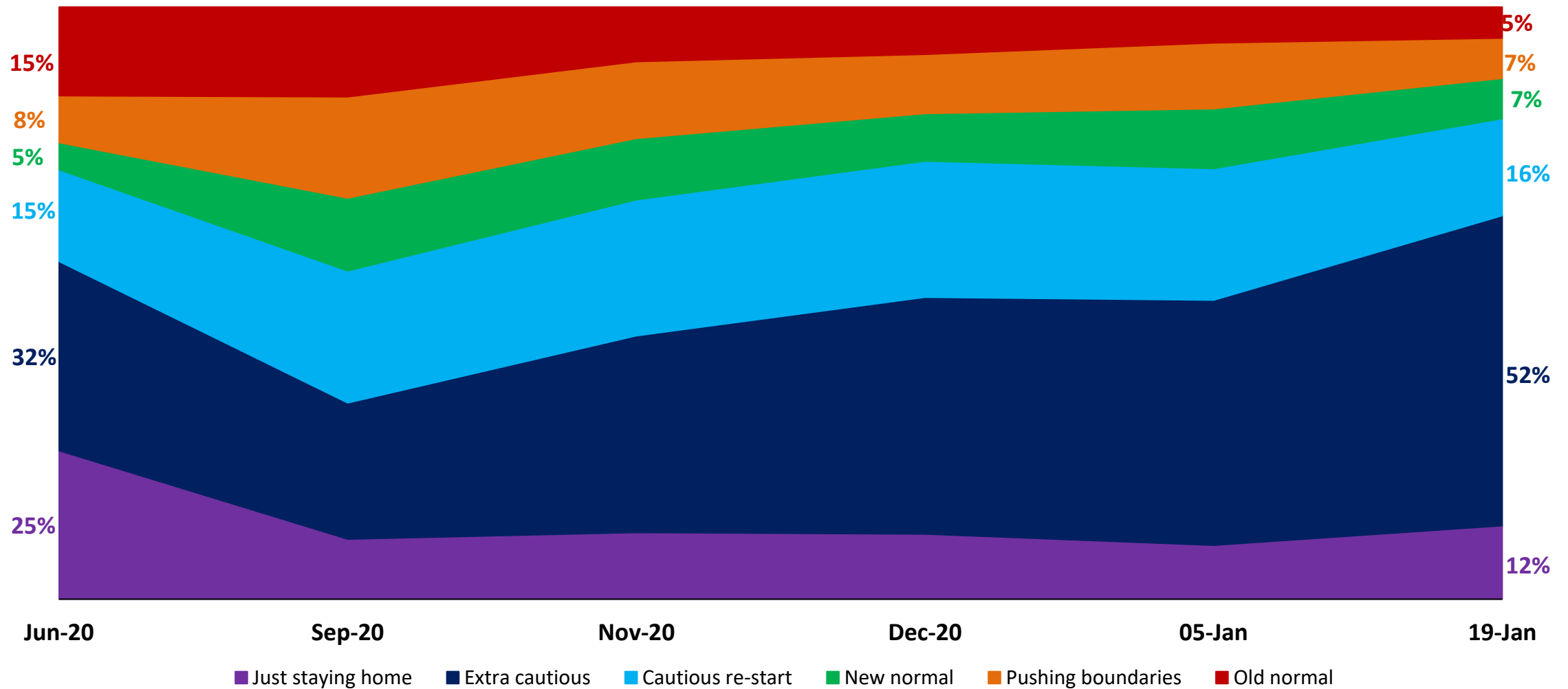
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



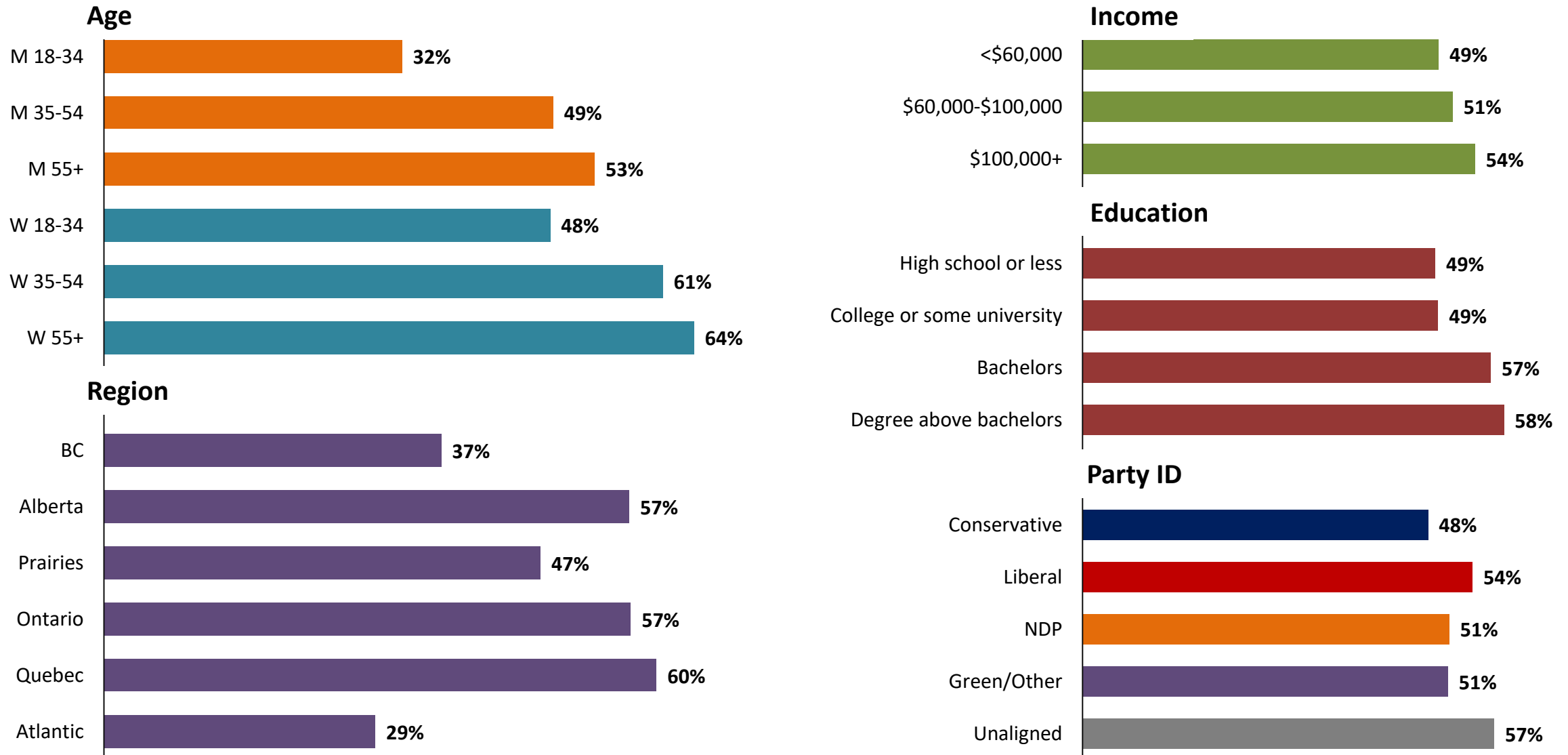
Segment	Description
Just staying home	Mostly staying home BUT <b>not</b> taking many precautions
Extra cautious	Staying home AND nearly always taking every precaution
Cautious re-start	A few activities a week AND mostly or always taking precautions
New normal	Many activities a week BUT nearly always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

# Behaviour Segment Tracking: The share of Canadians being 'extra cautious' is up from 23% in late September to 52% now

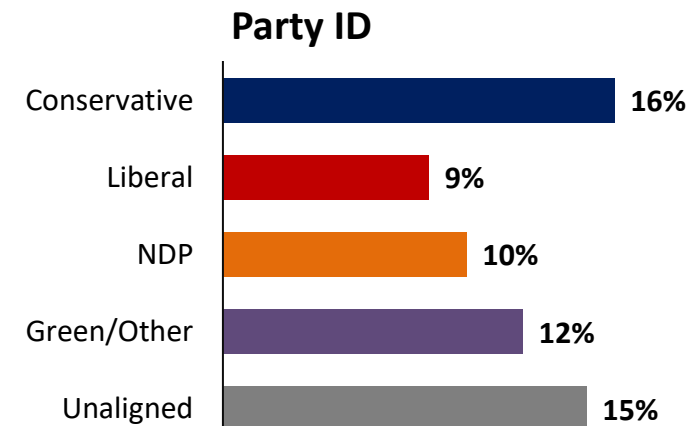
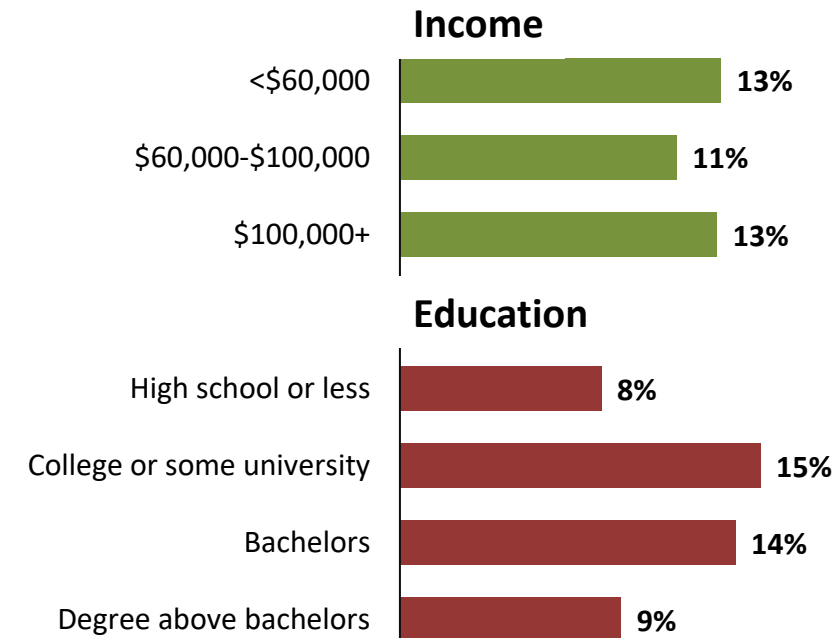
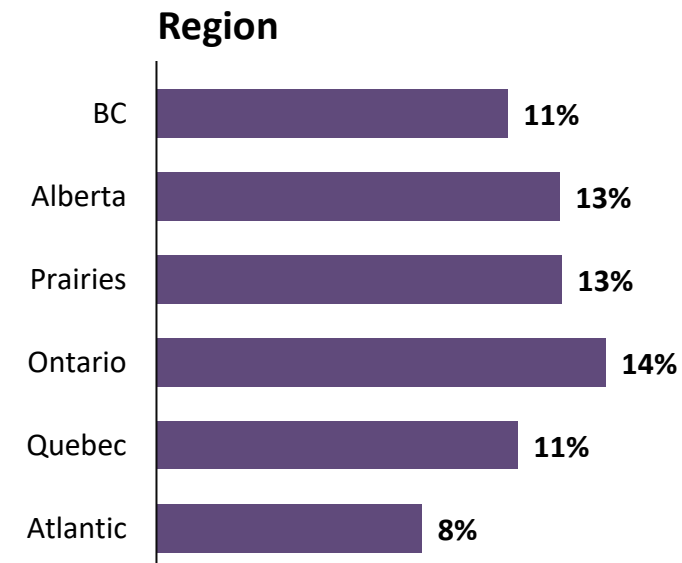
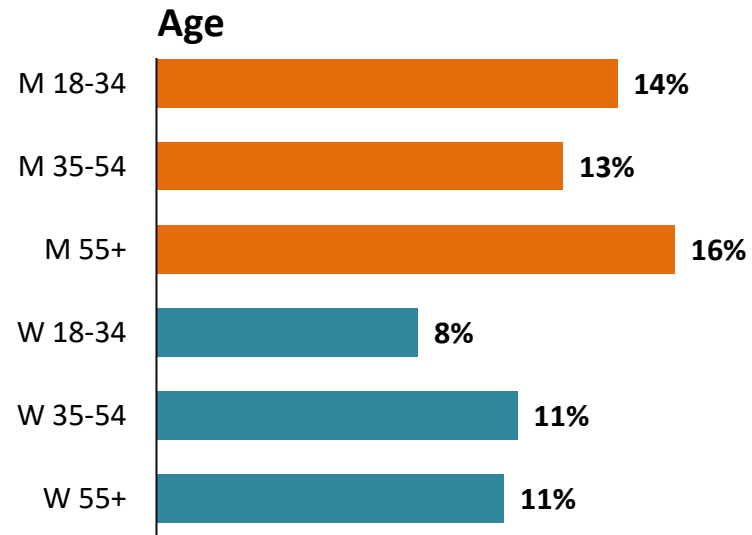
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



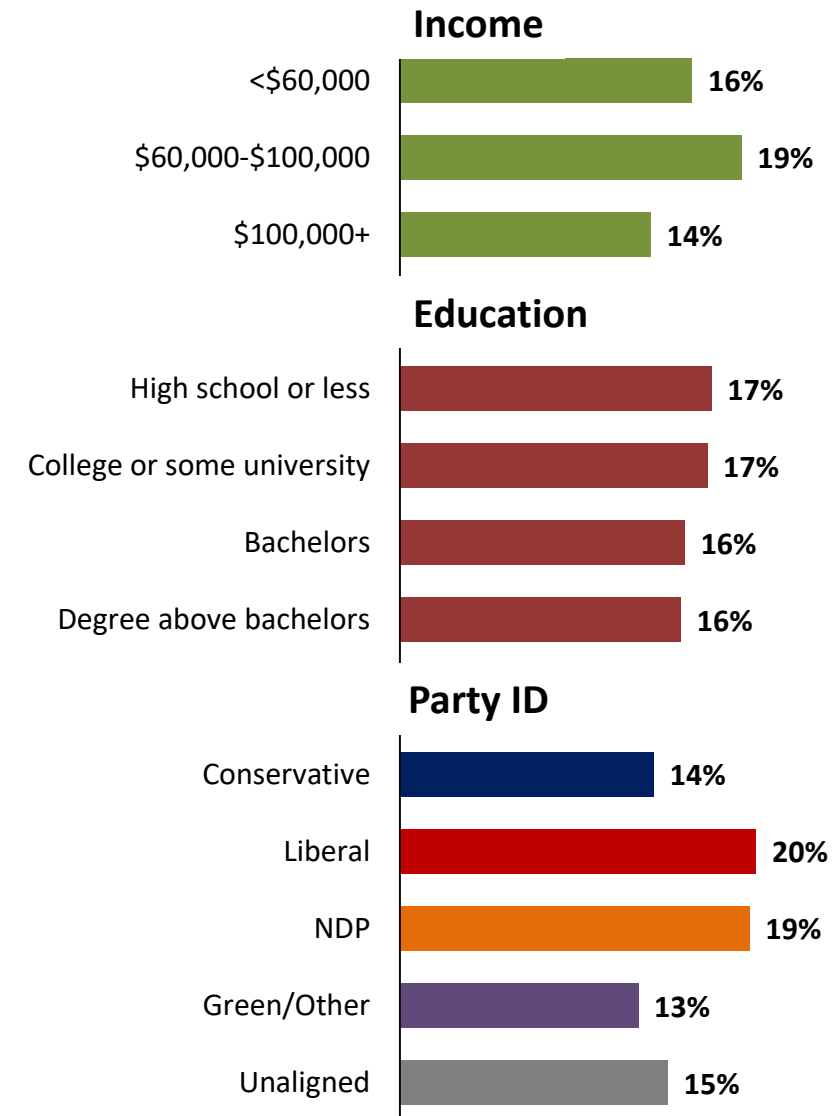
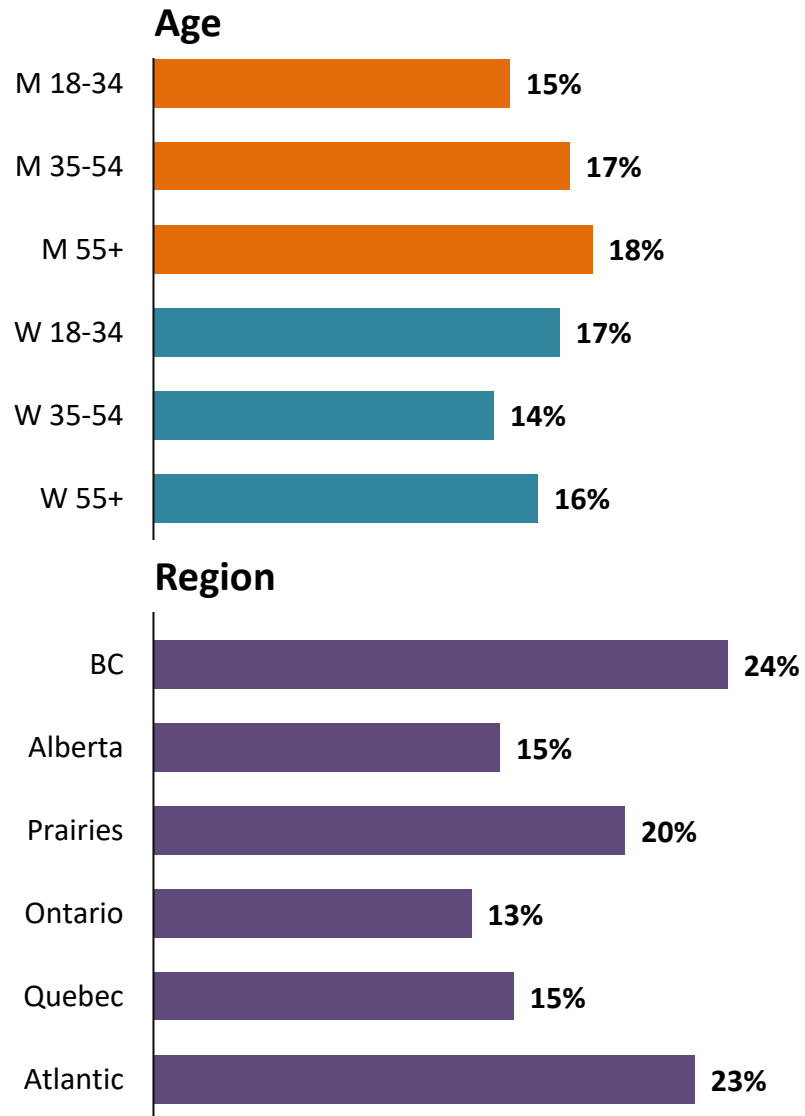
# Extra Cautious: Women and those with higher education are more likely to be in the 'extra cautious' cluster



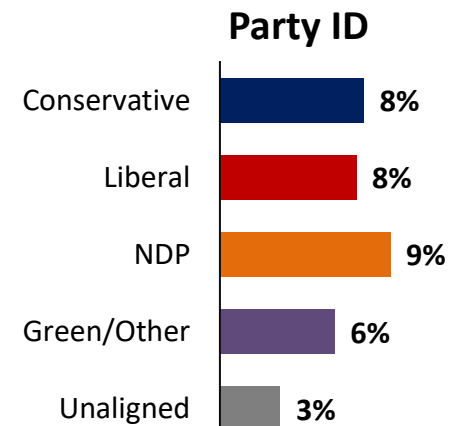
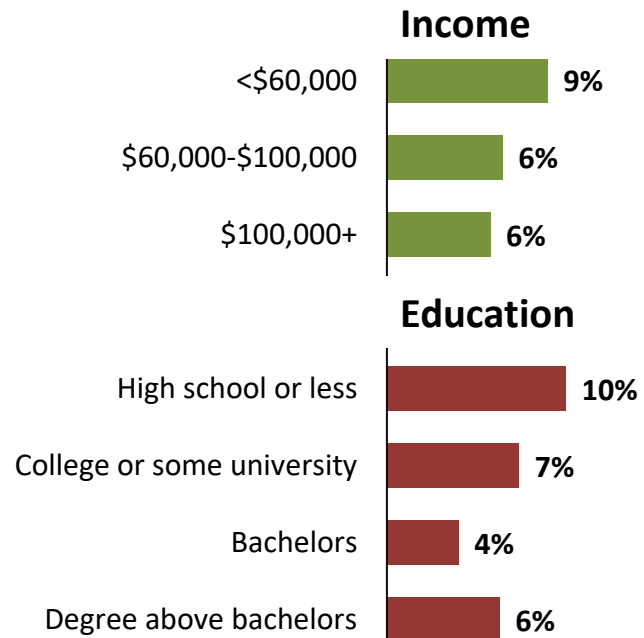
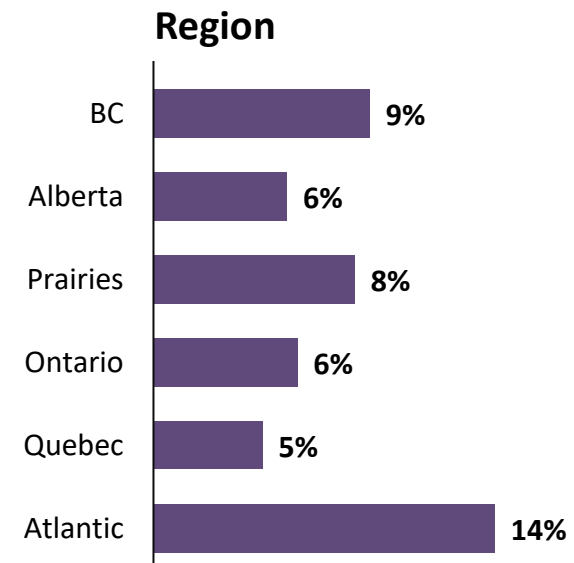
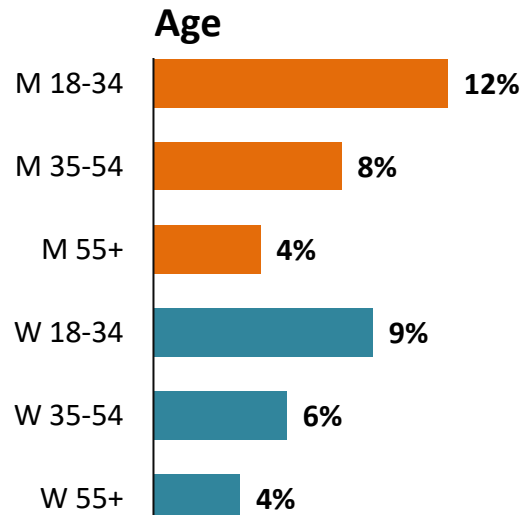
# Just staying home: Men, CPC partisans, and Ontarians are most likely to be staying home often but not always taking every precaution



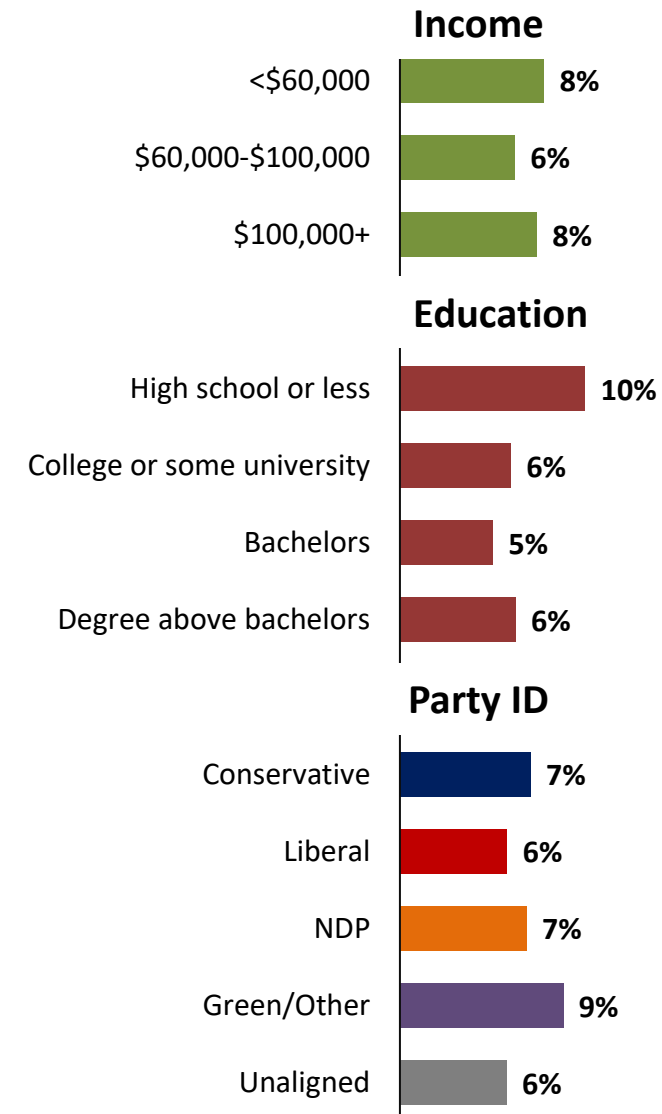
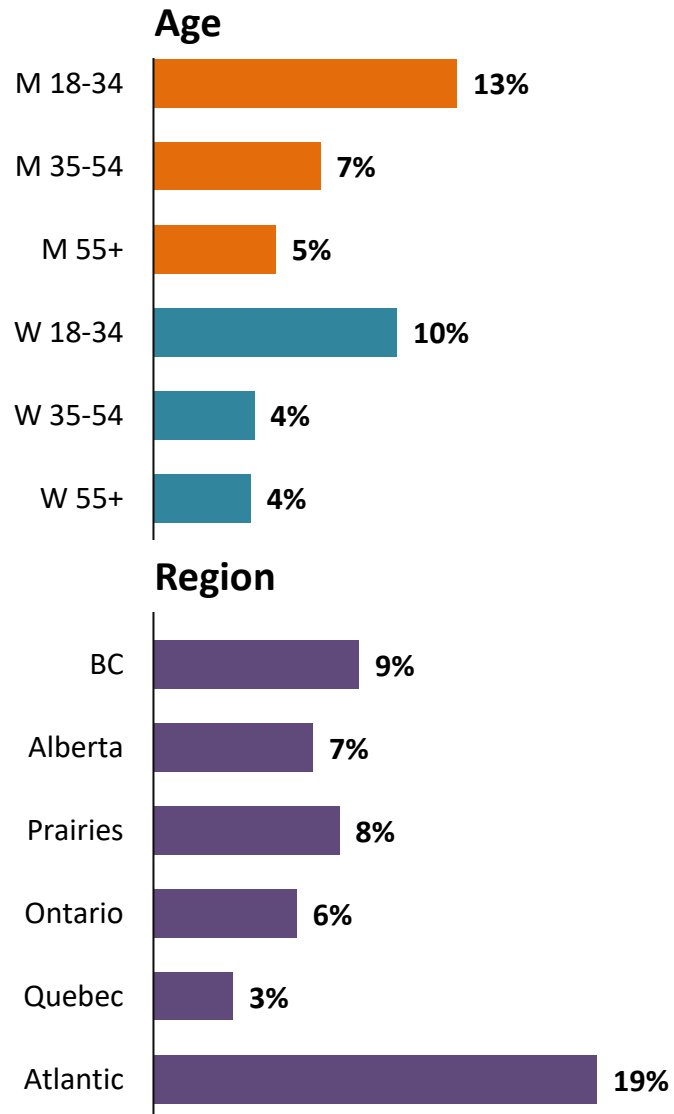
# Cautious re-start: Respondents in BC and Atlantic are mostly likely to be in the “cautious re-start” group



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

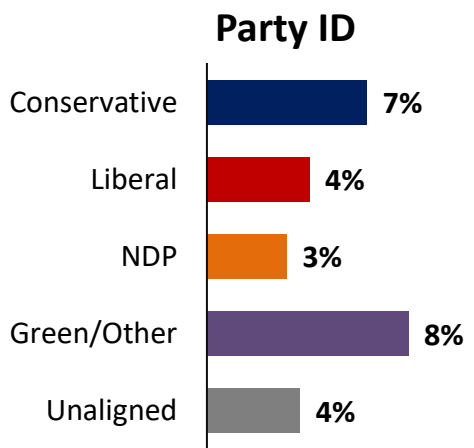
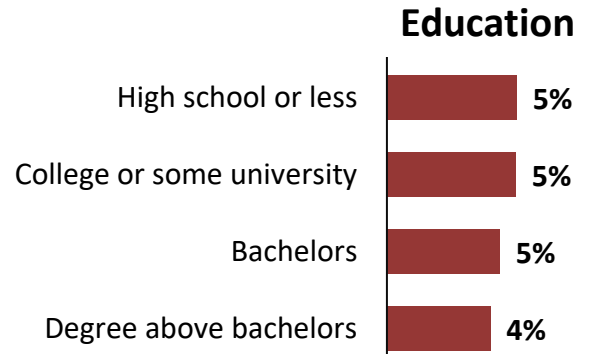
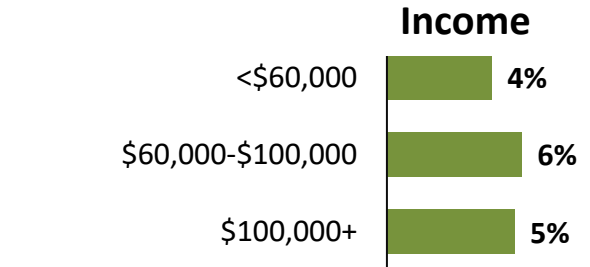
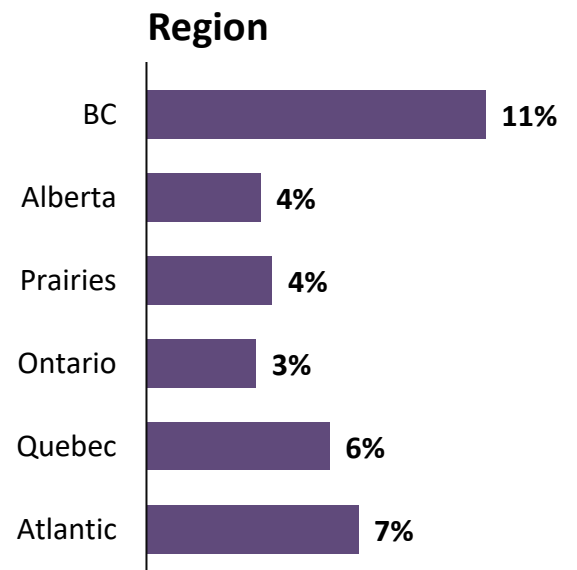
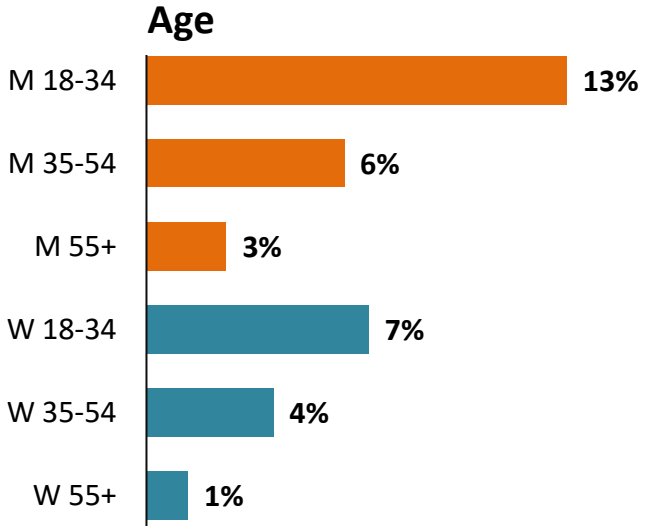


# Pushing Boundaries: Those in Atlantic Canada and those under 35 are most likely to be pushing the boundaries





# Old Normal: Men under 35 and respondents from BC are most likely to be doing many activities a week with minimal to no 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.

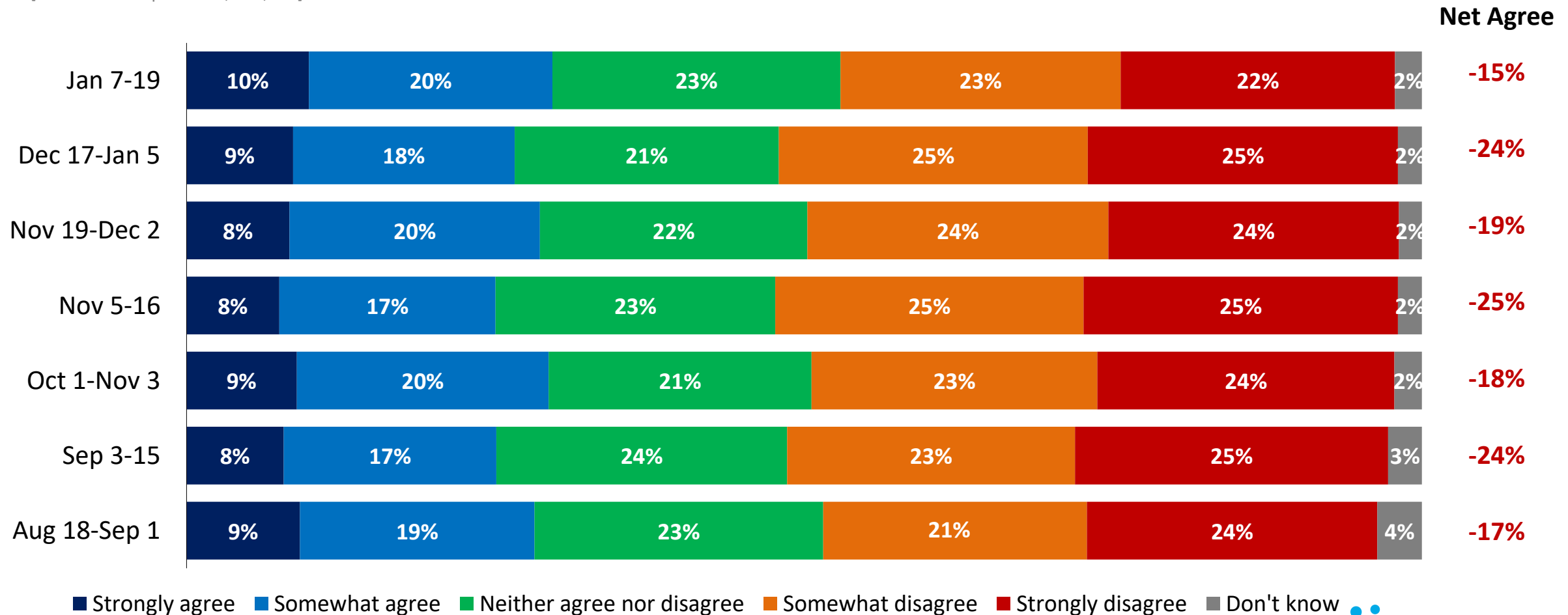
# Behavioural Fatigue: 3-in-10 (30%) say that they don't think they can keep up these changes for much longer



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]



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



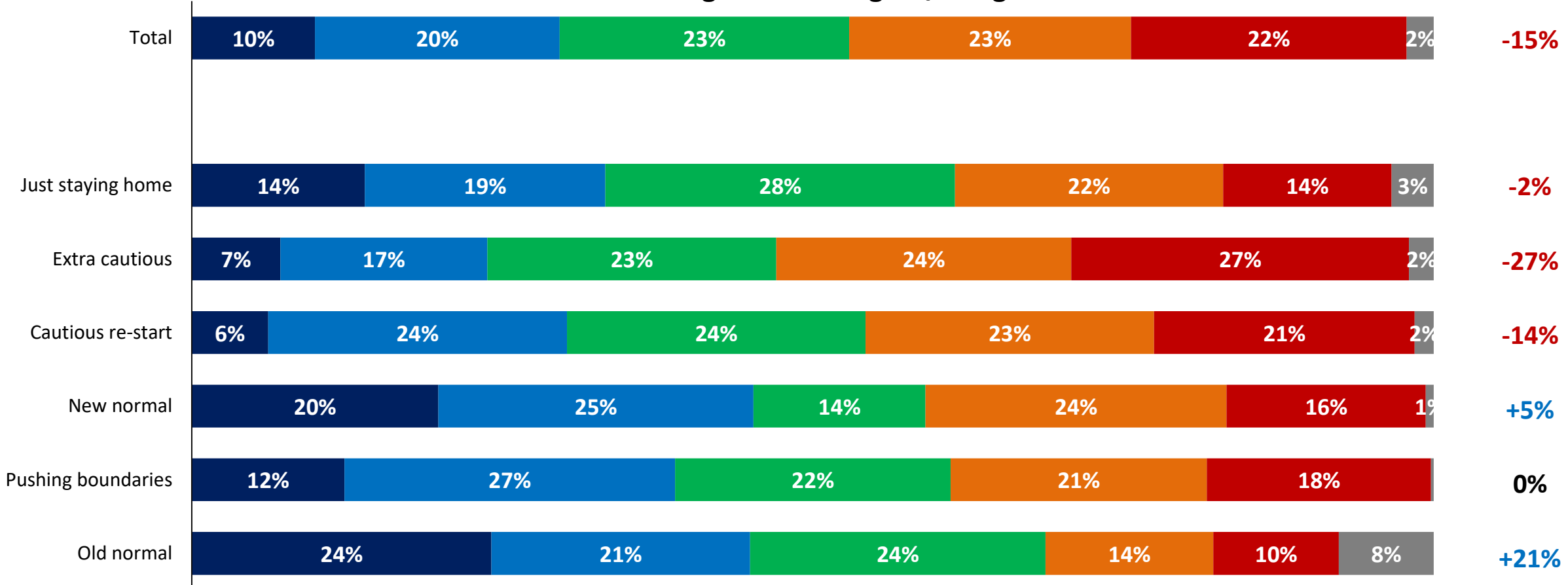
Thinking about the changes you’ve made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

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

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

**% of each segment that agree/disagree**

**Net Agreement**



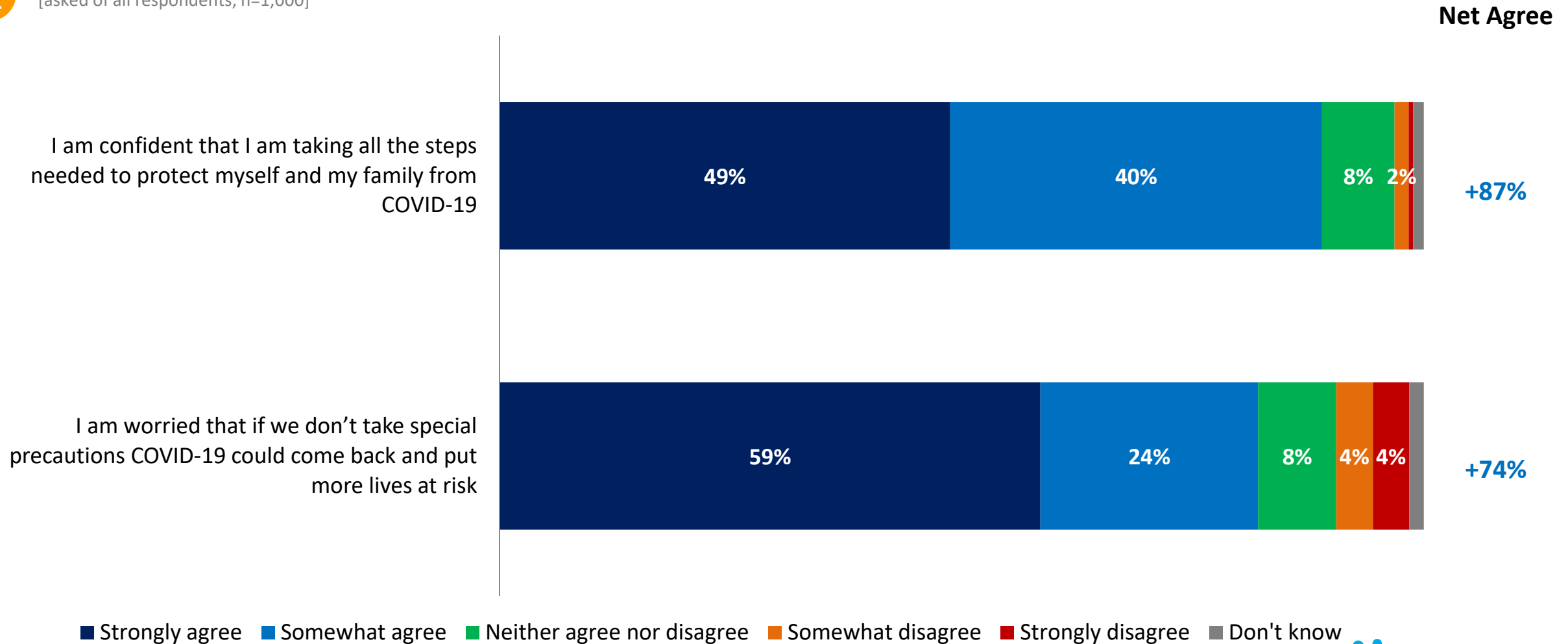
■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

# Key Attitudes: 89% are confident they have taken all necessary steps to be protected, 82% are concerned about COVID returning



Do you agree or disagree with the following statements?

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



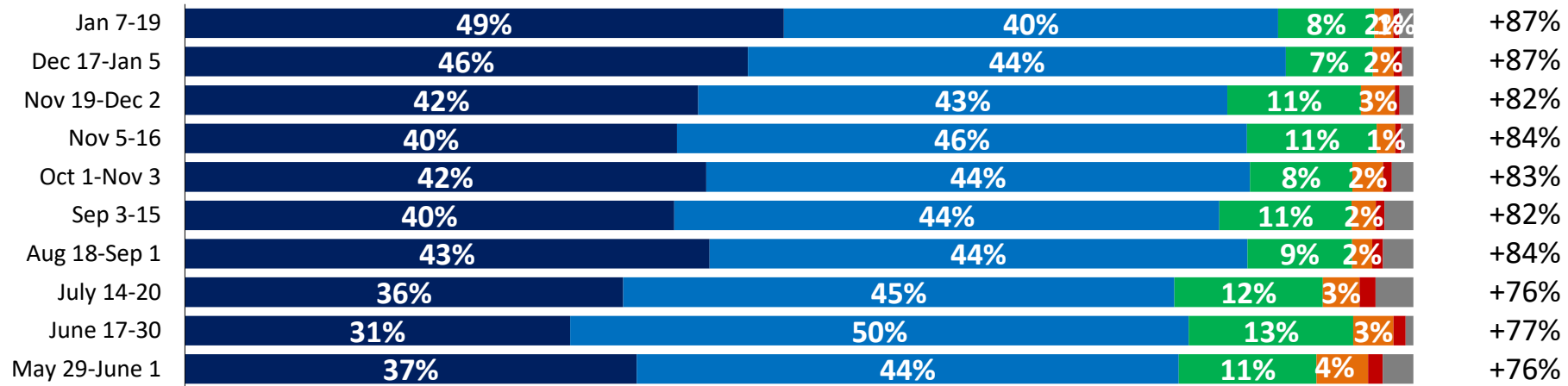
# Key Attitudes: Respondents' confidence about taking the right steps and worry about COVID-19 putting more lives at risk is steady



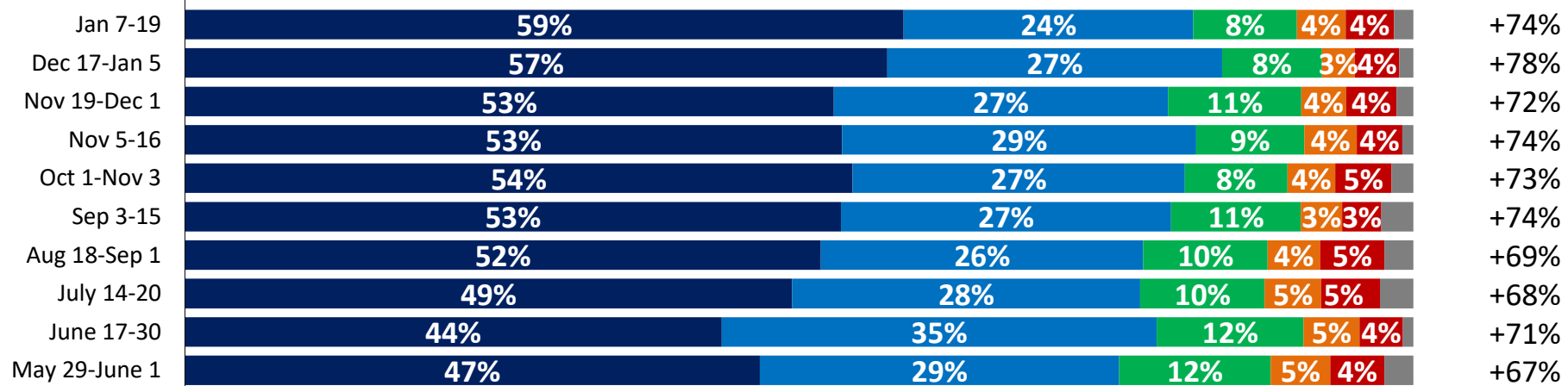
Do you agree or disagree with the following statements?

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

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



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



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

# Confidence by Segment: Confidence is highest among the 'extra cautious' group

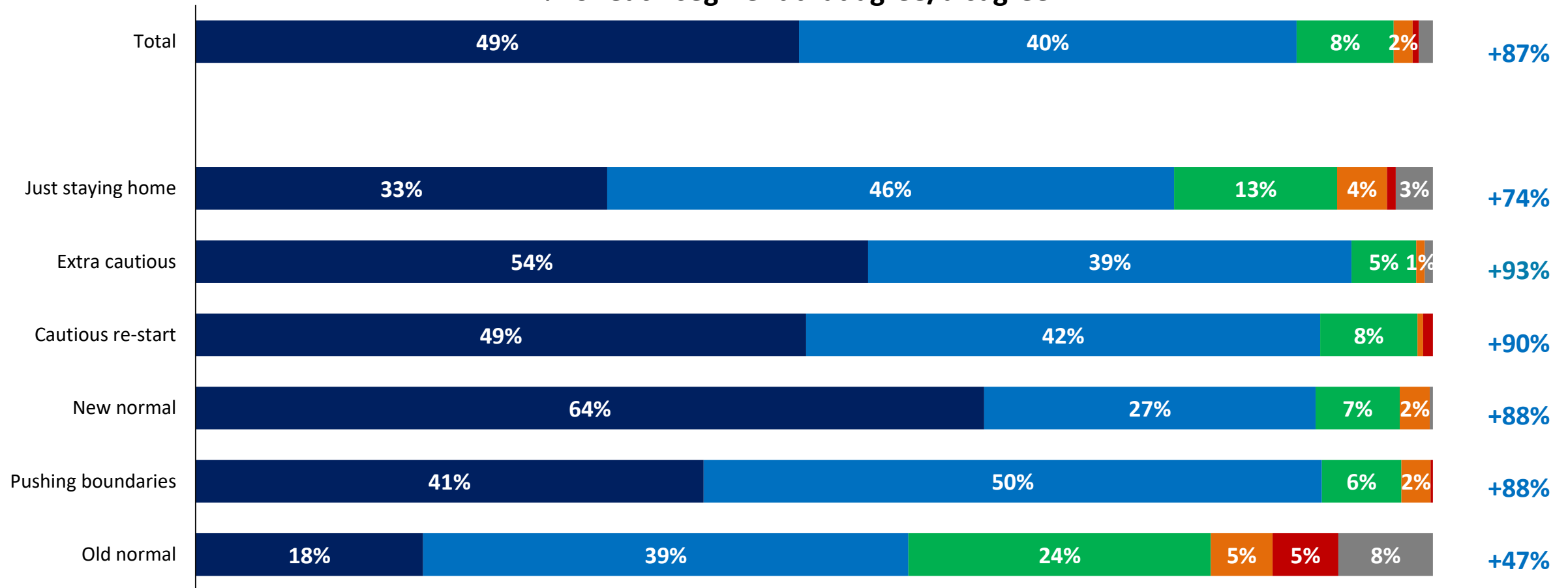


Do you agree or disagree with the following statements? - I am confident that I am taking all the steps needed to protect myself and my family from COVID-19

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

% 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 precautions

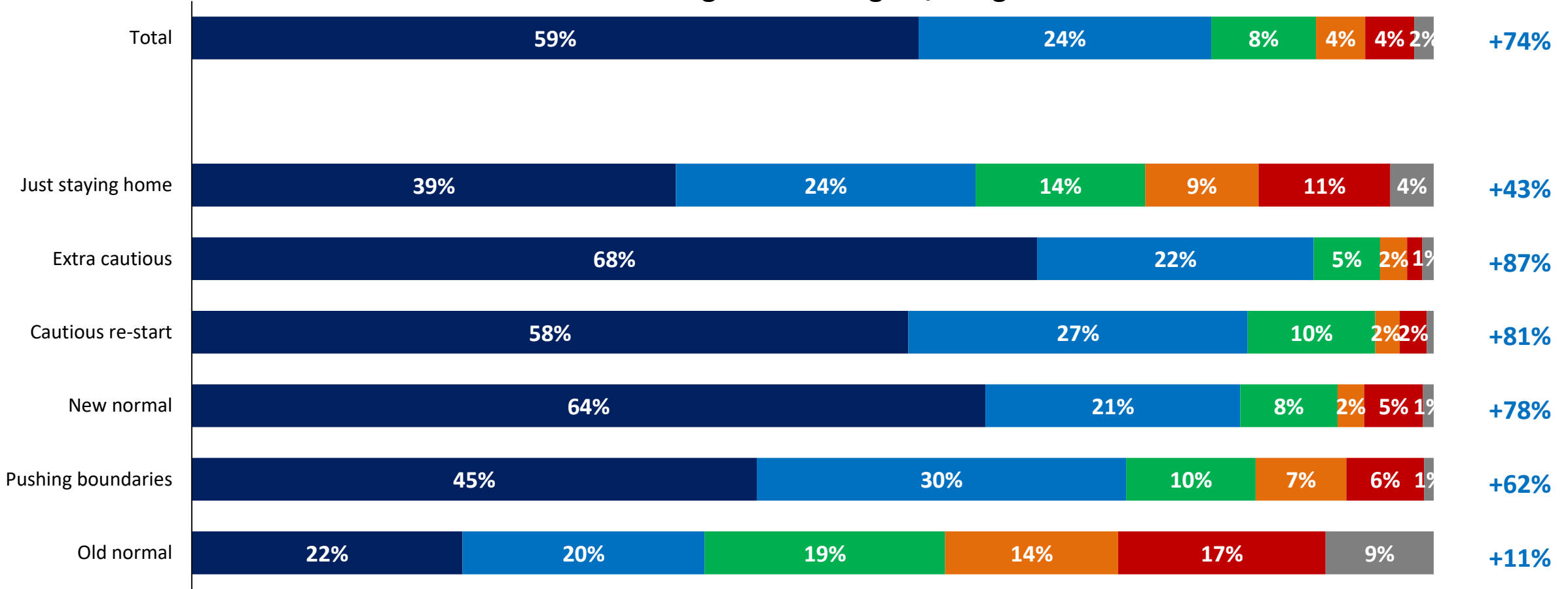


Do you agree or disagree with the following statements? - I am worried that if we don't take special precautions COVID-19 could come back and put more lives at risk

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

% 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 January 7<sup>th</sup> and January 19<sup>th</sup>, 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=2,191 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=1,000 based on Census data from Statistics Canada.

**Field Dates:** January 7<sup>th</sup> to January 19<sup>th</sup>, 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 (%)
<b>Men 18-34</b>	268	12.2%	139	13.9%
<b>Men 35-54</b>	319	14.6%	165	16.5%
<b>Men 55+</b>	459	20.9%	182	18.2%
<b>Women 18-34</b>	360	16.4%	135	13.5%
<b>Women 35-54</b>	359	16.4%	173	17.3%
<b>Women 55+</b>	426	19.4%	206	20.6%
<b>Region</b>				
<b>BC</b>	212	9.7%	135	13.5%
<b>AB</b>	344	15.7%	113	11.3%
<b>Prairies</b>	266	12.1%	66	6.6%
<b>ON</b>	591	27.0%	386	38.6%
<b>QC</b>	366	16.7%	231	23.1%
<b>Atlantic</b>	412	18.8%	69	6.9%



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**Building Understanding.**