

COVID-19 Behaviour

Public Opinion Research
Release Date: February 5, 2021
Field Dates: January 21 to February 1, 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 the second half of our January *Canada This Month* survey. This online survey was in field from January 21st to February 1st 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

After social activities and shopping behaviours dropped down in early January to their lowest levels since the early days of the pandemic in Spring 2020, they have been steady through the rest of January.

Shopping Activities: 9-in-10 (90%) went to a grocery or drug store in the⁴ last week while half (50%) went to another type of store

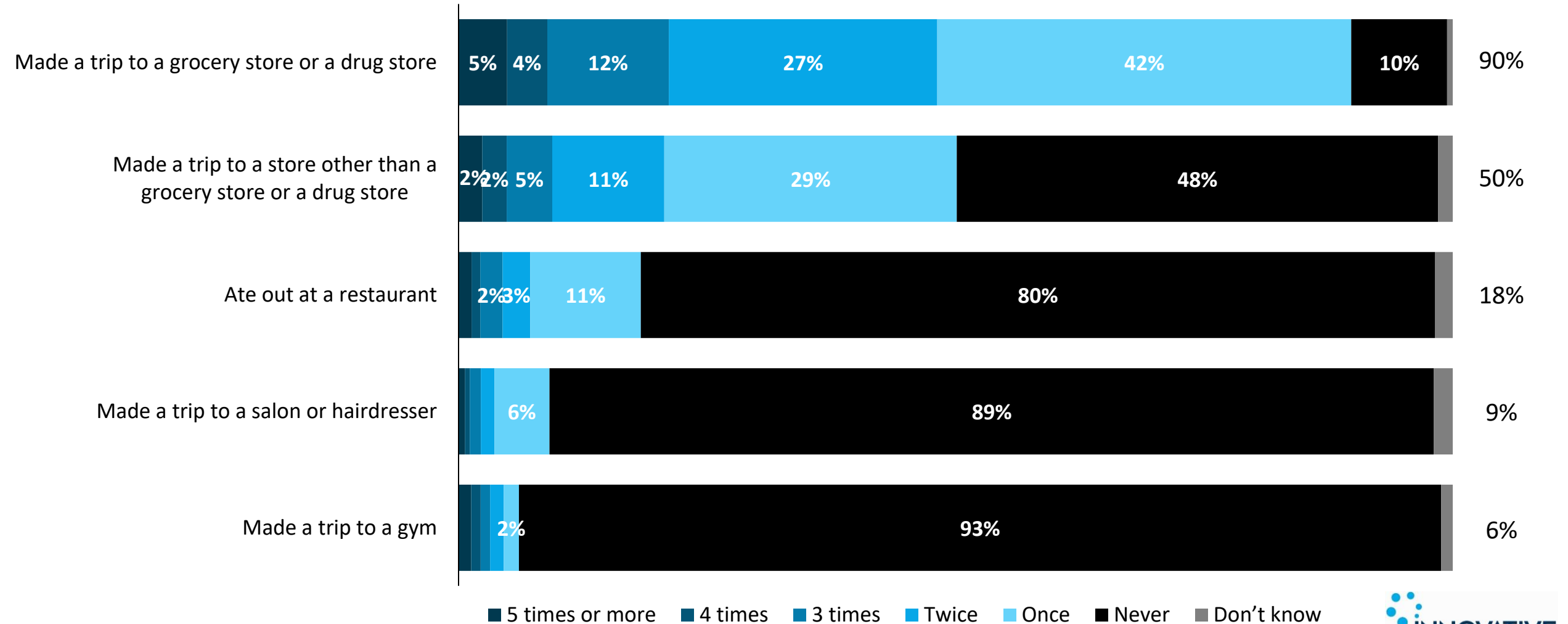


Over the past 7 days, how often have you done each of the following?

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

Current Wave: January 21-February 1, 2021

% At least once

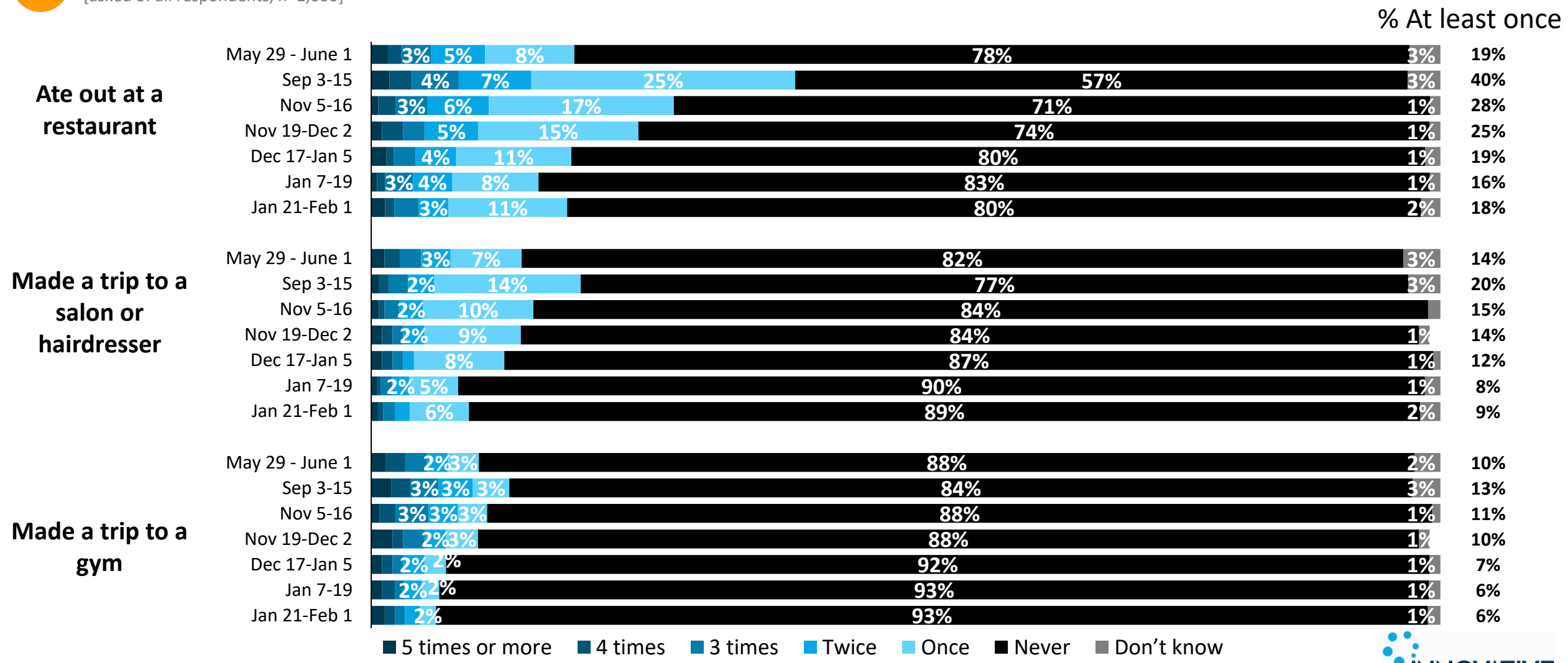


Note: Labels not shown for categories with a frequency of 2% or less

Shopping Activities: Those saying they went to a gym, hairdresser, or ate at a restaurant in the last week is steady since mid-January



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

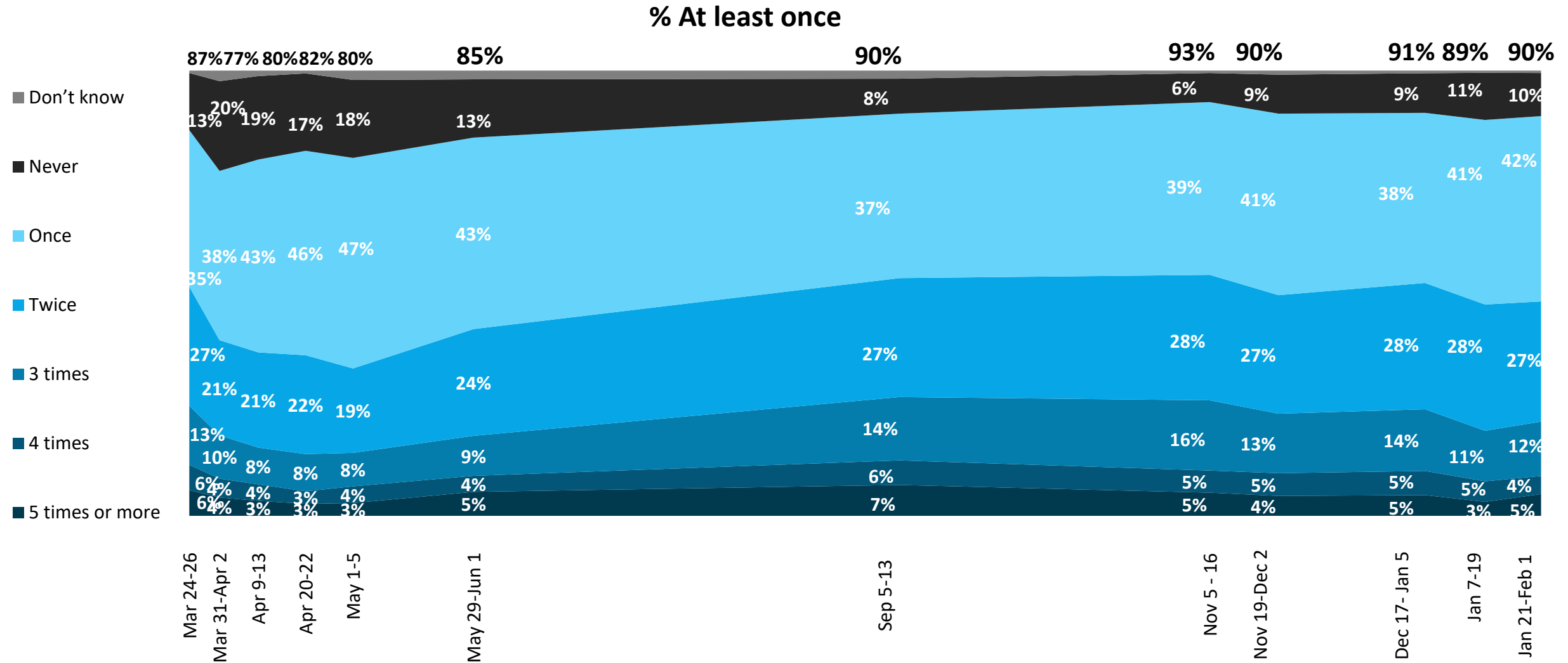


Trip to Grocery/Drug Store: Trips to the grocery and drug store have remained stable since September



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]

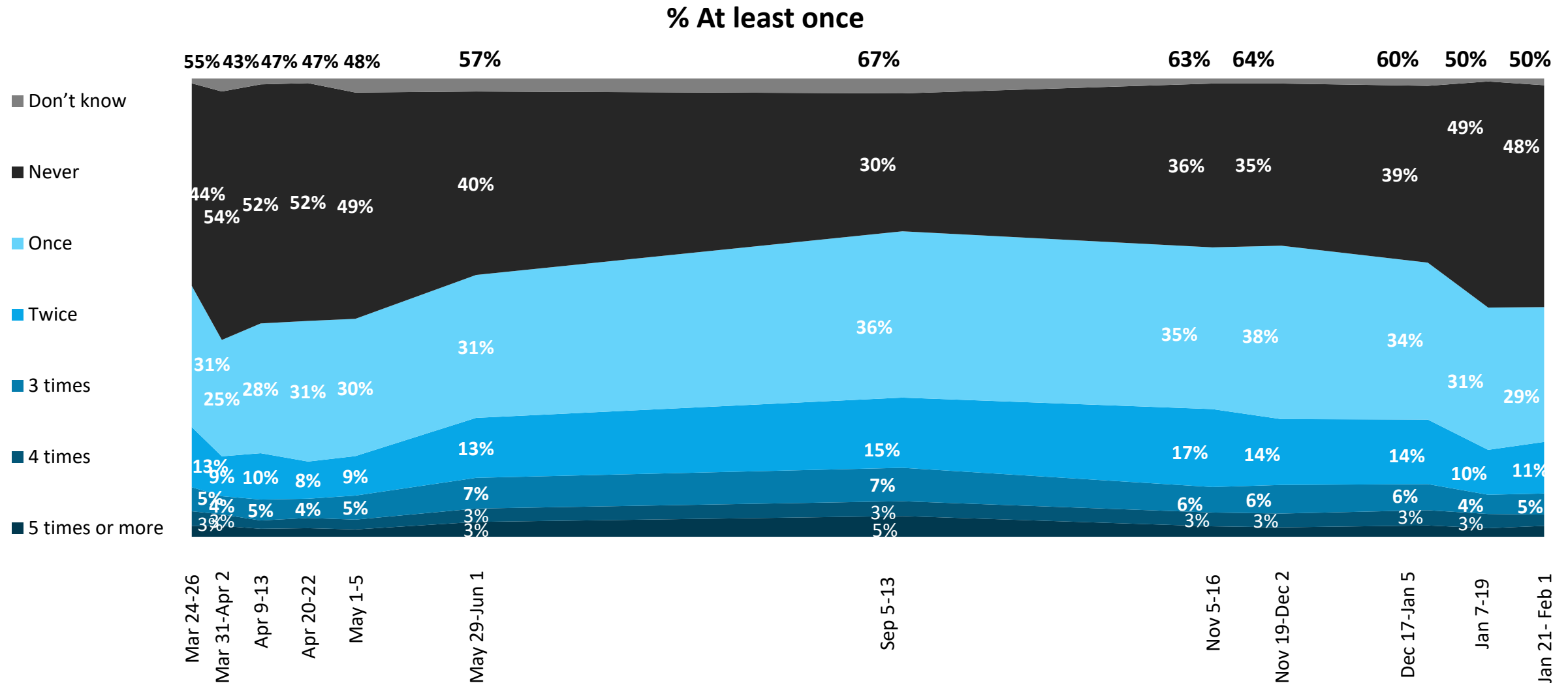


Note: Labels not shown for categories with a frequency of 2% or less

Trip to Other Store: The share saying they have made a trip to another type of store is steady since mid-January at 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]



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

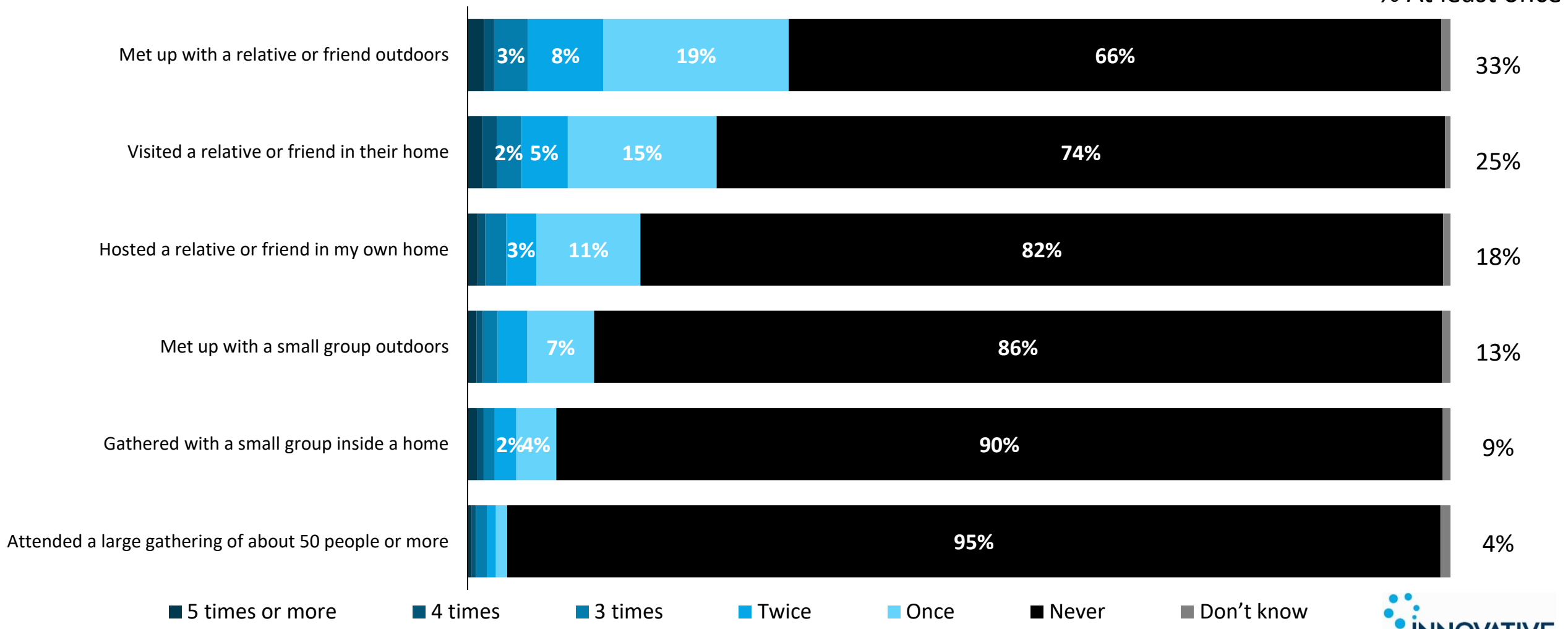
Social Activities: The most common social activity is meeting up with friends outdoors, followed by visiting someone in their home



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

Current Wave: January 21- February 1, 2021

% At least once



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

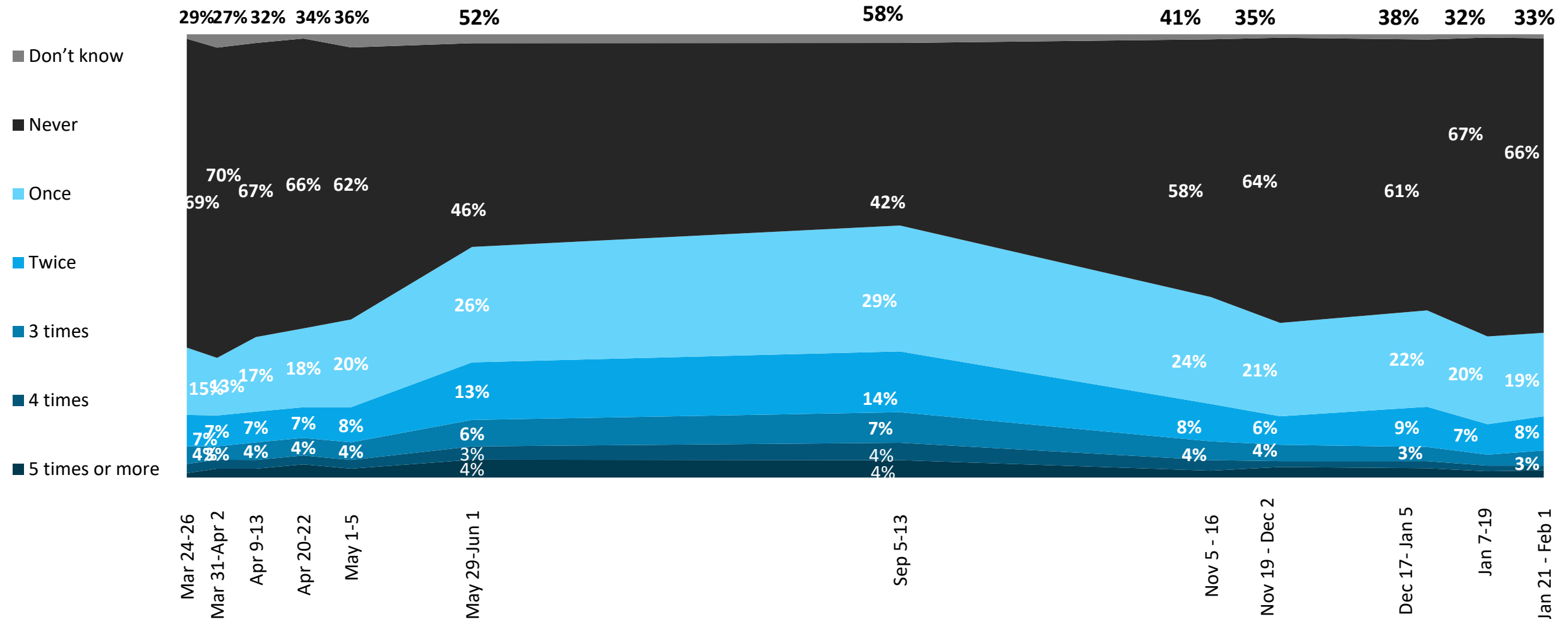


Meetup, Friend/Relative Outdoors: 1-in-3 (33%) say they have met up with a friend/relative outdoors in the last week; steady since mid-January



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]

% At least once



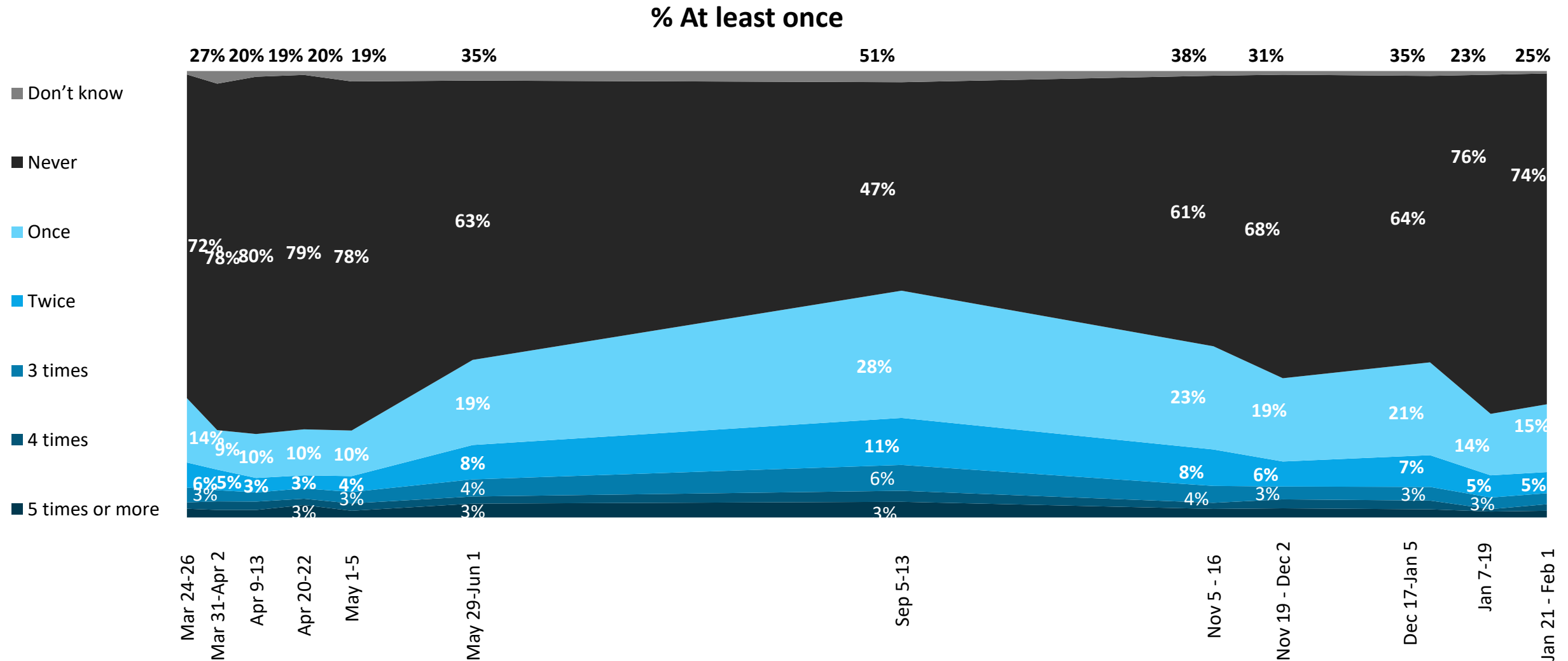
Note: Labels not shown for categories with a frequency of 2% or less

Visit in Home: Visits to friends/relatives in their home is steady after a drop from late December to mid-January ¹⁰



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]

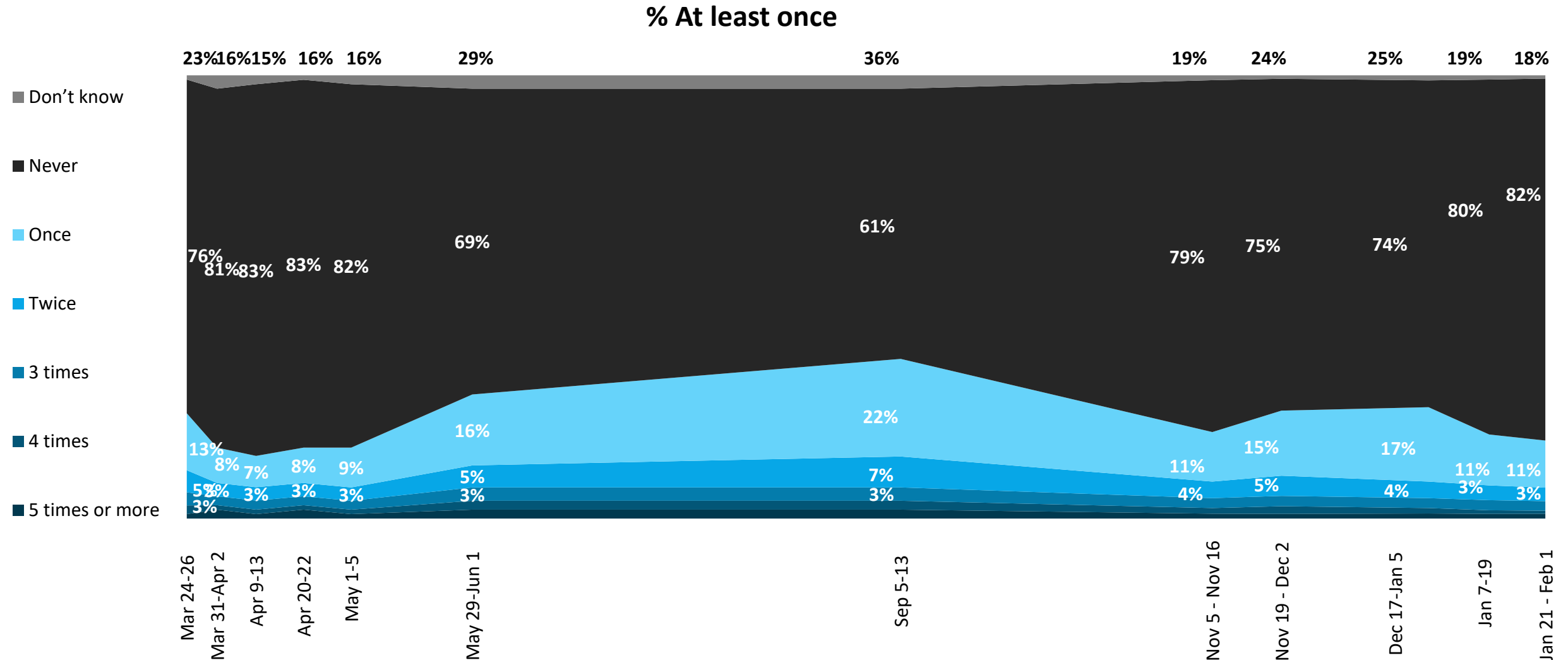


Note: Labels not shown for categories with a frequency of 2% or less

Hosted Friend/Relative: The share of respondents who have hosted a friend or relative at their home is steady through January at 18%



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

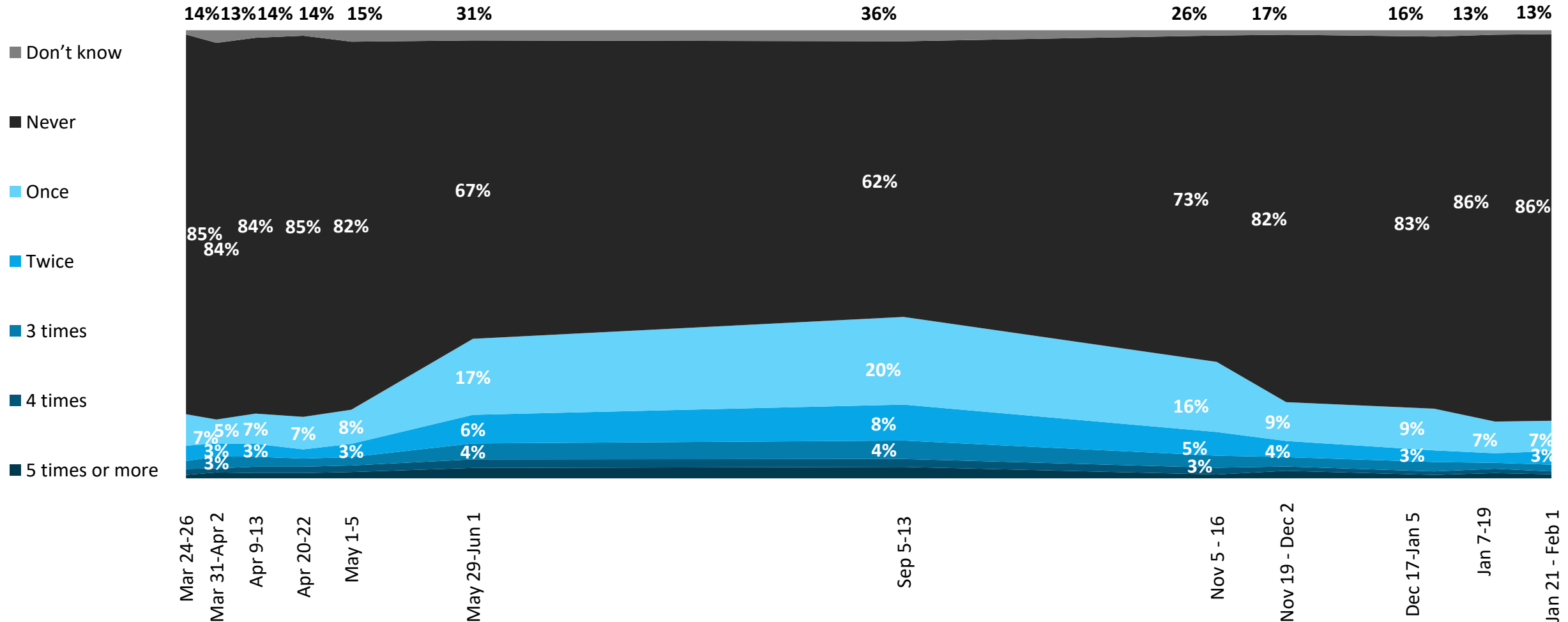
Small Group, Outdoors: Only 13% say they've met up with a small group outdoors; steady since mid-January



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



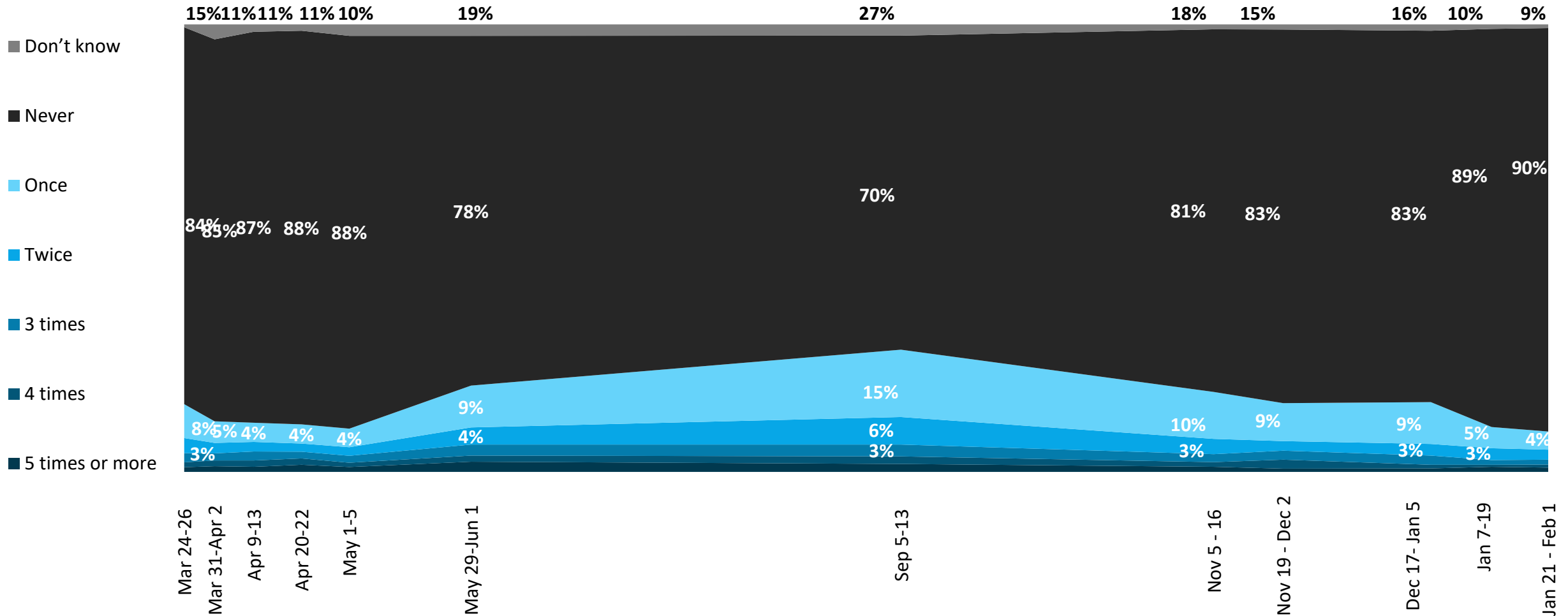
Note: Labels not shown for categories with a frequency of 2% or less

Gathered with Group, Home: Small gatherings in homes are down to only 9% after a high of 27% in September



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



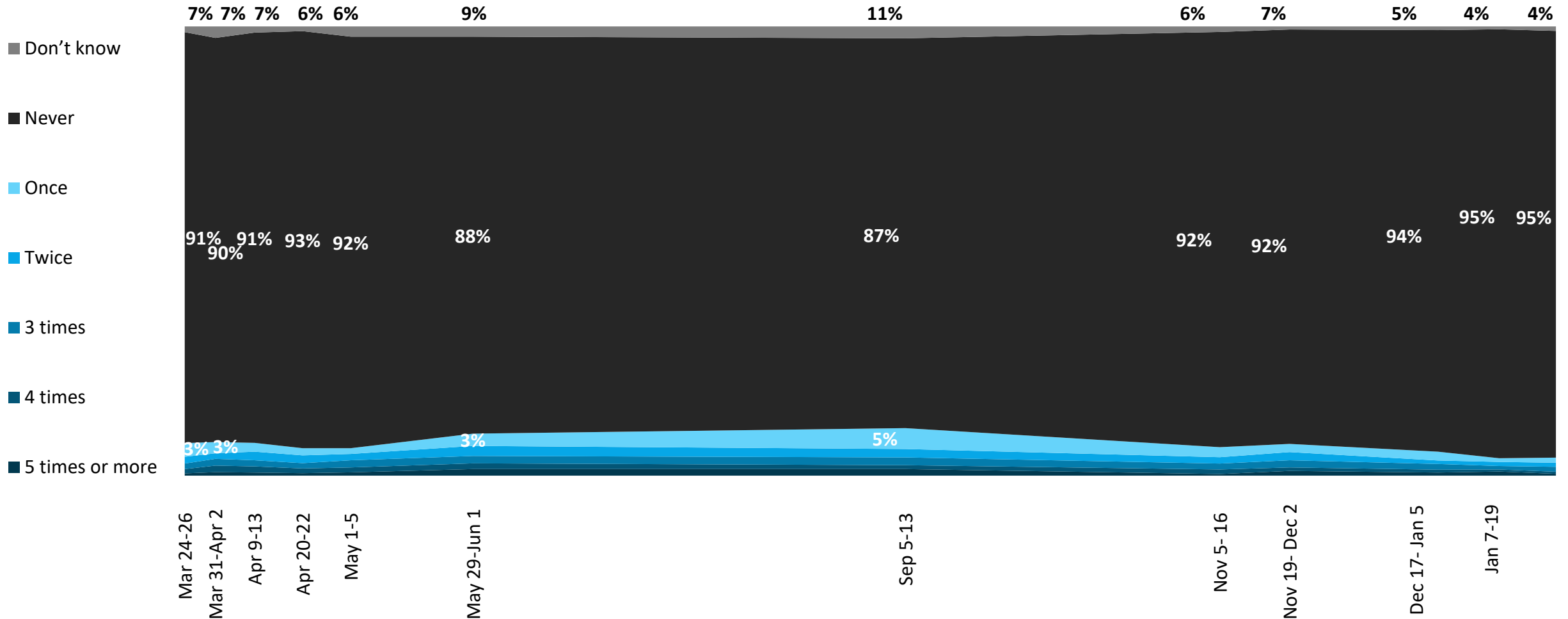
Note: Labels not shown for categories with a frequency of 2% or less

Attended Large Gathering: Only 4% of respondents say they have attended a large gathering in the last week



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]

% At least once



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

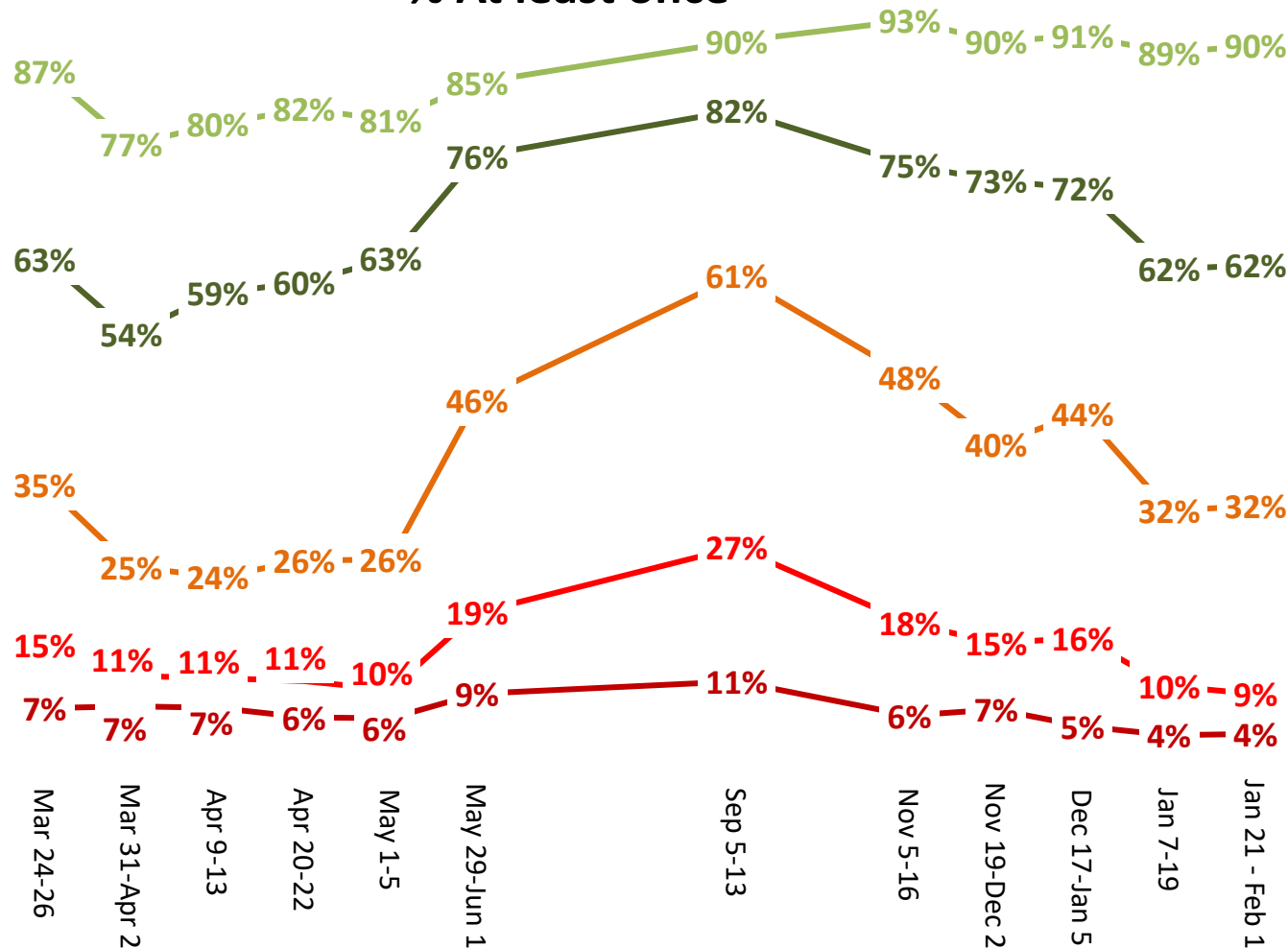
Activities: The share of Canadians engaging in modest, moderate, 'more', and 'most' risk activities are all steady from mid-January



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

[all respondents, n=1,000]

% At least once



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

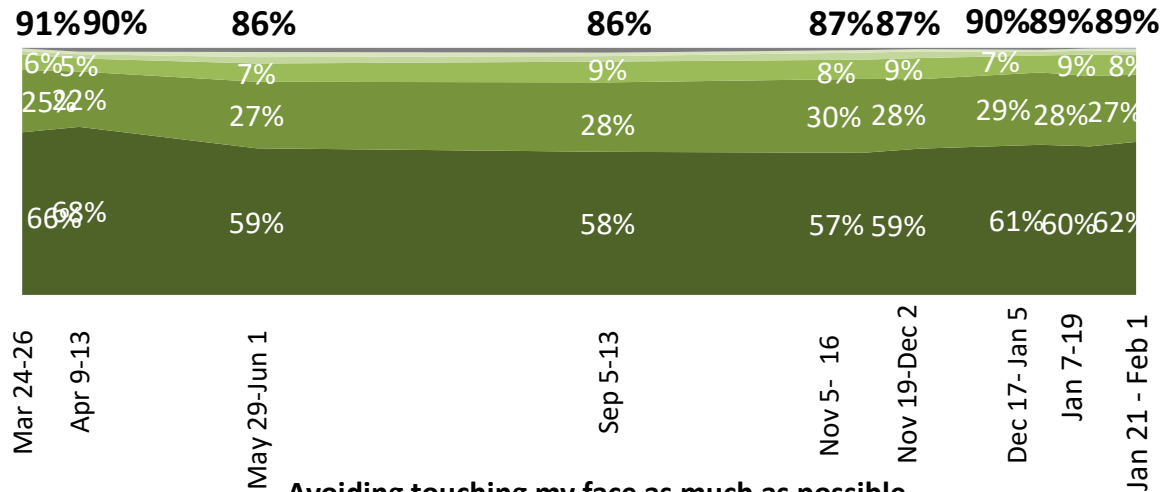
Protective Behaviours: All protective behaviours are steady through January



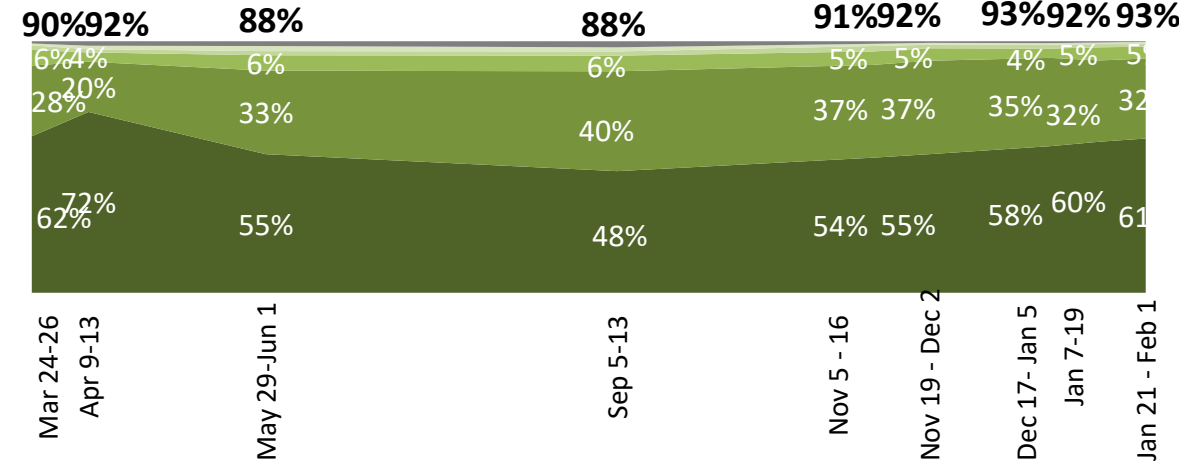
And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?
[asked of all respondents, n=1,000]

% All/Most of the Time

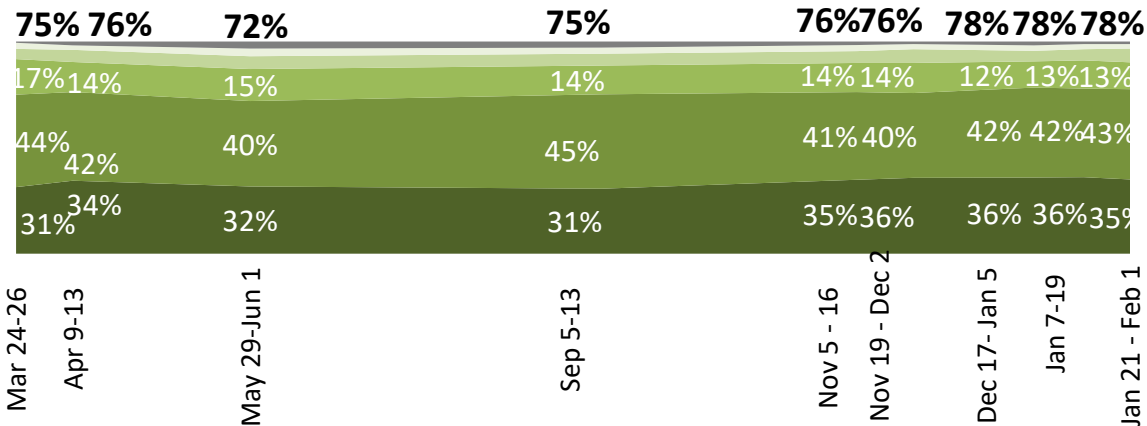
Washing my hands more frequently



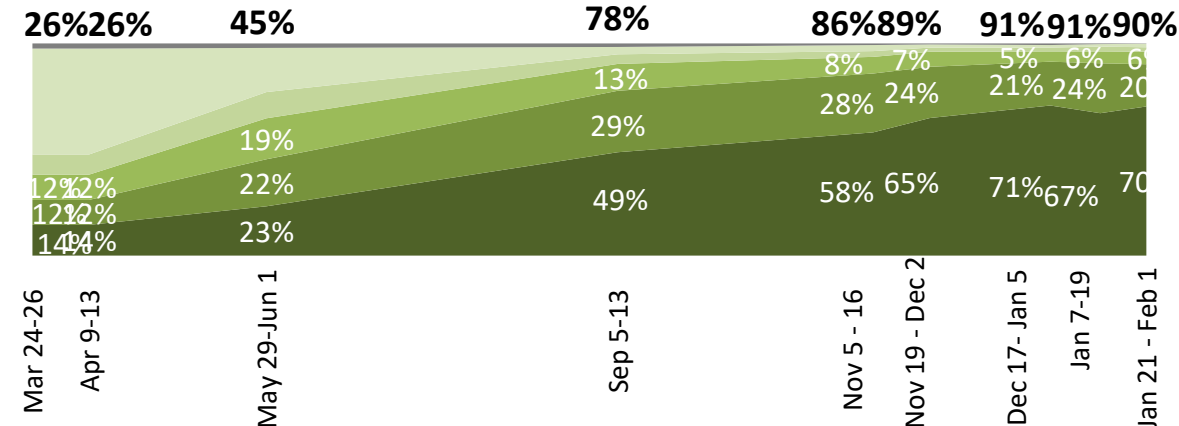
Keeping a distance of 2 meters from others when I am out of my house



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

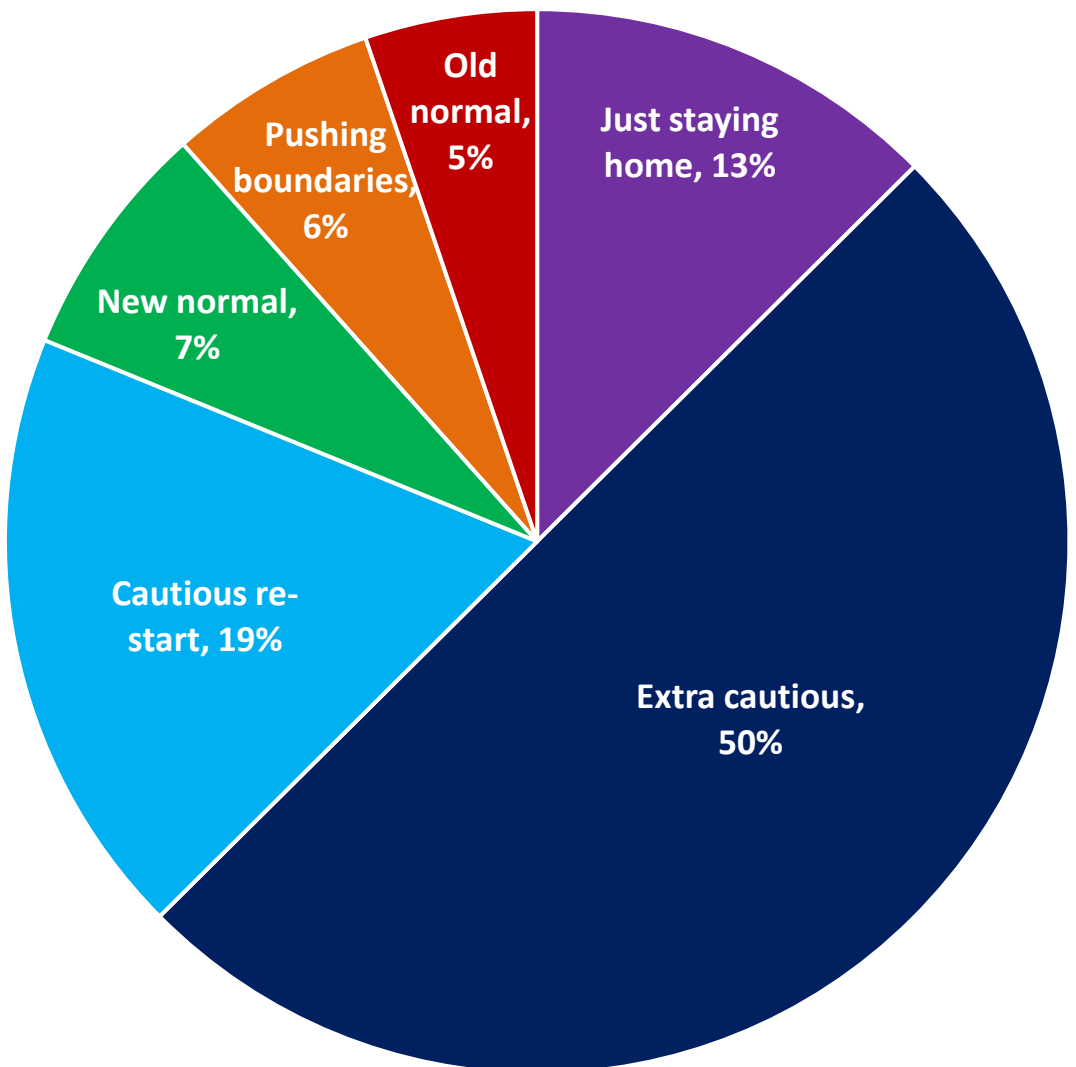
COVID-19 Behaviour Segments

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.

Half of Canadians (50%) are taking every precaution while rarely leaving the house.

Behaviour Segments: Half (50%) of Canadians report staying home and nearly always taking every precaution

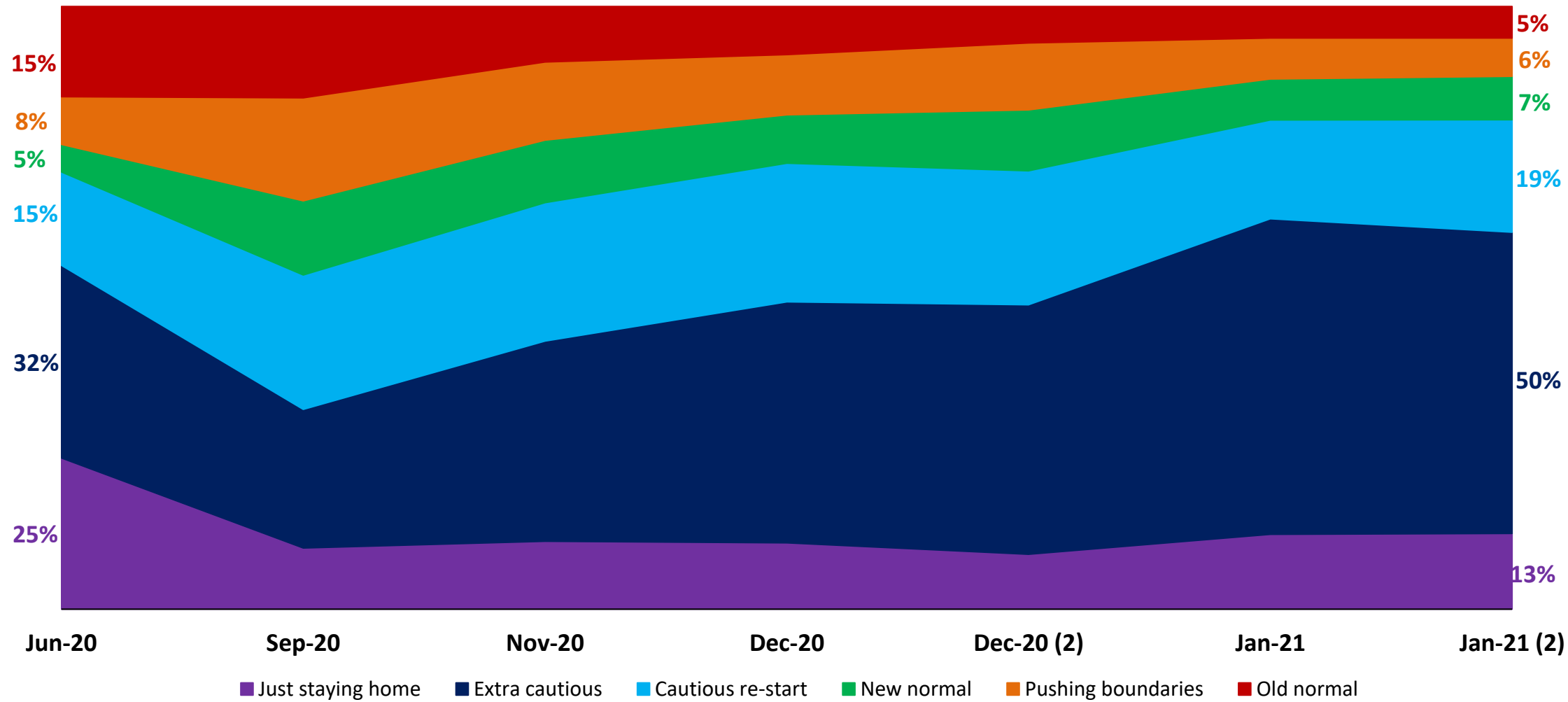
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



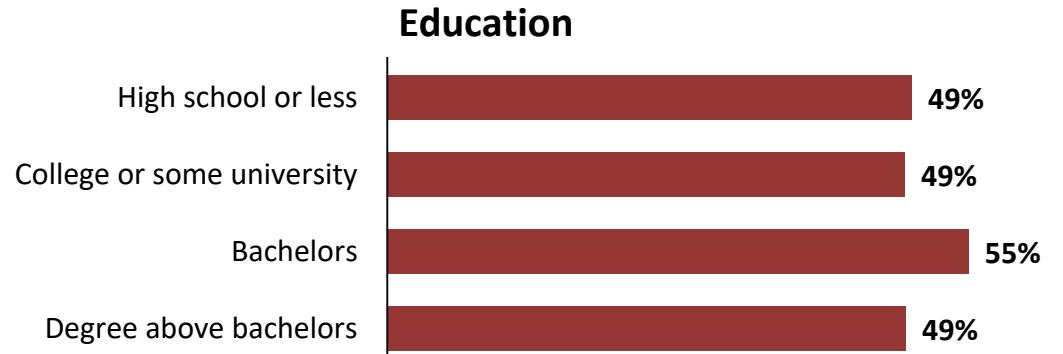
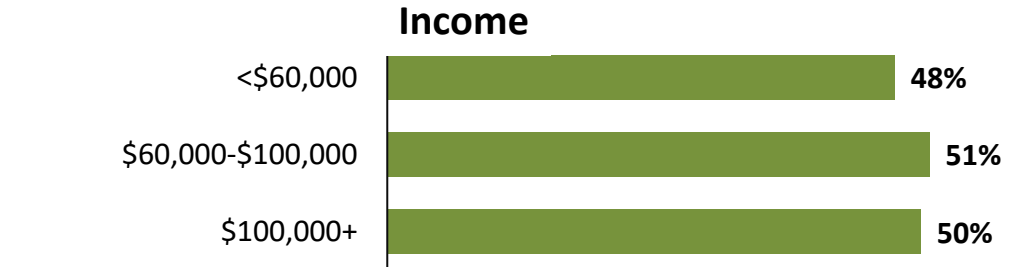
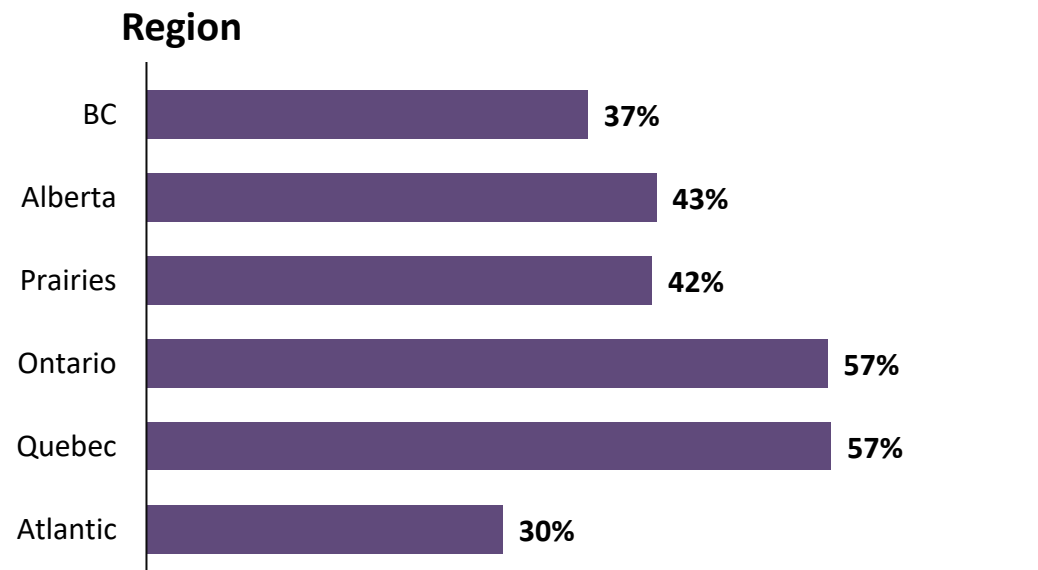
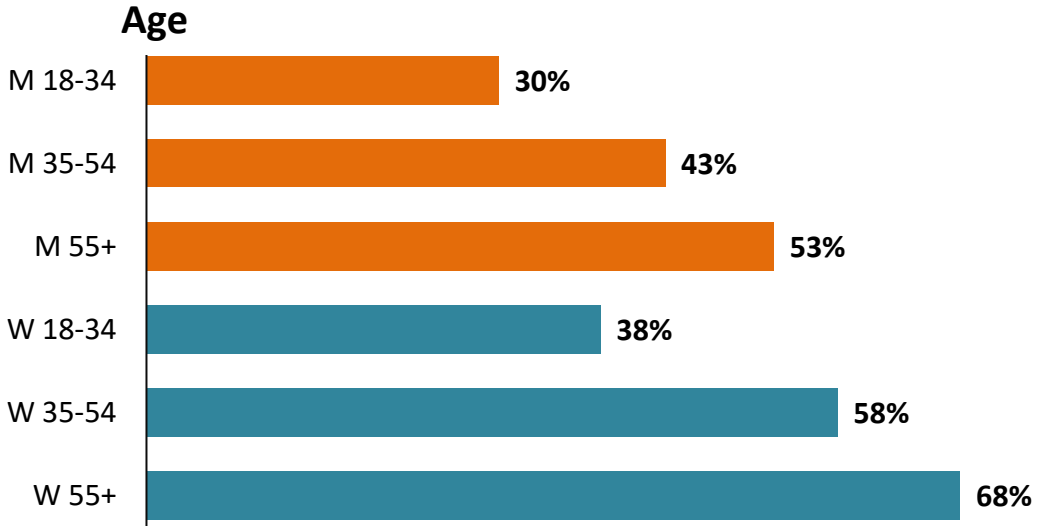
Segment	Description
Just staying home	Mostly staying home BUT not taking many precautions
Extra cautious	Staying home AND nearly always taking every precaution
Cautious re-start	A few activities a week AND mostly or always taking precautions
New normal	Many activities a week BUT nearly always taking 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 steady through January at half (50%)

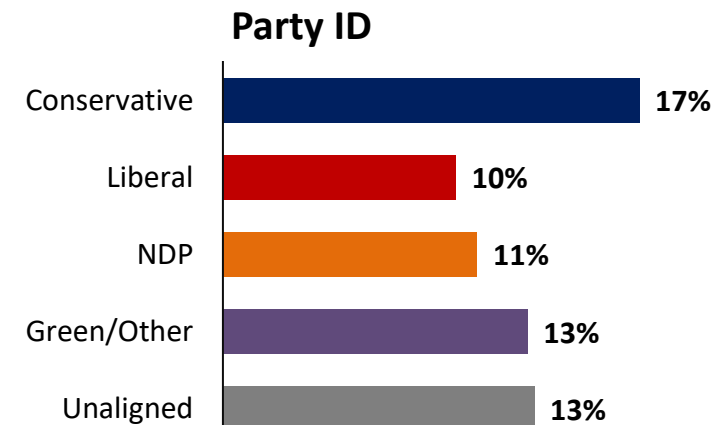
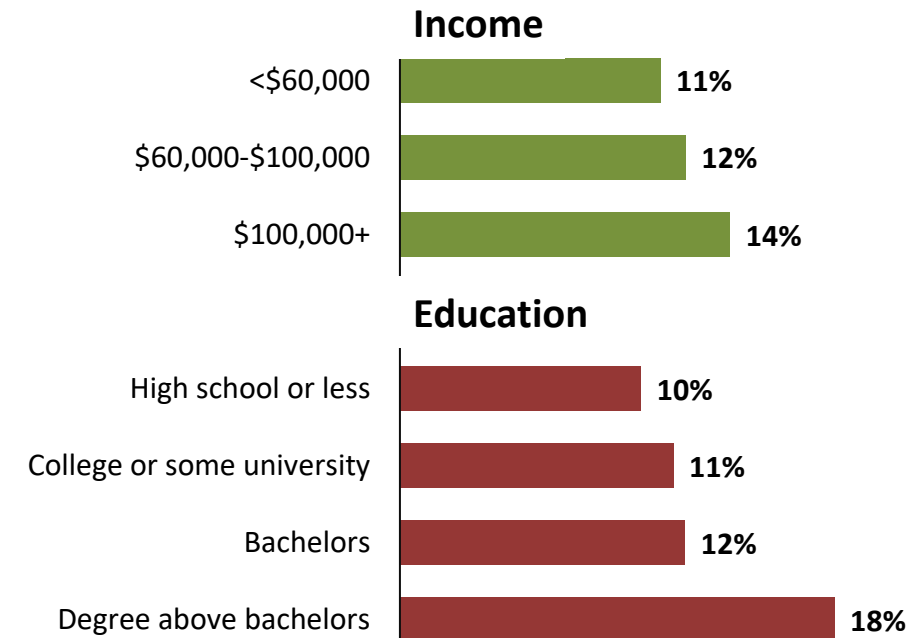
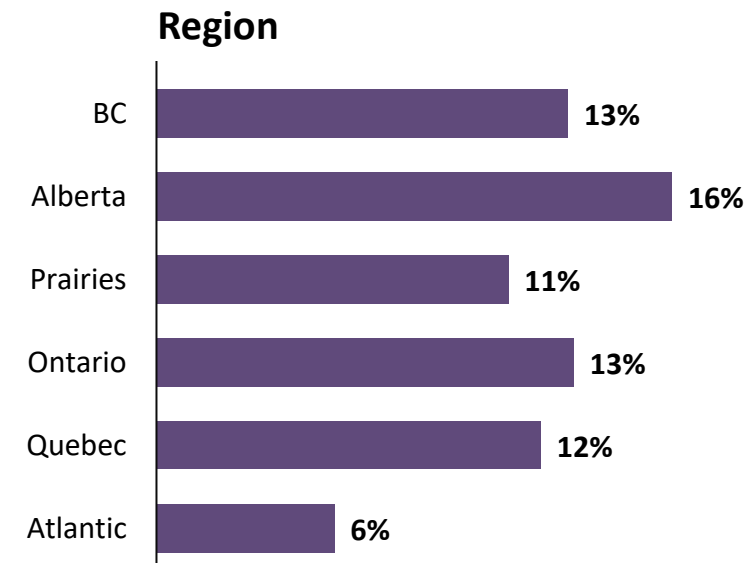
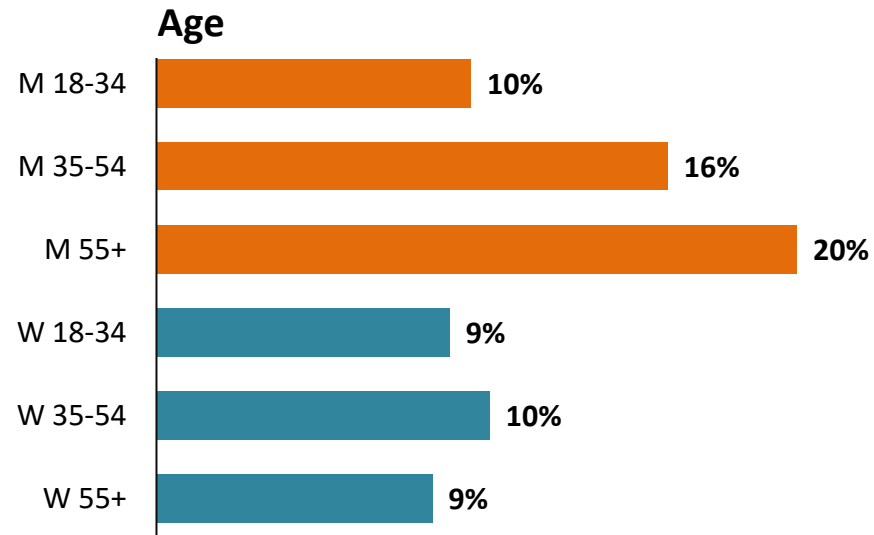
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



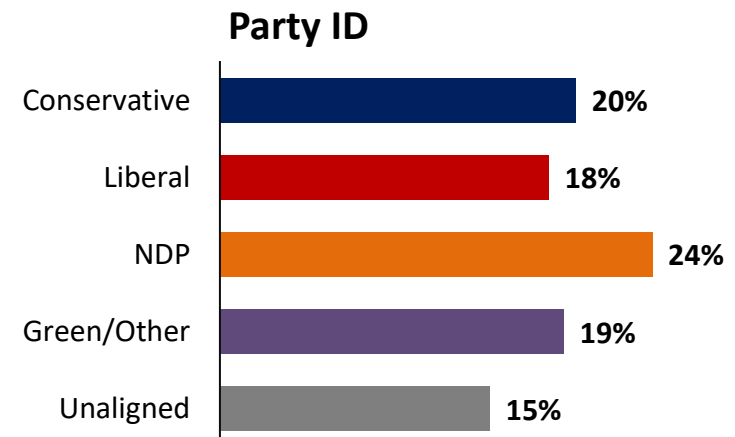
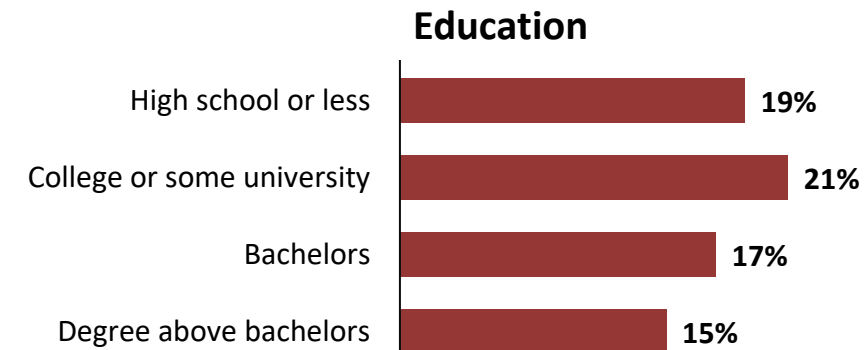
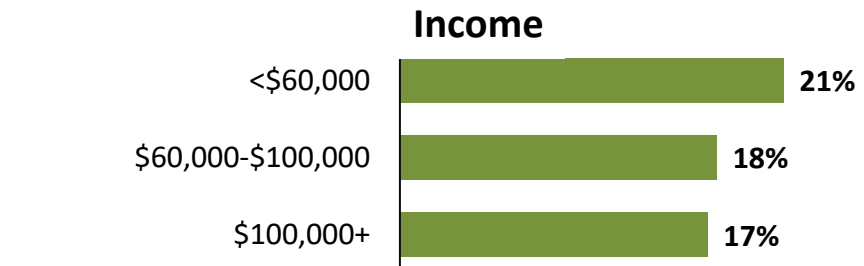
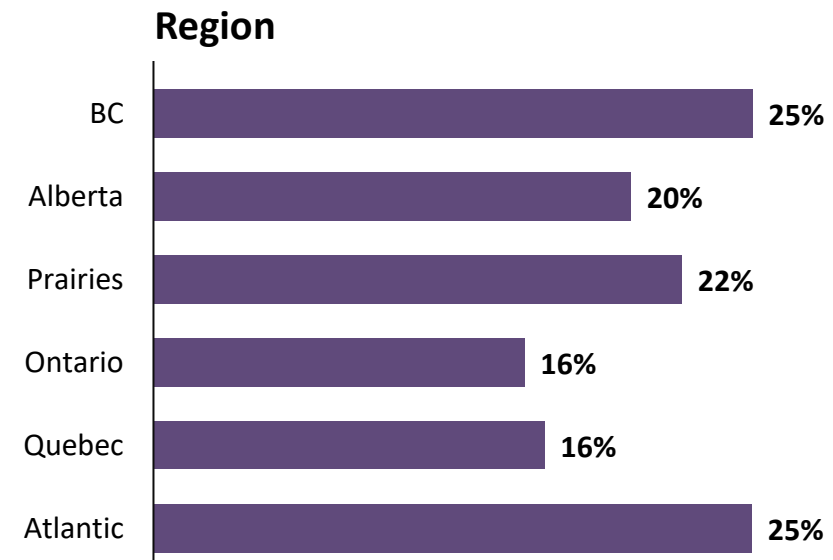
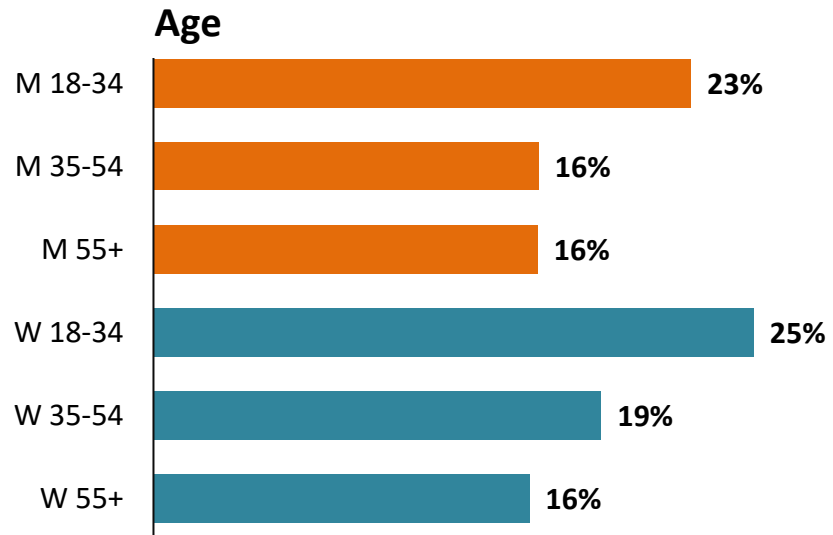
Extra Cautious: Older respondents and those from Ontario and Quebec²⁰ are the most likely to be in the 'extra cautious' segment



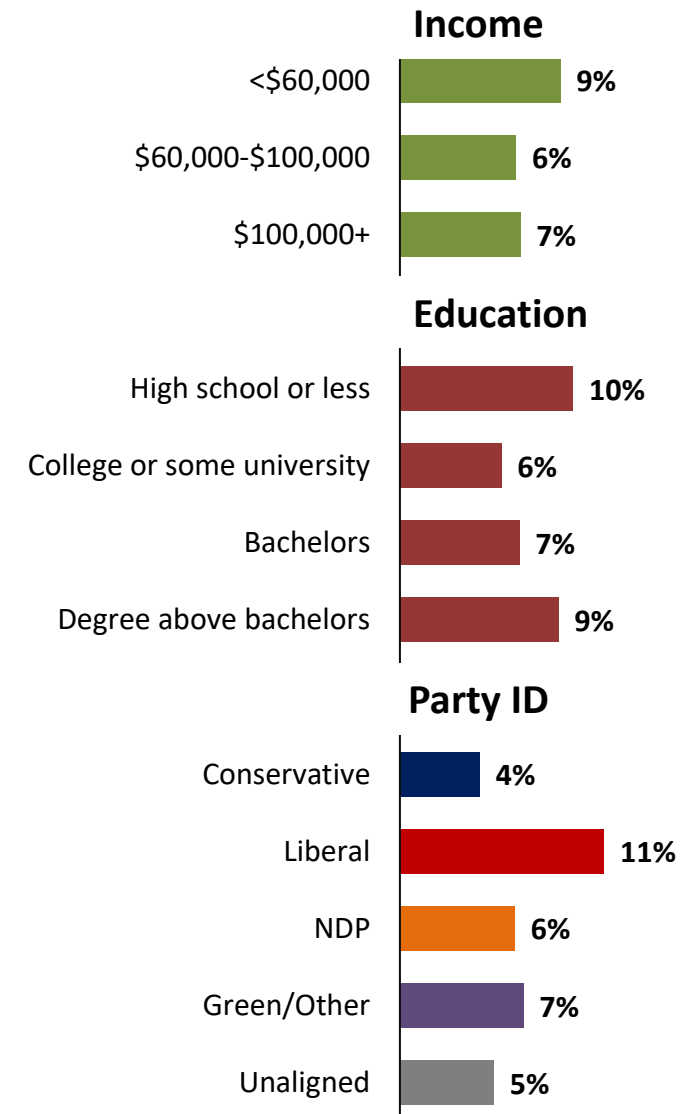
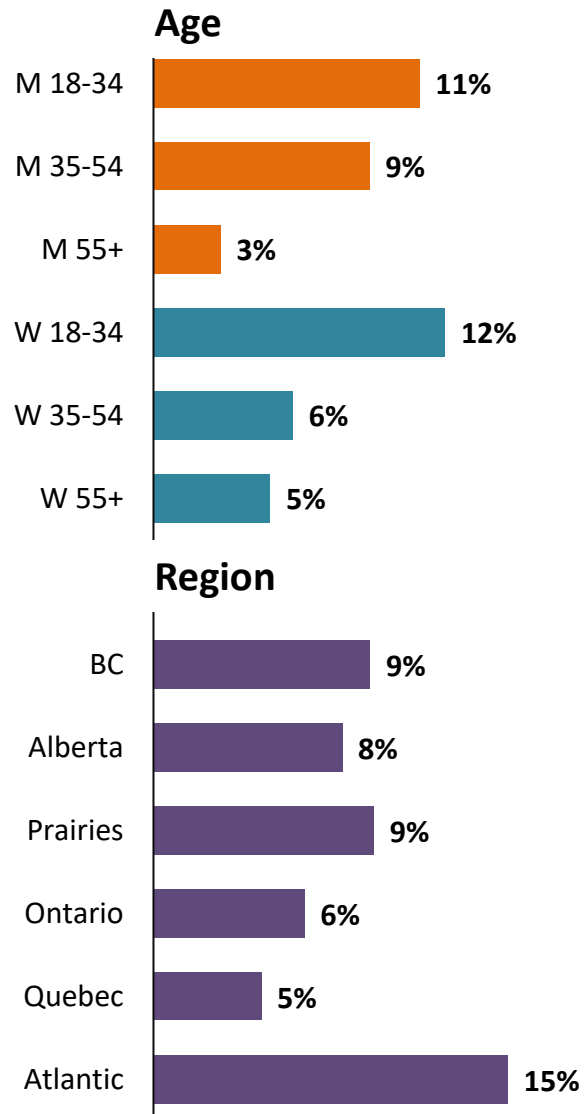
Just staying home: Men, Albertans, and those with the highest education are the most likely to be in the 'just staying home' group



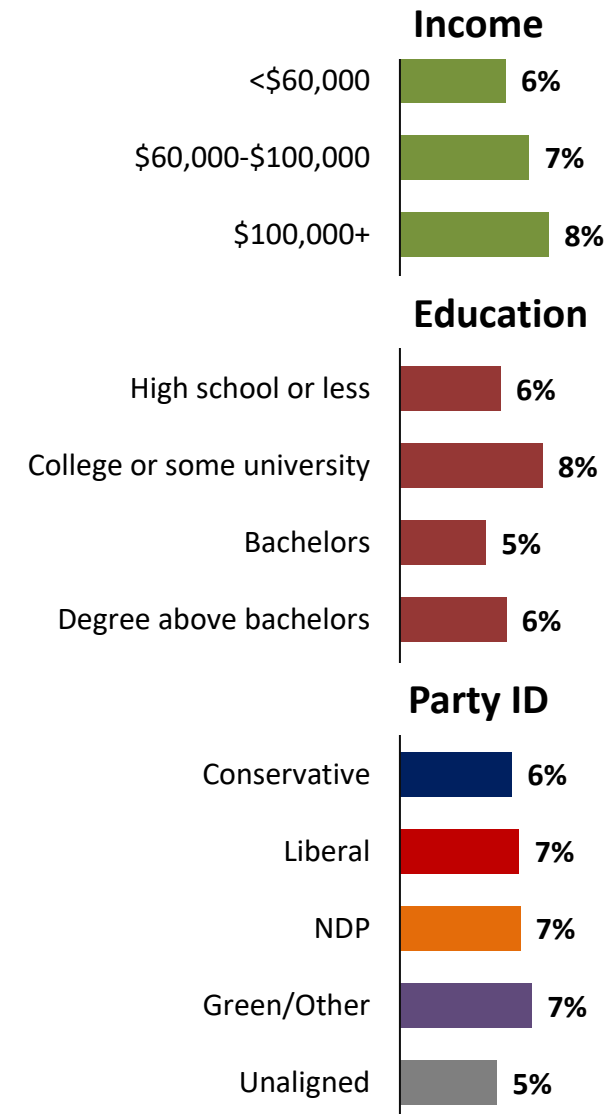
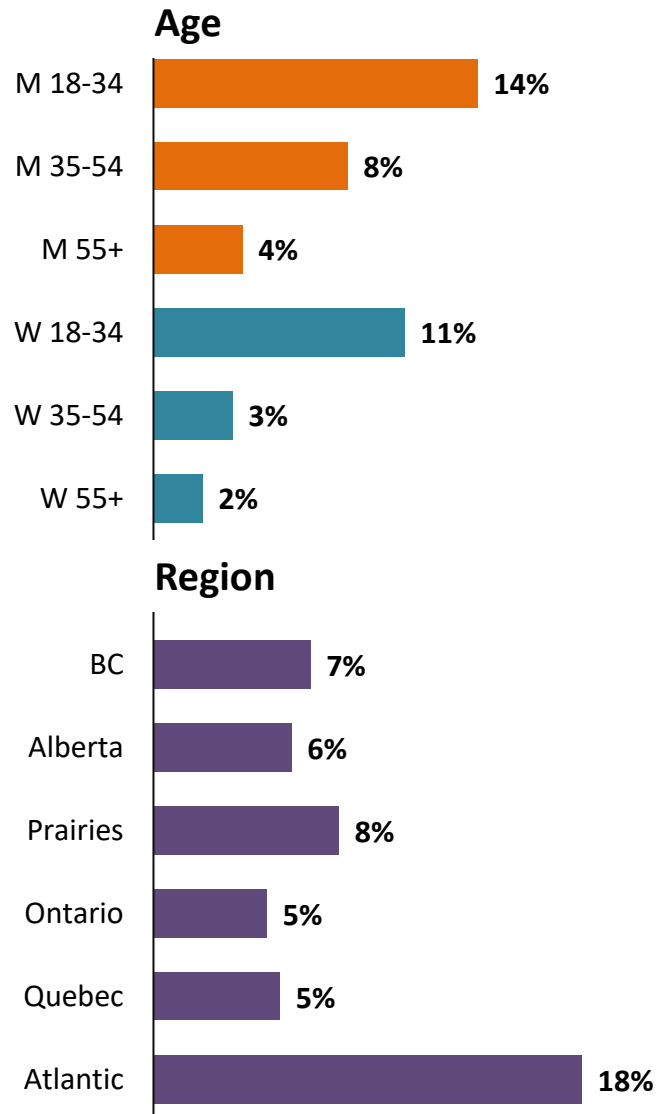
Cautious re-start: Respondents in BC and Atlantic and those under 35 are mostly likely to be in the “cautious re-start” group



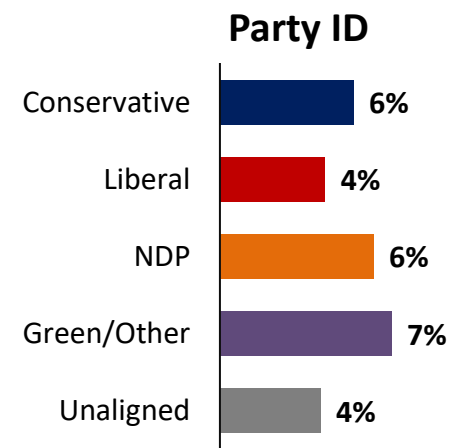
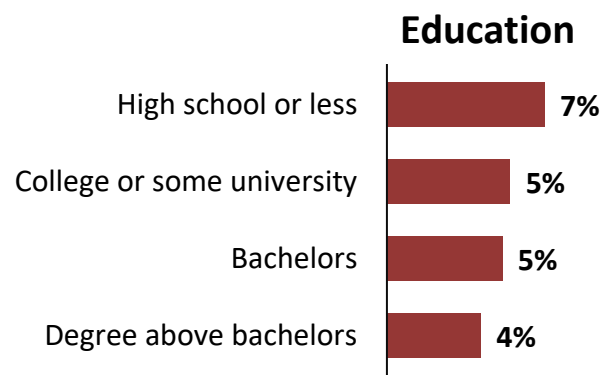
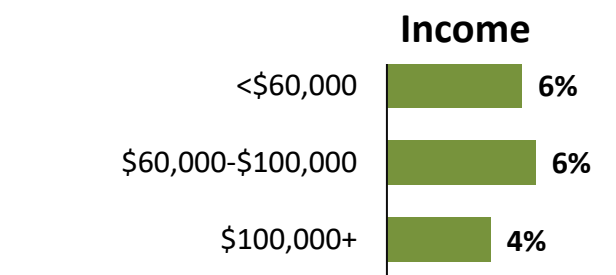
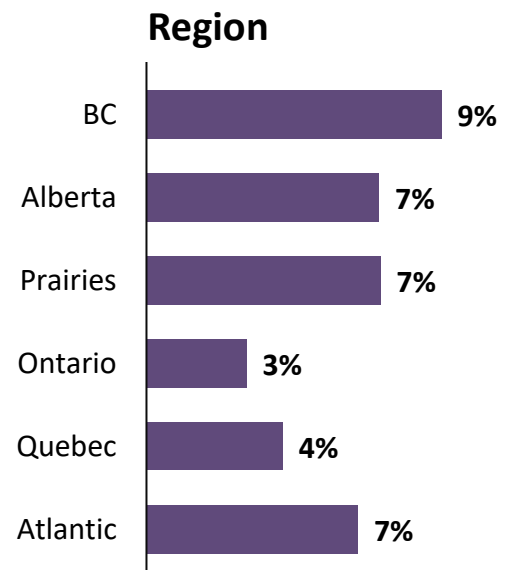
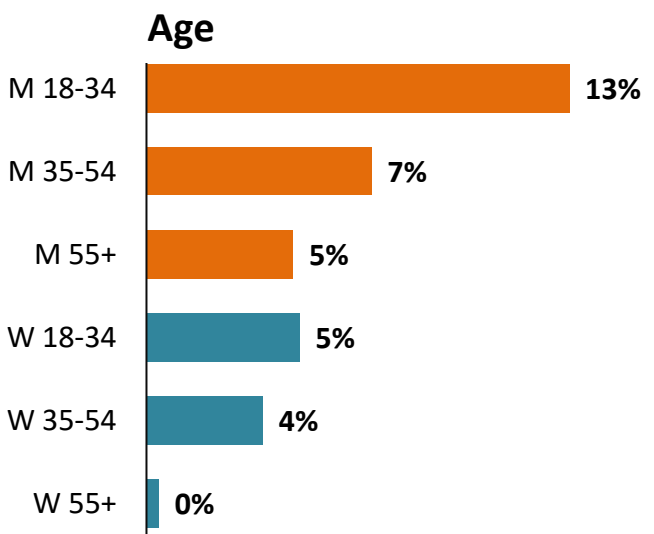
New normal: Young respondents and those in Atlantic Canada are most likely to go out often but always take precautions



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.

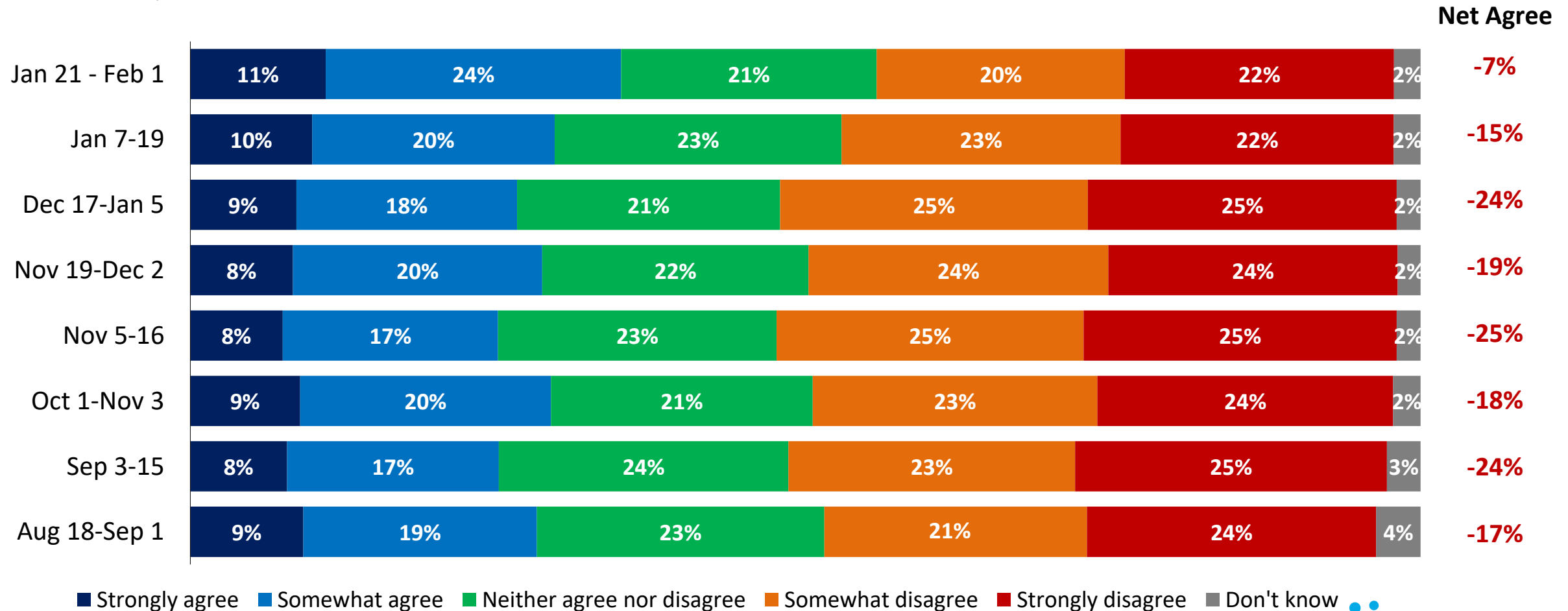
Behavioural Fatigue: Agreement that 'I don't think I can keep up these changes' is up again from 27% in late December to 35% now



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

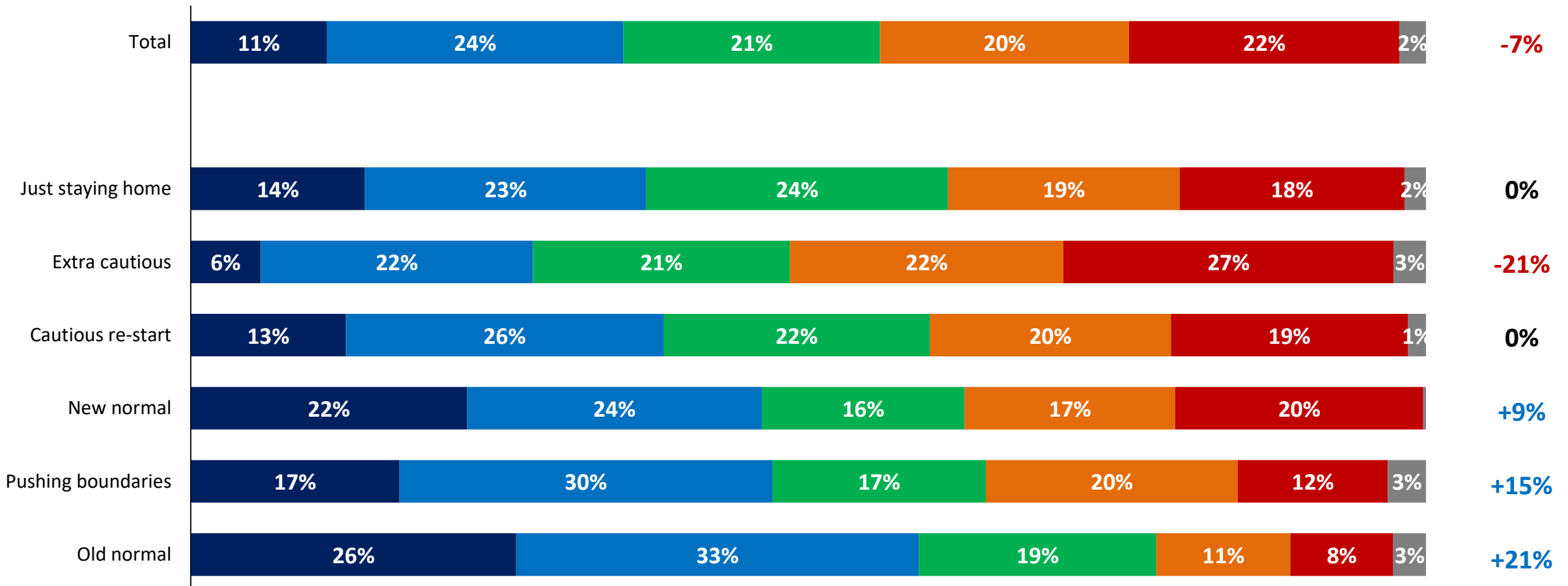


Thinking about the changes you’ve made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

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

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

Net Agreement



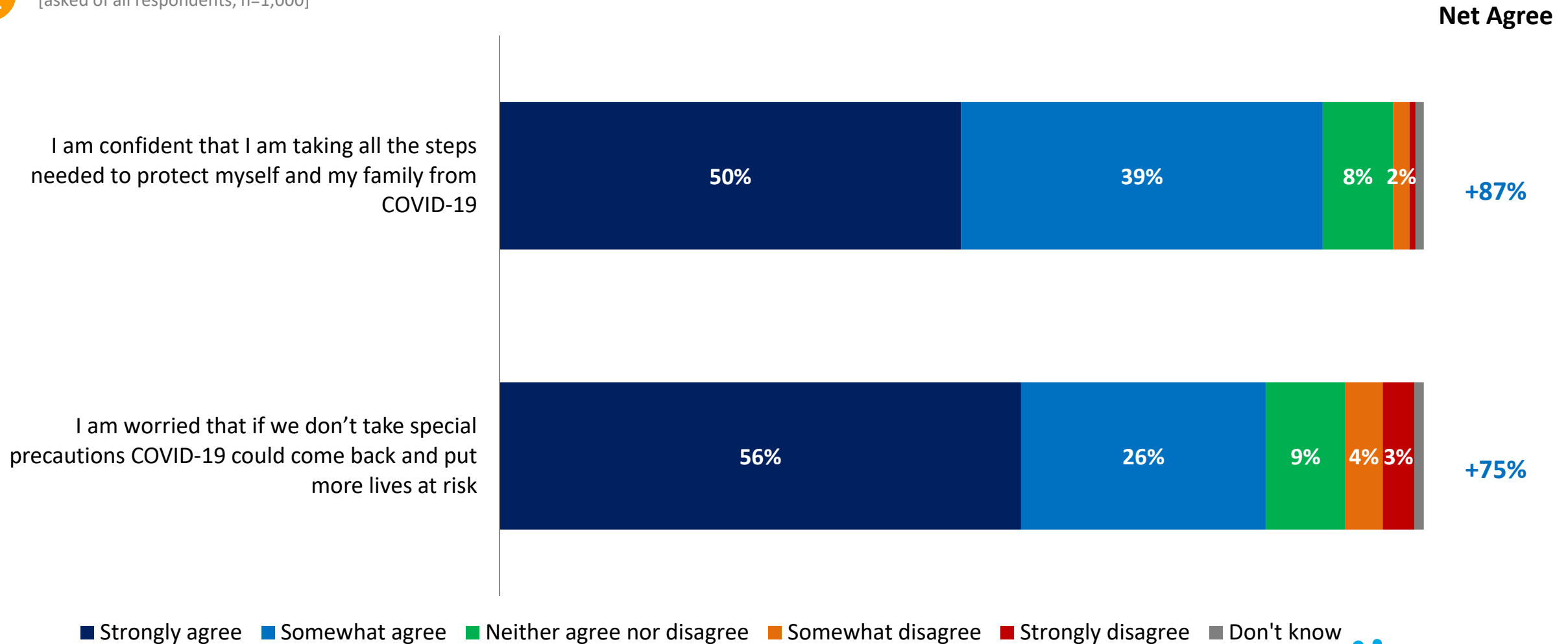
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Key Attitudes: 89% are confident they have taken all necessary steps to be protected, 83% are concerned about COVID returning



Do you agree or disagree with the following statements?

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



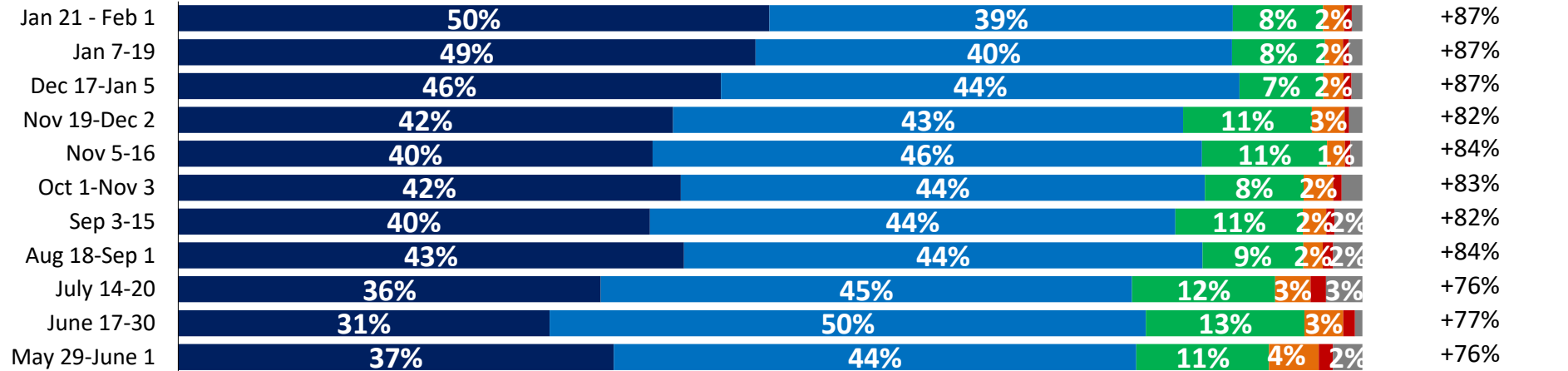
Key Attitudes: Respondents' confidence about taking the right steps and worry about COVID-19 putting more lives at risk is steady



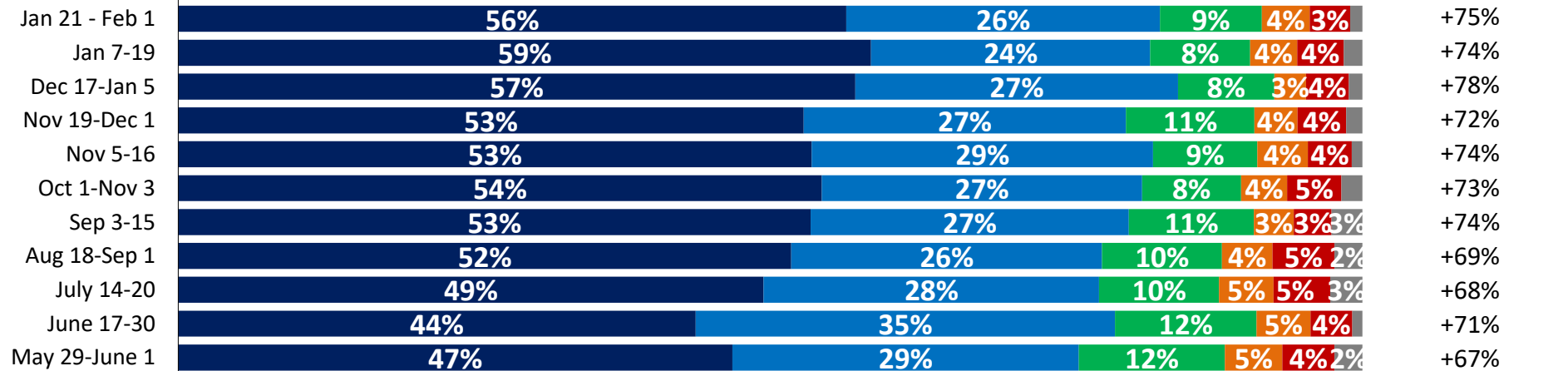
Do you agree or disagree with the following statements?

[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



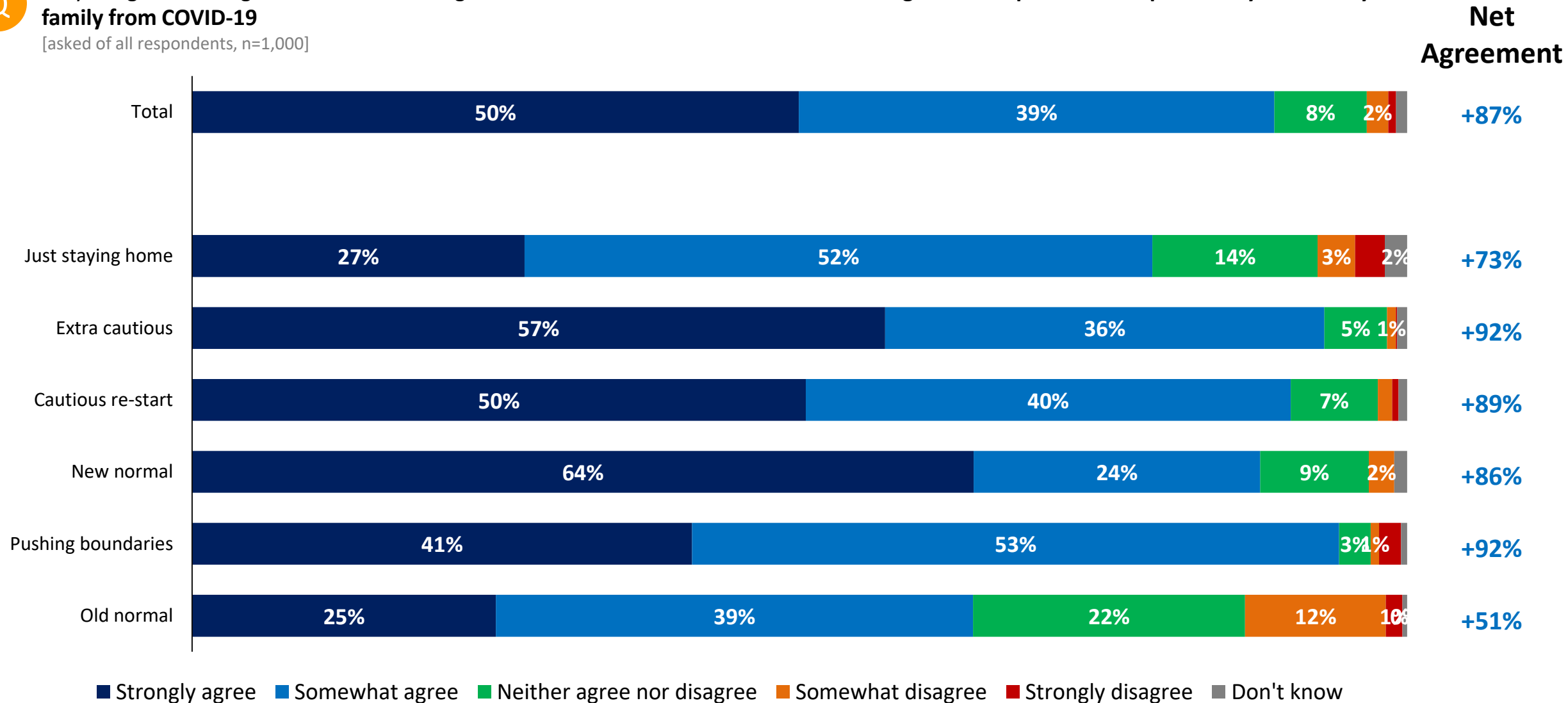
■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Confidence by Segment: Confidence is highest among the 'extra cautious' and 'pushing boundaries' groups



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]

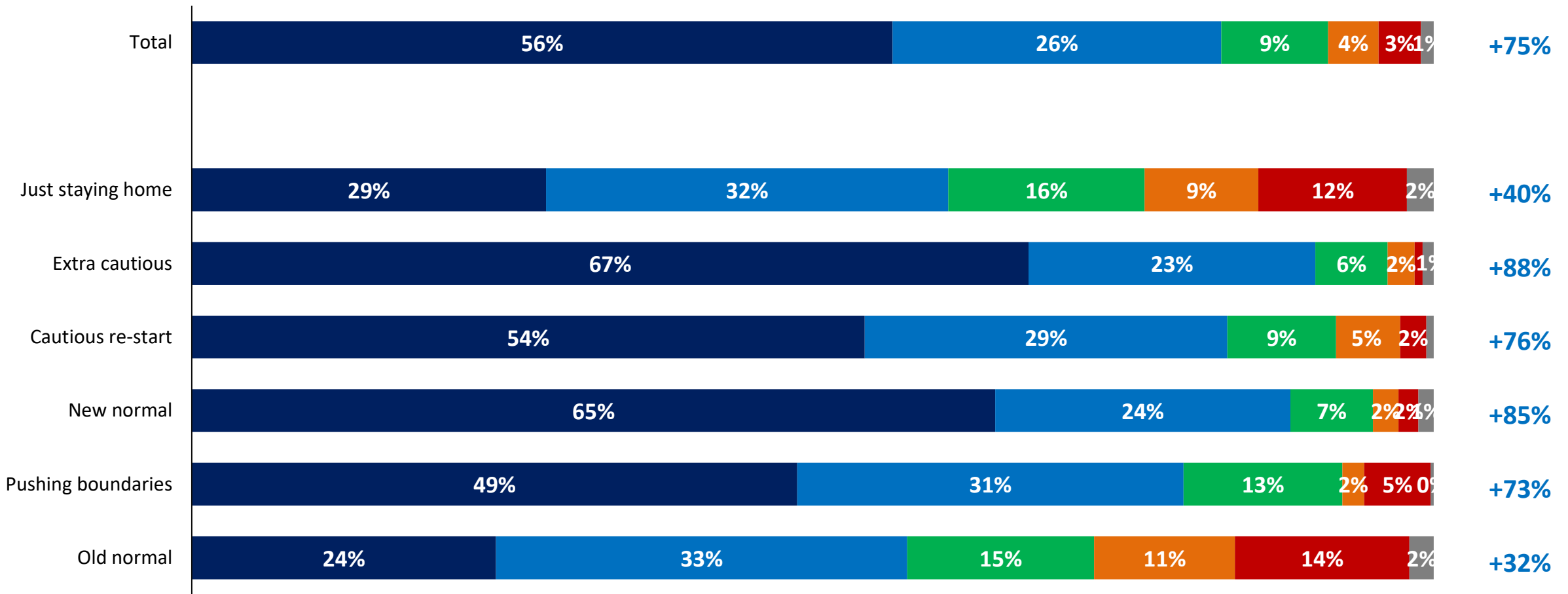


Worry by Segment: The least worried about COVID returning are those who do many activities a week while taking minimal to no precautions



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]

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 21st and February 1st, 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=2,258 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 21st to February 1st, 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	309	13.7%	139	13.9%
Men 35-54	341	15.1%	168	16.8%
Men 55+	462	20.5%	181	18.1%
Women 18-34	364	16.1%	135	13.5%
Women 35-54	375	16.6%	172	17.2%
Women 55+	407	18.0%	205	20.5%
Region				
BC	212	9.4%	135	13.5%
AB	234	10.4%	113	11.3%
Prairies	243	10.8%	65	6.5%
ON	810	35.9%	385	38.5%
QC	323	14.3%	233	23.3%
Atlantic	436	19.3%	69	6.9%



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Building Understanding.