

COVID-19 Behaviour

Public Opinion Research
Release Date: March 31, 2021
Field Dates: March 04 to March 30, 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 *March Canada This Month* survey. This online survey was in field from March 4th to 30th with a weighted sample size of 2,000 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

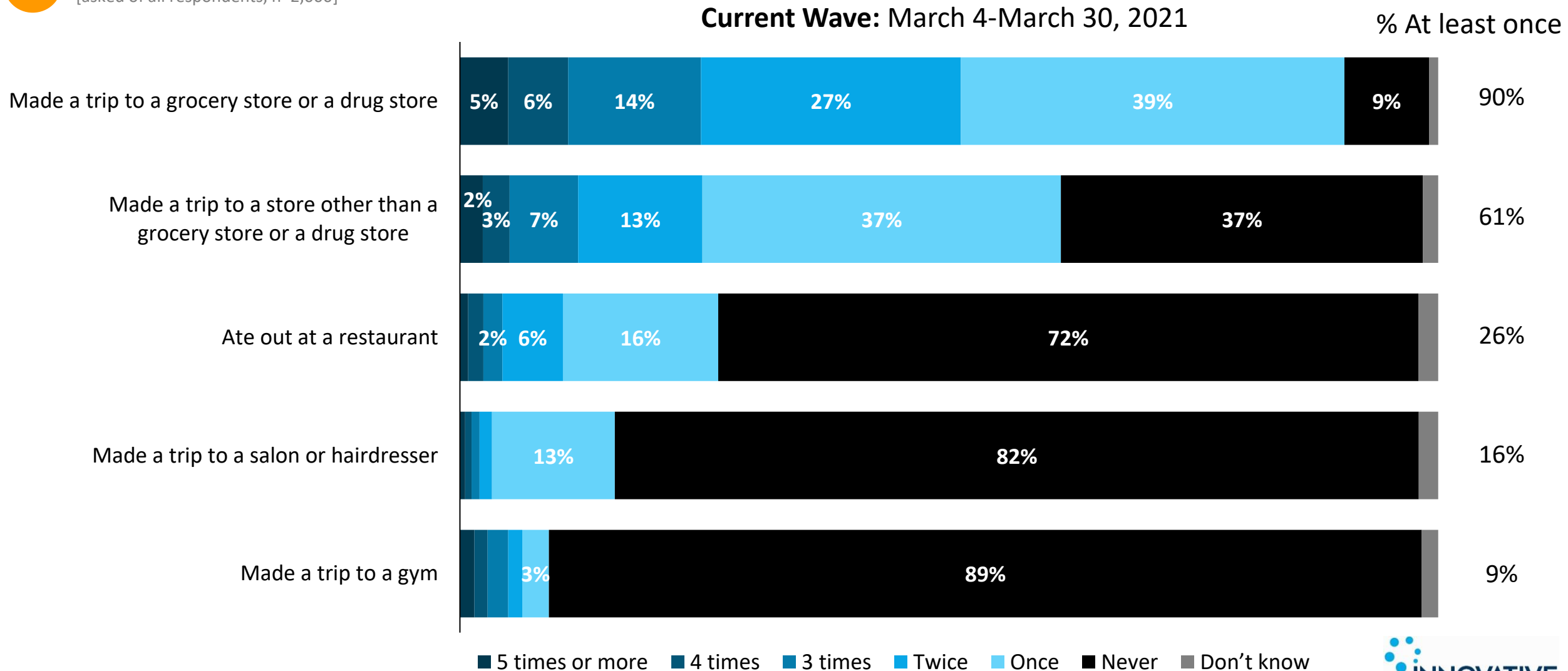
Social activities and shopping behaviours have continued to climb from a low in January and are now at the same levels they were at in the fall of 2020.

Shopping Activities: One-in-four Canadians say they ate out at a restaurant in the last week



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

[asked of all respondents; n=2,000]



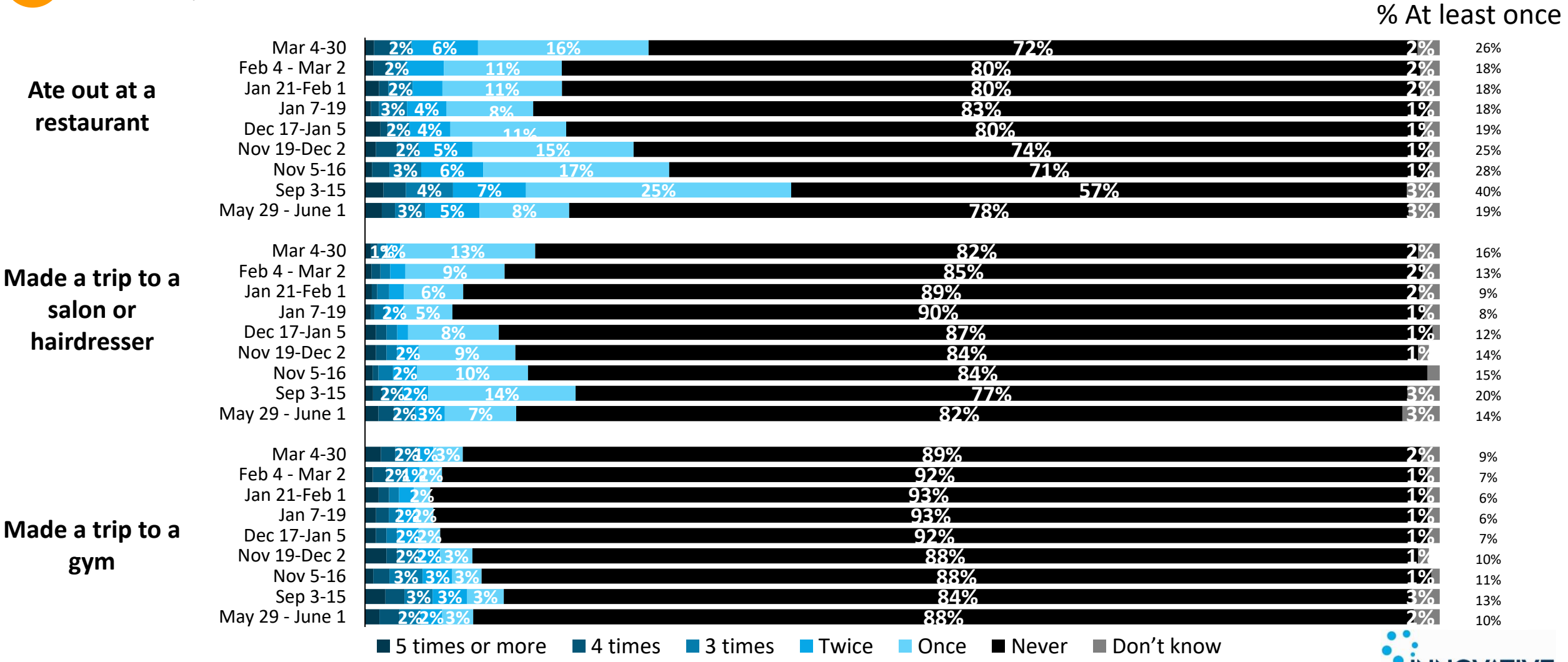
Note: Labels not shown for categories with a frequency of less than 2%

Shopping Activities: Eating at restaurants, going to salons, and going to gyms are all up since February



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

[asked of all respondents; n=2,000]



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

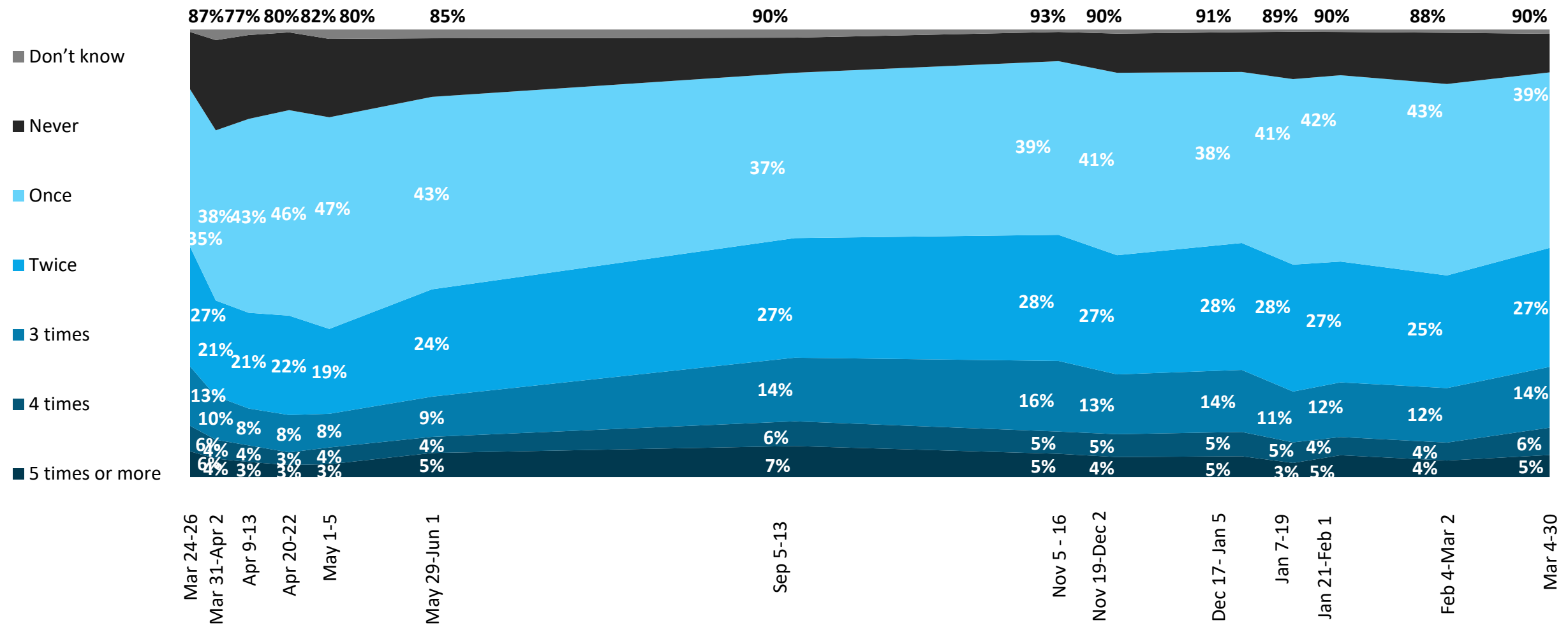


Trip to Grocery/Drug Store: Trips to grocery or drug stores remain steady at 90%



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=2,000]

% At least once



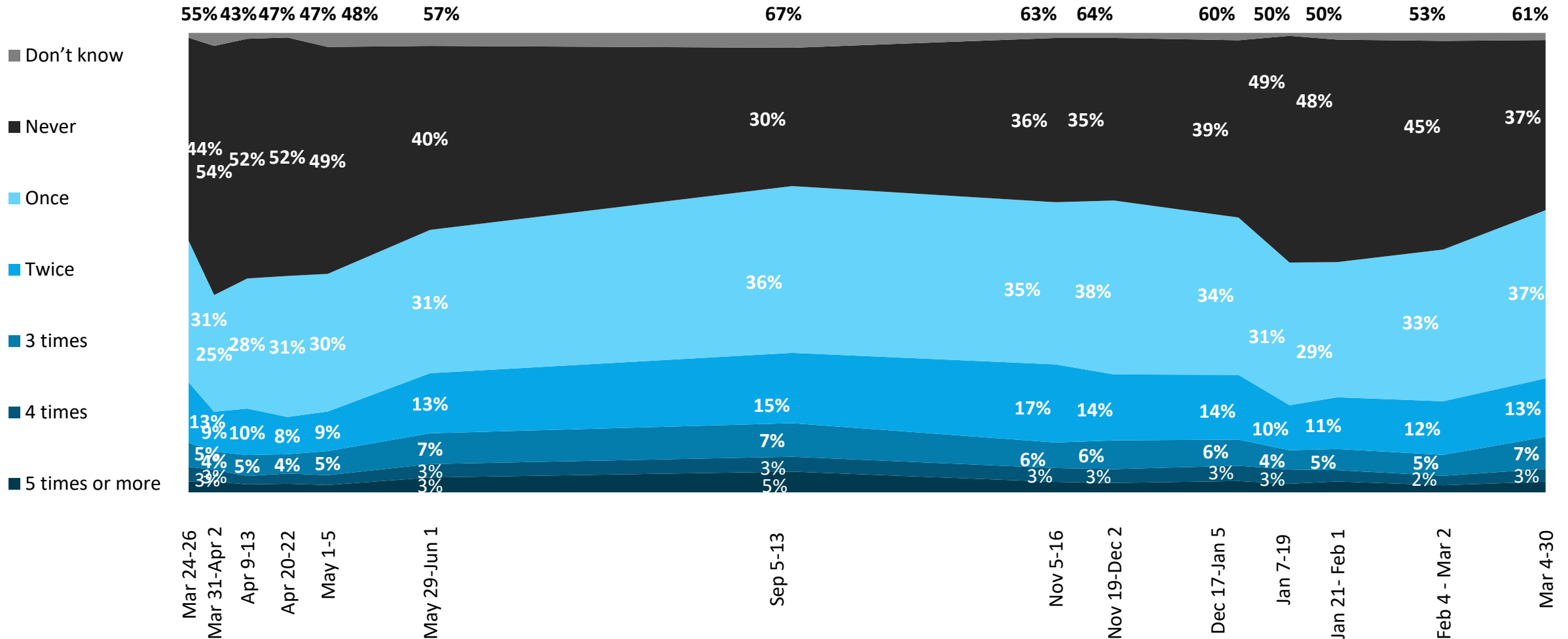
Note: Labels not shown for categories with a frequency of less than 2%

Trip to Other Store: Trips to non-grocery or drug stores are up 8 points since February



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=2,000]

% At least once



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

Social Activities: One-in-three (33%) of Canadians say they visited a relative or friend in their home

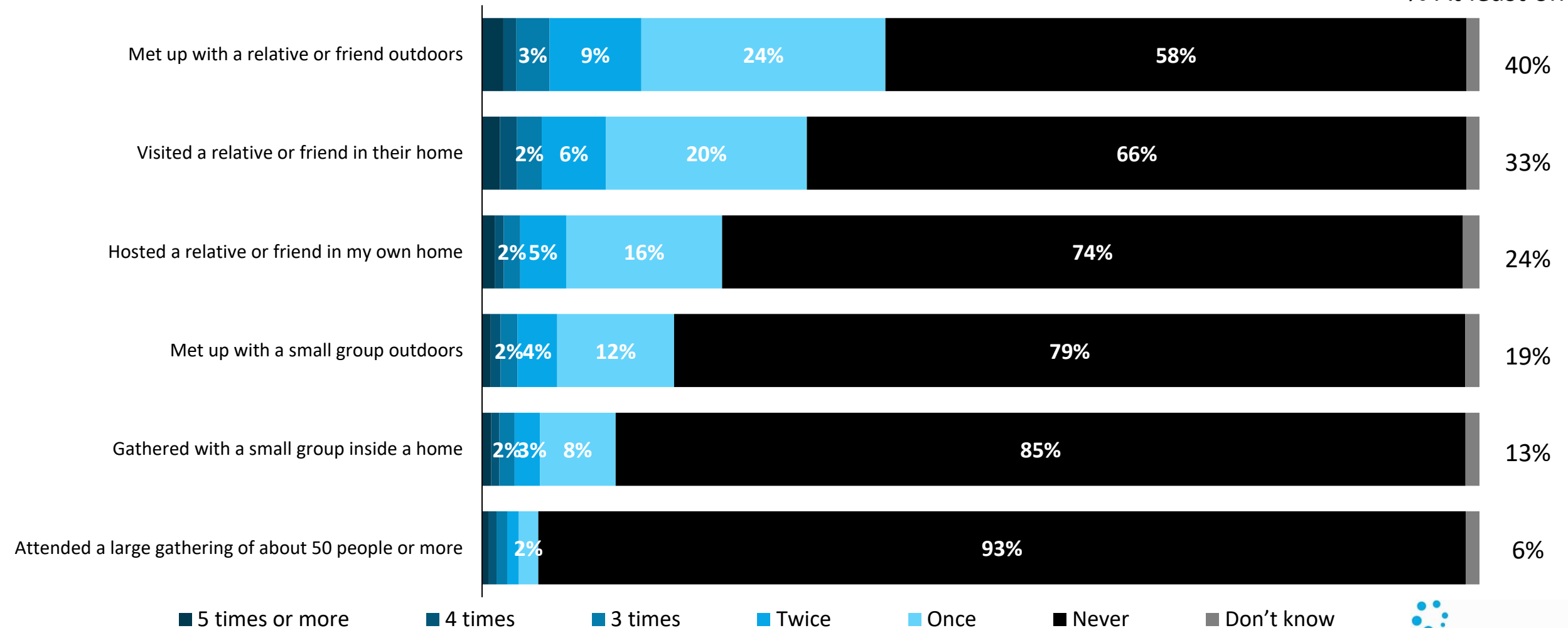


Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=2,000]

Current Wave: March 4-March 30, 2021

% At least once



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

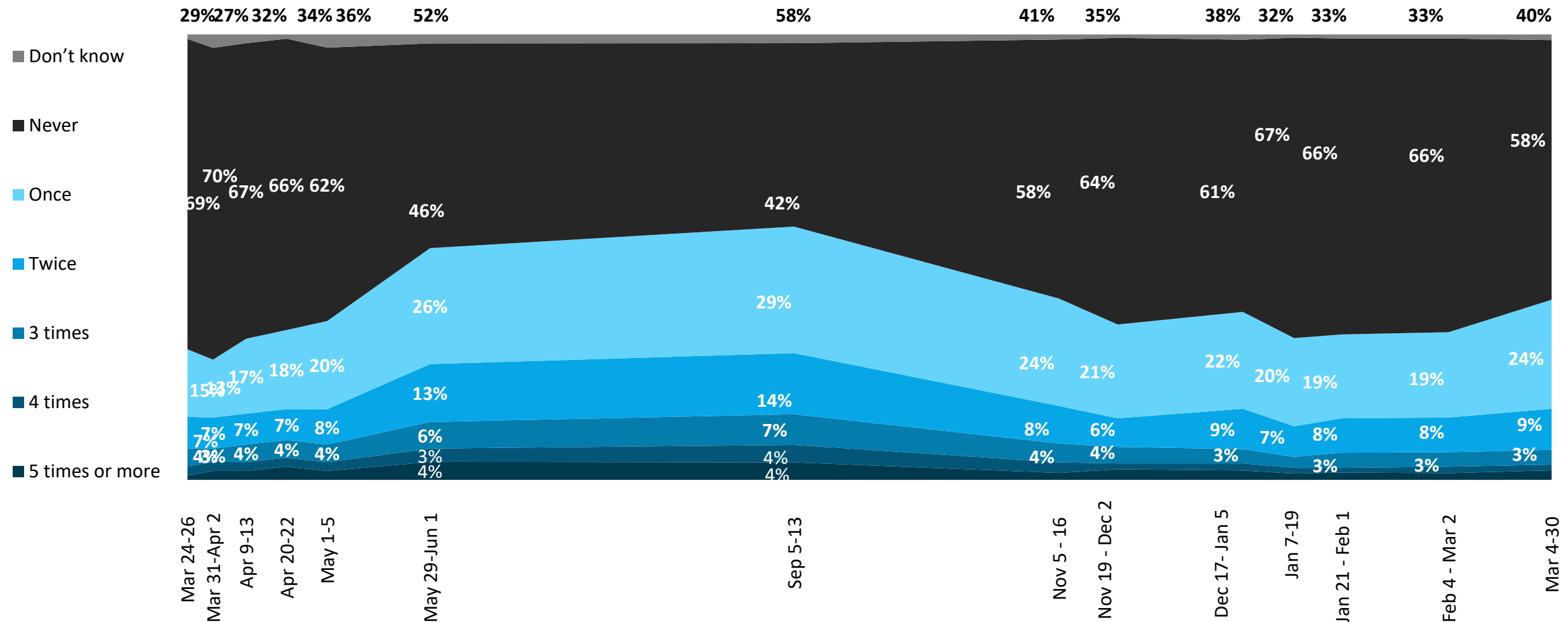
Meetup, Friend/Relative Outdoors: Meet ups with friends outside are up 7 points since February



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=2,000]

% At least once



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

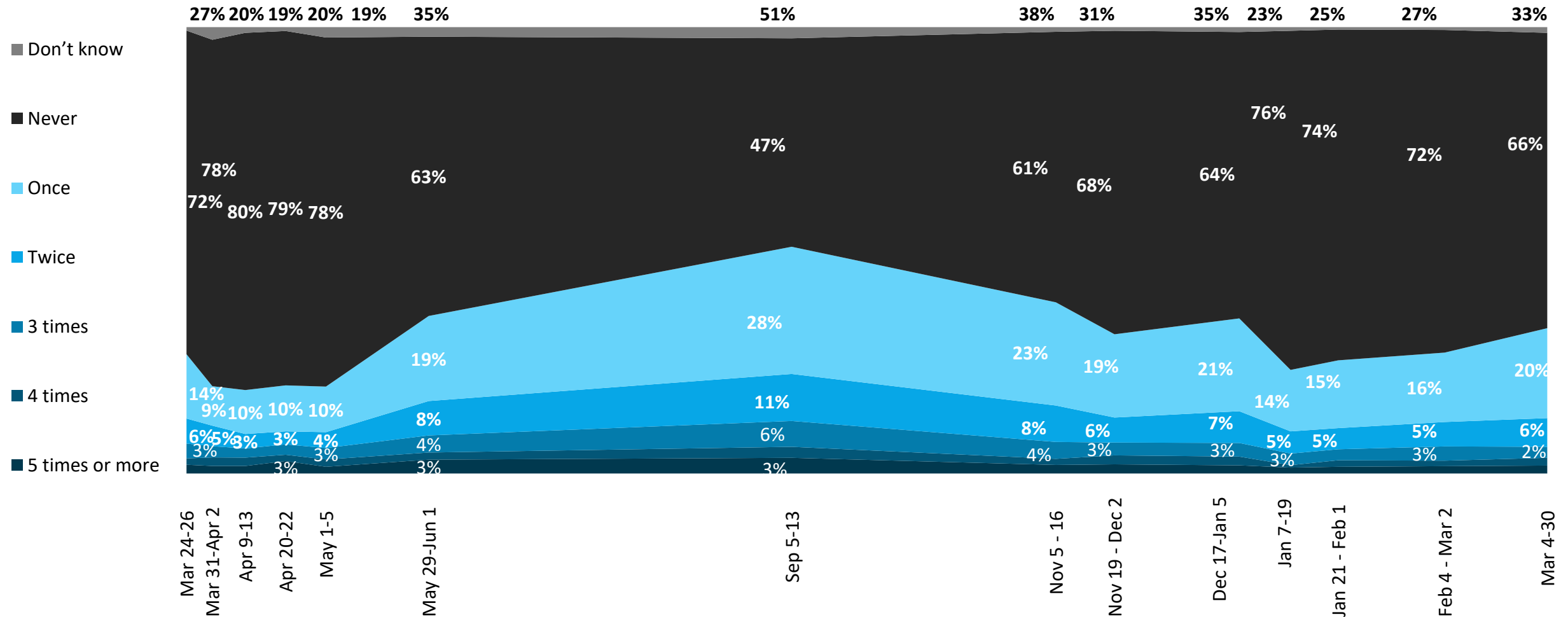
Visit in Home: More Canadians report visiting friends or relatives in their home than in February



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=2,000]

% At least once



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

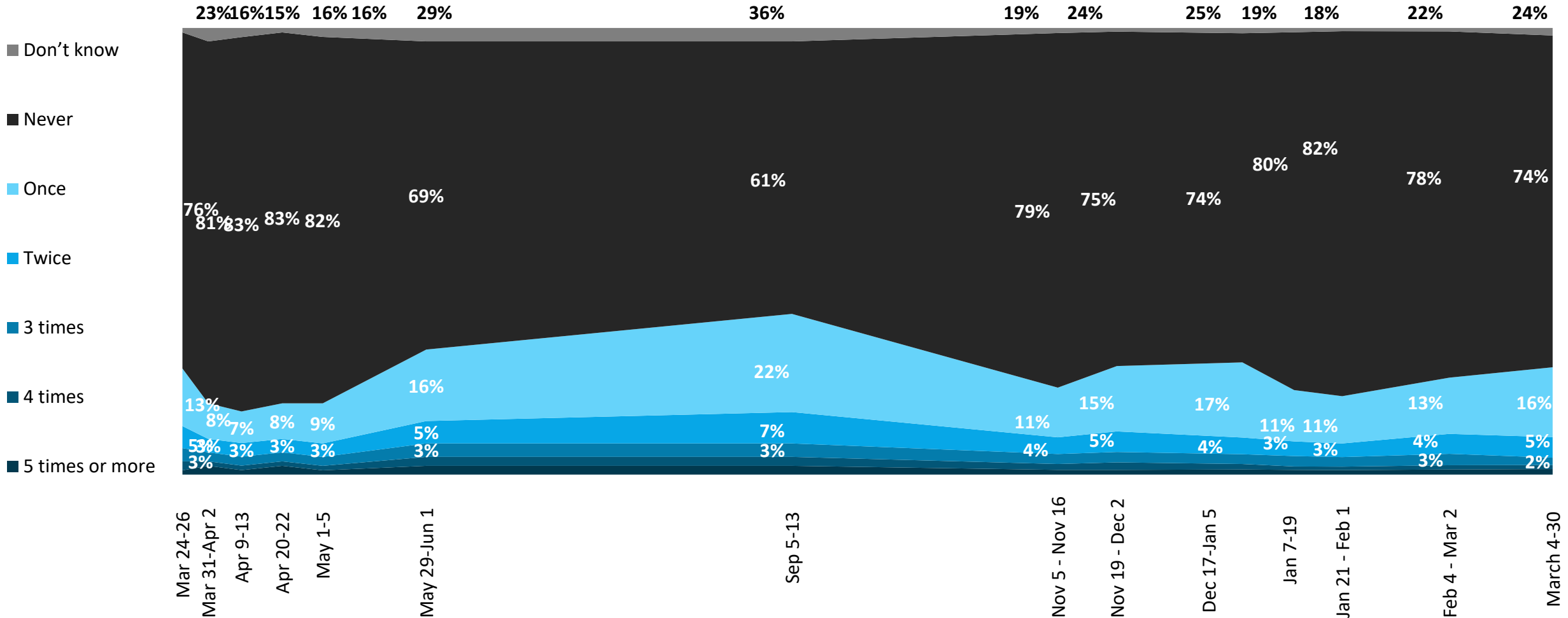
Hosted Friend/Relative: Hosting friends or relatives inside is up directionally from 22% to 24%



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=2,000]

% At least once



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

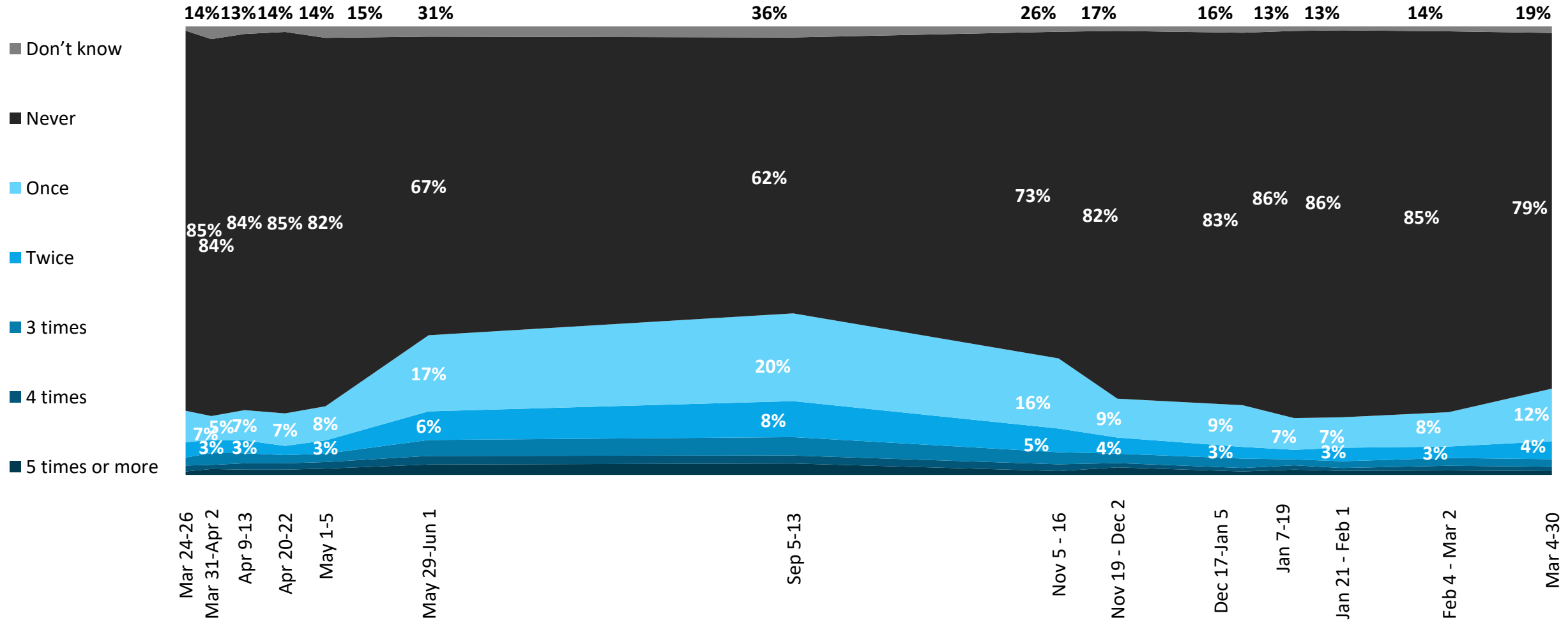
Small Group, Outdoors: Meet ups with small groups outdoors are up 5 points since February to 19%



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=2,000]

% At least once



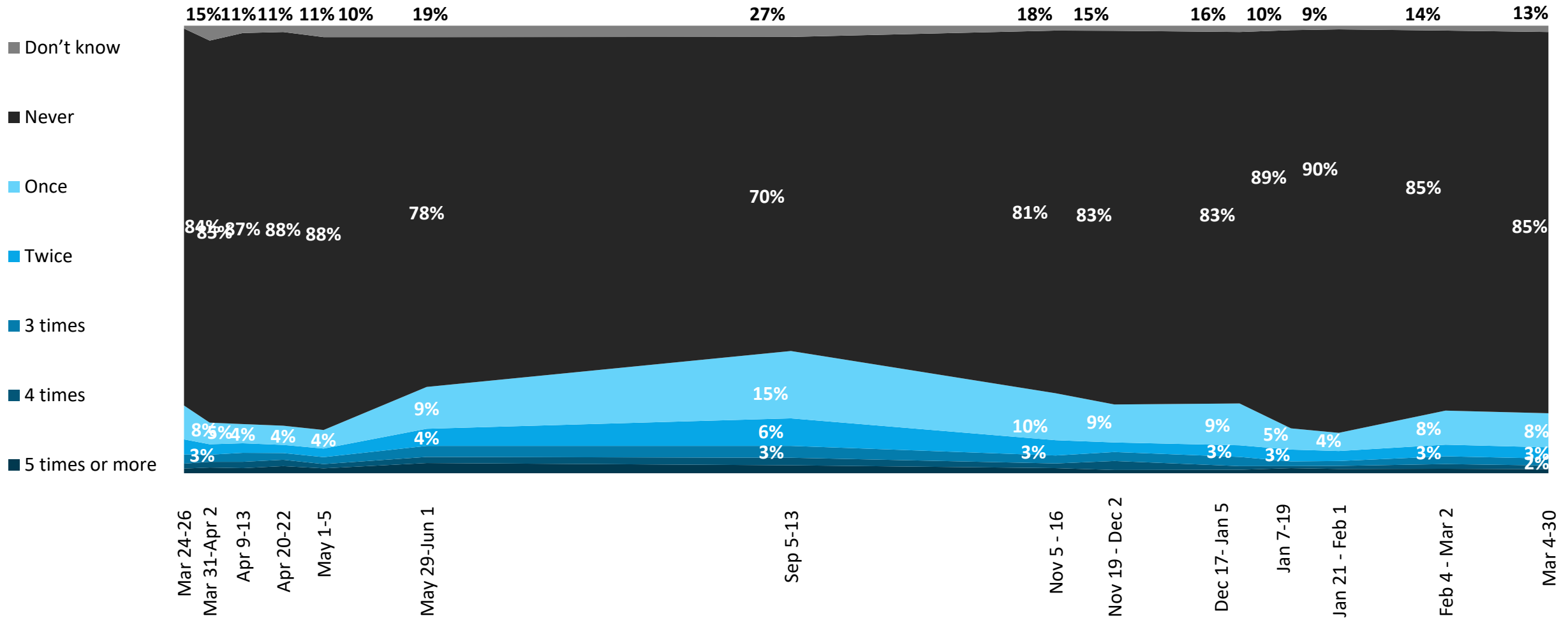
Note: Labels not shown for categories with a frequency of less than 2%

Gathered with Group, Home: Small gatherings in homes are steady at 13% after increased in February



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=2,000]

% At least once

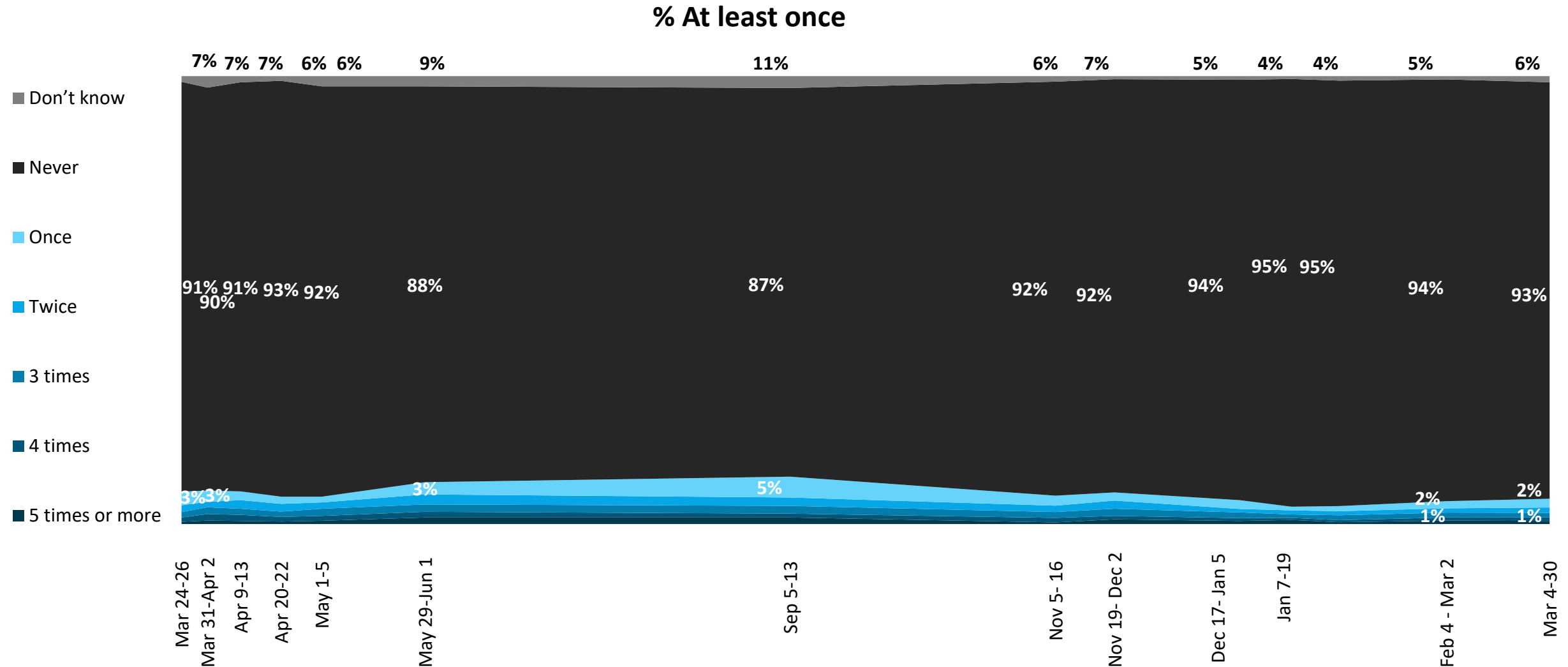


Note: Labels not shown for categories with a frequency of less than 2%

Attended Large Gathering: Attendance at large gatherings is up directionally to 6%



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=2,000]



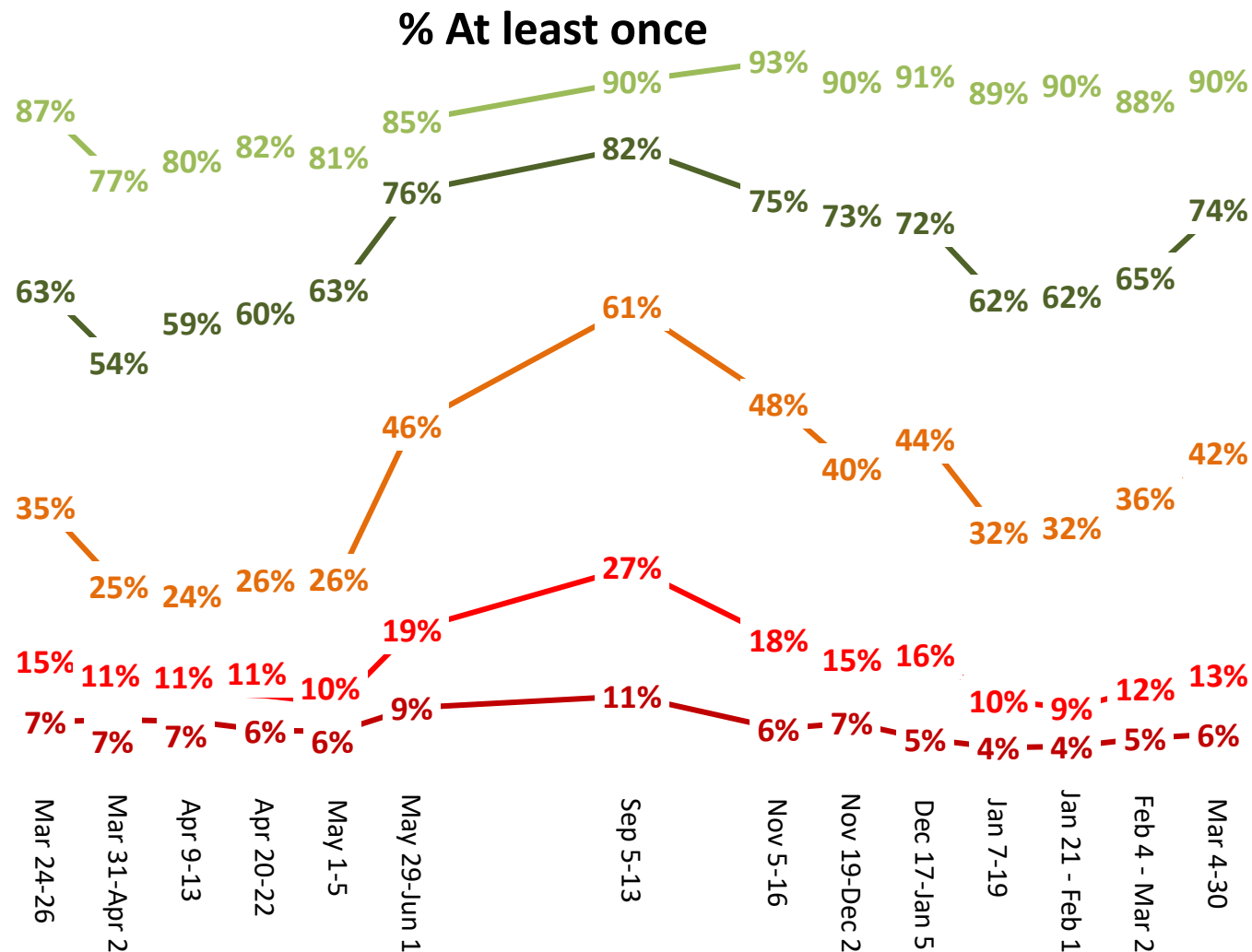
Note: Labels not shown for categories with a frequency of less than 2%

Activities: Modest and moderate risk activities are up 9 points and 6 points respectively since February



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

[all respondents, n=2,000]



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

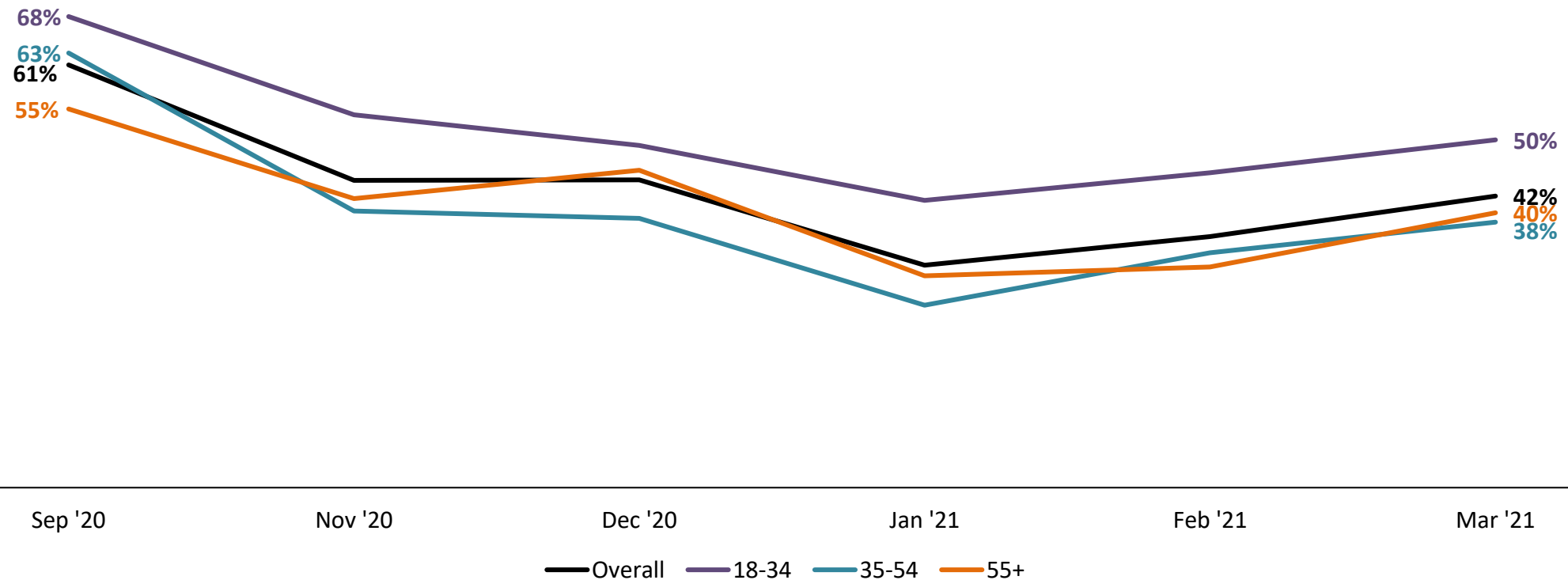
Moderate Risk Activities: Young respondents continue to be more likely to engage in moderate risk activities



Over the past 7 days, how often have you done each of the following? **Moderate Risk Activities by Age**

[all respondents, n=2,000]

% At least one moderate risk activity a week



Moderate risk

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

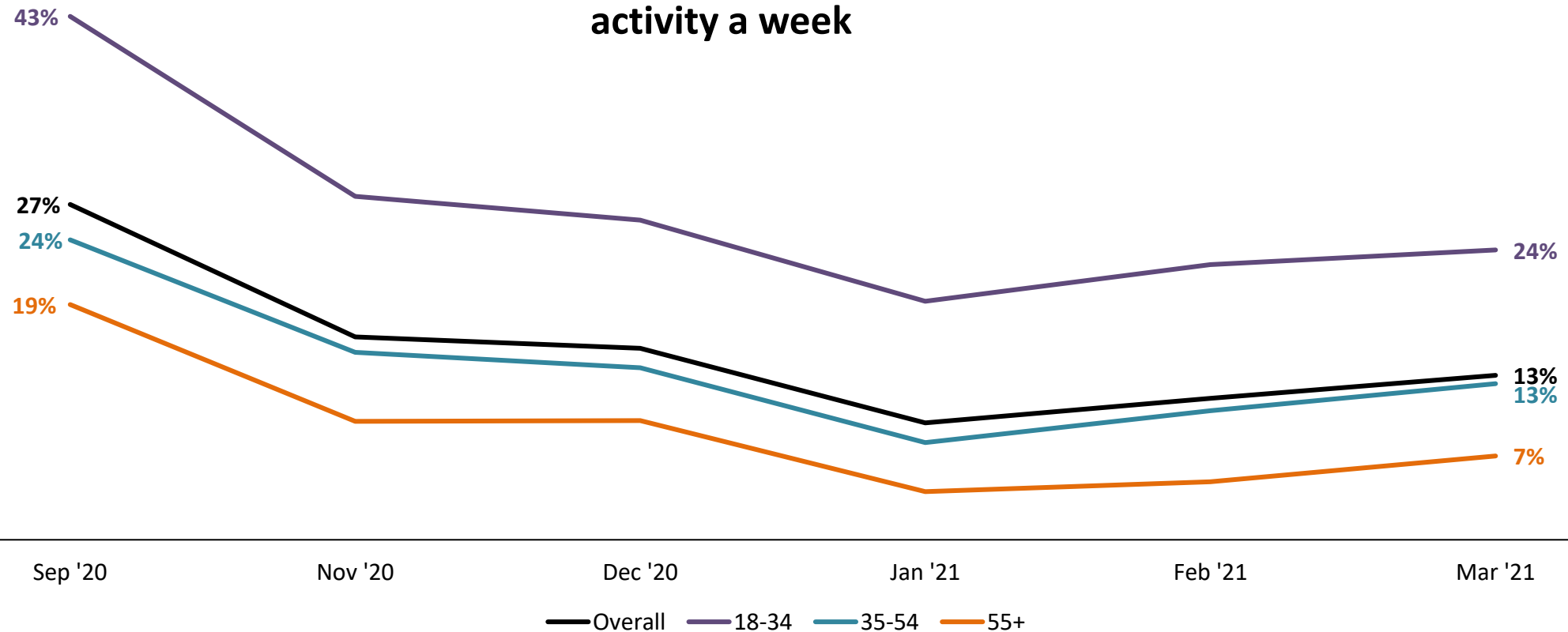
More Risk Activities: Respondents under 35 are most likely to engage in more risk activities



Over the past 7 days, how often have you done each of the following? **More Risk Activities by Age**

[all respondents, n=2,000]

% At least one more risk activity a week



More risk

- Gathered with a small group inside a home

Impact of Vaccinations: Vaccinated Canadians are less likely to engage in more risk activities than unvaccinated Canadians



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

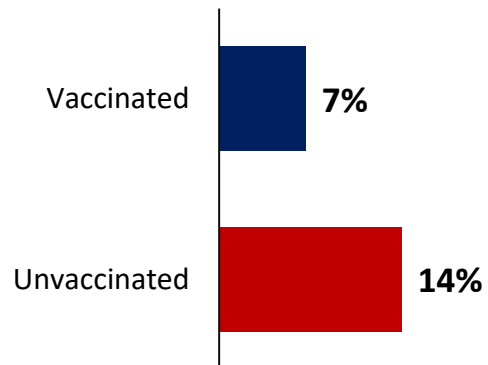
[all respondents, n=2,000]

All Canadians

% At least one *moderate risk* activity a week



% At least one *more risk* activity a week

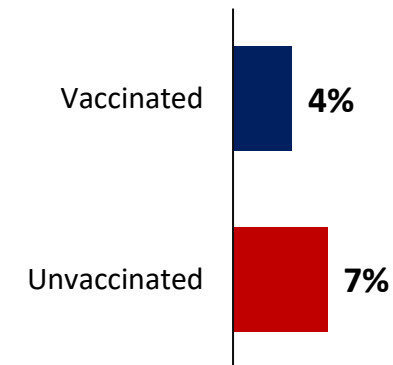


Canadians 55 and Older

% At least one *moderate risk* activity a week



% At least one *more risk* activity a week



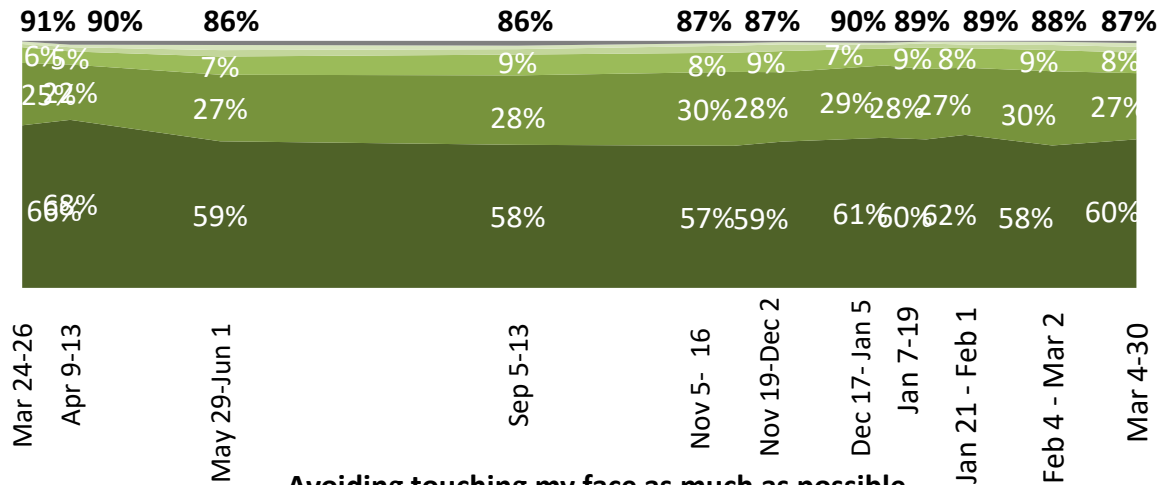
Protective Behaviours: Despite the increase in risky behaviour since February, there has been no change in protective behaviours



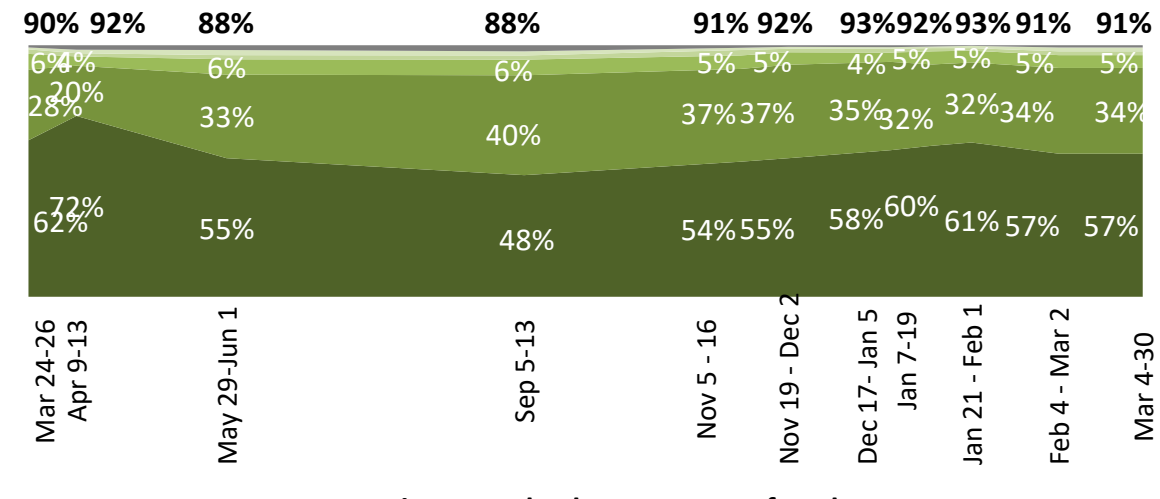
And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?
[asked of all respondents, n=2,000]

% All/Most of the Time

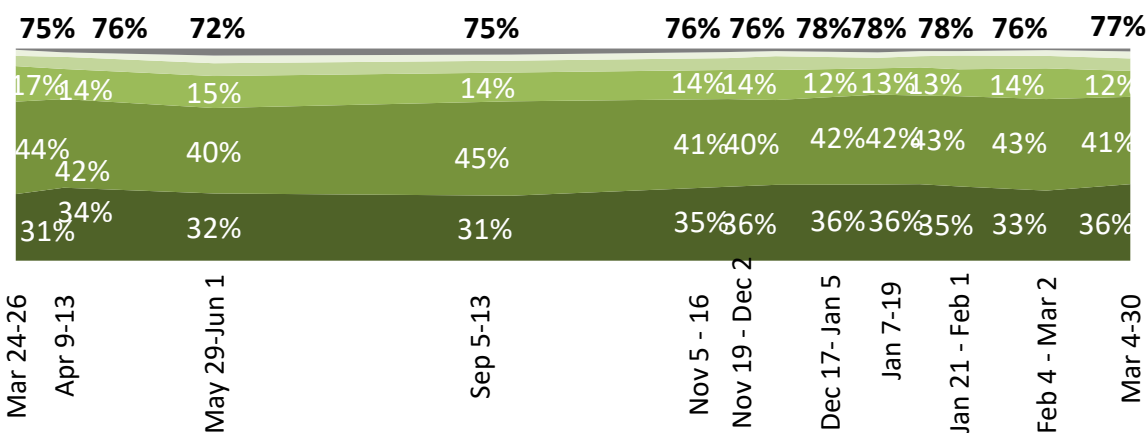
Washing my hands more frequently



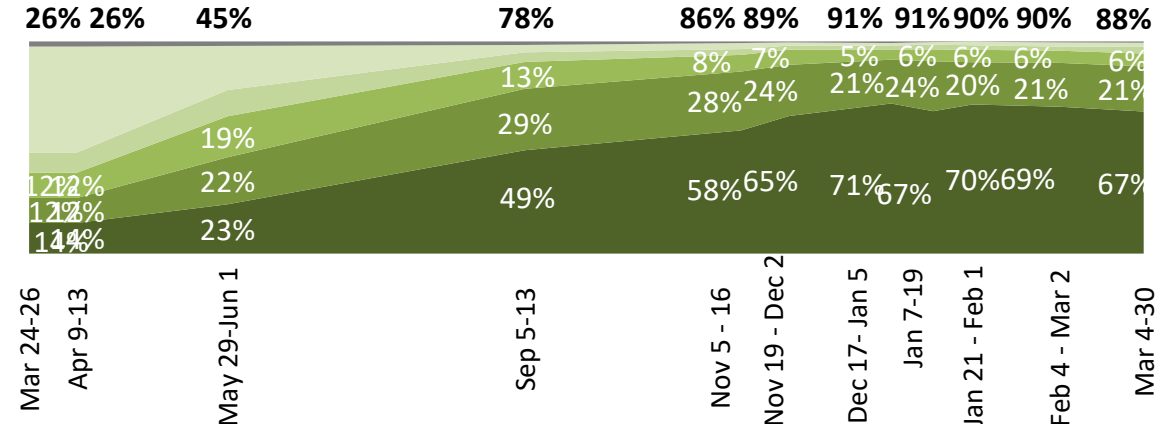
Keeping a distance of 2 meters from others when I am out of my house



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

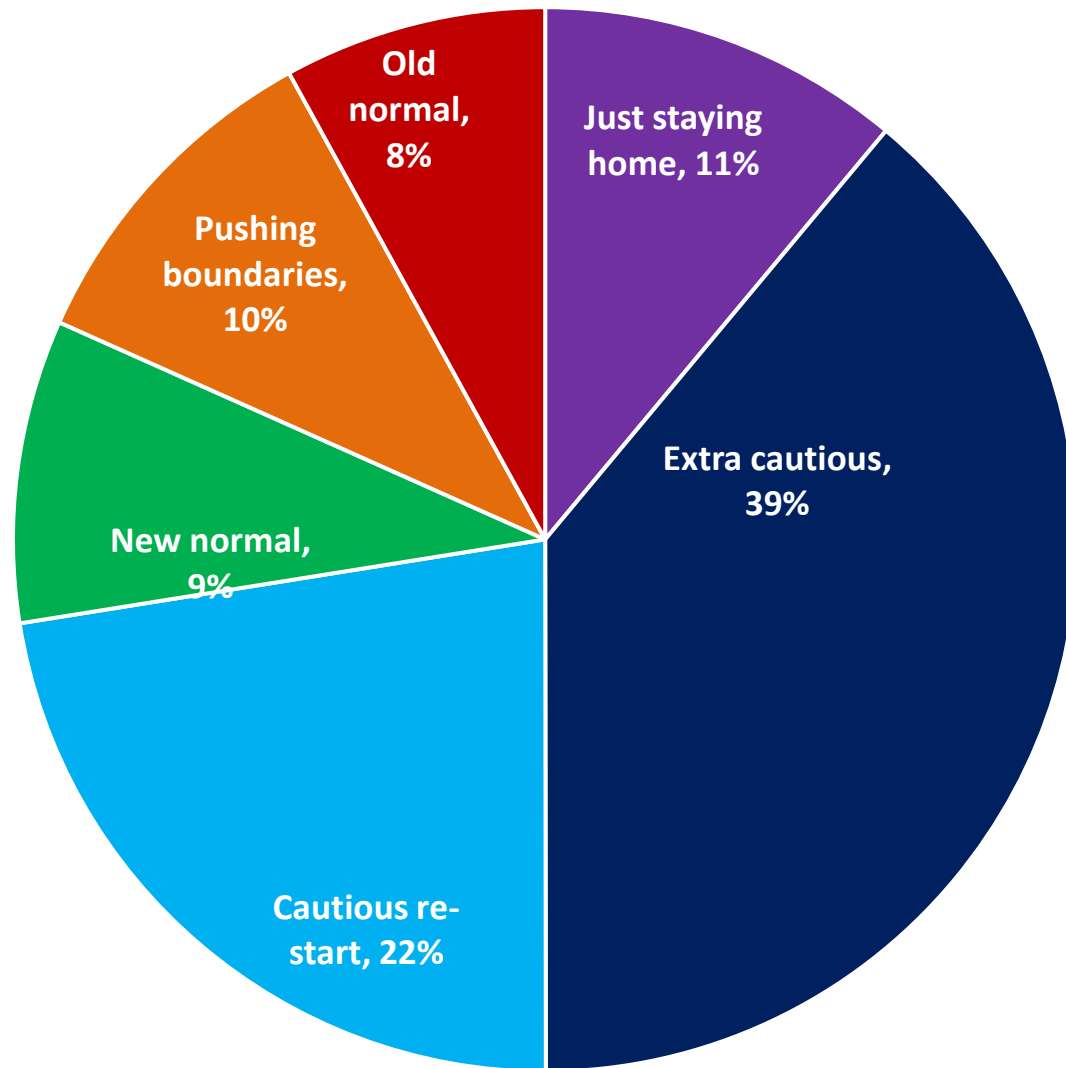
COVID-19 Behaviour Segments

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.

Younger Canadians (those under 35) are more likely than older Canadians to be in the groups taking the most risks and the fewest precautions.

Behaviour Segments: Half (50%) of Canadians are mostly staying at home, including 39% who are also taking every precaution

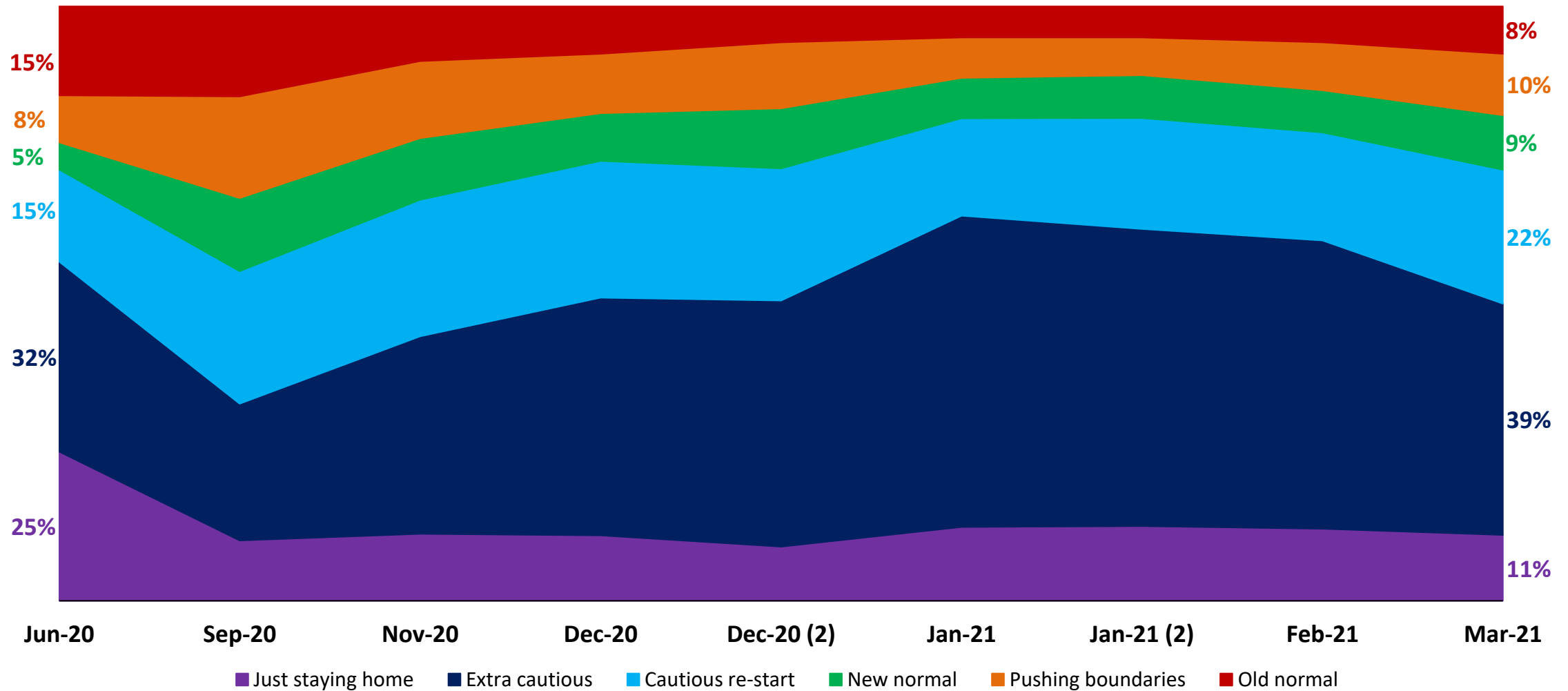
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



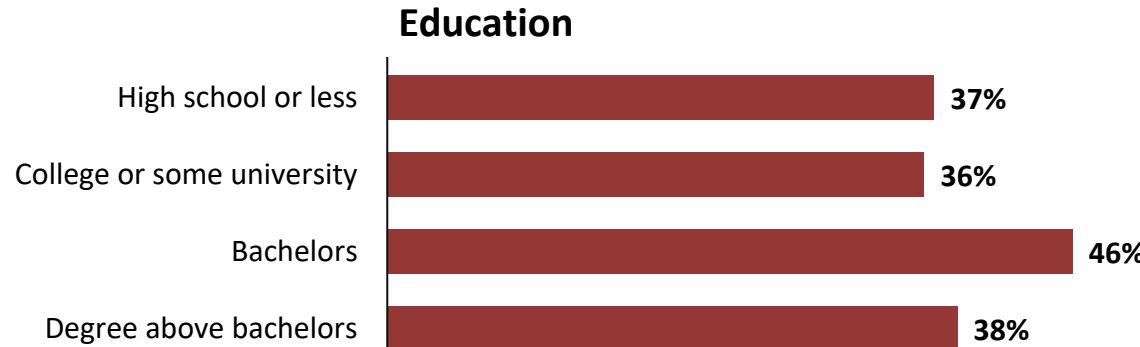
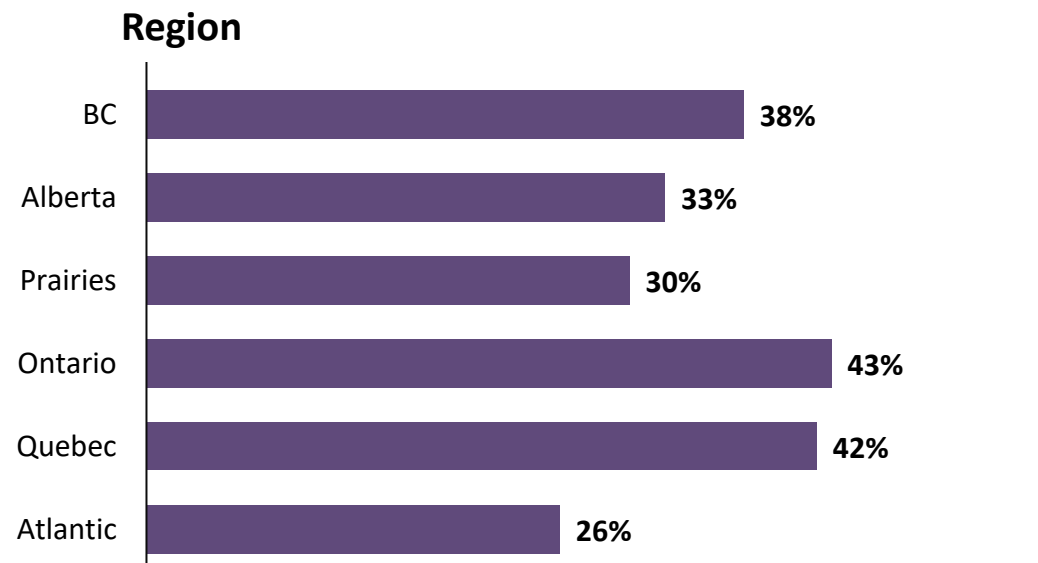
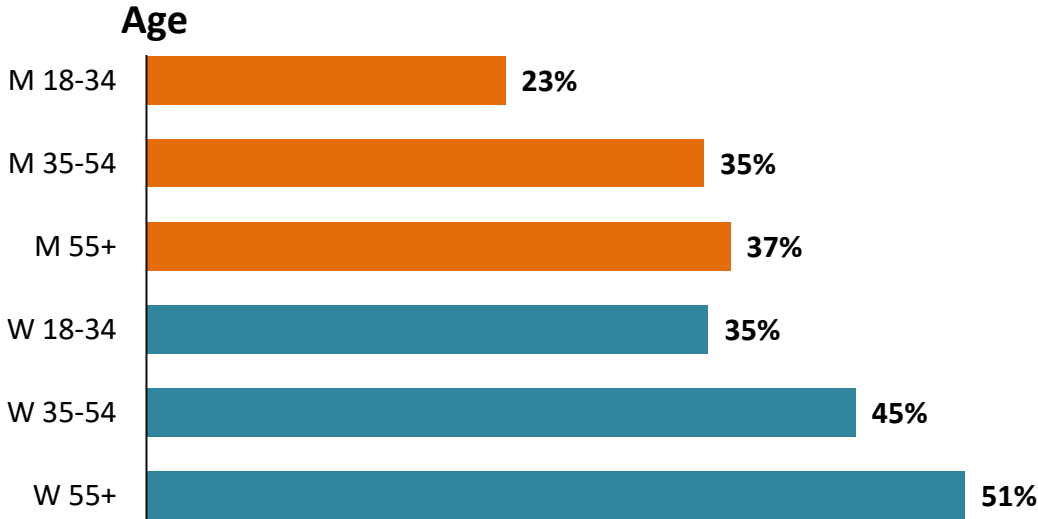
Segment	Description
Just staying home	Mostly staying home BUT not taking many precautions
Extra cautious	Staying home AND nearly always taking every precaution
Cautious re-start	A few activities a week AND mostly or always taking precautions
New normal	Many activities a week BUT nearly always taking 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 who are extra cautious is down from 48% in February to 39% now

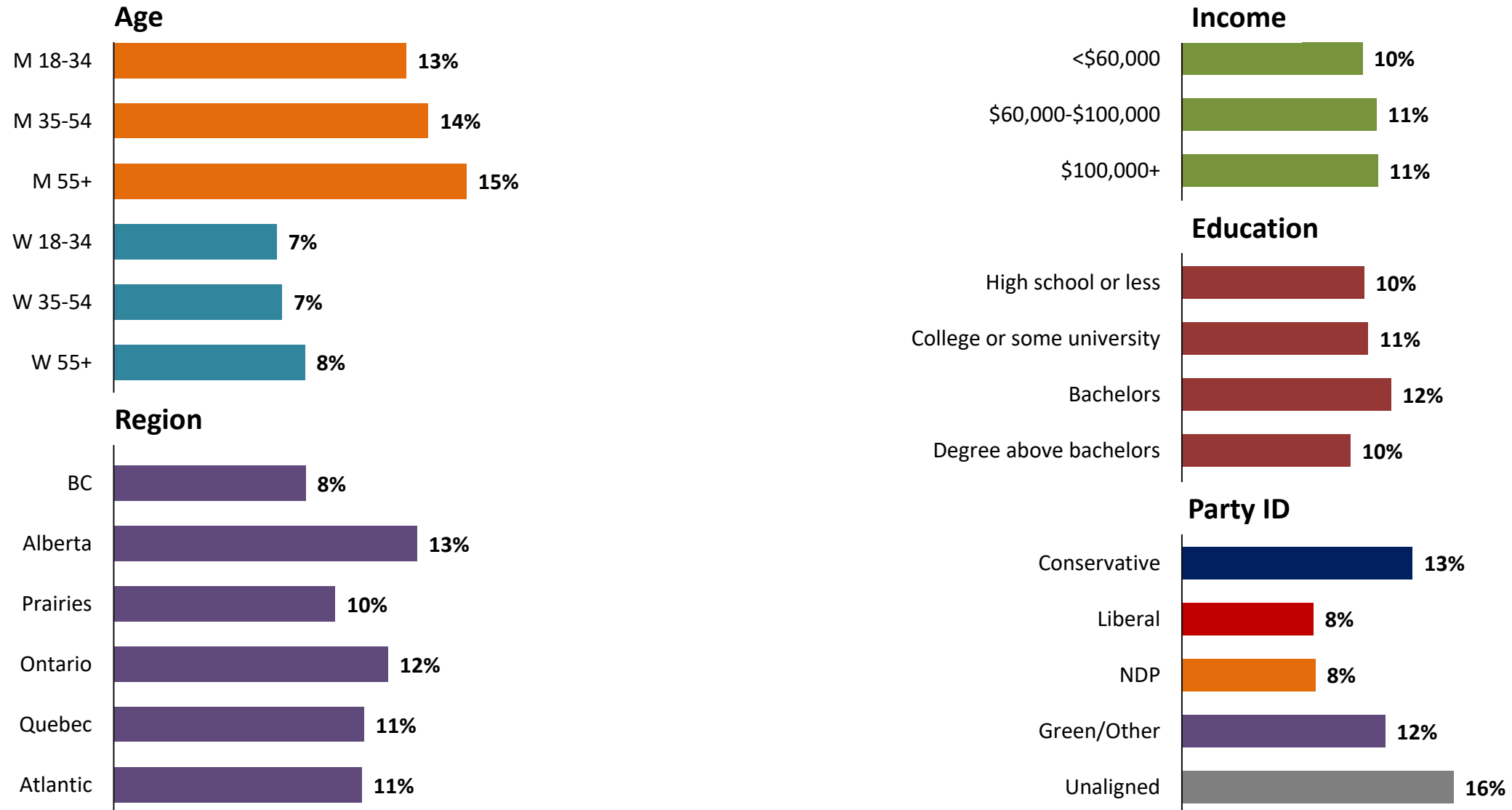
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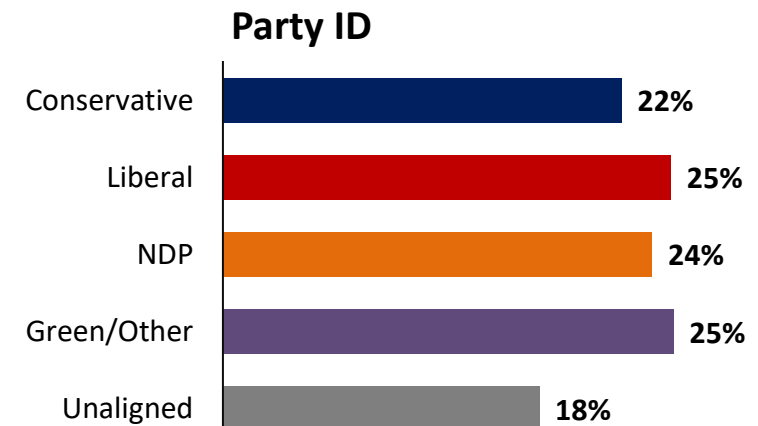
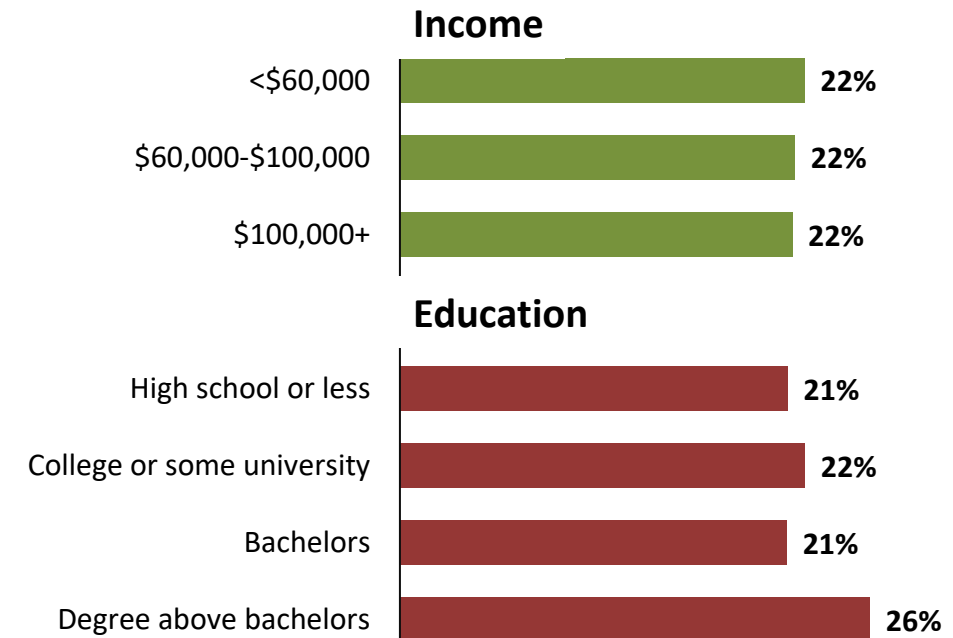
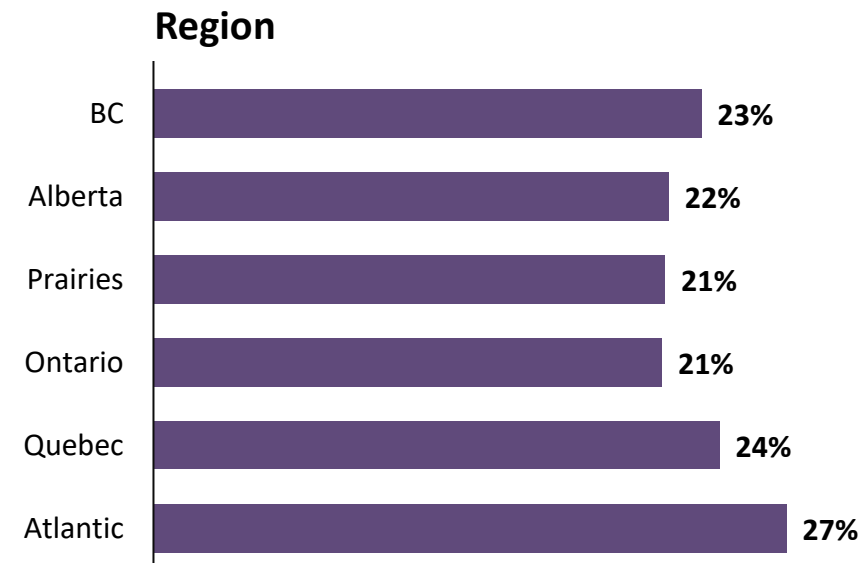
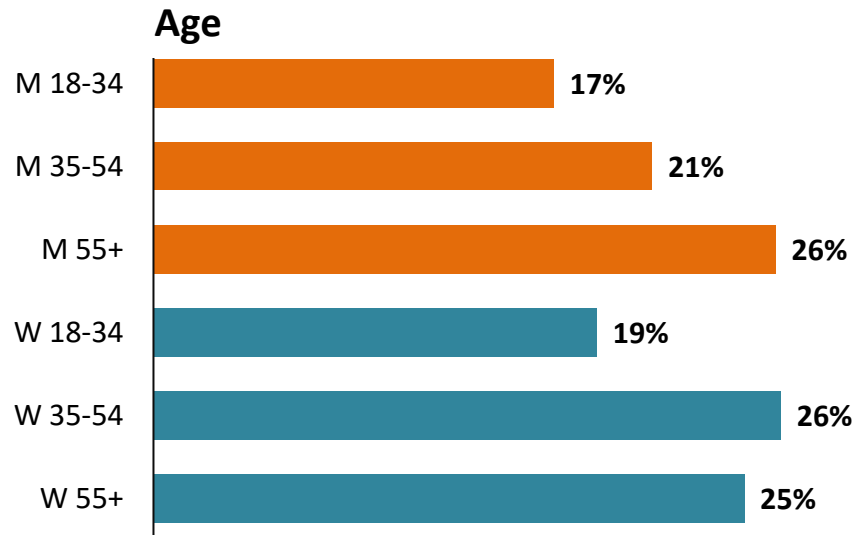
Extra Cautious: Older respondents and those from Ontario and Quebec²³ are the most likely to be in the 'extra cautious' segment



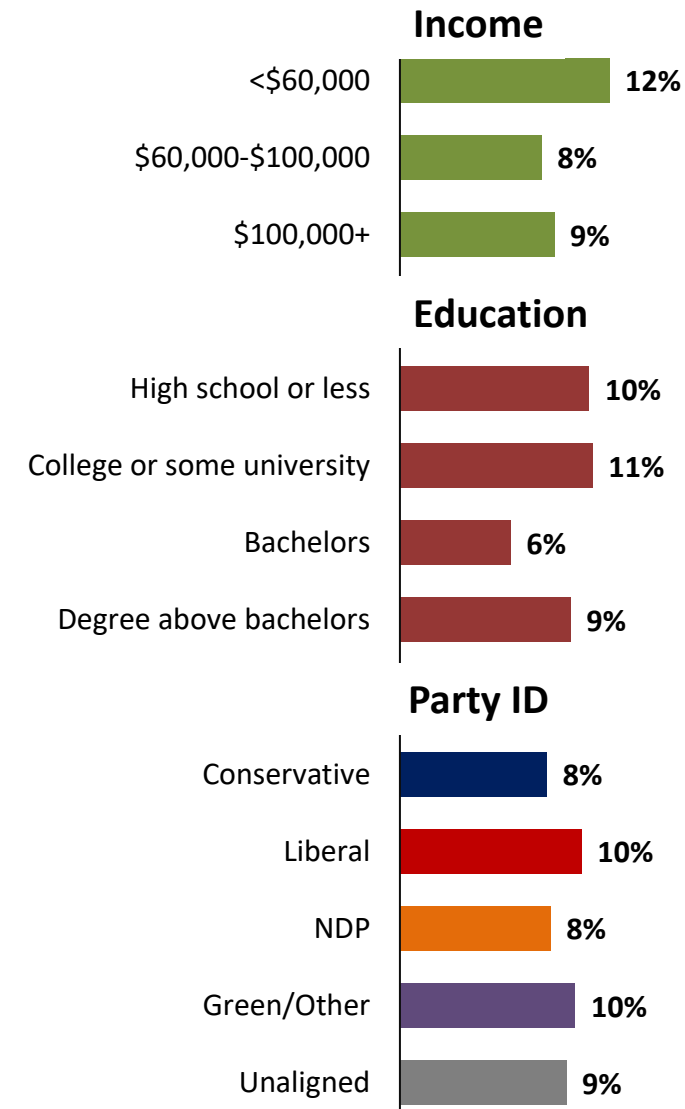
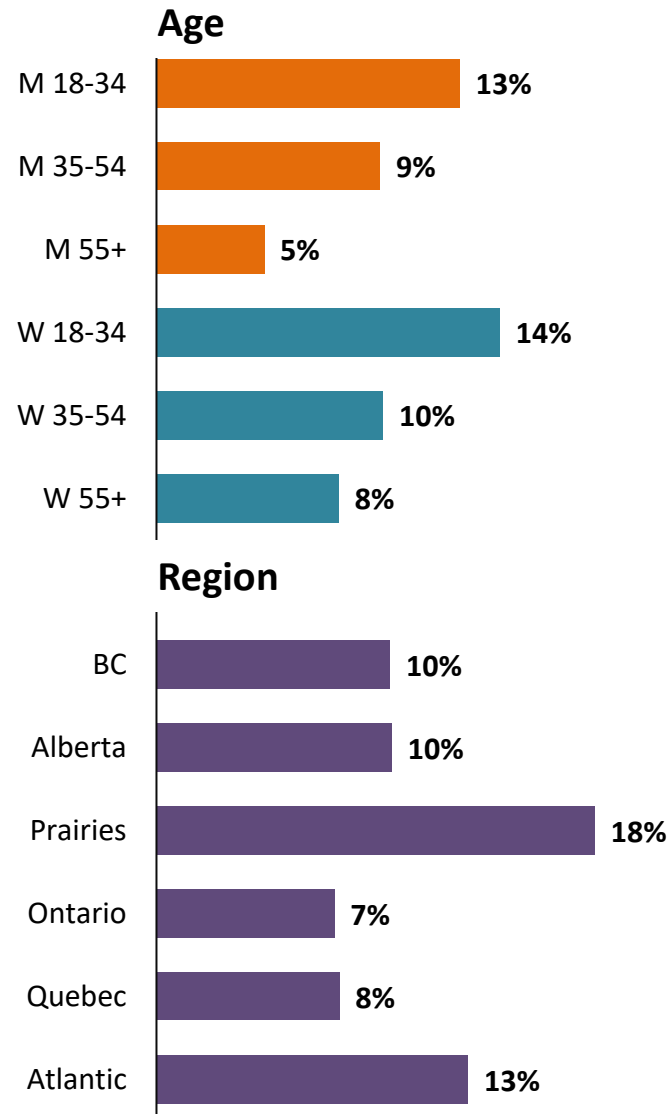
Just staying home: Men, and respondents from the Prairies are the most likely to be in the 'just staying home' group



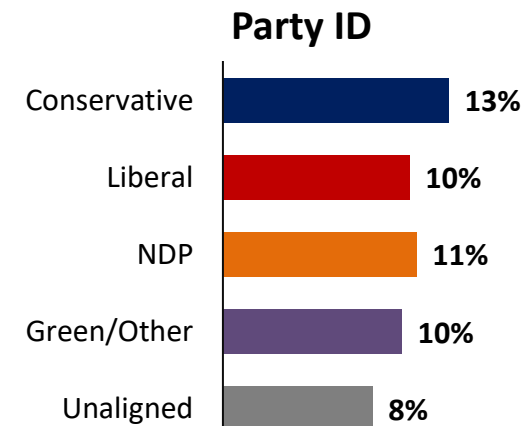
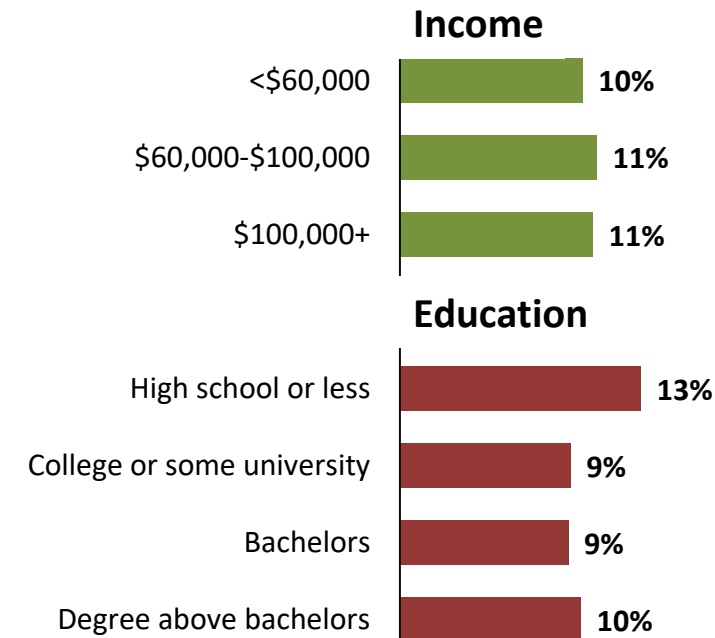
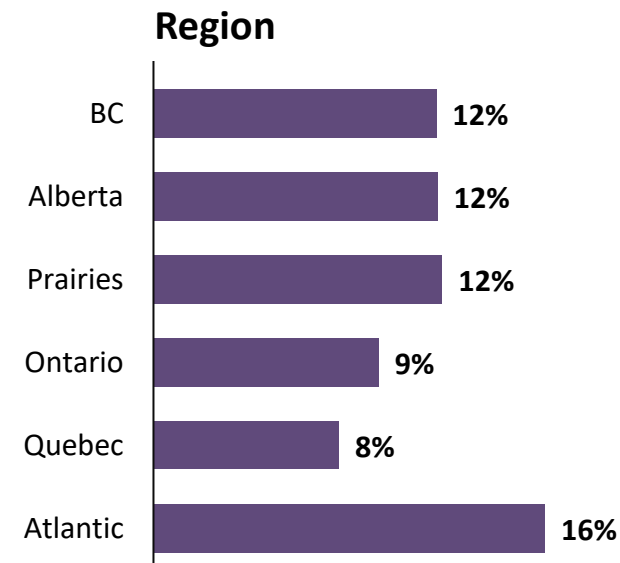
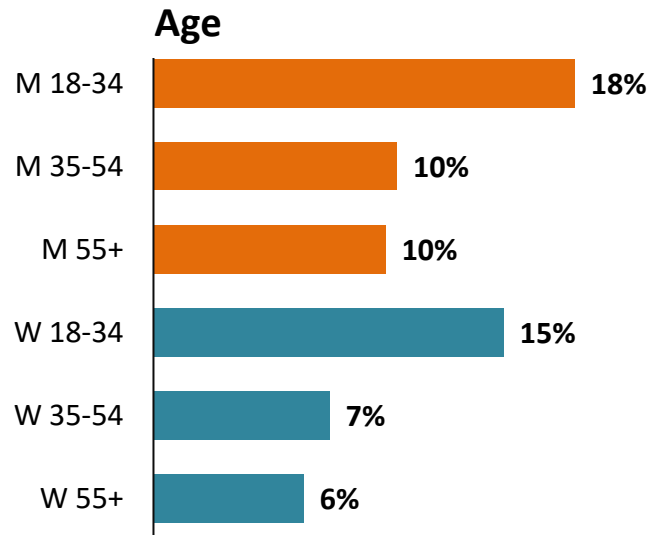
Cautious re-start: Older respondents and those in Atlantic Canada are most likely to be in the cautious re-start group



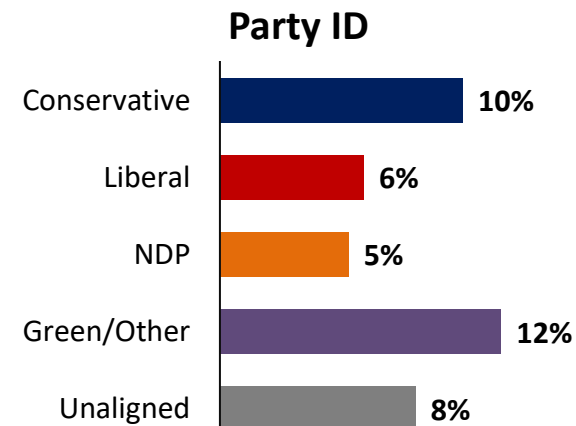
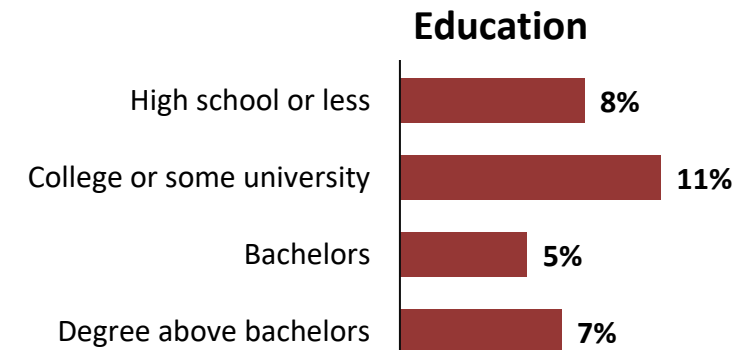
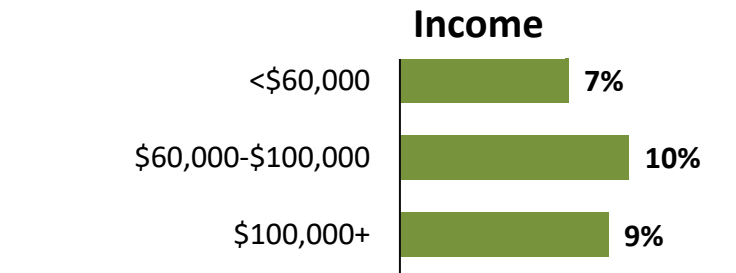
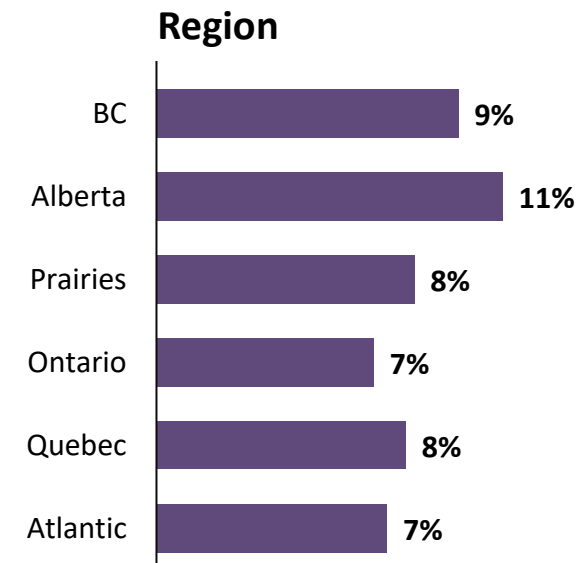
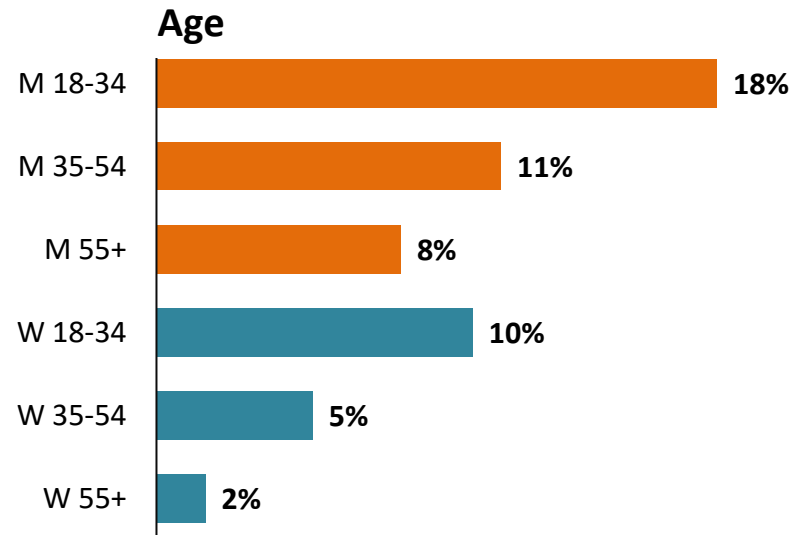
New normal: Young respondents are most likely to go out often but always take precautions in the “new normal” group



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



Old Normal: Younger men and women are most likely to be in the “old normal” segment



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.

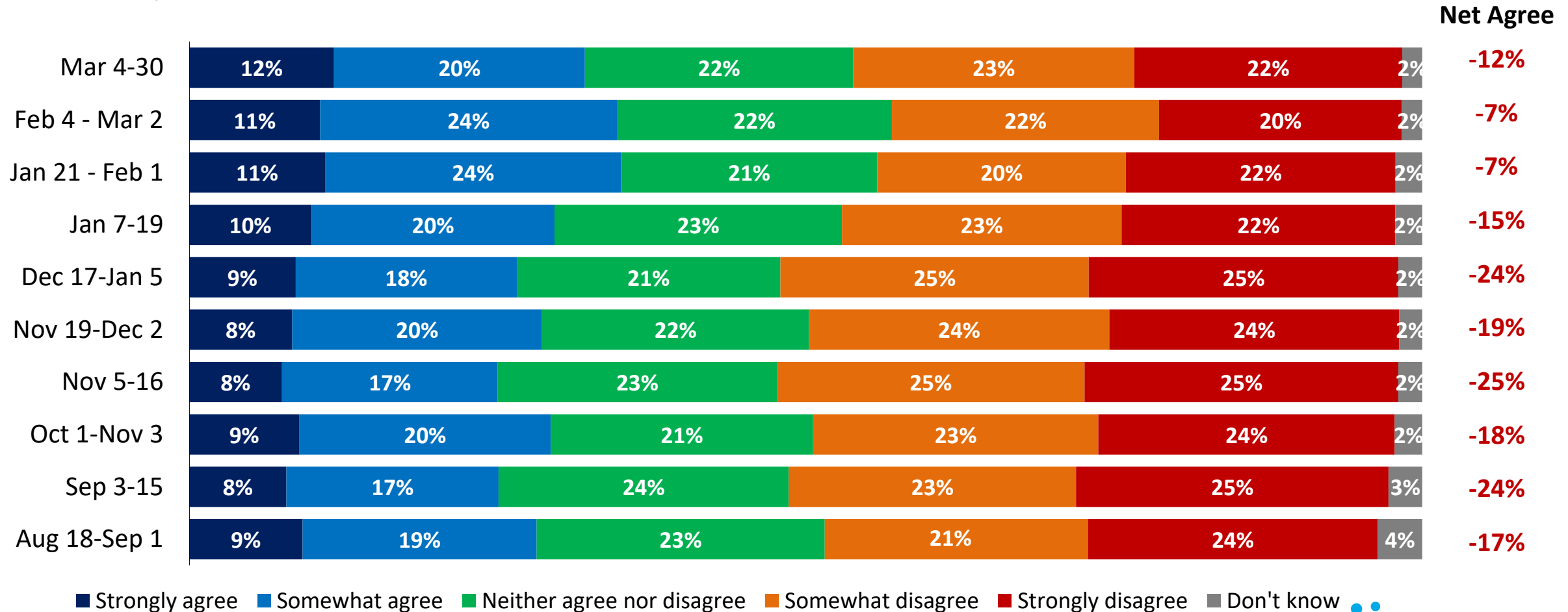
Behavioural Fatigue: Agreement that 'I don't think I can keep up these changes' is down since February



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=2,000]



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

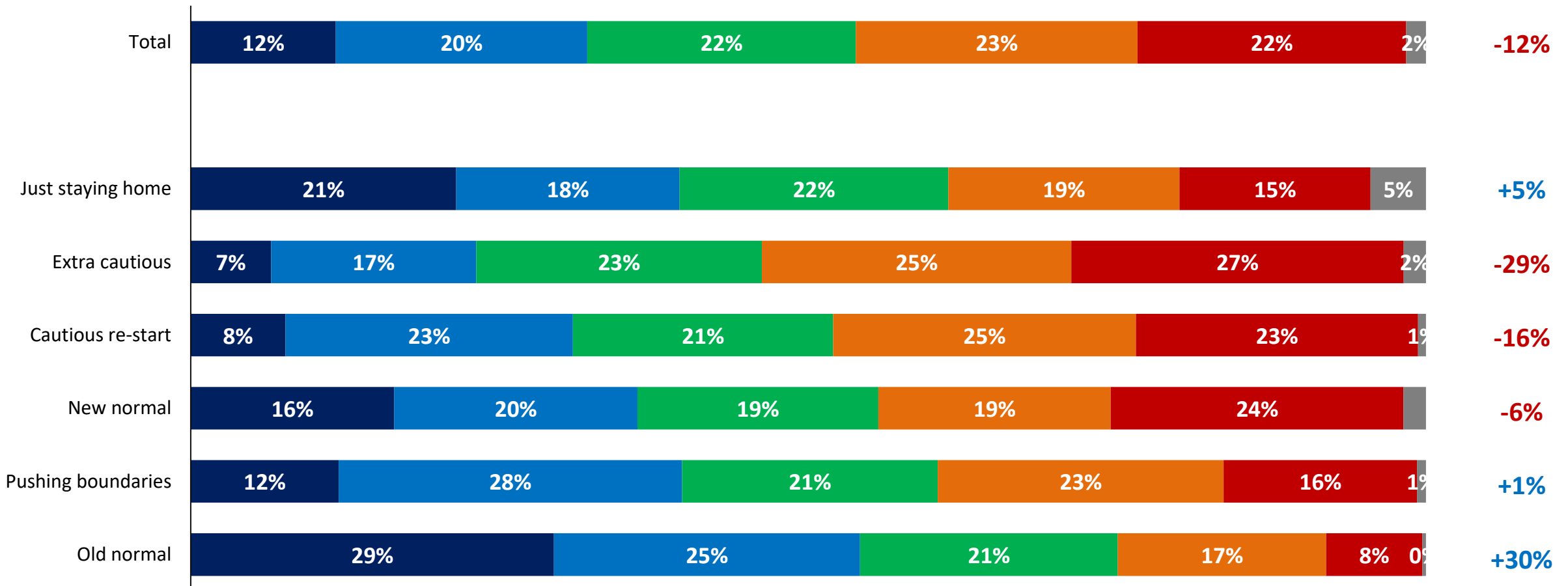


Thinking about the changes you’ve made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?

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

[asked of all respondents, n=2,000]

Net Agreement



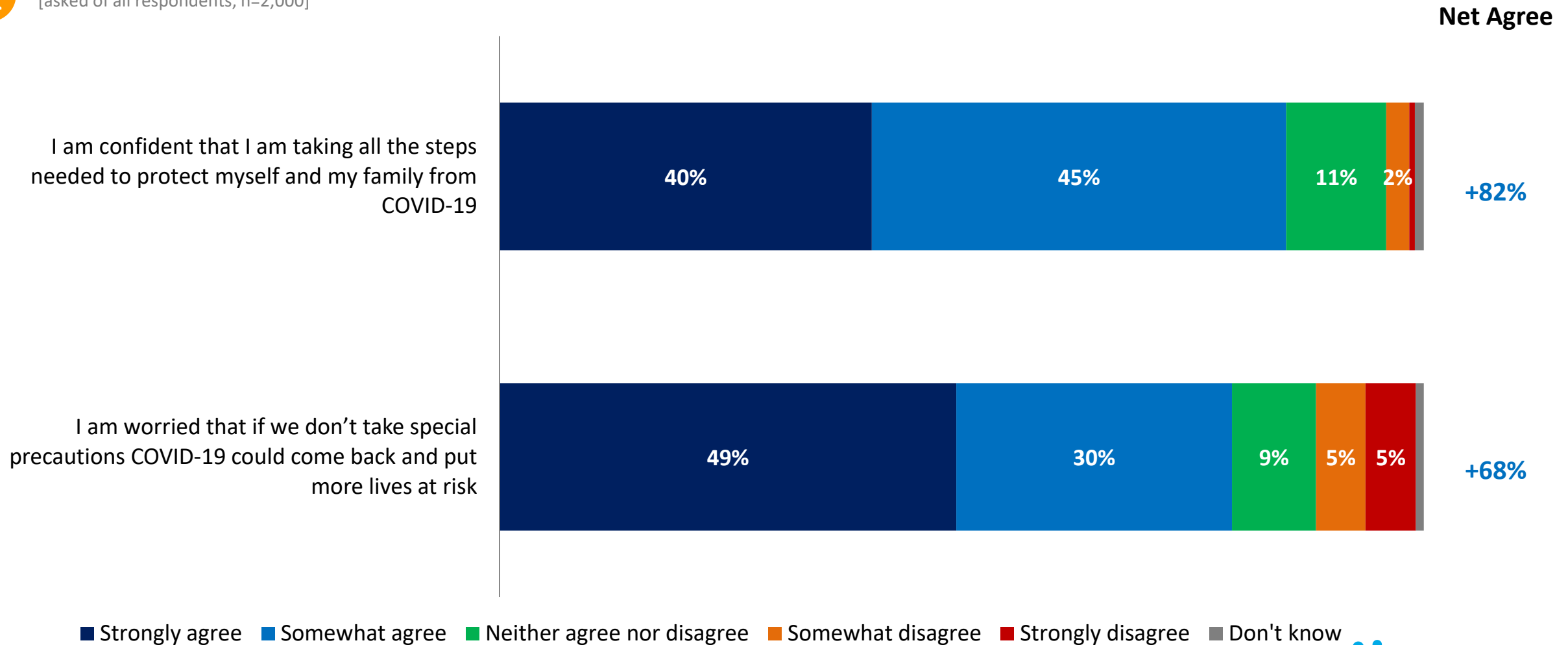
Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know

Key Attitudes: More than 8-in-10 (85%) Canadians say they are taking all the steps needed to protect themselves and their family



Do you agree or disagree with the following statements?

[asked of all respondents; n=2,000]

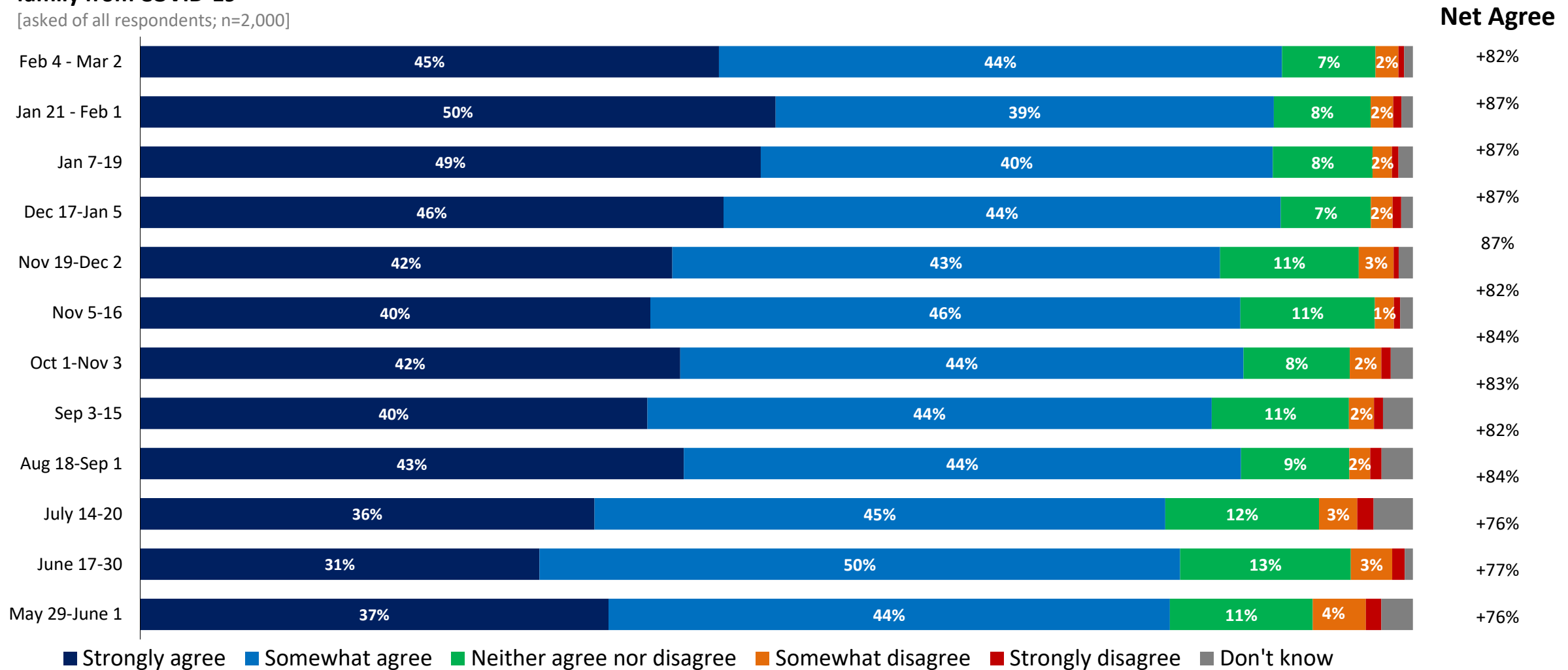


Key Attitudes: Respondents' net agreement that they are taking the right steps is down 5 points since February



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=2,000]

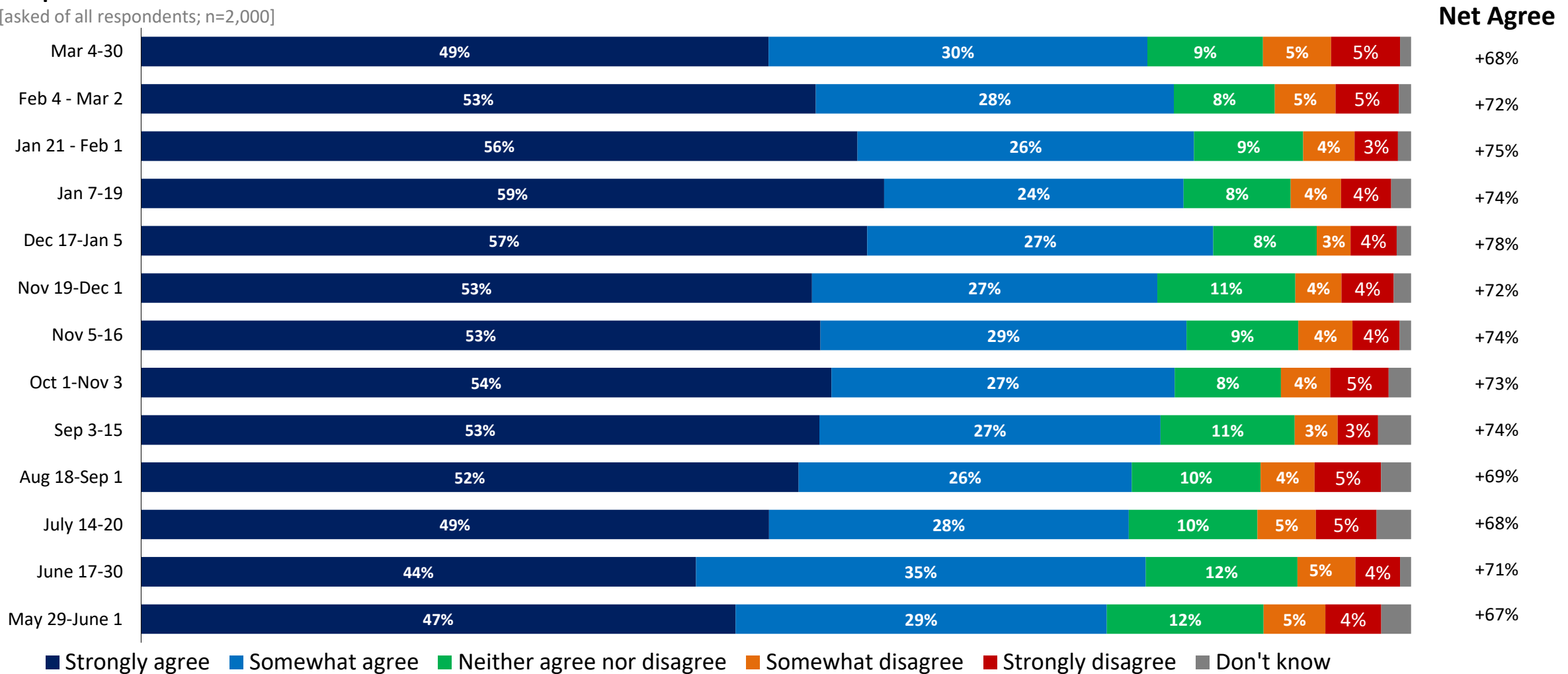


Key Attitudes: Respondents' net agreement that they are worried about COVID-19 coming back is down since February to 68%



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=2,000]

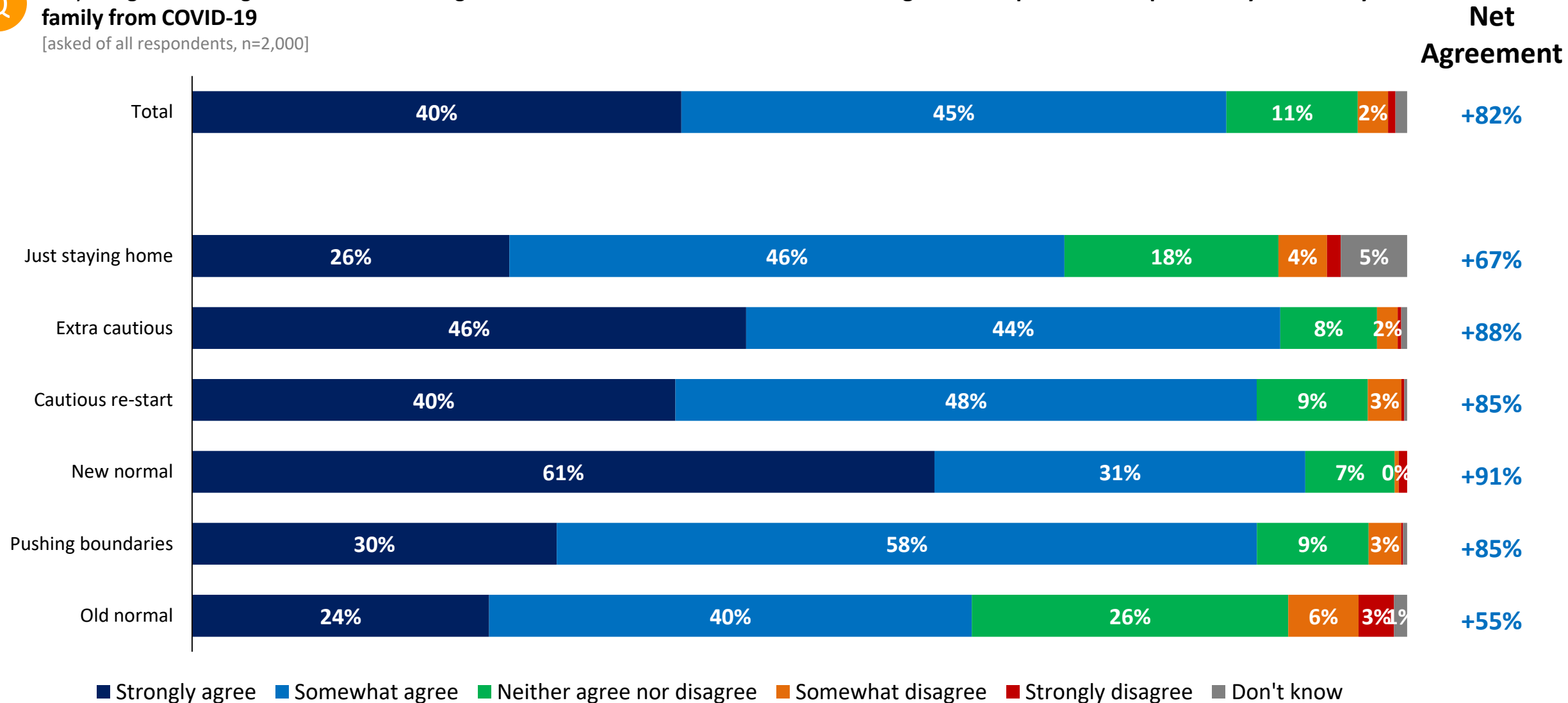


Confidence by Segment: Confidence is highest among the 'extra cautious' and 'new normal' groups



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=2,000]

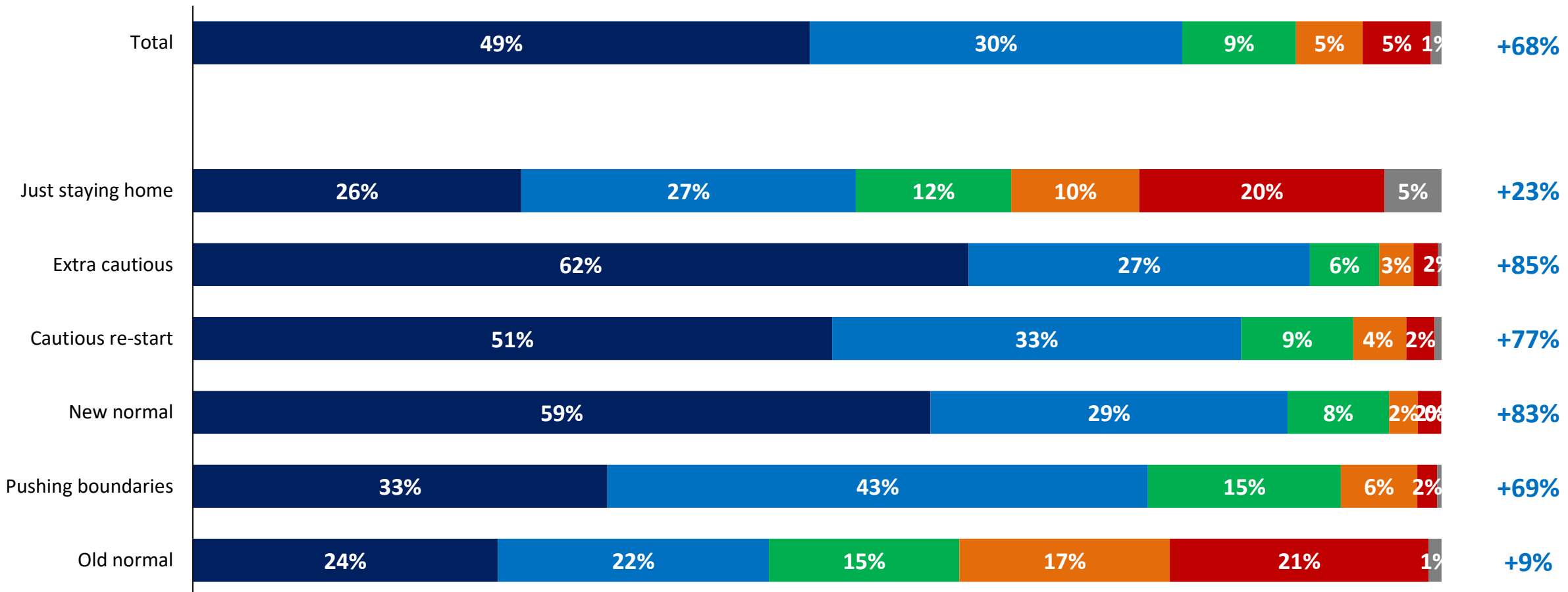


Worry by Segment: Those least worried about COVID returning are those who do the most activities each week



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=2,000]

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 March 4th and March 30th, 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=3,807 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

Field Dates: March 4th and March 30th, 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	302	8.0%	261	13.2%
Men 35-54	542	14.3%	331	16.7%
Men 55+	922	24.3%	363	18.3%
Women 18-34	545	14.4%	270	13.6%
Women 35-54	670	17.7%	344	17.4%
Women 55+	812	21.4%	409	20.7%
Region				
BC	407	10.7%	265	13.3%
AB	495	13.0%	224	11.2%
Prairies	155	4.1%	132	6.6%
ON	1276	33.5%	771	38.5%
QC	866	22.7%	469	23.5%
Atlantic	608	16.0%	138	6.9%



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Building Understanding.