

# COVID-19 Behaviour

Public Opinion Research  
Release Date: April 16, 2021  
Field Dates: April 1 to April 13, 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 April 1<sup>st</sup> to 13<sup>th</sup> 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

Social activities and shopping behaviours have dropped since March and are now at the same levels they were at the end of fall 2020.

# Shopping Activities: One-in-four (23%) Canadians say they ate out at a restaurant in the last two weeks

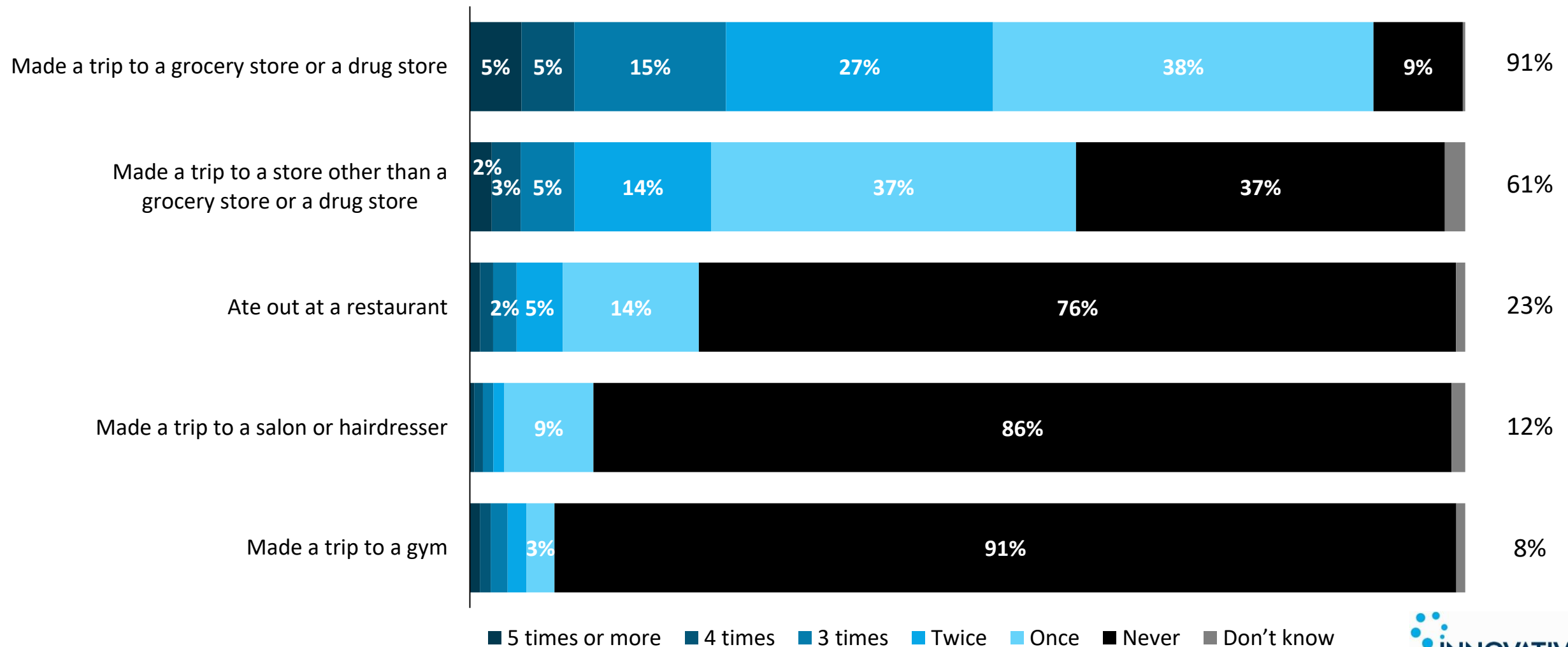


Over the past 7 days, how often have you done each of the following?

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

Current Wave: April 1 – April 13, 2021

% At least once



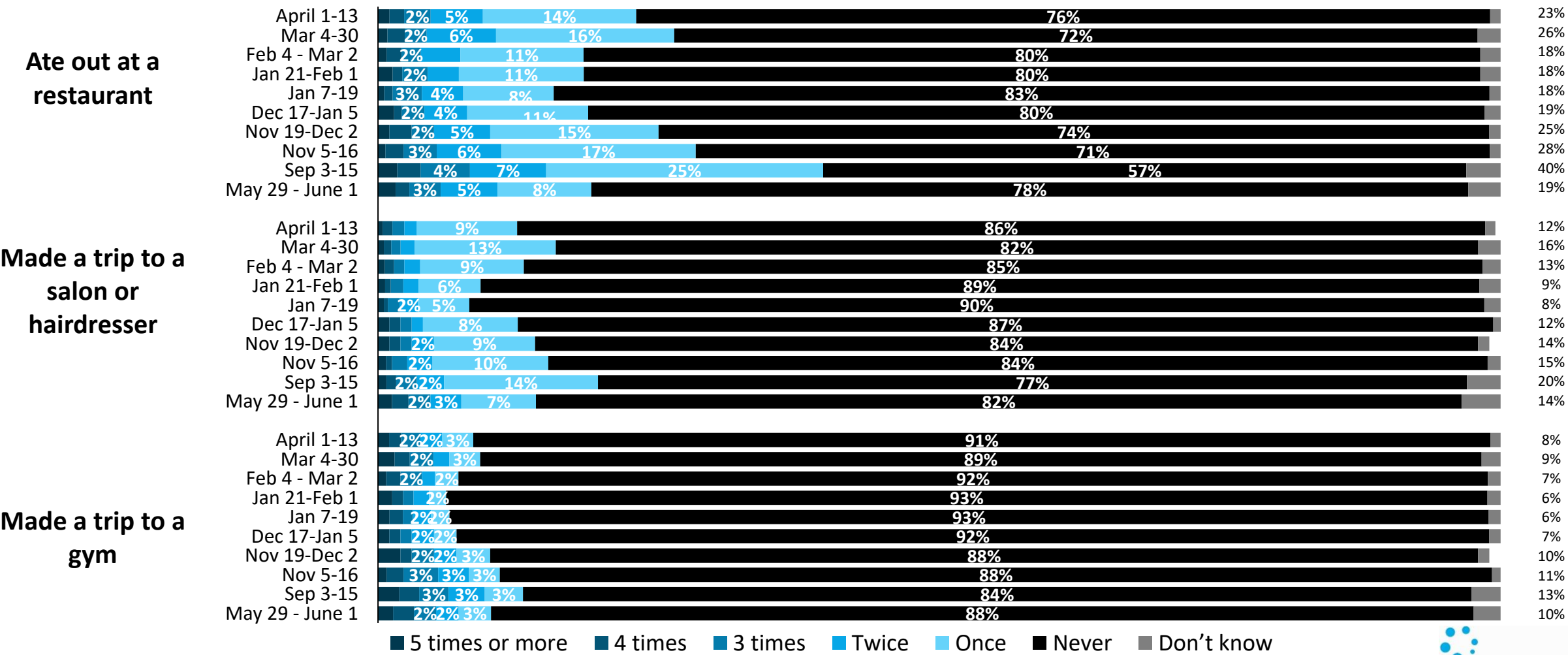


# Shopping Activities: Eating at restaurants, going to salons, and going to gyms are all down since March



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

% At least once

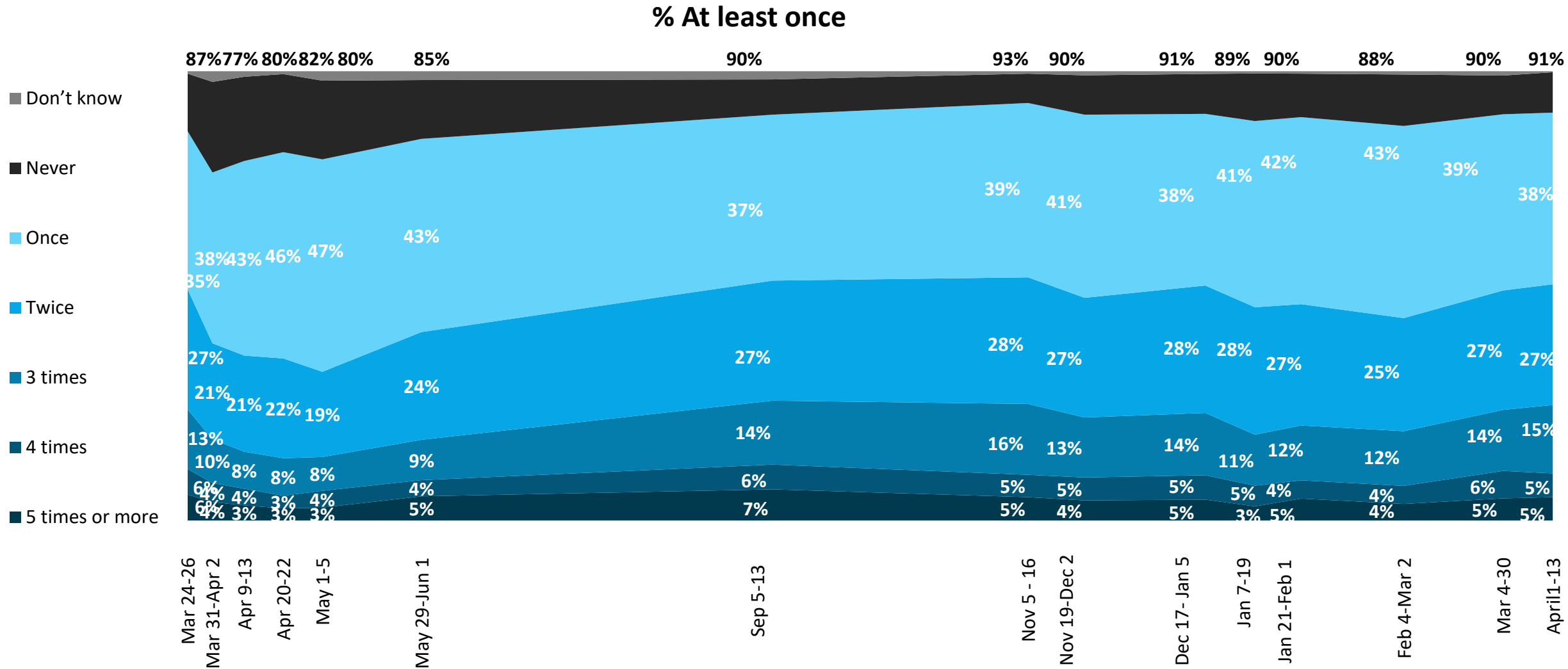


Note: Labels not shown for categories with a frequency of less than 2%

# Trip to Grocery/Drug Store: Trips to grocery or drug stores remain steady at 91%



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]

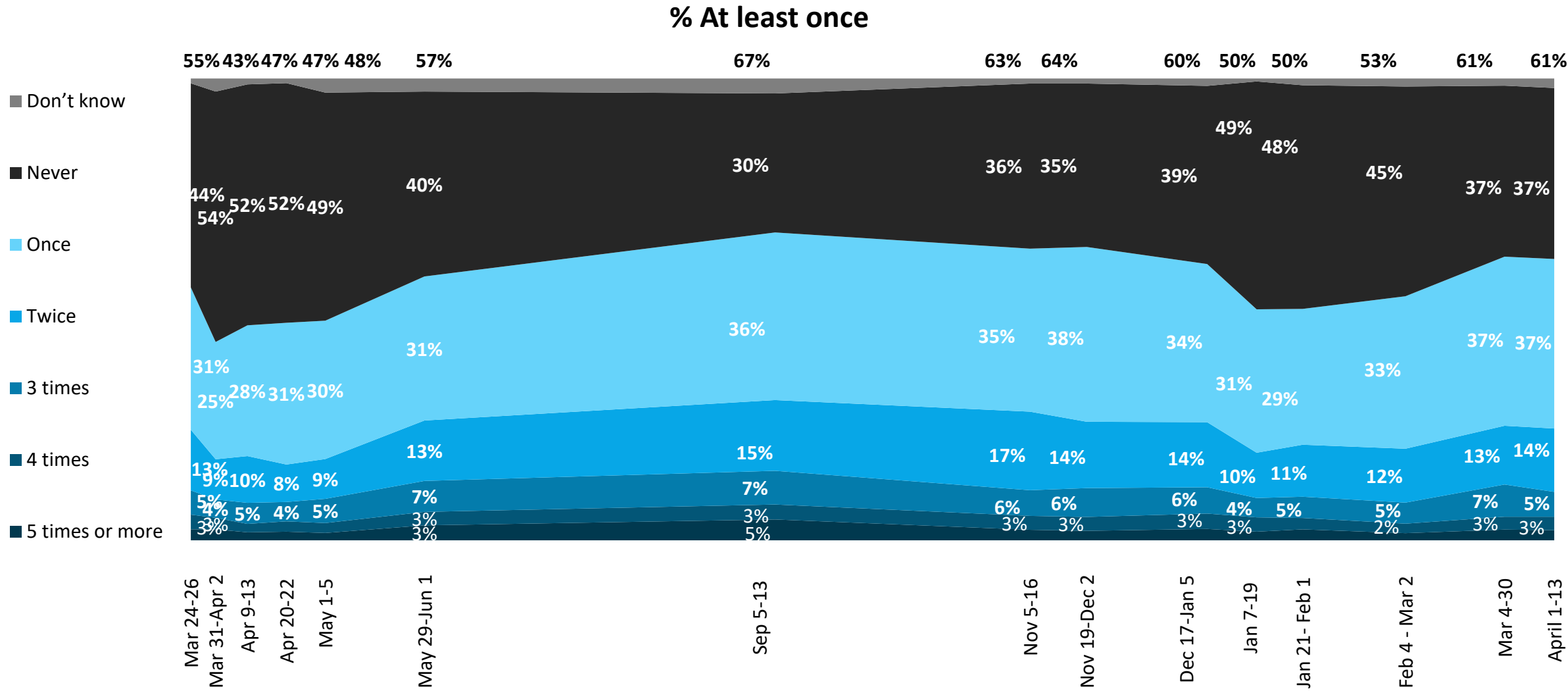


**Note:** Labels not shown for categories with a frequency of less than 2%

# Trip to Other Store: Trips to non-grocery or drug stores steady month-to-month



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 less than 2%

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

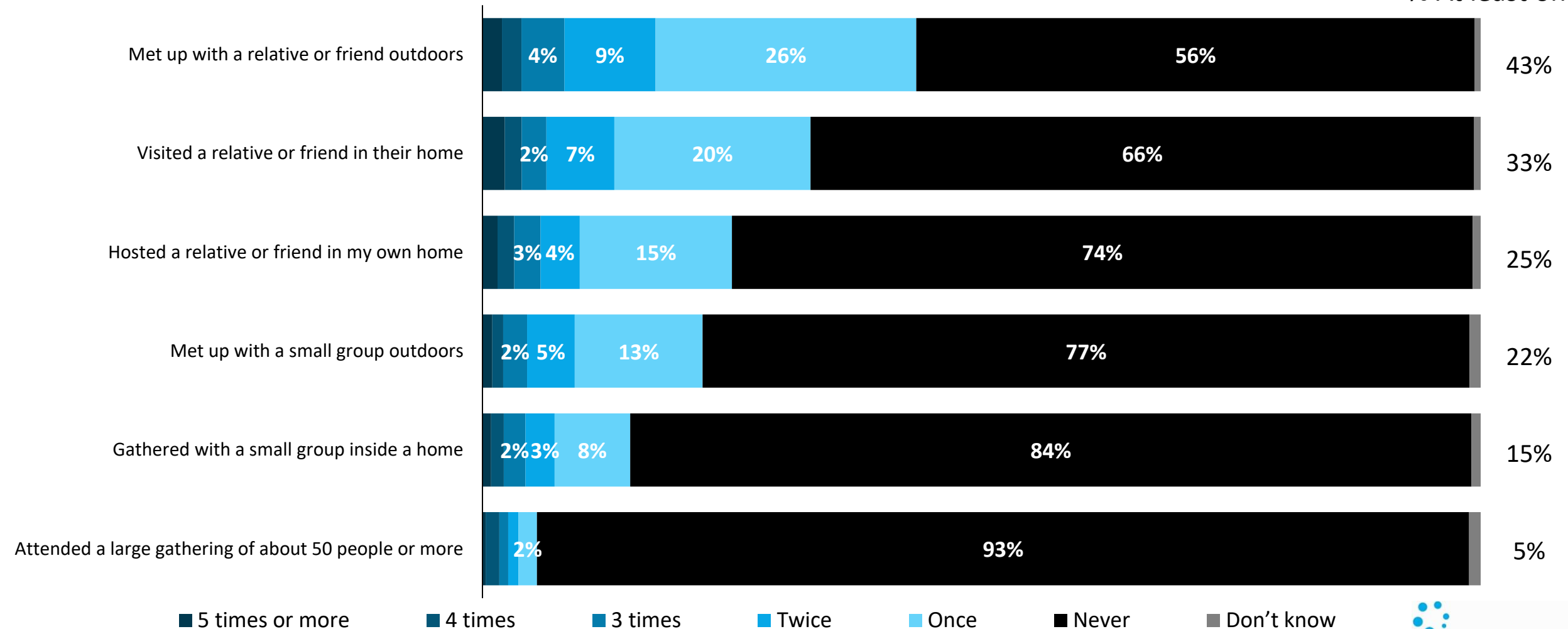


Over the past 7 days, how often have you done each of the following?

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

**Current Wave: April 1-April 13, 2021**

% At least once



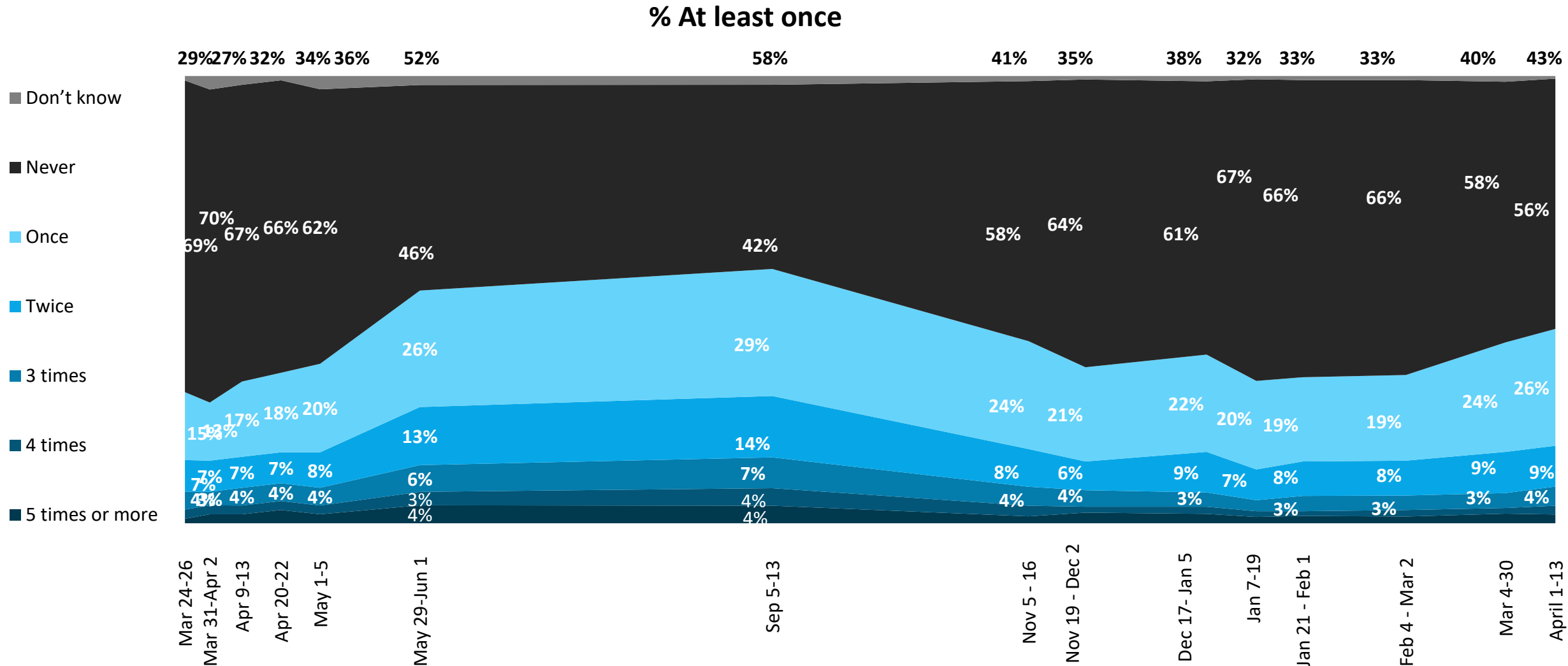
**Note:** Labels not shown for categories with a frequency of less than 2%



# Meetup, Friend/Relative Outdoors: Meet ups with friends outside are up 3 points since March



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]

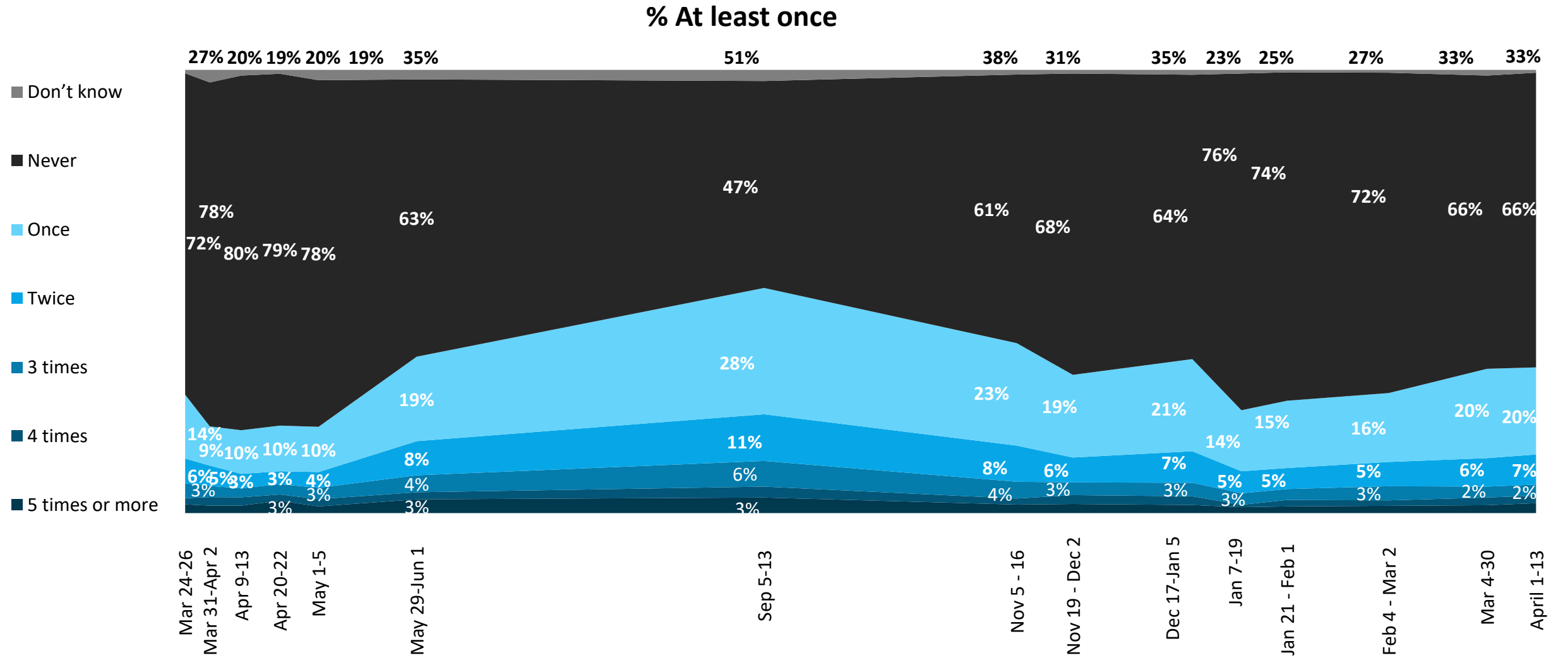


**Note:** Labels not shown for categories with a frequency of less than 2%

# Visit in Home: In-home visits are steady month-to-month with 1-in-3 Canadians saying that they've visited a relative/friend in their home



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]

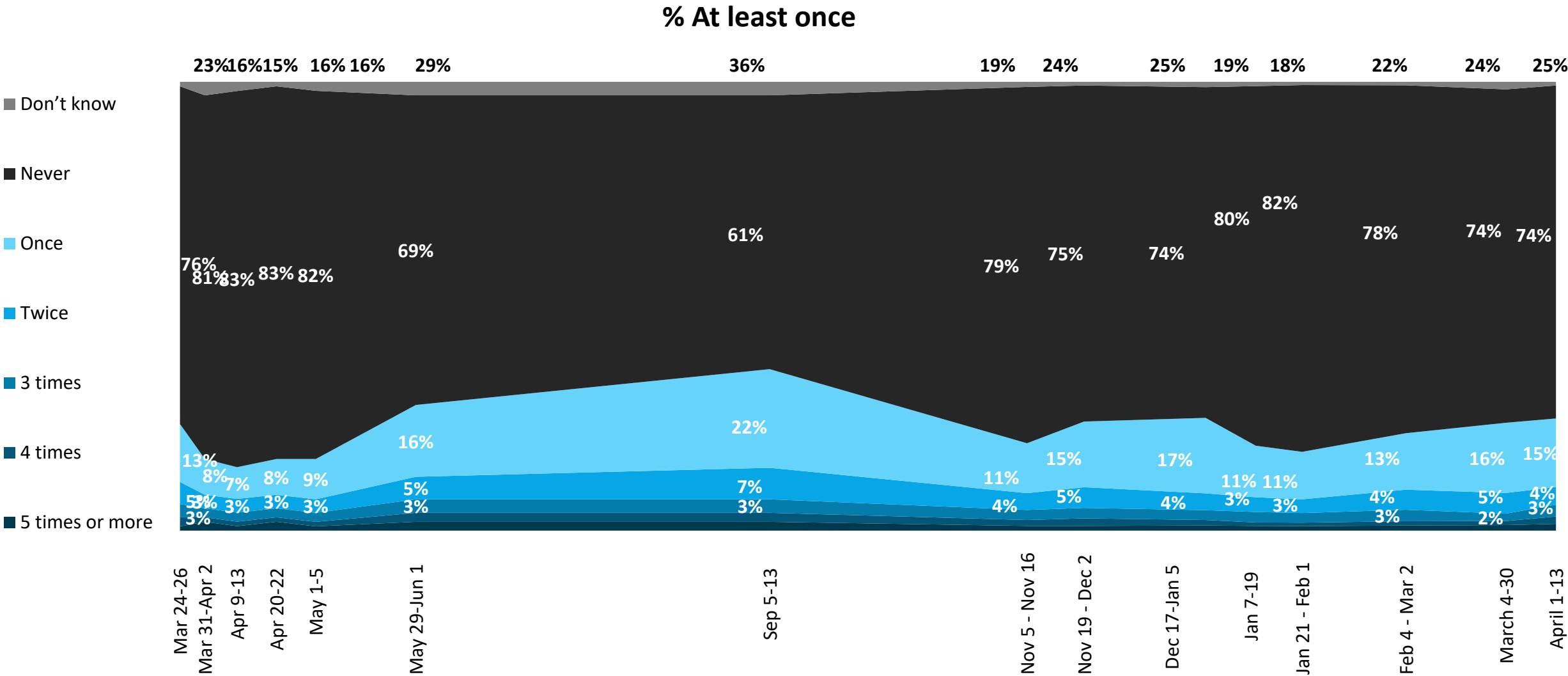


**Note:** Labels not shown for categories with a frequency of less than 2%

# Hosted Friend/Relative: Hosting friends or relatives inside steady month-to-month



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]

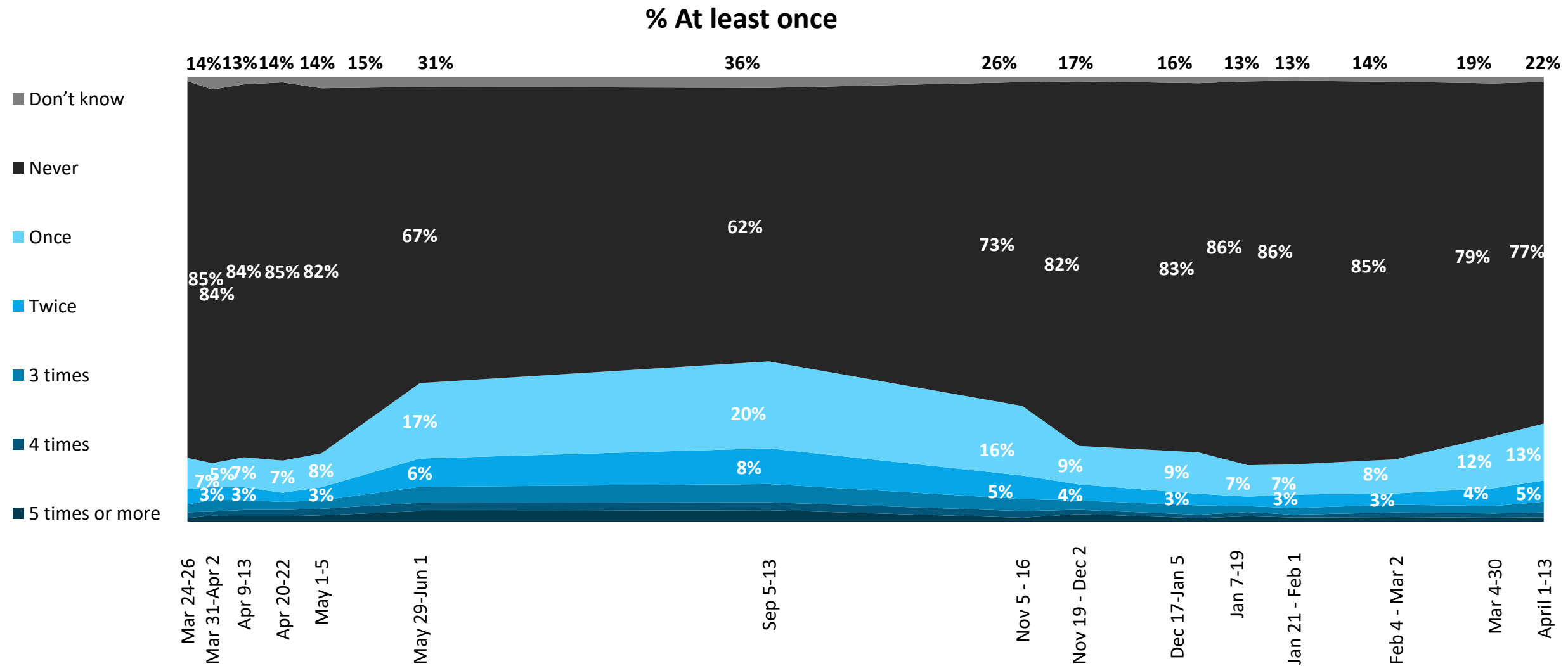


**Note:** Labels not shown for categories with a frequency of less than 2%

# Small Group, Outdoors: Meet ups with small groups outdoors are up 3 points since March to 22%



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]

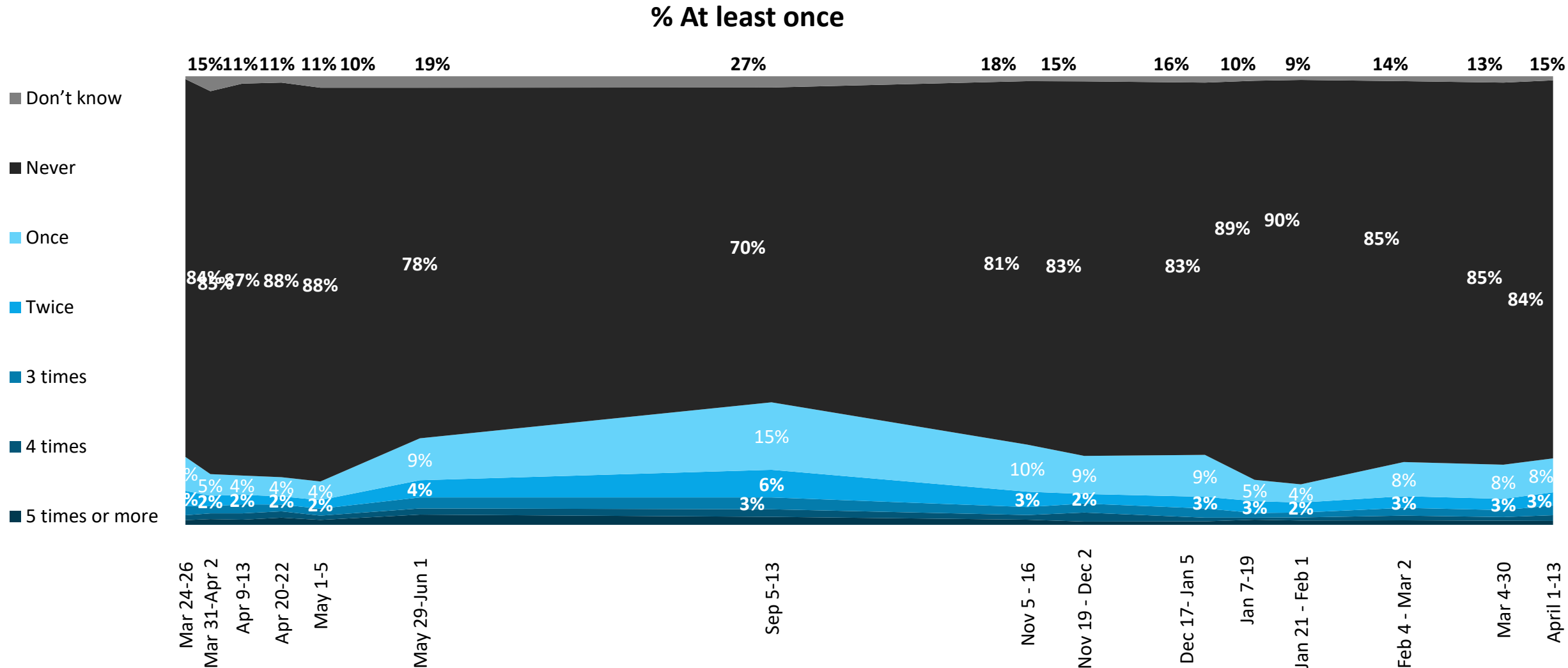


**Note:** Labels not shown for categories with a frequency of less than 2%

# Gathered with Group, Home: Small gatherings in homes is up directionally from 13% to 15%



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]

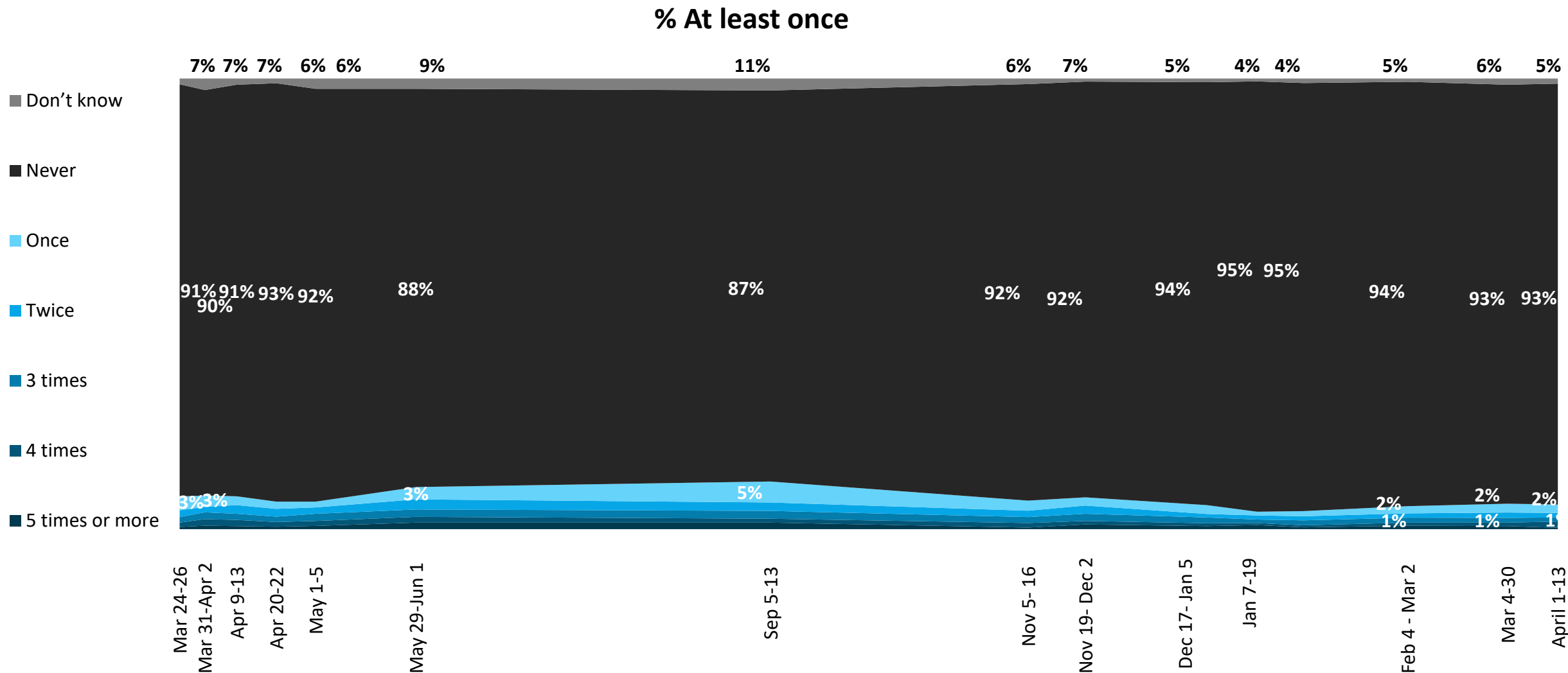


**Note:** Labels not shown for categories with a frequency of less than 2%

# Attended Large Gathering: Attendance at large gatherings is down directionally to 5%



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]



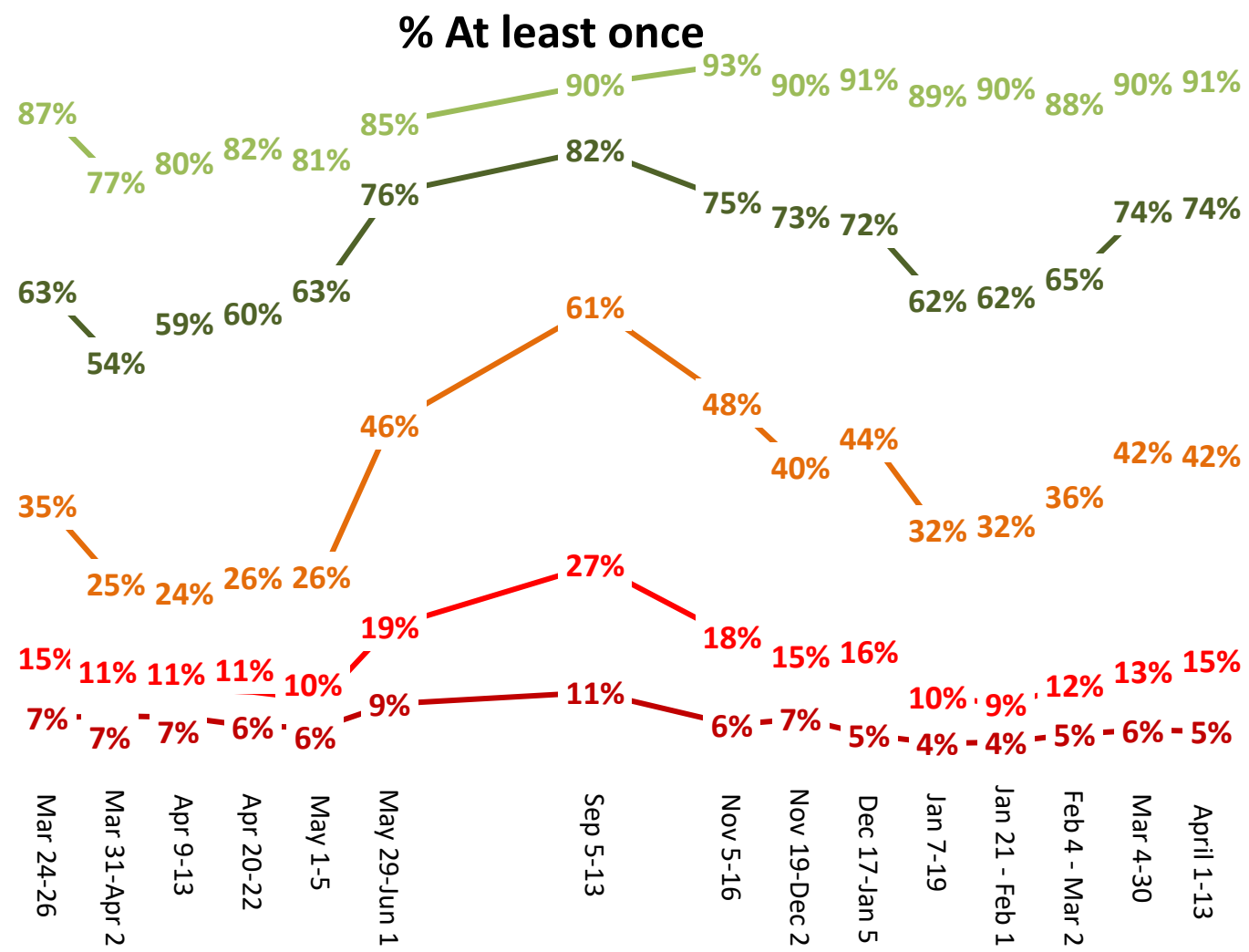
**Note:** Labels not shown for categories with a frequency of less than 2%



# Activities: The risks associated to different activities are steady month-to-month



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

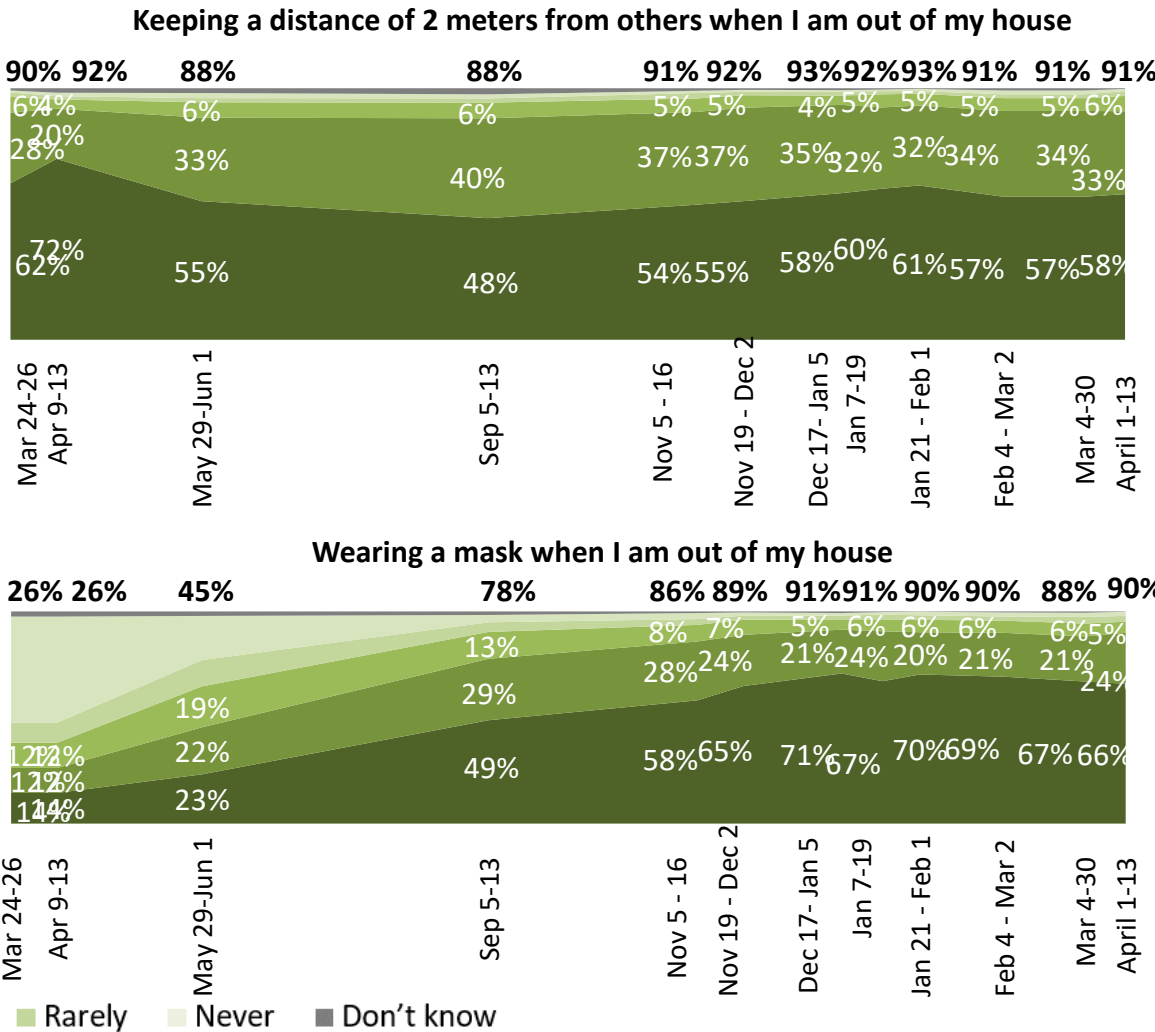
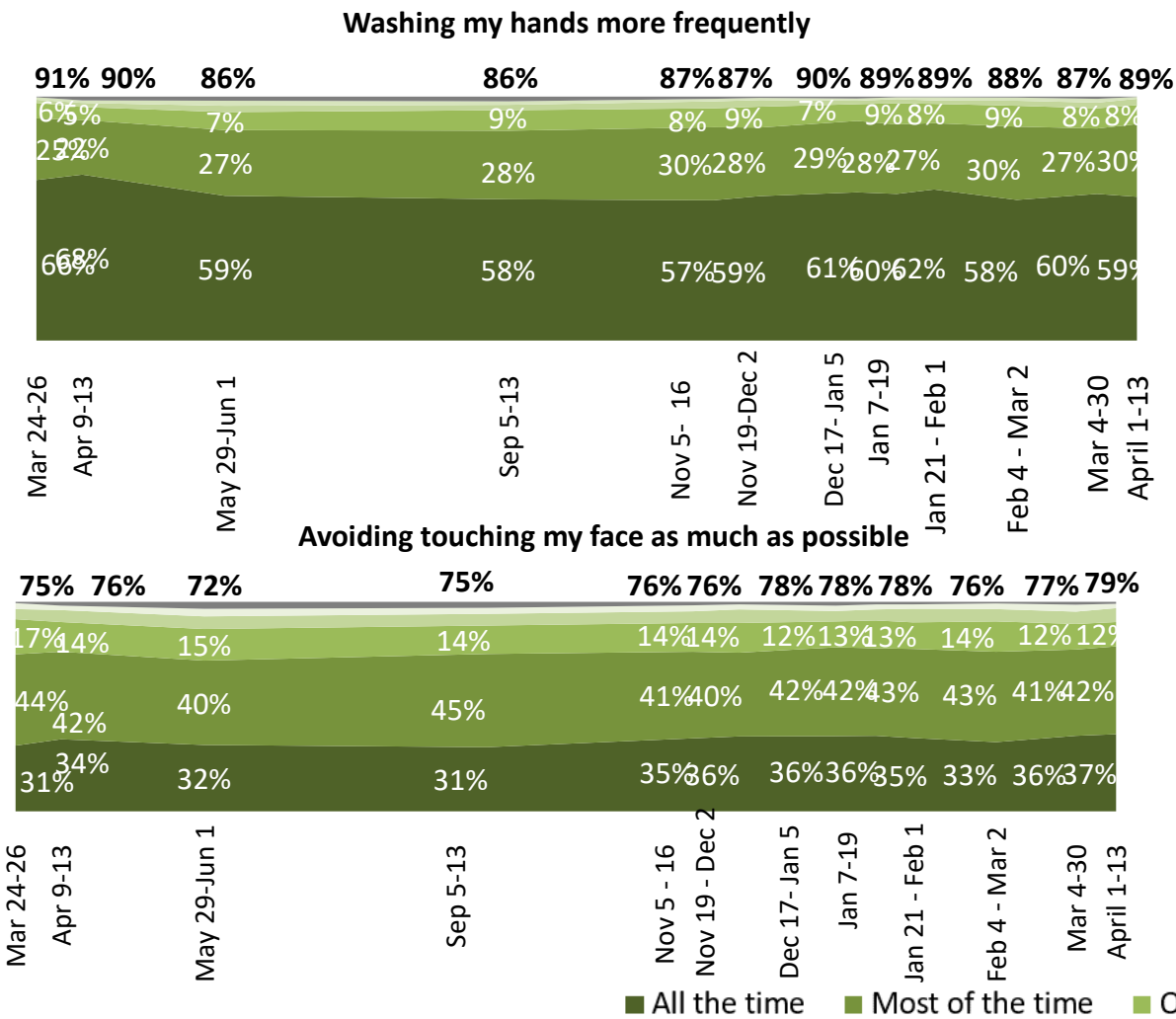
- Attended a large gathering of about 50 people or more

# Protective Behaviours: Protective behaviors have remained fairly steady<sup>16</sup> since March



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



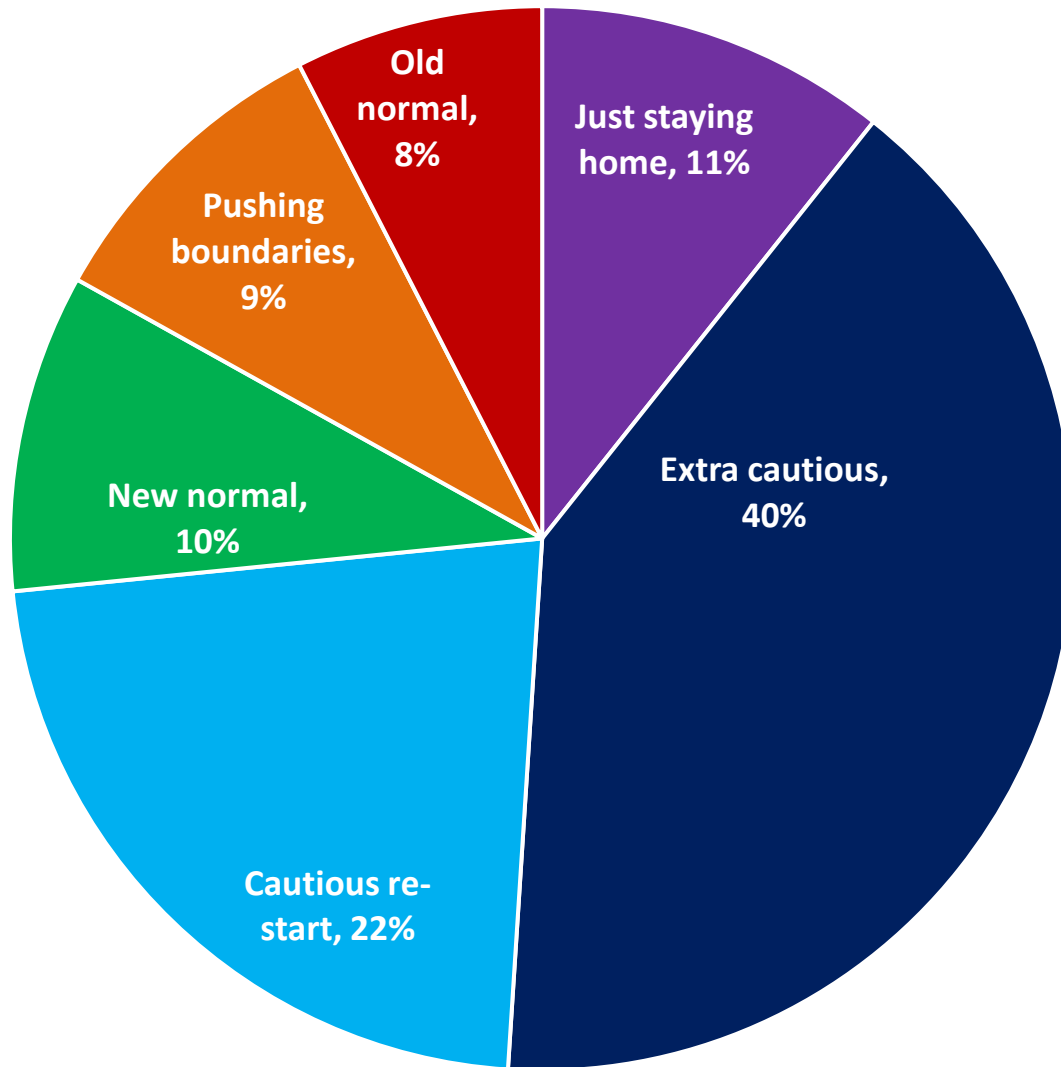
# COVID-19 Behaviour Segments

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 (51%) of Canadians are mostly staying at home, including 40% who are also taking every precaution

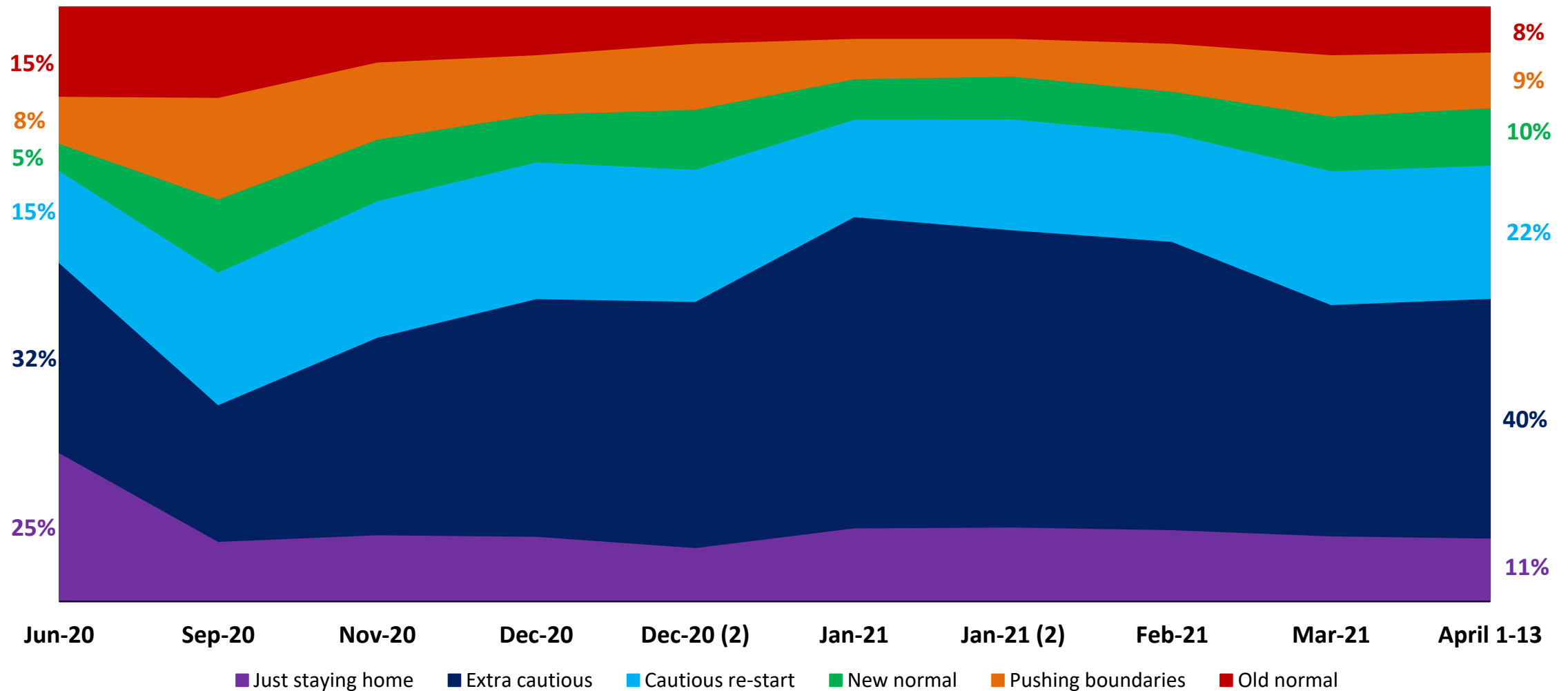
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



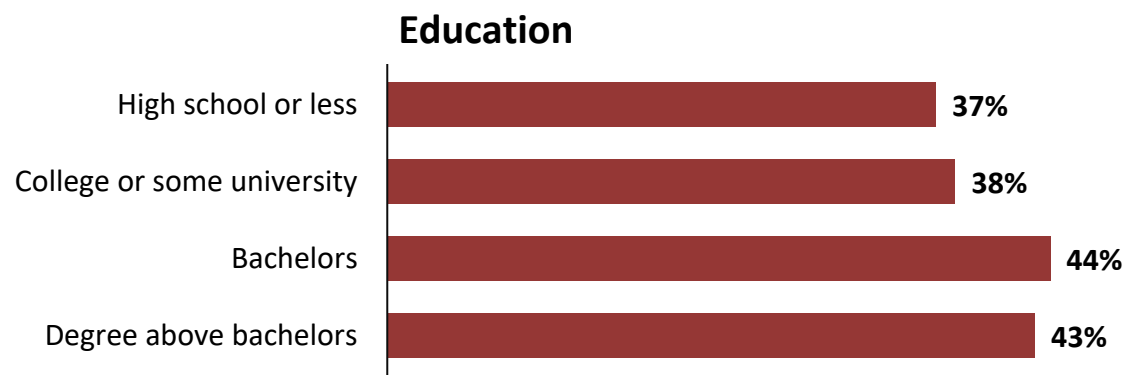
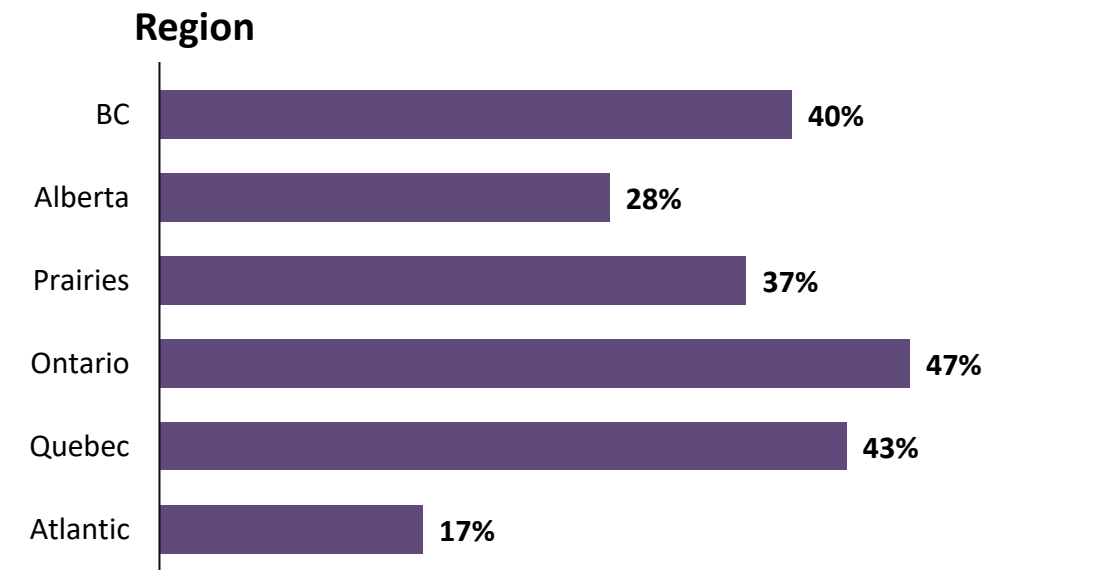
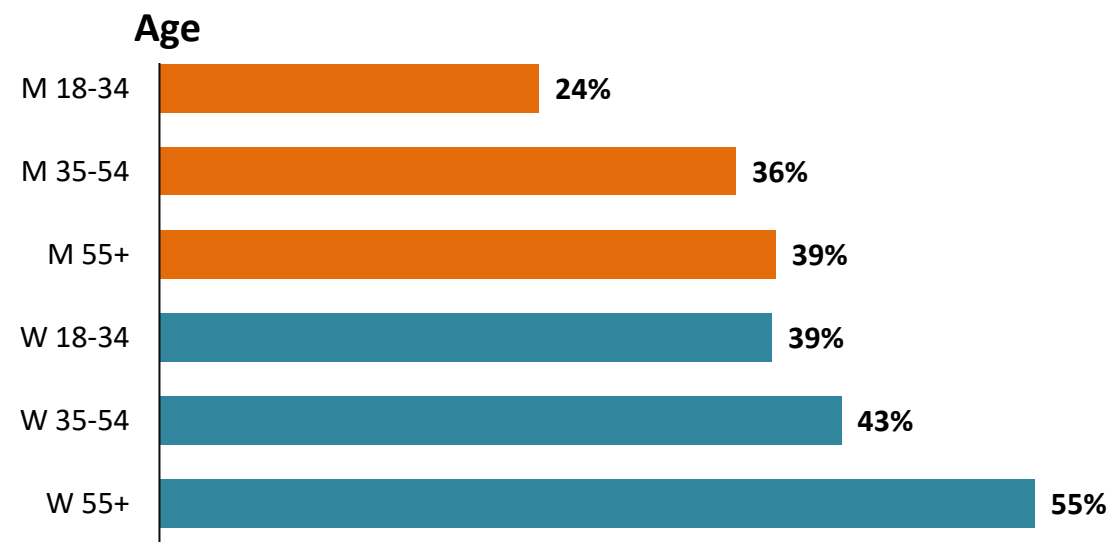
Segment	Description
Just staying home	Mostly staying home BUT <b>not</b> taking many precautions
Extra cautious	Staying home AND nearly always taking every precaution
Cautious re-start	A few activities a week AND mostly or always taking precautions
New normal	Many activities a week BUT nearly always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

# Behaviour Segment Tracking: Behavior of Canadians have remained fairly steady since March

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.

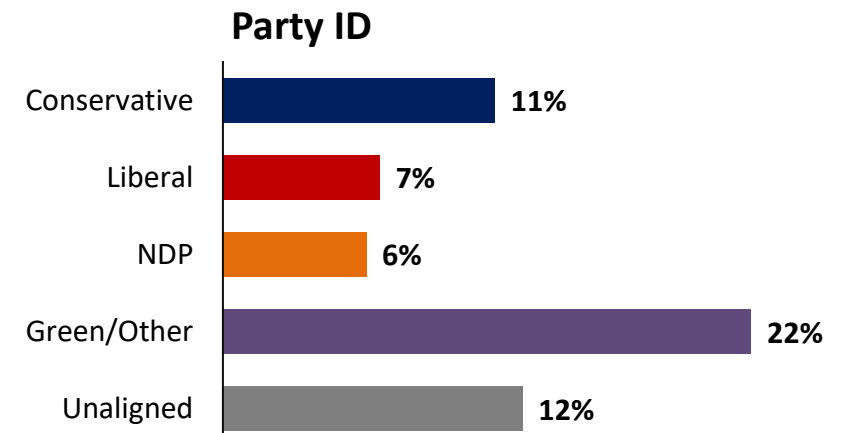
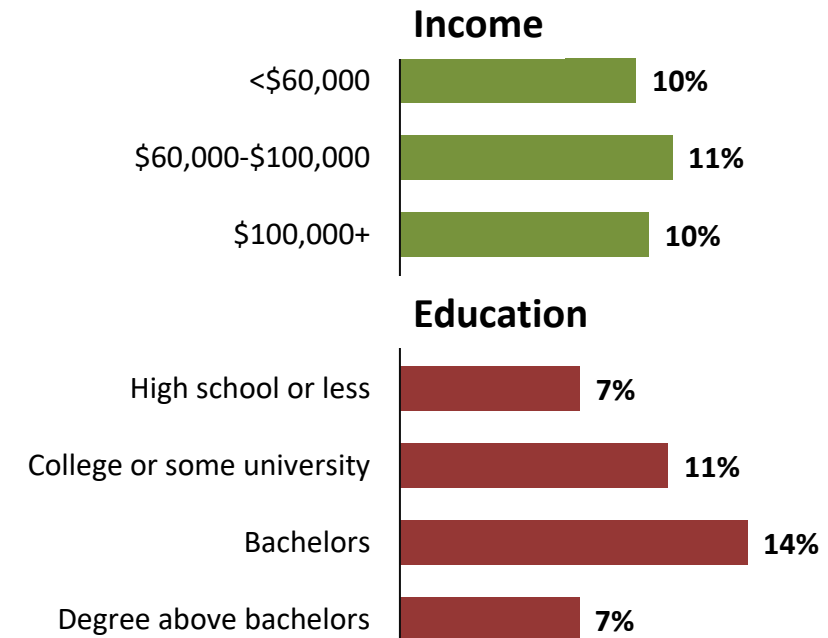
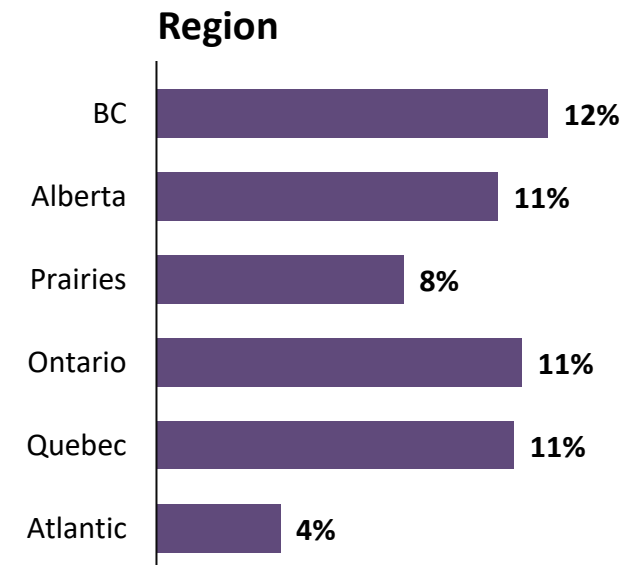
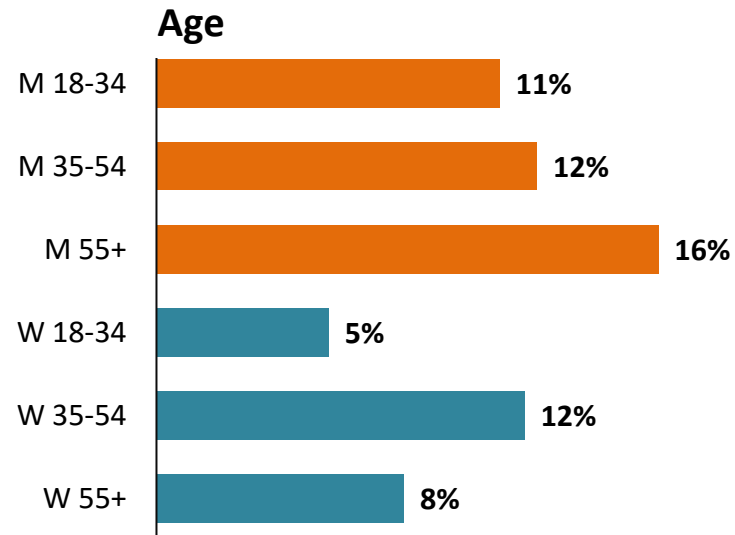


# Extra Cautious: Older respondents and those from Ontario and Quebec<sup>20</sup> are the most likely to be in the ‘extra cautious’ segment





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

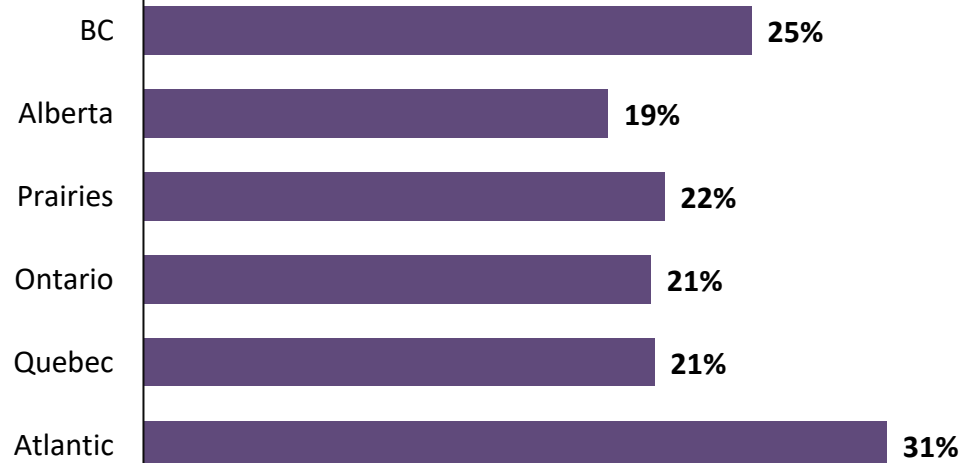


# Cautious re-start: Those with high school education or less and those in Atlantic Canada are most likely to be in the cautious re-start group

## Age



## Region



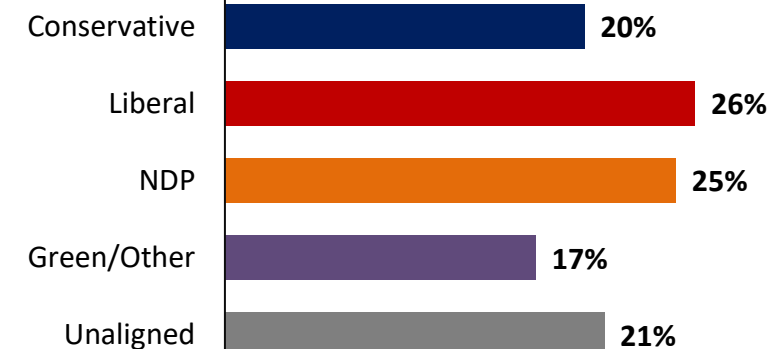
## Income



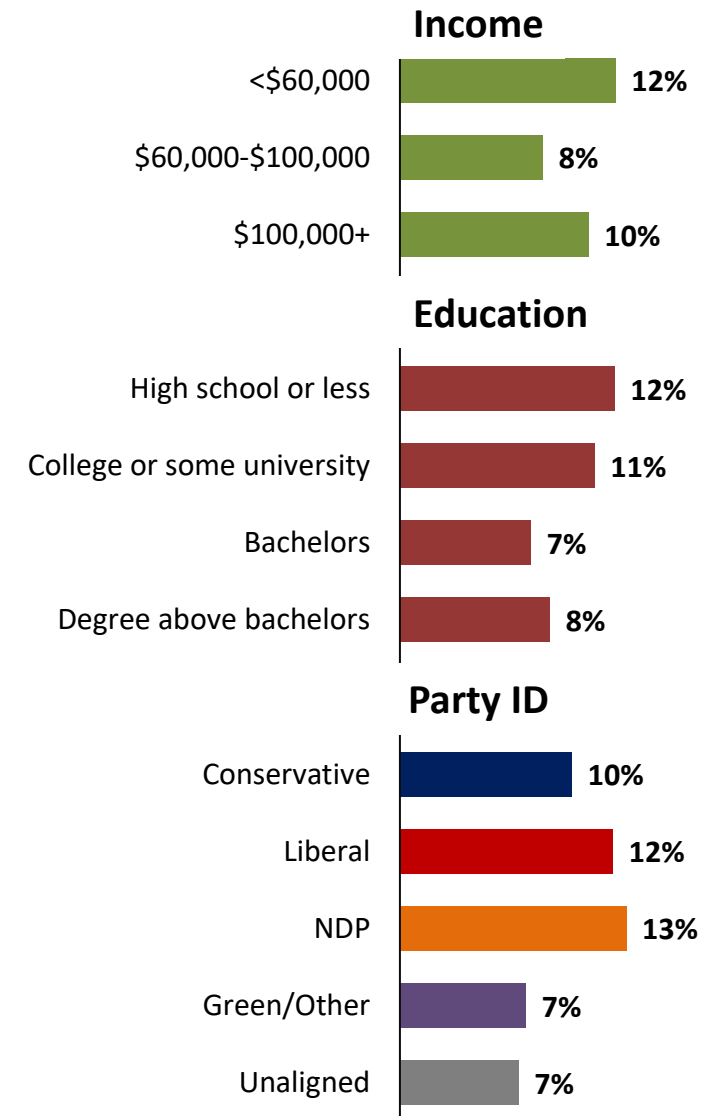
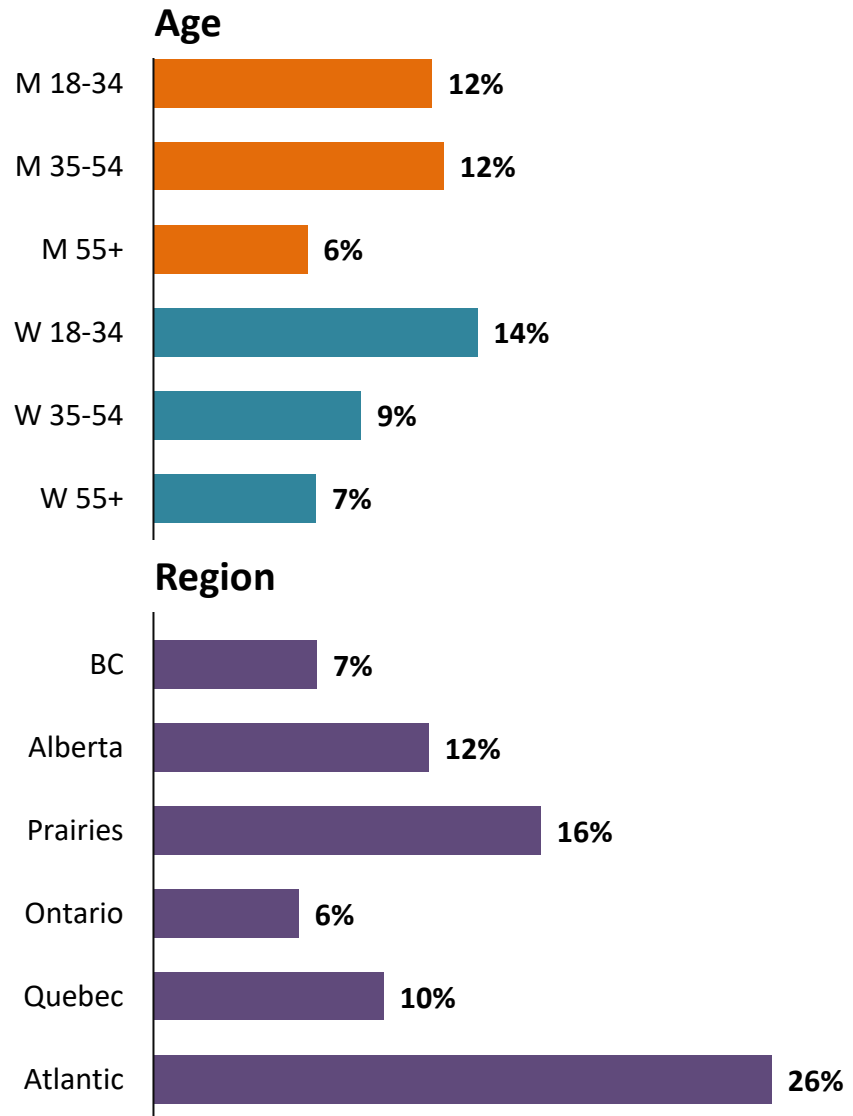
## Education



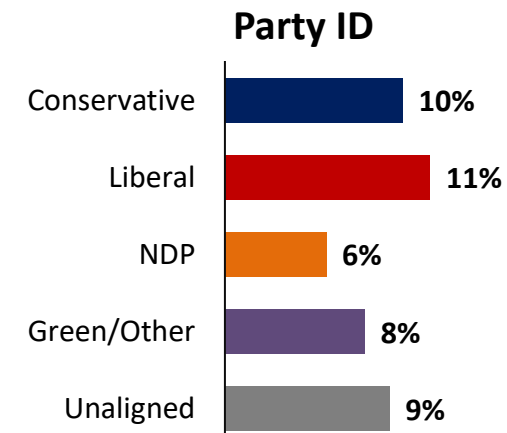
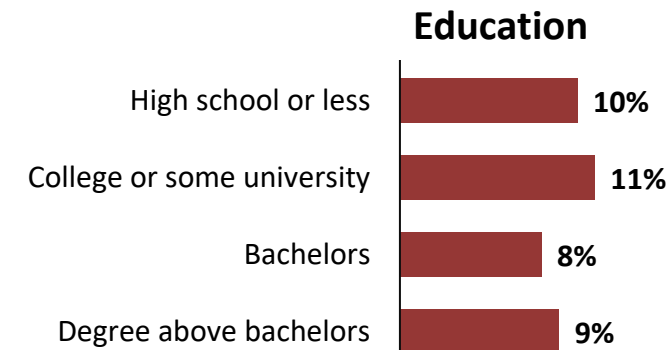
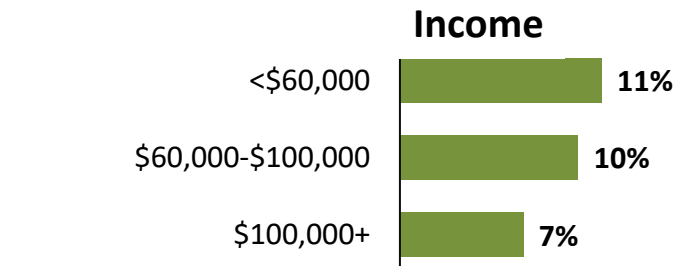
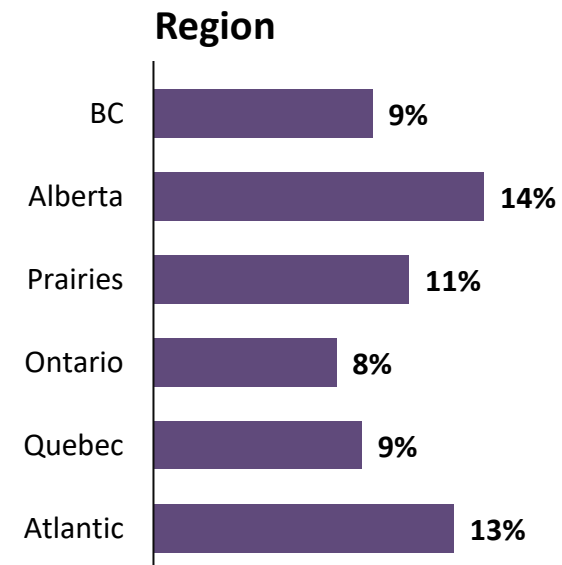
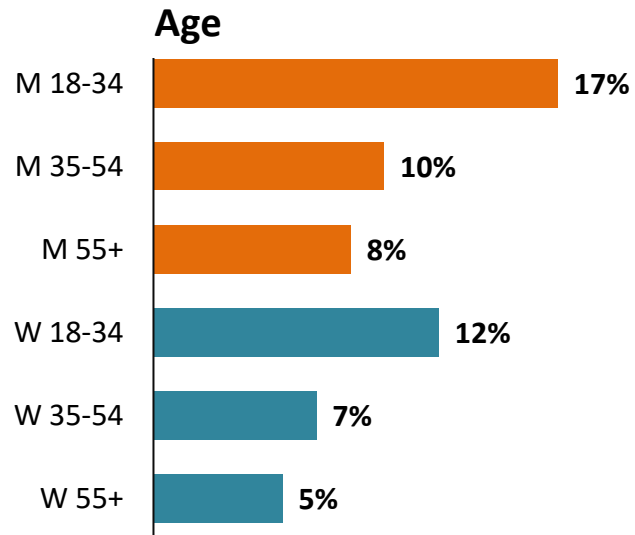
## Party ID



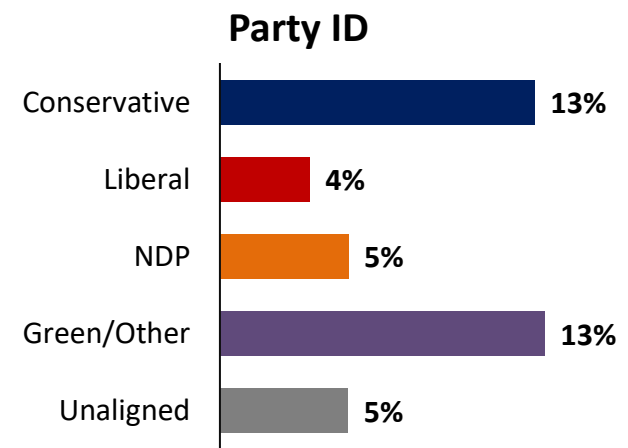
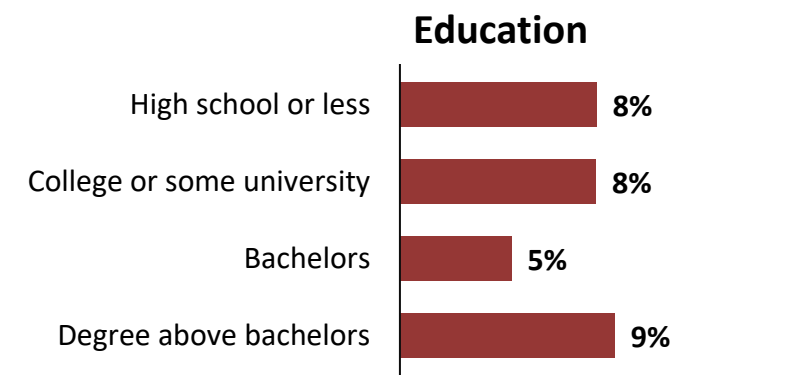
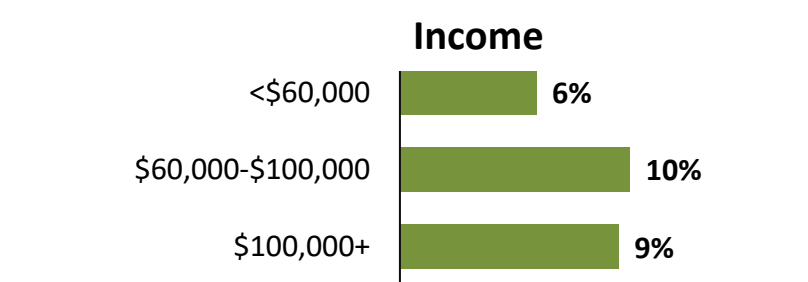
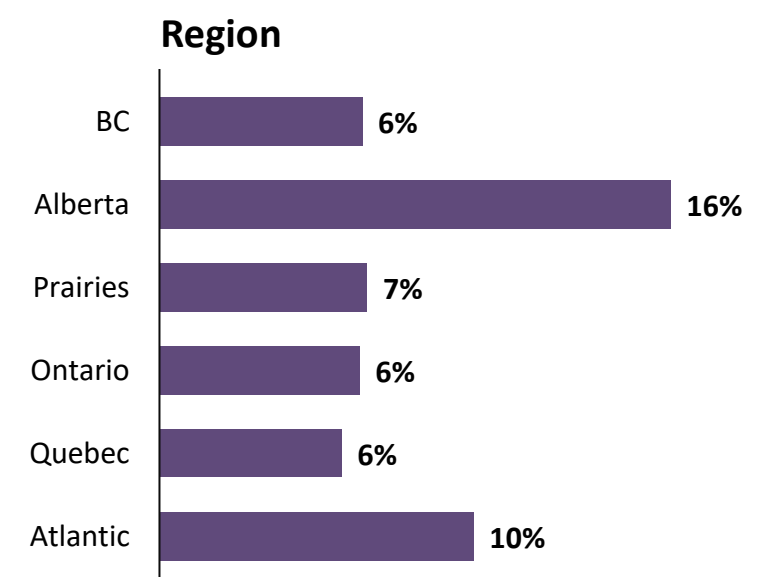
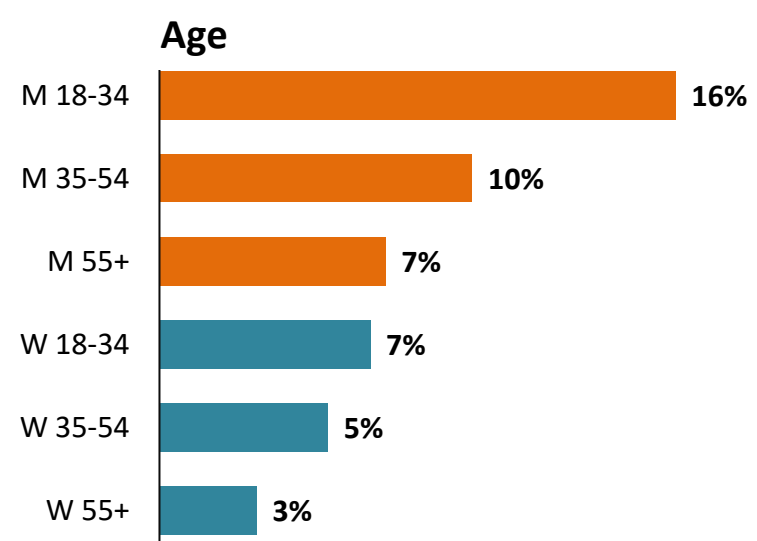
# New normal: Young respondents are most likely to go out often but always take precautions in the “new normal” group



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



# Old Normal: Younger men and women and those from Alberta are most likely to be in the “old normal” segment<sup>25</sup>



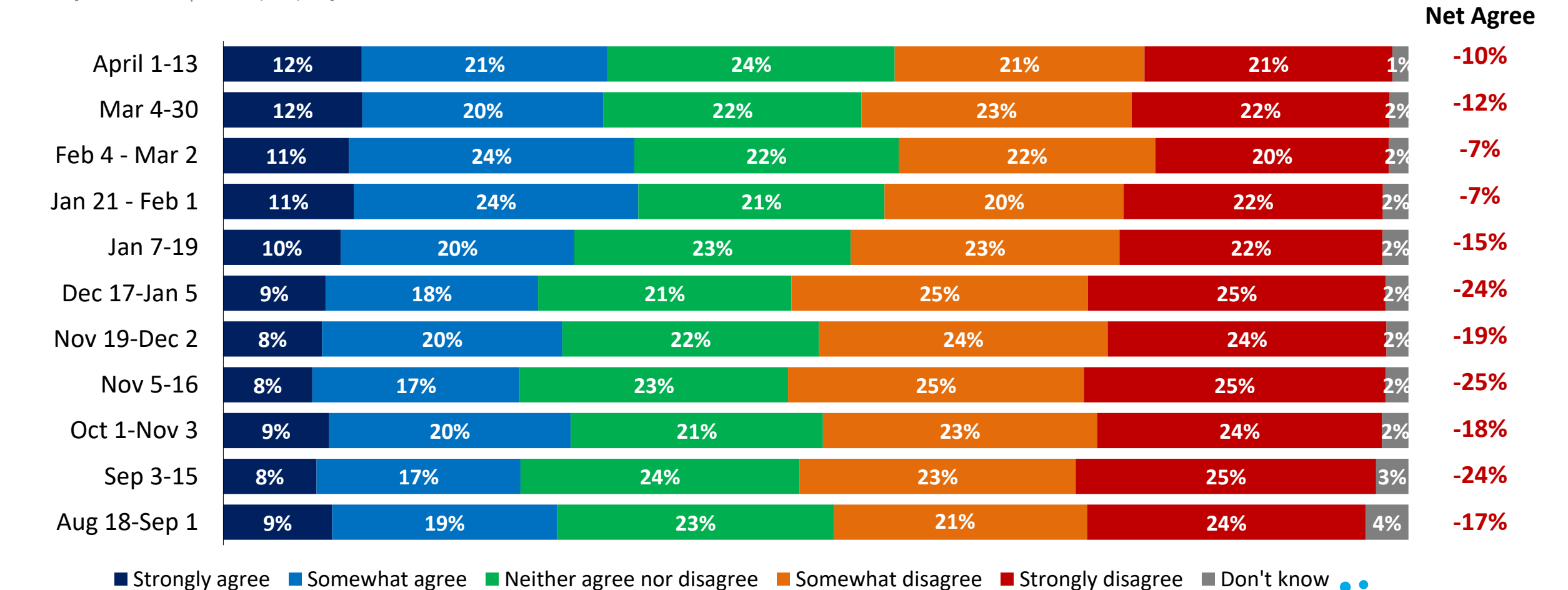
# Attitudes and Beliefs

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: Disagreement that ‘I don’t think I can keep up these changes’ is down directionally since March

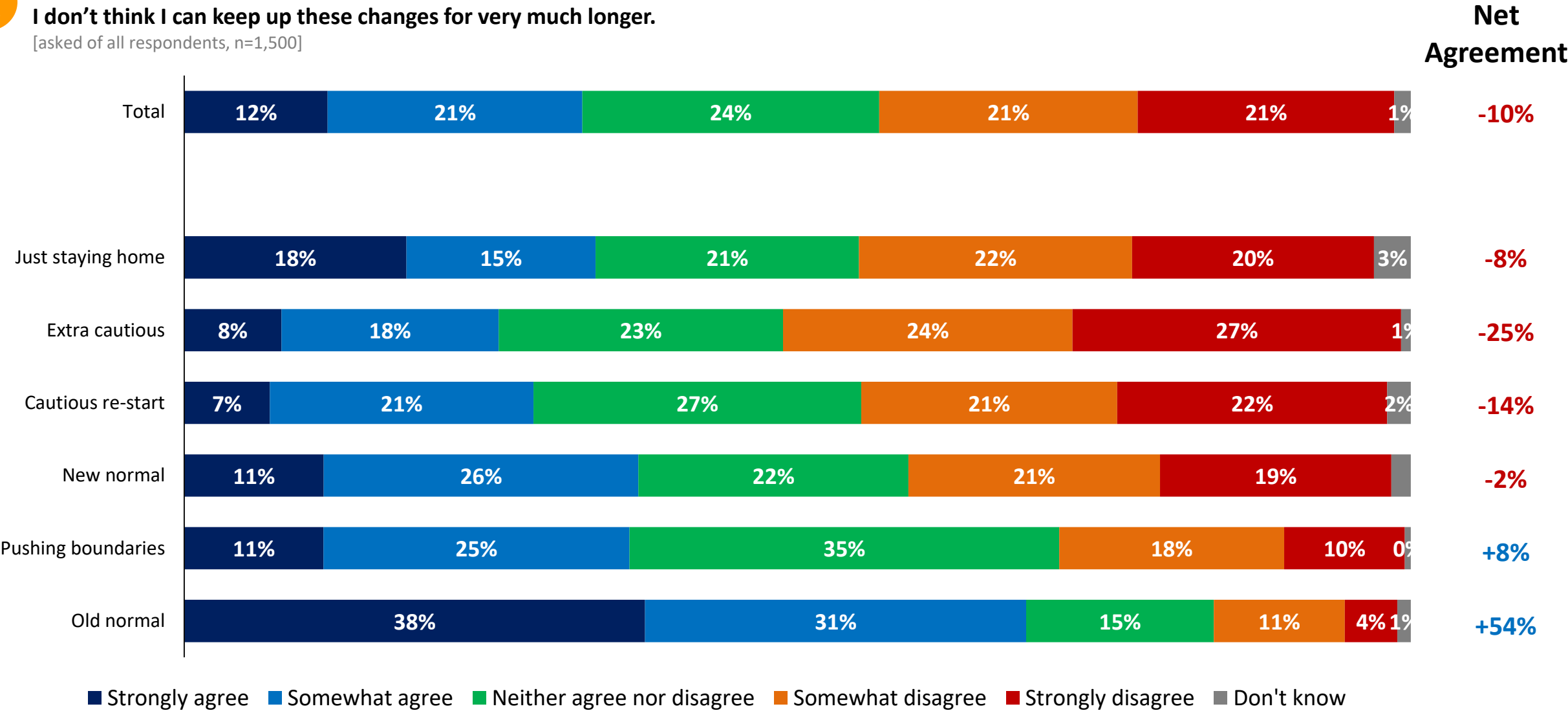
**Q** Thinking about the changes you’ve made to your daily life as a result of COVID-19, do you agree or disagree with the following statement?  
*I don’t think I can keep up these changes for very much longer.*  
[asked of all respondents; n=1,500]



# Behavioural Fatigue by Segment: Behavioural fatigue is highest among the “old normal” segment, who have made the fewest changes <sup>28</sup>



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]



# Key Attitudes: 8-in-10 (81%) Canadians say they are taking all the steps<sup>29</sup> needed to protect themselves and their family



Do you agree or disagree with the following statements?

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

Net Agree

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



+81%

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



+70%

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

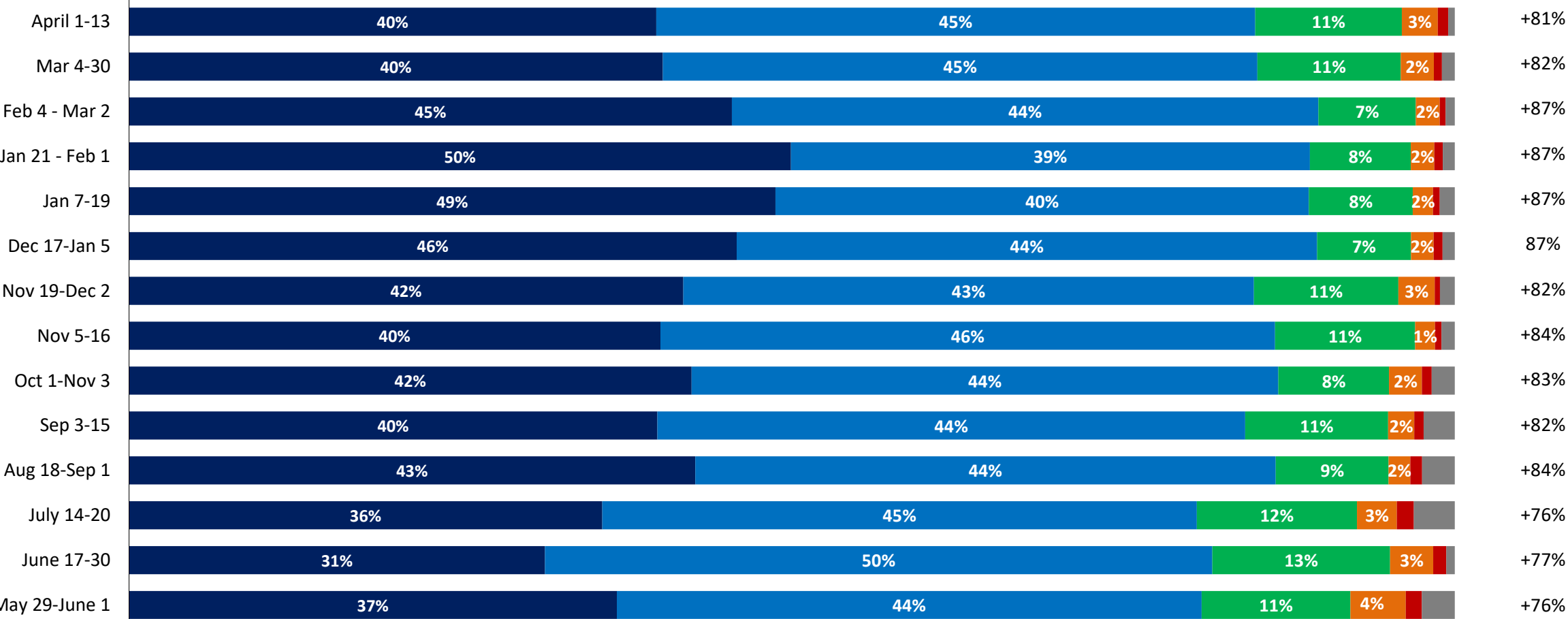
# Key Attitudes: Respondents' net agreement that they are taking the right steps is on par with March



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]

Net Agree



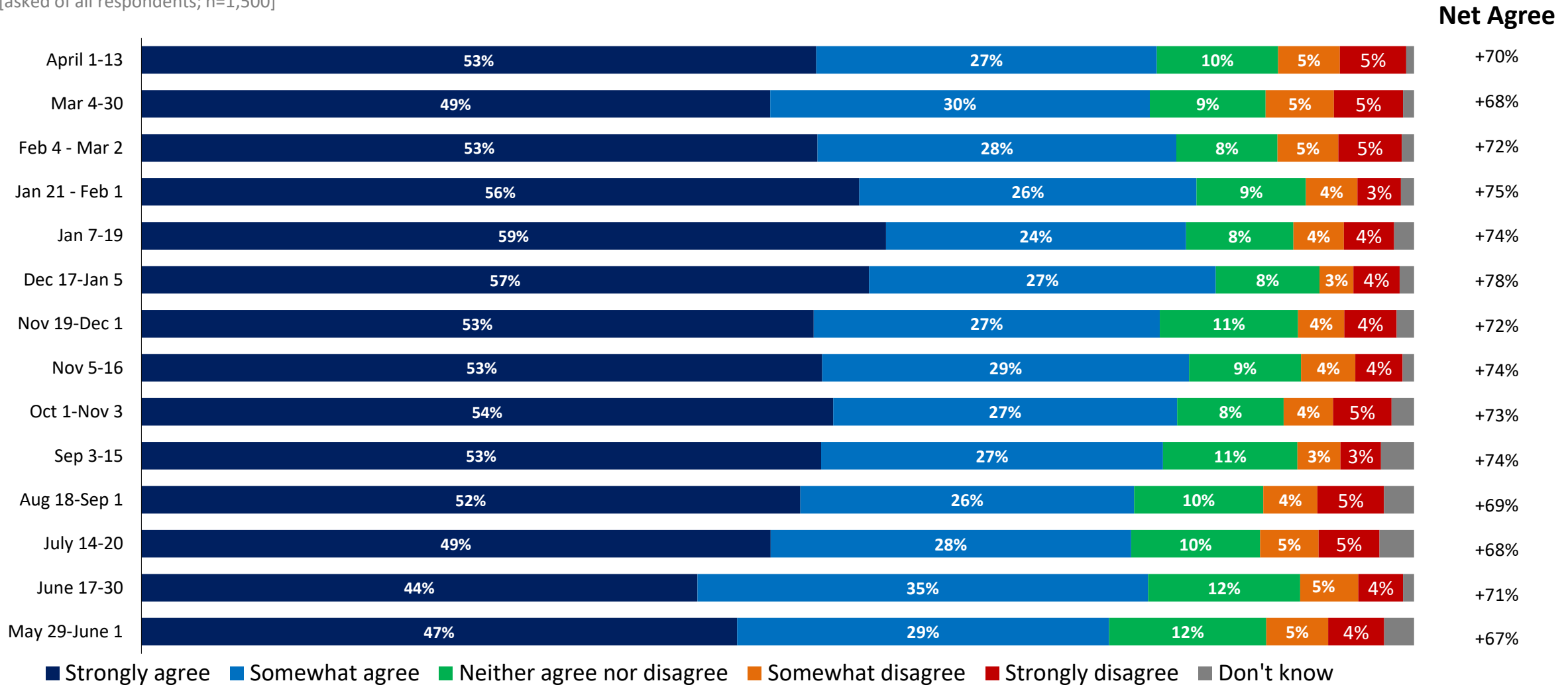
Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree   Don't know

# Key Attitudes: Respondents' net agreement that they are worried about COVID-19 is up directionally from March



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]

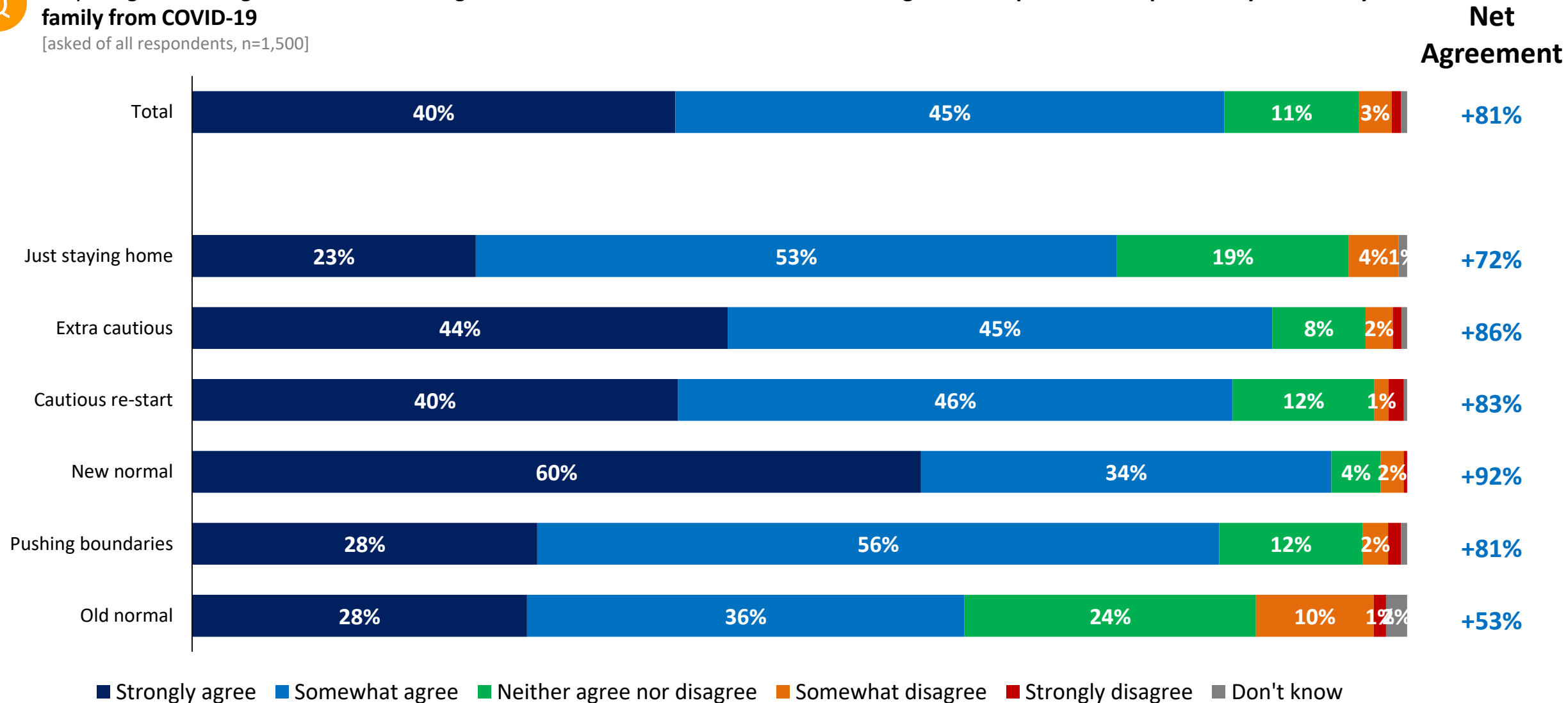


# Confidence by Segment: Confidence is highest among the 'extra cautious' and 'new normal' groups



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=1,500]





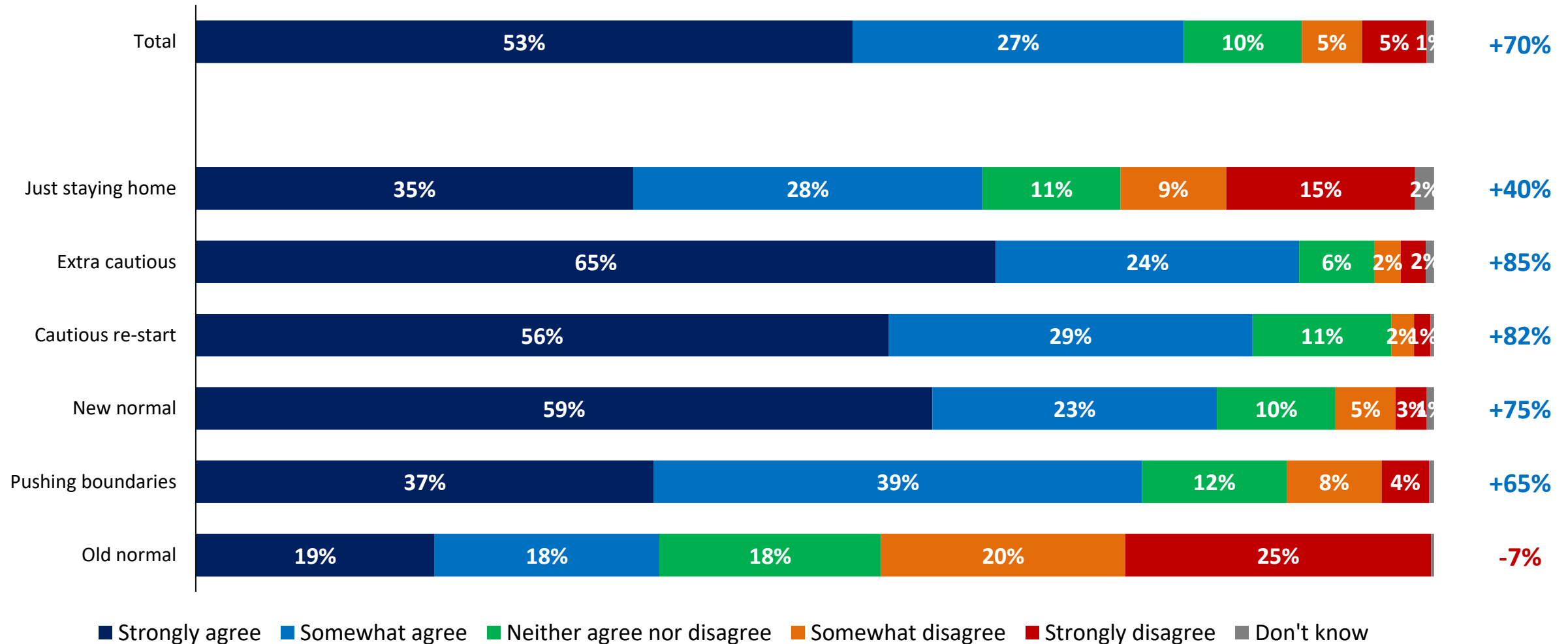
# Worry by Segment: Those least worried about COVID returning are those who do the most activities each week



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=1,500]

**Net Agreement**



# Methodology



# Survey Methodology

**These are the results of an online survey conducted between April 1<sup>st</sup> to April 13<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=2,390 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** April 1<sup>st</sup> and April 13<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>	202	8.5%	200	13.4%
<b>Men 35-54</b>	389	16.3%	251	16.8%
<b>Men 55+</b>	575	24.1%	272	18.2%
<b>Women 18-34</b>	288	12.1%	206	13.8%
<b>Women 35-54</b>	410	17.2%	261	17.4%
<b>Women 55+</b>	520	21.8%	306	20.5%
<b>BC</b>	254	10.6%	205	13.6%
<b>AB</b>	228	9.5%	170	11.4%
<b>Prairies</b>	120	5.0%	99	6.6%
<b>ON</b>	984	41.2%	577	38.5%
<b>QC</b>	477	20.0%	346	23.1%
<b>Atlantic</b>	327	13.7%	103	6.9%



For more information, please contact:

**Greg Lyle**

**President**

(416) 642-6429

[glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Building Understanding.**