

# COVID-19 Behaviour

Public Opinion Research  
Release Date: May 7, 2021  
Field Dates: April 15 to May 5, 2021



# Tracking the Impacts of COVID-19

Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviours impacted by the pandemic.

Today, INNOVATIVE is releasing the results from our *April Canada This Month* survey. This online survey was in field from April 15<sup>th</sup> to May 5<sup>th</sup> with a weighted sample size of 2,500 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 are largely steady at the same levels they were at the beginning of March 2021

# Shopping Activities: One-in-five (19%) Canadians say they ate out at a restaurant in the last two weeks

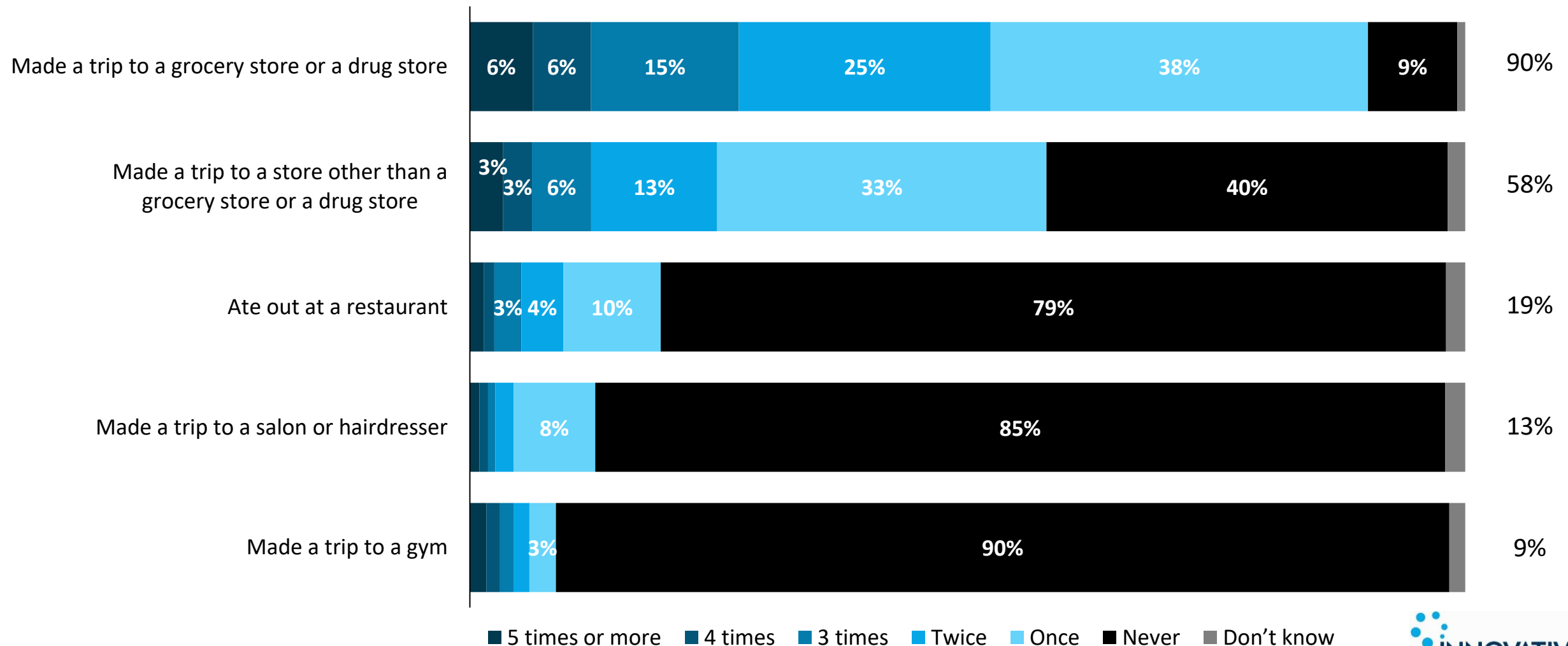


Over the past 7 days, how often have you done each of the following?

[asked of all respondents; n=2,500]

**Current Wave: April 15 – May 5, 2021**

% At least once





# Shopping Activities: Eating at restaurants is down since the end of February but going to salons & gyms are steady since the same period



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

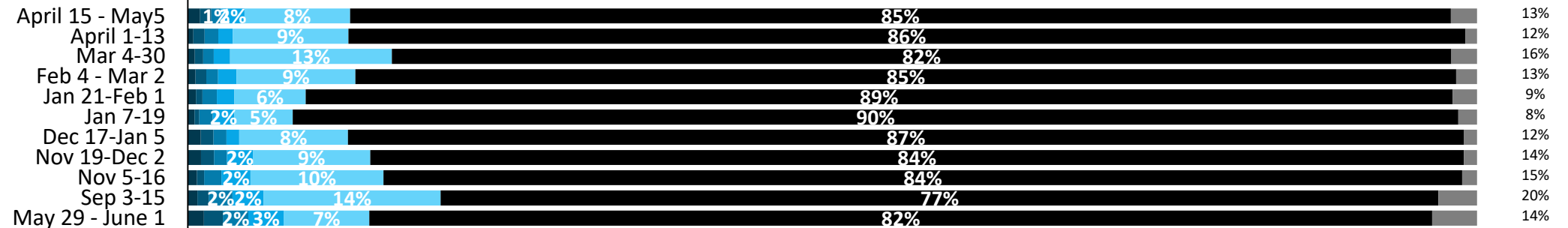
[asked of all respondents; n=2,500]

% At least once

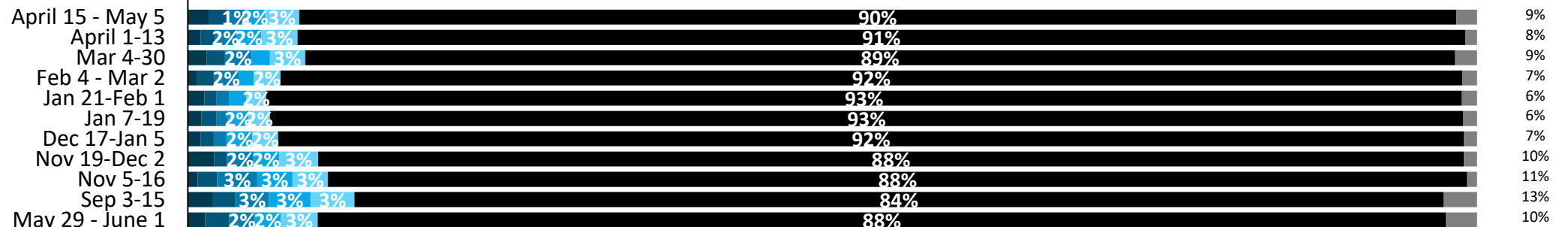
## Ate out at a restaurant



## Made a trip to a salon or hairdresser



## Made a trip to a gym

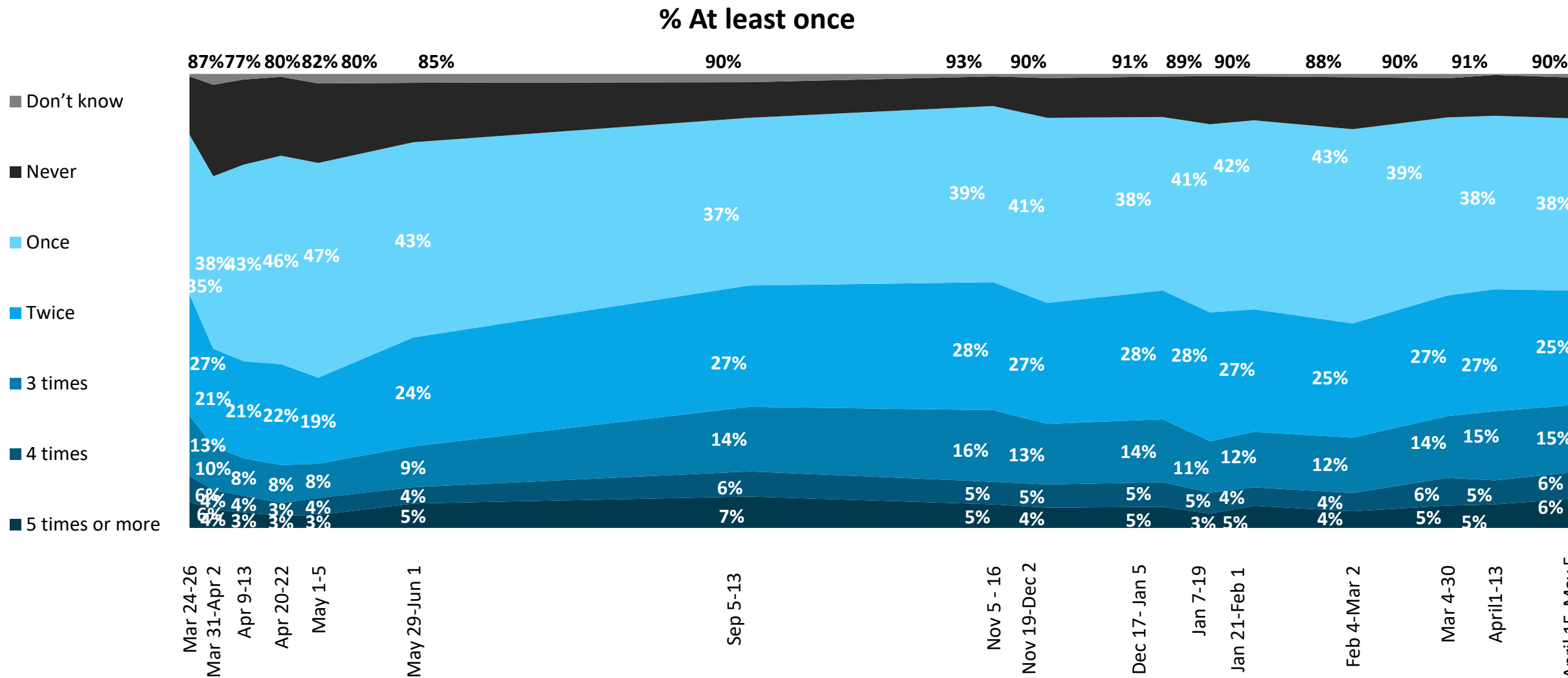


■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

# 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=2,500]

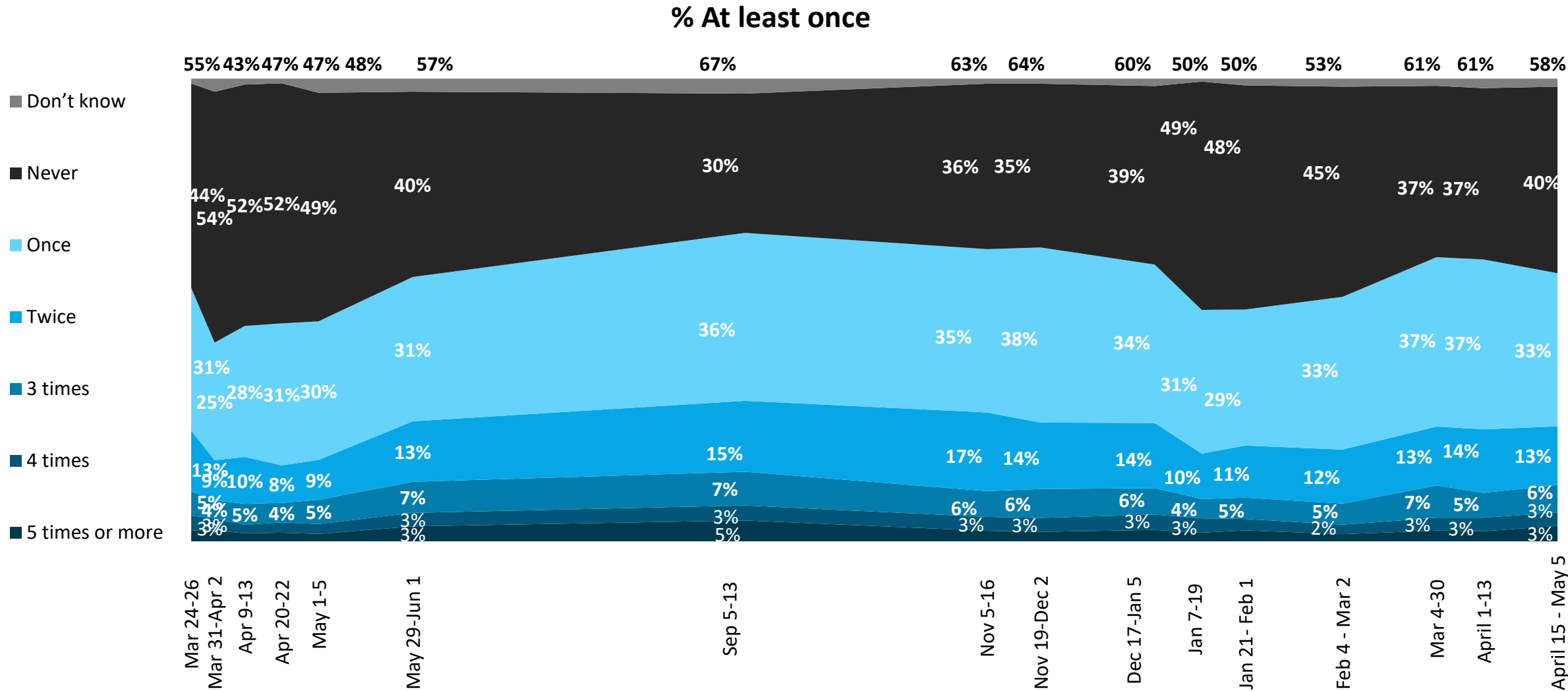


**Note:** Labels not shown for categories with a frequency of less than 2%

# Trip to Other Store: Trips to non-grocery or drug stores down by 3 points since March



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=2,500]



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

# Social Activities: One-in-three (32%) of Canadians say they visited a relative or friend in their home

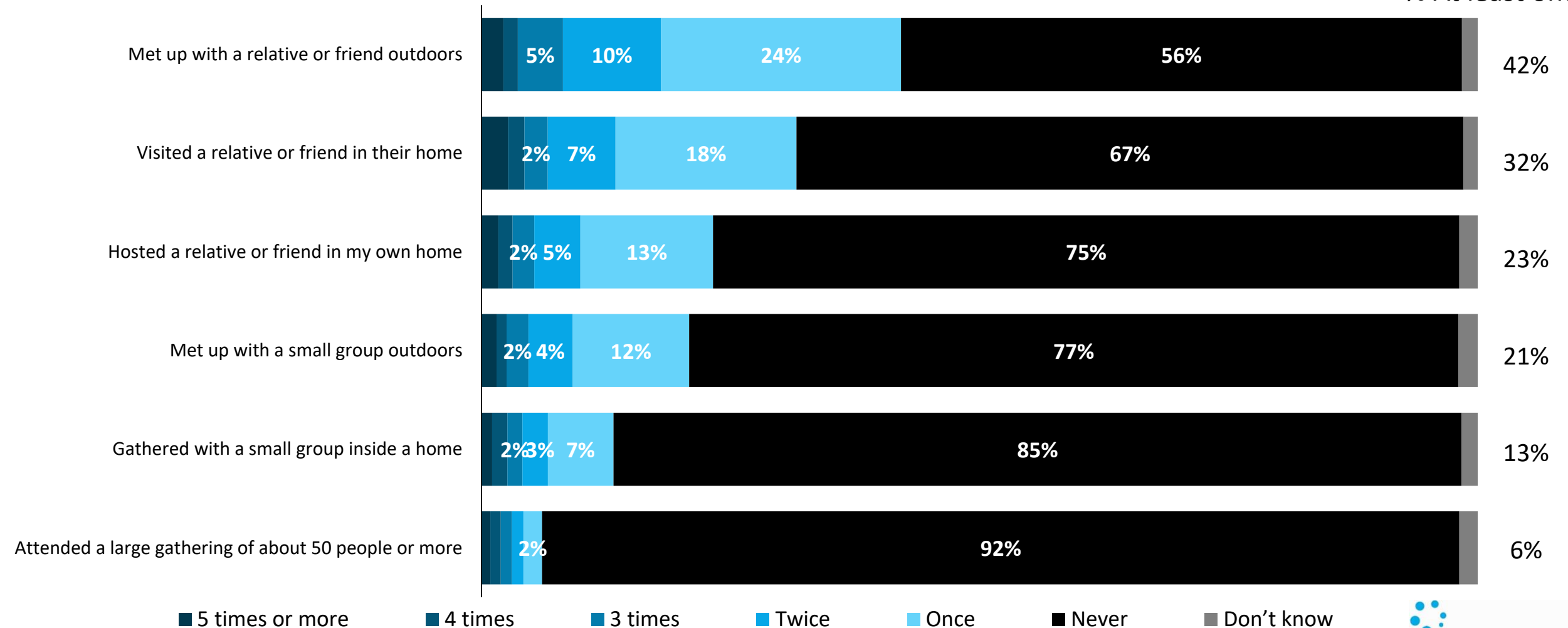


Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=2,500]

**Current Wave: April 15-May 5, 2021**

% At least once



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

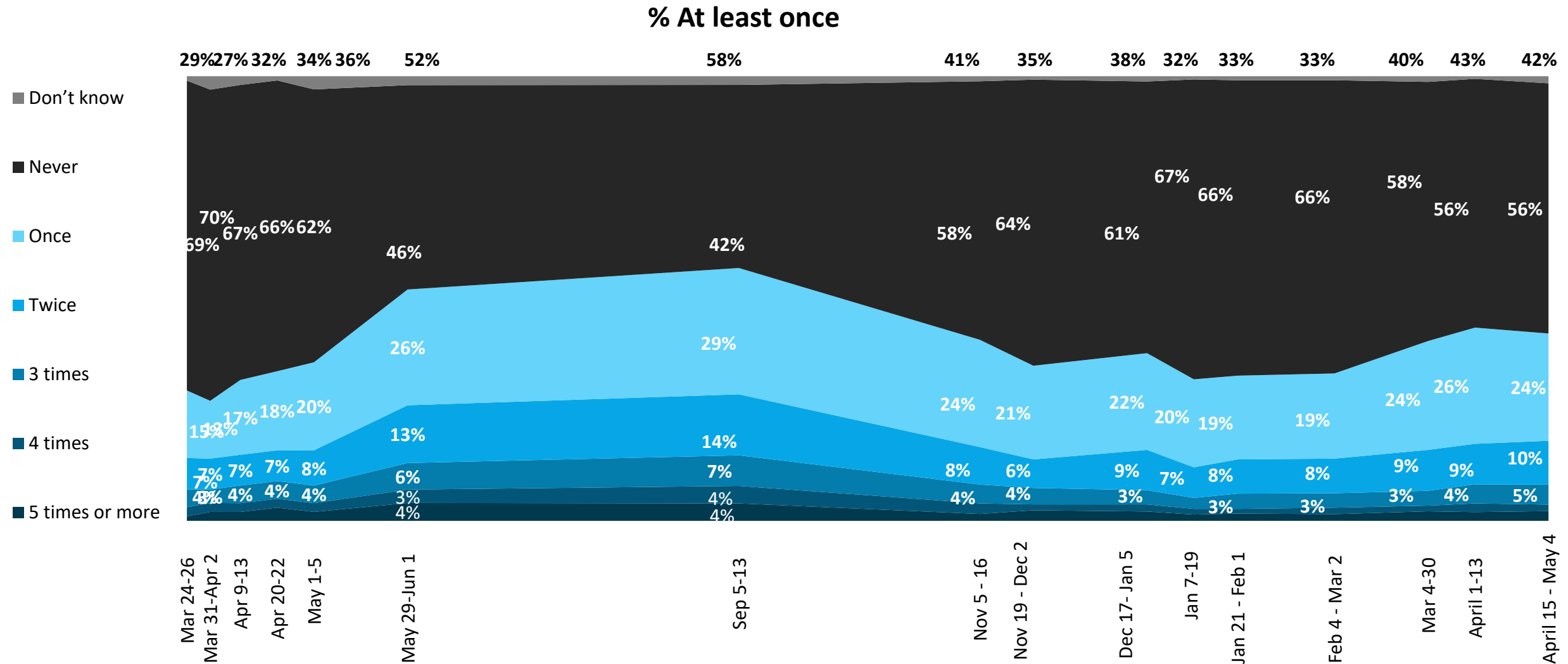


# Meetup, Friend/Relative Outdoors: Meet ups with friends outside are steady since the beginning of April



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=2,500]

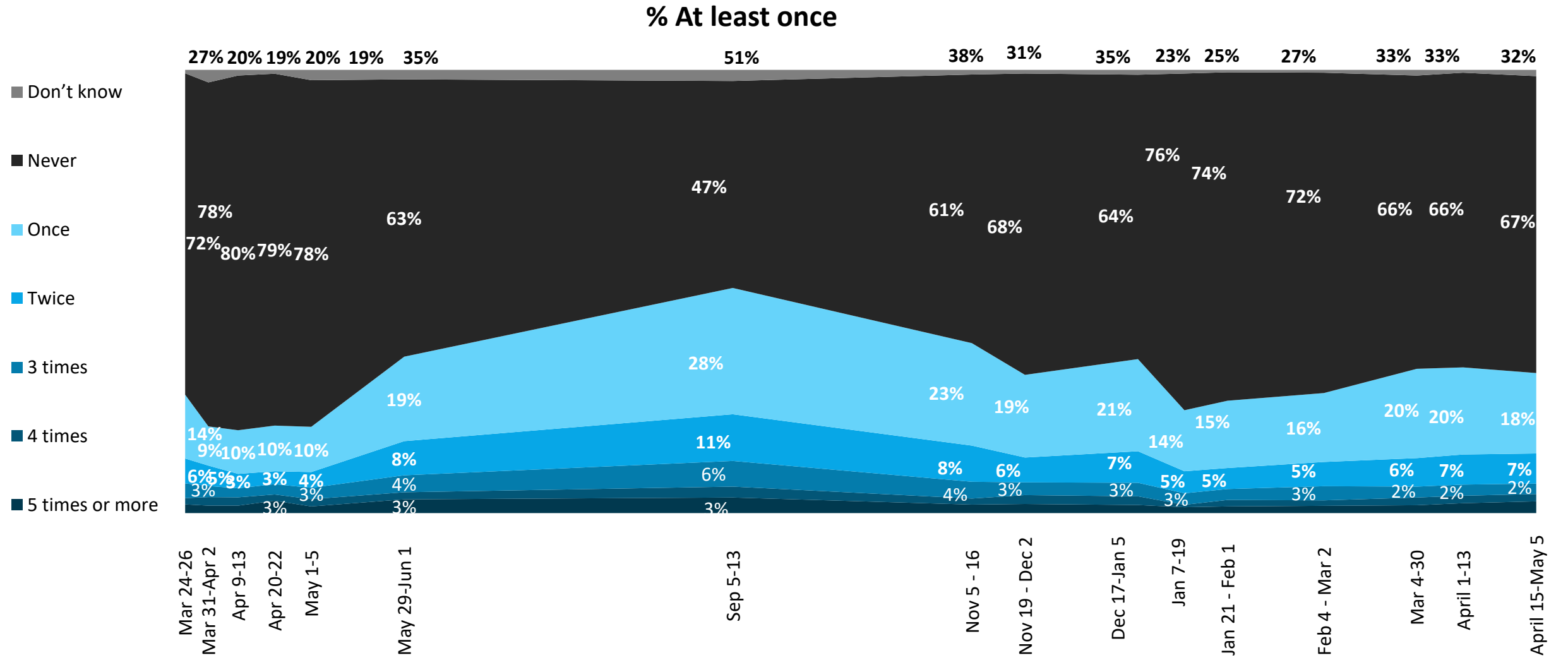


**Note:** Labels not shown for categories with a frequency of less than 2%

# 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=2,500]

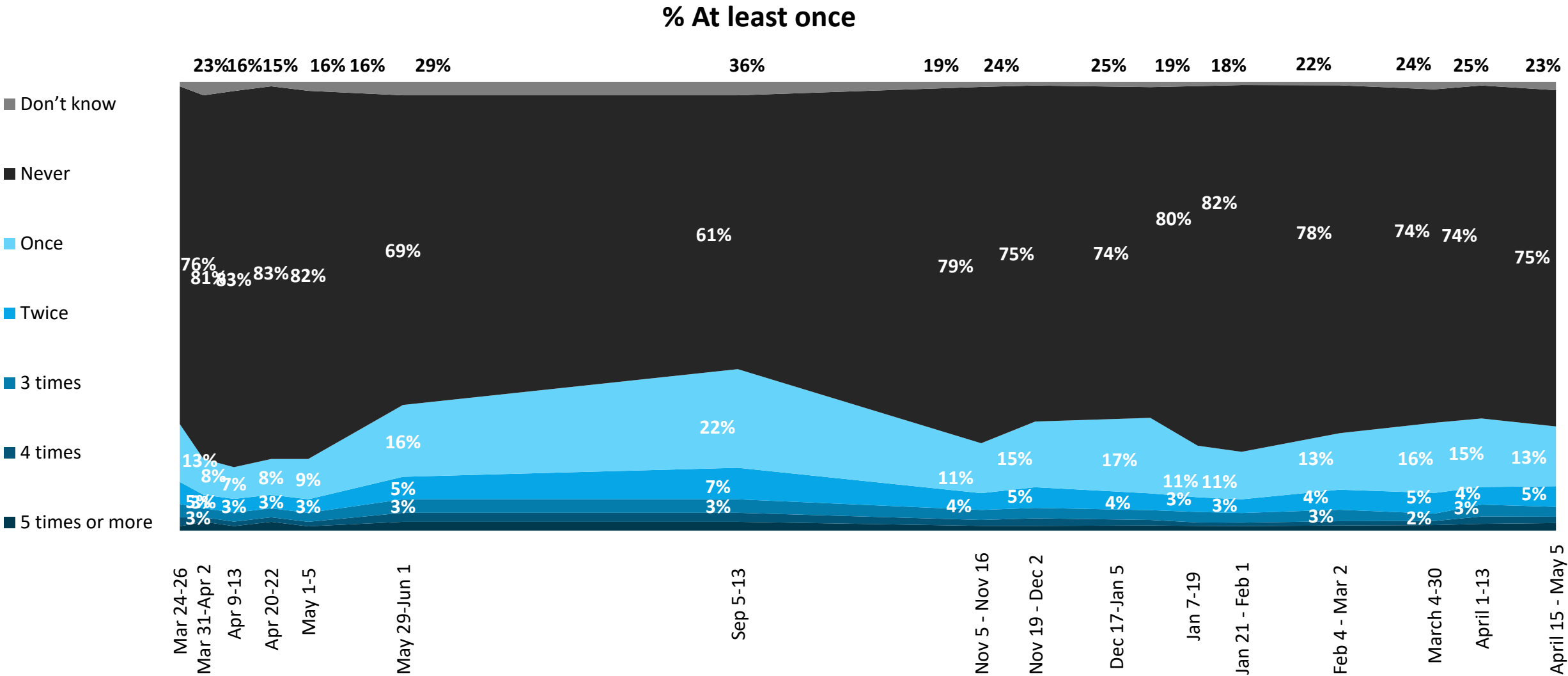


**Note:** Labels not shown for categories with a frequency of less than 2%

# 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=2,500]

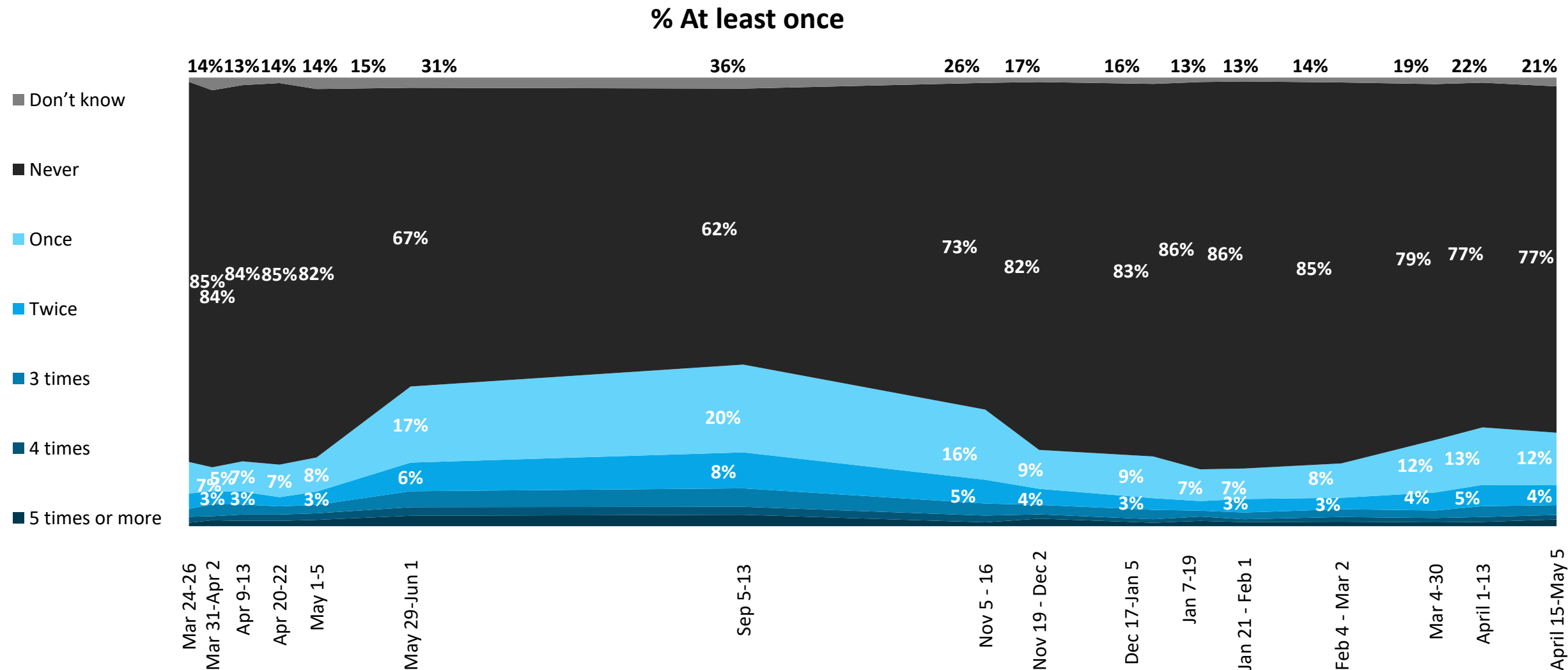


**Note:** Labels not shown for categories with a frequency of less than 2%

# Small Group, Outdoors: Meet ups with small groups outdoors are steady since the beginning of April



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=2,500]

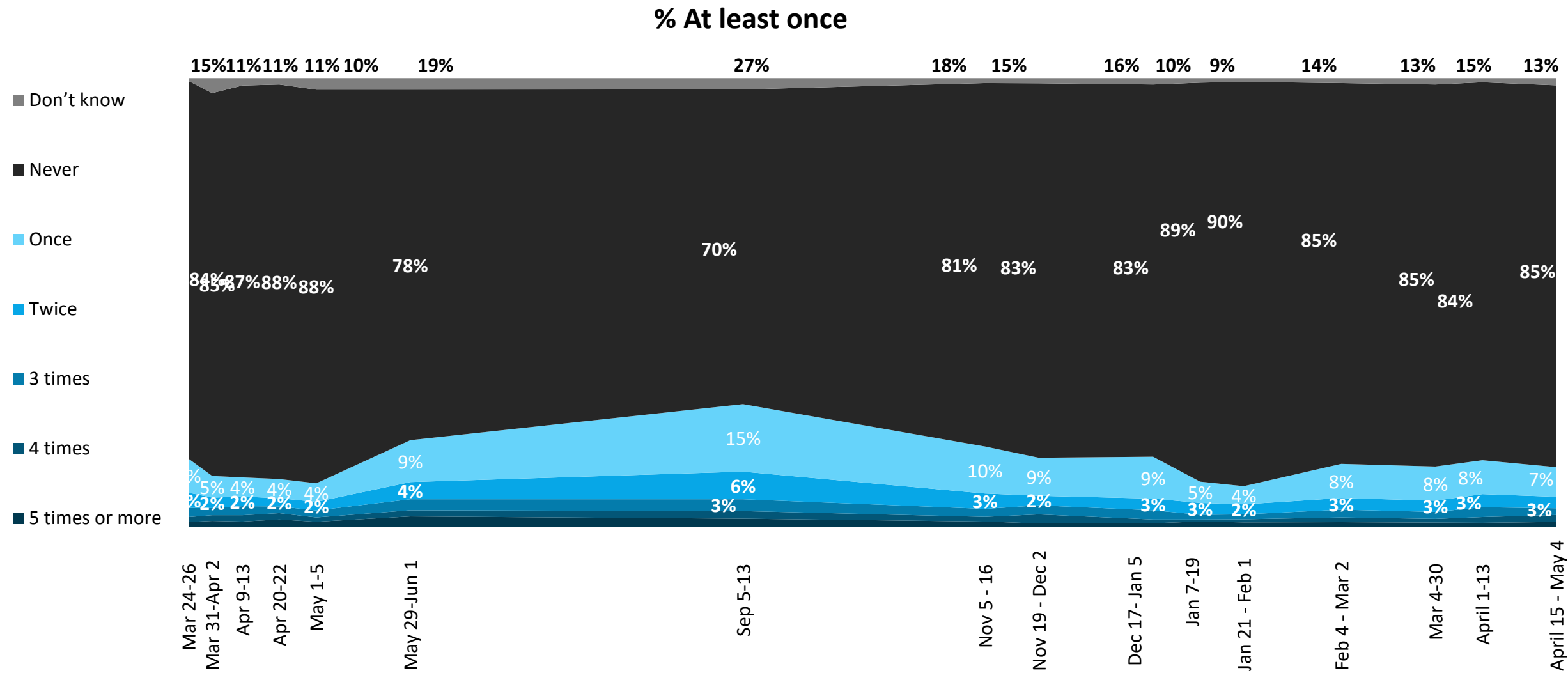


**Note:** Labels not shown for categories with a frequency of less than 2%

# Gathered with Group, Home: Small gatherings in homes is steady since<sup>13</sup> the beginning of March



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=2,500]

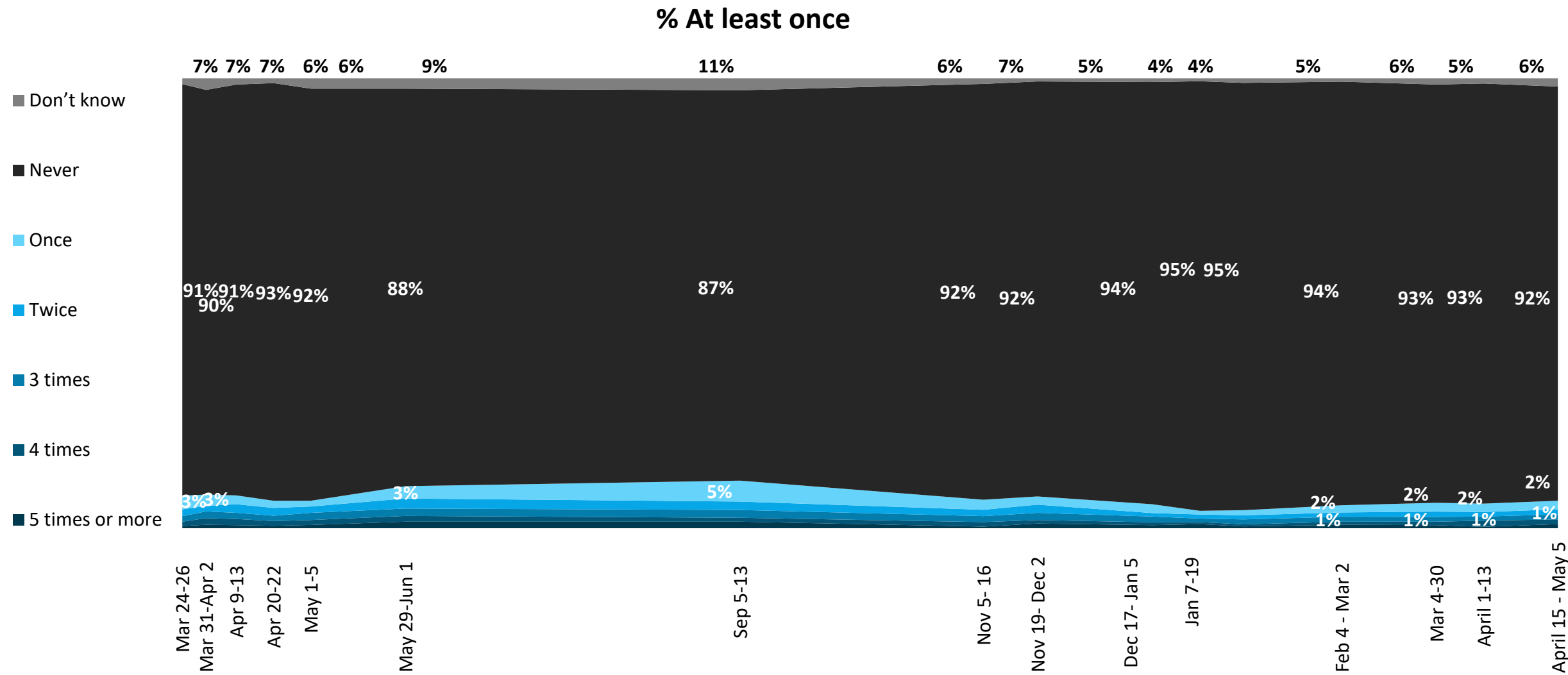


**Note:** Labels not shown for categories with a frequency of less than 2%

# Attended Large Gathering: Attendance at large gatherings is steady since March



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=2,500]



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

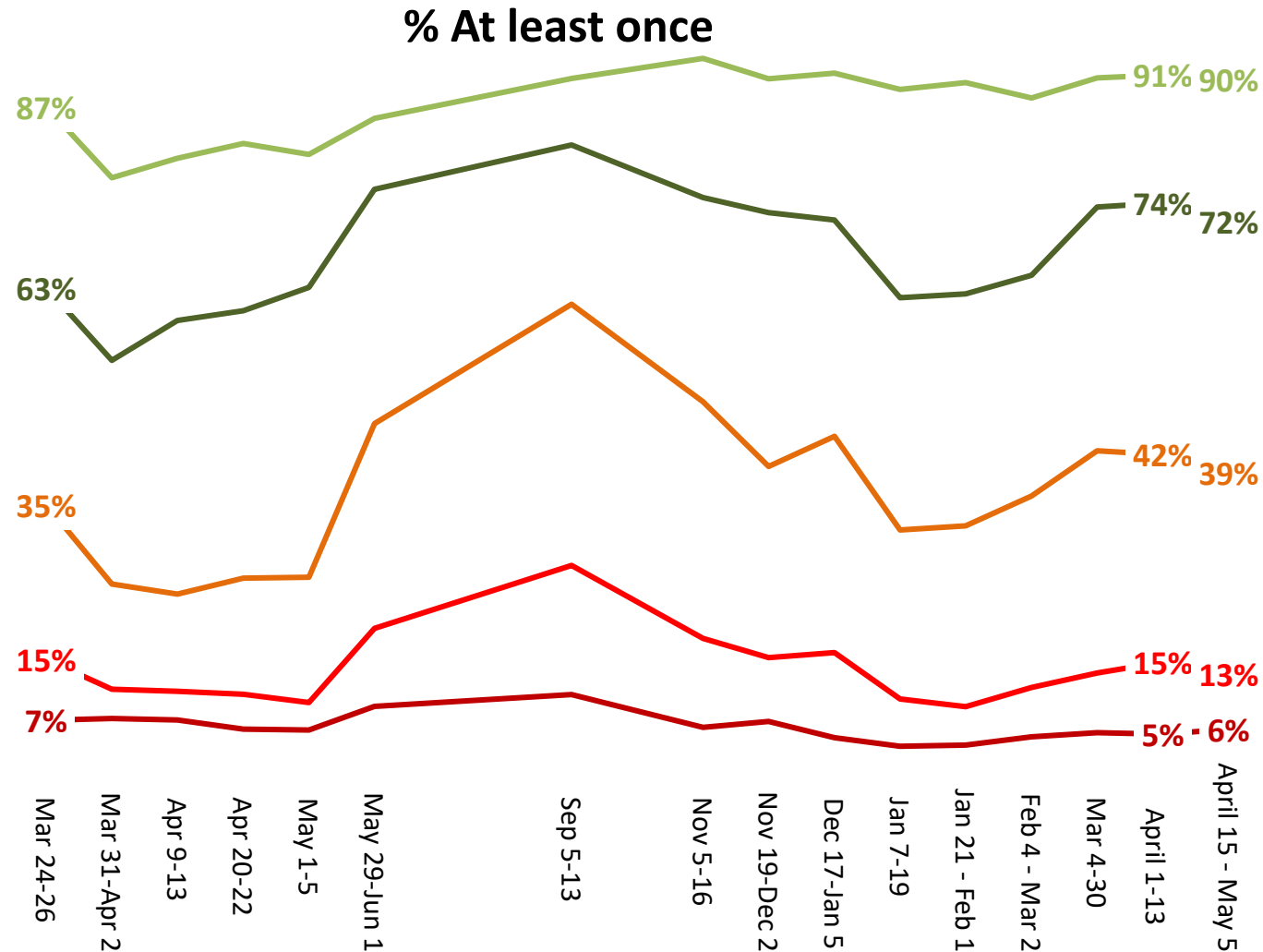


# Activities: The share of Canadians doing modest, moderately and more risky activities are down since the beginning of April



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

[all respondents, n=2,500]



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

# Activities: Moderate risk activities in Alberta have fallen off after climbing between January and early April



Over the past 7 days, how often have you done each of the following?  
[all respondents, n=2,500]

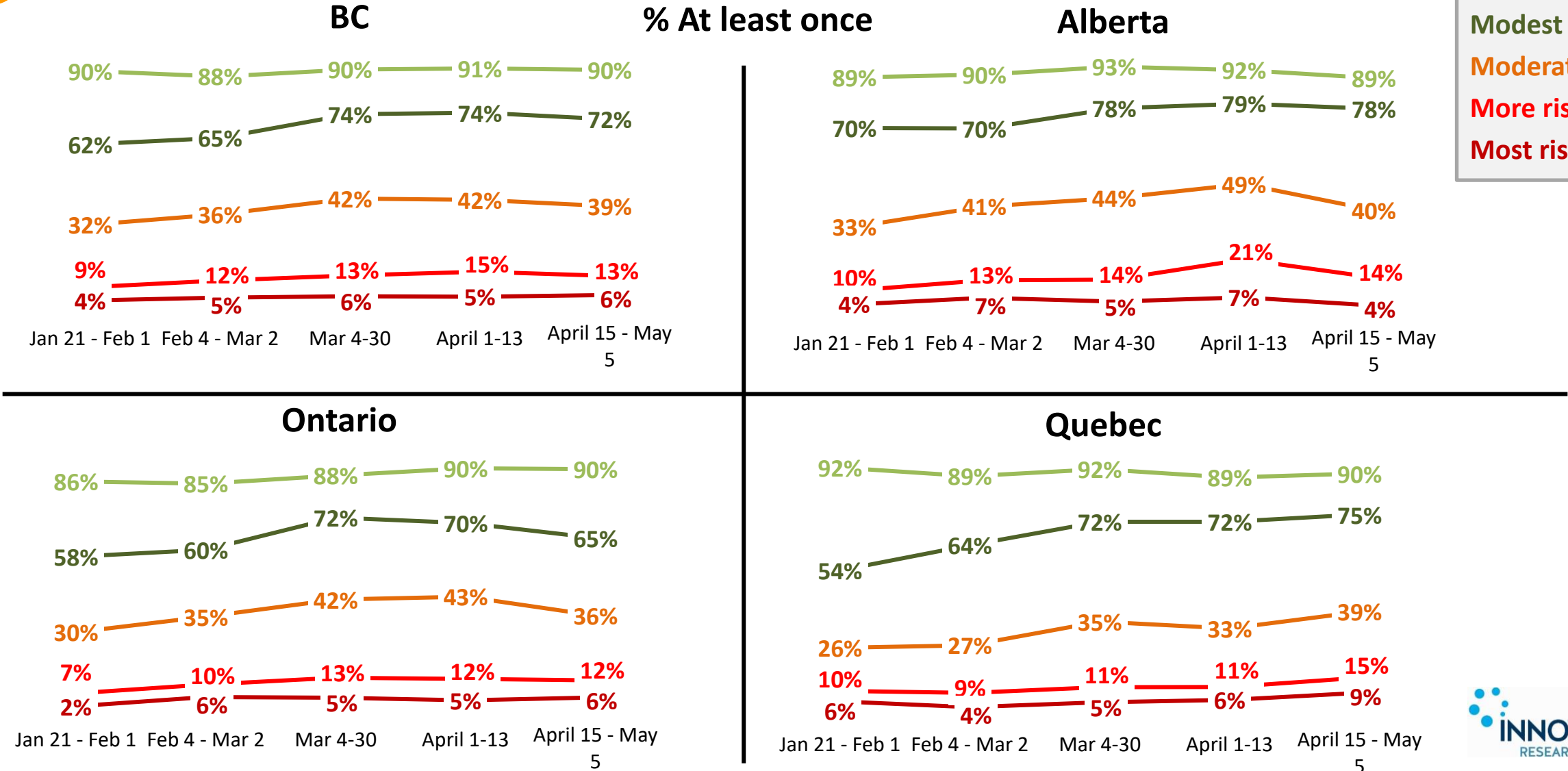
Lowest risk

Modest risk

Moderate risk

More risk

Most risk

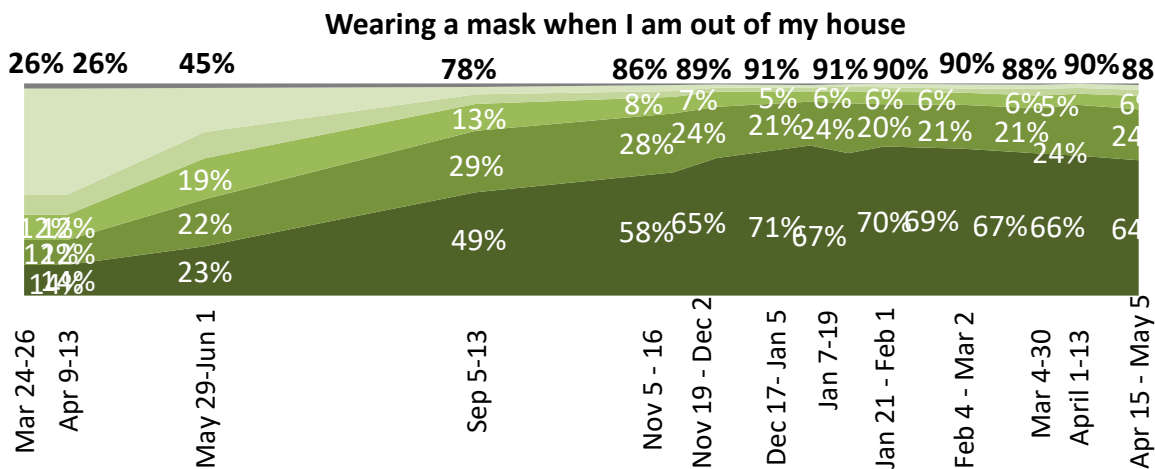
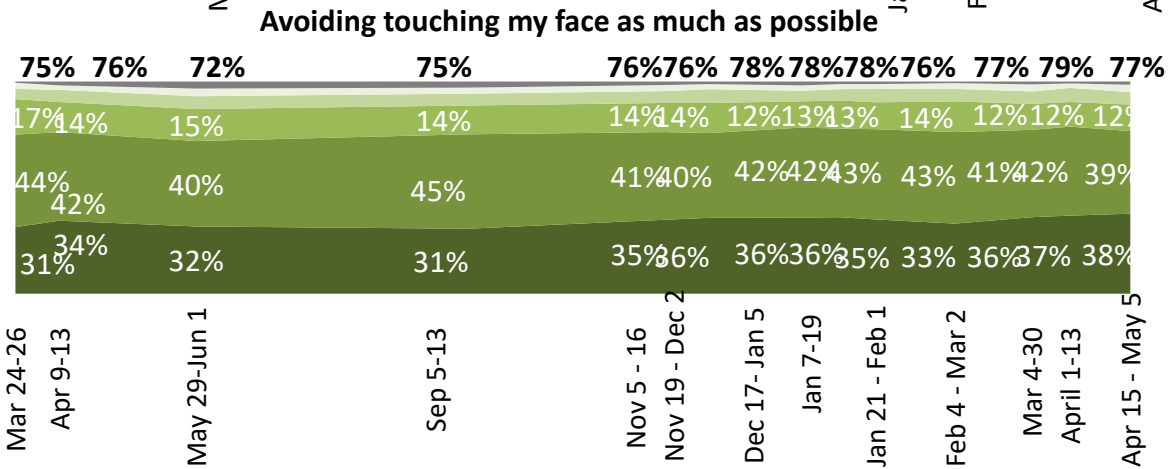
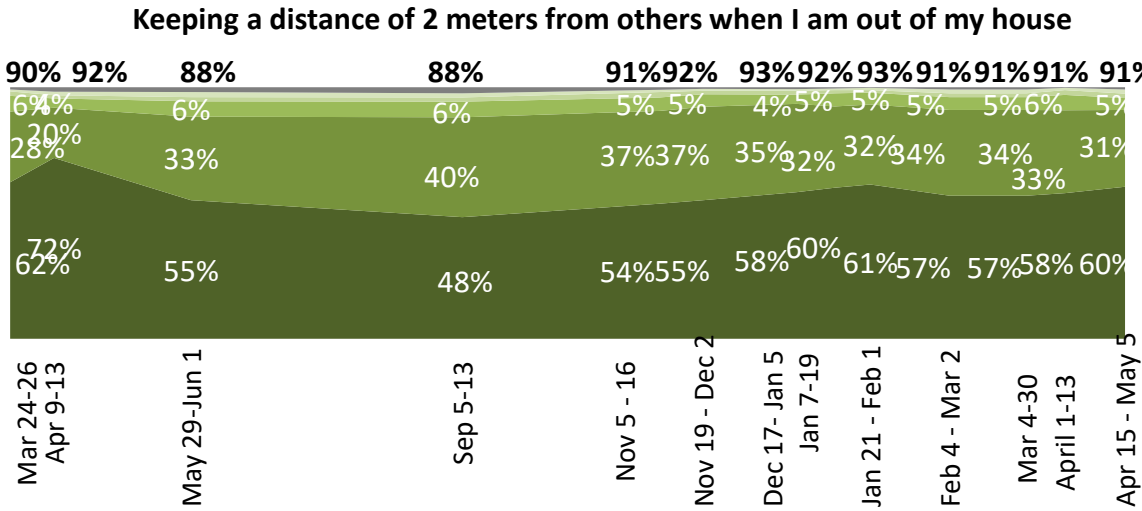
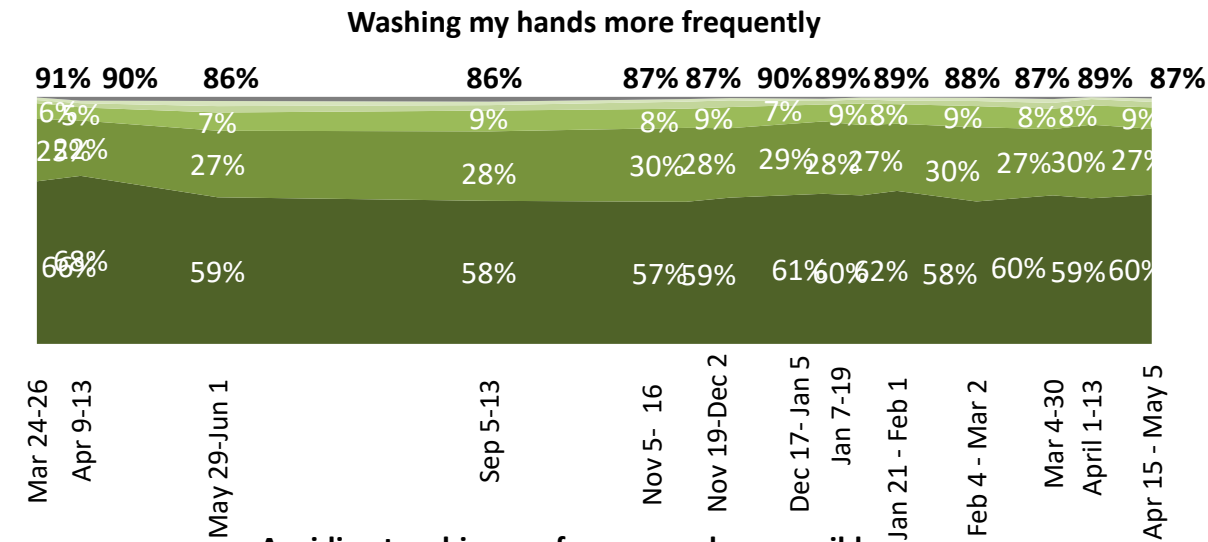


# Protective Behaviours: Protective behaviors have remained fairly steady<sup>17</sup> since March



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=2,500]

## % All/Most of the Time



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

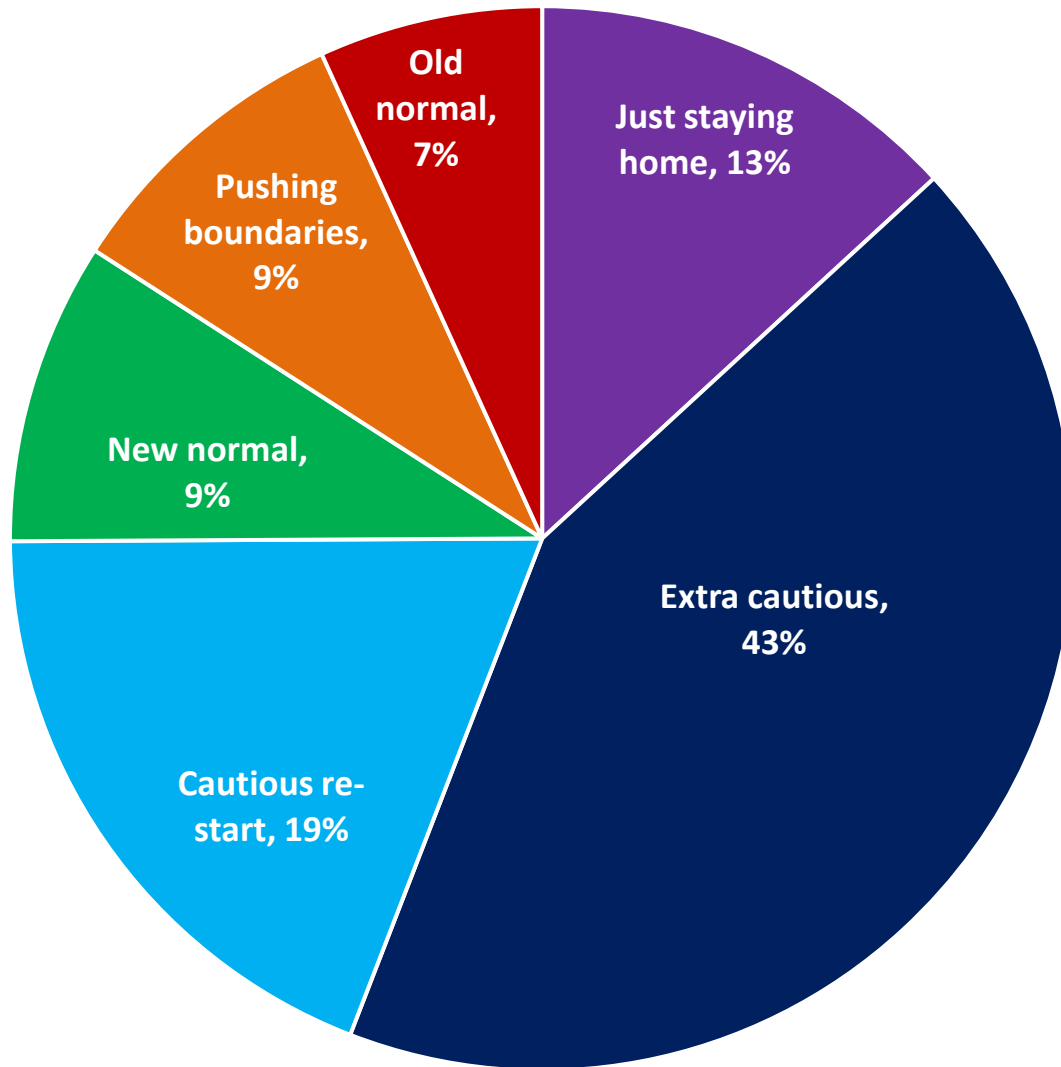
# COVID-19 Behaviour Segments

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: More than half (56%) of Canadians are mostly staying at home, including 43% who are also taking every precaution

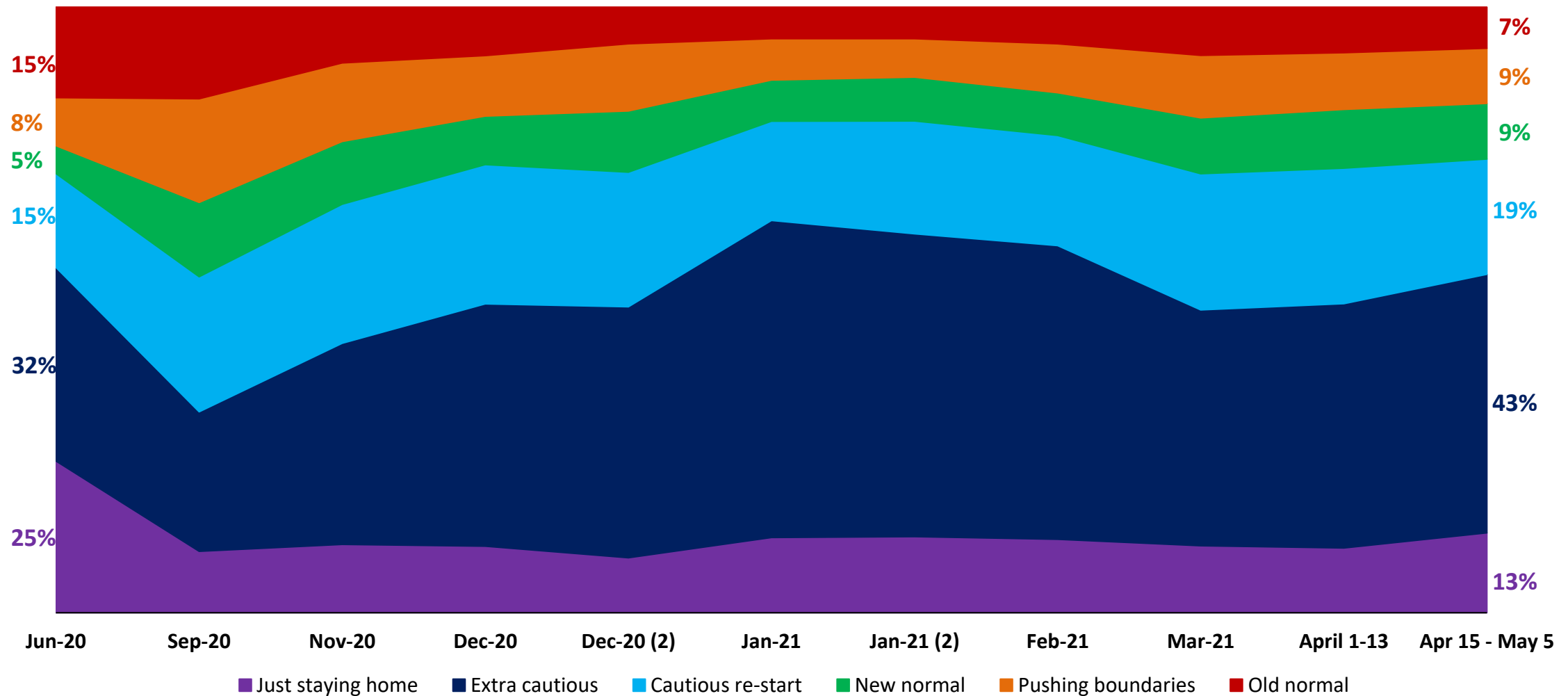
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



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

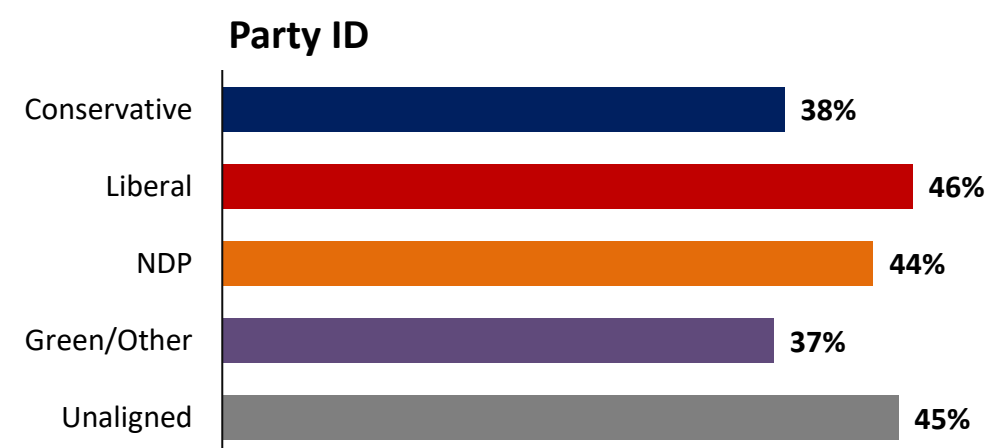
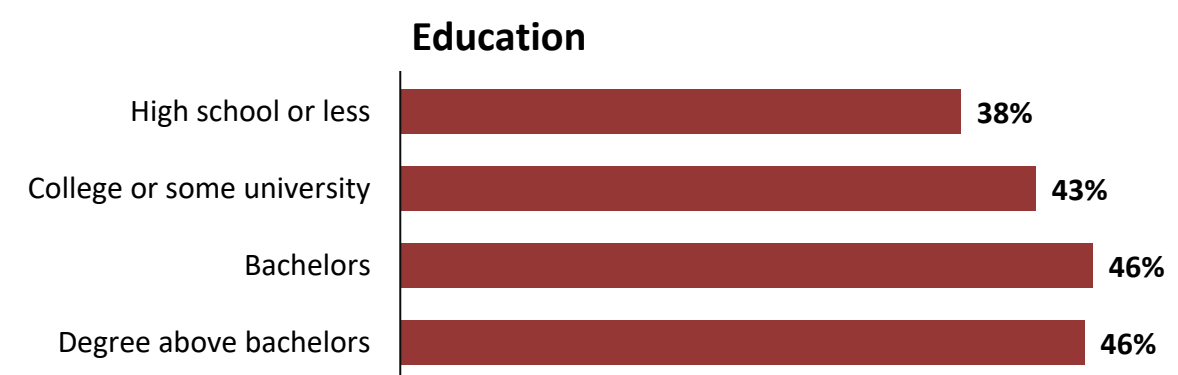
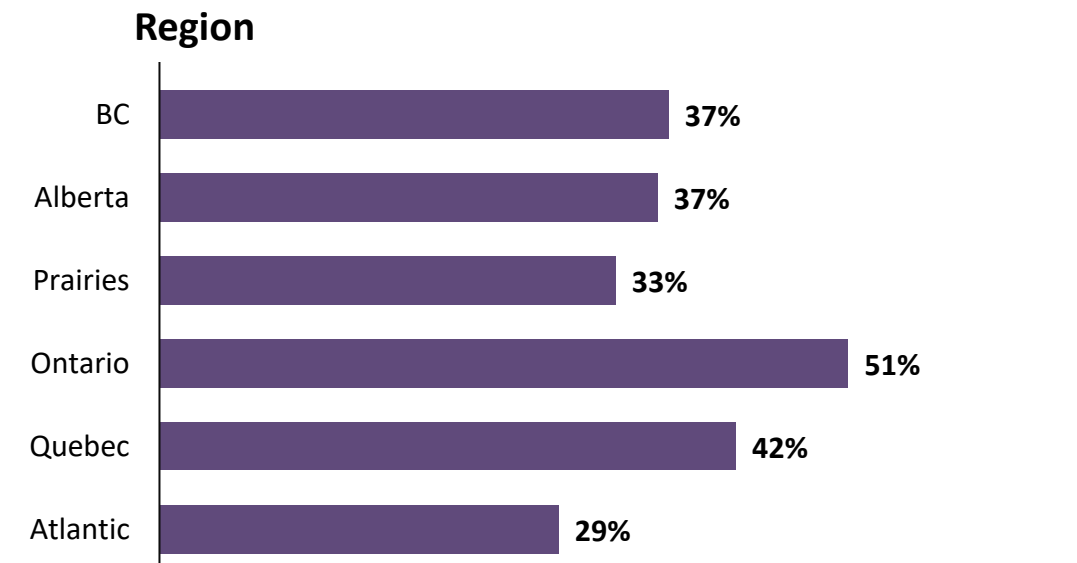
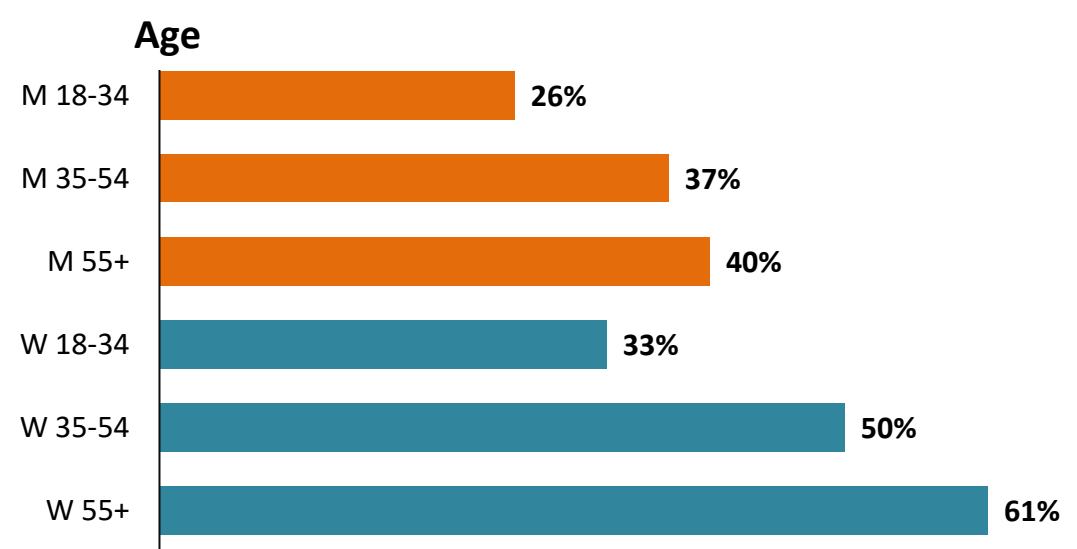
**Behaviour Segment Tracking:** The share of Canadians either just staying<sup>20</sup> home or being extra cautious is up since early April to a total of 56%

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

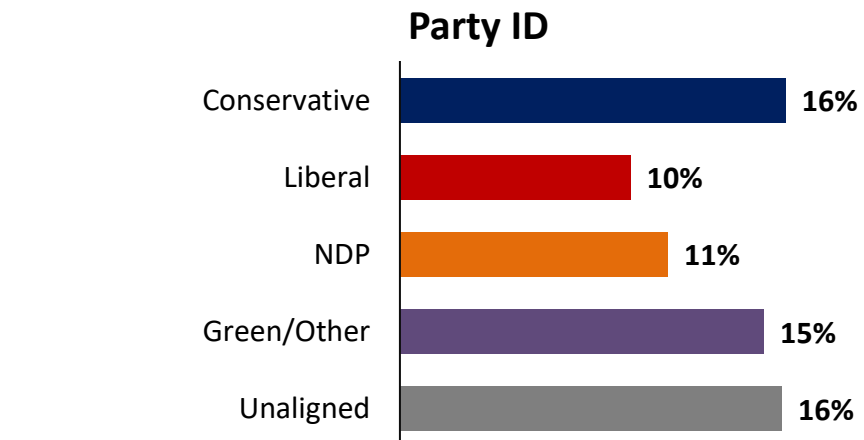
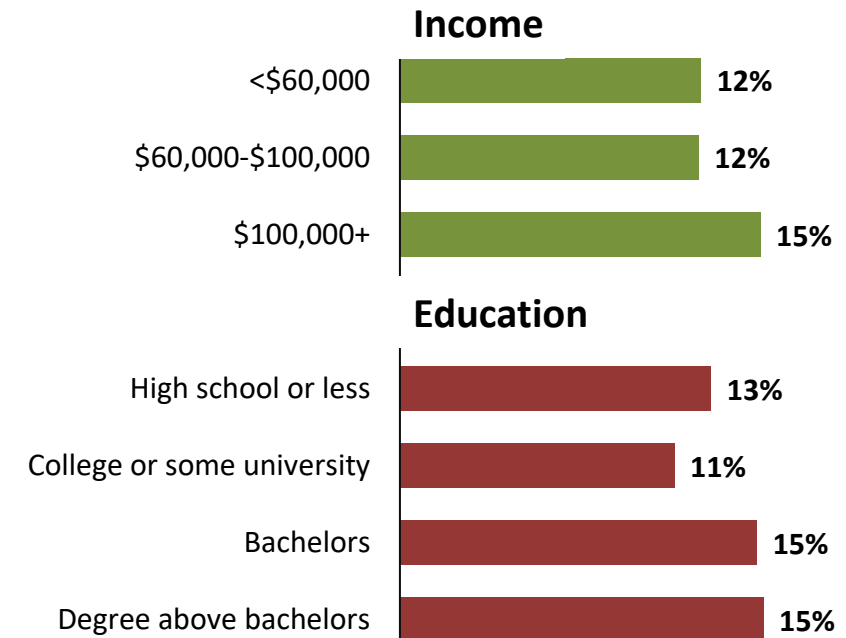
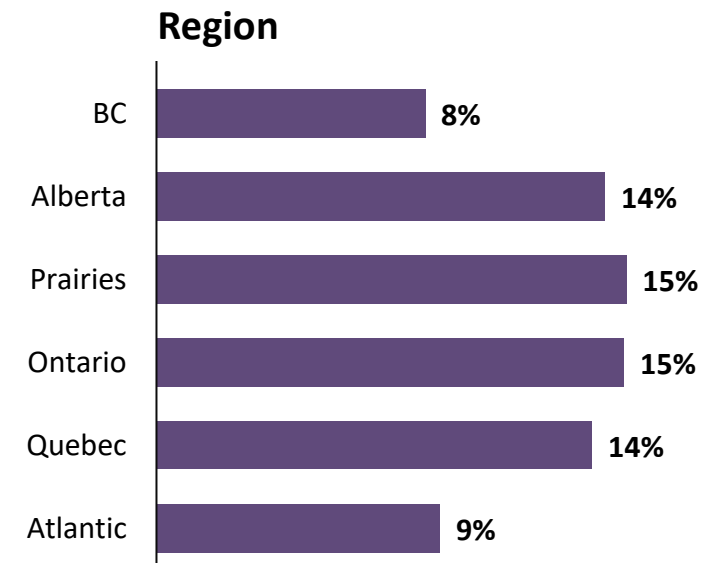
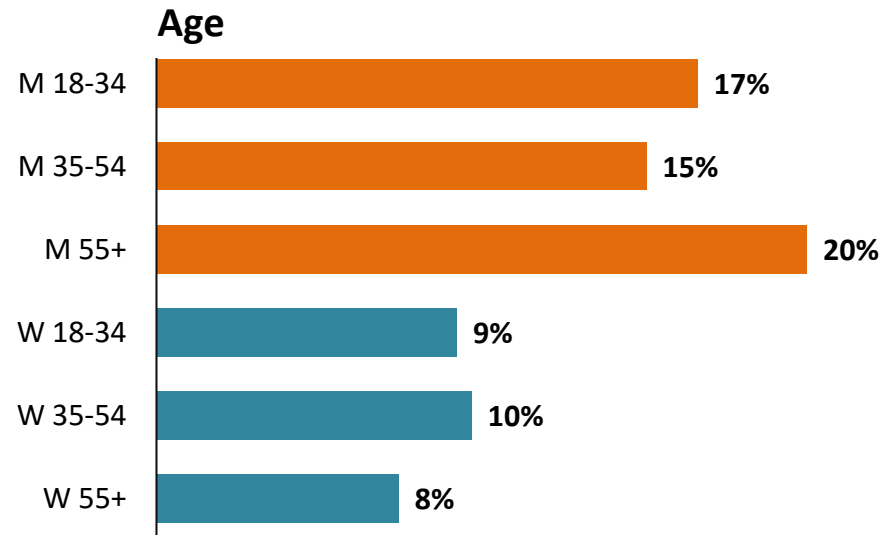




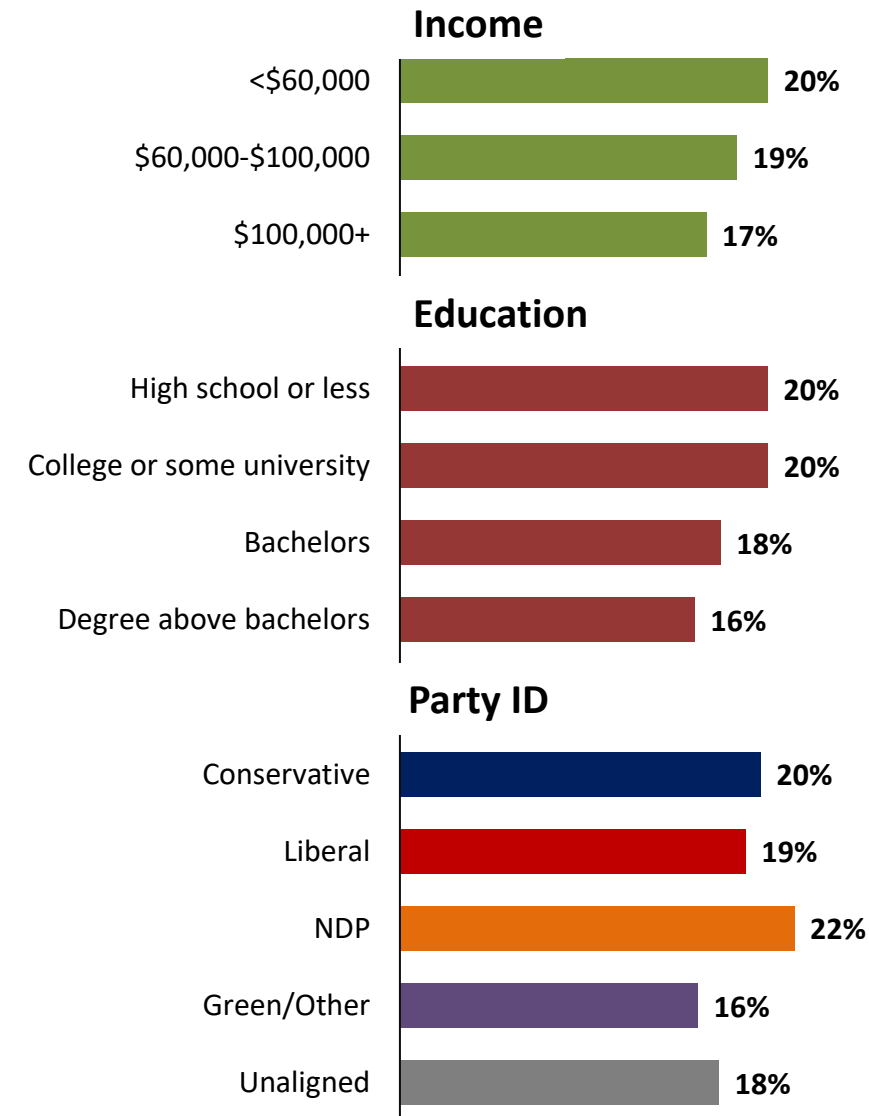
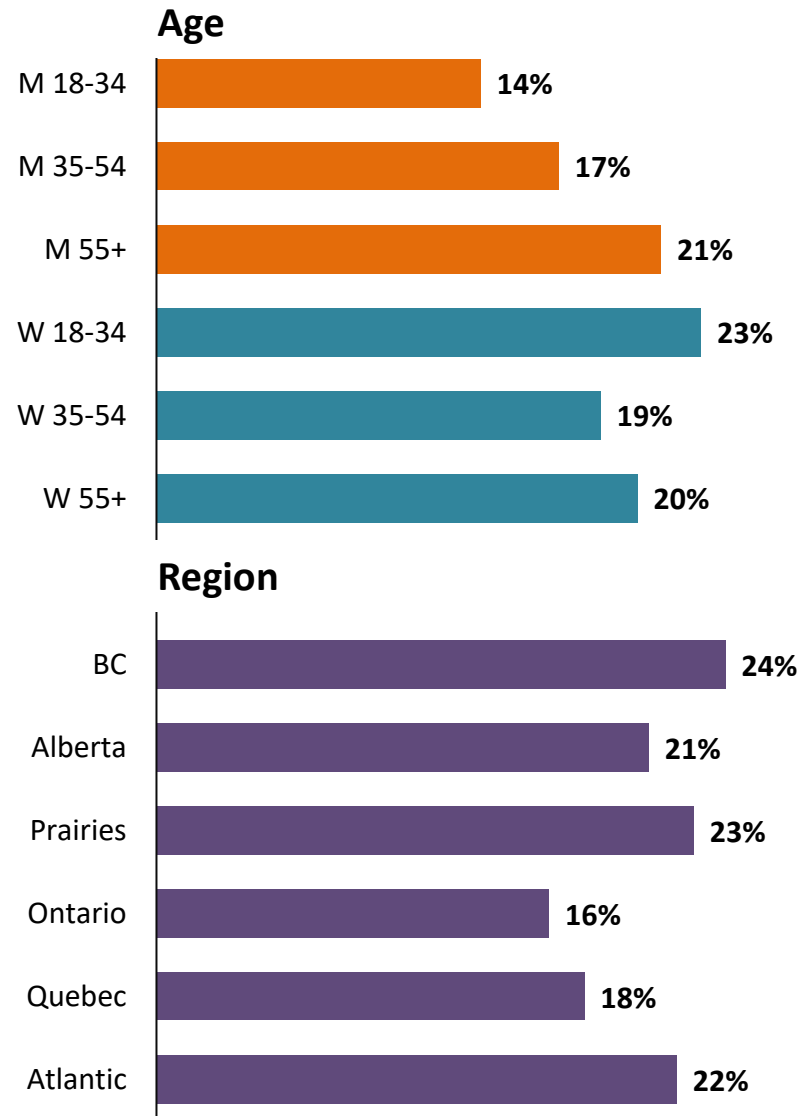
# Extra Cautious: Older respondents and those from Ontario and Quebec<sup>21</sup> are the most likely to be in the ‘extra cautious’ segment



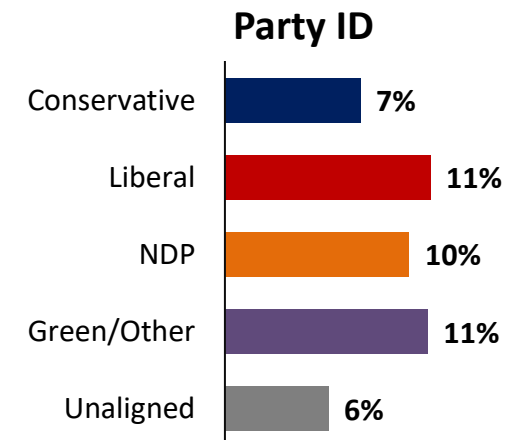
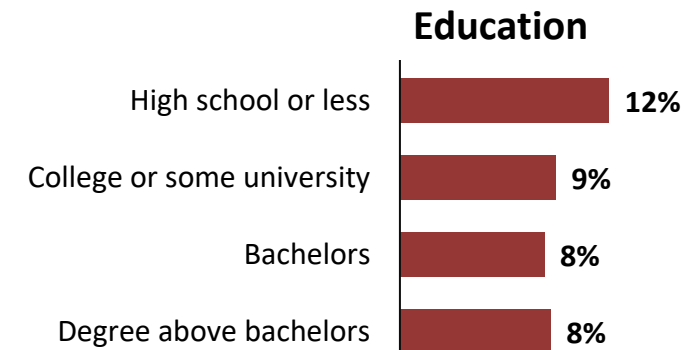
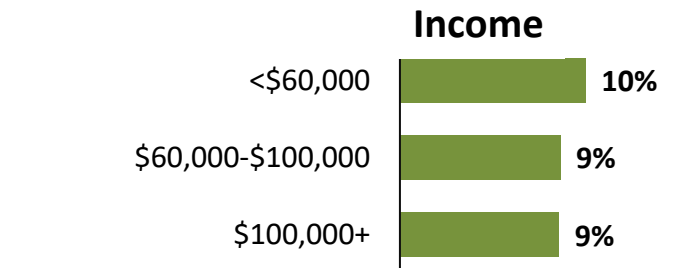
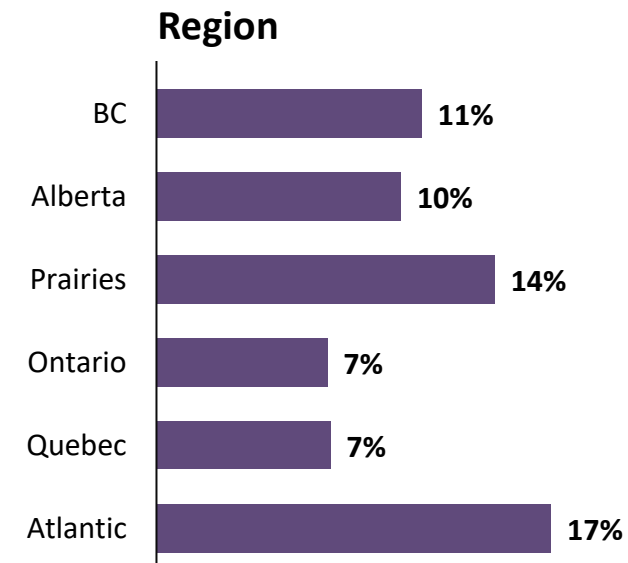
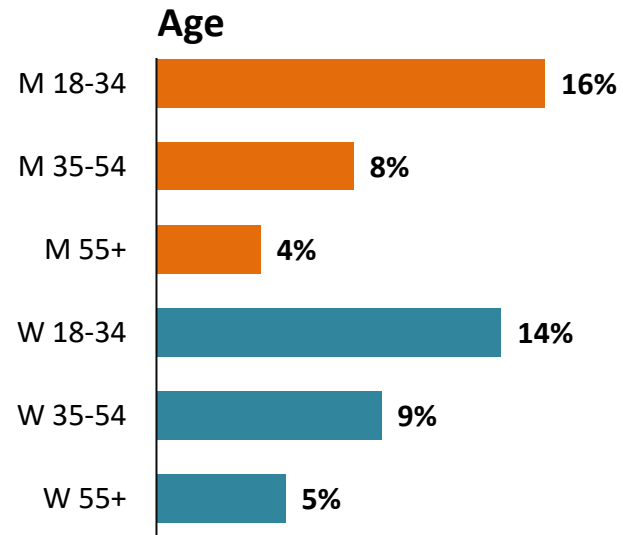
# Just staying home: Men, and respondents from AB, Prairies, Ontario and Quebec are the most likely to be in the 'just staying home' group



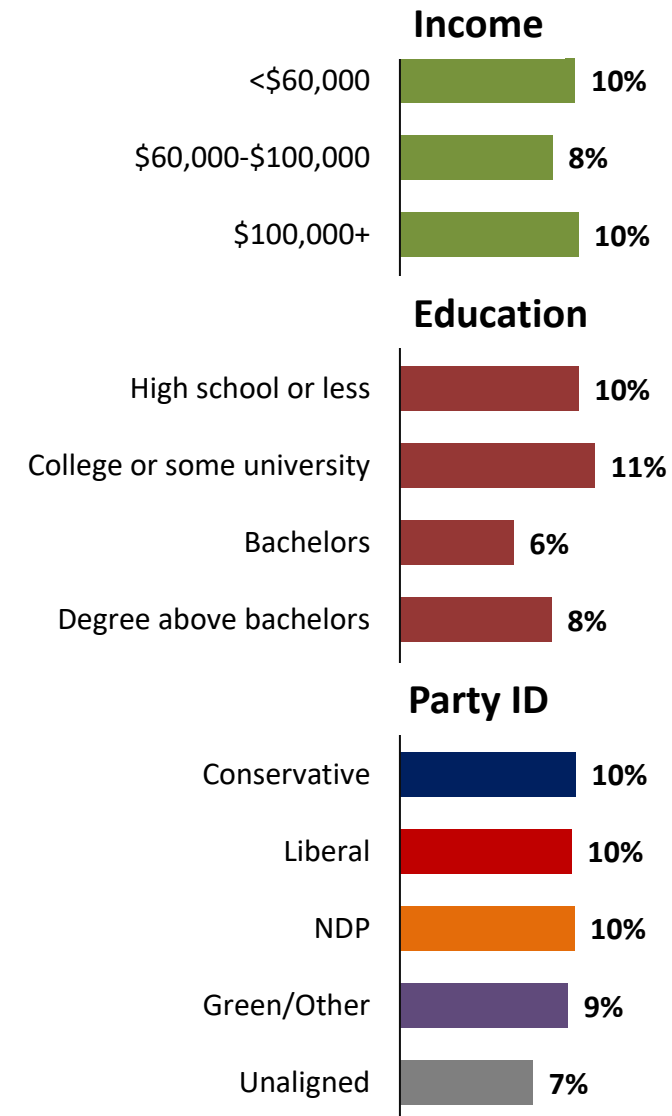
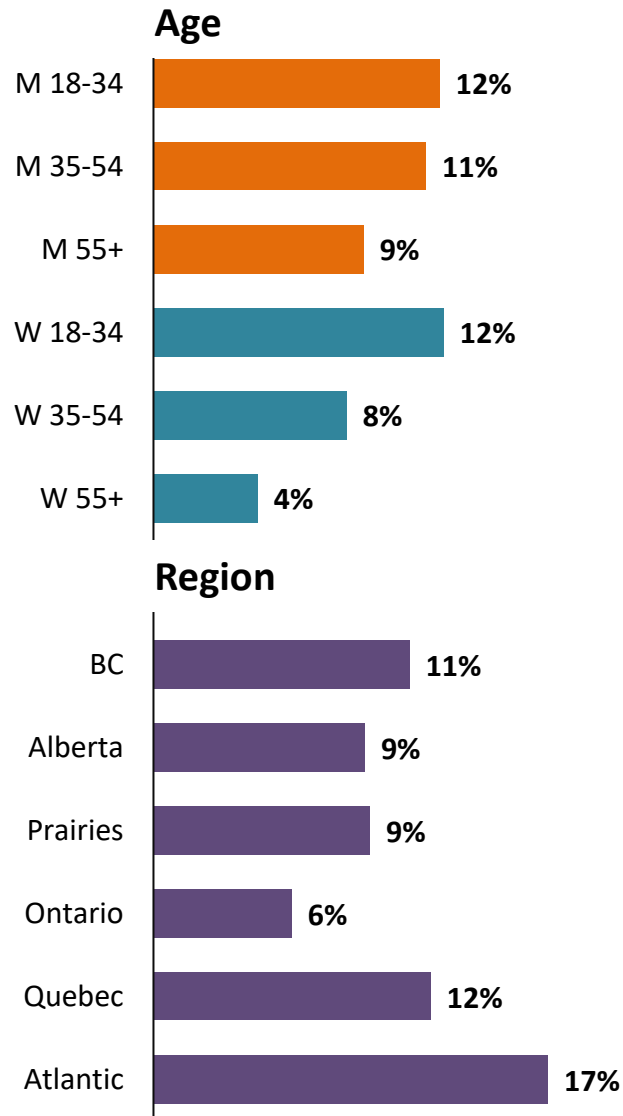
# Cautious re-start: Those with high college education or less and those in BC, Prairies are most likely to be in the cautious re-start group



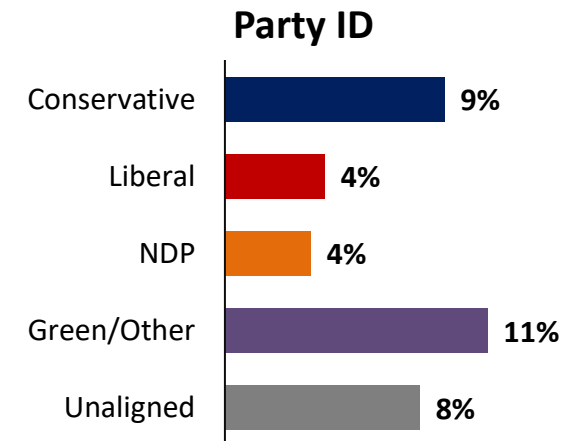
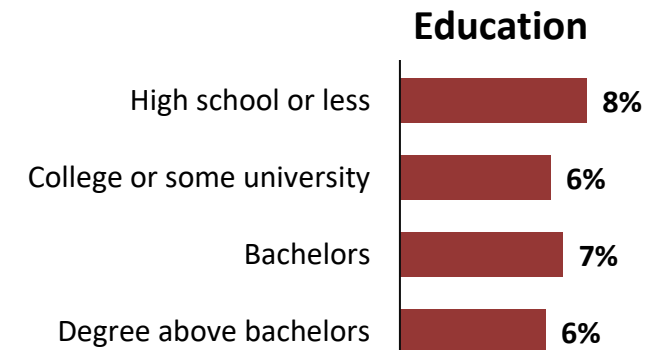
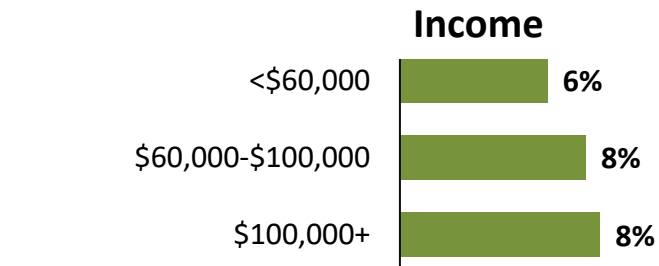
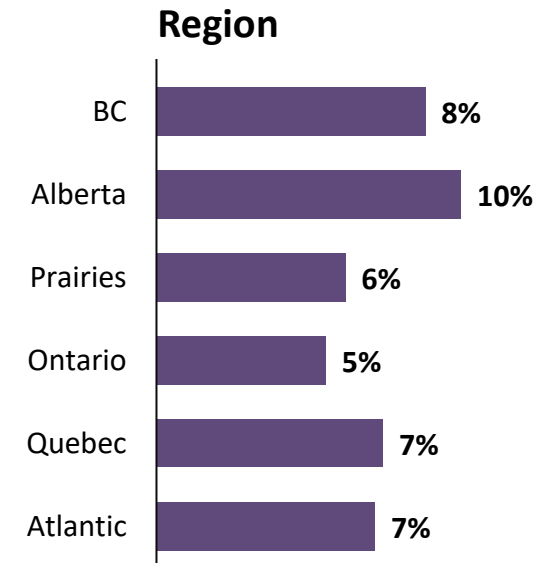
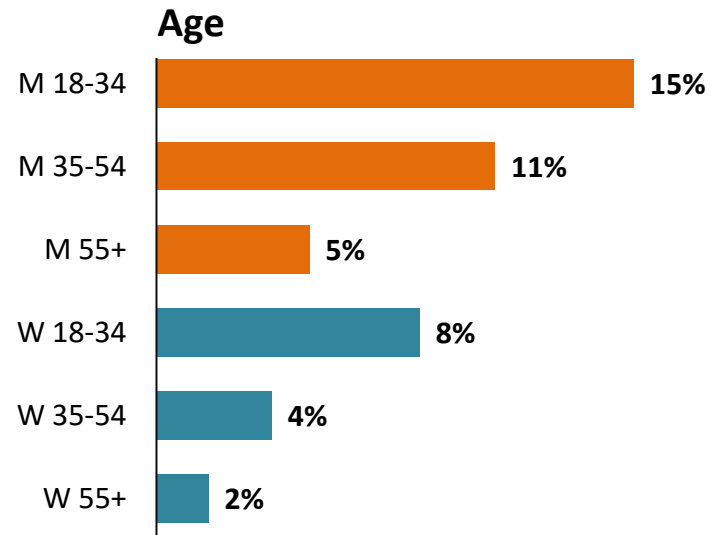
# New normal: Young respondents are most likely to be in the “new normal” group



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



# Old Normal: Younger respondents and those from Alberta 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.

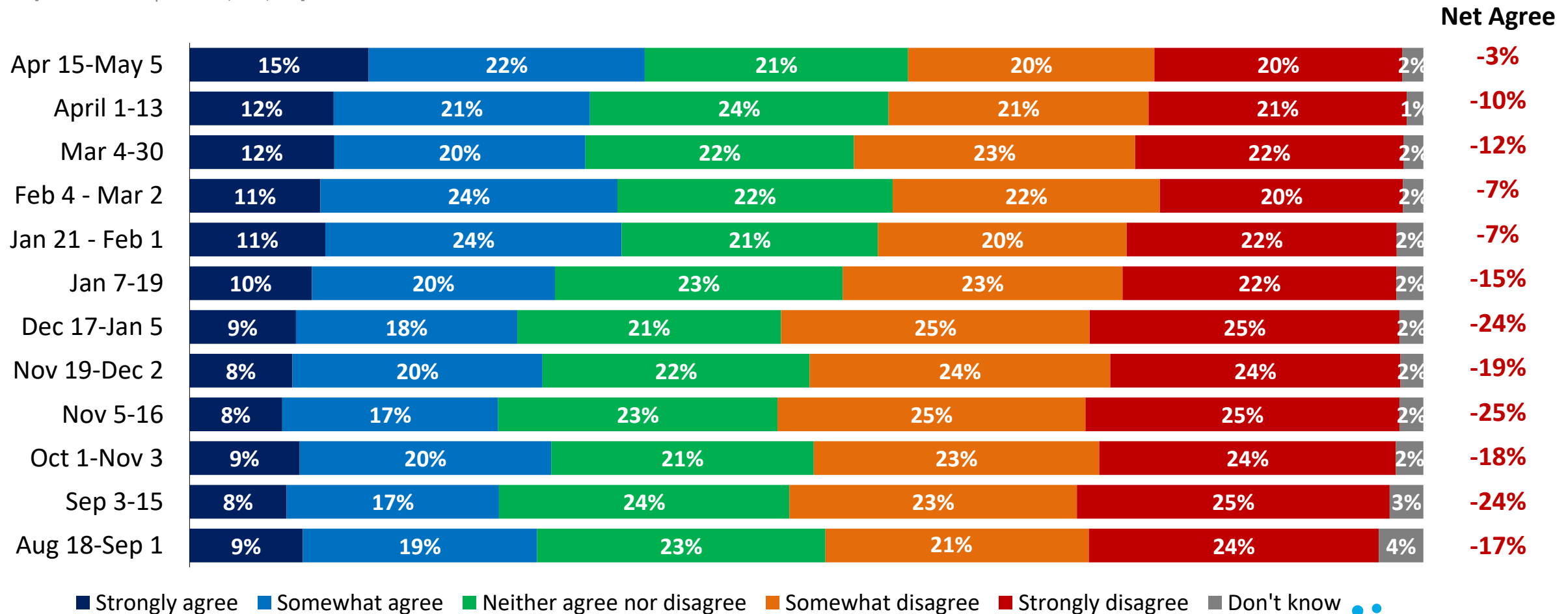
# Behavioural Fatigue: Disagreement that 'I don't think I can keep up these changes' is up by 7 points since the beginning of April

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=2,500]

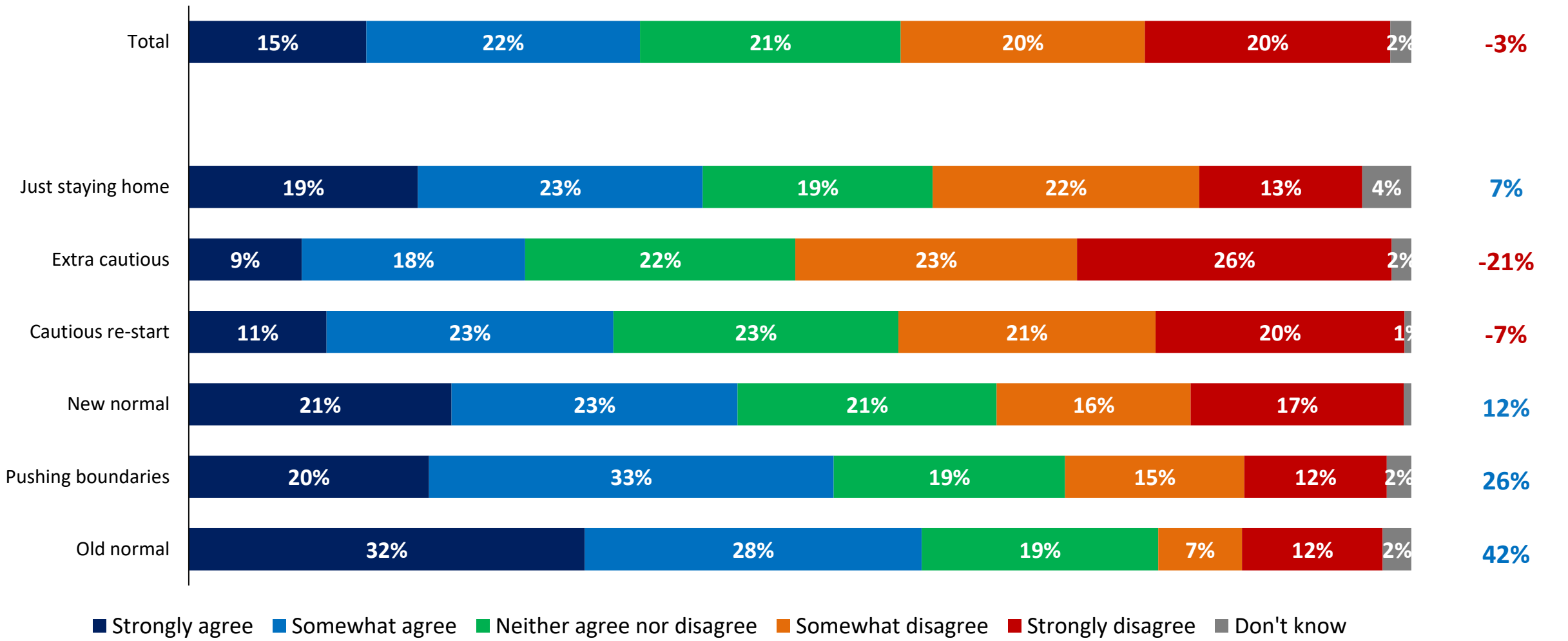


# Behavioural Fatigue by Segment: Behavioural fatigue is highest among the “old normal” segment, who have made the fewest changes <sup>29</sup>



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=2,500]

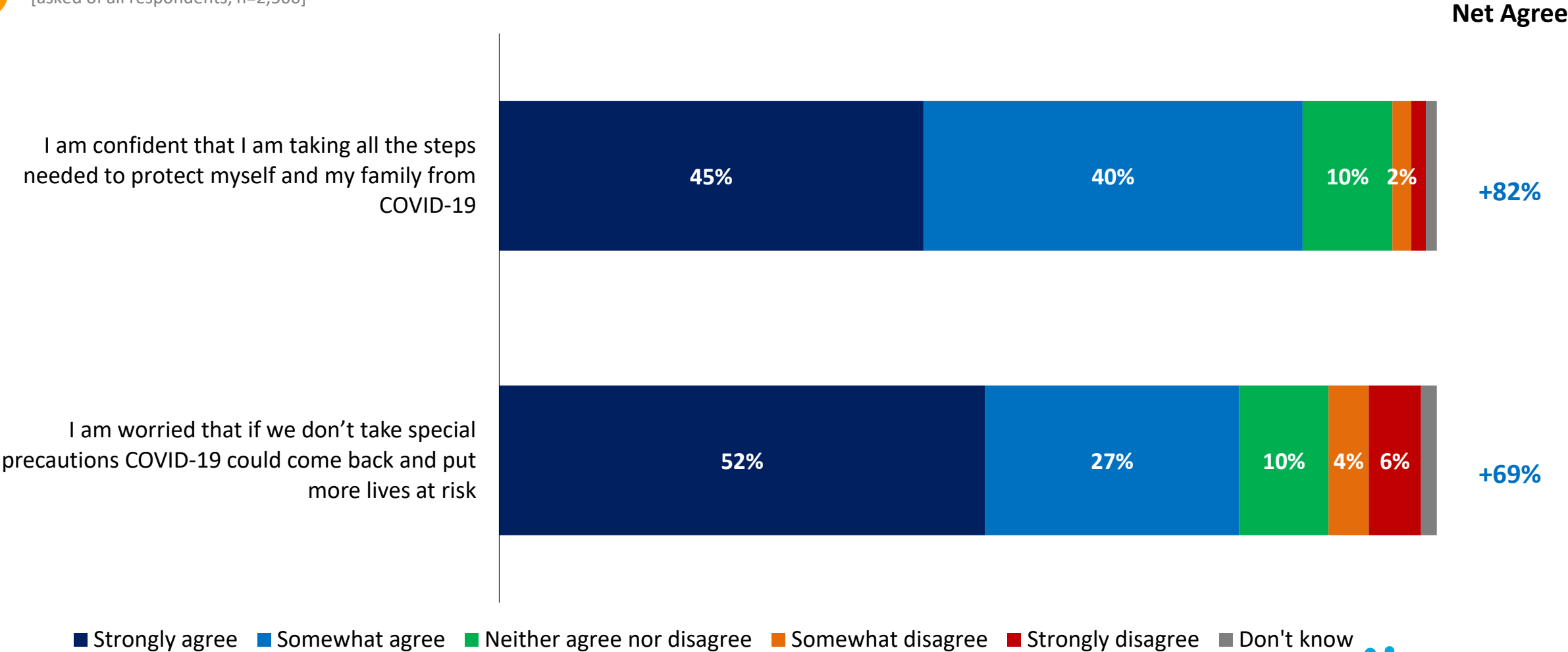
**Net Agreement**



# Key Attitudes: 8-in-10 (82%) Canadians say they are taking all the steps<sup>30</sup> needed to protect themselves and their family



Do you agree or disagree with the following statements?  
[asked of all respondents; n=2,500]



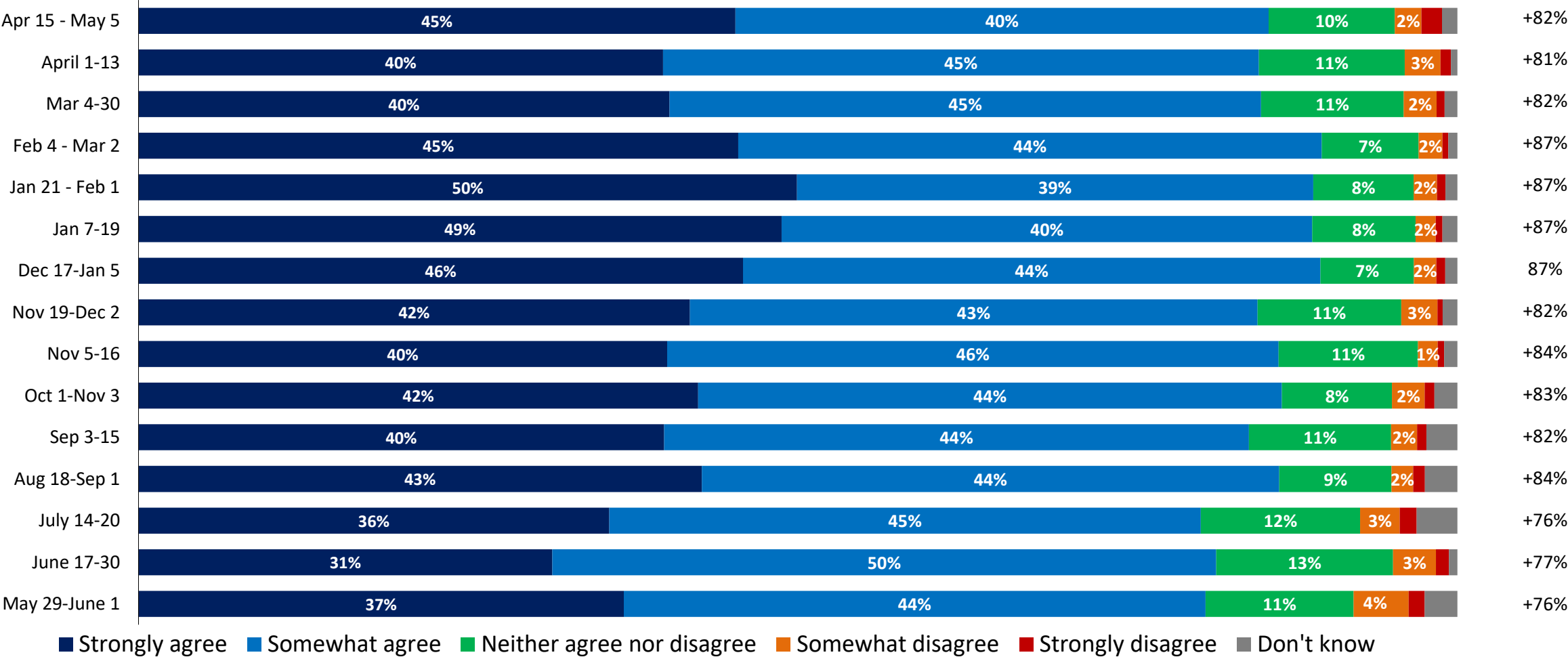
# Key Attitudes: Respondents' net agreement on taking the right steps is on par with March



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=2,500]

Net Agree

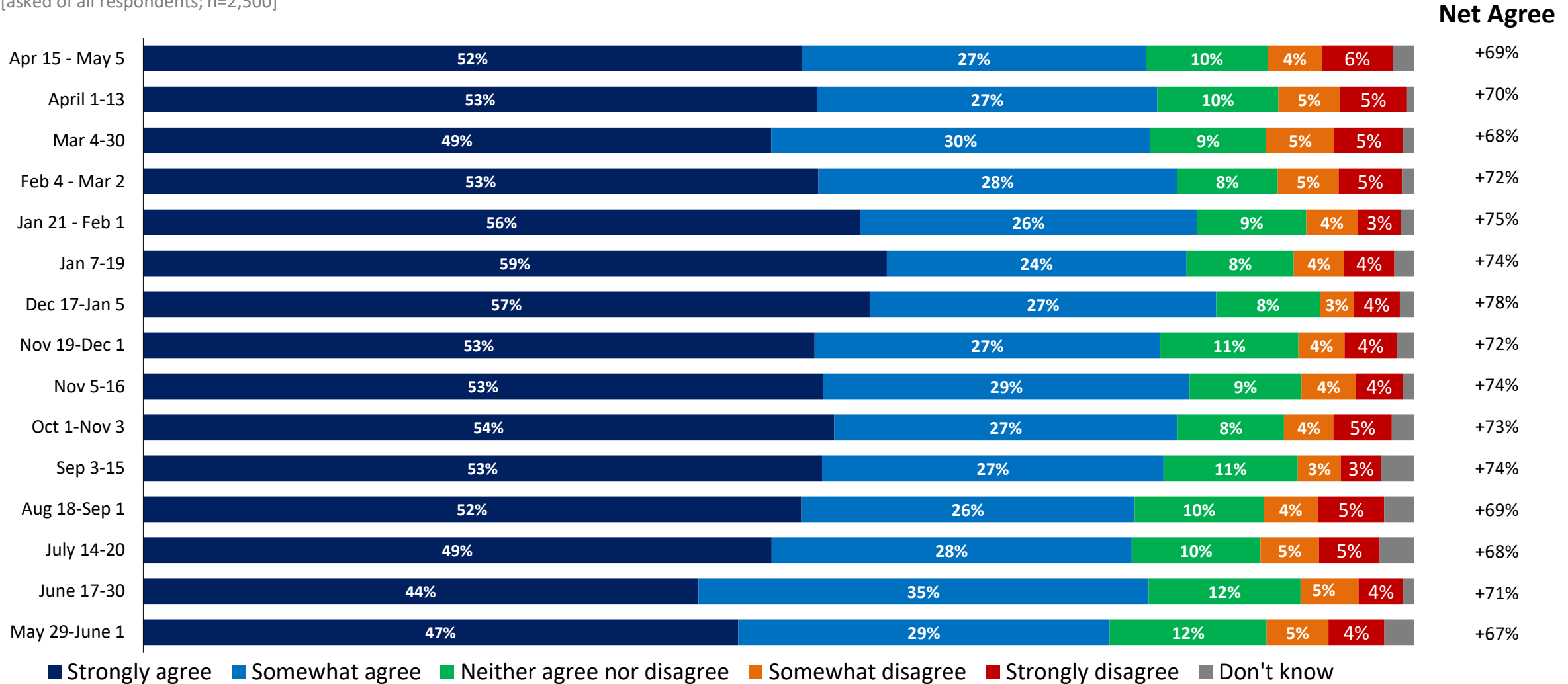


# Key Attitudes: Respondents' net agreement that they are worried about COVID-19 is steady since March



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=2,500]



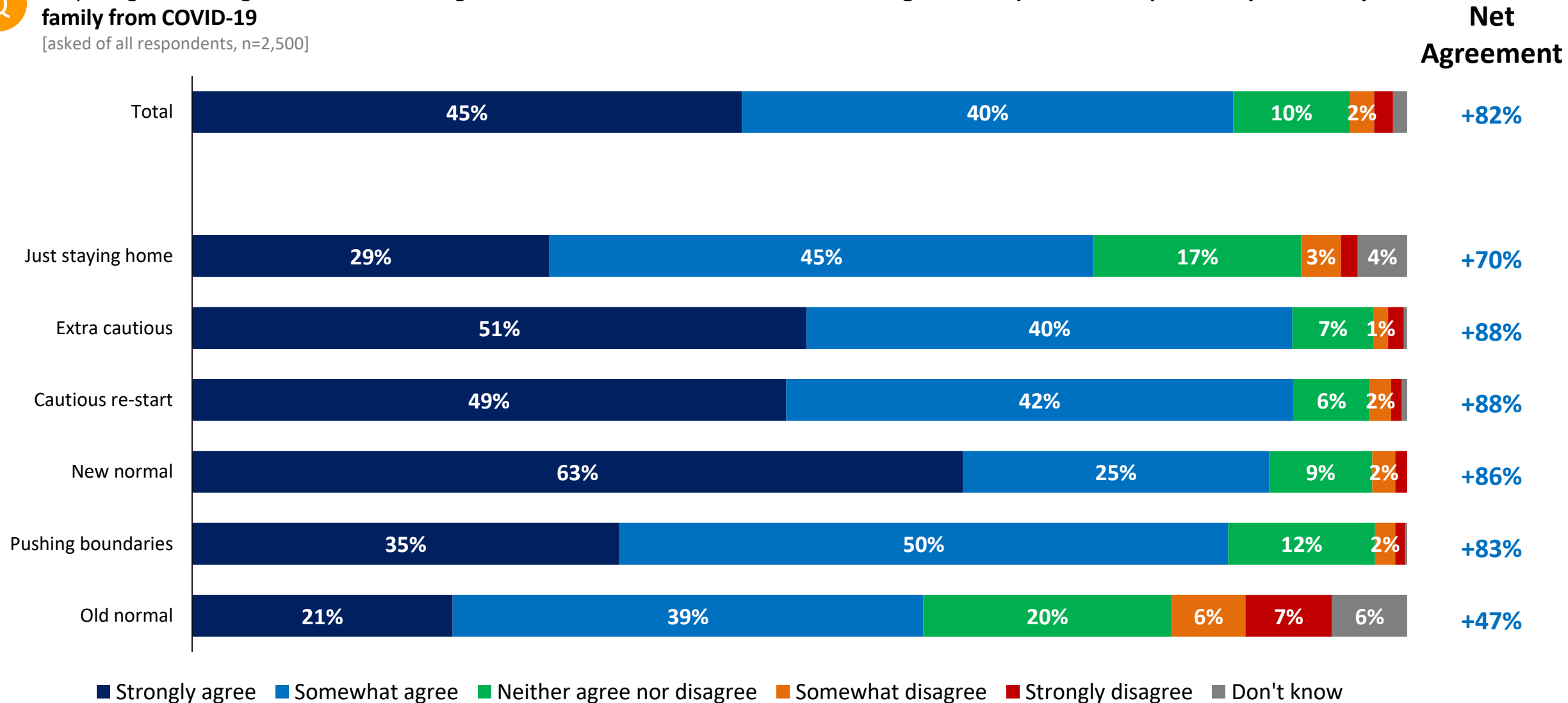


# Confidence by Segment: Confidence is highest among the 'extra cautious', 'extra cautious' and 'new normal' groups



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=2,500]



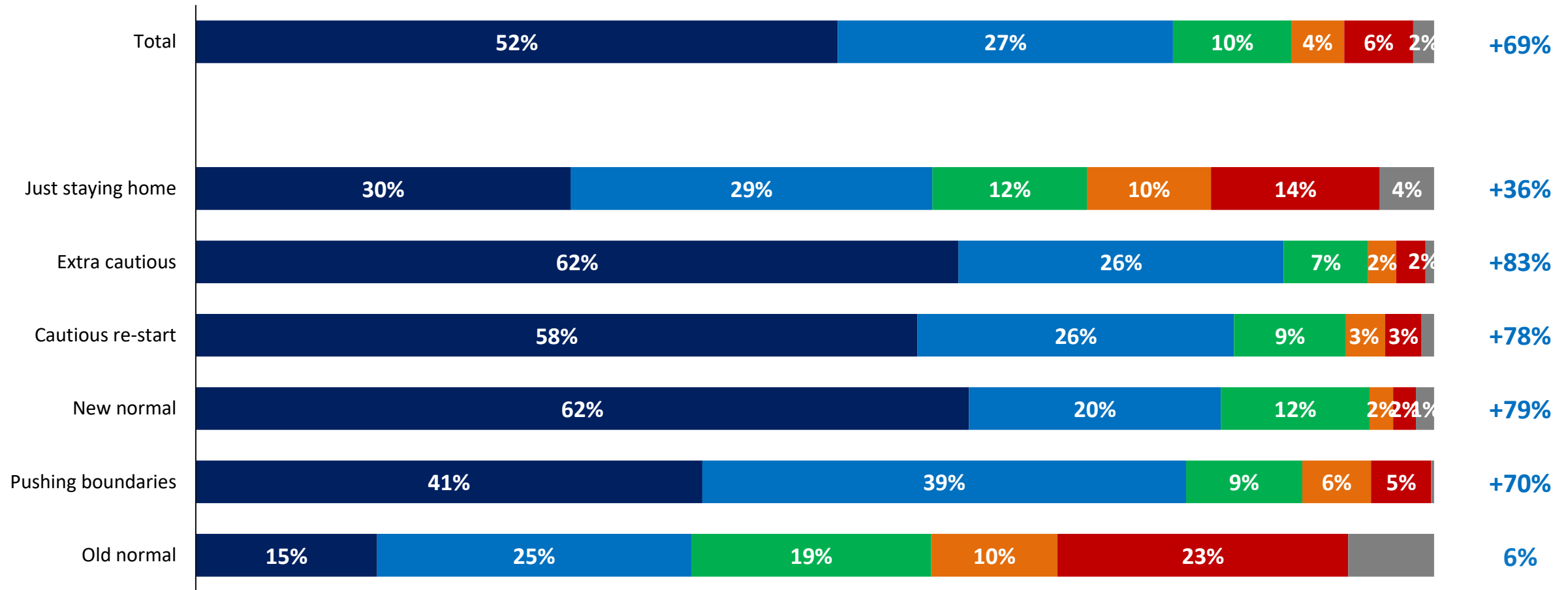
# Worry by Segment: Those least worried about COVID returning are those who do the most activities each week



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=2,500]

**Net Agreement**



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

# Methodology



# Survey Methodology

**These are the results of an online survey conducted between April 15<sup>th</sup> to May 5<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=4,150 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,500 based on Census data from Statistics Canada.

**Field Dates:** April 15<sup>th</sup> to May 5<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>	452	10.9%	339	13.6%
<b>Men 35-54</b>	570	13.8%	417	16.7%
<b>Men 55+</b>	865	20.9%	455	18.2%
<b>Women 18-34</b>	614	14.8%	341	13.7%
<b>Women 35-54</b>	691	16.7%	435	17.5%
<b>Women 55+</b>	946	22.9%	506	20.3%
<b>BC</b>	650	15.7%	339	13.6%
<b>AB</b>	636	15.3%	284	11.4%
<b>Prairies</b>	182	4.4%	165	6.6%
<b>ON</b>	1906	45.9%	970	38.8%
<b>QC</b>	593	14.3%	573	22.9%
<b>Atlantic</b>	183	4.4%	169	6.8%



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**Building Understanding.**