

COVID-19 Behaviour

Public Opinion Research
Release Date: December 23, 2021
Field Dates: December 16 to 22, 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 December *Canada This Month* survey. This online survey was in field from December 16th to December 22nd with a weighted sample size of 1,000 Canadian residents. Detailed methodology is provided in the appendix.

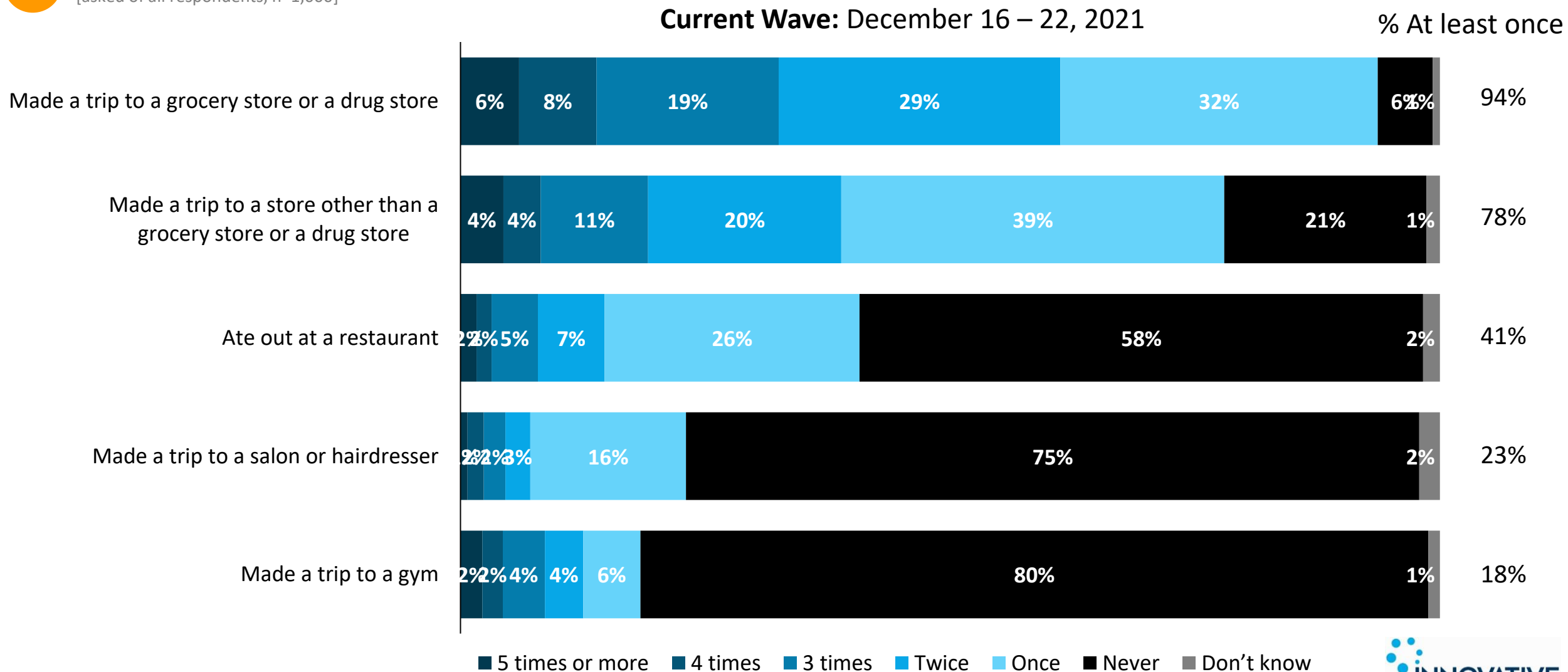
This report covers the activities Canadians are participating in and the level of risk Canadians are taking on with their behaviours.

Shopping Activities: Almost all (94%) of respondents have visited a grocery store or a drug store within the last 7 days



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

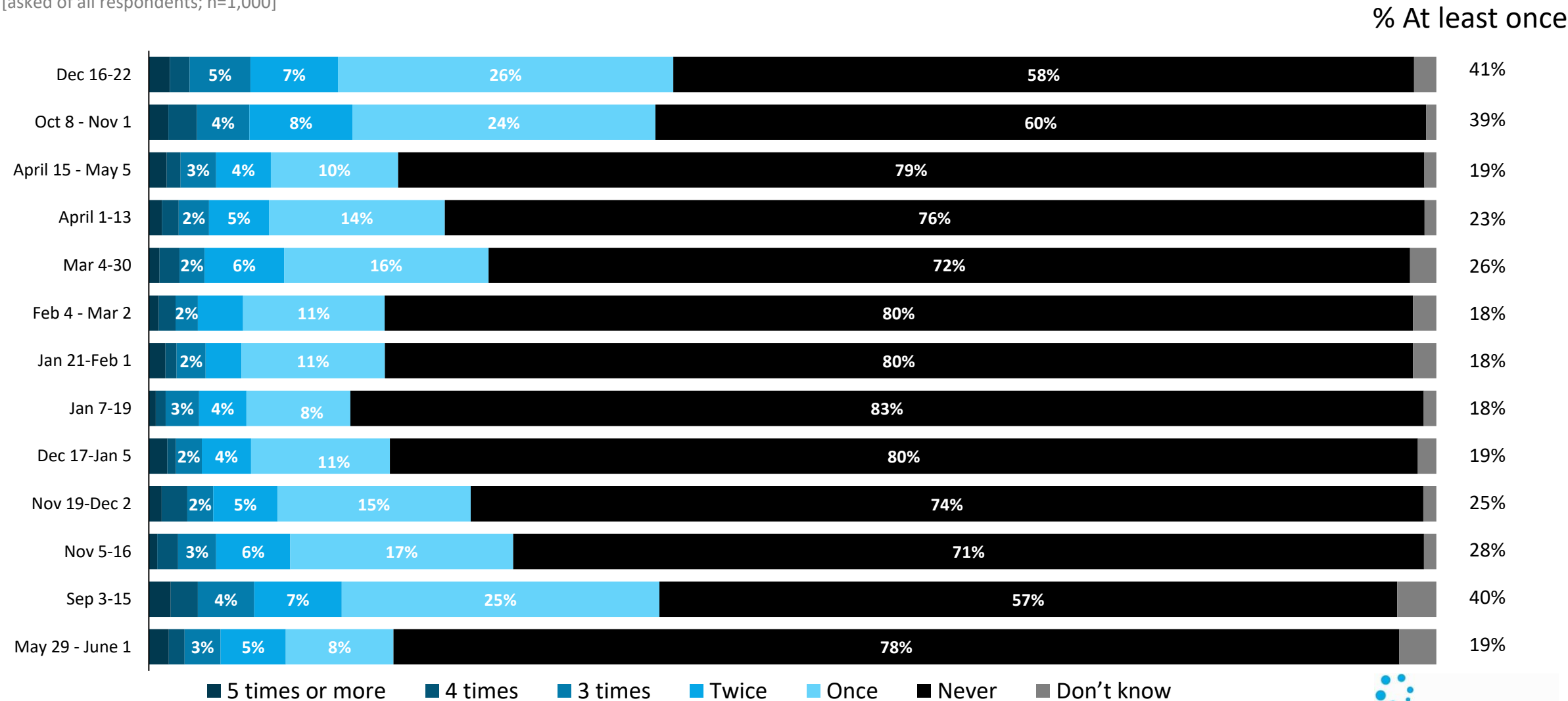
[asked of all respondents; n=1,000]



Shopping Activities: 2-in-5 (41%) of respondents have at least once ate out at a restaurant; remains steady compared to last wave



Over the past 7 days, how often have you done each of the following? **Ate out at a restaurant**
[asked of all respondents; n=1,000]



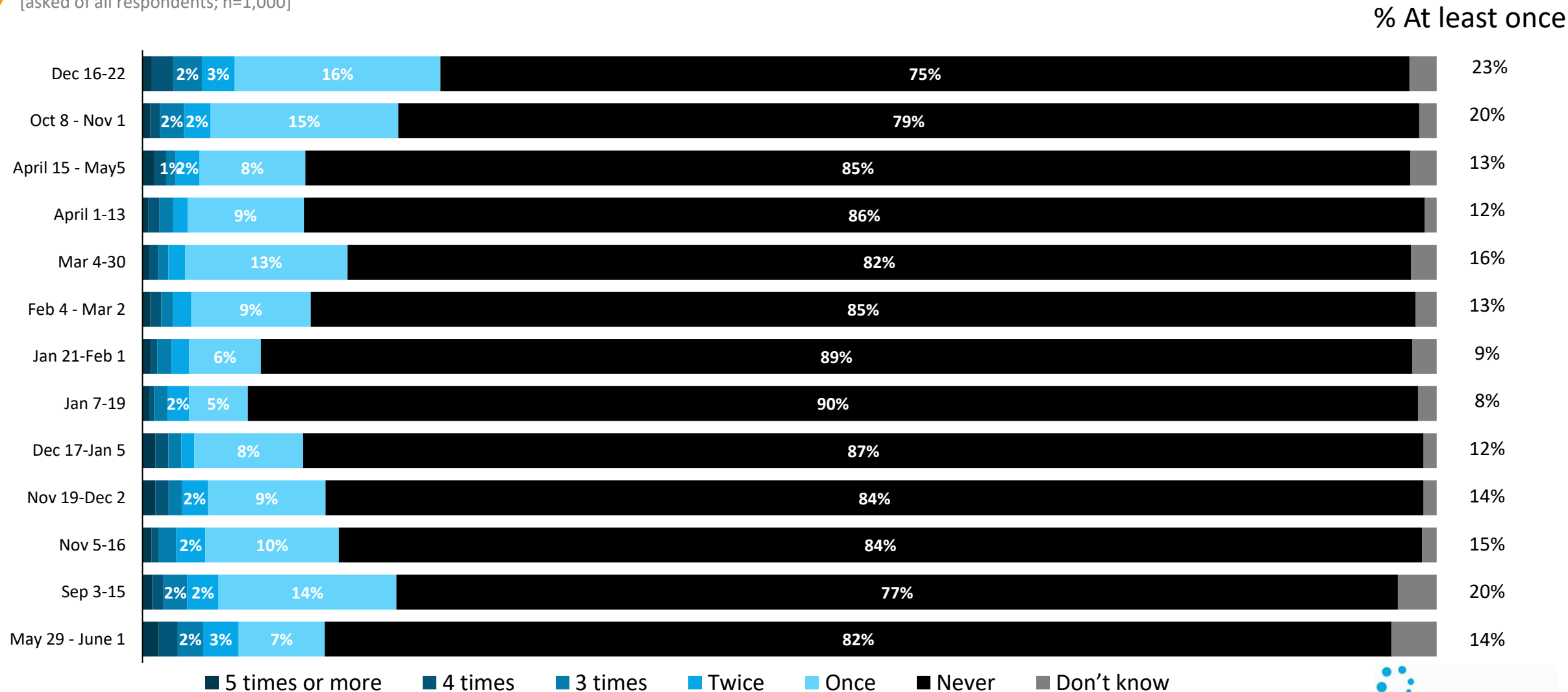
Note: Labels not shown for categories with a frequency of less than 2%

Shopping Activities: 1-in-4 (23%) of respondents have at least once made a trip to a salon or hairdresser; up 3-points this wave



Over the past 7 days, how often have you done each of the following? **Made a trip to a salon or hairdresser**

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



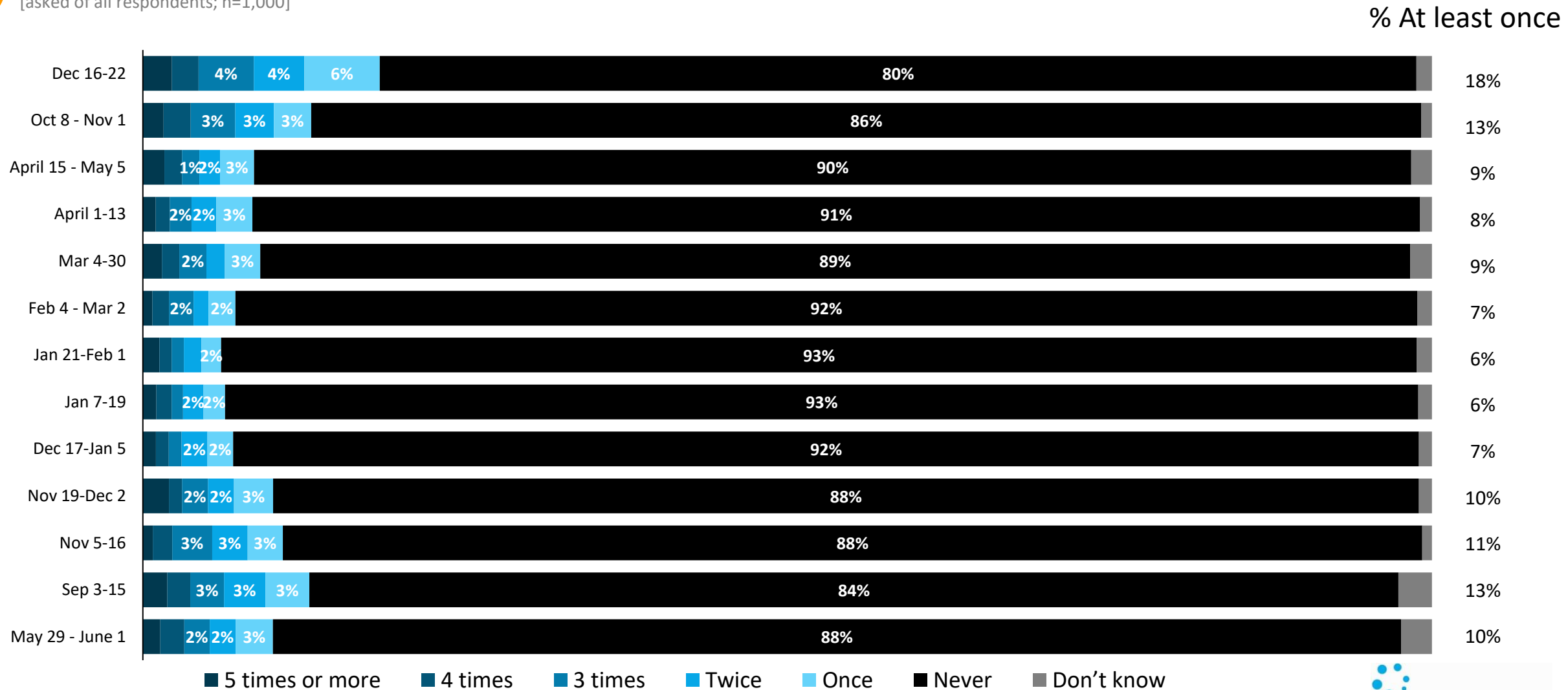
Note: Labels not shown for categories with a frequency of less than 2%

Shopping Activities: Almost 1-in-5 (18%) have at least once made a trip ⁶ to the gym; up 5-points since last wave



Over the past 7 days, how often have you done each of the following? **Made a trip to a gym**

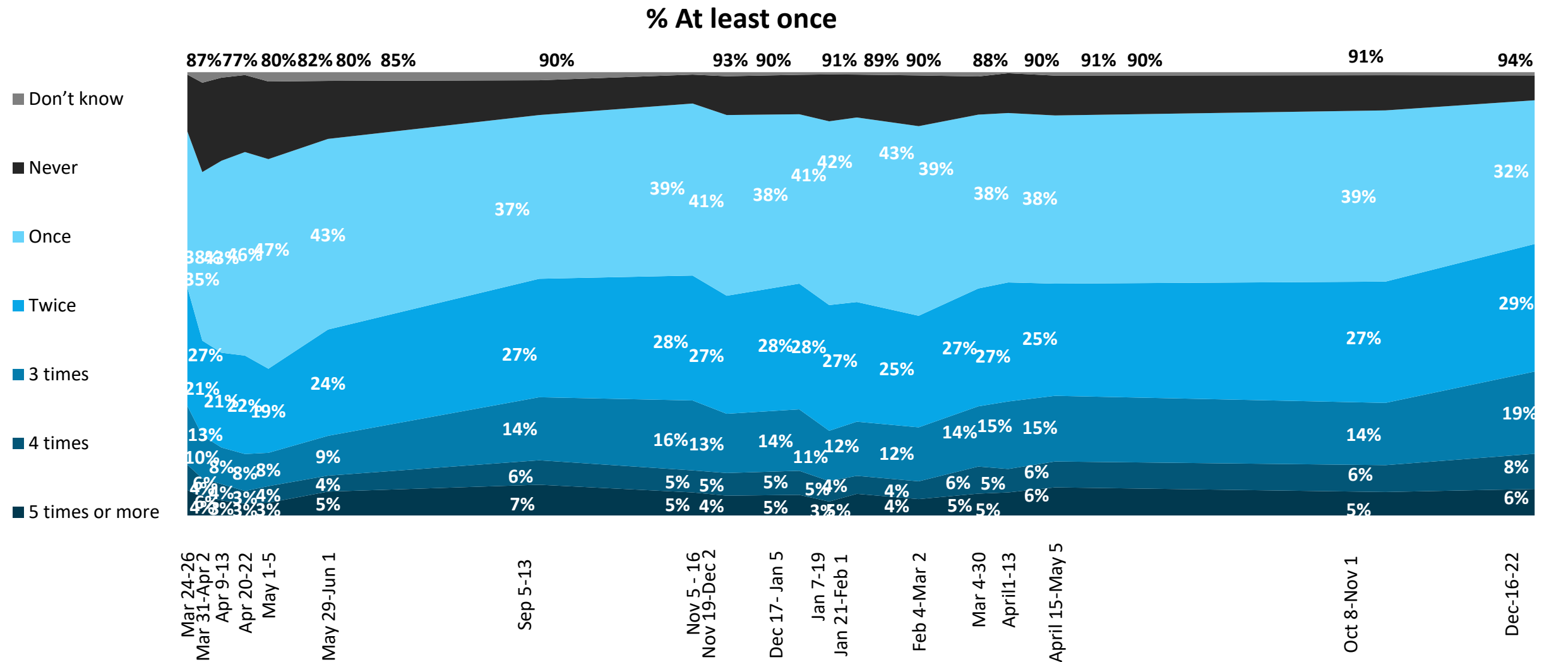
[asked of all respondents; n=1,000]



Trip to Grocery/Drug Store: Most respondents visited a grocery store or drug store, most often just once in the last 7 days (32%)



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]

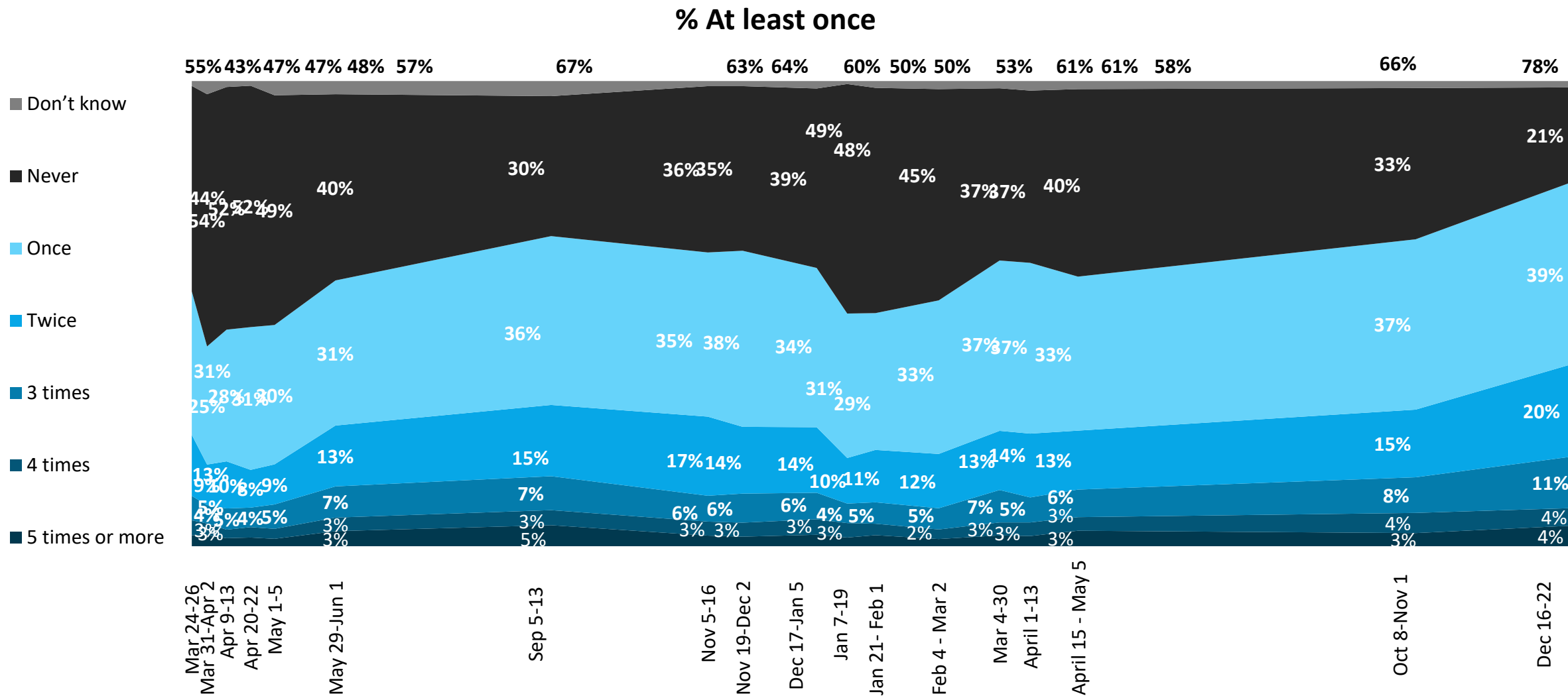


Note: Labels not shown for categories with a frequency of less than 2%

Trip to Other Store: Most reported visiting a non-grocery/drug store in the last week (78%), most commonly once (39%)⁸



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 less than 2%

Social Activities: Common social activities were visiting a friend/relative⁹ in their home (55%) and meeting a friend/relative outdoors (48%)

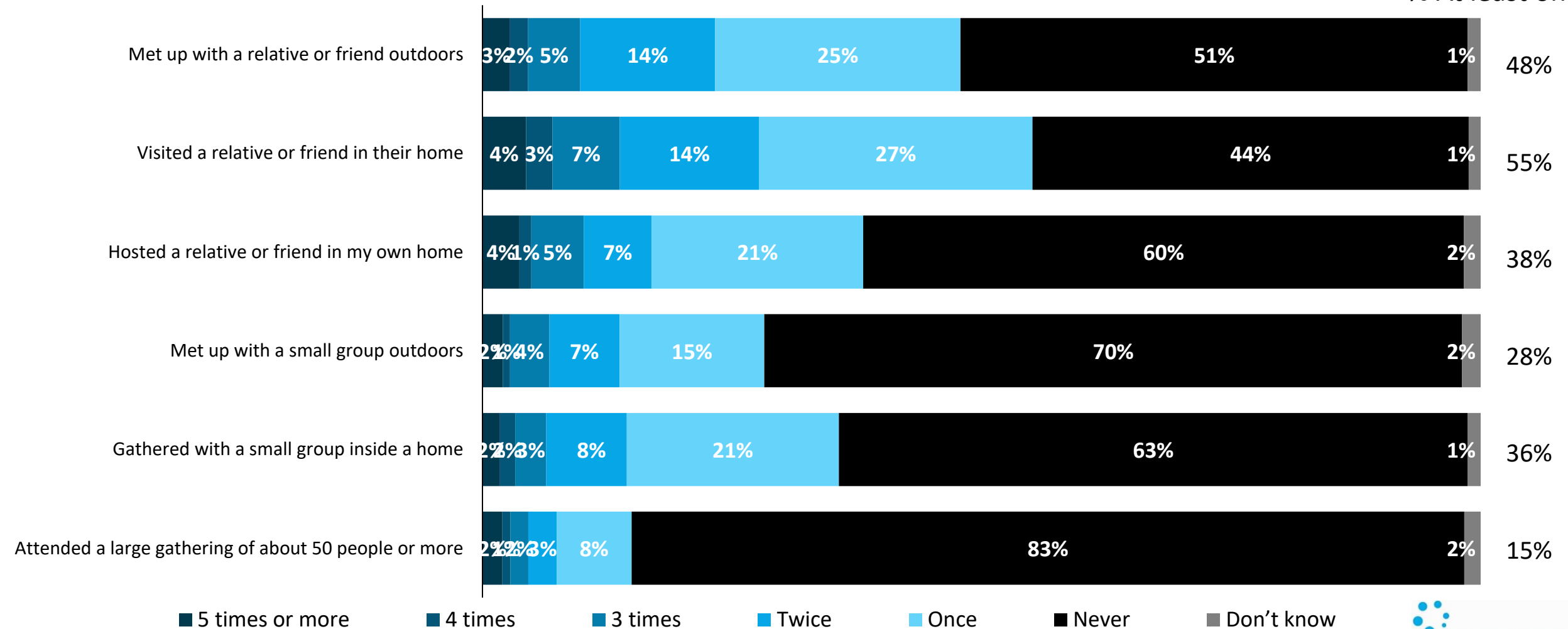


Over the past 7 days, how often have you done each of the following?

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

Current Wave: December 16 – 22, 2021

% At least once



5 times or more

4 times

3 times

Twice

Once

Never

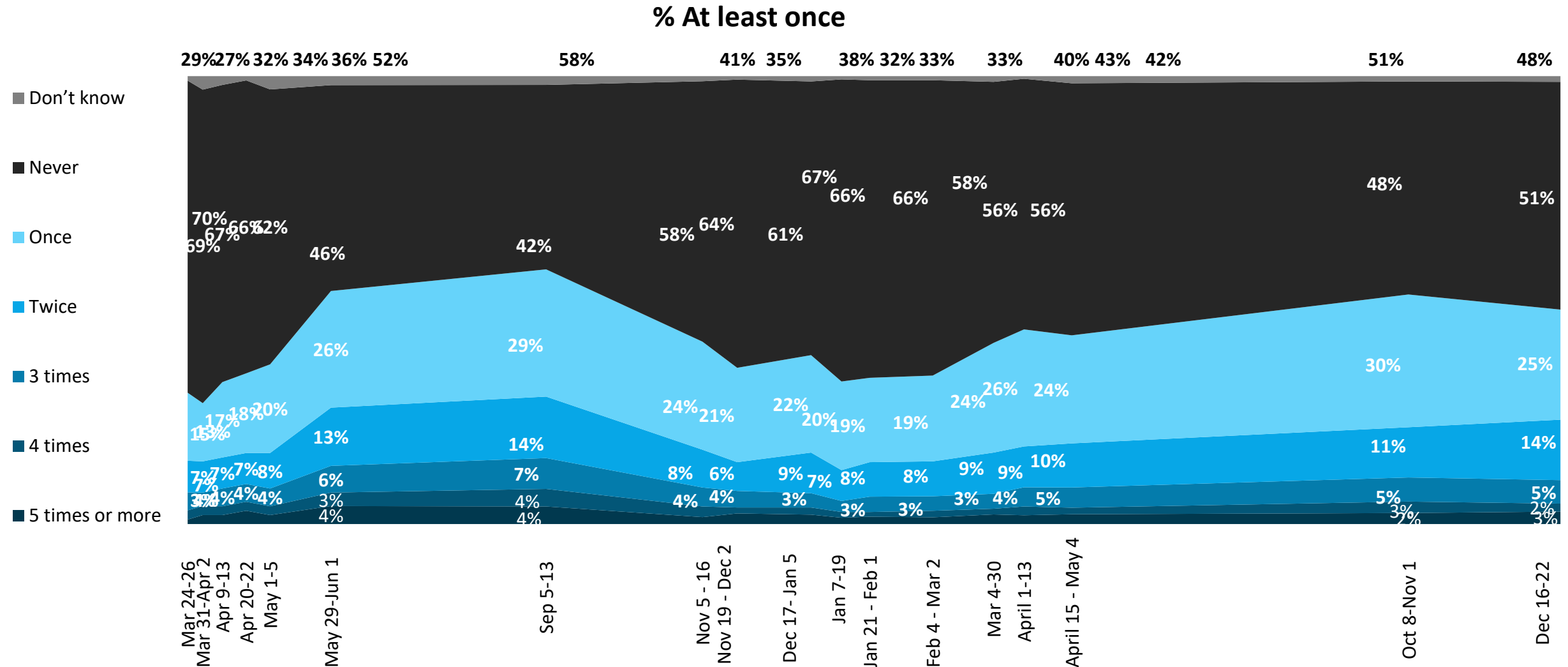
Don't know

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

Meetup, Friend/Relative Outdoors: Almost half (48%) reported seeing a friend/relative outside, commonly just once over 7 days (25%)



Over the past 7 days, how often have you done each of the following? **Met up with a relative or friend outdoors**
[asked of all respondents, n=1,000]

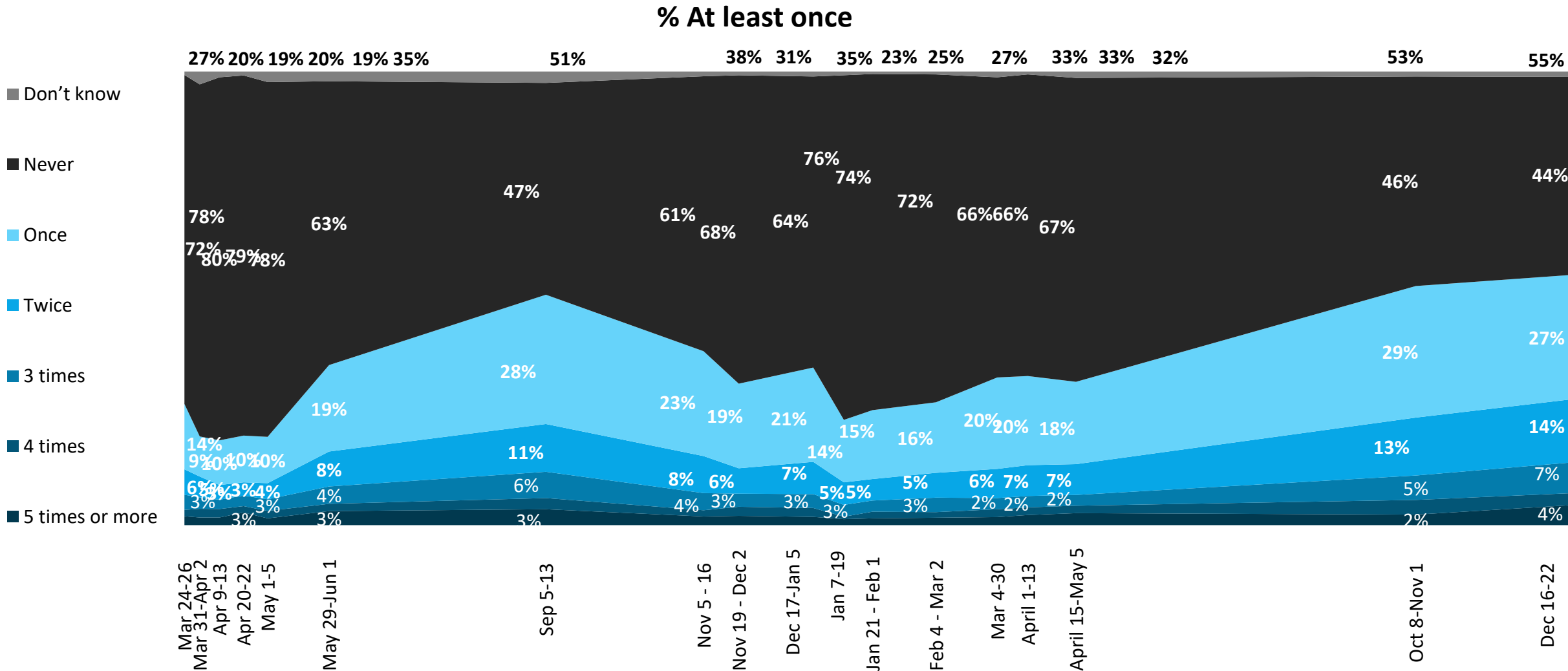


Note: Labels not shown for categories with a frequency of less than 2%

Visit in Home: Most (55%) reported visiting a friend/relative in their home; highest since tracking began in March 2020



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 less than 2%

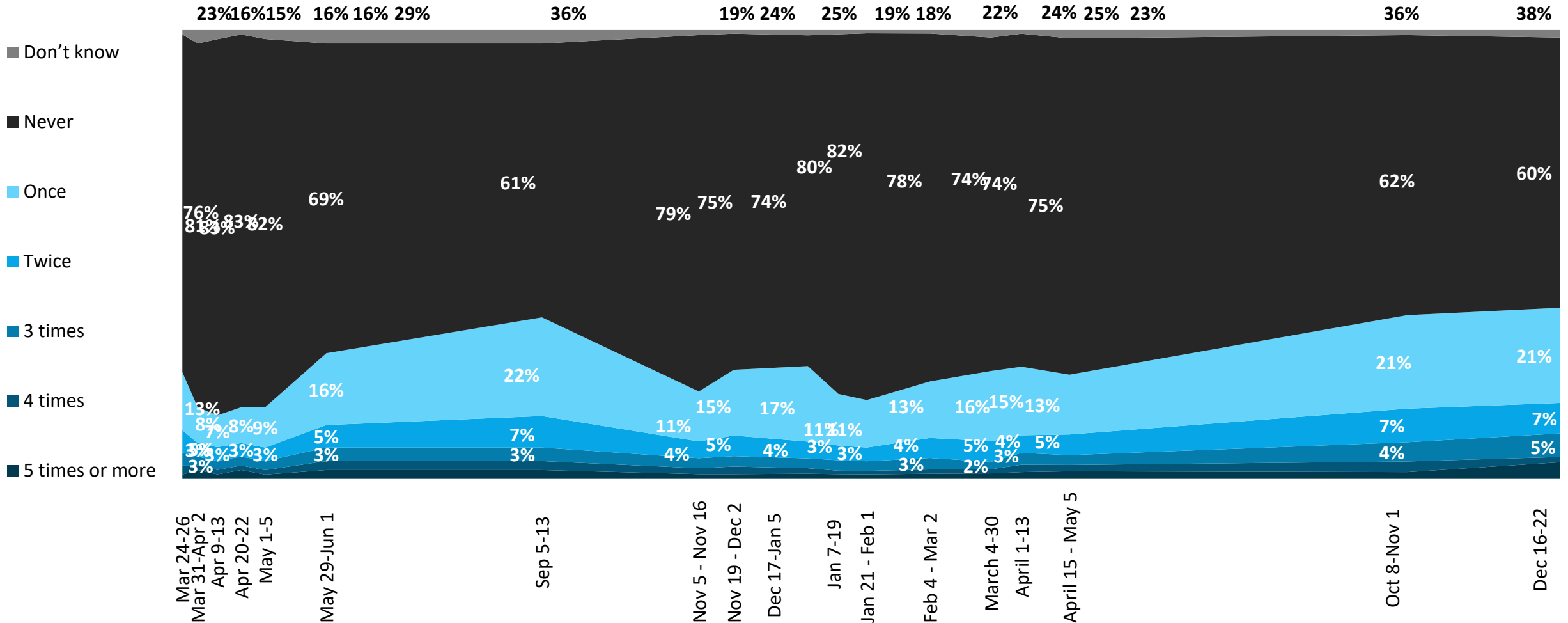
Hosted Friend/Relative: Almost 1-in-5 (38%) reported hosting a friend/relative in their home in the last 7 days; most did not (60%)



Over the past 7 days, how often have you done each of the following? **Hosted a relative or friend in my own home**

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

% At least once

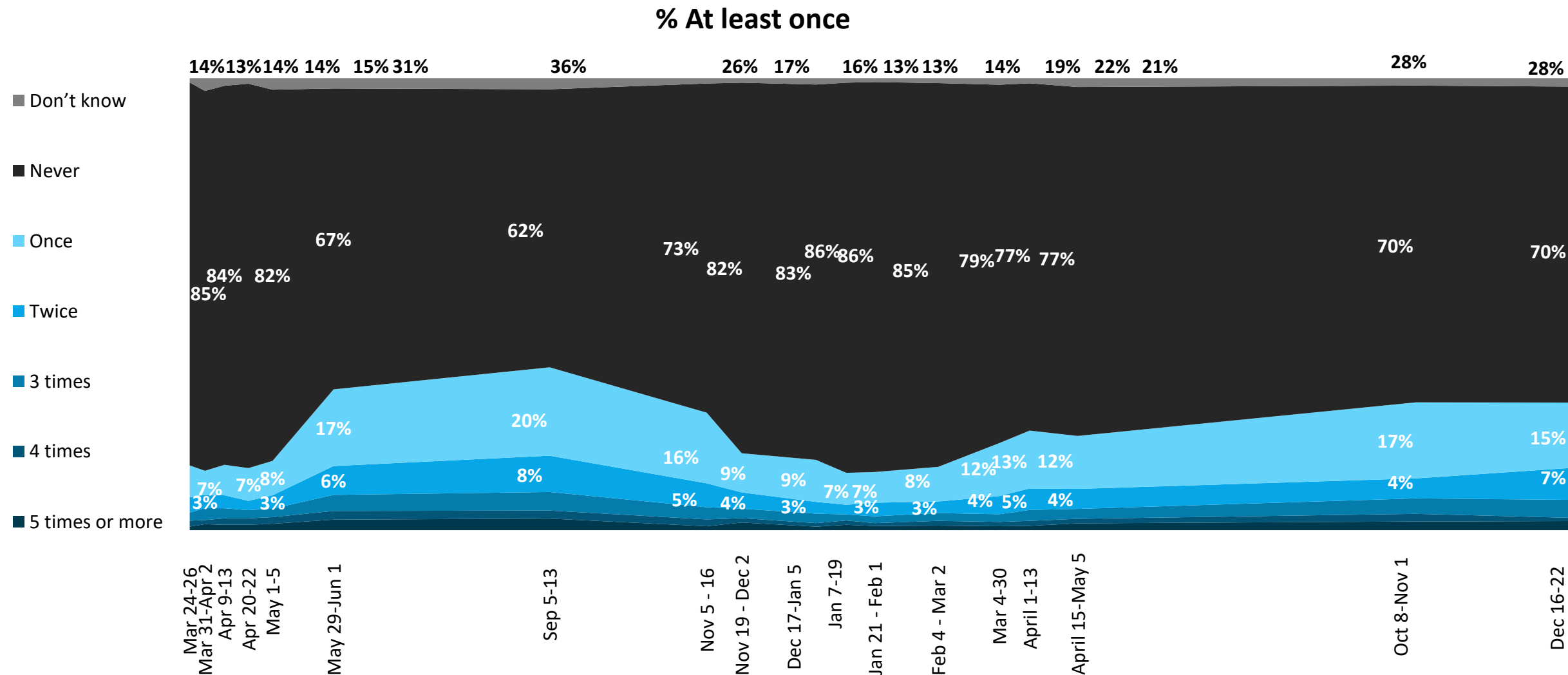


Note: Labels not shown for categories with a frequency of less than 2%

Small Group, Outdoors: Only 28% reported meeting up with a small group outdoors in the last 7 days; steady from last wave



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]

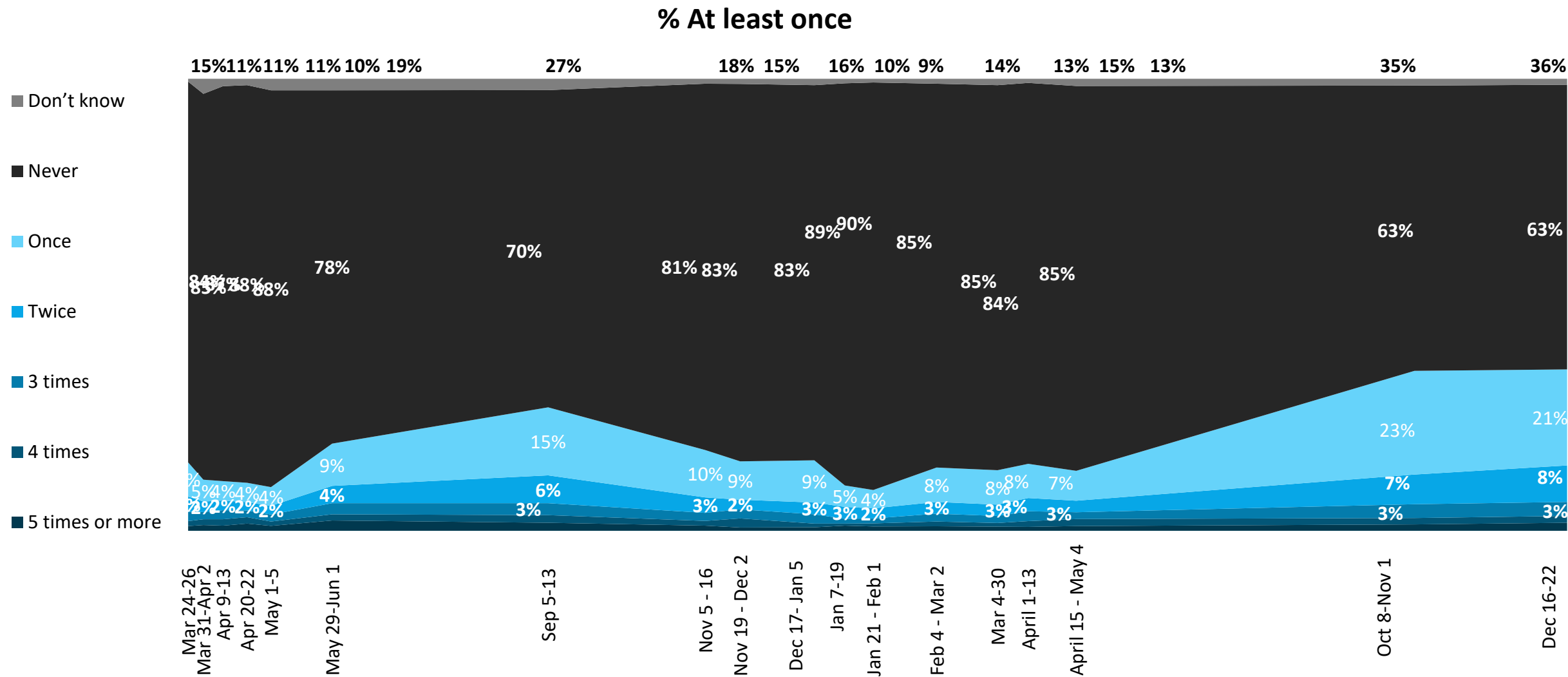


Note: Labels not shown for categories with a frequency of less than 2%

Gathered with Group, Home: Over 1-in-3 (36%) reported gathering with a small group inside a home; most (63%) did not



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]

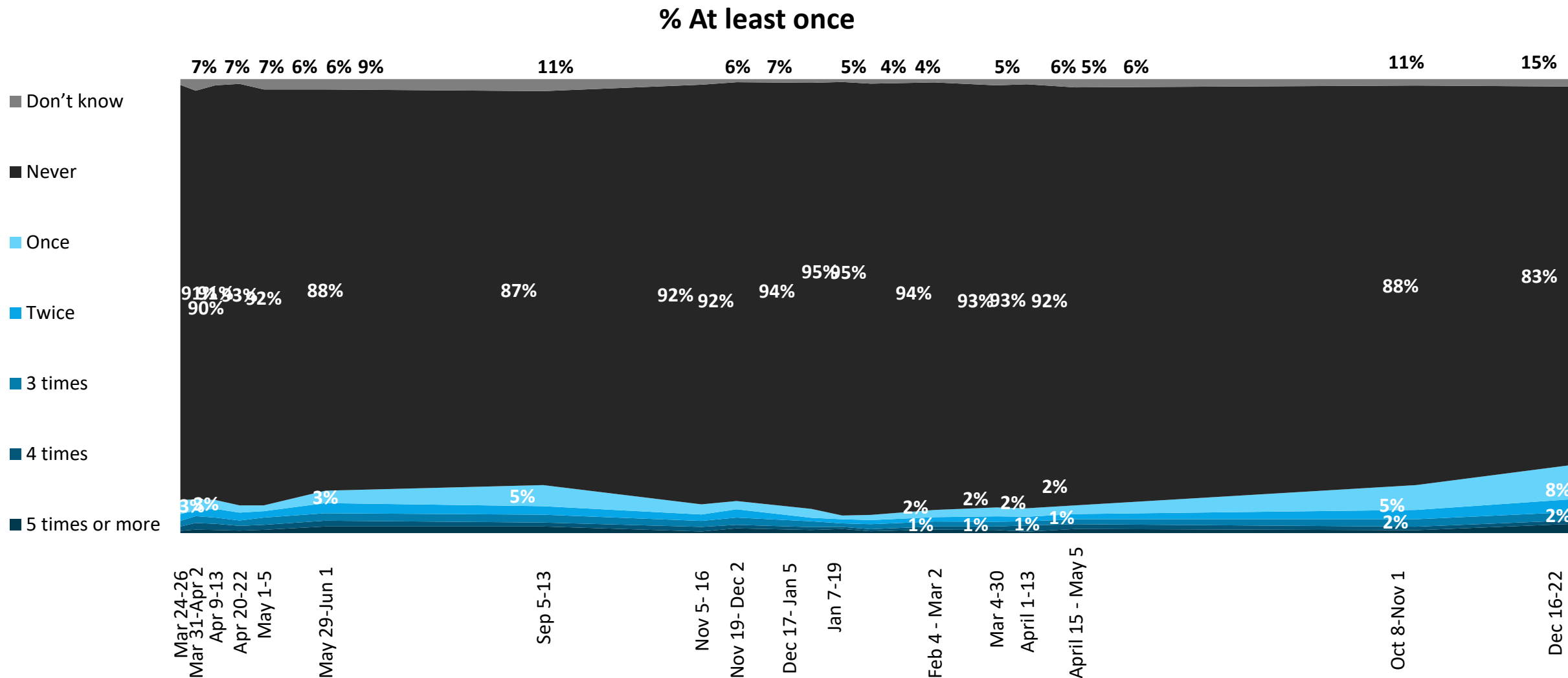


Note: Labels not shown for categories with a frequency of less than 2%

Attended Large Gathering: 15% reported that they attended a large gathering over the last 7 days; highest since tracking began



Over the past 7 days, how often have you done each of the following? **Attended a large gathering of about 50 people or more**
[asked of all respondents, n=1,000]



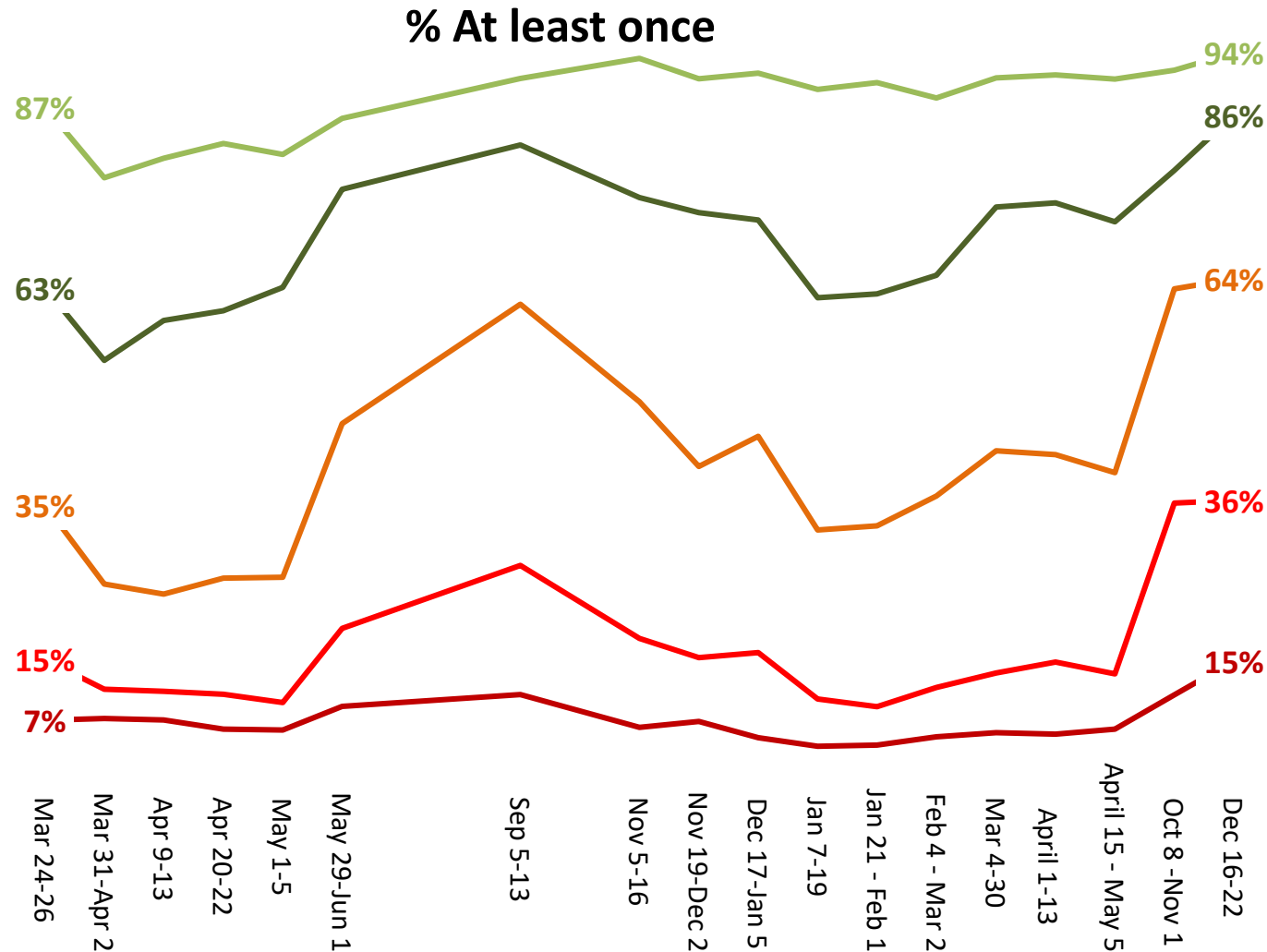
Note: Labels not shown for categories with a frequency of less than 2%

Activities: Respondents have been steady with their risky activities since last wave of tracking; “modest risk” activities up 7-pts



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

[all respondents, n=1,000]



We asked respondents how many times they have done each behaviour separately and summed their responses into the following risk categories:

Lowest risk

- Made a trip to a grocery store or a drug store

Modest risk

- Made a trip to a store other than a grocery store or a drug store
- Met up with a relative or friend outdoors
- Met up with a small group outdoors

Moderate risk

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

More risk

- Gathered with a small group inside a home

Most risk

- Attended a large gathering of about 50 people or more

Activities: Most re-engagement with “more” risky activities is in BC and Alberta



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

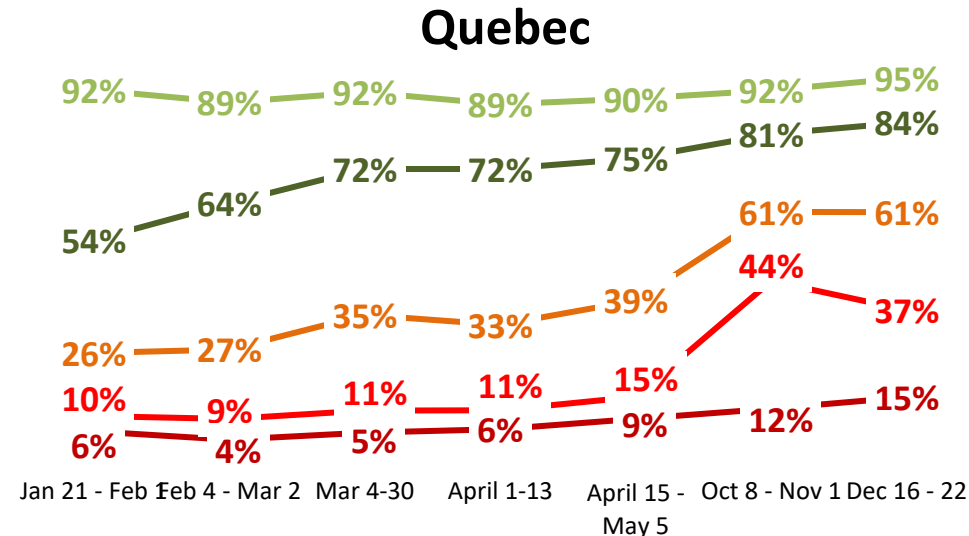
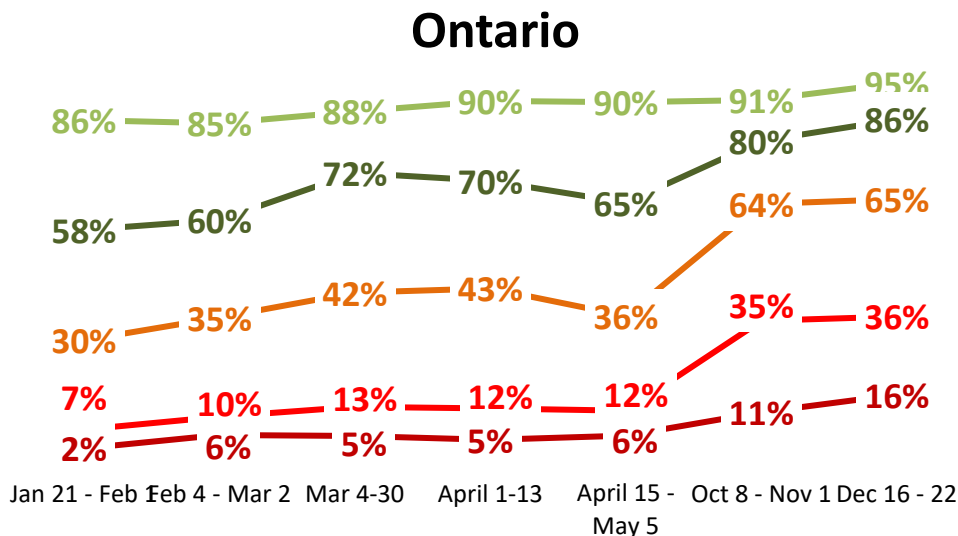
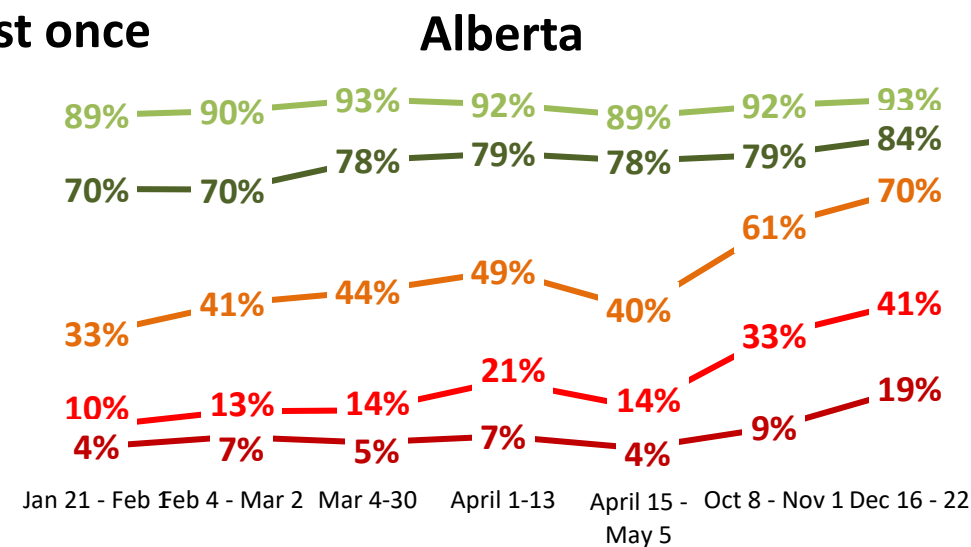
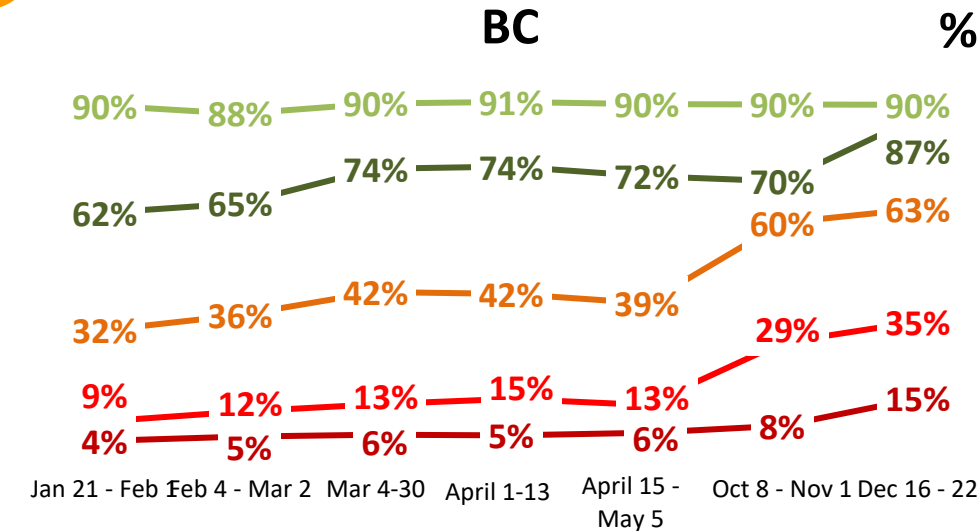
Lowest risk

Modest risk

Moderate risk

More risk

Most risk



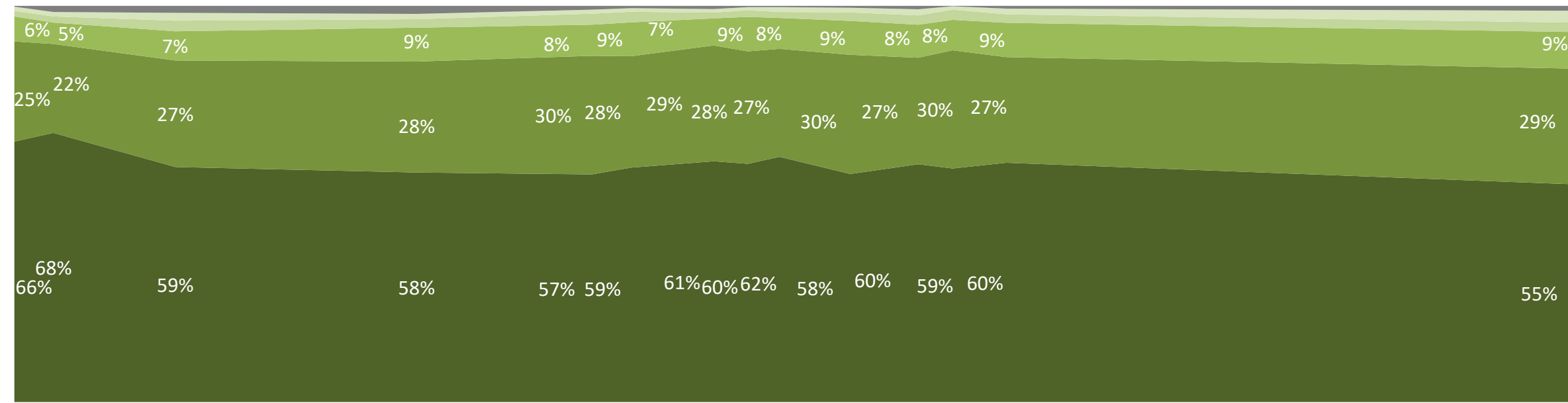
Protective Behaviours: Hand washing seems relatively steady since the last wave¹⁸



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

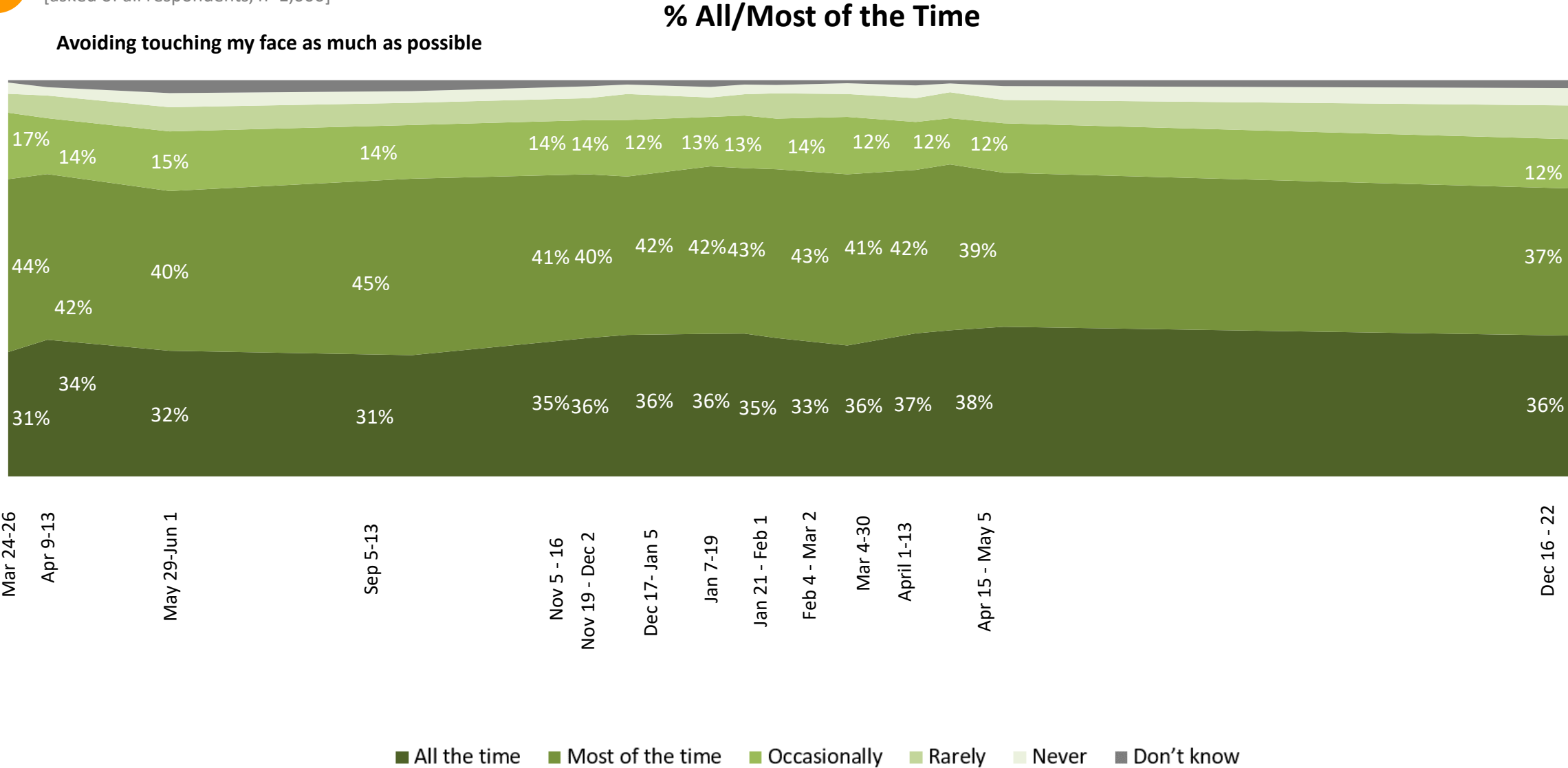


All the time Most of the time Occasionally Rarely Never Don't know

Protective Behaviours: Avoiding touching my face is relatively steady with only a minor decrease of 4 points



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]



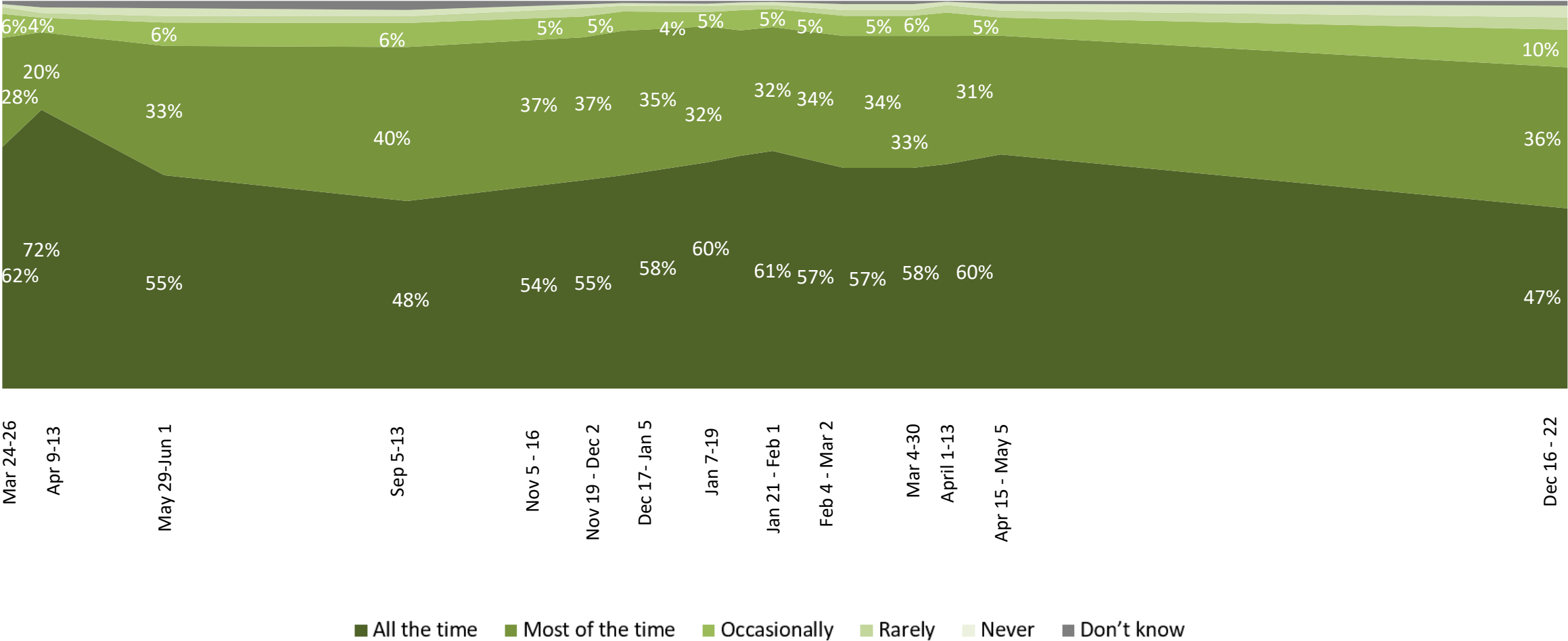
Protective Behaviours: Keeping a distance of 2 meters from others when outside the house is down 8-pts



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

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



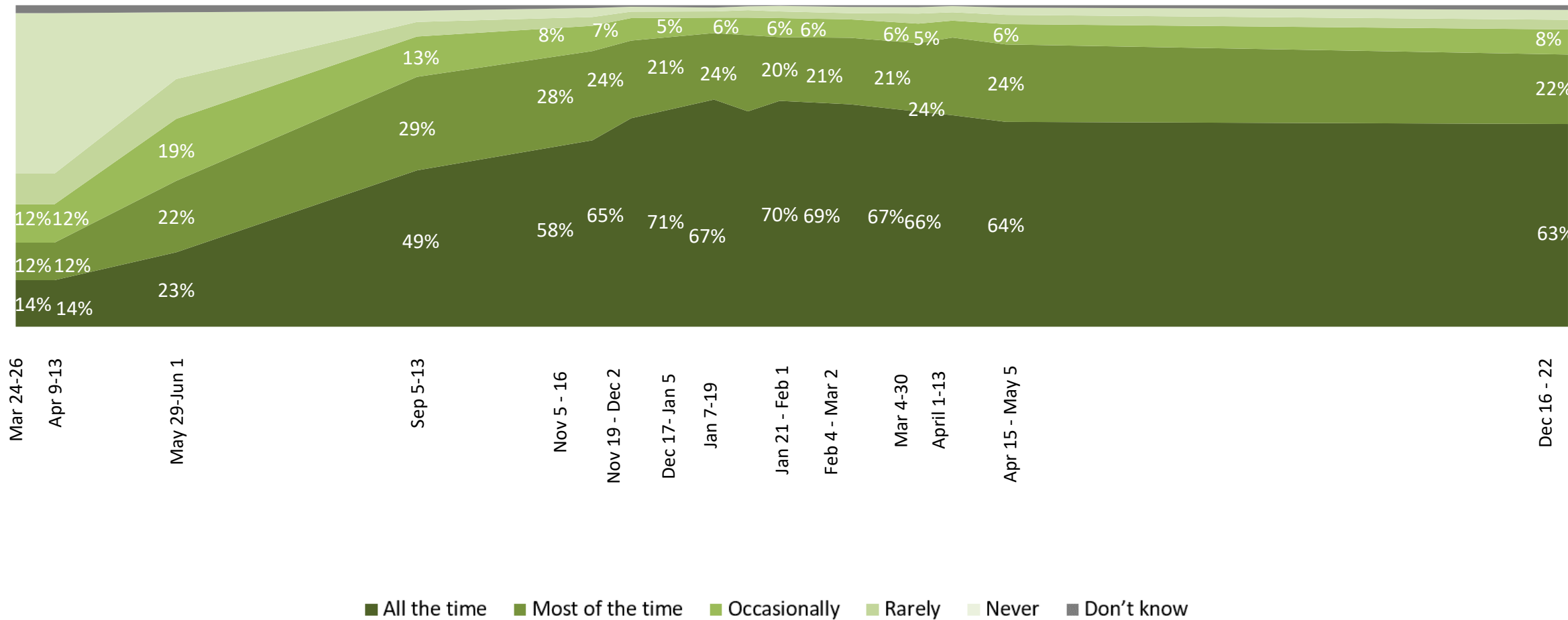
Protective Behaviours: Wearing a mask outside the house is consistent²¹ with the previous waves



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

Wearing a mask when I am out of my house



Methodology

The background of the slide is a solid dark blue. It is decorated with several white circles of varying sizes. There are five large circles and one smaller circle scattered across the right half of the slide, creating a modern, abstract design.

Survey Methodology

These are the results of an online survey conducted between December 16th to December 22nd, 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=1,211 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: December 16th to December 22nd, 2021

Weighting: Results for Canada are weighted by age, gender, region, and party identification 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	84	7.0%	144	14.5%
Men 35-54	193	16.0%	166	16.7%
Men 55+	265	22.0%	173	17.5%
Women 18-34	144	11.9%	140	14.2%
Women 35-54	223	18.5%	172	17.4%
Women 55+	297	24.6%	196	19.8%
BC	168	13.9%	135	13.5%
AB	175	14.5%	114	11.4%
Prairies	110	9.1%	66	6.6%
ON	407	33.6%	387	38.7%
QC	269	22.2%	230	23.0%
Atlantic	82	6.8%	69	6.9%



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Building Understanding.