

Public Health

Public Opinion Research
Release Date: January 19, 2022
Field Dates: January 06, 2022 to January 11, 2022

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 January *Canada This Month* survey. This online survey was in field from January 6, 2022 to January 12, 2022 with a weighted sample size of 1,200 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.

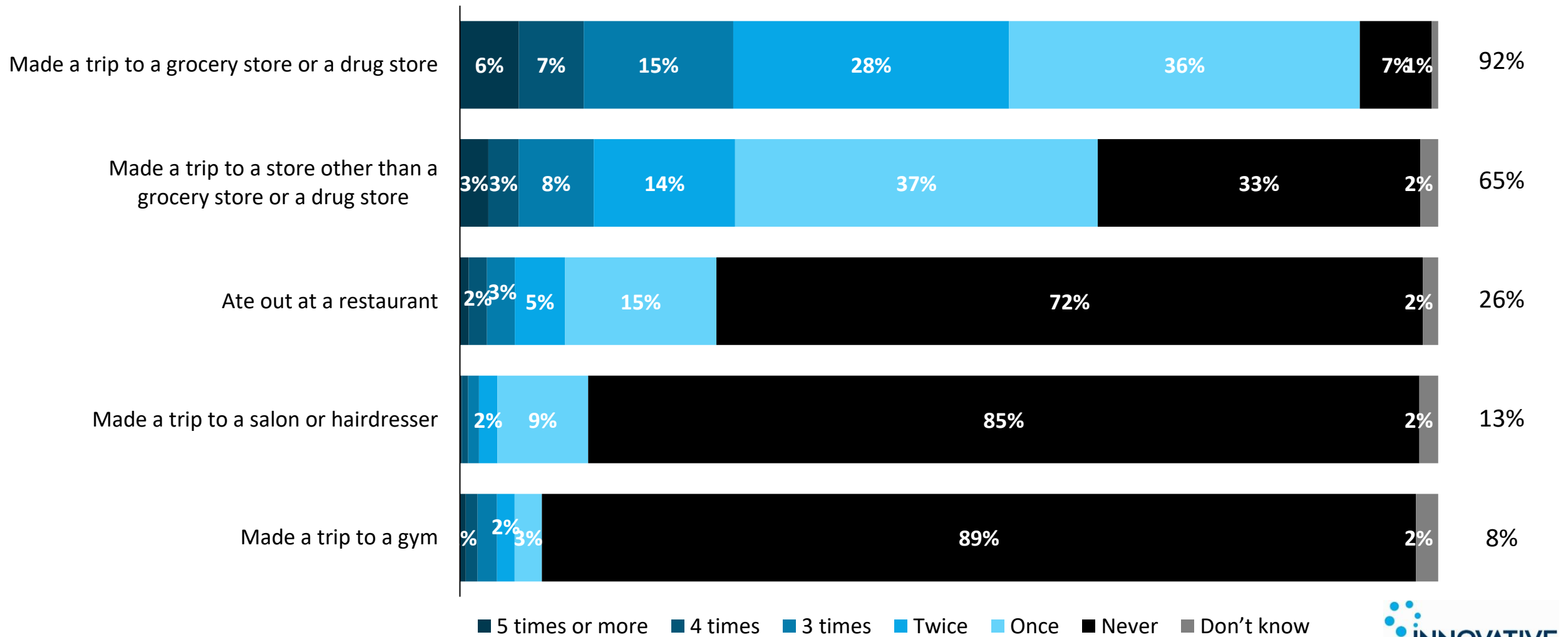
Shopping Activities: Almost all (92%) of respondents have visited a grocery store or a drug store within the last week



Over the past 7 days, how often have you done each of the following?
[asked of all respondents; n=1,200]

Current Wave: January 06, 2022 – January 11, 2022

% At least once



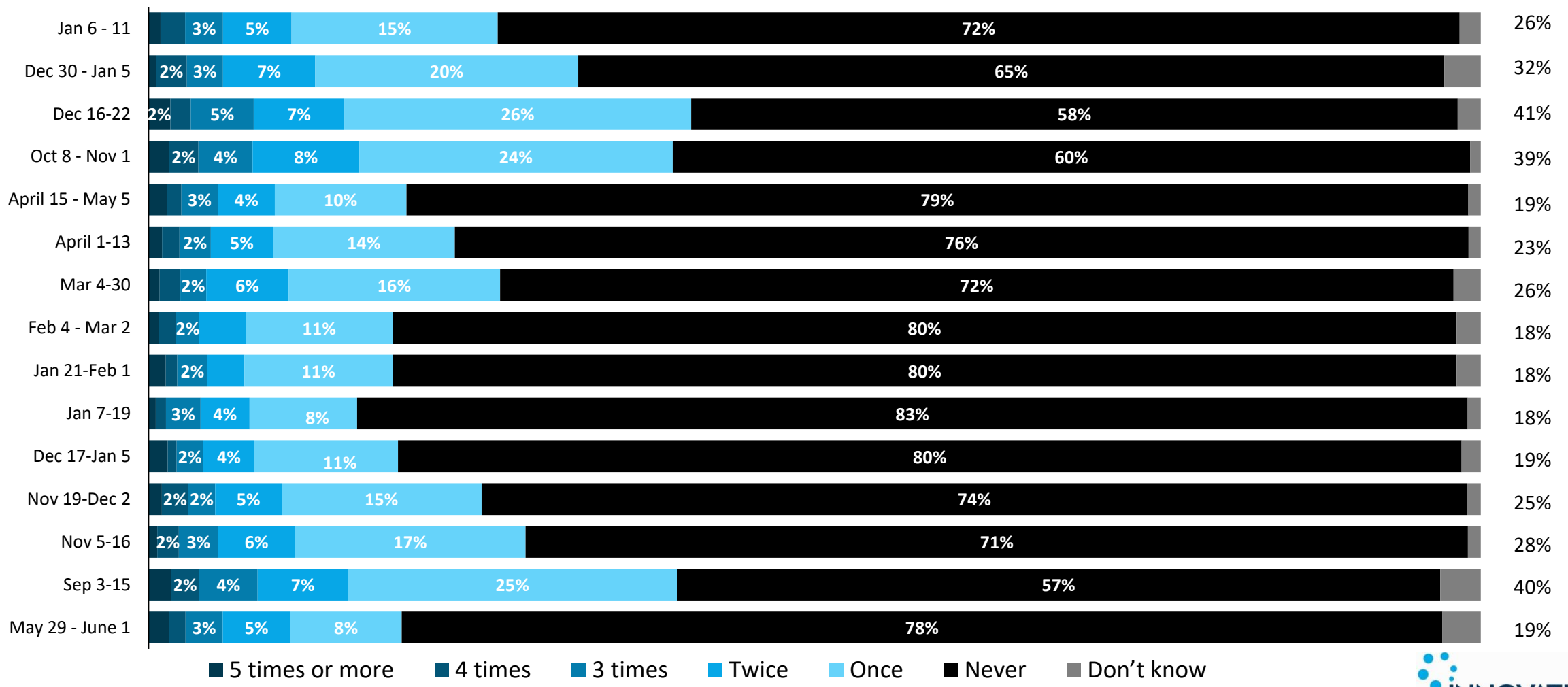
Note: Labels not shown for categories with a frequency of less than 2%

Shopping Activities: The share of Canadians who went out to eat at a restaurant is down from 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=1,200]

% At least once



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



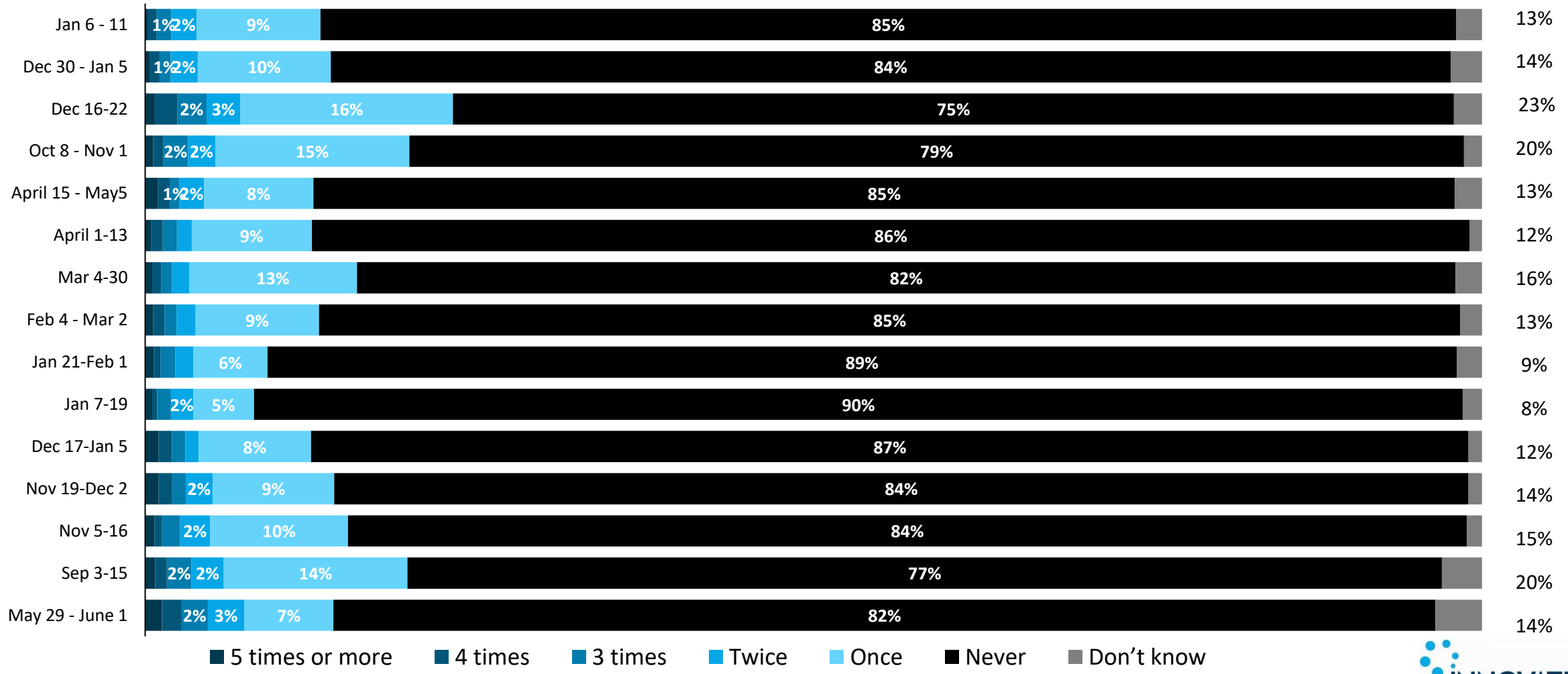
Shopping Activities: The share of Canadians who went to a salon in the last 7 days is steady



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=1,200]

% At least once



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



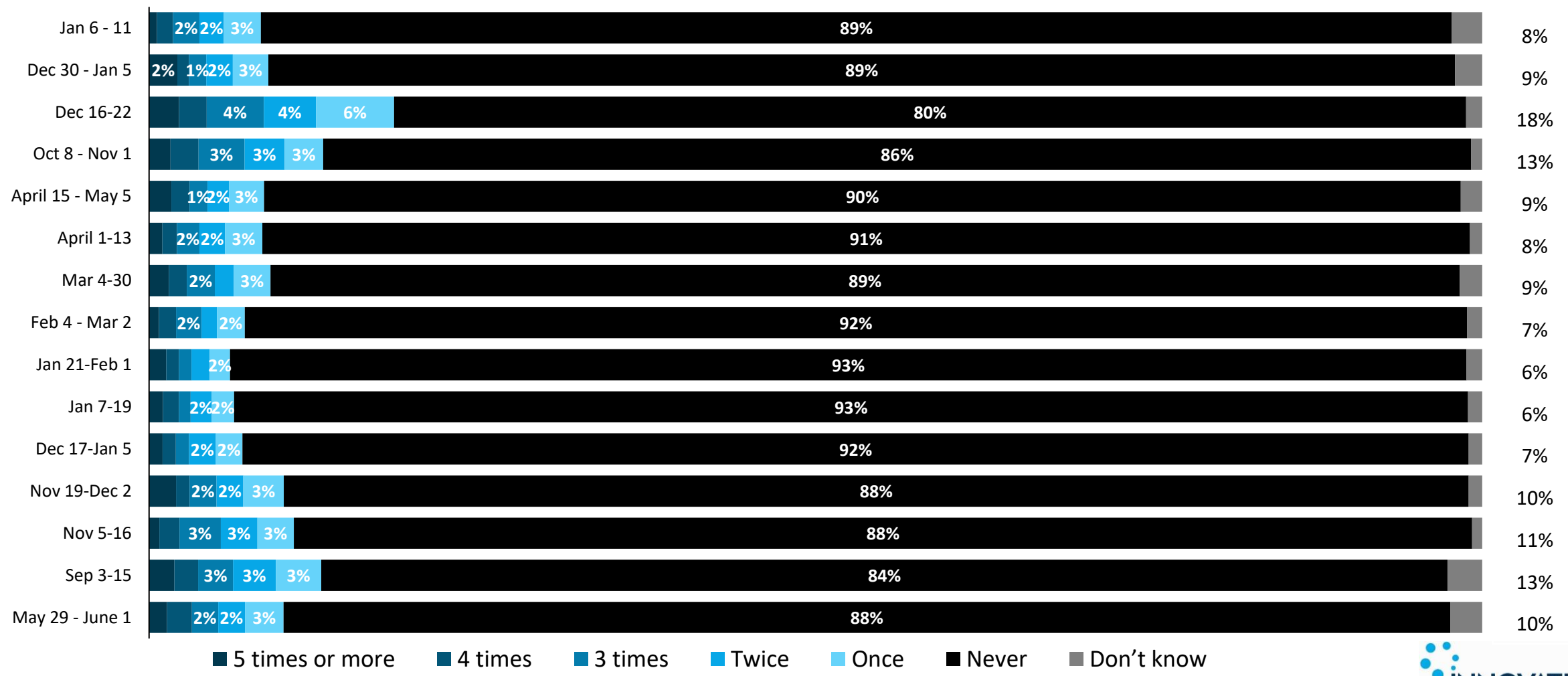
Shopping Activities: Trips to the gym are steady since the start of January



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=1,200]

% At least once



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

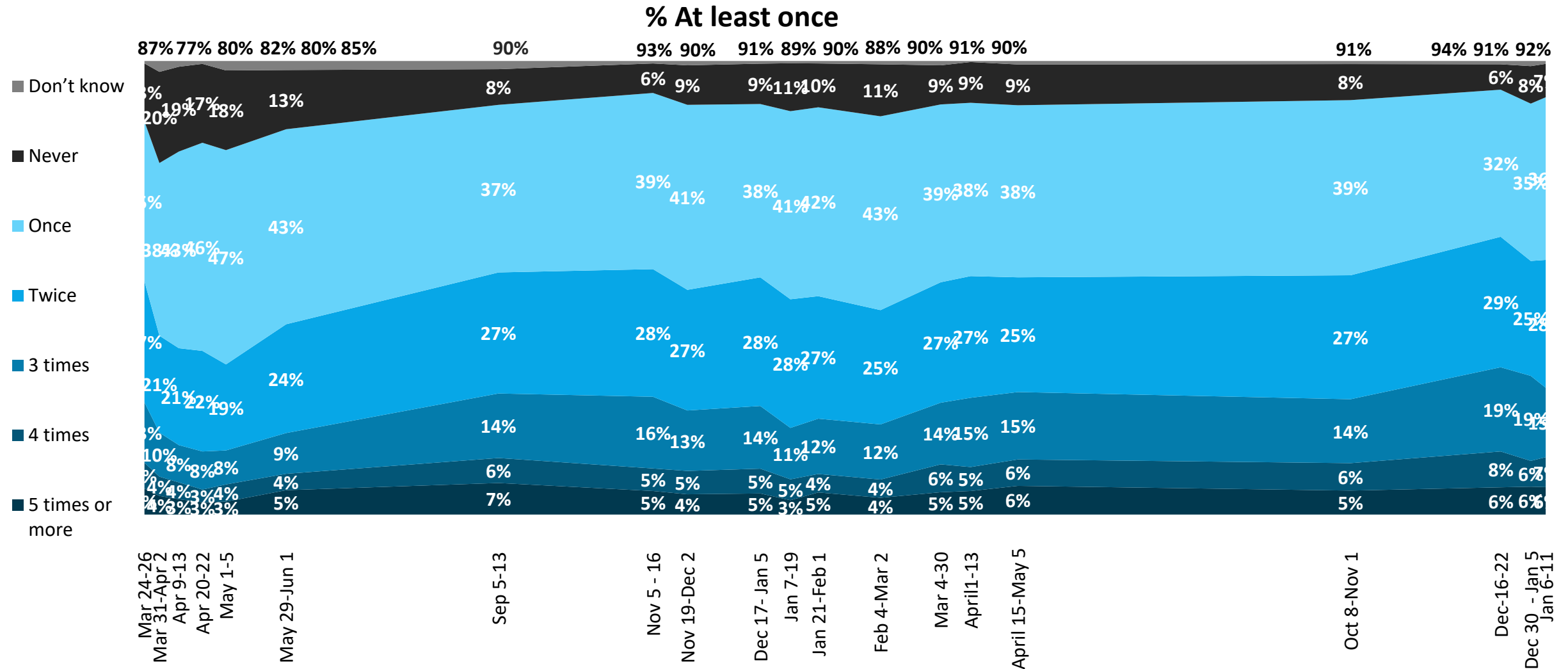


Trip to Grocery/Drug Store: The share of Canadians who went out to a grocery store is stable



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=1,200]

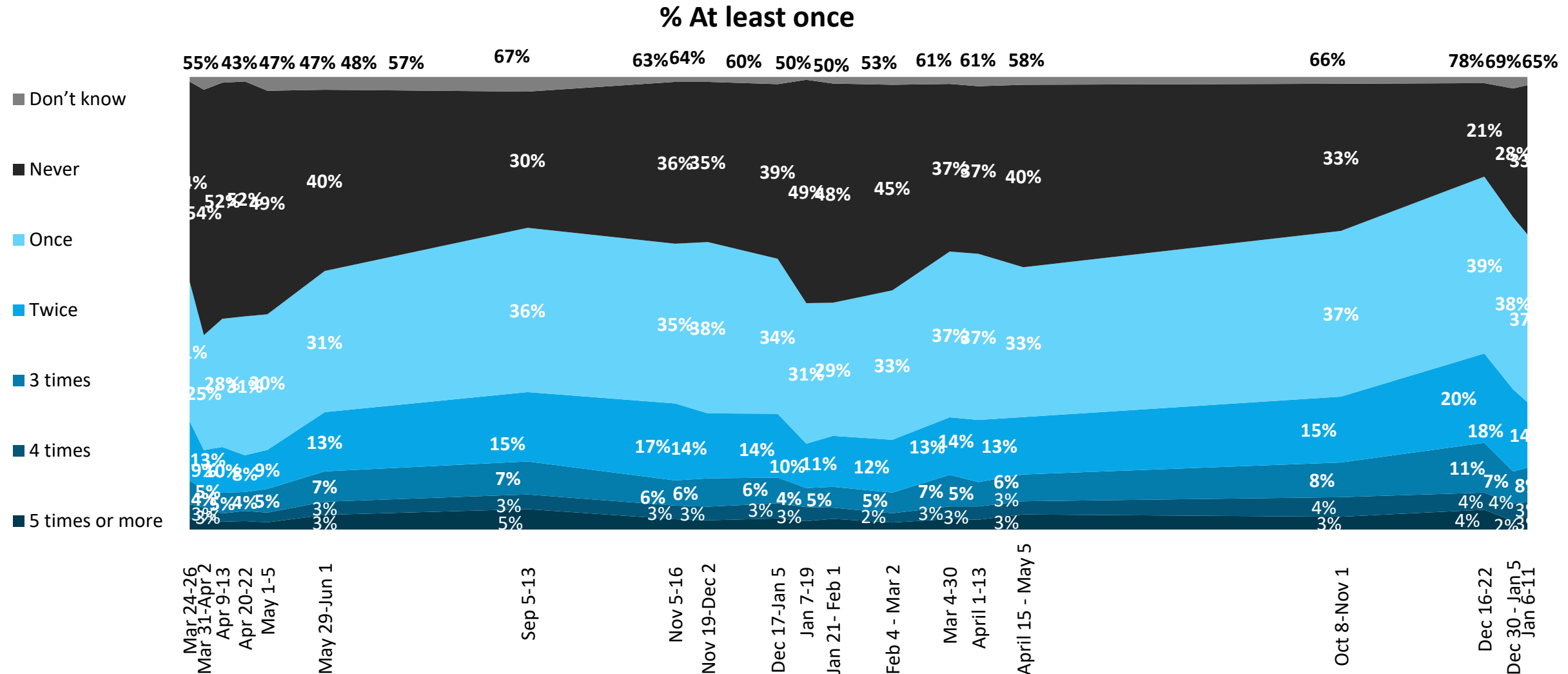


Note: Labels not shown for categories with a frequency of less than 2%

Trip to Other Store: Trips to other stores are down 4-points since the start of January



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=1,200]



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

Social Activities: Less than half (41%) say they visited a relative or friend⁹ in their home within the last week

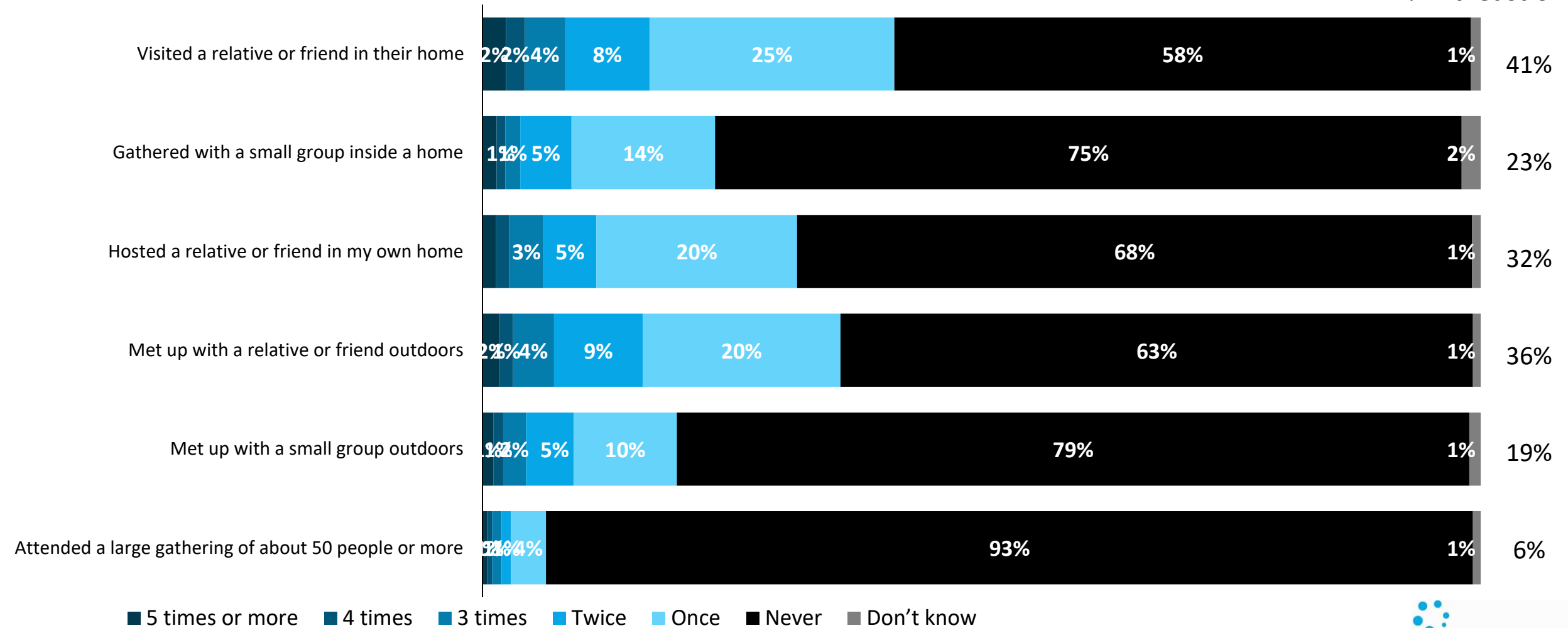


Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=1,200]

Current Wave: January 06, 2022 – January 11, 2022

% At least once



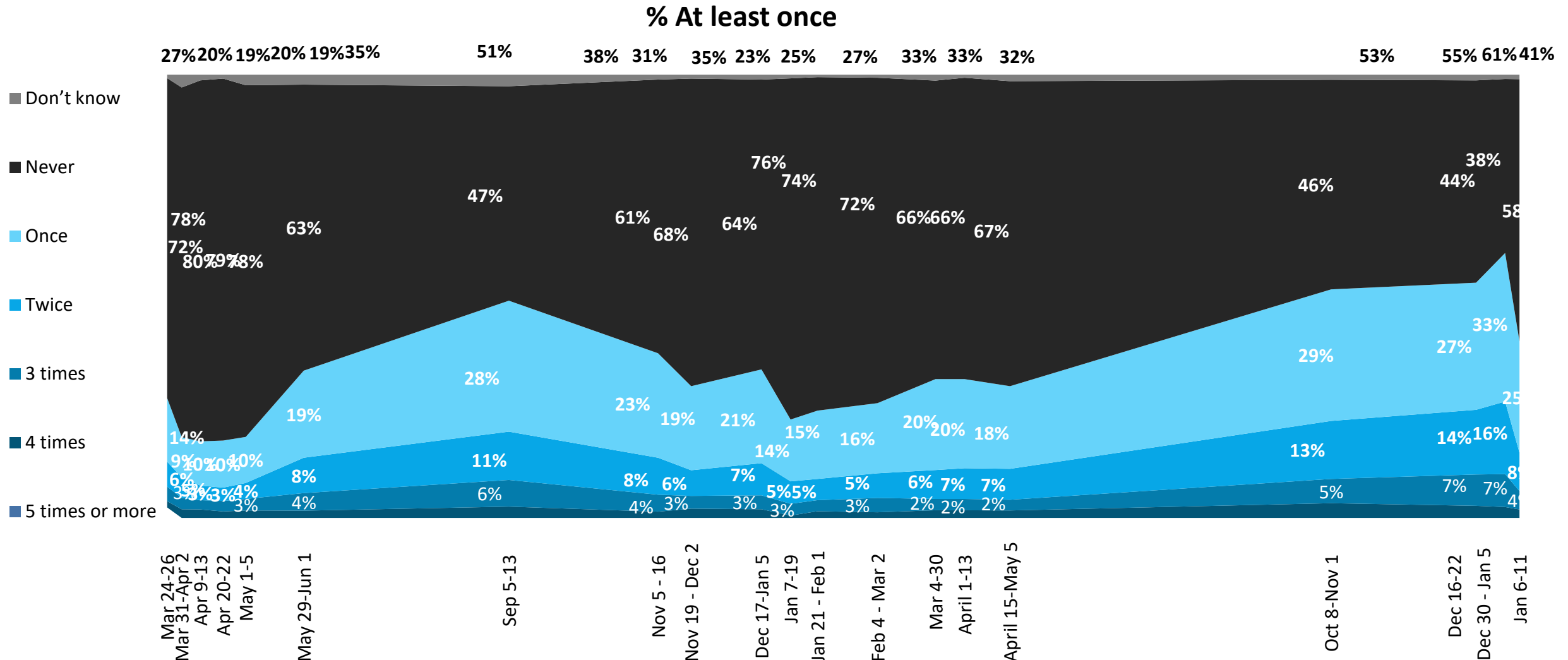
■ 5 times or more ■ 4 times ■ 3 times ■ Twice ■ Once ■ Never ■ Don't know

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

Visit in Home: Visits to friends or relatives in their home is down from a¹⁰ high of 61% to only 41%



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=1,200]



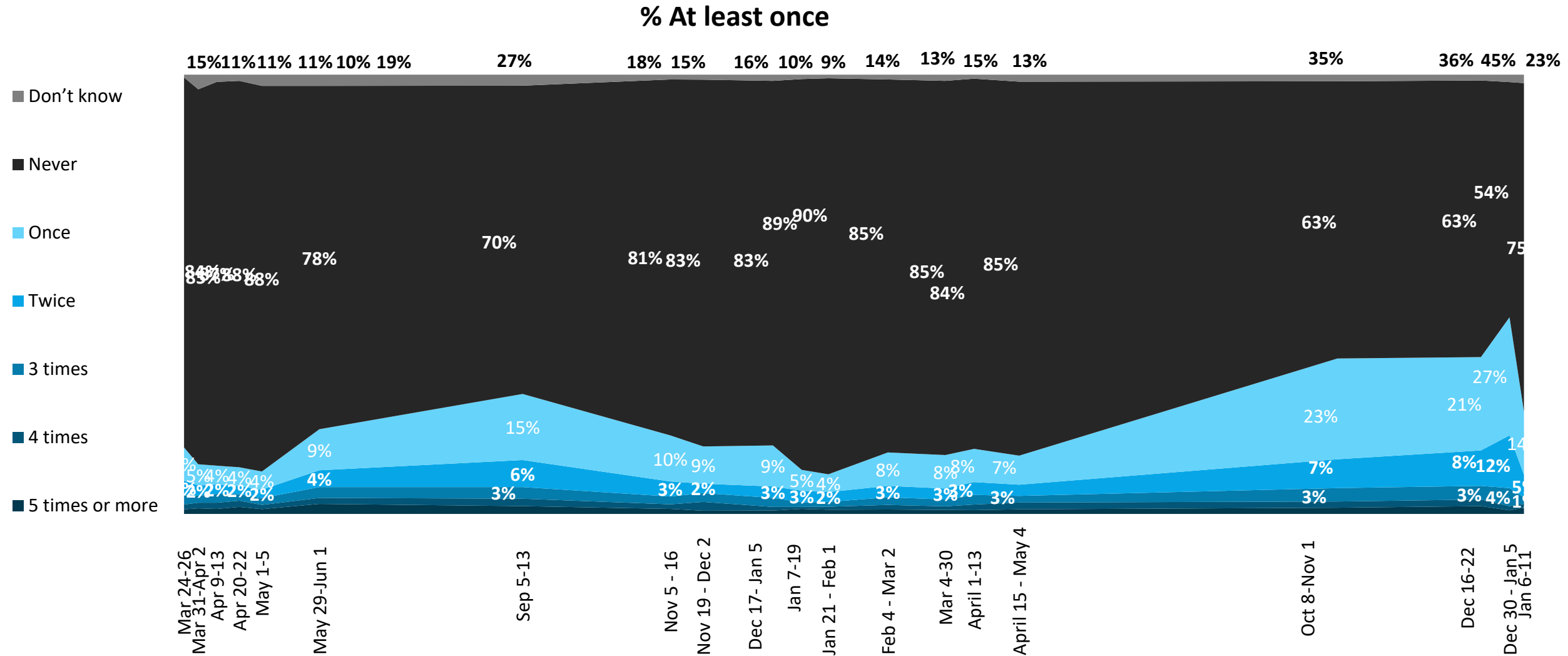
Note: Labels not shown for categories with a frequency of less than 2%

Gathered with Group, Home: Gatherings in homes are down by half to ¹¹ only 23% now



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=1,200]



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

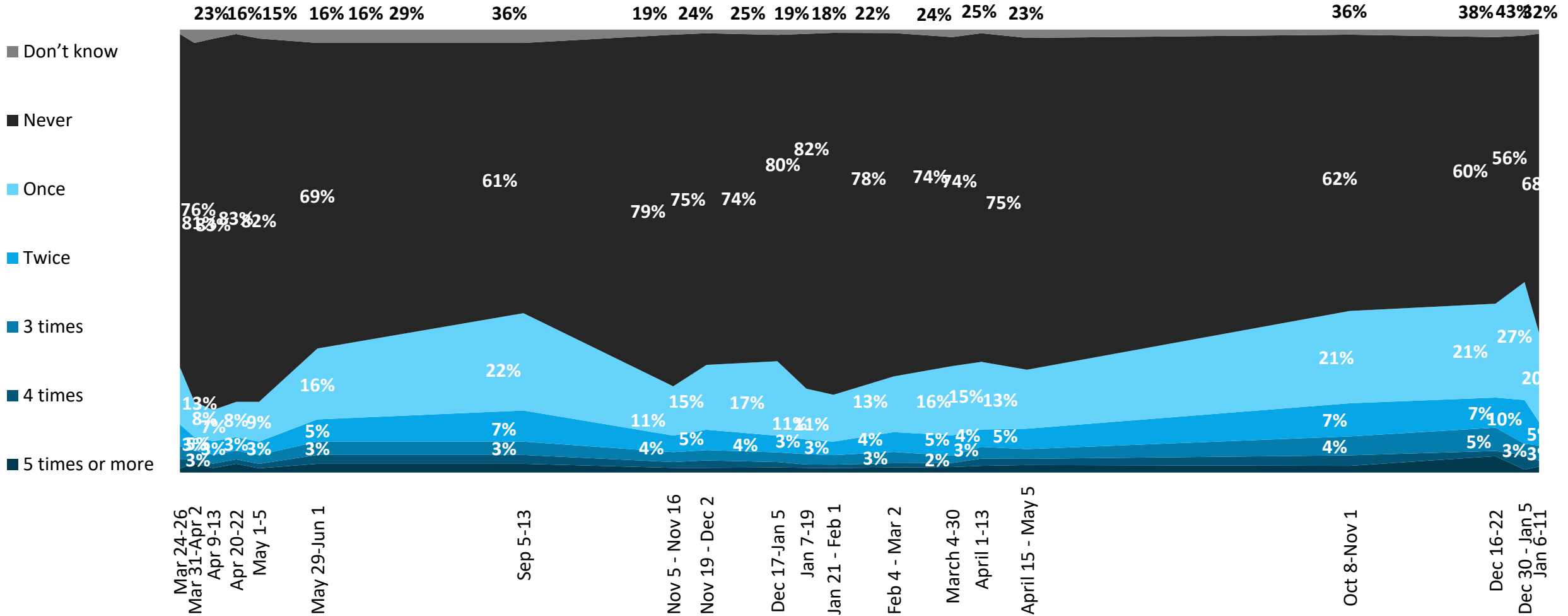
Hosted Friend/Relative: 3-in-10 (32%) of Canadians report hosting a relative or friend at their own home



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=1,200]

% At least once

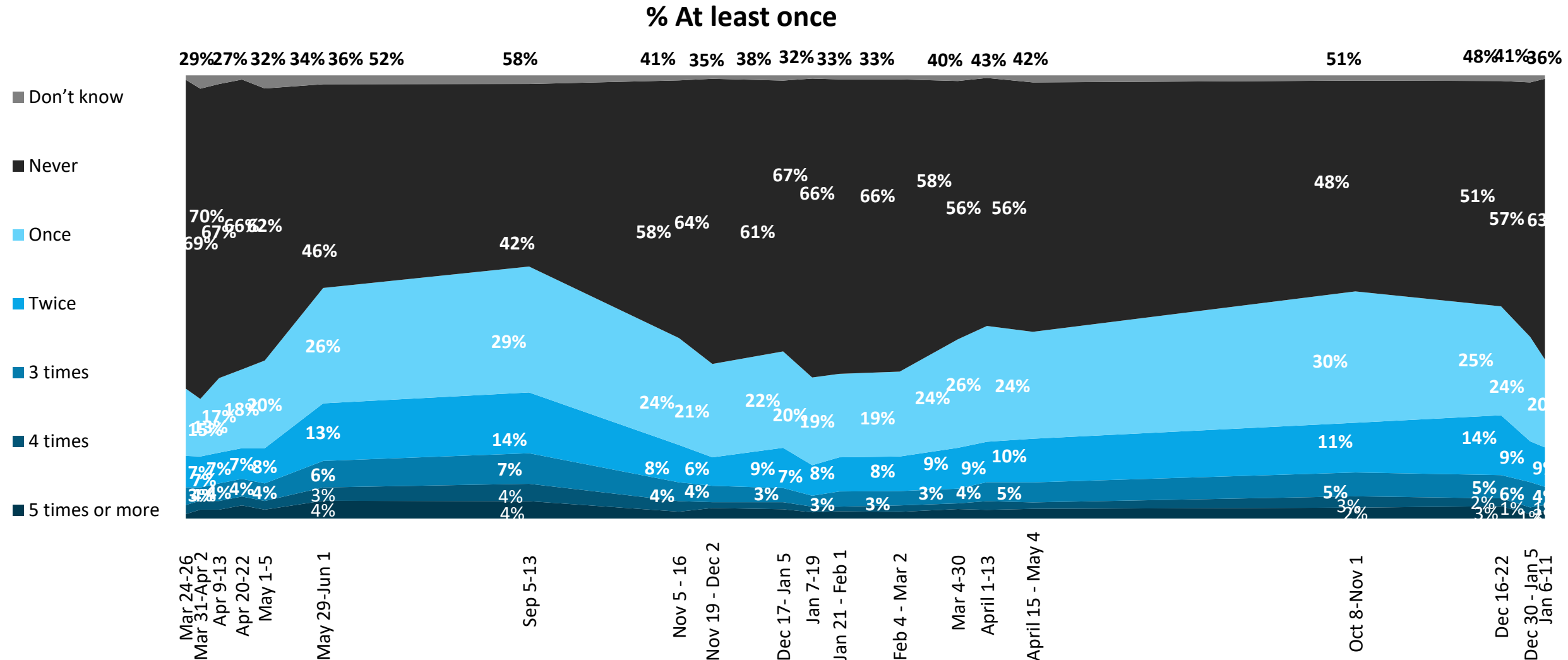


Note: Labels not shown for categories with a frequency of less than 2%

Meetup, Friend/Relative Outdoors: Meetings with friends or relatives outdoors is down from 41% to 36% now



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=1,200]



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

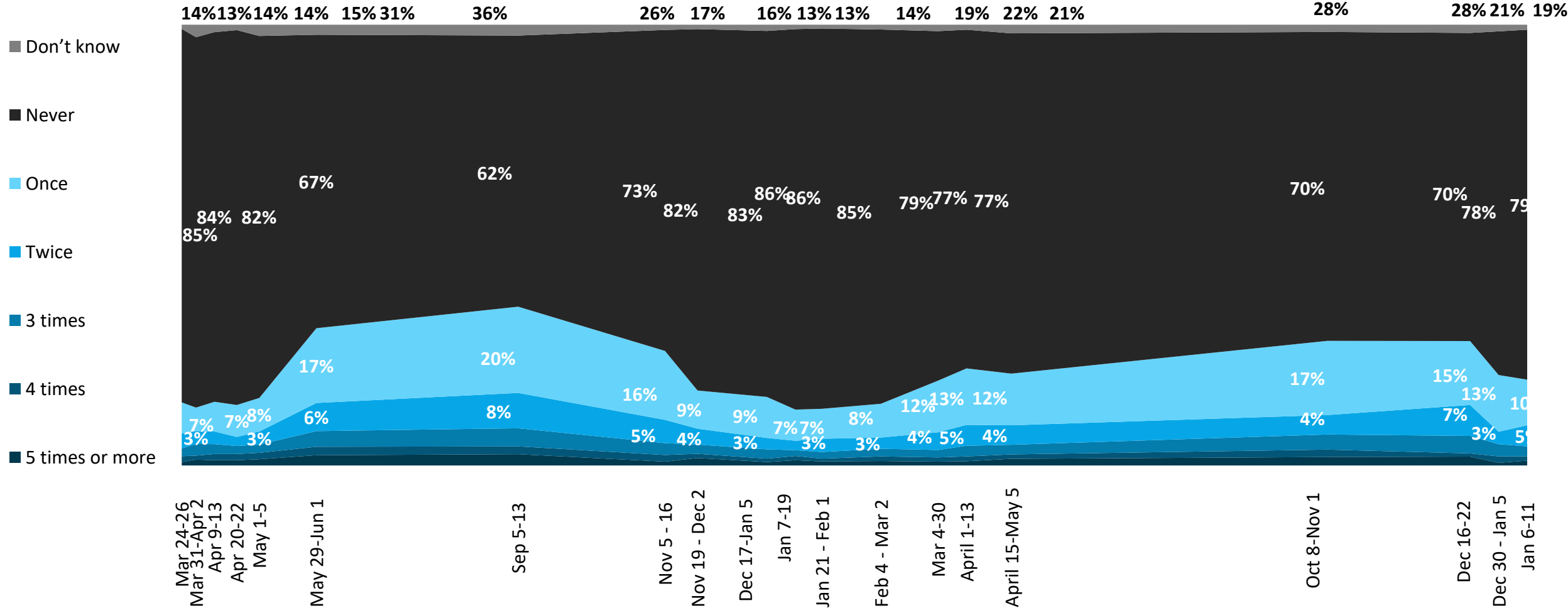
Small Group, Outdoors: Met up with a small group outdoors are largely steady



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=1,200]

% At least once

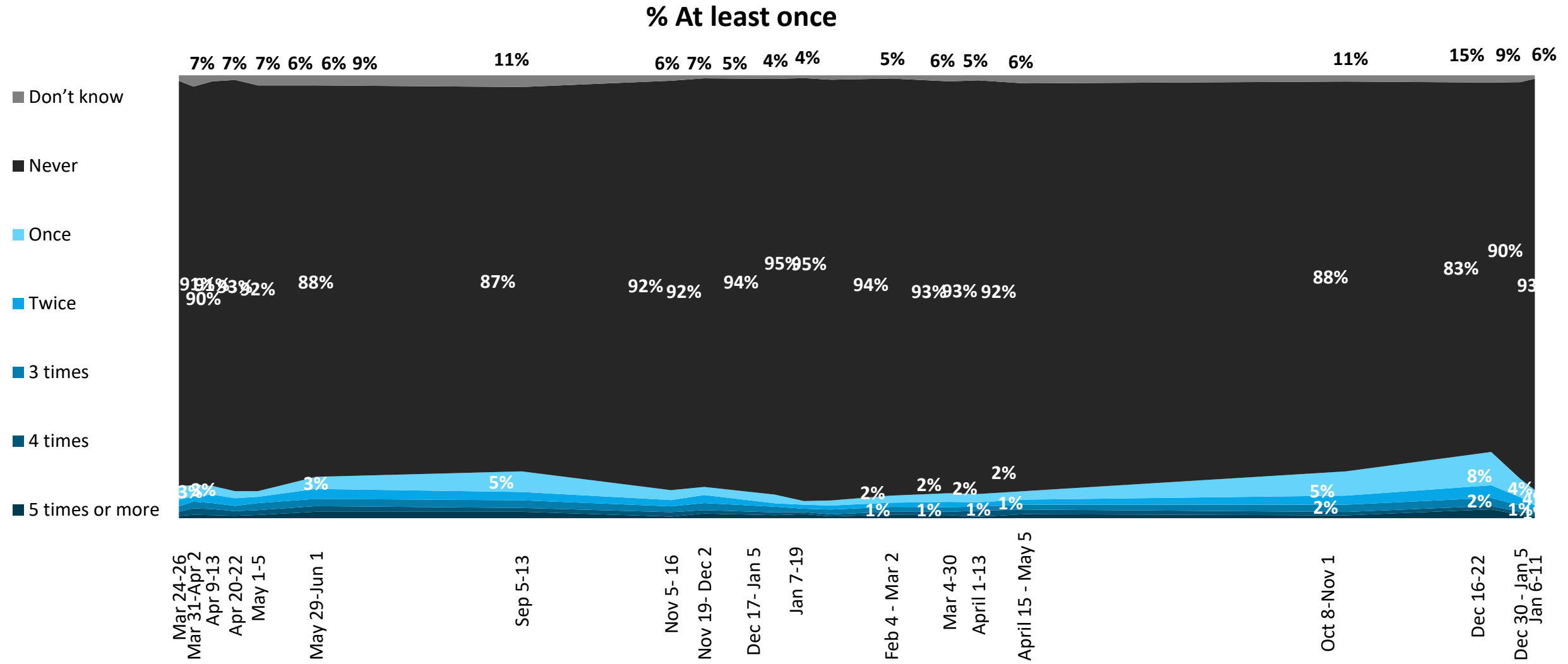


Note: Labels not shown for categories with a frequency of less than 2%

Attended Large Gathering: Attendance at large gatherings are down to only 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=1,200]

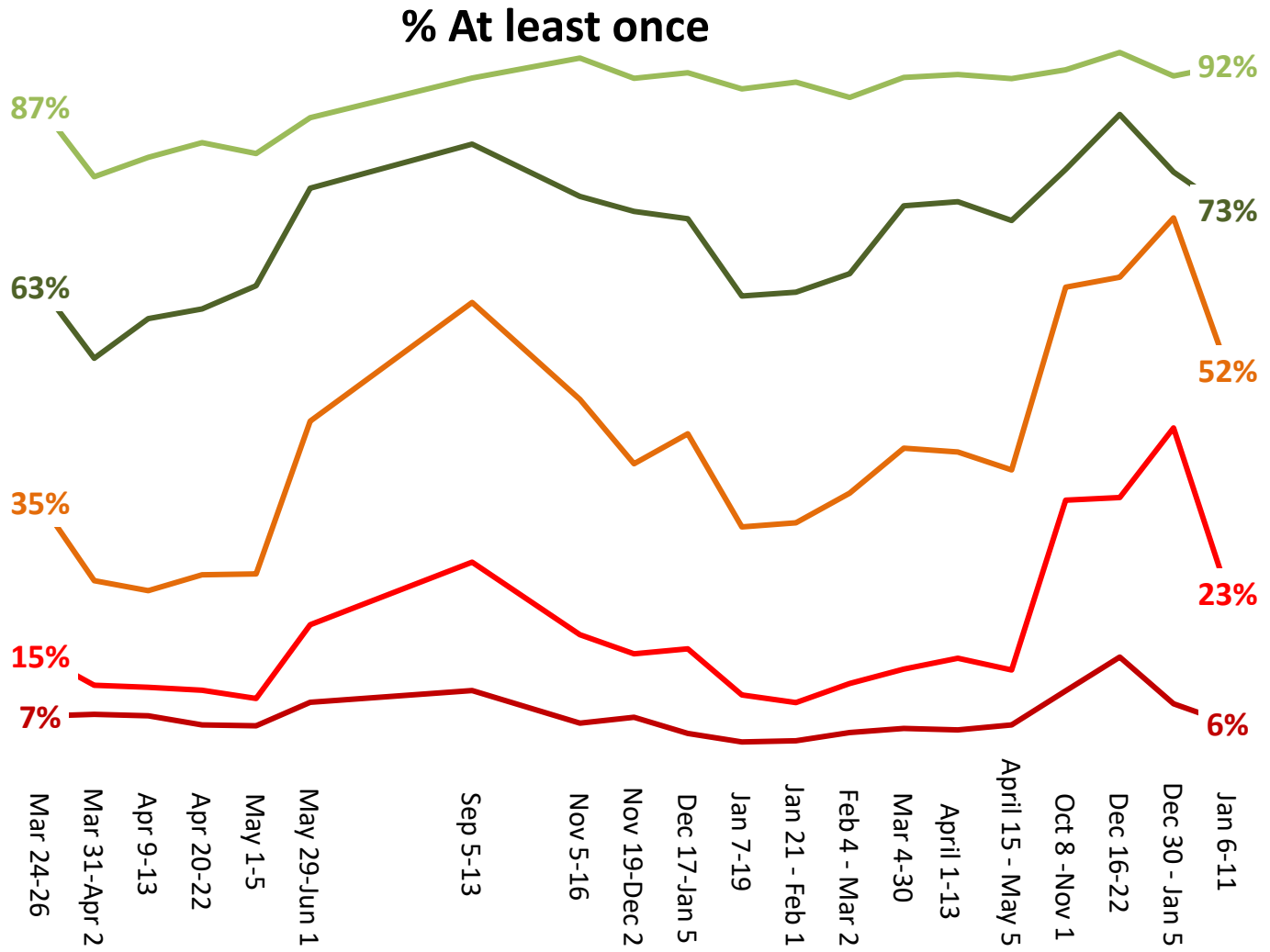


Note: Labels not shown for categories with a frequency of less than 2%

Activities: The share of Canadians engaging in moderate or more risky activities are down significantly since early January



Over the past 7 days, how often have you done each of the following?
[all respondents, n=1,200]



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: Across all provinces, moderate and more risky activities are down significantly

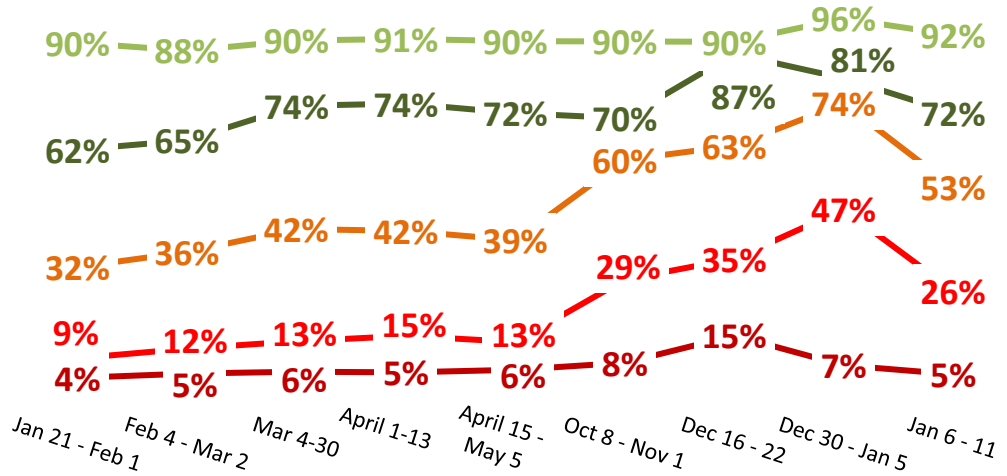


Over the past 7 days, how often have you done each of the following?

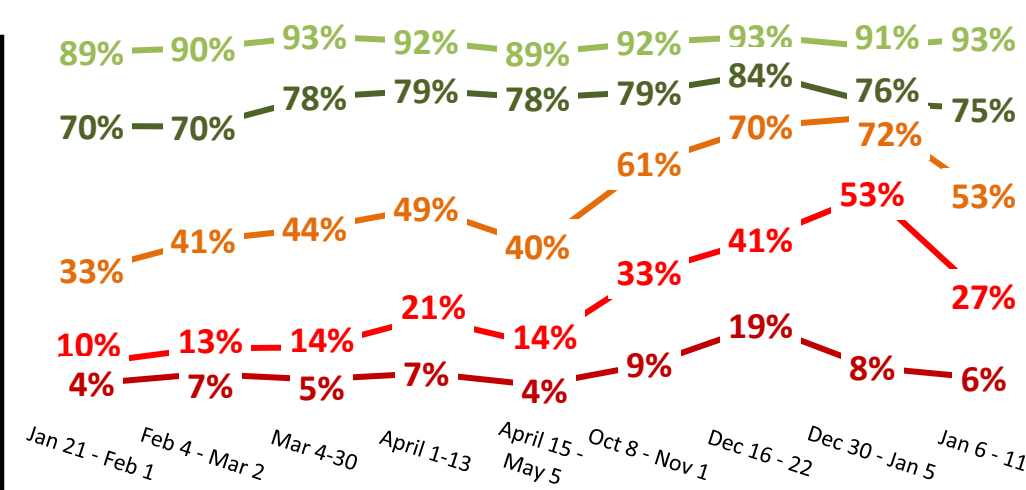
[all respondents, n=1,200]

Lowest risk
Modest risk
Moderate risk
More risk
Most risk

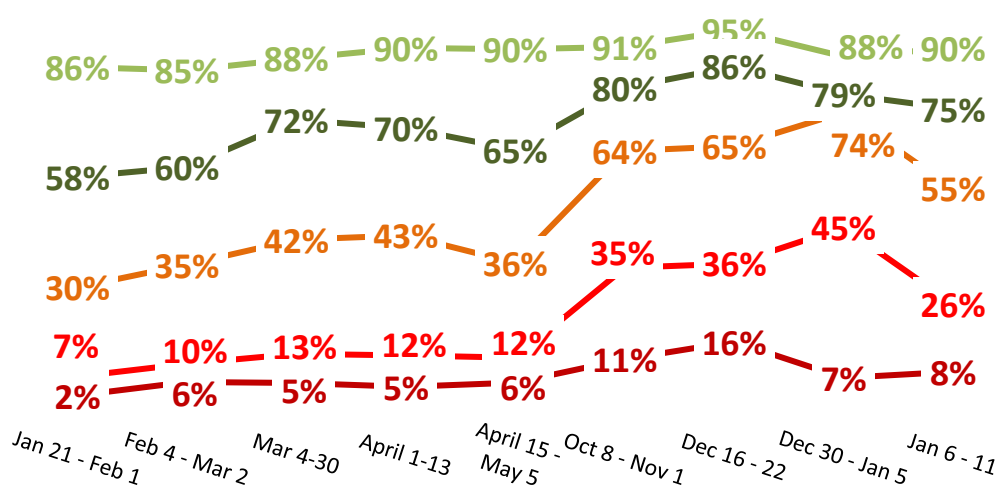
BC % At least once



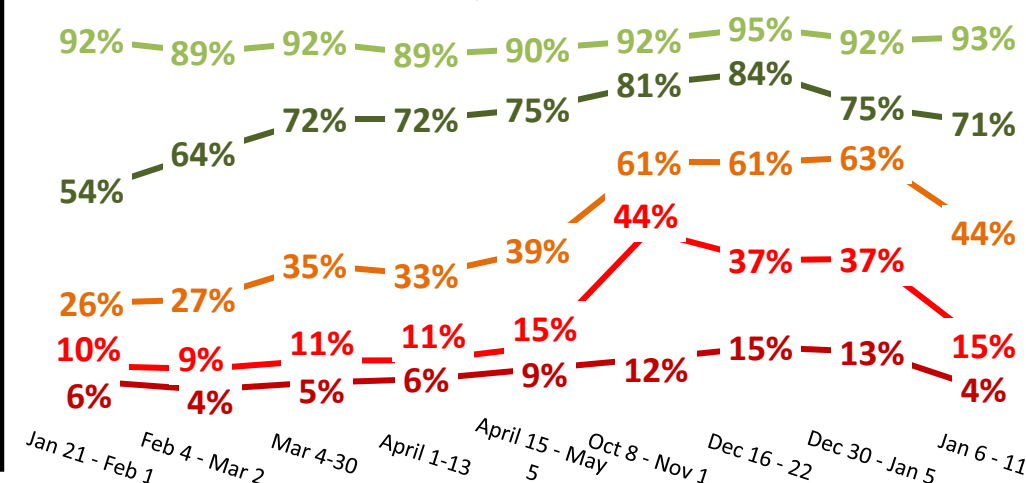
Alberta % At least once



Ontario % At least once



Quebec % At least once



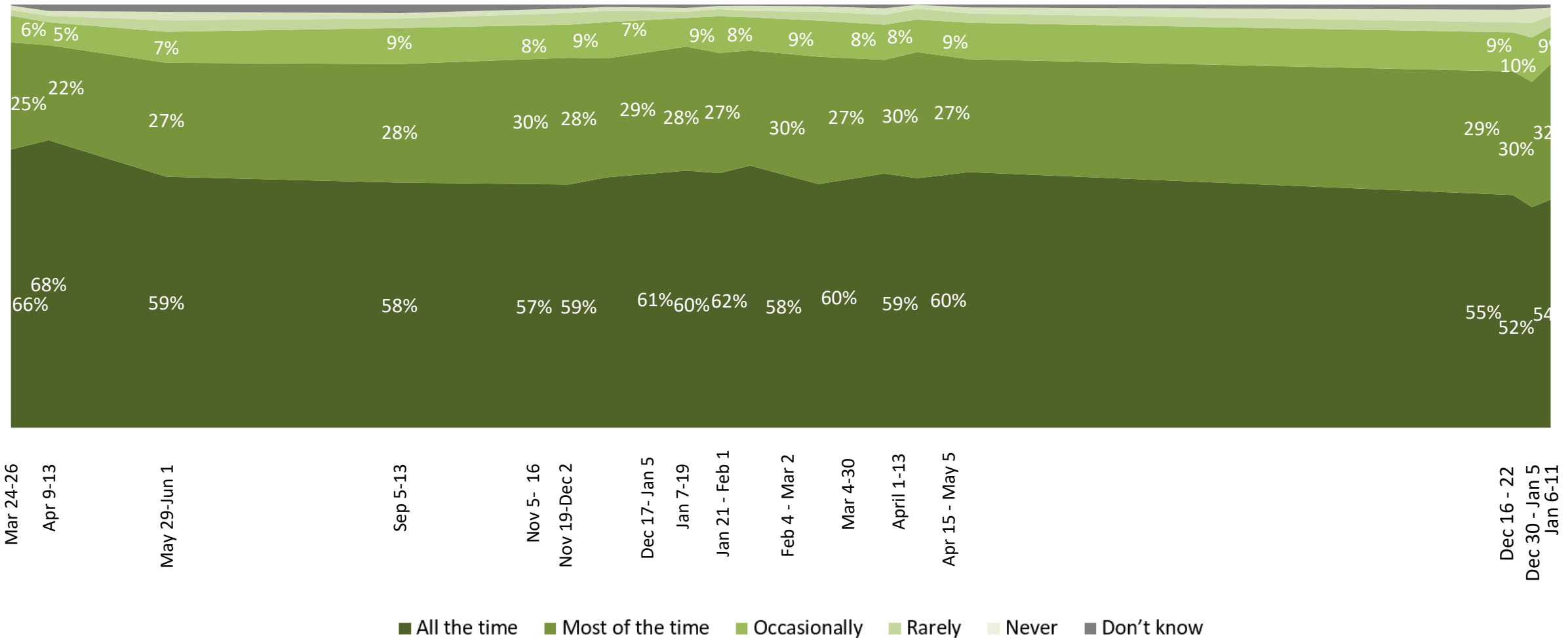
Protective Behaviours: Hand washing is up directionally with 54% now saying they wash their hands all the time ¹⁸ saying they wash their hands all the time



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? **Washing my hands more frequently**

[asked of all respondents, n=1,200]

% All/Most of the Time



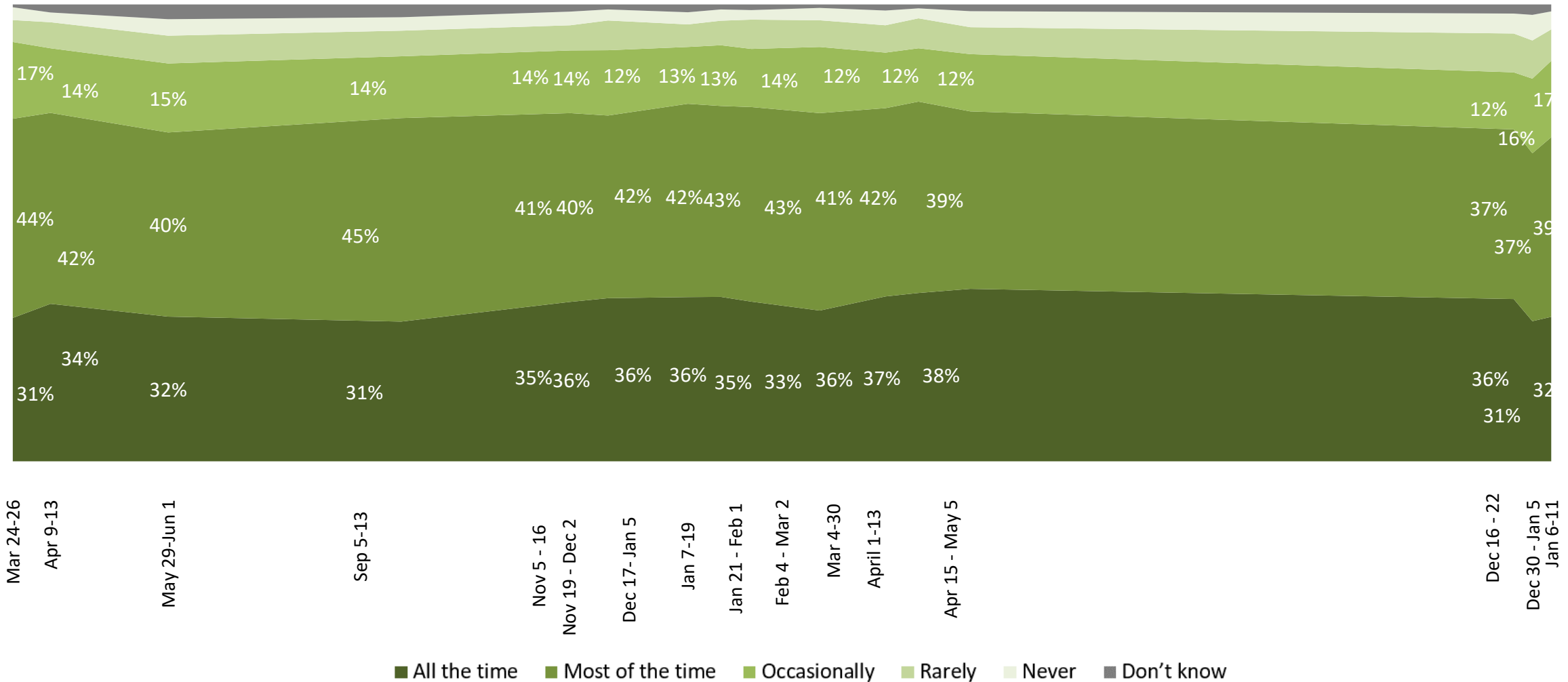
Protective Behaviours: Avoiding face touching is steady with 32% saying they avoid it all the time



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? **Avoiding touching my face as much as possible**

[asked of all respondents, n=1,200]

% All/Most of the Time



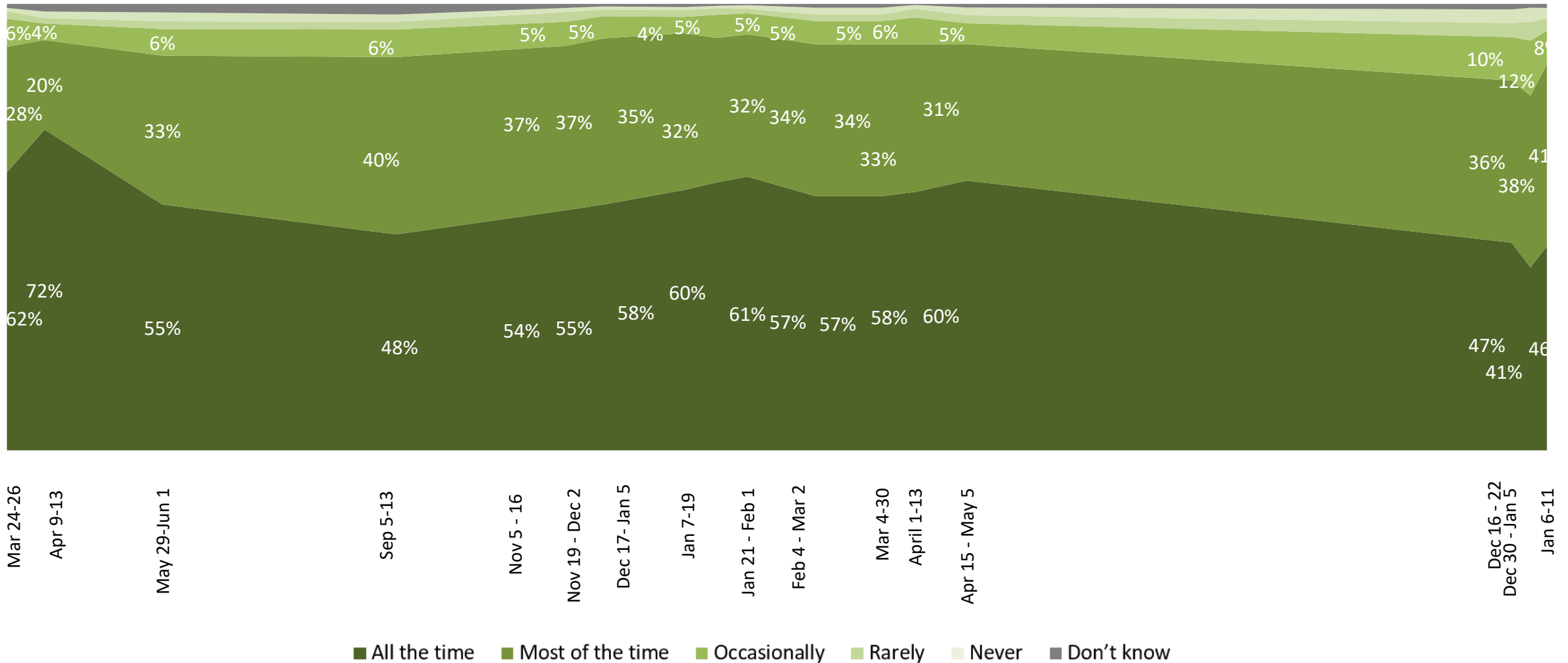
Protective Behaviours: Social distancing is up from 41% saying they do it all the time to 46%



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

[asked of all respondents, n=1,200]

% All/Most of the Time

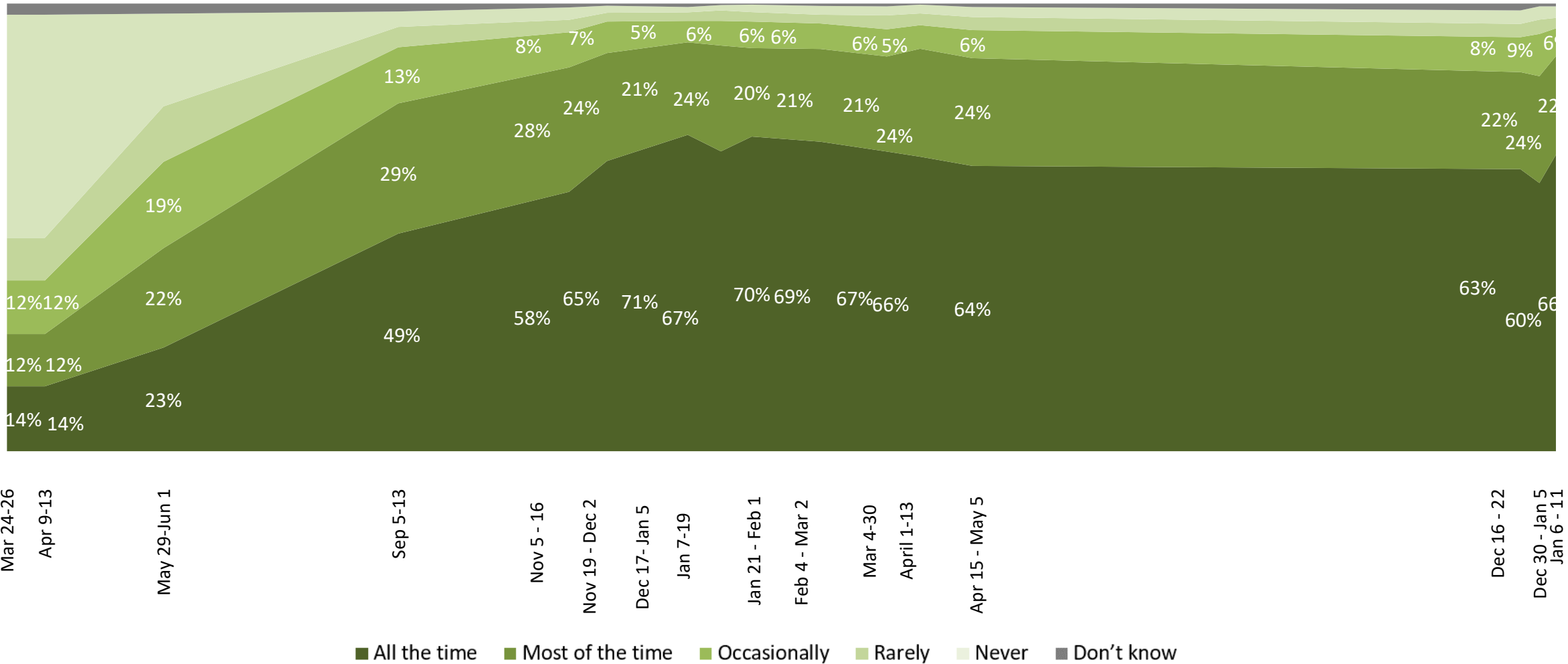


Protective Behaviours: Mask wearing is up from 60% to 66% saying they do it all the time



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? **Wearing a mask when I am out of my house**
 [asked of all respondents, n=1,200]

% All/Most of the Time

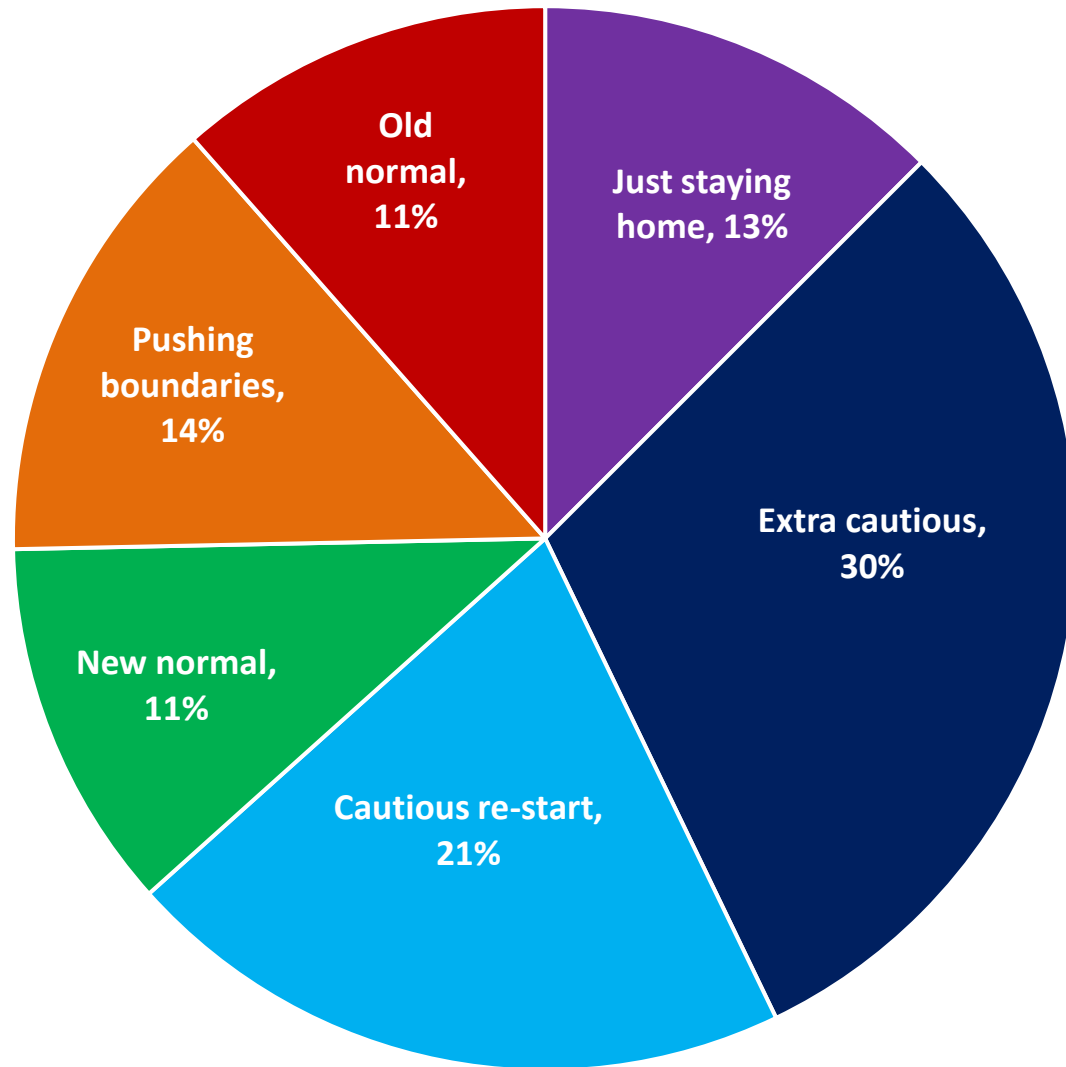


COVID-19 Behaviour Segments

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.

Behaviour Segments: Just under 1-in-3 (30%) say they are staying home and always tracking every precaution

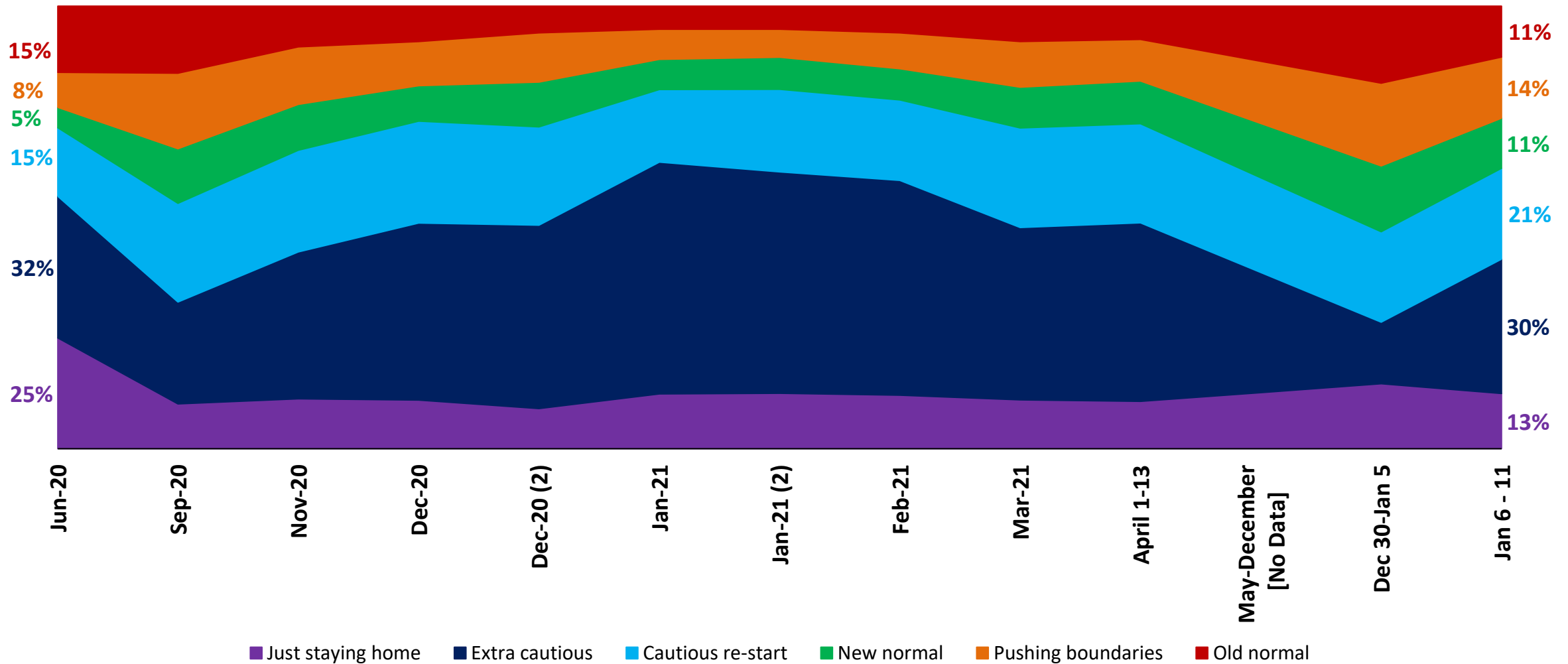
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



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 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 being extra cautious is up to 30% from a low of 14%

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.



Restrictions

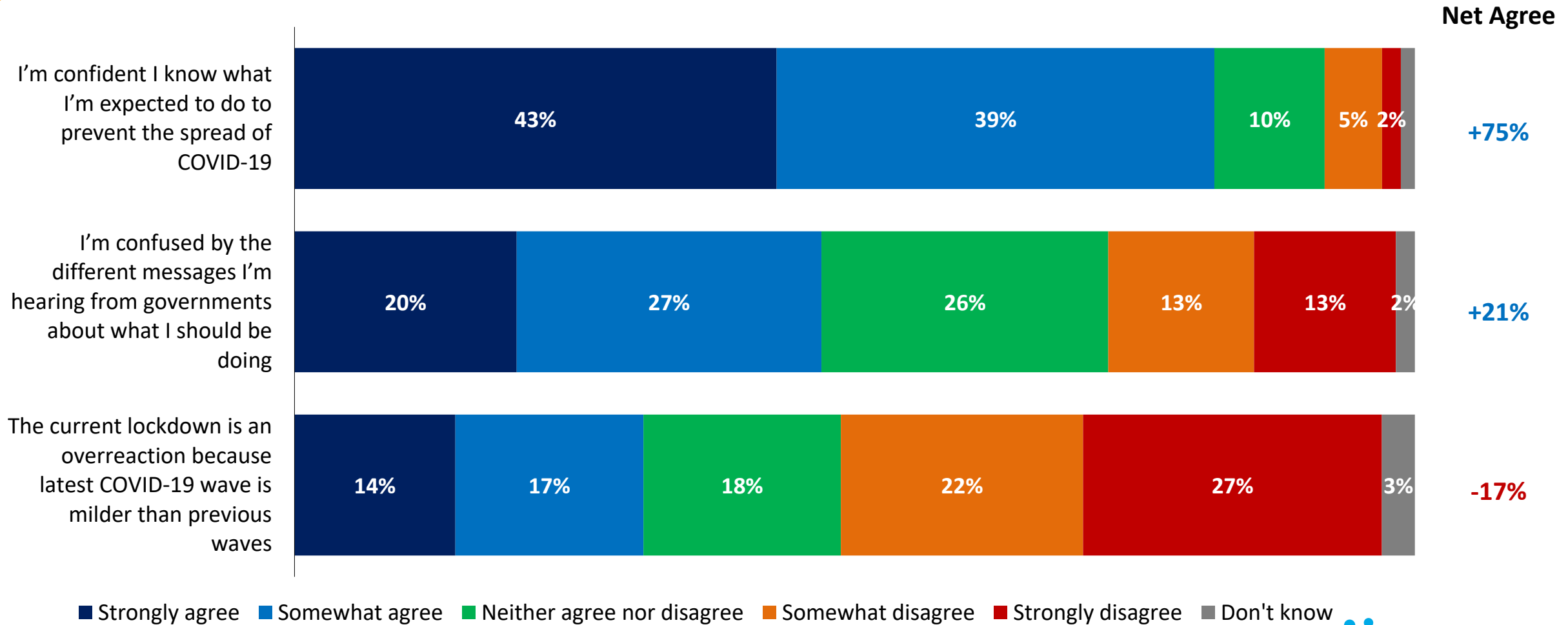
The background of the slide is a solid dark blue color. It features several light blue circles of varying sizes scattered across the surface. The circles are semi-transparent and do not overlap each other.

Current Lockdown: Net agree is highest for those who are confident in knowing how to prevent the spread of COVID-19 ²⁶



Do you agree or disagree with the following statements?

[asked of all respondents; n=1,200]

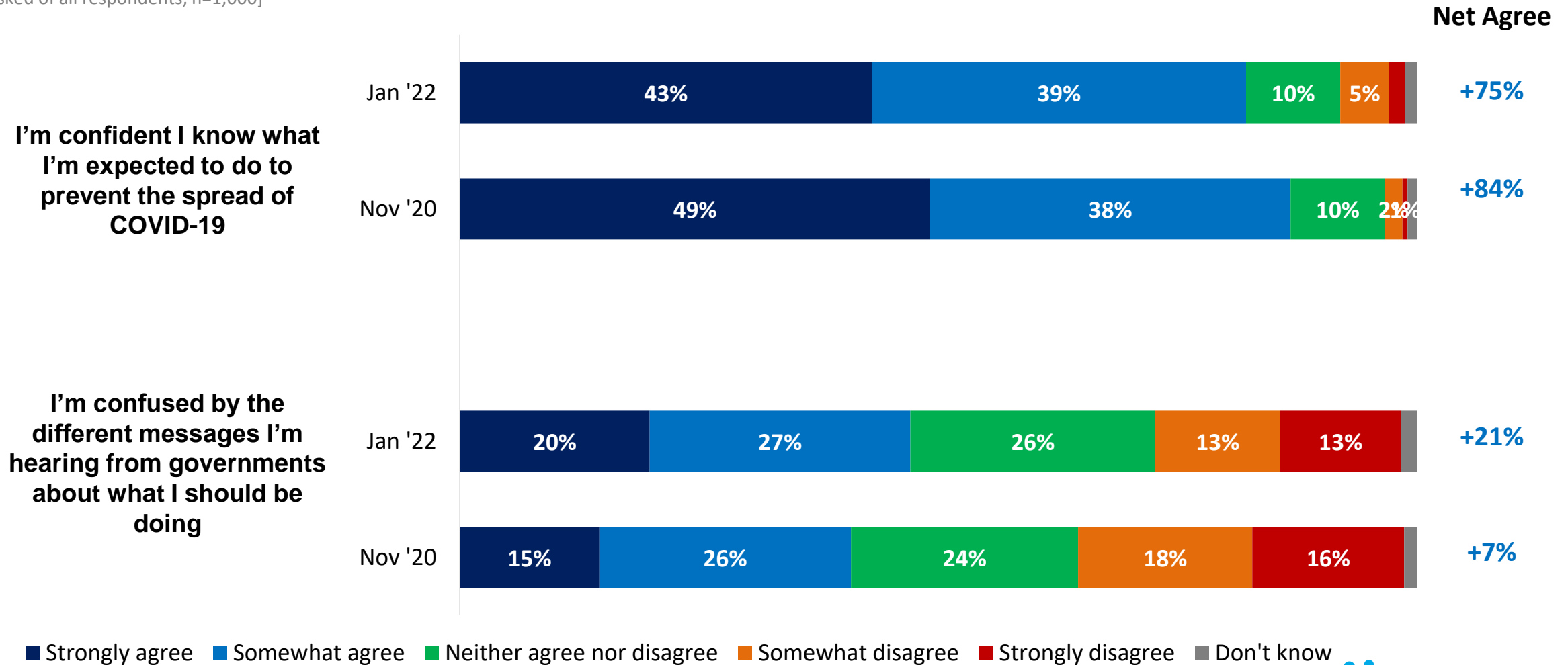


Key Attitude Tracking: Confusion is higher now than in the Fall of 2020²⁷ with 47% now saying they are confused by the messaging



Do you agree or disagree with the following statements?

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



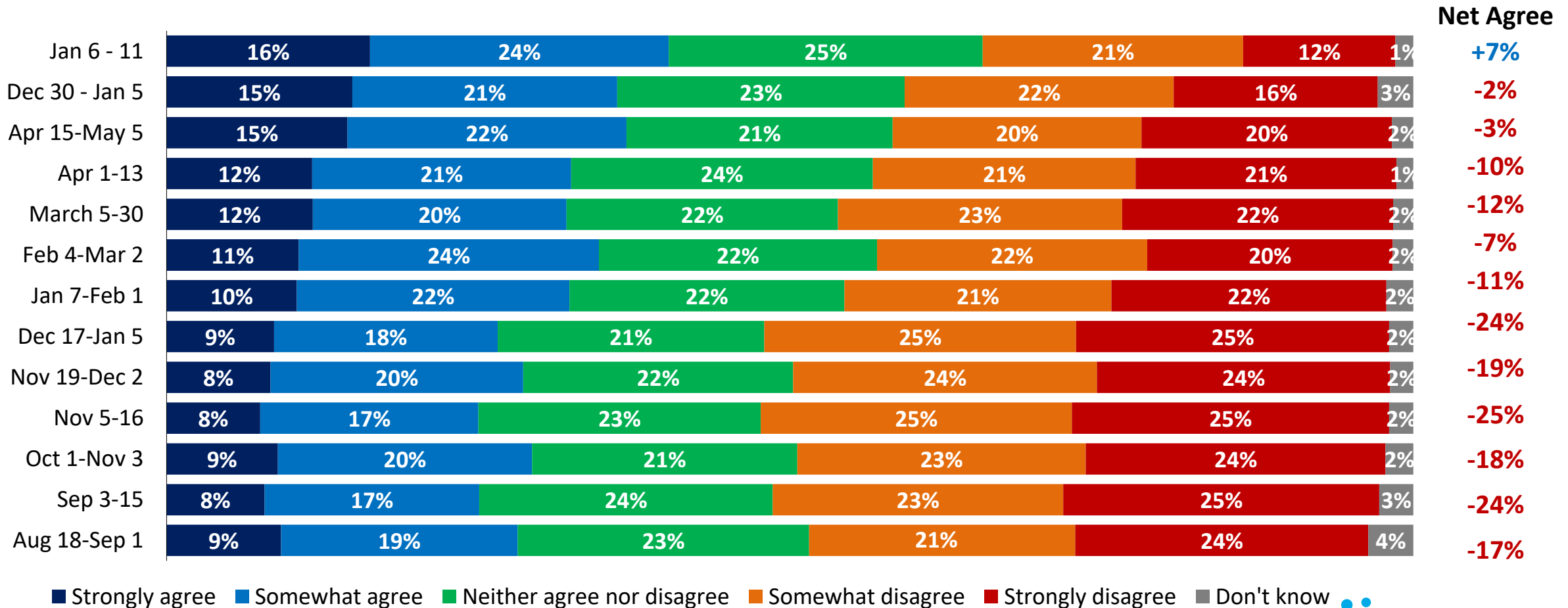
Behavioural Fatigue: Behavioural fatigue is up to an all time high with 40% agreeing they can't keep up their current changes much longer



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=1,200]



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, creating a subtle pattern.

Survey Methodology

These are the results of an online survey conducted between January 6th and 11th, 2022.

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=1,420 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

Field Dates: January 6th and 11th, 2022.

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	140	9.9%	174	14.6%
Men 35-54	190	13.5%	195	16.4%
Men 55+	298	21.1%	210	17.6%
Women 18-34	205	14.5%	172	14.5%
Women 35-54	258	18.3%	202	17.0%
Women 55+	318	22.6%	237	19.9%
Region				
BC	214	15.1%	164	13.6%
AB	201	14.2%	135	11.2%
Prairies	89	6.3%	78	6.5%
ON	516	36.3%	460	38.4%
QC	312	22.0%	281	23.4%
Atlantic	88	6.2%	82	6.8%



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Building Understanding.