
IF YOU WANT A HUG OR HANDSHAKE, QUEBEC'S YOUR BEST BET IN NORTH AMERICA TO GET ONE: HOW LONG WILL WE BE PUTTING OFF HUGS, HANDSHAKES, WEDDINGS AND FUNERALS?

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INTRODUCTION: HUGS AND HANDSHAKES NOT OBSOLETE YET

- A CBC Report in June queried over whether hugs — were under threat of disappearing. Scientists fear more of us are starving for touch, another unfortunate outcome of the pandemic. They claim that touch is the fundamental language of connection and that in the wake of social isolation from the pandemic, many of us are experiencing touch deprivation....
- <https://www.cbc.ca/news/canada/kitchener-waterloo/jennifer-moss-happiness-column-handshakes-hugs-after-covid-1.5609465>
- In an American survey of 511 epidemiologists and infectious disease specialists some 48% said it would be at least a year before they would hug or shake a friends hand
- <https://www.nytimes.com/interactive/2020/06/08/upshot/when-epidemiologists-will-do-everyday-things-coronavirus.html>
- We put the question to Canadians and Americans and the results that follow will reveal where and by whom in North America you re most likely to get a hug or a hand shake

METHODOLOGY

The survey was conducted by the firm Leger Marketing for the Association for Canadian Studies with a sample of 1,517 Canadians and 1,006 Americans and was conducted between July 3 and July 5, 2020 via web panel with a probabilistic margin of error of 2.5% 19 times out of 20 in Canada and 3.1%, 19 times out of 20 in the USA.

QUEBECERS MOST LIKELY IN NORTH AMERICA TO RESUME HUGGING AND HANDSHAKING FRIENDS IN THE NEXT SIX MONTHS

	Hug or shake hands when greeting a friend - At what point do you expect to resume...				Total
	In the next six months	6 to 12 months	1 year or more	Never	
British Columbia	39%	24%	31%	6%	100%
Alberta	40%	32%	26%	2%	100%
Prairies	34%	27%	27%	11%	100%
Ontario	28%	32%	34%	6%	100%
Quebec	43%	26%	27%	4%	100%
Maritimes	40%	24%	28%	8%	100%
Canada	36%	29%	30%	6%	100%
United States	35%	22%	30%	13%	100%
NE	29%	22%	32%	17%	100%
MW	41%	18%	27%	14%	100%
South	37%	23%	29%	11%	100%
West	31%	24%	34%	10%	100%

CANADIAN FRANCOPHONES BY FAR MOST LIKELY TO SAY THEY LL RESUME HUGGING AND HANDSHAKING FRIENDS IN THE NEXT SIX MONTHS

Hug or shake hands when greeting a friend -At what point do you expect to resume....	French	English	Other
In the next six months	47.8%	33.5%	21.3%
6 to 12 months	22.8%	31.2%	32.0%
1 year or more	25.3%	29.8%	42.7%
Never	4.1%	5.4%	4.0%
Total	100.0%	100.0%	100.0%

CANADIAN MEN AND YOUTH MOST LIKELY TO HUG AND SHAKE HANDS WITH A FRIEND THAN WOMEN AND SENIORS RESPECTIVELY

Hug or shake hands when greeting a friend - At what point do you expect to resume doing the activities below:	Male	Female	Total
In the next six months	37.4%	33.7%	35.5%
6 to 12 months	27.5%	29.6%	28.6%
1 year or more	29.3%	31.0%	30.2%
Never	5.7%	5.8%	5.7%
Total	100.0%	100.0%	100.0%

Hug or shake hands when greeting a friend - At what point do you expect to resume doing the activities below:	18-24	25-34	35-44	45-54	55-64	65-69	>= 70	Total
In the next six months	54.7%	46.6%	39.4%	33.3%	25.9%	20.1%	26.5%	35.5%
6 to 12 months	21.5%	27.9%	29.0%	27.6%	32.7%	31.2%	28.9%	28.6%
1 year or more	19.2%	23.5%	27.3%	34.1%	32.3%	42.2%	34.9%	30.2%
Never	4.7%	2.0%	4.3%	5.0%	9.0%	6.5%	9.6%	5.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

AMONGST THOSE CANADIANS MOST AFRAID OF GETTING THE VIRUS SOME 6 IN 10 SAY IT WILL BE AT LEAST A YEAR BEFORE THEY HUG OR SHAKE HANDS WITH A FRIEND

Hug or shake hands when greeting a friend - At what point do you expect to resume	Are you personally afraid of contracting the COVID-19 (Coronavirus)?			
	Very afraid	Somewhat afraid	Not very afraid	Not afraid at all
In the next six months	17.2%	28.9%	43.4%	70.0%
6 to 12 months	22.4%	32.0%	31.3%	15.4%
1 year or more	51.3%	34.6%	20.5%	9.2%
Never	9.1%	4.5%	4.8%	5.4%
Total	100.0%	100.0%	100.0%	100.0%

THOSE FINDING IT MOST STRESSFUL TO LEAVE THEIR HOMES WILL BY FAR BEING PUTTING OFF HUGS AND HANDSHAKES WELL INTO THE FUTURE

Hug or shake hands when greeting a friend - At what point do you expect to resume doing the activities below:	When you have to leave your house and be out in public, to what extent do you find that stressful?			
	Very stressful	Somewhat stressful	Not very stressful	Not stressful at all
In the next six months	15.2%	28.4%	38.6%	65.2%
6 to 12 months	19.0%	32.3%	31.9%	17.6%
1 year or more	55.7%	33.8%	25.6%	12.4%
Never	10.1%	5.6%	3.8%	4.8%
Total	100.0%	100.0%	100.0%	100.0%

AMONGST THOSE THINKING LIFE WILL NEVER RETURN TO NORMAL AT LEAST 45% SAY IT WILL BE AT LEAST A YEAR BEFORE THEY HUG OR SHAKE A FRIEND'S HAND

Hug or shake hands when greeting a friend - At what point do you expect to resume	Do you believe that after the pandemic, life in Canadian society will return to normal, that it will take time before life returns to normal, or that life will never return to normal (the way it was before the pandemic)?		
	Life will return to normal	It will take time before life returns to normal	Life will never return to normal
In the next six months	50.4%	36.6%	30.0%
6 to 12 months	21.8%	32.3%	24.5%
1 year or more	23.3%	26.5%	38.1%
Never	4.5%	4.6%	7.4%
Total	100.0%	100.0%	100.0%



ATTENDING WEDDINGS AND FUNERALS: A SOURCE OF GREATER ANXIETY



	At what point do you expect to resume doing the activities below:				Total
	In the next six months	6 to 12 months	1 year or more	Never	
Attend a wedding or a funeral	20.0%	31.6%	43.1%	5.2%	100.0%
Hug or shake hands when greeting a friend	35.6%	28.6%	30.2%	5.7%	100.0%

ALBERTANS AND MID WESTERN AMERICANS MOST LIKELY TO RESUME ATTENDING WEDDINGS OR FUNERALS IN THE NEXT SIX MONTHS

Attend a wedding or a funeral - At what point do you expect to resume	Canada	British Columbia	Alberta	Prairies	Ontario	Quebec	Maritimes
In the next six months	20%	17%	29%	21%	17%	22%	24%
6 to 12 months	33%	29%	33%	34%	33%	28%	48%
1 year or more	42%	50%	34%	42%	45%	42%	27%
Never	5%	3%	4%	3%	5%	8%	1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Attend a wedding or a funeral - At what point do you expect to resume doing the activities below:					
	United States	NE	MW	South	West
In the next six months	27%	23%	30%	28%	24%
6 to 12 months	22%	25%	16%	21%	25%
1 year or more	35%	34%	36%	34%	37%
Never	17%	18%	18%	17%	14%

NOT MUCH DIFFERENCE ACROSS LANGUAGE GROUPS IN THE RESUMING ATTENDANCE AT A WEDDING OR FUNERAL

Attend a wedding or a funeral	French	English	Other
In the next six months	24.1%	19.4%	19.5%
6 to 12 months	26.8%	35.5%	30.5%
1 year or more	41.3%	41.6%	47.6%
Never	7.8%	3.6%	2.4%
Total	100.0%	100.0%	100.0%

TWO IN THREE OF THOSE CANADIANS THAT SAY THEY WILL ATTEND A WEDDING OR FUNERAL IN THE NEXT SIX MONTHS WILL GIVE A HUG OR EXTEND A HAND SHAKE

Hug or shake hands when greeting a friend - At what point do you expect to resume doing the activities below:	Attend a wedding or a funeral - At what point do you expect to resume doing the activities below:			
	In the next six months	6 to 12 months	1 year or more	Never
In the next six months	65.7%	34.7%	22.6%	32.1%
6 to 12 months	21.1%	41.0%	24.4%	16.7%
1 year or more	10.9%	21.4%	46.8%	19.2%
Never	2.3%	2.9%	6.2%	32.1%
Total	100.0%	100.0%	100.0%	100.0%

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