

Report

COVID-19 ANALYSIS OF WEEK 6 SURVEY RESULTS

RE-ENGAGEMENT IN PUBLIC LIFE INDEX

PRESENTED BY



ACS • AEC

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IN COLLABORATION WITH

Leger

April 29, 2020



METHODOLOGY



Web survey using computer-assisted Web interviewing (CAWI) technology.



From April 24th to April 26th, 2020



1,515 Canadians, 18 years or older, randomly recruited from LEO's online panel.



Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.



No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1,504 respondents would have a margin of error of $\pm 2.51\%$, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

METHODOLOGY

Notes on Reading this Report

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Data in bold **RED** characters indicate a significantly different proportion than that of other respondents.

An **index of re-engagement in public life (REPL Index)** was created based on the following 12 items (Cronbach's alpha = **.90**): Once the government lifts the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing... (1) Dining in restaurants, (2) Going back to your workplace/office, (3) Going to bars, lounges, night clubs, pubs, (4) Shopping at the mall, (5) Going to farmers' markets, (6) Going to the gym or other fitness facilities, (7) Going to schools and daycares, (8) Using public transit (buses, subways, tramways, etc.), (9) Allowing in-home renovations, (10) Attending large gatherings such as sporting events, concerts, or festivals, (11) Travelling to the United States, and (12) Flying on an airplane.

The index is based on percentile scale with 0 = not comfortable with any of the above activities ... and 100 = comfortable with all 12 activities (as applicable). A more detailed methodology is available upon request.

If you have questions about the data presented in this report, please contact Jack Jedwab, President & CEO of the Association for Canadian Studies at the following e-mail address: jack.jedwab@acs-aec.ca, or Paul Holley, Research Director at the Association for Canadian Studies at paul.holley@acs-aec.ca.

Re-Engagement in Public Life (REPL) Index

Once the government lifts the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing...

1. Dining in restaurants
2. Going back to your workplace/office
3. Going to bars, lounges, night clubs, pubs
4. Shopping at the mall
5. Going to farmers' markets
6. Going to the gym or other fitness facilities
7. Going to schools and daycares
8. Using public transit (buses, subways, tramways, etc.)
9. Allowing in-home renovations
10. Attending large gatherings such as sporting events, concerts, or festivals
11. Travelling to the United States
12. Flying on an airplane

Percentile Scale (12-items):

1 = 0 to 33% (low comfort level)

2 = 33-67% (moderate comfort)

3 = 67-100% (high comfort level)

Males, 35 to 44 year olds, non-Visible minorities, English-speakers and Canadian-born are ready to re-engage in public life

Identity Markers

1 = Low Comfort Level (Staying At Home); 2 = Moderate Comfort Level (In-Betweeners), 3 = High Comfort Level (Time to Get Out There!)		n	Re-engagement in Public Life (REPL) Index		
			1	2	3
Sex					
	Male	687	40%	32%	29%
	Female	725	46%	34%	21%
Age group					
	18-24	166	34%	41%	25%
	25-34	229	40%	37%	23%
	35-44	231	45%	25%	31%
	45-54	263	41%	32%	27%
	55-64	238	40%	34%	26%
	65 and over	286	52%	30%	17%
Ethnicity					
	Visible Minority	227	49%	30%	21%
	non-Visible Minority	1175	42%	33%	25%
Language					
	English	892	42%	33%	25%
	French	297	41%	36%	24%
	Other	70	50%	29%	21%
	Multiple	153	51%	25%	24%
Immigrant Status					
	Canadian-born	1172	41%	34%	25%
	Immigrant	237	54%	24%	22%
TOTAL		1413	43%	33%	25%

Single people are ready to roam while married persons are happy at home. Parents of children with children younger AND older than 12 also ready to get out of the house.

Family Demographics

1 = Low Comfort Level (Staying At Home); 2 = Moderate Comfort Level (In-Betweeners), 3 = High Comfort Level (Time to Get Out There!)		n	Re-engagement in Public Life (REPL) Index		
			1	2	3
Marital Status					
Single	427	38%	34%	28%	
Married	615	46%	32%	22%	
Common law	206	43%	35%	21%	
Divorced, Widowed or Separated	151	45%	29%	27%	
Children in Household					
Yes, 12 year of age and older	129	49%	33%	19%	
Yes, 12 year of age and older AND younger than 12 years old	71	30%	38%	32%	
Yes, younger than 12 years old only	194	45%	30%	25%	
No children <18 years old in household	1009	43%	33%	25%	
TOTAL	1413	43%	33%	25%	

Low-Income individuals are ready to leave their humble abodes while the lower middle class are comfortable staying at home. Highly educated also staying home.

Socioeconomic Measures

1 = Low Comfort Level (Staying At Home); 2 = Moderate Comfort Level (In-Betweeners), 3 = High Comfort Level (Time to Get Out There!)		n	Re-engagement in Public Life (REPL) Index		
			1	2	3
Income					
\$19,999 or less	96	31%	33%	35%	
\$20,000 to \$39,999	220	44%	35%	21%	
\$40,000 to \$59,999	235	49%	30%	21%	
\$60,000 to \$79,999	211	41%	35%	24%	
\$80,000 to \$99,999	180	42%	33%	25%	
\$100,000 or more	366	42%	30%	28%	
I prefer not to answer	105	48%	36%	16%	
Education					
High school, vocational or less	446	40%	35%	25%	
College (13-15 years)	561	44%	31%	25%	
University certificates, diplomas, bachelors	291	43%	34%	24%	
University Master's or Doctorate (PhD)	106	50%	28%	22%	
Labour Force Status					
Worker	737	41%	33%	27%	
Non-worker	675	46%	32%	22%	
TOTAL	1413	43%	33%	25%	

Alberta residents want out of the house, BC residents are undecided on the matter, while Ontario residents will continue to hunker down for the near future.

Geography

1 = Low Comfort Level (Staying At Home); 2 = Moderate Comfort Level (In-Betweeners), 3 = High Comfort Level (Time to Get Out There!)		n	Re-engagement in Public Life (REPL) Index		
			1	2	3
Province or Region					
British Columbia	185	36%	38%	27%	
Alberta	162	40%	28%	33%	
Prairies	93	42%	37%	22%	
Ontario	543	47%	30%	23%	
Quebec	333	44%	35%	22%	
Maritimes	97	39%	33%	28%	
Urbanicity					
Urban area	599	45%	28%	27%	
Suburban area	514	43%	33%	24%	
Rural area	284	38%	40%	22%	
TOTAL	1413	43%	33%	25%	