

Report

COVID-19 ANALYSIS OF WEEK 6 SURVEY RESULTS *PUBLIC ACTIVITIES AND BEHAVIORS*

PRESENTED BY



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IN COLLABORATION WITH

Leger

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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.

Although there is not much difference in terms of who went to their office during this past week (14% of males and 11% of females), females age 55 and over were much more likely to go voluntarily

Over the past week, which of the following activities did you do?	Males				Females				GAP (Females - Males)			
	Total	18-34	35-54	55+	Total	18-34	35-54	55+	Total	18-34	35-54	55+
Go to a convenience store	28%	32%	28%	25%	15%	23%	13%	11%	-13%	-9%	-14%	-14%
Go to a liquor store	20%	12%	24%	21%	14%	15%	13%	14%	-6%	3%	-11%	-8%
Get take-out food from a restaurant	32%	33%	37%	25%	27%	34%	30%	20%	-5%	1%	-8%	-5%
Get food delivered to your home or business	18%	24%	20%	11%	20%	34%	17%	12%	2%	10%	-3%	1%
Go to the pharmacy	33%	19%	33%	43%	32%	27%	35%	32%	-1%	8%	3%	-10%
Went to your office*	14%	16%	19%	7%	11%	12%	16%	5%	-3%	-4%	-3%	-1%

*Did you voluntarily go to your office?	Males				Females				GAP (Females - Males)			
	Total	18-34	35-54	55+	Total	18-34	35-54	55+	Total	18-34	35-54	55+
Yes	39%	29%	41%	50%	42%	28%	38%	71%	3%	-1%	-3%	21%
No, it was mandatory (required by your employer or type of employment)	61%	71%	59%	50%	58%	72%	62%	29%	-3%	1%	3%	-21%

After the crisis, young women prefer commuting to work each day (+25%) whereas young men prefer commuting to work when needed, but working from home much more often (+25%).

Low income individuals more likely to go to a convenience store or pharmacy in the past week, less likely to get take-out or go to the office

Over the past week, which of the following activities did you do?	Low Income			Not in Low Income			GAP		
	Total	M	F	Total	M	F	Total	M	F
Grocery shopping	73%	76%	71%	73%	74%	72%	0%	2%	-1%
Grocery shopping online	14%	15%	14%	15%	14%	17%	-1%	0%	-3%
Go to a convenience store	29%	38%	22%	20%	26%	13%	10%	12%	10%
Go to a liquor store	15%	17%	13%	18%	20%	14%	-3%	-3%	-1%
Get take-out food from a restaurant	22%	23%	22%	33%	34%	30%	-10%	-12%	-9%
Get food delivered to your home or business	23%	18%	27%	19%	19%	19%	4%	-1%	9%
Go to the pharmacy	37%	42%	34%	30%	30%	31%	8%	12%	4%
Buy local more often	12%	10%	13%	14%	14%	14%	-2%	-3%	-1%
Went to your office	7%	8%	7%	14%	16%	13%	-7%	-8%	-6%

Men seem to be having more trouble following certain preventative measures: they are more likely to leave the house and less likely to use their elbow when coughing or sneezing

In the past week, have you done any of the following? (% Responding 'Yes')	Males				Females				GAP (Females - Males)			
	Total	18-34	35-54	55+	Total	18-34	35-54	55+	Total	18-34	35-54	55+
Practiced social distancing myself	97%	98%	96%	98%	98%	99%	100%	97%	1%	0%	4%	-1%
Stopped going out except for necessities	85%	85%	88%	82%	93%	92%	95%	92%	8%	8%	7%	10%
Keep a safe distance of 2 meters when you are in contact with people	96%	93%	95%	99%	98%	99%	99%	98%	3%	6%	4%	0%
Wash your hands more frequently than usual	90%	92%	87%	93%	95%	90%	97%	97%	4%	-2%	10%	4%
Use your elbow when coughing or sneezing	86%	90%	86%	84%	95%	96%	96%	94%	9%	6%	10%	10%
Visit your friends and family	17%	26%	17%	11%	15%	25%	12%	10%	-3%	-1%	-5%	-1%
Wear a protective mask in public areas	34%	38%	32%	32%	36%	38%	30%	39%	2%	0%	-2%	7%

Men age 35 to 54 are also less likely to wash their hands more frequently than usual.

55% of visible minorities (analysis not shown) wore a protective mask in the past week compared to **31%** of non-visible minorities. Rural residents are the least likely to wear a protective mask in public areas (**24%**).

Women age 55 and over are spending less time talking to their spouse or partner, but more time talking with their children, their friends and other family members living in Canada

Compared with your usual behaviour in the past 12 months, since the start of the COVID19 pandemic have you spent more time, about the same amount of time or less time talking with... (% More Time)	Males				Females				GAP (Females - Males)			
	Total	18-34	35-54	55+	Total	18-34	35-54	55+	Total	18-34	35-54	55+
your spouse or partner?	47%	54%	49%	42%	42%	48%	46%	34%	-6%	-6%	-3%	-8%
your children?	39%	58%	51%	21%	43%	58%	54%	31%	4%	1%	3%	11%
other family members living in Canada?	16%	19%	17%	14%	25%	21%	22%	29%	9%	2%	5%	16%
friends in Canada?	10%	14%	7%	10%	16%	15%	11%	22%	6%	1%	4%	11%
friends outside Canada?	13%	18%	12%	11%	16%	12%	17%	17%	2%	-6%	5%	7%
neighbours?	6%	11%	5%	4%	7%	9%	7%	6%	1%	-2%	2%	2%
coworkers?	7%	10%	7%	1%	6%	5%	6%	5%	-1%	-5%	0%	4%

Canadians are spending about the same amount of time talking with their friends outside of Canada, their neighbours and coworkers.

Visible minority men are more comfortable with taking a vacation abroad, going on a cruise, renting or buying a timeshare after the pandemic, but less likely to take a road trip

On a scale from 1 to 5, where 1 is very uncomfortable and 5 is very comfortable, how comfortable do you think you will be with each of the following vacation statements once the Coronavirus pandemic has ended? (% Responding '4' or '5')	Not a Visible Minority			Visible Minority			GAP		
	Total	M	F	Total	M	F	Total	M	F
	Taking a Canada based vacation	64%	63%	64%	58%	56%	60%	-6%	-7%
Taking a vacation abroad	23%	22%	24%	30%	38%	19%	7%	15%	-5%
Staying at a hotel or resort	36%	39%	33%	31%	35%	26%	-4%	-4%	-7%
Going on a cruise	11%	11%	11%	19%	21%	15%	8%	10%	4%
Renting or buying a timeshare	12%	13%	11%	19%	22%	14%	7%	9%	2%
Taking a vacation you can drive to (Road trip)	67%	66%	67%	56%	54%	60%	-10%	-12%	-7%
Taking a vacation that requires you to fly	25%	24%	25%	30%	32%	26%	5%	8%	0%

*Rural residents are the least likely to take a vacation abroad (**14%**), but the most likely to take a road trip when the pandemic is over (**74%**).*

Immigrants less comfortable dining in restaurants, shopping at the mall, going to farmer's markets and allowing in-home renovations in post-Covid period, but immigrant men more comfortable flying on an airplane

Once the governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing...	Canadian-born			Immigrants			Gap		
	Total	M	F	Total	M	F	Total	M	F
Dining in restaurants	50%	51%	48%	34%	40%	25%	-16%	-11%	-24%
Going back to your workplace/office	71%	76%	67%	65%	68%	59%	-6%	-7%	-7%
Going to bars, lounges, night clubs, pubs	23%	27%	20%	22%	29%	11%	-2%	2%	-9%
Shopping at the mall	57%	62%	53%	45%	54%	33%	-13%	-9%	-19%
Going to farmers' markets	64%	63%	66%	50%	56%	43%	-14%	-7%	-23%
Going to the gym or other fitness facilities	34%	38%	31%	33%	41%	21%	-2%	3%	-10%
Going to schools and daycares	44%	45%	44%	38%	40%	36%	-6%	-5%	-8%
Using public transit (buses, subways, tramways...)	26%	29%	24%	28%	33%	23%	2%	4%	-1%
Allowing in-home renovations	74%	73%	75%	59%	56%	62%	-15%	-17%	-13%
Attending large gatherings such as sporting events, concerts, or festivals	23%	27%	19%	20%	27%	11%	-3%	-1%	-8%
Travelling to the United States	21%	25%	18%	22%	24%	20%	1%	-1%	2%
Flying on an airplane	24%	27%	21%	32%	40%	21%	8%	13%	0%