

MASK-O-METER: TRACKING MASK WEARING SHOWS THAT IN SELECTED CITY SETTINGS THEY HAVE GONE FROM THE EXCEPTION TO THE RULE IN MOST PUBLIC SPACES

JACK JEDWAB

PRESIDENT OF THE ASSOCIATION FOR CANADIAN STUDIES AND THE COVID-19 SOCIAL IMPACTS NETWORK

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PROTECTIVE MASKS GOING MAINSTREAM BUT CANADIANS REMAIN WELL BEHIND AMERICANS IN THIS REGARD

- Most of us are now wearing masks as we increasingly re-enter the public spaces across Canada? At the beginning of the contagion there was much reticence to do so and in early April, the World Health Organization and Canadian public health officials have staunchly advised against the widespread use of face masks to prevent the spread of COVID-19 (<https://www.ctvnews.ca/health/coronavirus/to-wear-or-not-to-wear-canadian-doctors-weigh-in-on-use-of-face-masks-for-all-1.4880928>).
- Views have evolved considerably since that time as we have evolved from some one in five Canadians wearing a mask to one in three when for example doing grocery shopping. City officials are increasingly encouraging the wearing of masks in public spaces. Ontarians and Torontonians are most likely to wear masks in public spaces but still fall well short of most Americans in that regard especially in the North Eastern part of that country.
- In this report an index is constructed that documents which regional and demographic groups say they are NOT wearing a mask in five key public spaces.

METHODOLOGY

The survey was conducted by the firm Leger Marketing and the Association for Canadian Studies between July 3 to July 5, 2020 with a national sample of 1517 Canadians and 1006 Americans via web panel with a probabilistic margin of error of 2.5 points 19 times out of 20 for the Canadian sample and 3.1 points 19 times out of 20 for the American sample.

WEARING A PROTECTIVE MASK WHILE GROCERY SHOPPING WENT FROM 1 OUT OF 5 TO NEARLY TWO OUT OF THREE

I did not wear a protective mask in public areas - In the past week I wore a protective mask when grocery shopping / I wear a mask when grocery shopping

	April 3-5, 2020	April 17-19, 2020	May 8-10, 2020	July 3-5, 2020
Grocery shopping	80%	69%	57%	36%

N.B.: For the survey on July 3-5 the question was "I wear a mask when grocery shopping" whereas in the previous weeks it was "In the past week, I wore a protective mask when grocery shopping"

ATLANTIC, MANITOBA SASKATCHEWAN LEAST LIKELY TO WEAR MASKS WHILE ONTARIANS ARE MOST LIKELY

Do NOT wear a mask when do the following July 3-5, 2020	Total	Atlantic	Quebec	Ontario	Manitoba/Sask	Alberta	British Columbia
Grocery shopping	36%	53%	37%	23%	57%	50%	42%
Go to the pharmacy	36%	50%	39%	24%	57%	45%	42%
Work in your office	26%	33%	25%	20%	39%	36%	25%
Use of Public Transit	12%	19%	10%	9%	25%	12%	12%
Go for a walk	82%	86%	85%	79%	80%	86%	82%
Index Score	38	48	39	31	52	44	41

CANADIANS MUCH LESS LIKELY TO WEAR MASKS IN PUBLIC SPACES THAN ARE AMERICANS

Do NOT wear a mask when do the following July 3-5, 2020	Canada	USA
Grocery shopping	36%	14%
Go to the pharmacy	36%	14%
Work in your office	26%	18%
Use of Public Transit	12%	10%
Go for a walk	82%	54%
Index Score	38	22

TORONTONIANS MOST LIKELY TO WEAR A MASK WHILE EDMONTONIANS ARE LEAST LIKELY TO DO SO

Do not wear a mask when do the following July 3-5, 2020	Montreal	Ottawa	Toronto	Calgary	Edmonton	Vancouver
Grocery shopping	26	20	16	29	53	19
Go to the pharmacy	27	22	16	34	42	23
Work in your office	19	27	14	34	33	22
Use of Public Transit	8	8	7	7	9	9
Go for a walk	79	80	73	76	95	75
Index Score	32	31	25	36	46	30

CANADIAN BORN MUCH LESS LIKELY TO WEAR A MASK THAN THOSE BORN OUTSIDE OF CANADA

Do NOT wear a mask when do the following July 3-5, 2020	Born in Canada	Born Outside of Canada
Grocery shopping	39	23
Go to the pharmacy	39	23
Work in your office	26	22
Use of Public Transit	12	10
Go for a walk	84	74
Index Score	40	30

MEN LESS LIKELY THAN WOMEN TO WEAR MASKS; FRANCOPHONES LEAST LIKELY; PERSONS OVER 55 AND ETHNIC MINORITIES MOST LIKELY TO MASKS

Do NOT wear a mask when do the following July 3-5, 2020	Total	Man	Woman	18-34	35-54	55+	French	English	Allophone
Grocery shopping	36%	42%	31%	39%	41%	31%	43%	38%	19%
Go to the pharmacy	36%	40%	32%	39%	39%	32%	45%	37%	21%
Work in your office	26%	31%	21%	29%	32%	18%	28%	27%	18%
Use of Public Transit	12%	17%	8%	15%	15%	8%	12%	13%	6%
Go for a walk	82%	83%	81%	79%	86%	81%	89%	82%	75%
Index Score	38	43	35	40	43	34	43	37	28

RURAL CANADIANS FAR LESS LIKELY TO WEAR MASKS IN PUBLIC SPACES THAN URBAN AND SUBURBAN CANADIANS

Do NOT wear a mask when do the following July 3-5, 2020	Urban	Suburban	Rural
Grocery shopping	32%	31%	57%
Go to the pharmacy	33%	31%	55%
Work in your office	25%	21%	39%
Use of Public Transit	12%	10%	17%
Go for a walk	79%	82%	89%
Index Score	36	35	51

Do NOT wear a mask when do the following July 3-5, 2020	USA Total	NE	MW	South	West
Grocery shopping	14%	3%	21%	18%	9%
Go to the pharmacy	14%	7%	20%	16%	12%
Work in your office	18%	12%	25%	21%	13%
Use of Public Transit	10%	5%	13%	14%	6%
Go for a walk	54%	45%	61%	53%	57%
Index Score	22	14	28	24	19

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Author: Jack Jedwab.

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