



Modus  
RESEARCH

# INTRODUCTORY MODALIS SURVEY

NOVEMBER 2021

TOP-LINE RESULTS

## Introduction

This is the first survey conducted with the new Modalis panel, a fully representative, scientific sample of the general population in Canada. The survey covered a variety of topics ranging from the usage of various communication devices to working from home, commuting and COVID.

- The survey was conducted in two phases: The full version ran from August 20<sup>th</sup> to September 20<sup>th</sup> 2021 and a shorter version ran from October 29<sup>th</sup> to November 17<sup>th</sup>
- The data from the two surveys were combined with a resultant sample of between 1,730 and 1,082 respondents.
- The results have been weighted by age, gender, region and education using data from Statistics Canada.
- As a scientific sample, the survey data has a margin of error of between +/- 2.4 and 3.0 percentage points with 95% confidence

## Highlights I

- Text messaging is by far the most popular communications tool with two-thirds of individuals using this several times per day and nearly 85% at least once per day. Email is the next most popular tool with nearly 50% consulting their email several times a day and two-thirds at least once/day. This is followed by telephone (60% at least once/day) and then social media (50% at least once/day). Video apps are much less often used with 50% using them less than once/week or never. Nearly 20% never use social media.
- As regards apps, over 90% used online banking in the last three months and 80% used online retail shopping. Facebook was used by 70% of people (over 50% via mobiles), Two-thirds of Individuals used a virtual meeting app. Relatively few people used Instagram (48%), LinkedIn (37%) and Twitter (33%). Some 40% used a health/fitness app (mostly via mobile).
- With respect to home technologies, nearly 90% have a laptop but only 50% had a desktop. Less than a third own a landline telephone and 12% own a VOIP phone. In terms of video, 80% of people have a paid streaming service and 56% have cable.

## Highlights II

- Of those that are employed, about 20% work less than 30 hours/week, 20% work more than 50 hours/week and the remaining 60% work between 30 and 50 hours/week
- While most people (60+%) work 5 days/week, a significant number work 6 or even 7 days per week (13% and 6% respectively). In the last month, 57% of those employed worked at least one day/week from home with 33% working 5 or more days/week from home. Pre-COVID, 70% did not work from home at all. In the future, 64% of those employed expect to be working at least one day/week from home and 24% expect to be working 5 or more days/week from home.
- Only a minority of working people (less than one-third) felt that working from home had any negative impact and nearly a majority thought that the impact was positive in all respects.
- Transit usage dropped dramatically during COVID with only 34% using transit at all, down from 44% pre-COVID. The percentage making more than 2 trips per week halved, from 22% to 11%. Other commuting patterns remaining largely the same.

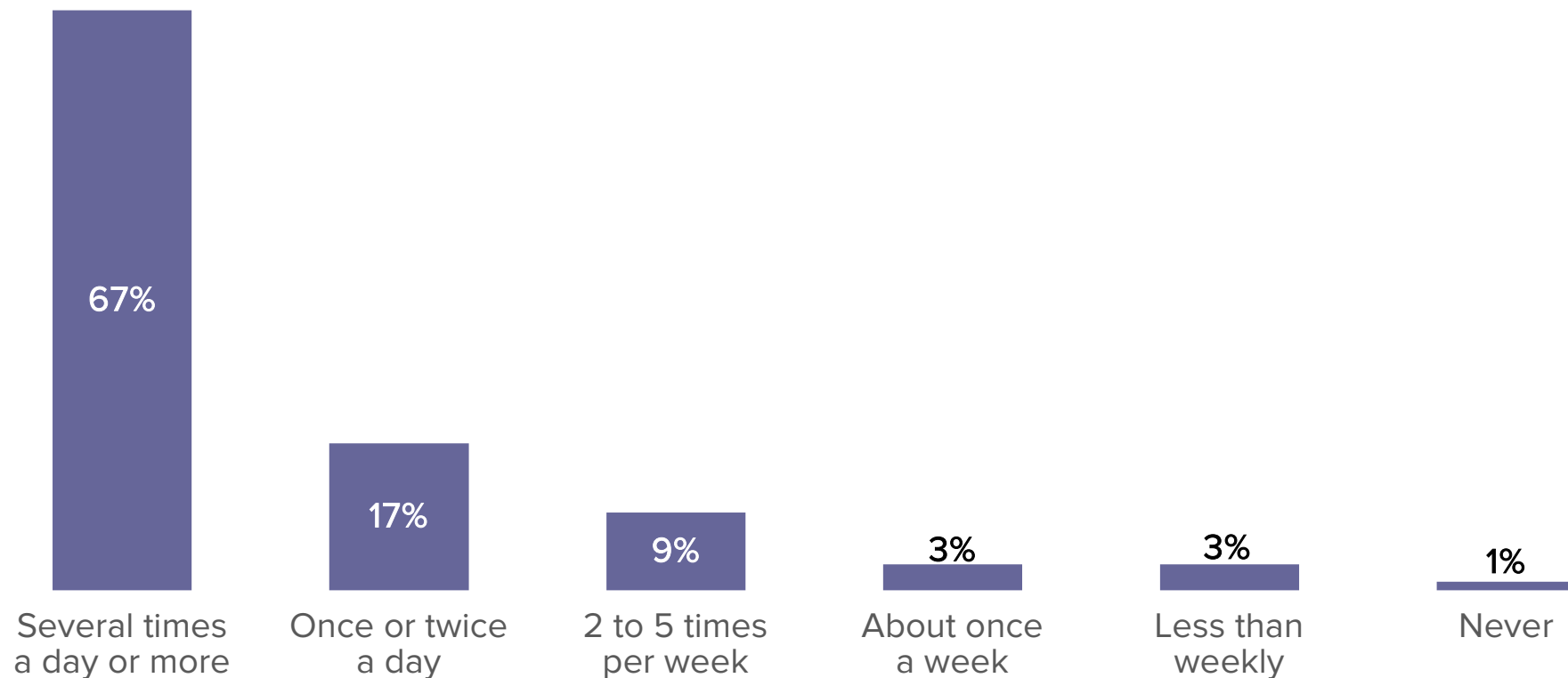
## Highlights III

- Opinion on the future of COVID pandemic was evenly split between those who think the situation will get worse and those who think it will improve with relatively few (12%) thinking there will be no change.
- Similarly opinion on whether restrictions should be tightened or reduced was evenly divided with only 22% thinking they should remain unchanged.
- A strong majority (69%) supports the use of vaccine passports with 60+% supporting their use for international borders, air travel, indoor events, restaurants/bars, offices, schools and public transit. Weakest support (52%) is for their use in retail stores.
- Support for mandatory vaccination was even stronger with over two-thirds supporting their use for health care workers, transport workers, professors/teachers, and office workers.
- Among the 9% who had received no vaccine the major reasons given for not having done so were the lack of availability, the dangers of COVID being exaggerated, and not trusting the COVID vaccines.



## Communication Usage – Text Messaging or SMS

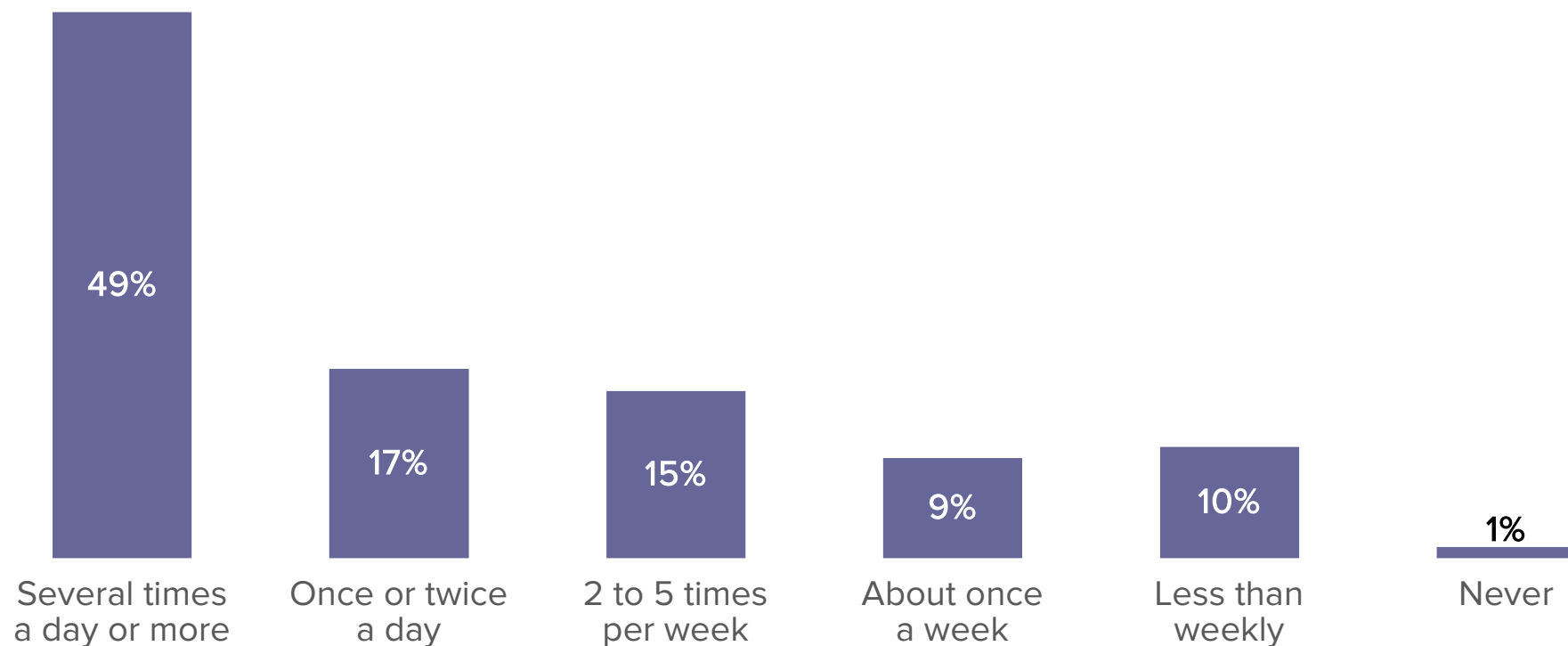
On average, how frequently do you use text messaging or SMS to communicate with other people?





## Communication Usage - Email

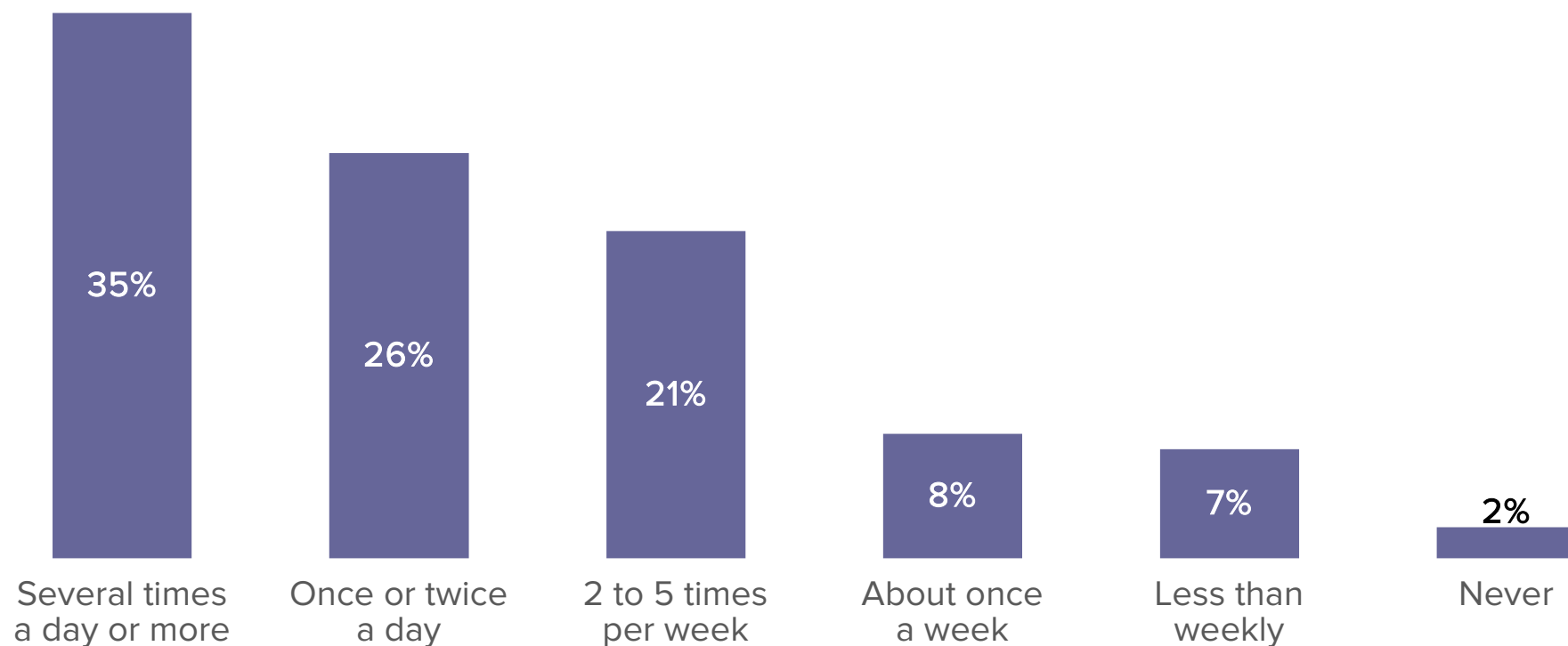
On average, how frequently do you use email to communicate with other people?





## Communication Usage - Telephone

On average, how frequently do you use the telephone to communicate with other people?

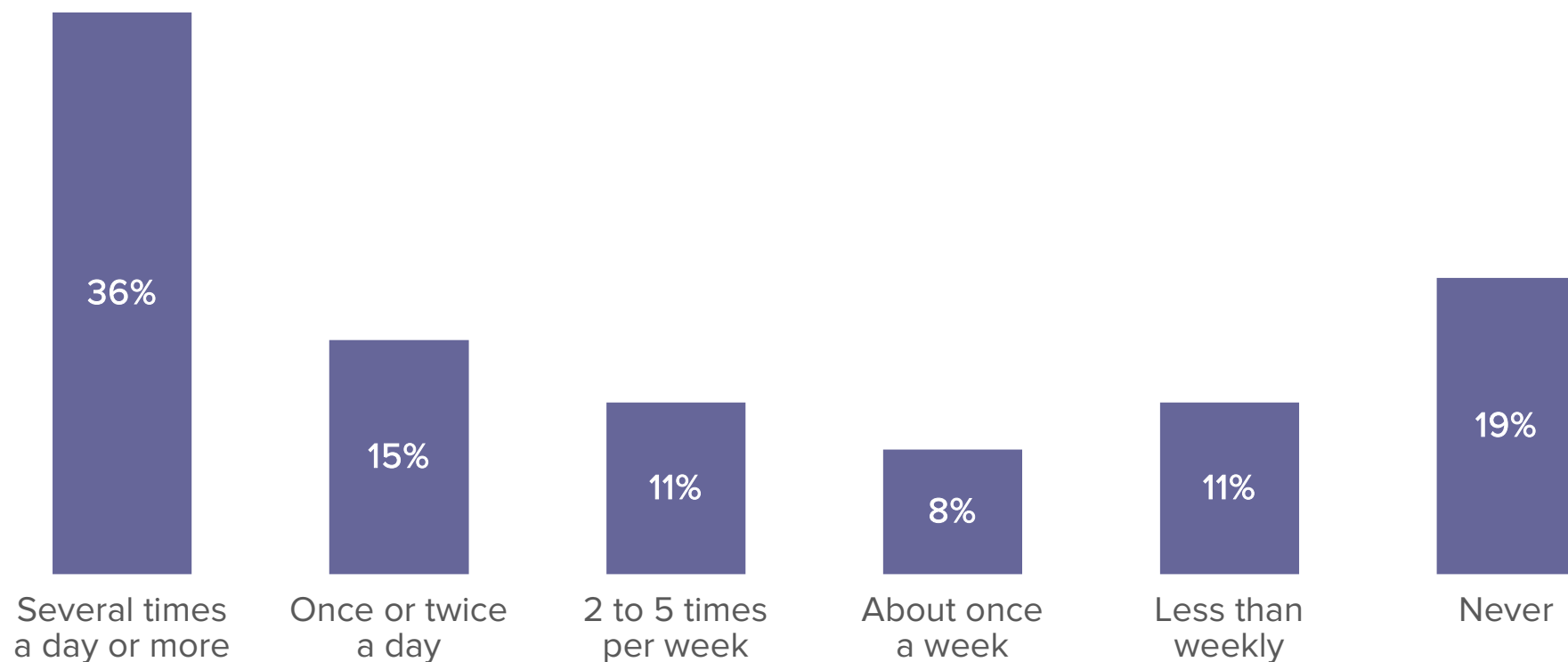






## Communication Usage – Social Media

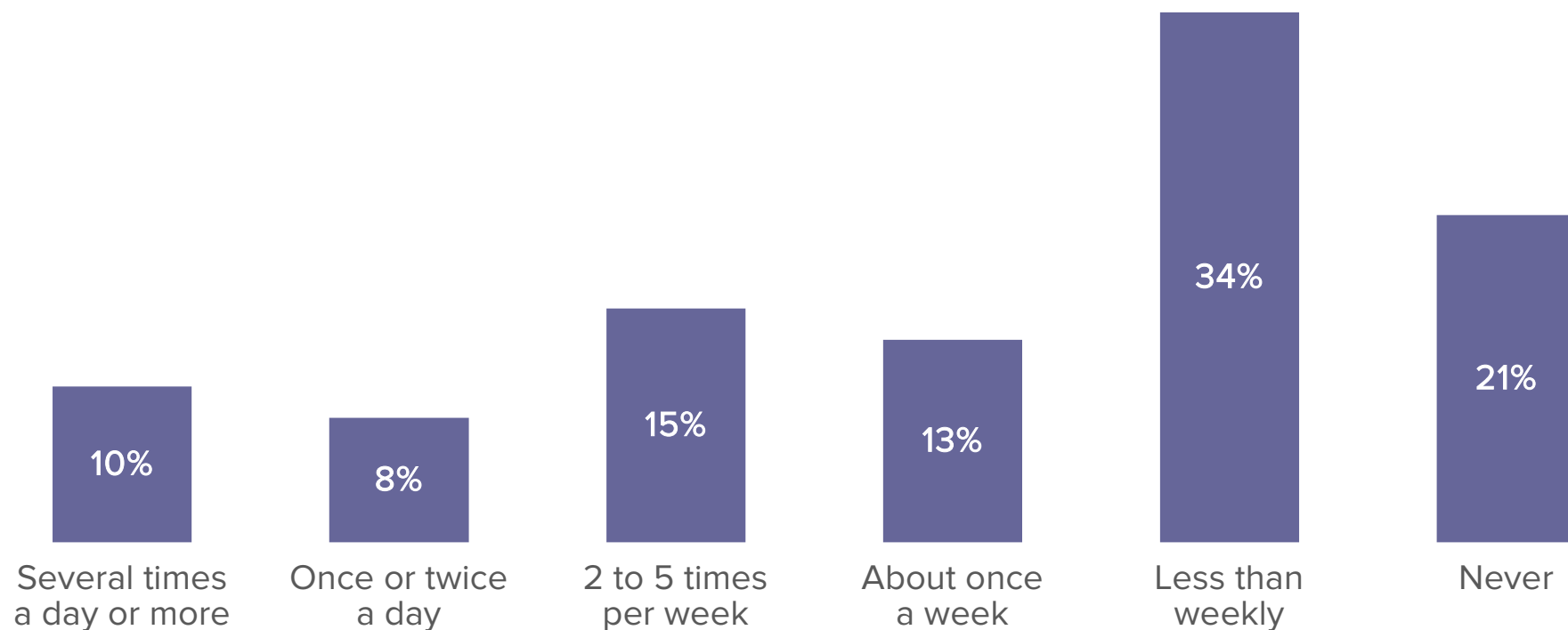
On average, how frequently do you use Facebook or other social media such as Instagram to communicate with other people?





## Communication Usage – Video Applications

On average, how frequently do you use video applications such as Skype or Zoom to communicate with other people?





## Application Usage I

Over the past 3 months, have you used any of the following either online, via your mobile device, or both?

■ Neither

■ Online

■ Mobile

■ Both

### Online/mobile banking



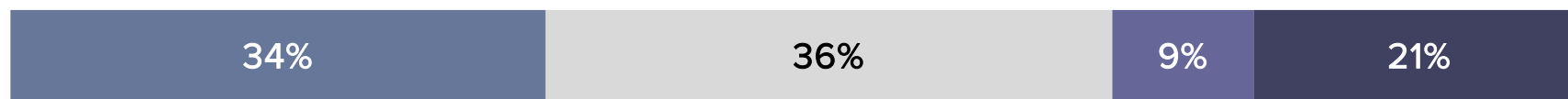
### Retail shopping



### Facebook



### Virtual meetings using applications such as Zoom or Skype





## Application Usage II

Over the past 3 months, have you used any of the following either online, via your mobile device, or both?

■ Neither

■ Online

■ Mobile

■ Both

### Instagram



### Health and fitness monitors/trackers



### LinkedIn



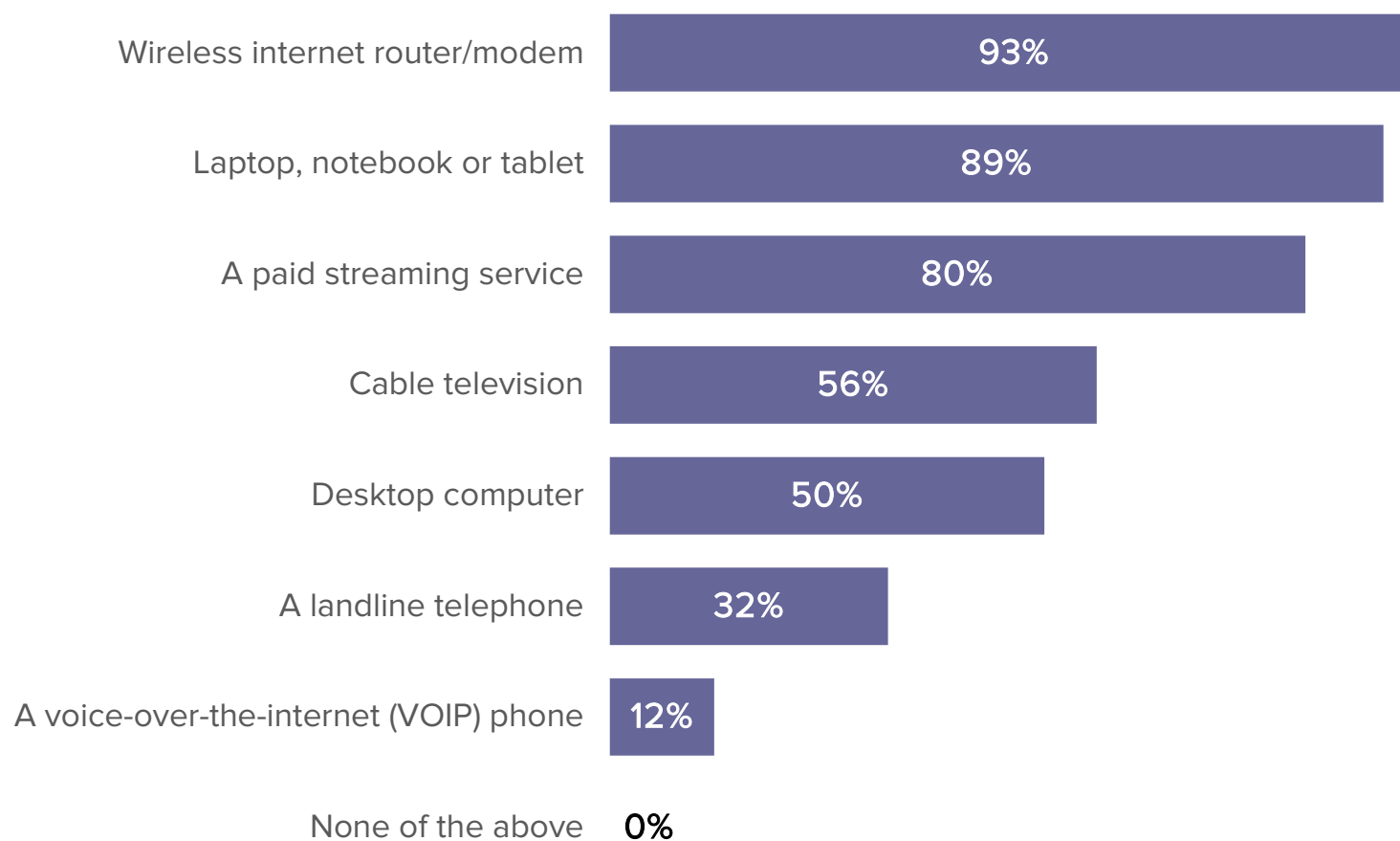
### Twitter





## Home Technologies

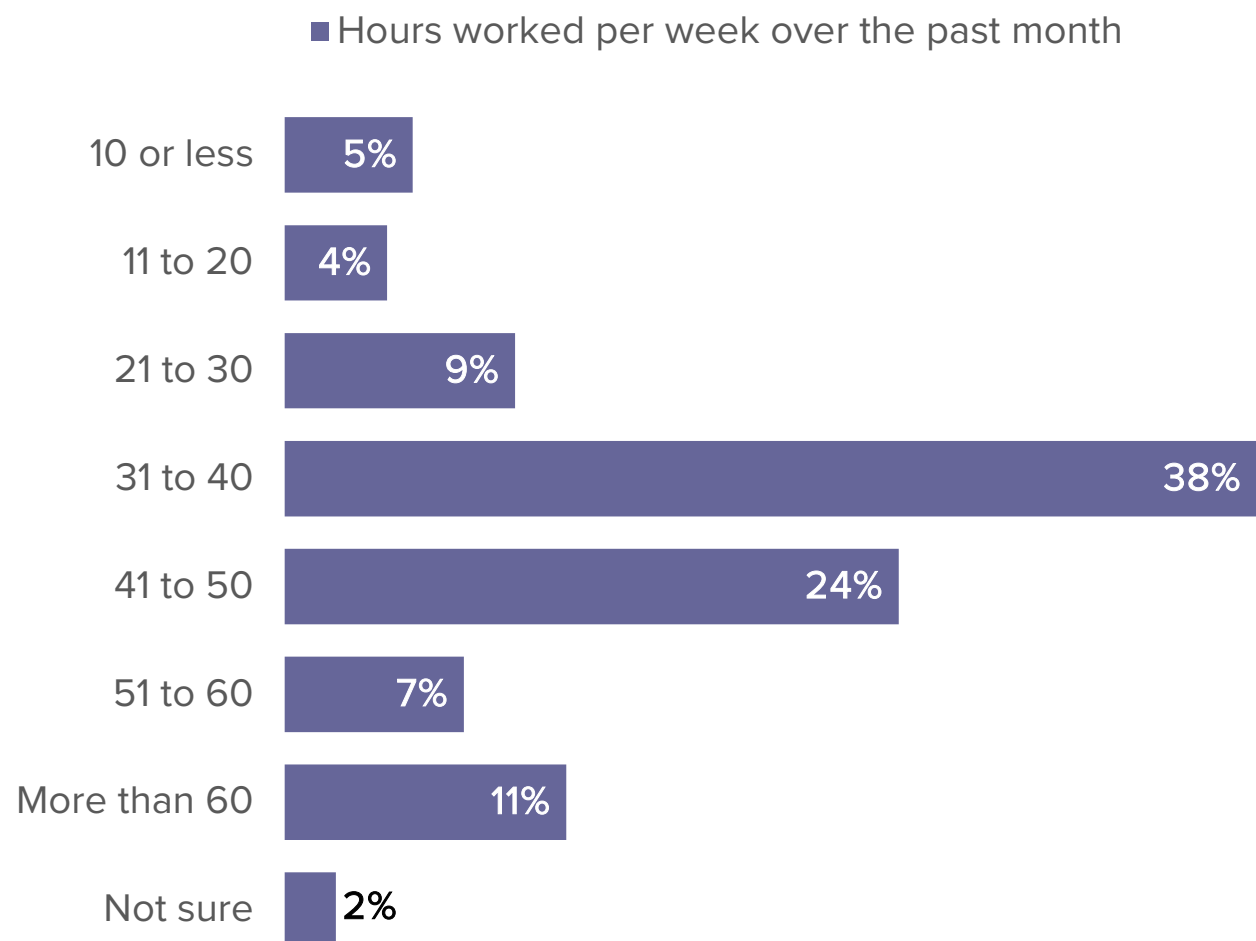
Do you currently have any of the following technologies or subscriptions at home?





## Hours Worked

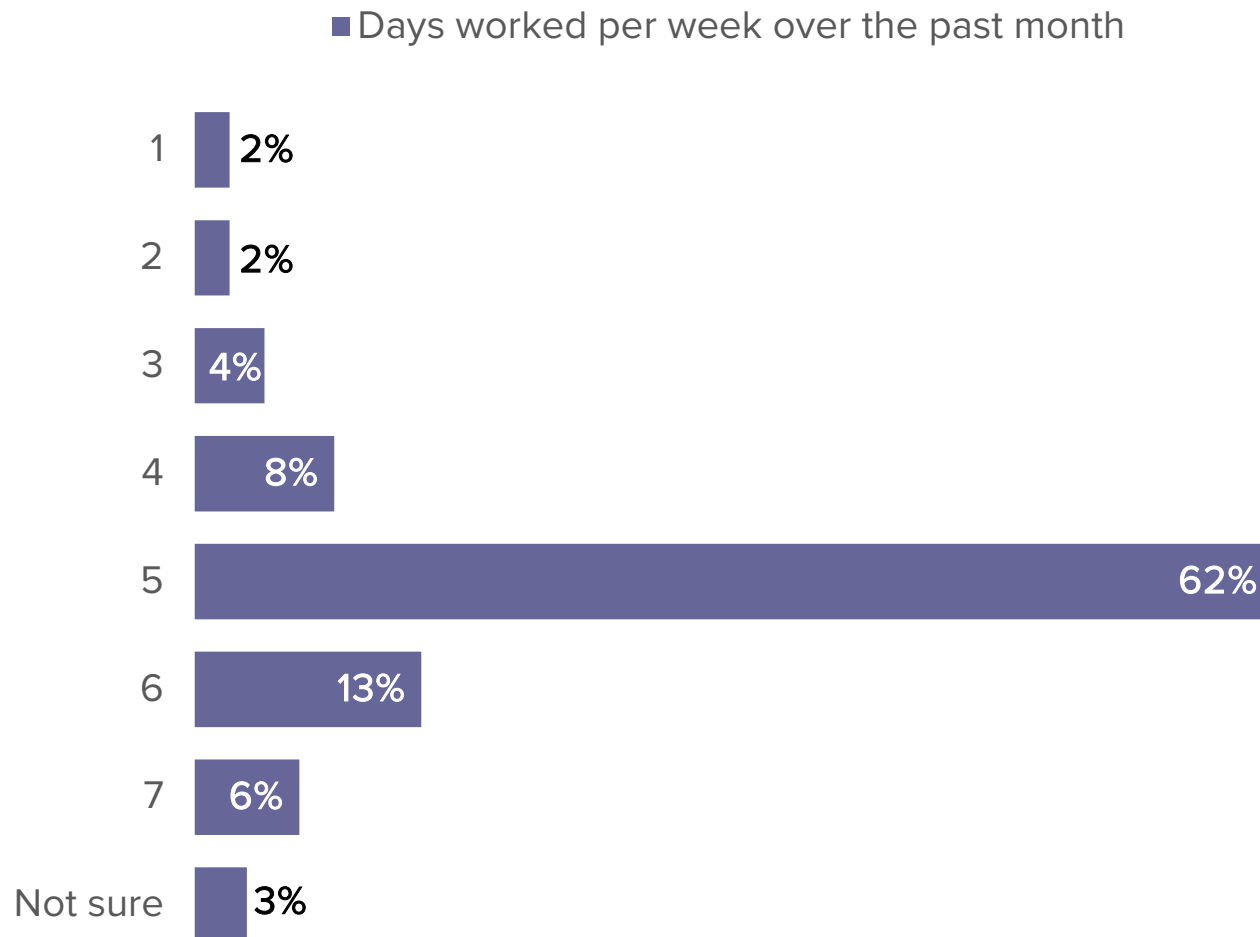
Excluding any vacation time, please provide an estimate or average for each the following over the past month.





## Days Worked

Excluding any vacation time, please provide an estimate or average for each the following over the past month.

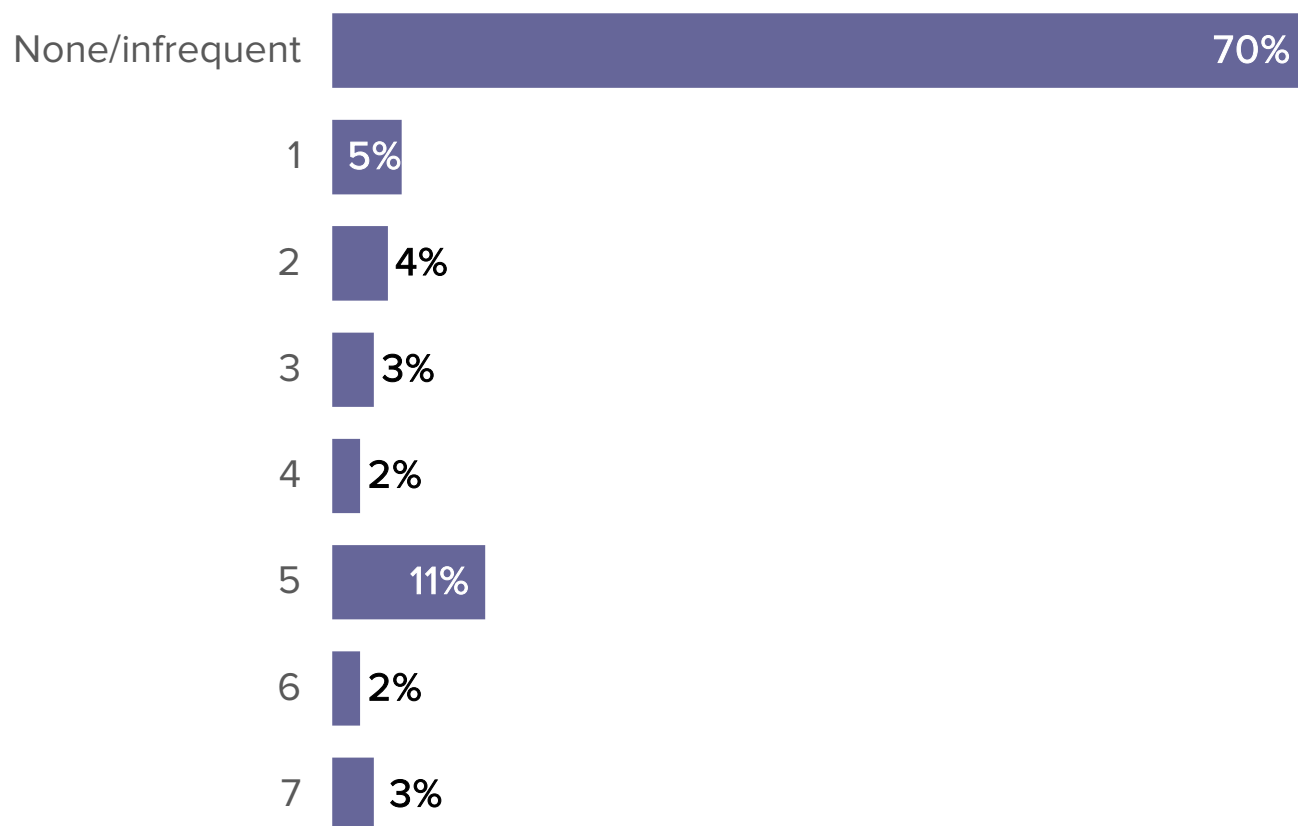




## Working From Home Pre-COVID

In the year prior to COVID (before March 2020), on average, how many days per week did you work from home?

■ Average number of days worked from home per week prior to March 2020

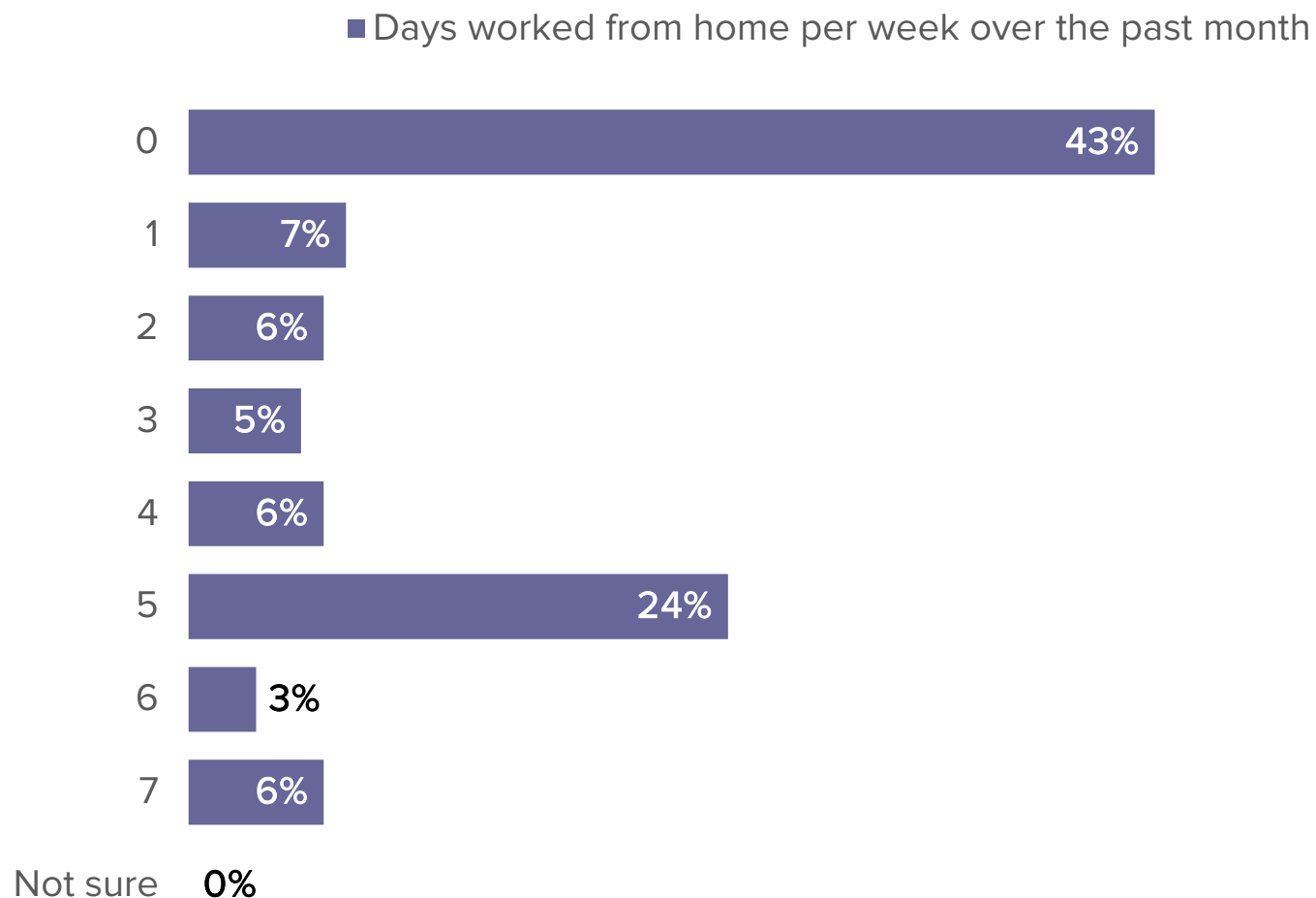






## Days Worked From Home Post-COVID

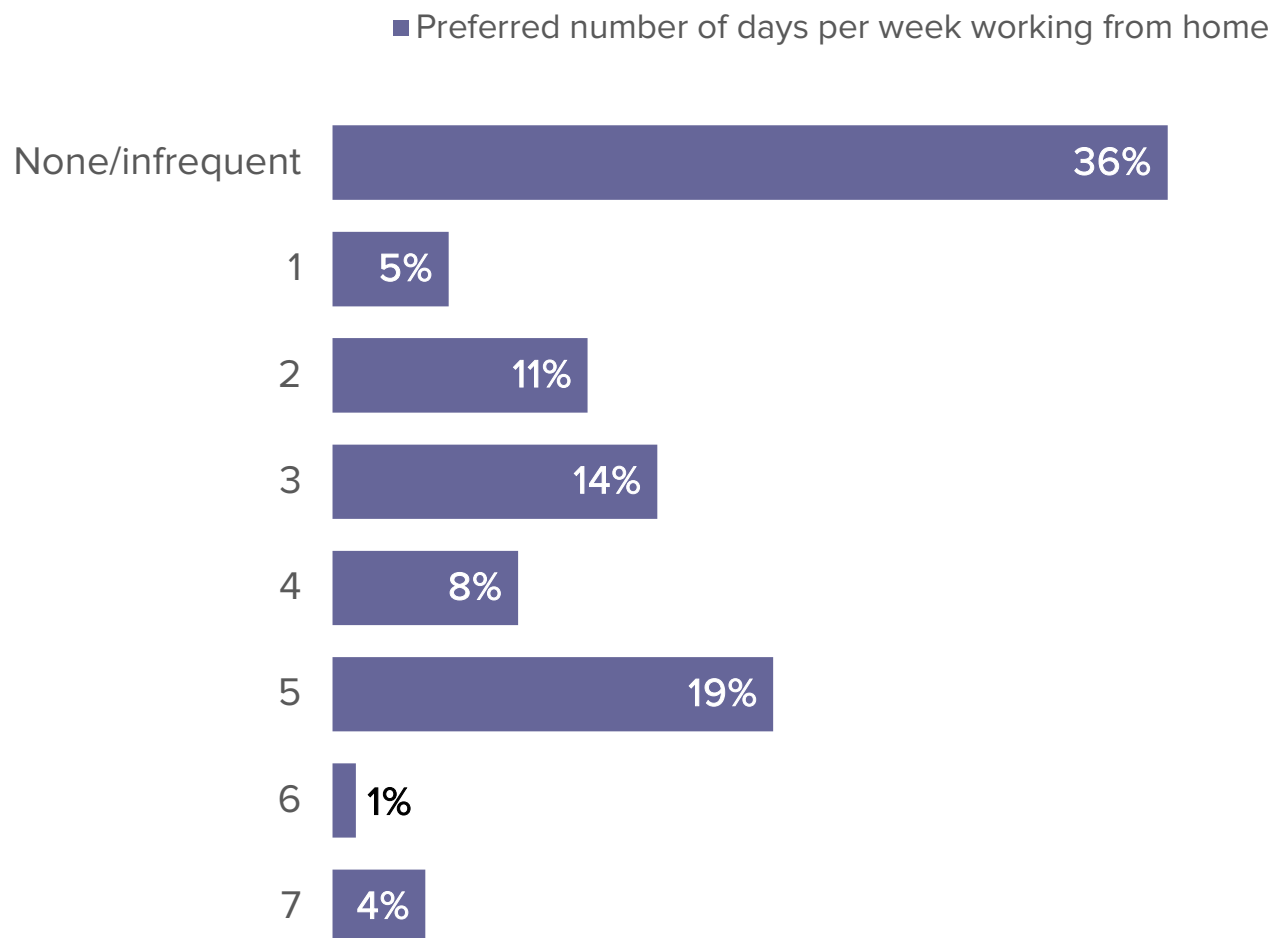
Excluding any vacation time, please provide an estimate or average for each the following over the past month.





## Working From Home in the Future

Thinking about a post-COVID situation or return to normal, how many days per week would you prefer to work from home?





## Impact of Working From Home

How would you rate the impact of working from home on each of the following?

■ Unsure

■ Poor (1-3)

■ Neutral (4)

■ Good (5-7)

Work/life balance



Leisure time



Motivation to work/perform



Your productivity



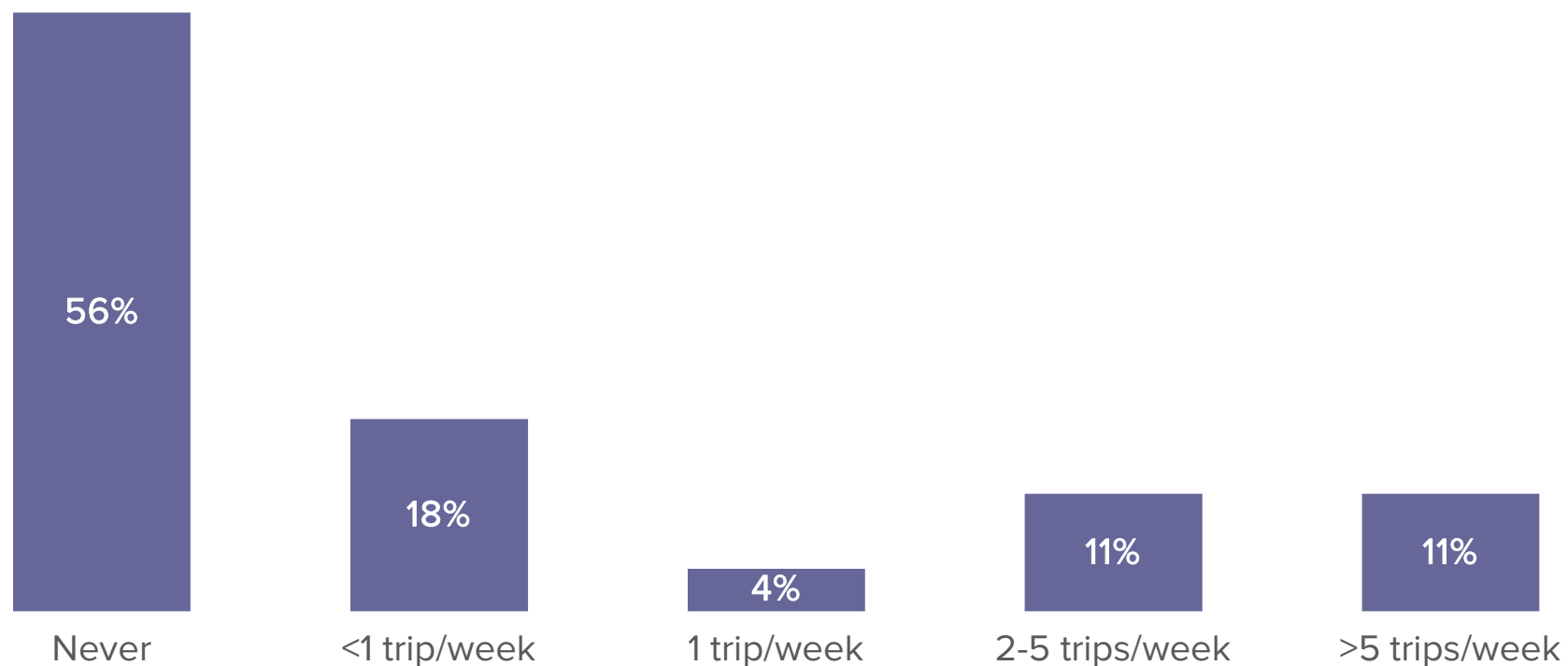
Your household





## Transit Usage Pre-COVID

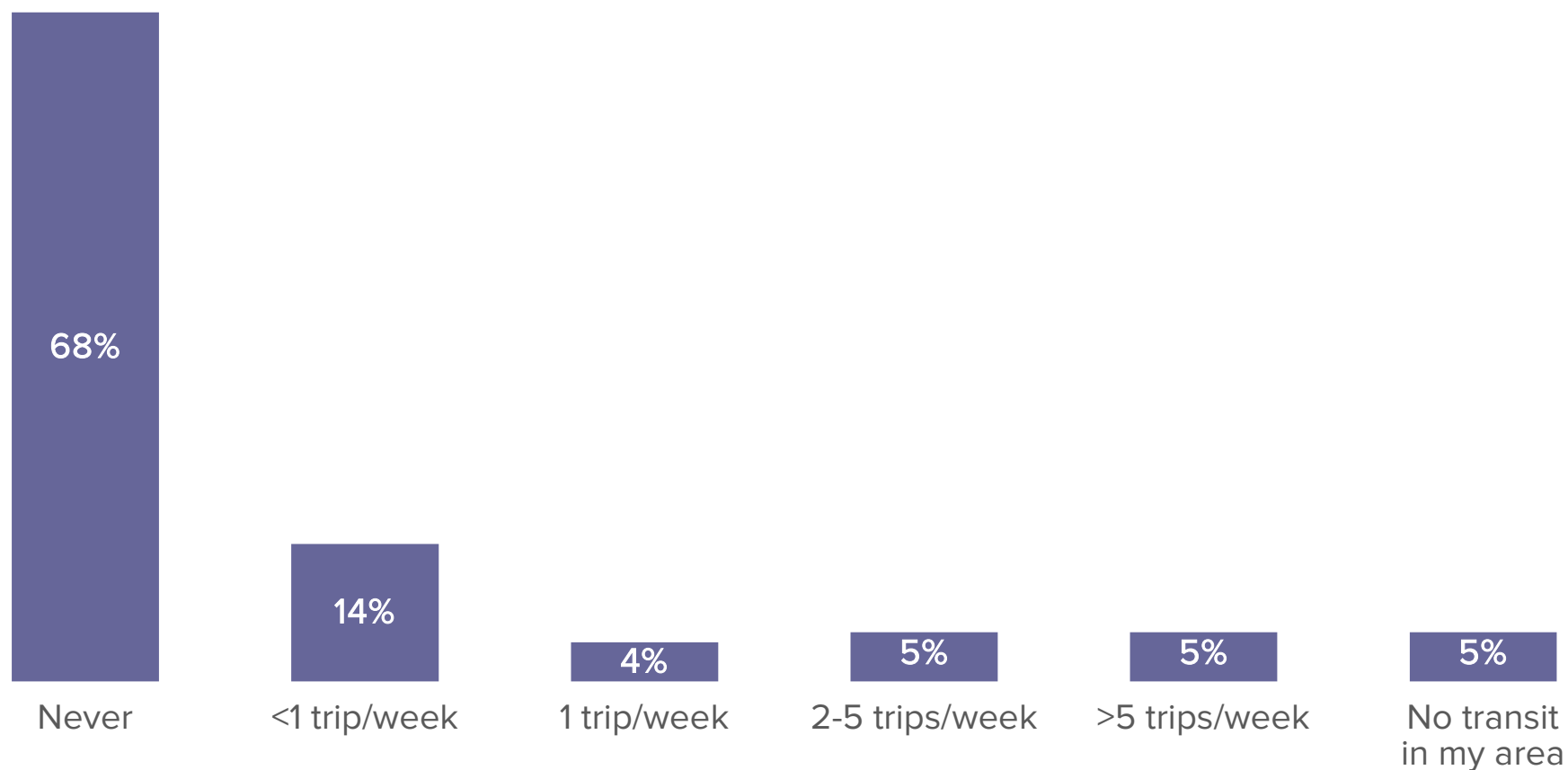
Prior to COVID (or before March 2020), how often, if ever, did you use public transportation?





## Transit Usage Post-COVID

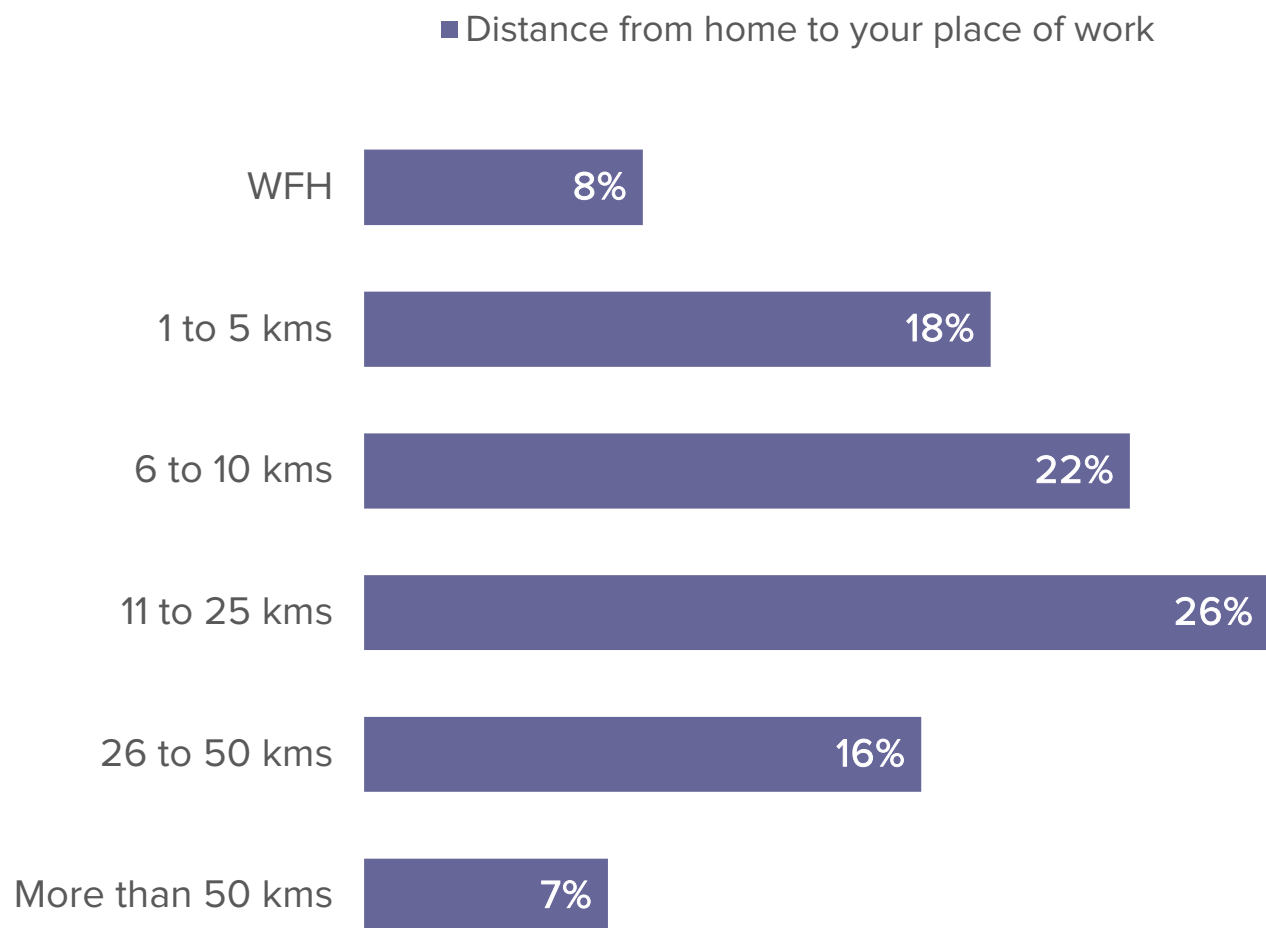
Over the past month, how often, if ever, have you used public transportation in your area?





## Commute Distance

Excluding any work from home arrangements due to COVID, approximately how far is it from where you live to your normal place of work?

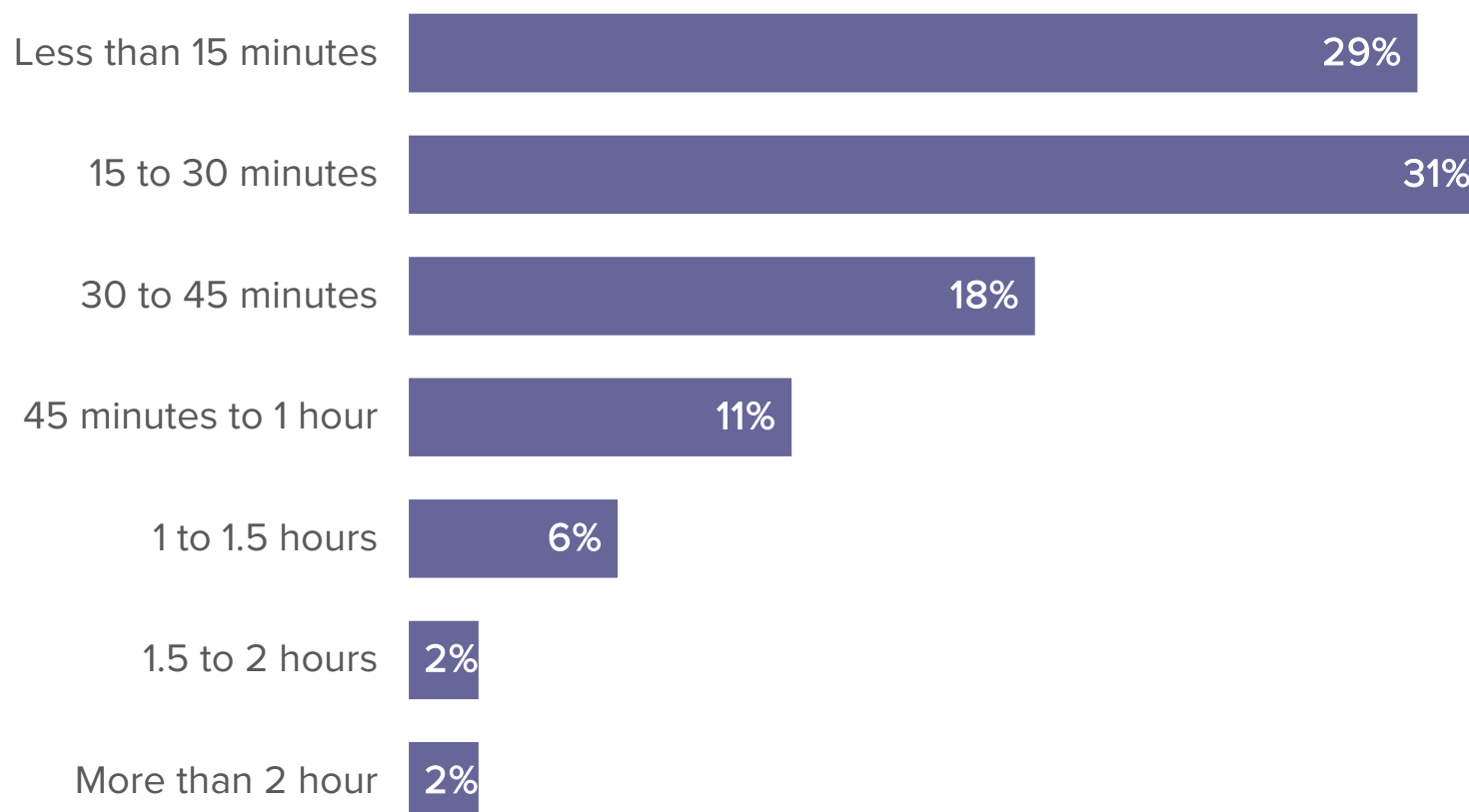




## Commute Time

Assuming your normal pre-COVID mode of commuting, approximately how long did it take to travel from where you live(d) to your place of work?

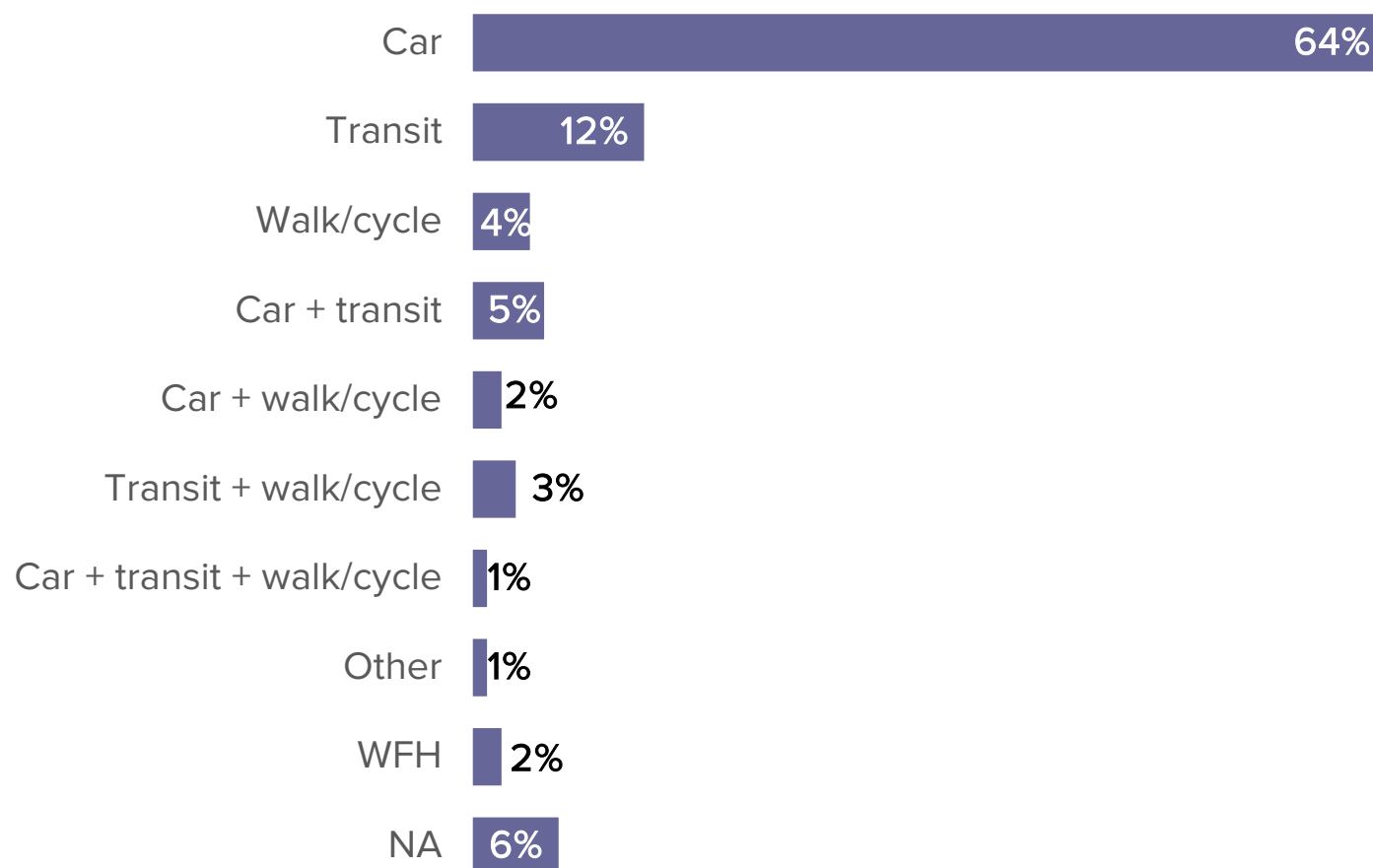
■ Average time of commute from home to work pre-March 2020





## Type of Commute Pre-COVID

Prior to COVID (before March 2020), how did you usually commute to work?

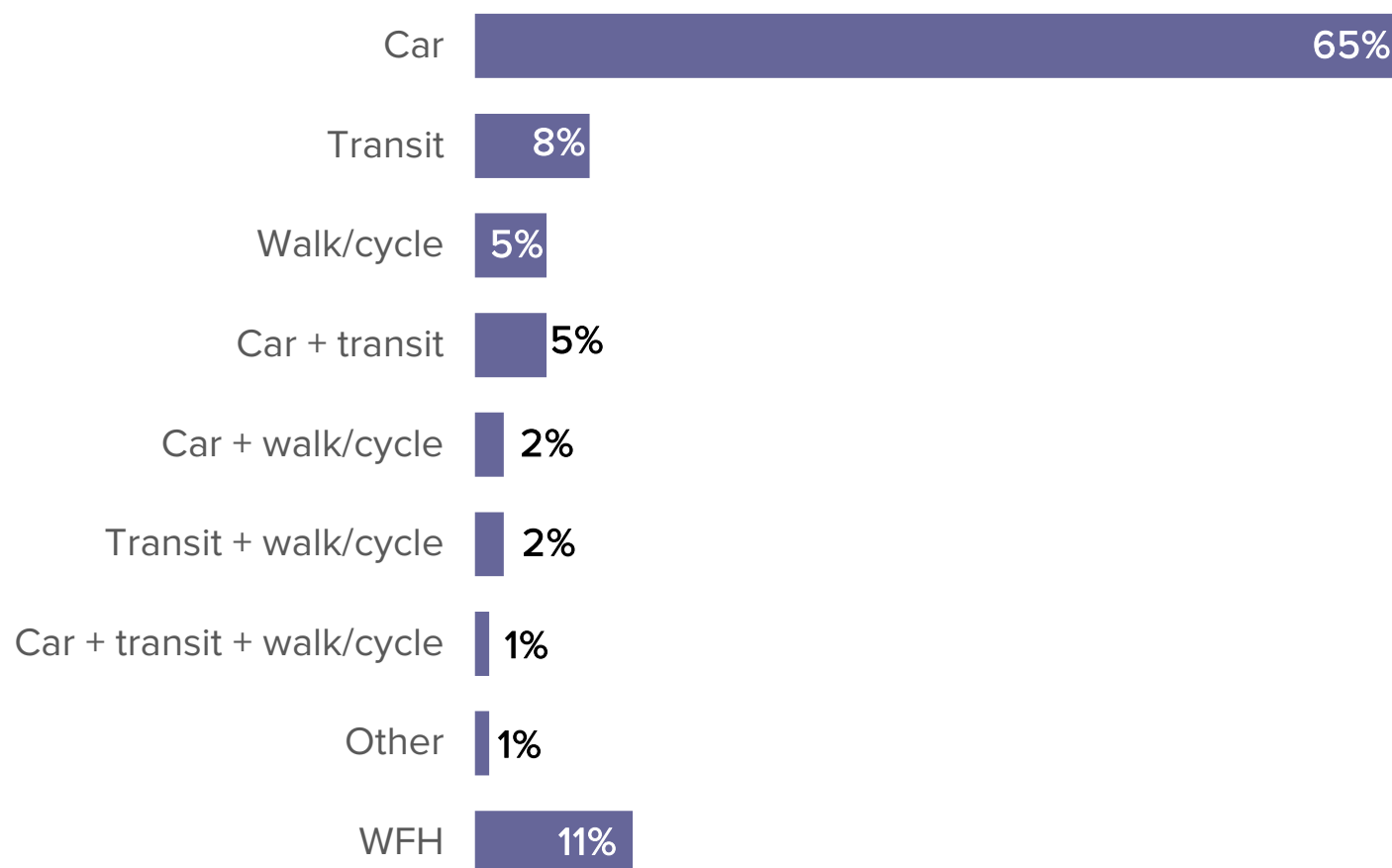






## Commute Type Post-COVID

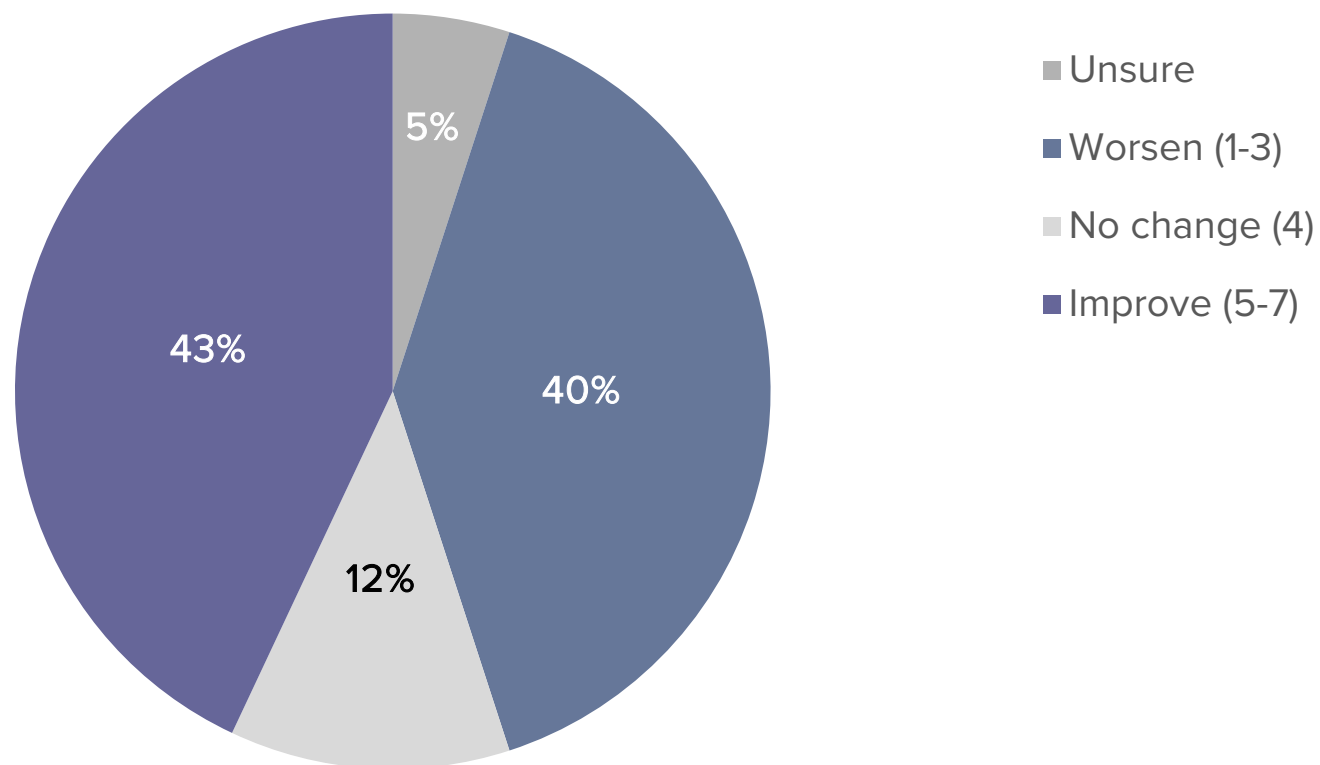
Thinking about a post-COVID world or a return to normal, how do you plan to commute to work?





## Future of COVID

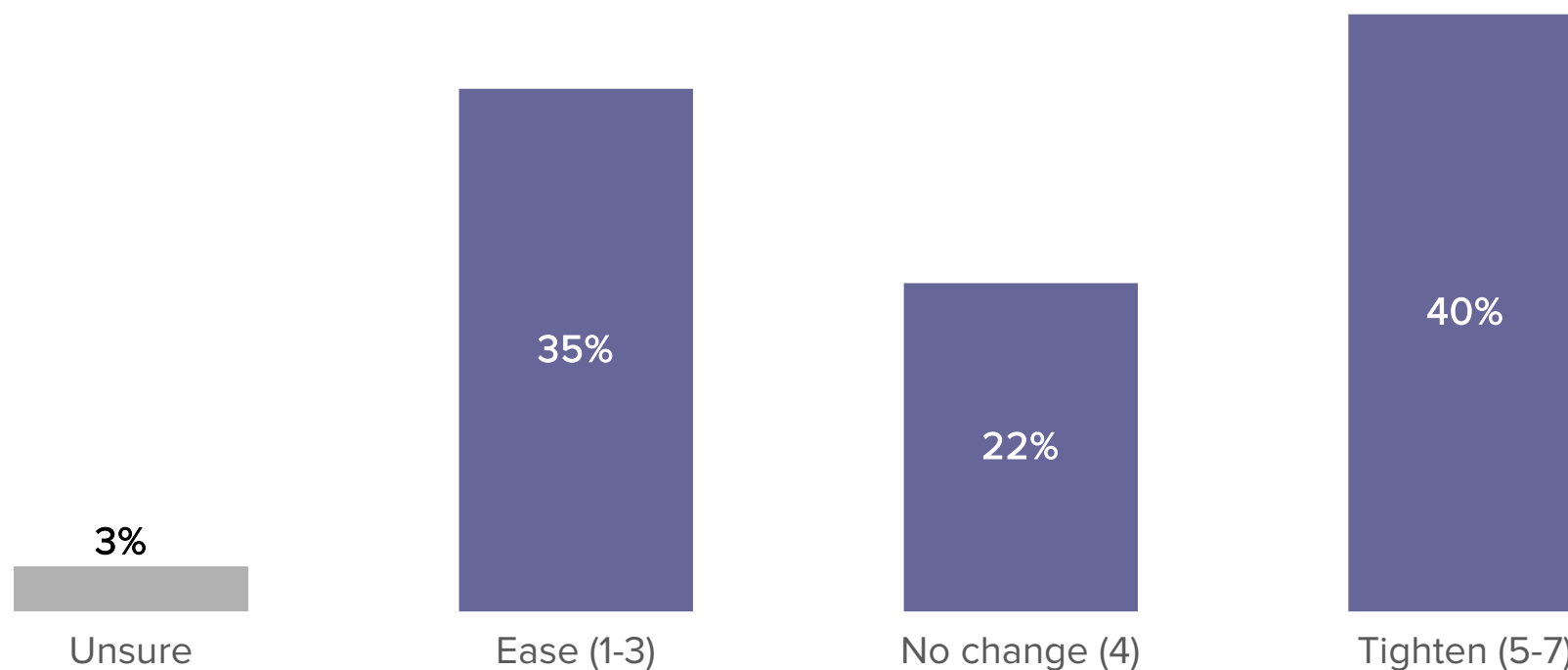
Do you think the COVID pandemic in Canada will worsen or improve over the next six months?





## Public Health Restrictions

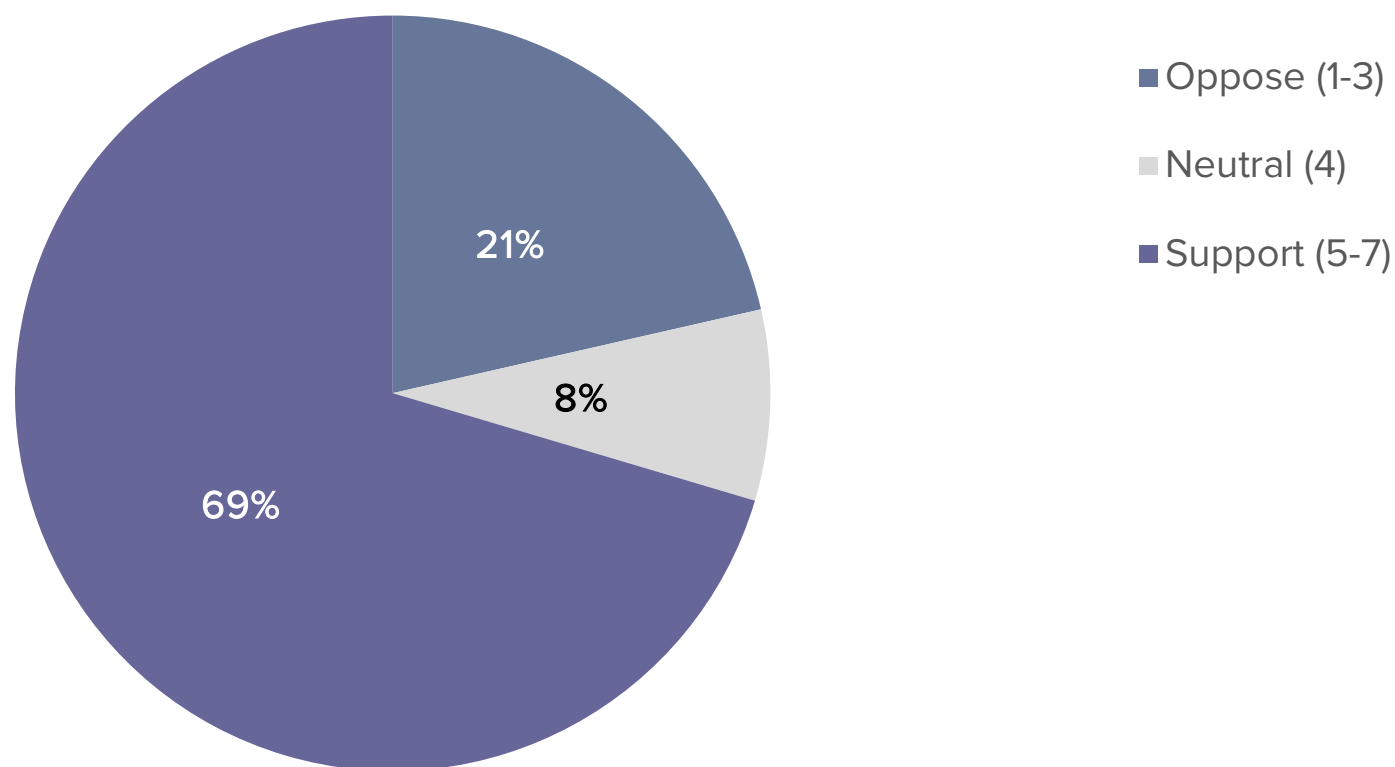
Given the current state of the COVID pandemic, should governments be tightening or easing public health restrictions?





## General Support for Vaccine Passports

In general, do you support or oppose the use of vaccine passports to be used as proof-of-vaccination for things like travel or indoor public gatherings?





## Vaccine Passport Requirements I

How strongly do you support or oppose vaccine passports being required at each of the following locations?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

International border crossings



Air travel



Indoor sporting event or concert



Indoor seating at a restaurant or bar





## Vaccine Passport Requirements II

How strongly do you support or oppose vaccine passports being required at each of the following locations?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

The workplace



Schools



Municipal/regional public transportation



Retail stores





## Mandatory Vaccinations for Different Occupations I

How strongly do you support or oppose mandatory vaccinations for each of the following groups?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

Anyone working in a health care facility



People working on airplanes, buses, or trains



Elementary and high school teachers





## Mandatory Vaccinations for Different Occupations II

How strongly do you support or oppose mandatory vaccinations for each of the following groups?

■ Oppose (1-3)

■ Neutral (4)

■ Support (5-7)

People operating public transportation



University professors and teaching assistants



People working in an office building

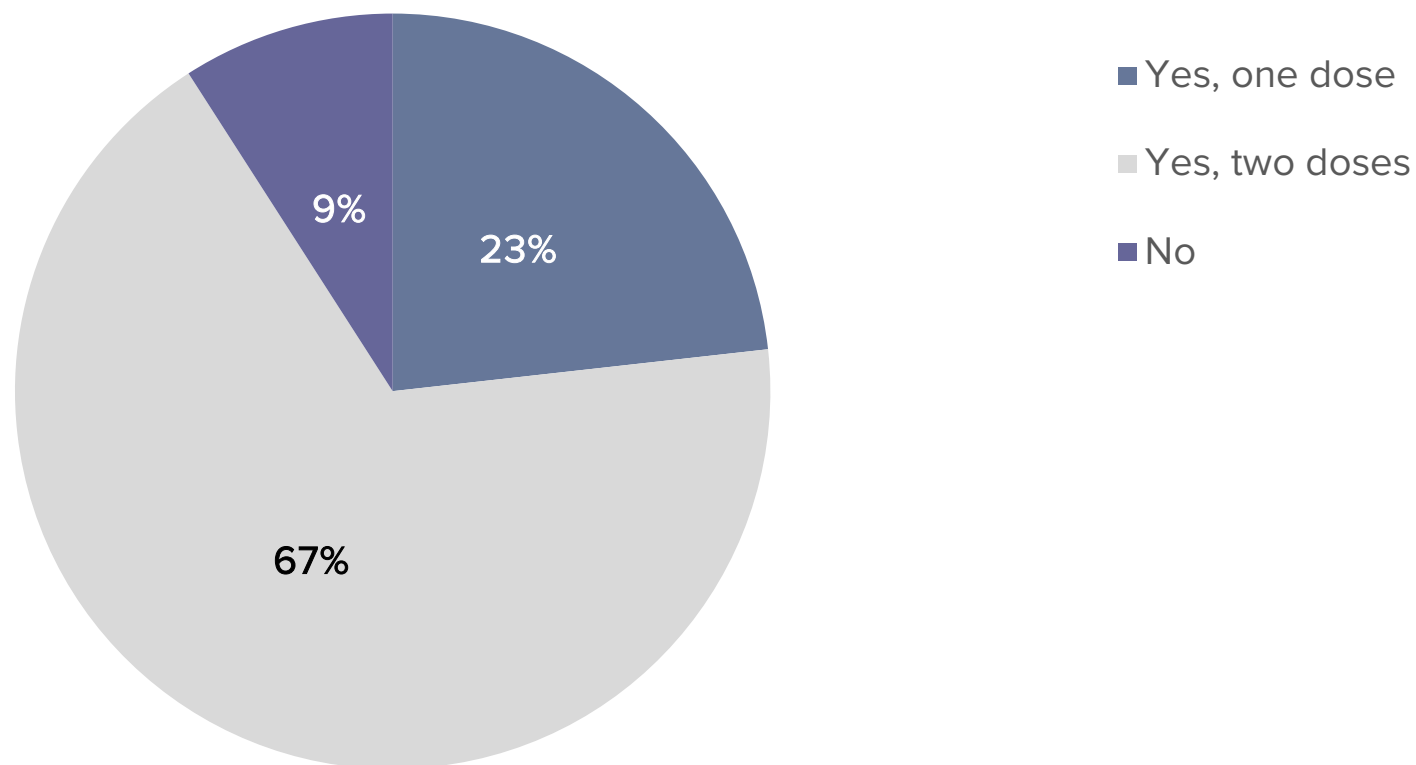






## Vaccine Status

Have you been vaccinated for COVID?





## Reasons for not Receiving Vaccination I

How important is each of the following reasons for why you have not received a vaccination?

■ Unsure   ■ Unimportant (1-2)   ■ Somewhat important (3-5)   ■ Important (6-7)

A vaccine was not available in my area



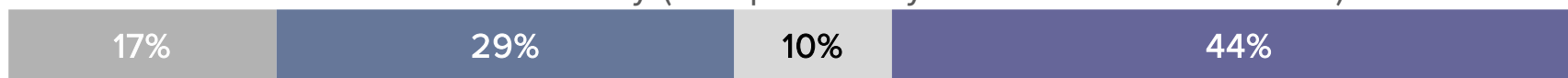
The dangers of COVID are being overstated



I usually trust vaccines, but not those for COVID



I have natural immunity (was previously infected and recovered)



Healthy people do not need a vaccine to combat COVID

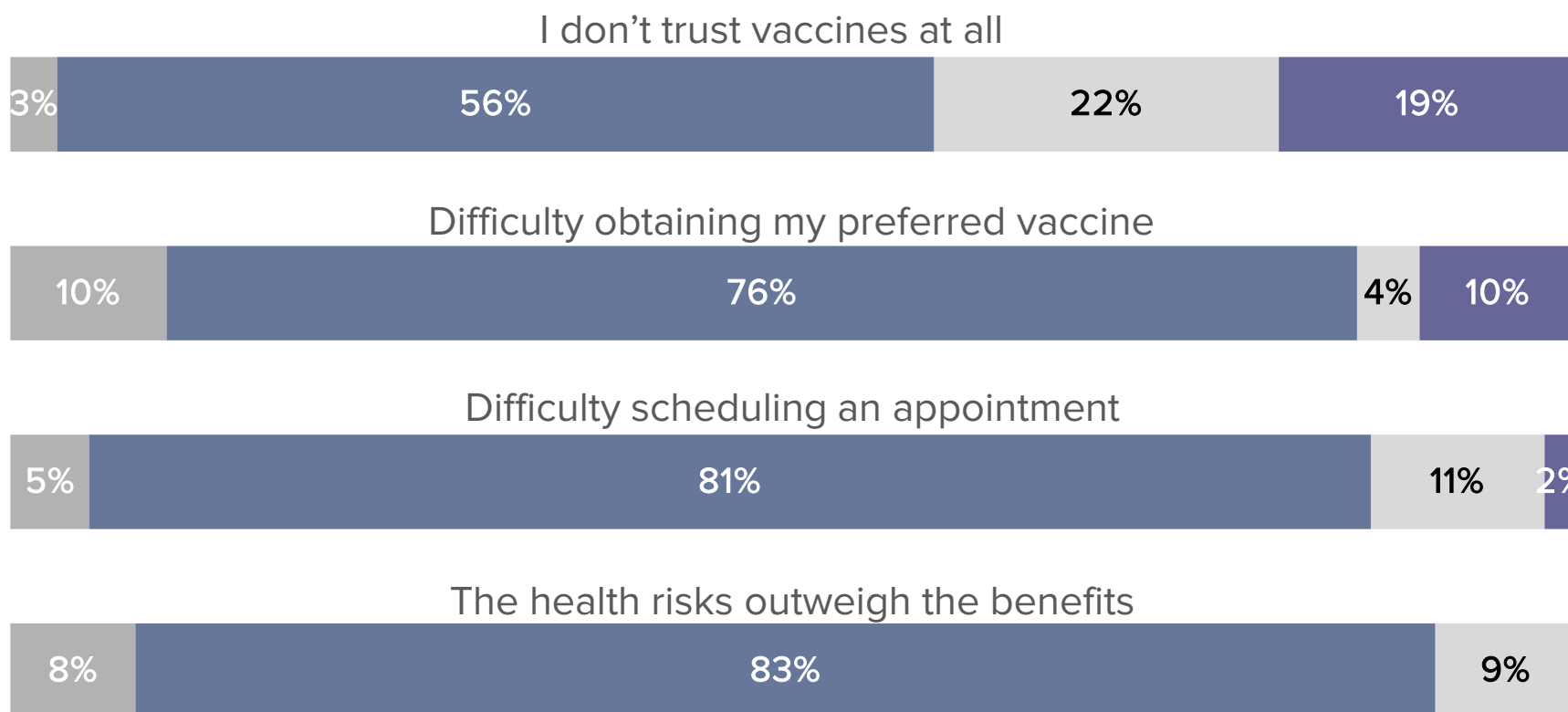




## Reasons for not Receiving Vaccination II

How important is each of the following reasons for why you have not received a vaccination?

■ Unsure   ■ Unimportant (1-2)   ■ Somewhat important (3-5)   ■ Important (6-7)



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