

COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 3

MARCH 31, 2020

Next report will be available:
Wednesday April 8



Methodology



STUDY



With the coronavirus outbreak in Canada and abroad, Angus Reid has commenced a weekly tracking study in order to investigate the current state of Canadian perceptions and the way this pandemic has affected their day-to-day lives and how it's changing over time.



FIELD DATES



Wave 1: March 16 – 17, 2020
Wave 2: March 23 – 24, 2020
Wave 3: March 30 – 31, 2020

Field date for the next wave Monday April 6th.



SAMPLE



Wave 1: n=1,514
Wave 2: n=1,004
Wave 3: n=1,006

For this most recent wave, a representative sample of n=1,006 Canadian Adults (age 18+ yrs.) who are members of the Angus Reid Forum. The sample frame was balanced and weighted on age, gender, and province according to latest Census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1%, 19 times of out 20.



NOTE



Throughout the report,  and  are used to denote statistically significant increases or decreases from previous waves at 95% confidence level.

5 Things You Should Know

01

Stress, while still high is steady since last week. While COVID-19 cases in Canada and globally continue to climb exponentially, levels of stress and concern for loved ones has remained steady. There are also signs of declining concern related to Canadian economy and finances. To this end, this week sees a surge in financial investments.

02

Still not a great time for advertisers but Canadians are softening on this. Fewer Canadians think that advertising is in poor taste and more Canadians are okay with companies continuing as if it's business as usual.

03

The proportion of Canadians working from home continues to rise. Almost one-half (46%) of working Canadians report that they are working from home – another significant increase since last week. With more Canadians connecting online in their work life, this corresponds to yet another increase in reported video calls (e.g. Skype).

04

Satisfaction with internet, while still high is showing signs of wavering. With so many Canadians reporting increased online activities, almost one-quarter report having experienced more internet issues than usual. Satisfaction with internet reliability has declined slightly this week.

05

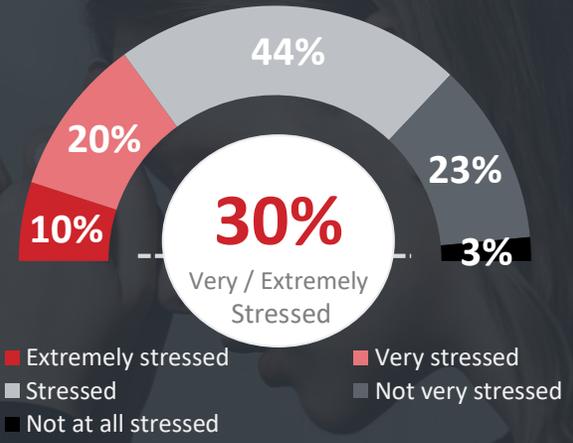
Shaking hands may be a thing of the past while shopping local may be the wave of the future. As Canadians begin to contemplate a life that is “back to normal” three-in-five indicate they will be shaking hands less. They are also less likely to travel abroad (including any air travel) and to use transit or ride-hailing companies. On the other hand in addition to shopping locally more, Canadians are more likely to say they will work from home more and do more video calls (for business and social reasons).

Key Findings

Level of Stress from COVID-19 Pandemic



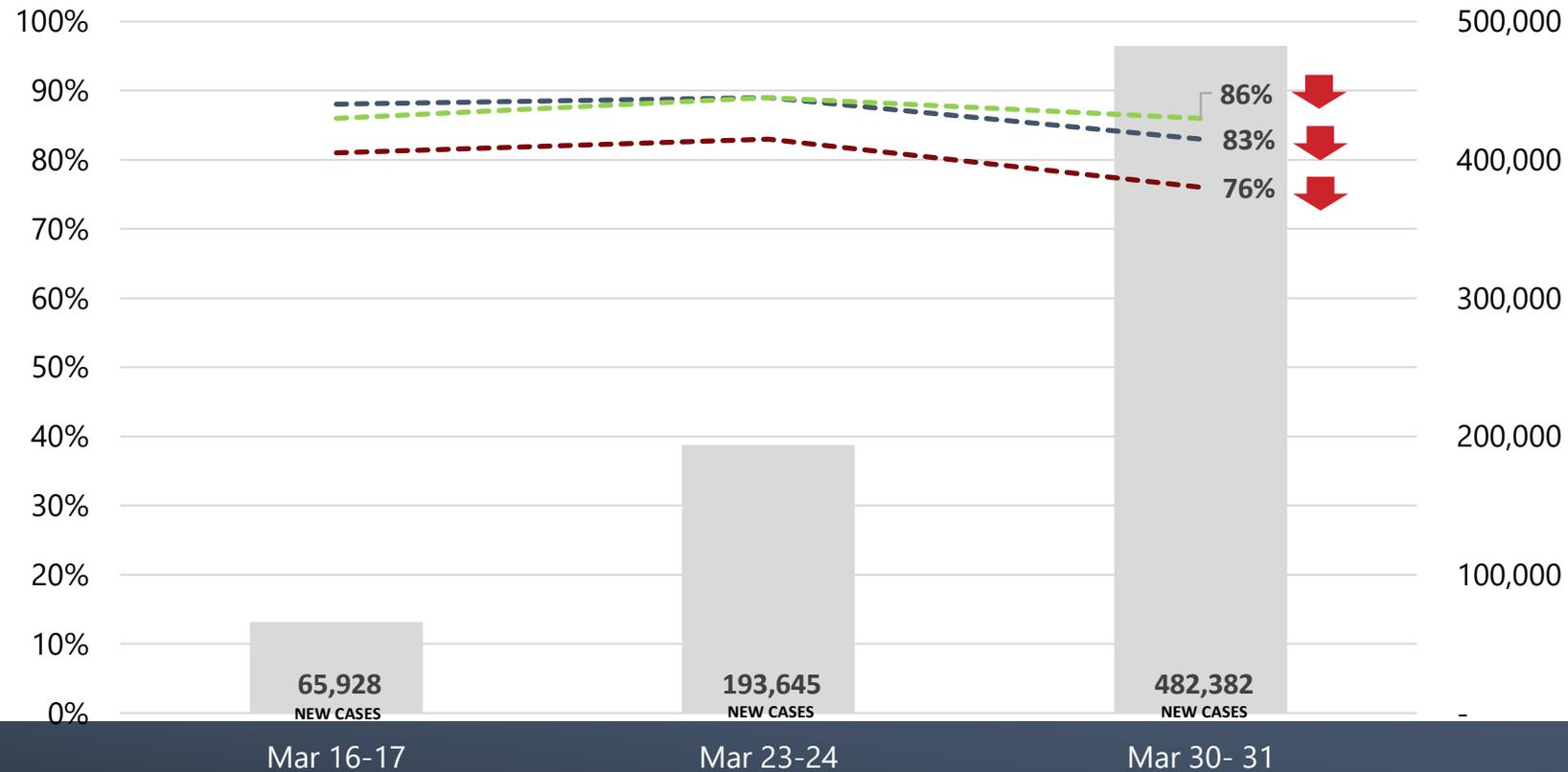
Level of Stress



Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



--- Worse - around the world
 --- Worse - in Canada
 --- Worse - in my community

Are things getting better or worse?



In your community
76% Worse



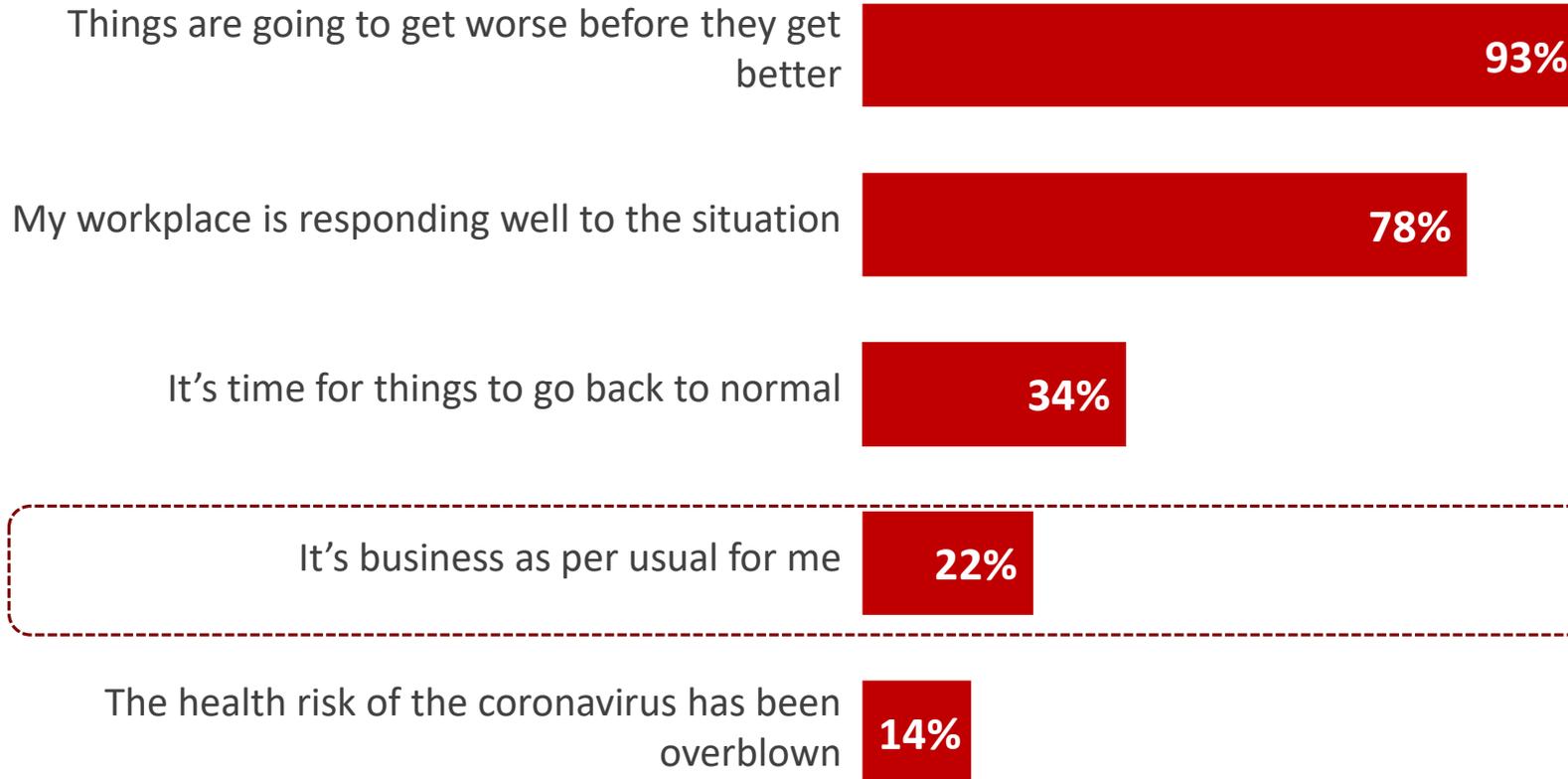
In Canada
83% Worse



Worldwide
86% Worse

COVID-19 Perceptions

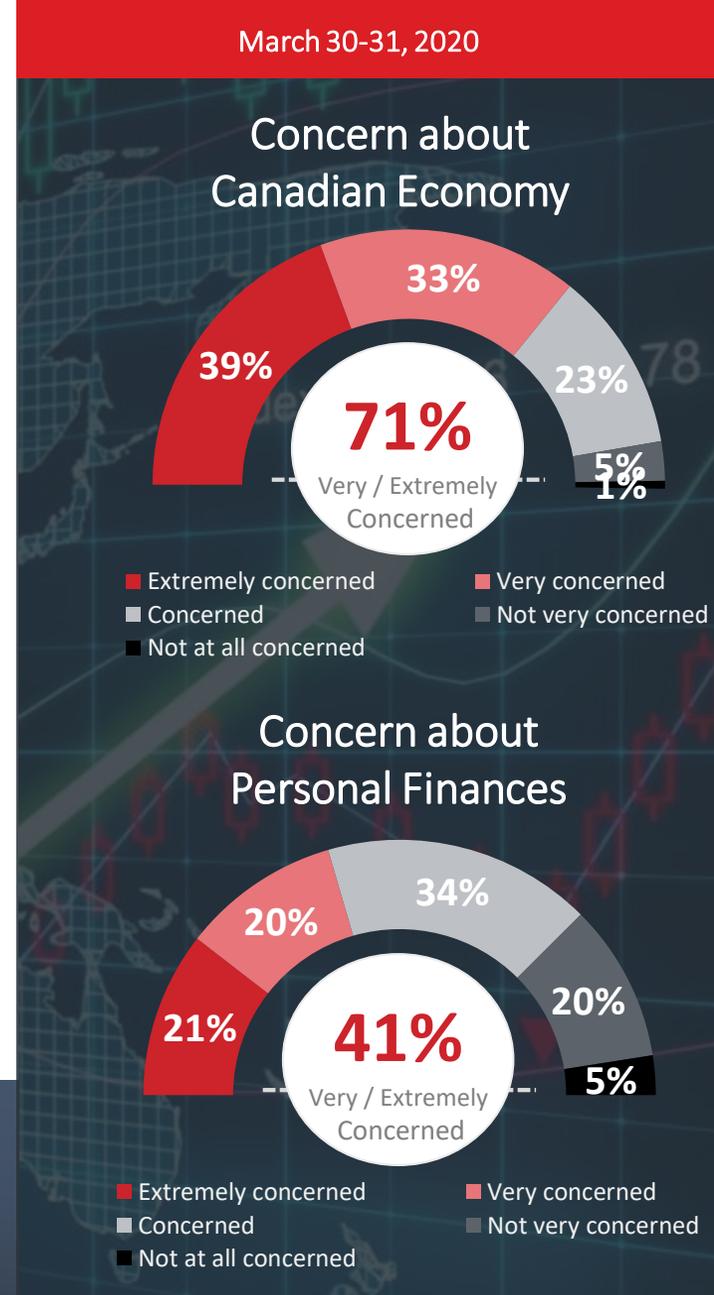
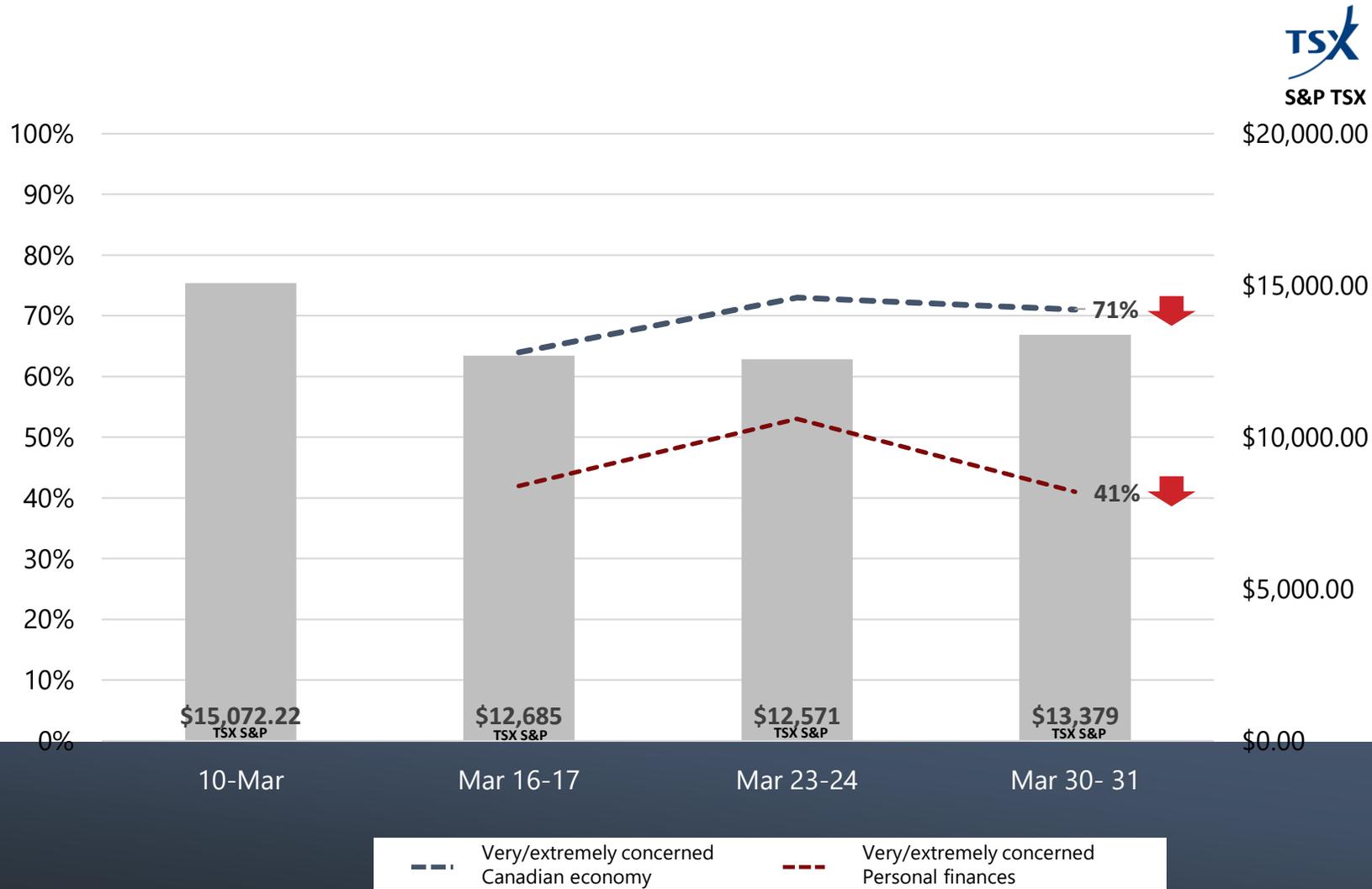
% Agree
(Strongly agree or Agree)



March 30-31, 2020

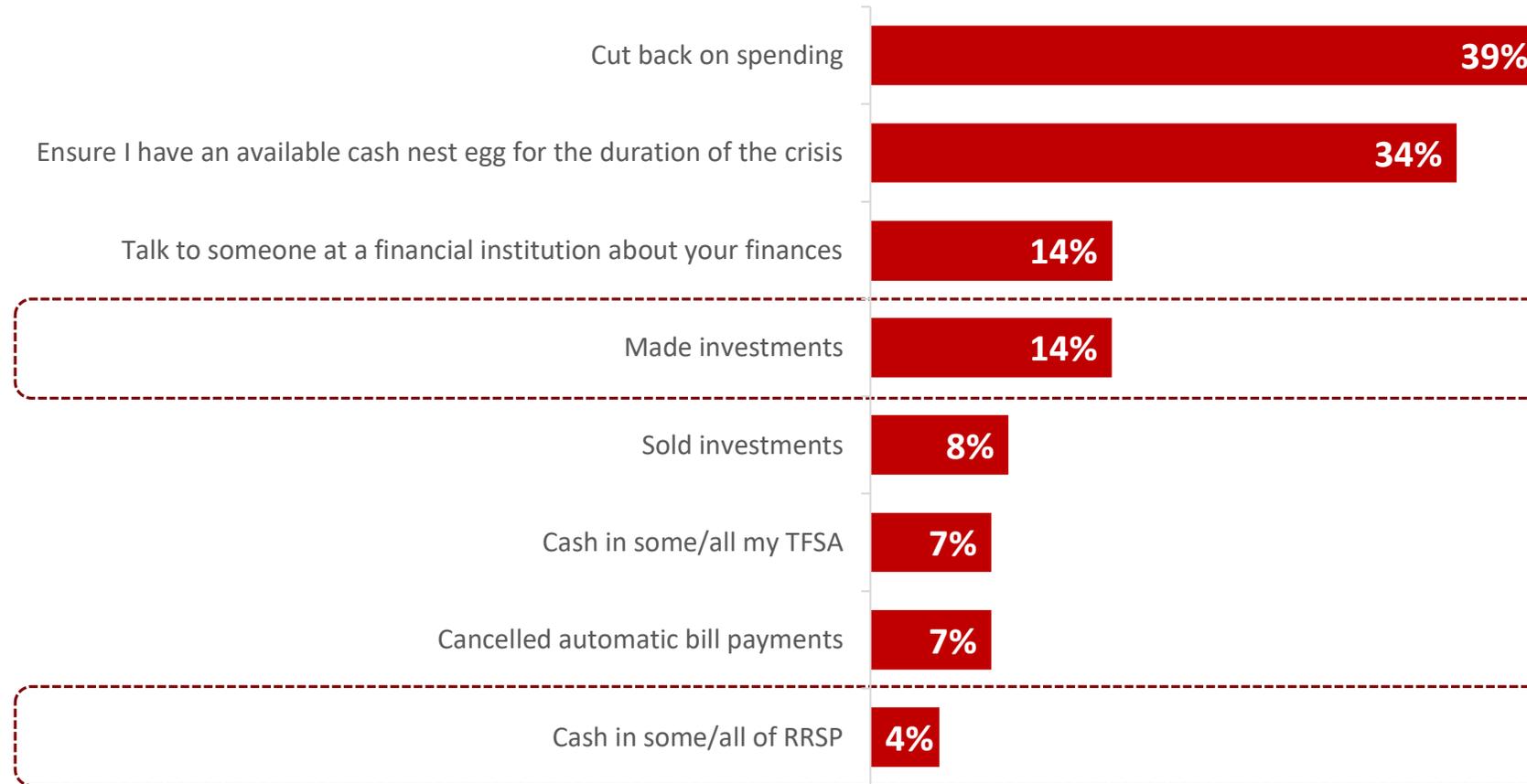
Δ last week	Mar 23-24	Mar 16-17
-1	94%	92%
=	78%	78%
=	34%	44%
↑+3	19%	33%
=	14%	28%

Level of Stress from COVID-19 Pandemic



Financial Actions Taken as a Result of COVID-19

% Have Done



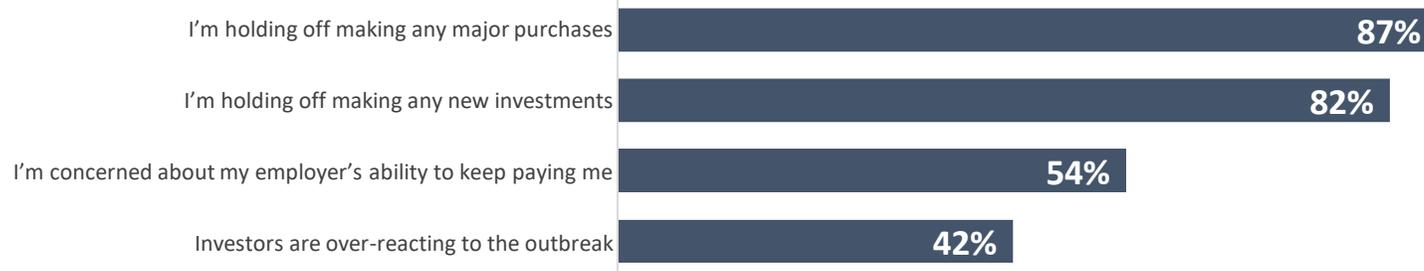
Δ last week	Mar 23-24	Mar 16-17
=	39%	24%
+2	31%	27%
+3	11%	9%
↑ +6	8%	6%
+2	6%	4%
+2	5%	4%
+1	6%	3%
↑ +2	2%	2%

Perceptions of Advertising and Finances

On advertising & business . . .

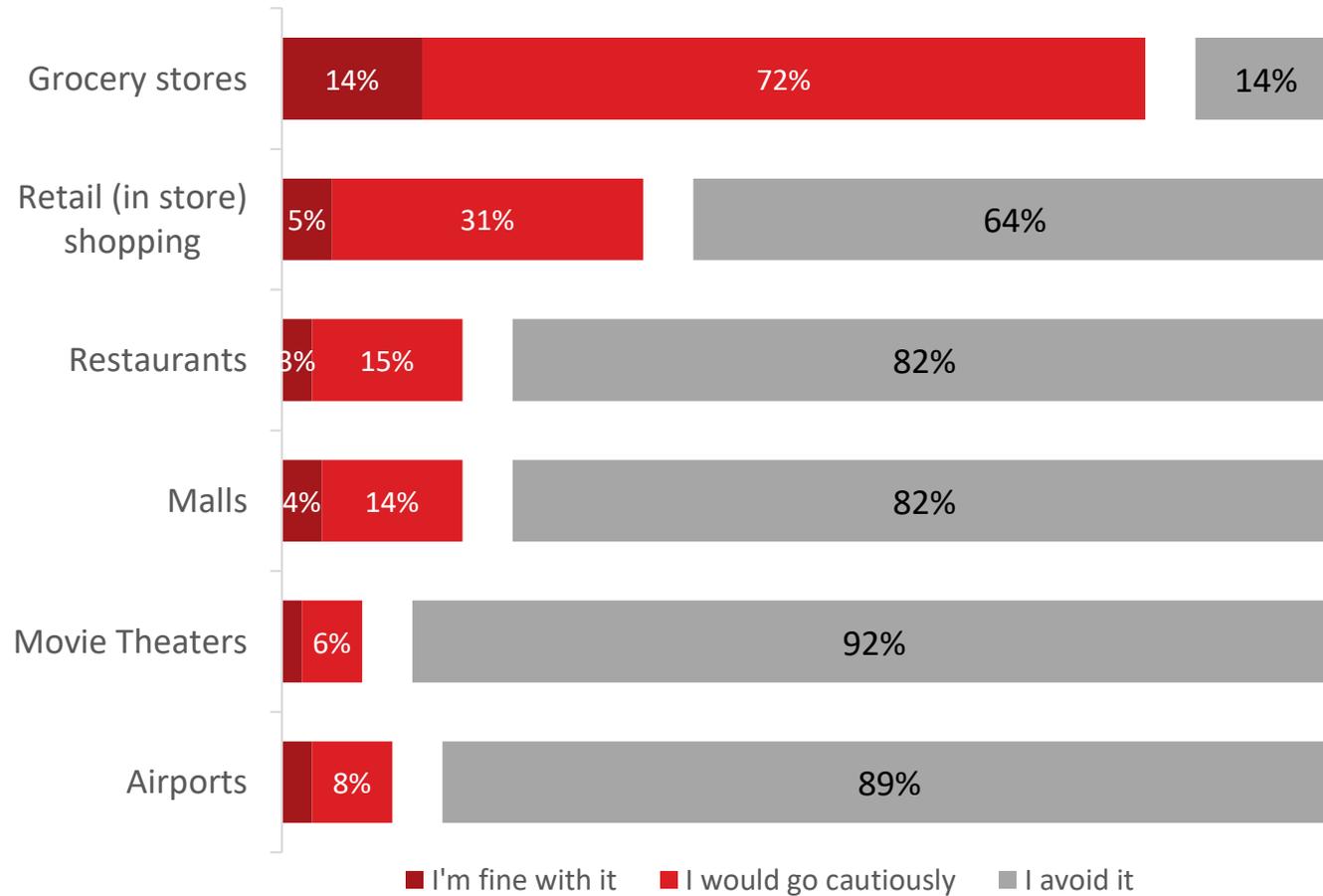


On Personal Finances . . .



	Δ last week	Mar 23-24	Mar 16-17
Generally speaking, Canadian companies are doing a great job of responding to this crisis	+2	80%	-
It's in poor taste for airline companies to advertise right now	↓ -8	73%	65%
This is the wrong time for companies to advertise to me to buy their products/services	↓ -8	65%	58%
I don't want to see companies launching any new advertising or promotions at this time	↓ -7	64%	60%
I don't want to see companies launching any new products or services at this time	↓ -7	61%	57%
It's in poor taste for companies to advertise their partnerships to airlines right now	↓ -7	61%	56%
Now is the time to start stimulating our economy back to health	-4	54%	-
My bank (or primary financial institution) has my back during this crisis	na	-	-
I don't mind if companies continue as if it's business as usual	↑ +10	20%	42%
I'm holding off making any major purchases	-3	90%	80%
I'm holding off making any new investments	-3	85%	77%
I'm concerned about my employer's ability to keep paying me	-4	58%	49%
Investors are over-reacting to the outbreak	=	42%	56%

Perceptions of Going Out



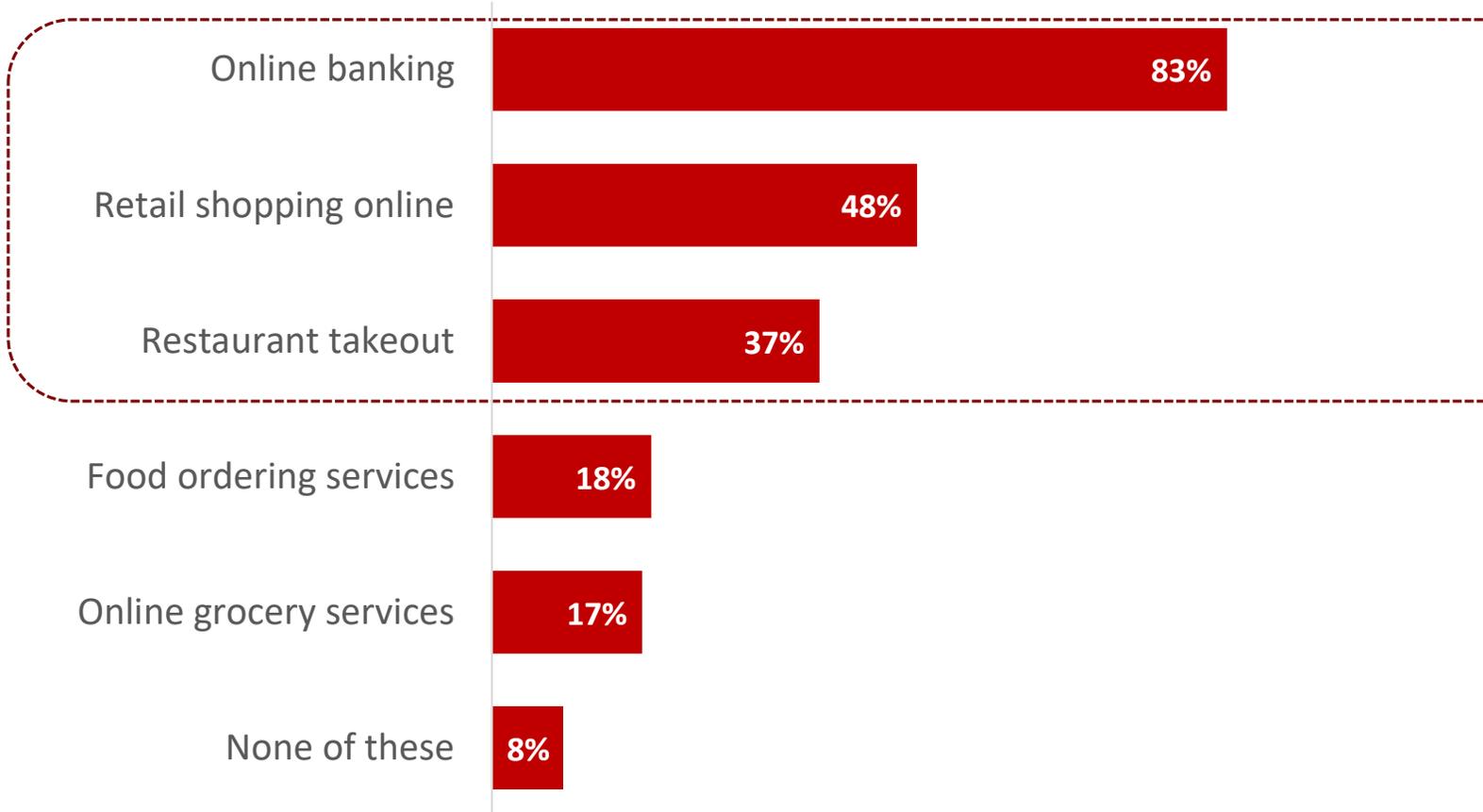
March 30-31, 2020

AVOID

Δ last week	Mar 23-24	Mar 16-17
+1	13%	7%
+2	62%	44%
-1	83%	59%
-3	85%	64%
=	92%	80%
-2	91%	82%

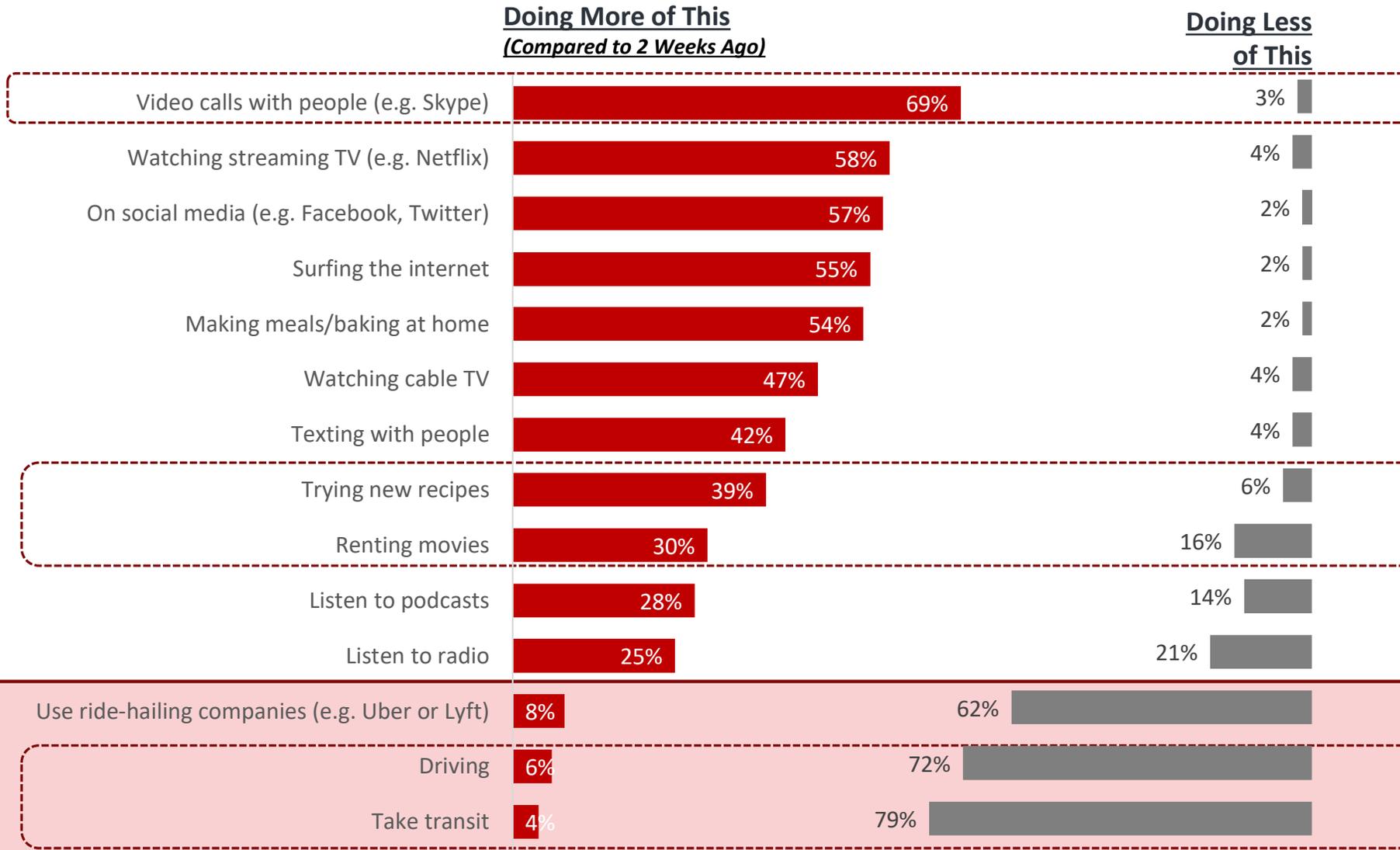
Use of Online Transactions/Services

Have Done
(Within the last 2 Weeks)



Δ last week	Mar 23-24	Mar 16-17
↑ +4	79%	72%
↑ +4	44%	38%
↑ +7	30%	24%
+1	17%	13%
+1	16%	10%
-3	11%	19%

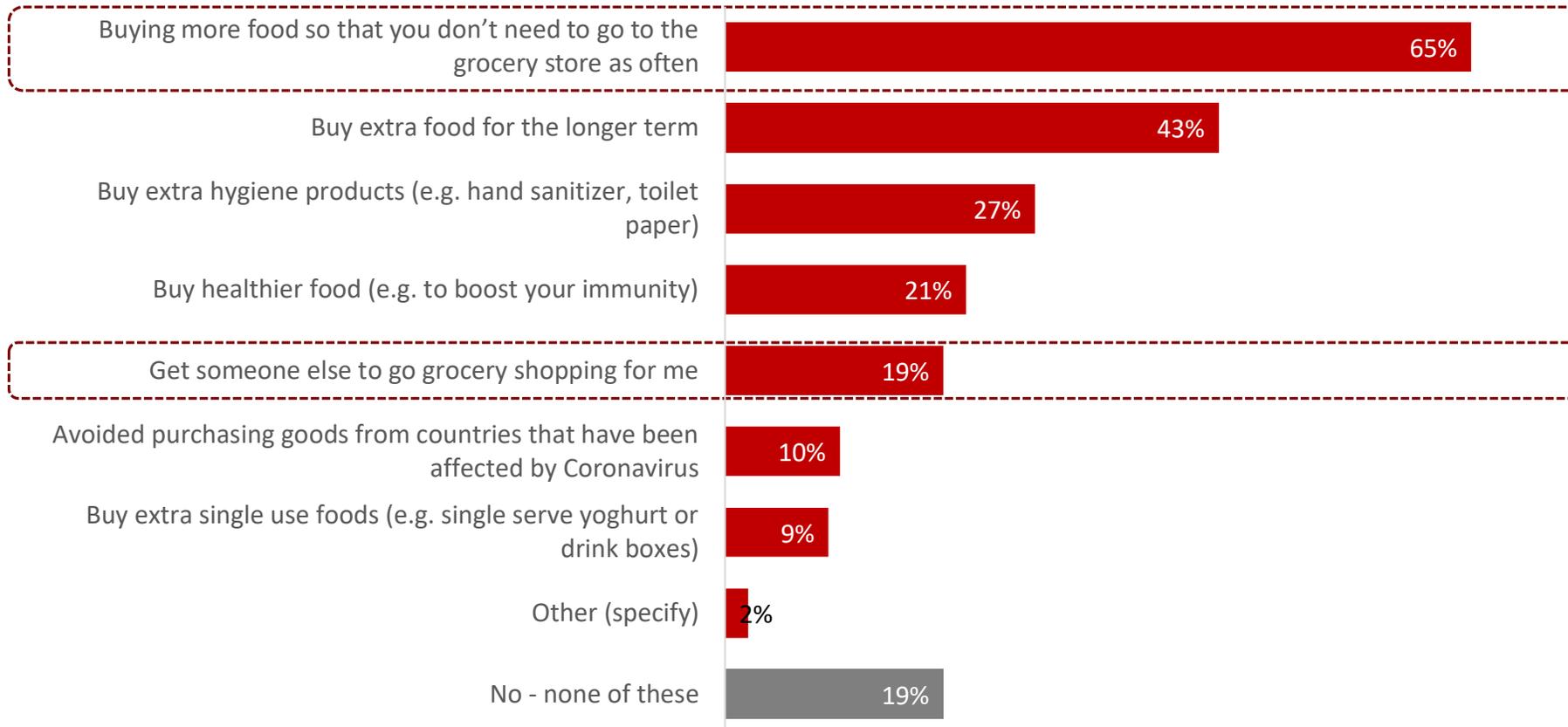
Changes in Lifestyle (Leisure & Transit)



DOING MORE		
Δ last week	Mar 23-24	Mar 16-17
↑ +12	57%	35%
+2	56%	37%
+1	56%	38%
-1	56%	39%
+3	51%	32%
-3	50%	32%
-3	45%	30%
↑ +7	32%	22%
↑ +4	26%	20%
+3	25%	-
+1	24%	-
DOING LESS		
-1	63%	40%
↑ +8	64%	34%
↑ +5	74%	60%

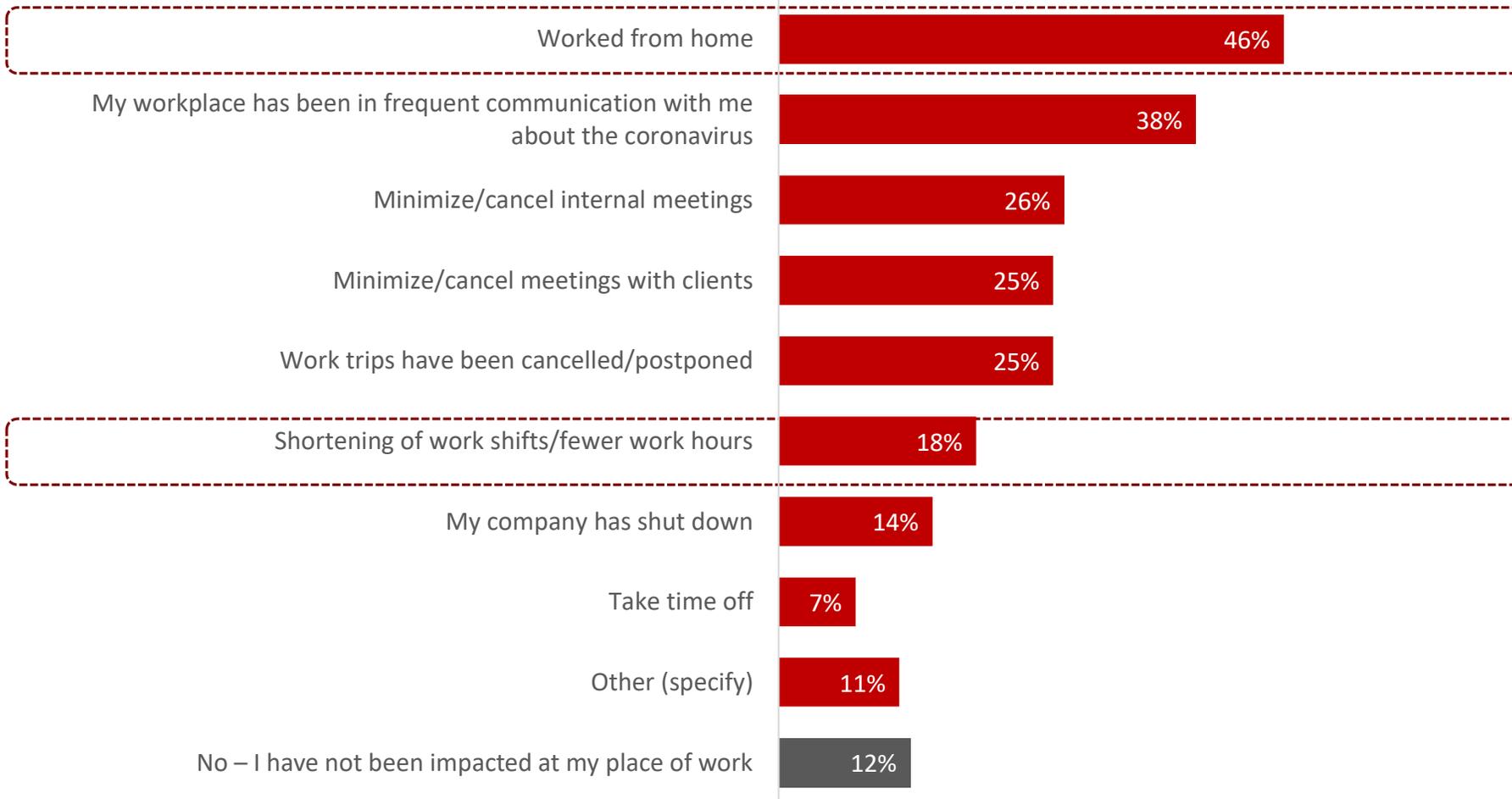
Changes in Lifestyle (Grocery)

Have Done (Within the last 2 Weeks)



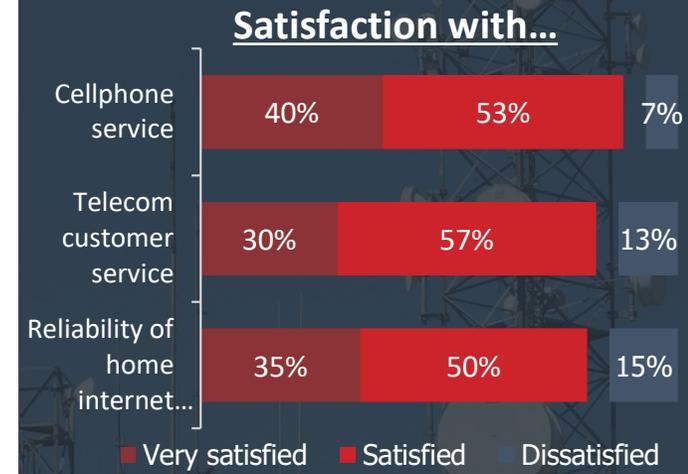
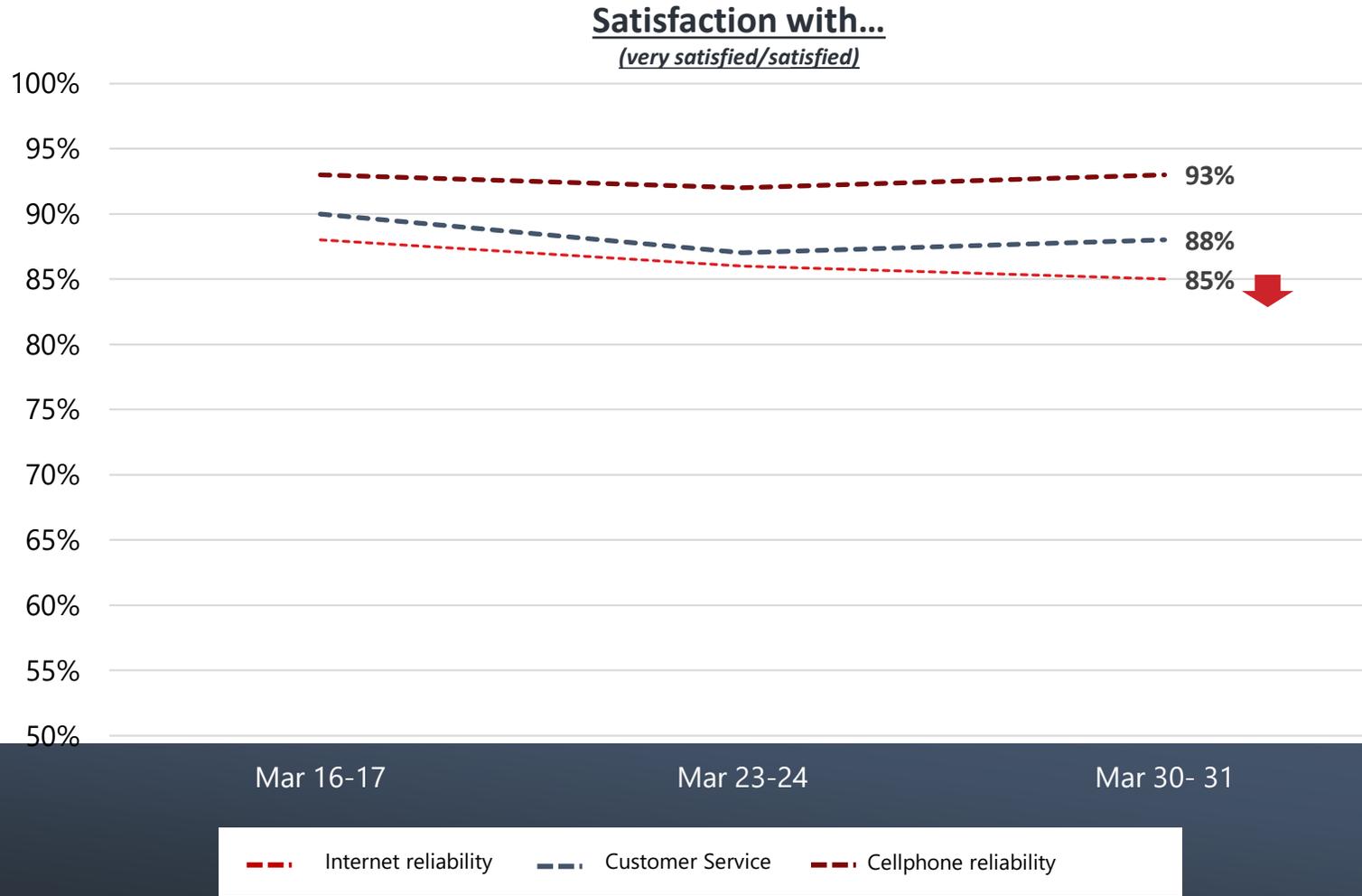
Changes in Lifestyle (Workplace)

Have Done (Within the last 2 Weeks)

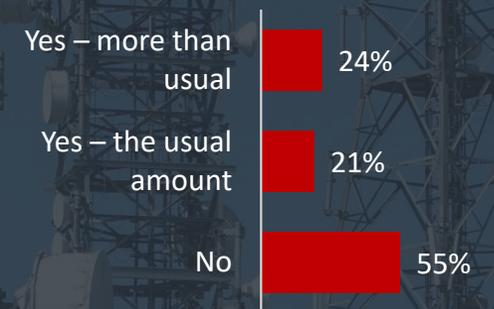


Δ last week	Mar 23-24	Mar 16-17
↑ +8	38%	31%
-2	40%	39%
-2	28%	24%
-1	26%	25%
+1	24%	27%
↑ +3	15%	12%
=	14%	11%
-2	9%	8%
↓ -5	16%	12%
-2	14%	23%

Telecom Satisfaction

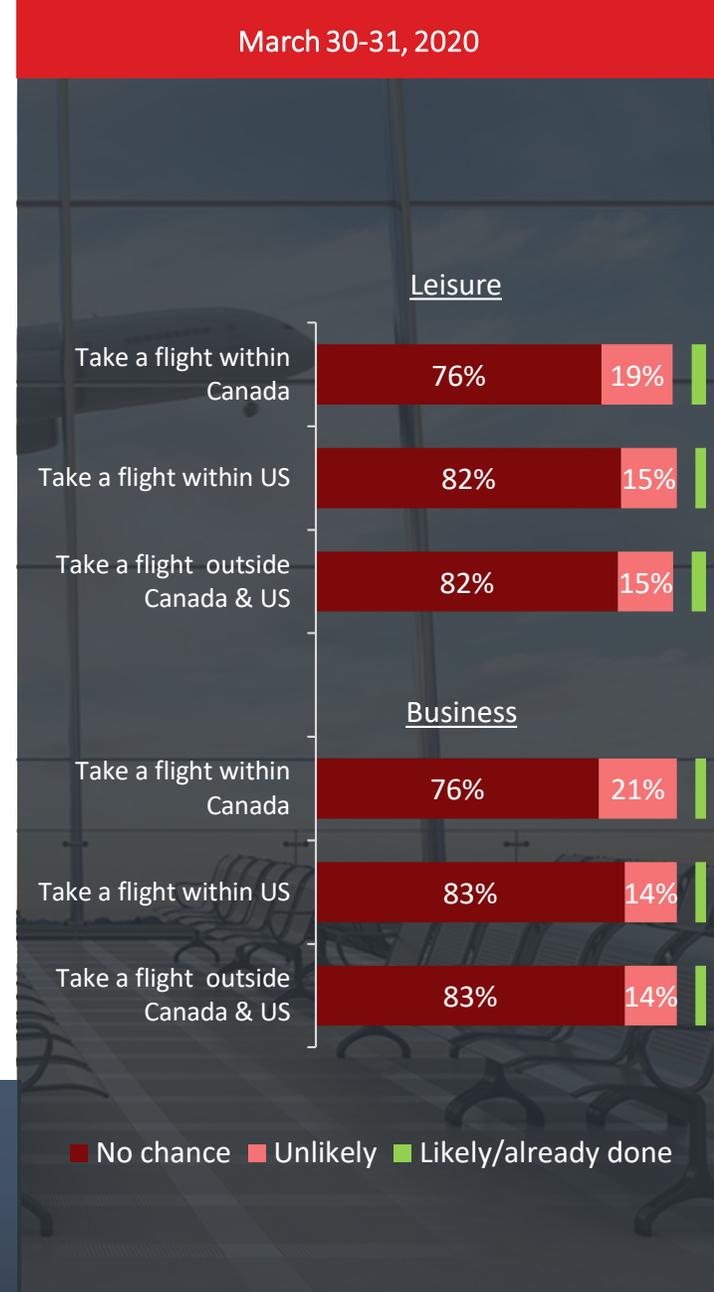
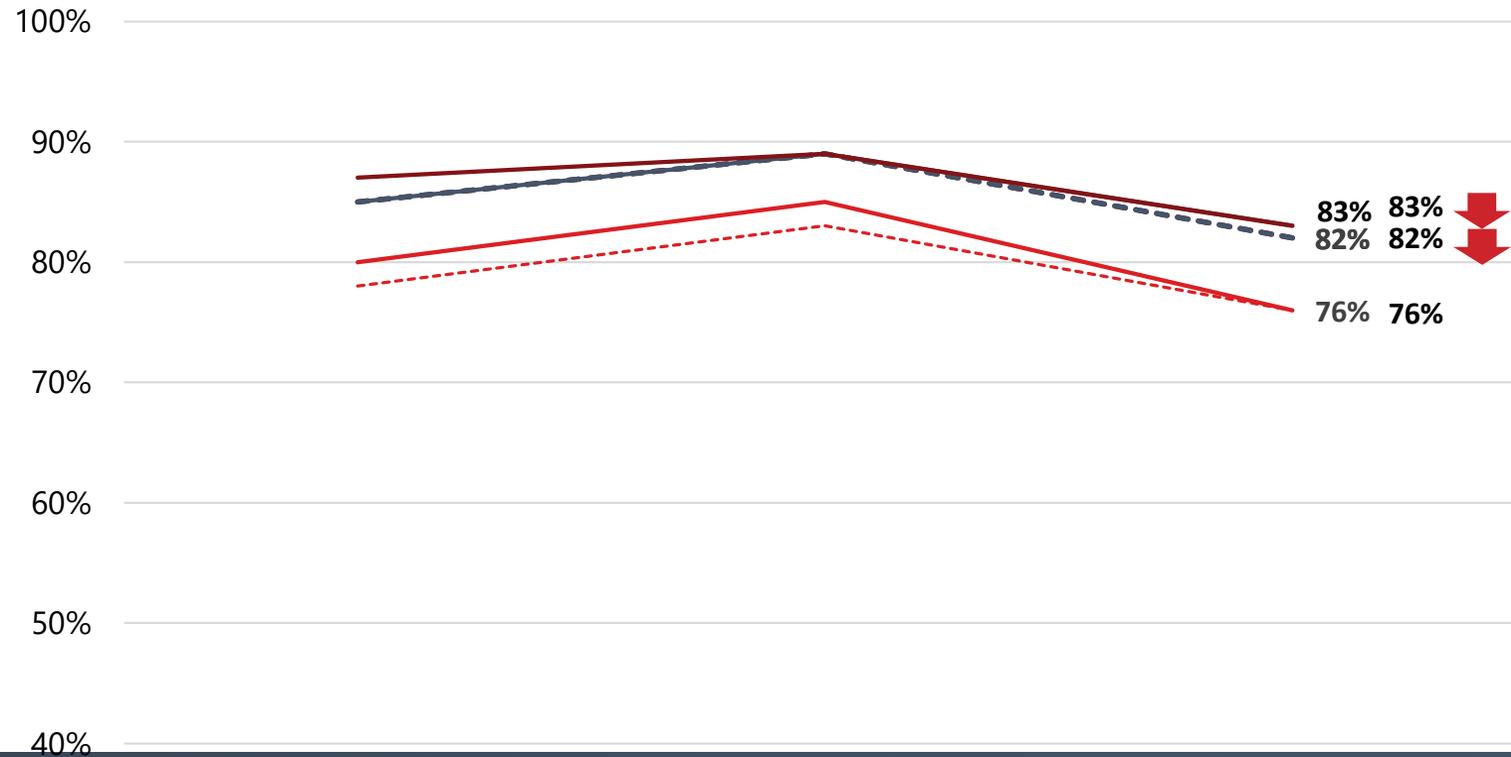


Experienced issues with internet activity
(last 2 weeks)



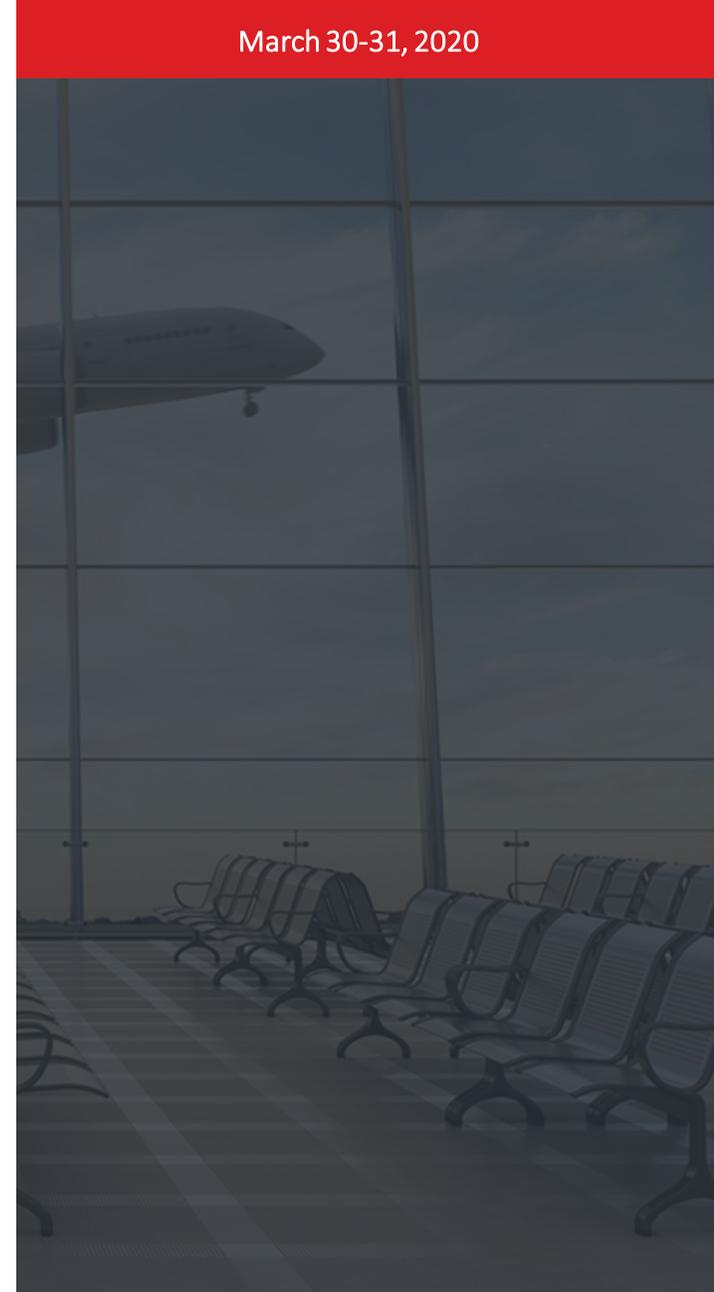
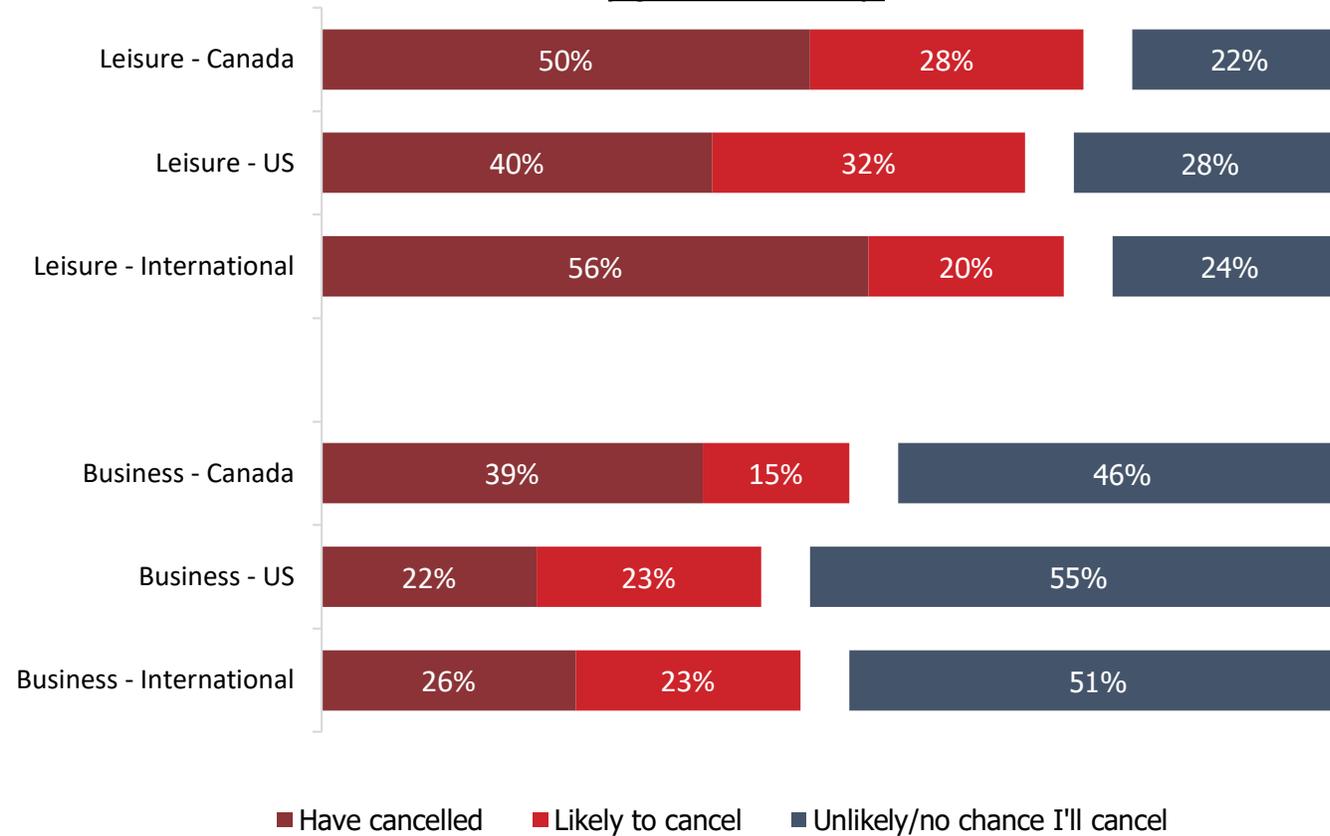
Avoiding Flights

No Chance of Taking a Flight



Flight Cancellations

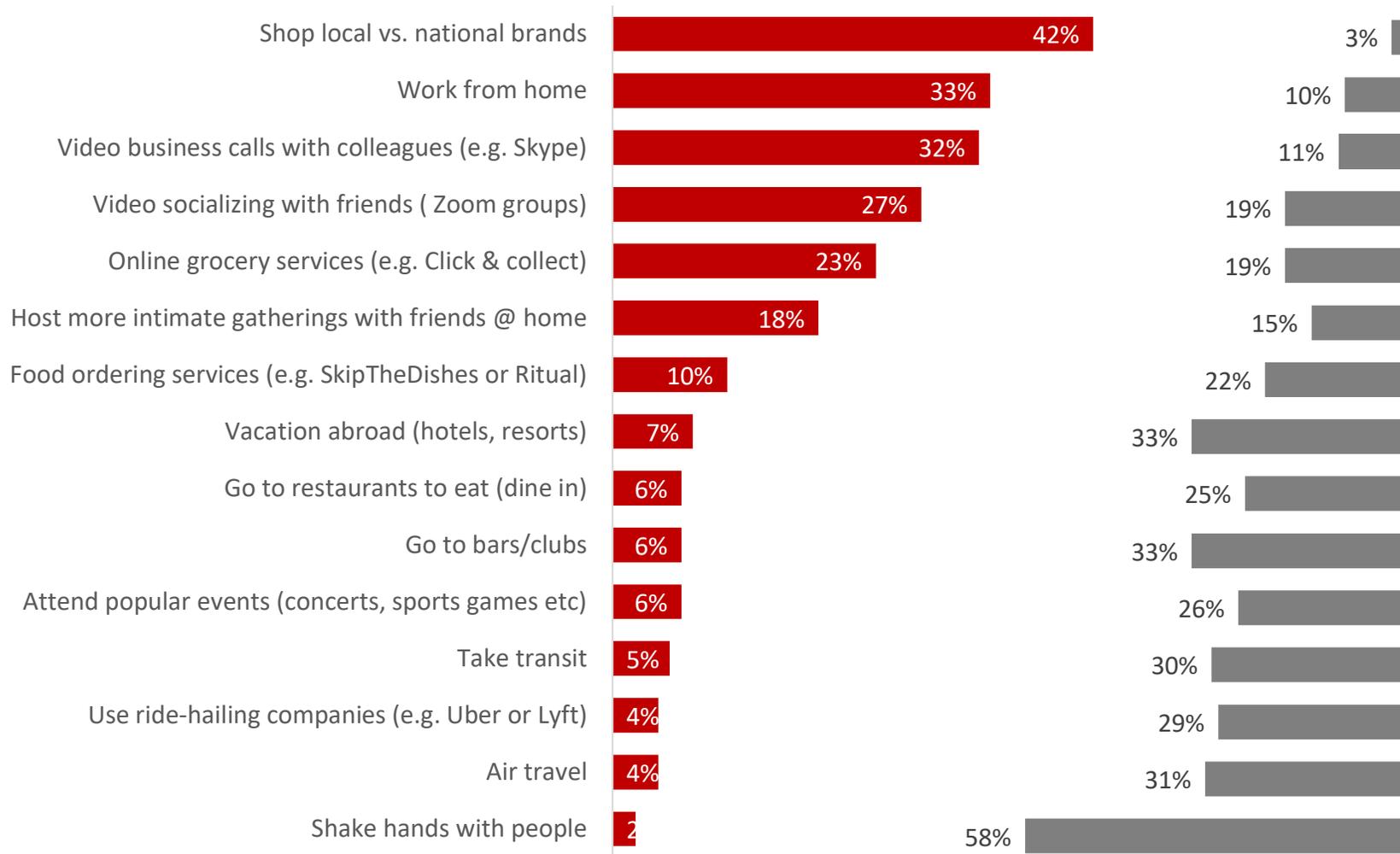
Likelihood to Cancel
(Among those with who have had a flight booked recently)



When Things Are Back To Normal

Will Do More of This
(Compared to 2 Weeks Ago)

Will Do
Less of This



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