COVID-19
Weekly Monitoring of Canadian
Perceptions & Behaviour
Baseline
MARCH 17, 2020

Next report will be available:
Wednesday March 25
## 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**
Monday March 16 – Tuesday March 17, 2020
Field date for the next wave Monday March 23.

**SAMPLE**
A representative sample of n=1,514 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 +/- 2.5%, 19 times of out 20.

**NOTE**
Throughout the report, green and red are used to denote statistically significant increases or decreases from comparison groups at 95% confidence level.
Canadian things You Should Know

1. Canadians know that things are going to get worse and they are most concerned about our elders. However, 28% say that the health implications have been overblown.

2. Canadians are ensuring they have their nest egg available and cutting back on expenses. However, 56% say that investors are over-reacting to the crisis.

3. Canadians will go to grocery stores and retail stores, but airports and movie theaters are out of the question.

4. One-third of working Canadians are working from home. Roughly 1-in-10 have experienced some sort of reduction of shifts or company shut down.

5. Canadians report that they’ve been doing a lot more online in the last two weeks including video calls, like Skype (35%) or spending time binging on their streaming services (37%)
Concern Over COVID-19 (March 17, 2020)

Level of Stress about COVID-19

- 23% Extremely/stress
- 39% Very stressed
- 31% Stressed
- 7% Not very stressed
- 7% Not at all stressed

Concern about Getting Sick (Extremely or very concerned)

- Your parents (if over 65 yrs): 57%
- Your children (under 12 yrs): 35%
- People in your community: 33%
- You personally: 18%
- Your pets: 11%

Are Things Getting Better or Worse?

- In Your Community: 81% Worse
- Across Canada: 88% Worse
- Across the World: 86% Worse

Base: TOTAL (n=1,514)
Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?
Thinking about coronavirus, do you think things are getting better or worse...
Base: TOTAL applicable (n=various)
Q: How concerned are you about . . .

179,112 Total Global Cases (as of Mar 17)
65,928 Total new Global cases (Mar 10 – 17)
424 Total Canadian Cases (as of Mar 17)
347 Total new Cdn cases (Mar 10 – 17)
COVID-19 Perceptions (March 17, 2020)

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things are going to get worse before they get better</td>
<td>92%</td>
</tr>
<tr>
<td>My workplace is responding well to the situation</td>
<td>76%</td>
</tr>
<tr>
<td>It’s time for things to go back to normal</td>
<td>45%</td>
</tr>
<tr>
<td>It’s business as per usual for me</td>
<td>33%</td>
</tr>
<tr>
<td>The health risk of the coronavirus has been overblown</td>
<td>28%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,514)
Q: To what extent do you agree or disagree with the following statements about the coronavirus
Concern Over Finances (March 17, 2020)

**Concern about Canadian Economy**

- Extremely concerned: 33%
- Very concerned: 31%
- Concerned: 28%
- Not very concerned: 6%
- Not at all concerned: 1%

**Concern about Personal Finances**

- Extremely concerned: 22%
- Very concerned: 32%
- Concerned: 23%
- Not very concerned: 4%
- Not at all concerned: 3%

Q: As a result of the coronavirus, how concerned are you about The Canadian economy?

Q: As a result of the coronavirus, how concerned are you about Your personal finances?

Base: TOTAL applicable (n=various)

**S&P TSX Composite**

- $12,685.21
- $2,272.88 (Since Mar 10, 2020)
- $4,414.74 (Since Jan 2, 2020)

**Likely to do**

- Ensure I have an available cash nest egg for the duration of the crisis: 27% (38%)
- Cut back on spending: 24% (52%)
- Talk to someone at a financial institution about your finances: 9% (19%)
- Made investments: 6% (19%)
- Sold investments: 4% (5%)
- Cash in some/all my TFSA: 4% (7%)
- Cancelled automatic bill payments: 3% (7%)
- Cash in some/all of RRSP: 2% (6%)

Q: How likely are you to do any of the following related to your finances as a result of the coronavirus?
Perceptions of Advertising and Finances (March 17, 2020)

On advertising . . .

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree (Strongly agree or Agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s in poor taste for airline companies to advertise right now</td>
<td>65%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new advertising or promotions at this time</td>
<td>60%</td>
</tr>
<tr>
<td>This is the wrong time for companies to advertise to me to buy their products/services</td>
<td>58%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new products or services at this time</td>
<td>57%</td>
</tr>
<tr>
<td>It’s in poor taste for companies to advertise their partnerships to airlines right now</td>
<td>56%</td>
</tr>
<tr>
<td>I don’t mind if companies continue as if it’s business as usual</td>
<td>42%</td>
</tr>
</tbody>
</table>

On Personal Finances . . .

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree (Strongly agree or Agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m holding off making any major purchases</td>
<td>80%</td>
</tr>
<tr>
<td>I’m holding off making any new investments</td>
<td>77%</td>
</tr>
<tr>
<td>Investors are over-reacting to the outbreak</td>
<td>56%</td>
</tr>
<tr>
<td>I’m concerned about my employer’s ability to keep paying me</td>
<td>49%</td>
</tr>
</tbody>
</table>
Perceptions of Going Out & Use of Online Transactions (March 17, 2020)

Base: TOTAL (n=1,514)

Q: As a result of the coronavirus, how do you feel about going to...

Q: Within the last two weeks ago, have you been doing any of the following?

### Going Out:

- Grocery stores: 24% I'm fine with it, 69% I would go cautiously, 7% I avoid it
- Retail (in store) shopping: 14% I'm fine with it, 42% I would go cautiously, 44% I avoid it
- Restaurants: 12% I'm fine with it, 29% I would go cautiously, 59% I avoid it
- Malls: 10% I'm fine with it, 26% I would go cautiously, 64% I avoid it
- Movie Theaters: 8% I'm fine with it, 12% I would go cautiously, 80% I avoid it
- Airports: 5% I'm fine with it, 13% I would go cautiously, 82% I avoid it

### Have used Online Solutions (within last two weeks):

- Online banking: 72%
- Retail shopping online (e.g. Amazon): 38%
- Restaurant takeout: 24%
- Food ordering services (like SkipTheDishes or Ritual): 13%
- Online grocery services (i.e. Click & Collect): 10%
- None of these: 19%

Base: TOTAL (n=1,514)
### Changes in Lifestyle – Leisure & Transit (March 17, 2020)

**Q:** Compared to two weeks ago, have you been doing any of the following more or less?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Doing More of This (Compared to 2 Weeks Ago)</th>
<th>Doing Less of This</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surfing the internet</td>
<td>39%</td>
<td>2%</td>
</tr>
<tr>
<td>On social media (e.g. Facebook, Twitter)</td>
<td>38%</td>
<td>3%</td>
</tr>
<tr>
<td>Watching streaming TV (e.g. Netflix)</td>
<td>37%</td>
<td>2%</td>
</tr>
<tr>
<td>Video calls with people (e.g. Skype)</td>
<td>35%</td>
<td>4%</td>
</tr>
<tr>
<td>Watching cable TV</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>Making meals/baking at home</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Texting with people</td>
<td>30%</td>
<td>1%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Use ride-hailing companies (e.g. Uber or Lyft)</td>
<td>9%</td>
<td>40%</td>
</tr>
<tr>
<td>Driving</td>
<td>6%</td>
<td>34%</td>
</tr>
<tr>
<td>Take transit</td>
<td>3%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Base: TOTAL applicable (n=various)

Q: Compared to **two weeks ago**, have you been doing any of the following more or less?
Changes in Lifestyle – Grocery Habits (March 17, 2020)

Do you think that the information provided is correct and comprehensive? Yes, I have not

Buying more food so that you don’t need to go to the grocery store as often

Buy extra food for the longer term

Buy extra hygiene products (e.g. hand sanitizer, toilet paper)

Buy healthier food (e.g. to boost your immunity)

Buy extra single use foods (e.g. single serve yoghurt or drink boxes)

Avoided purchasing goods from countries that have been affected by Coronavirus

Get someone else to go grocery shopping for me

Other (specify)

No, I have not

Base: TOTAL (n=1,514)
Q: Within the last two weeks have you done any of the following related to food/grocery shopping as a result of the coronavirus?
# Changes in Lifestyle – Workplace (March 17, 2020)

**Q:** Within the last two weeks have you done any of the following related to food/grocery shopping as a result of the coronavirus?

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My workplace has been in frequent communication with me</td>
<td>39%</td>
</tr>
<tr>
<td>Worked from home</td>
<td>31%</td>
</tr>
<tr>
<td>Work trips have been cancelled/postponed</td>
<td>27%</td>
</tr>
<tr>
<td>Minimize/cancel meetings with clients</td>
<td>25%</td>
</tr>
<tr>
<td>Minimize/cancel internal meetings</td>
<td>24%</td>
</tr>
<tr>
<td>Shortening of work shifts/fewer work hours</td>
<td>12%</td>
</tr>
<tr>
<td>My company has shut down</td>
<td>11%</td>
</tr>
<tr>
<td>Take time off</td>
<td>8%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>12%</td>
</tr>
<tr>
<td>No – I have not been impacted at my place of work</td>
<td>23%</td>
</tr>
</tbody>
</table>

77% Have had some sort of impact
Telecom Satisfaction (March 17, 2020)

Base: TOTAL if applicable (n=various)
Q: Over the last two weeks, how satisfied have you been with your...

- Cellphone service: 41% Very satisfied, 52% Satisfied (93% satisfied)
- Reliability of home internet connection: 38% Very satisfied, 50% Satisfied (88% satisfied)
- Telecom customer service: 32% Very satisfied, 58% Satisfied (90% satisfied)
Taking Flights (March 17, 2020)

Likelihood to Take a Flight...

For leisure reasons
- Take a flight within Canada: 78% likely, 19% unlikely, 4% no chance
- Take a flight within US: 85% likely, 13% unlikely, 3% no chance
- Take a flight outside Canada & US: 85% likely, 12% unlikely, 3% no chance

For business reasons
- Take a flight within Canada: 80% likely, 18% unlikely, 3% no chance
- Take a flight within US: 85% likely, 14% unlikely, 1% no chance
- Take a flight outside Canada & US: 87% likely, 12% unlikely, 1% no chance

Base: TOTAL (n=1,514)
Q: How likely are you to do any of the following in the next 4 weeks?
Cancelling Flights (March 17, 2020)

Likelihood to Cancel a Flight...

For leisure reasons
- Cancel a flight within Canada (n=109)
  - 35% Likely
  - 26% Unlikely/no chance
  - 40% I already did this
- Cancel a flight within US (n=97)
  - 38% Likely
  - 29% Unlikely/no chance
  - 33% I already did this
- Cancel a flight outside Canada & US (n=104)
  - 36% Likely
  - 37% Unlikely/no chance
  - 26% I already did this

For business reasons
- Cancel a flight within Canada (n=69)
  - 36% Likely
  - 25% Unlikely/no chance
  - 40% I already did this
- Cancel a flight within US (n=56)
  - 29% Likely
  - 27% Unlikely/no chance
  - 44% I already did this
- Cancel a flight outside Canada & US (n=55)
  - 21% Likely
  - 36% Unlikely/no chance
  - 43% I already did this

Note: Please interpret with caution as base sizes are low

Base: TOTAL Who had a flight booked (n=various)
Q: How likely are you to do any of the following in the next 4 weeks?
For more information please contact

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