COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 10

May 20, 2020

Next report will be available:
Wednesday May 27
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
- **Wave 4:** April 6 – 7, 2020
- **Wave 5:** April 13-14, 2020
- **Wave 6:** April 20 – 21, 2020
- **Wave 7:** April 27-28, 2020
- **Wave 8:** May 4-5, 2020
- **Wave 9:** May 11-12, 2020
- **Wave 10:** May 19-20, 2020

Field date for the next wave Monday May 25th.

**SAMPLE**

- **Wave 1:** n=1,514, **Wave 2:** n=1,004
- **Wave 3:** n=1,006, **Wave 4:** n=1,007
- **Wave 5:** n=1,015, **Wave 6:** n=1,003
- **Wave 7:** n=1,004, **Wave 8:** n=1,002
- **Wave 9:** n=1,003, **Wave 10:** n=1,510

For this most recent wave, a representative sample of n=1,510 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, and are used to denote statistically significant increases or decreases from previous waves at 95% confidence level.

Tracking data shown in text on the right side of charts omits March 30-31 and April 13-14 waves.
5 Things You Should Know

**01 Another increase in optimism:** After a few weeks of the proportion of Canadians saying things were getting better in Canada (as opposed to worse) hovering around 70%, this week we see another jump to 81%. Additionally, this week Canadians are less likely to thing that things are “going to get worse before they get better”.

**02 Decline in personal financial concern:** For the first time since tracking began, there are more Canadians who say that they are “not very” or “not at all concerned” about their personal finances then there are who are “extremely” or “very concerned’.

**03 Employers are doing a good job at communicating with their employees:** Almost one-half of employed say that their employers are in touch with them related to COVID-19 related issues at least every few days. While employees want to hear on a great deal of topics on an ongoing basis, they are mainly interested in updates on what their company is doing for employees, assurances of their job security, how the company is adapting its strategy.

**04 More urgency to get the economy on track:** This week there is also increased sentiment to stimulate the economy and re-open businesses. In turn, Canadians are more willing to visit businesses as fewer say they will avoid places like retail stores, restaurants, malls, airports, and movie theaters.

**05 Canadians want to hear from businesses:** Canadians want to hear about how the companies they frequent are dealing with the pandemic. Most prominently, they want to hear from grocers, local businesses, restaurants, and their bank.
Key Findings
Level of Stress from COVID-19 Pandemic

Base: TOTAL (n=1,510)
Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?

Base: TOTAL applicable (n=various)
Q: How concerned are you about . . .

Concern about Getting Sick
(Extremely, very concerned)

Your parents (if over 65 yrs.)
Your children (under 12 yrs.)
People in your community
You personally

Extremely/very stressed
Not very/not at all stressed
Concern for parents
Concern for children
Concern for self

New Cases in Canada each week

March 16-17
March 23-24
March 30-31
April 6-7
April 13-14
April 20-21
April 27-28
May 4-5
May 11-12
May 19-20

0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

374 NEW CASES
2,278 NEW CASES
5,756 NEW CASES
9,349 NEW CASES
9,166 NEW CASES
11,359 NEW CASES
11,604 NEW CASES
12,020 NEW CASES
9,111 NEW CASES
7,955 NEW CASES

21%
22%
35%
43%
6%
15%
21%
7%
43%
28%
15%
6%
21%
7%

54%
35%
26%
22%
54%
35%
26%
22%
Are Things Getting Better or Worse?

- **In your community**: 19% Worse, 81% Better
- **In Canada**: 19% Worse, 81% Better
- **Worldwide**: 43% Worse, 57% Better

**Base**: TOTAL (n=1,510)

Q: Thinking about coronavirus, do you think things are getting better or worse...

### Graph Details

- **# new cases**
- **Globally each week**
- **NEW CASES**
- Mar 16-17: 65,928
- Mar 23-24: 222,009
- Mar 30-31: 434,463
- Apr 6-7: 465,680
- Apr 13-14: 556,623
- Apr 20-21: 558,201
- Apr 27-28: 555,362
- May 4-5: 562,680
- May 11-12: 591,707
- May 19-20: 628,984

- **Percentage Distribution**
  - **Worse**: 19%
  - **Better**: 81%

- **Legend**
  - Better – around the world
  - Better – in Canada
  - Better - in my community
COVID-19 Perceptions

% Agree
(Strongly agree or Agree)

Things are going to get worse before they get better 62%

It’s time for things to go back to normal 40%

The health risk of the coronavirus has been overblown 25%

Base: TOTAL (n=1,510)
Q: To what extent do you agree or disagree with the following statements about the coronavirus

Δ last week
May 11-12 May 4-5 Apr 20-21 Apr 6-7 Mar 23-24 Mar 16-17

-5 67% 65% 72% 92% 94% 92%

= 40% 41% 33% 32% 34% 44%

+3 22% 27% 19% 14% 14% 28%
Financial Concern

Base: TOTAL (n=1,510)

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?
Concern Over Economy versus Health Crisis During Pandemic

% Concerned About the Economy vs. the Health Crisis

Base: TOTAL (n=1,510)

Q: If you had to choose, which aspect of the COVID-19 situation are you currently more personally concerned about?
Financial Actions Taken as a Result of COVID-19

May 19-20, 2020

Q: How likely are you to do any of the following related to your finances as a result of the coronavirus?

% Have Done

- **Cut back on spending**: 37%
- **Ensure I have an available cash nest egg for the duration of the crisis**: 35%
- **Made investments**: 13%
- **Talk to someone at a financial institution about your finances**: 13%
- **Sold investments**: 9%
- **Cancelled automatic bill payments**: 5%
- **Cash in some/all of RRSP**: 4%
- **Cash in some/all my TFSA**: 5%

Base: TOTAL applicable (n=various)
Communications about COVID-19 from Employers

- Current Frequency of Communications from Employer
- Preferred Frequency of Communications from Employer

<table>
<thead>
<tr>
<th>Frequency of Communications</th>
<th>Current Frequency</th>
<th>Preferred Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Every few days</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>About once a week or so</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>About once every two weeks</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>About once a month</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Never</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

47% of respondents are getting communications from their employer at least every few days.

Base: Employed Canadians (n=772)

Q: How often is your employer communicating to you about items related to the COVID-19 situation?
Q: How often would you like your employer to communicate about items related to the COVID-19 situation?
Preferred Types of Information from Employers

**What Information Employees Want**

- Updates on what my company is doing for employees at this time: 54%
- How my company is adapting its overall strategy and company direction: 51%
- The security of your job: 48%
- Messages from your employer demonstrating an understanding of what you’re going through: 35%
- How my company is able to remain financially stable: 33%
- Tips on wellness (mental wellness, physical wellness): 32%
- Your employer’s ability to be able to afford payroll: 32%
- Updates on what my company is doing to support the local community/Canadians at this time: 27%
- Tips on how to work from home: 27%
- Latest updates about businesses opening/closing from the federal/provincial/municipal government: 26%
- Up to date information about the virus (# of cases, etc.): 24%
- Latest updates about financial support offered by government: 21%
- Messages of hope: 20%
- Updates about my company seeking to access financial support offered by government: 19%
- Personal/life updates from fellow employees (birthdays, births, personal announcements): 18%
- Latest information about treatment options and vaccine development: 12%
- None of the above: 10%

Base: Employed Canadians (n=772)

Q: What do you want to hear from your employer on an ongoing basis when it comes to communications about items related to the COVID-19 situation?

90% Want ongoing communication from their employer
Perceptions of Advertising and Finances

On advertising & business...

% Agree
(Strongly agree or Agree)

- Canadian companies that take an active role during this crisis will have gained a loyal customer in me: 79%
- It’s reassuring to hear from Canadian companies at this time: 79%
- Now is the time to start stimulating our economy back to health: 71%
- It’s about time the government starts re-opening public places (like parks): 63%
- It’s about time the government starts re-opening businesses: 58%
- It’s in poor taste for airline companies to advertise right now: 53%
- My bank (or primary financial institution) has my back during this crisis: 50%
- It’s in poor taste for companies to advertise their partnerships to airlines right now: 48%
- Canadian companies that do nothing during this crisis will lose a customer in me: 46%
- I don’t want to see companies launching any new advertising or promotions at this time: 44%
- This is the wrong time for companies to advertise to me to buy their products/services: 42%
- I don’t mind if companies continue as if it’s business as usual: 42%
- I don’t want to see companies launching any new products or services at this time: 38%

On personal finances

- I’m holding off making any new investments: 73%
- I’m concerned about my employer’s ability to keep paying me: 40%
- Investors are over-reacting to the outbreak: 38%

Base: TOTAL applicable (n=various)

Q: To what extent do you agree or disagree with the following statements about the coronavirus?
Perceptions of Advertising During the Pandemic

% Agree
(Strongly agree or Agree)

CANADA.CA
# new cases
in Canada each week

- 71%
- 42%
- 38%

Mar 16-17  |  Mar 23-24  |  Mar 30-31  |  Apr 6-7  |  Apr 13-14  |  Apr 20-21  |  Apr 27-28  |  May 4-5  |  May 11-12  |  May 19-20
---
374 new cases  |  2,278 new cases  |  5,756 new cases  |  9,349 new cases  |  9,166 new cases  |  11,359 new cases  |  11,604 new cases  |  12,020 new cases  |  9,111 new cases  |  7,955 new cases

Now is the time to start stimulating our economy back to health
This is the wrong time for companies to advertise to me to buy their products/services
I don’t want to see companies launching any new products or services at this time

Base: TOTAL (n=1,510)
Q: To what extent do you agree or disagree with the following statements about the coronavirus?
Q: Which of the following statements do you agree with most when it comes to company communications during the COVID-19 pandemic?
Types of Business Communications

% That Want to Hear Communications from Business Type

- Grocery stores: 58%
- Businesses in my local community: 50%
- Restaurants: 43%
- My bank: 40%
- Retail Stores: 36%
- My telecom provider: 25%
- My insurance provider: 25%
- My energy provider: 21%
- Internet & Technology companies: 20%
- Airlines: 18%
- Hotels: 15%
- None of these: 22%

Base: TOTAL (n=1,510)
Q: Which of the following businesses/companies do you want to hear from when it comes to how their business is reacting during this pandemic?
Perceptions of Going Out

<table>
<thead>
<tr>
<th>Activity</th>
<th>I’m fine with it</th>
<th>I would go cautiously</th>
<th>I avoid it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery stores</td>
<td>33%</td>
<td>58%</td>
<td>9%</td>
</tr>
<tr>
<td>Retail (in store) shopping</td>
<td>19%</td>
<td>53%</td>
<td>28%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>15%</td>
<td>35%</td>
<td>50%</td>
</tr>
<tr>
<td>Malls</td>
<td>14%</td>
<td>32%</td>
<td>54%</td>
</tr>
<tr>
<td>Airports</td>
<td>10%</td>
<td>24%</td>
<td>66%</td>
</tr>
<tr>
<td>Movie Theaters</td>
<td>10%</td>
<td>18%</td>
<td>72%</td>
</tr>
<tr>
<td>Live Sporting Events</td>
<td>9%</td>
<td>16%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,510)
Q: As a result of the coronavirus, how do you feel about going to...

AVOID

<table>
<thead>
<tr>
<th>Activity</th>
<th>May 19-20, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery stores</td>
<td>+1 8%</td>
</tr>
<tr>
<td>Retail (in store) shopping</td>
<td>-7 35%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>-7 57%</td>
</tr>
<tr>
<td>Malls</td>
<td>-7 61%</td>
</tr>
<tr>
<td>Airports</td>
<td>-5 71%</td>
</tr>
<tr>
<td>Movie Theaters</td>
<td>-5 77%</td>
</tr>
<tr>
<td>Live Sporting Events</td>
<td>-2 77%</td>
</tr>
</tbody>
</table>

Note: Δ last week
Changes in Lifestyle (Leisure & Transit)

**Doing More of This (Compared to 2 Weeks Ago)**
- Video calls with people (e.g. Skype) 41%
- Watching streaming TV (e.g. Netflix) 36%
- Making meals/baking at home 36%
- Surfing the internet 33%
- Trying new recipes 31%
- Playing video games 29%
- On social media (e.g. Facebook, Twitter) 28%
- Watching cable TV 25%
- Renting movies 21%
- Texting with people 20%
- Listen to podcasts 19%
- Listen to radio 13%
- Driving 11%
- Use ride-hailing companies (e.g. Uber or Lyft) 9%
- Take transit 7%

**Doing Less of This**
- Video calls with people (e.g. Skype) 8%
- Watching streaming TV (e.g. Netflix) 5%
- Making meals/baking at home 3%
- Surfing the internet 4%
- Trying new recipes 8%
- Playing video games 11%
- On social media (e.g. Facebook, Twitter) 6%
- Watching cable TV 9%
- Renting movies 17%
- Texting with people 6%
- Listen to podcasts 15%
- Listen to radio 19%
- Driving 41%
- Use ride-hailing companies (e.g. Uber or Lyft) 48%
- Take transit 57%

**Changes in Lifestyle (Leisure & Transit)**
- Video calls with people (e.g. Skype)
- Watching streaming TV (e.g. Netflix)
- Making meals/baking at home
- Surfing the internet
- Trying new recipes
- Playing video games
- On social media (e.g. Facebook, Twitter)
- Watching cable TV
- Renting movies
- Texting with people
- Listen to podcasts
- Listen to radio
- Driving
- Use ride-hailing companies (e.g. Uber or Lyft)
- Take transit

**May 19-20, 2020**

<table>
<thead>
<tr>
<th>Activity</th>
<th>May 11-12</th>
<th>May 4-5</th>
<th>Apr 20-21</th>
<th>Apr 6-7</th>
<th>Mar 23-24</th>
<th>Mar 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>VS - last week</td>
<td>45%</td>
<td>52%</td>
<td>65%</td>
<td>73%</td>
<td>57%</td>
<td>35%</td>
</tr>
<tr>
<td>VS last week</td>
<td>39%</td>
<td>42%</td>
<td>54%</td>
<td>59%</td>
<td>56%</td>
<td>37%</td>
</tr>
<tr>
<td>VS last week</td>
<td>38%</td>
<td>39%</td>
<td>51%</td>
<td>58%</td>
<td>51%</td>
<td>32%</td>
</tr>
<tr>
<td>VS last week</td>
<td>35%</td>
<td>39%</td>
<td>50%</td>
<td>56%</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>VS last week</td>
<td>33%</td>
<td>38%</td>
<td>40%</td>
<td>45%</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td>VS last week</td>
<td>33%</td>
<td>37%</td>
<td>45%</td>
<td>55%</td>
<td>55%</td>
<td>-</td>
</tr>
<tr>
<td>VS last week</td>
<td>34%</td>
<td>38%</td>
<td>49%</td>
<td>56%</td>
<td>56%</td>
<td>38%</td>
</tr>
<tr>
<td>VS last week</td>
<td>30%</td>
<td>30%</td>
<td>41%</td>
<td>50%</td>
<td>50%</td>
<td>32%</td>
</tr>
<tr>
<td>VS last week</td>
<td>21%</td>
<td>21%</td>
<td>31%</td>
<td>27%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>VS last week</td>
<td>25%</td>
<td>25%</td>
<td>35%</td>
<td>45%</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>VS last week</td>
<td>21%</td>
<td>26%</td>
<td>23%</td>
<td>28%</td>
<td>25%</td>
<td>-</td>
</tr>
<tr>
<td>VS last week</td>
<td>15%</td>
<td>18%</td>
<td>20%</td>
<td>23%</td>
<td>24%</td>
<td>-</td>
</tr>
<tr>
<td>VS last week</td>
<td>48%</td>
<td>50%</td>
<td>66%</td>
<td>74%</td>
<td>64%</td>
<td>34%</td>
</tr>
<tr>
<td>VS last week</td>
<td>57%</td>
<td>51%</td>
<td>77%</td>
<td>76%</td>
<td>63%</td>
<td>40%</td>
</tr>
<tr>
<td>VS last week</td>
<td>56%</td>
<td>66%</td>
<td>79%</td>
<td>80%</td>
<td>74%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Changes in Lifestyle (Grocery)

Have Done
(Within the last 2 Weeks)

- Buying more food so that you don't need to go to the grocery store as often: 59%
- Buy extra food for the longer term: 34%
- Buy extra hygiene products (e.g., hand sanitizer, toilet paper): 25%
- Buy healthier food (e.g., to boost your immunity): 21%
- Get someone else to go grocery shopping for me: 15%
- Avoided purchasing goods from countries that have been affected by Coronavirus: 10%
- Buy extra single use foods (e.g., single serve yoghurt or drink boxes): 10%
- Other (specify): 2%
- No, I have not: 24%

Base: TOTAL (n=1,510)
Q: Within the last two weeks have you done any of the following related to food/grocery shopping as a result of the coronavirus?
Over the last two weeks, how satisfied have you been with your...
Q: Have you experienced any issues with your internet connectivity over the last two weeks?

Base: TOTAL if applicable (n=various)
Avoiding Flights

**No Chance of Taking a Flight**

- **Leisure – Canada**: 71% (Mar 16-17), 83% (Mar 23-24), 80% (Mar 30-31), 74% (Apr 6-7), 81% (Apr 13-14), 80% (Apr 20-21), 74% (Apr 27-28), 71% (May 4-5), 83% (May 11-12), 80% (May 19-20)

- **Leisure – US**: 80% (Mar 16-17), 83% (Mar 23-24), 80% (Mar 30-31), 74% (Apr 6-7), 81% (Apr 13-14), 80% (Apr 20-21), 74% (Apr 27-28), 71% (May 4-5), 83% (May 11-12), 80% (May 19-20)

- **Leisure – International**: 83% (Mar 16-17), 80% (Mar 23-24), 74% (Mar 30-31), 81% (Apr 6-7), 80% (Apr 13-14), 74% (Apr 20-21), 80% (Apr 27-28), 71% (May 4-5), 83% (May 11-12), 80% (May 19-20)

- **Business – Canada**: 74% (Mar 16-17), 81% (Mar 23-24), 71% (Mar 30-31), 80% (Apr 6-7), 83% (Apr 13-14), 80% (Apr 20-21), 80% (Apr 27-28), 83% (May 4-5), 80% (May 11-12), 80% (May 19-20)

- **Business – US**: 81% (Mar 16-17), 80% (Mar 23-24), 74% (Mar 30-31), 80% (Apr 6-7), 80% (Apr 13-14), 80% (Apr 20-21), 80% (Apr 27-28), 80% (May 4-5), 80% (May 11-12), 80% (May 19-20)

- **Business – International**: 80% (Mar 16-17), 80% (Mar 23-24), 80% (Mar 30-31), 80% (Apr 6-7), 80% (Apr 13-14), 80% (Apr 20-21), 80% (Apr 27-28), 80% (May 4-5), 80% (May 11-12), 80% (May 19-20)

Base: TOTAL (n=1,510)

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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