COVID-19
Weekly Monitoring of Canadian Perceptions & Behaviour
WAVE 14
June 17, 2020

Next report will be available: Wednesday June 24
With the coronavirus outbreak in Canada and abroad, Angus Reid has commenced a weekly tracking study. The purpose of this study is to investigate the current state of Canadian perceptions, 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
- **Wave 11:** May 25-26, 2020
- **Wave 12:** June 1-2, 2020
- **Wave 13:** June 8-9, 2020
- **Wave 14:** June 15-16, 2020

Field date for the next wave Monday June 22nd.

### 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
- **Wave 11:** n=1,008, **Wave 12:** n=1,005
- **Wave 13:** n=1,007, **Wave 14:** n=1,010

For this most recent wave, a representative sample of n=1,010 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.

Tracking data shown in text on the right side of charts omits March 30-31, April 13-14, April 27-28, May 11-12, May 19-20, and June 1-2 waves.
**01 Better in Canada, not so much around the world:** While 86% of Canadians say that things are getting better in Canada (as opposed to worse), they are more pessimistic about the rest of the world. This week, the proportion who say things are getting better across the globe has slipped 11 pts to 47%.

**02 Going out:** The overarching trend is that Canadians are feeling more comfortable with going out. Over-half are willing to go to grocery stores, retail stores, restaurants, and malls (either by stating “they’re fine with it” or “would go cautiously”). One-quarter say “they’re fine with” retail shopping. One-third will go to movie theaters, airports, live sporting events.

**03 Zoom fatigue:** Following a dramatic increase in video conferencing in the first few weeks of the pandemic, more and more Canadians are saying that they are “doing less” of these types of engagements.

**04 Comfort with Travel:** A majority of Canadians are willing to go a variety of destinations - most prominently their neighbourhood, another part of town and to a friend/neighbor’s house. 71% say they would travel to another city but only one-quarter would travel to another country.

**05 Only comfortable traveling by car:** Other than taking a car (which 96% of Canadians are willing to do), less than half of Canadians are willing to take train, taxi, ride-share, flight in Canada, and city transportation. Canadians are least likely to be open to taking a bus to a different city and taking a flight abroad.
Key Findings
Level of Stress from COVID-19 Pandemic

CANADA.CA
# new cases in Canada each week

Concern about Getting Sick
(Extremely, very concerned)

- Extremely/stressed
- Very stressed
- Stressed
- Not very stressed
- Not at all stressed

Your parents (if over 65 yrs.)
52%

Your children (under 12 yrs.)
31%

People in your community
23%

You personally
22%

Base: TOTAL (n=1,010)
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 . .


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

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
0 2,000 4,000 6,000 8,000 10,000 12,000
March 16-17, 2020
June 15-16, 2020

05 P A G E
Are Things Getting Better or Worse?

Base: TOTAL (n=1,010)
Q: Thinking about coronavirus, do you think things are getting better or worse...

In Canada
15% Worse
85% Better

Worldwide
53% Worse
47% Better

Are things getting better or worse?

# new cases
Globally each week

New Cases
Mar 16-17
Mar 23-24
Mar 30-31
Apr 6-7
Apr 13-21
Apr 27-28
May 4-5
May 11-12
May 19-20
May 25-26
Jun 1-2
Jun 8-9
Jun 15-16

Better – around the world
Better – in Canada

Base: TOTAL (n=1,010)
Q: Thinking about coronavirus, do you think things are getting better or worse...
COVID-19 Perceptions

% Agree
(Strongly agree or Agree)

Base: TOTAL (n=1,010)

Q: To what extent do you agree or disagree with the following statements about the coronavirus

- Things are going to get worse before they get better: 63%
- It’s time for things to go back to normal: 48%
- The health risk of the coronavirus has been overblown: 29%
Financial Concern

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

- **Very/extremely concerned:** 61%
- **Concerned:** 28%
- **Not very concerned:** 9%
- **Not at all concerned:** 2%

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

- **Very/extremely concerned:** 28%
- **Concerned:** 35%
- **Not very concerned:** 30%
- **Not at all concerned:** 7%
Concern Over Economy versus Health Crisis During Pandemic

May 4-5  May 11-12  May 19-20  May 25-26  Jun 1-2  Jun 8-9  Jun 15-16

Q. If you had to choose, which aspect of the COVID-19 situation are you currently more personally concerned about?

% Concerned About the Economy vs. the Health Crisis

More concerned about the health crisis  More concerned about the economy

Base: TOTAL (n=1,010)
Financial Actions Taken as a Result of COVID-19

<table>
<thead>
<tr>
<th>Action</th>
<th>Last Week</th>
<th>Jun 8-9</th>
<th>May 19-20</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>Cut back on spending</td>
<td>40%</td>
<td>-4</td>
<td>44%</td>
<td>37%</td>
<td>40%</td>
<td>42%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Ensure I have an available cash nest egg for the duration of the crisis</td>
<td>36%</td>
<td>=</td>
<td>36%</td>
<td>35%</td>
<td>33%</td>
<td>34%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Made investments</td>
<td>18%</td>
<td>+3</td>
<td>15%</td>
<td>13%</td>
<td>16%</td>
<td>17%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Talk to someone at a financial institution about your finances</td>
<td>14%</td>
<td>-1</td>
<td>15%</td>
<td>13%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Sold investments</td>
<td>9%</td>
<td>+1</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Cash in some/all my TFSA</td>
<td>7%</td>
<td>+1</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Cancelled automatic bill payments</td>
<td>4%</td>
<td>=</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Cash in some/all of RRSP</td>
<td>4%</td>
<td>-3</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: TOTAL applicable (n=various)
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

### On advertising & business...

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree (Strongly agree or Agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s reassuring to hear from Canadian companies at this time</td>
<td>80%</td>
</tr>
<tr>
<td>Now is the time to start stimulating our economy back to health</td>
<td>79%</td>
</tr>
<tr>
<td>Canadian companies that take an active role during this crisis will have gained a loyal customer in me</td>
<td>78%</td>
</tr>
<tr>
<td>It’s about time the government starts re-opening public places (like parks)</td>
<td>74%</td>
</tr>
<tr>
<td>It’s about time the government starts re-opening businesses</td>
<td>72%</td>
</tr>
<tr>
<td>Canadian companies that do nothing during this crisis will lose a customer in me</td>
<td>48%</td>
</tr>
<tr>
<td>My bank (or primary financial institution) has my back during this crisis</td>
<td>47%</td>
</tr>
<tr>
<td>I don’t mind if companies continue as if it’s business as usual</td>
<td>46%</td>
</tr>
<tr>
<td>It’s in poor taste for airline companies to advertise right now</td>
<td>46%</td>
</tr>
<tr>
<td>It’s in poor taste for companies to advertise their partnerships to airlines right now</td>
<td>42%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new advertising or promotions at this time</td>
<td>36%</td>
</tr>
<tr>
<td>This is the wrong time for companies to advertise to me to buy their products/services</td>
<td>35%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new products or services at this time</td>
<td>32%</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 new investments</td>
<td>67%</td>
</tr>
<tr>
<td>Investors are over-reacting to the outbreak</td>
<td>41%</td>
</tr>
<tr>
<td>I’m concerned about my employer’s ability to keep paying me</td>
<td>35%</td>
</tr>
</tbody>
</table>

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Base: TOTAL applicable (n=various)

Q: To what extent do you agree or disagree with the following statements about the coronavirus?
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

% Agree
(Strongly agree or Agree)


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=1,010)
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?
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</td>
<td>41%</td>
<td>54%</td>
<td>5%</td>
</tr>
<tr>
<td>Retail (in store) shopping</td>
<td>27%</td>
<td>51%</td>
<td>22%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>21%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Malls</td>
<td>20%</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>Movie theaters</td>
<td>13%</td>
<td>25%</td>
<td>62%</td>
</tr>
<tr>
<td>Airports</td>
<td>13%</td>
<td>24%</td>
<td>63%</td>
</tr>
<tr>
<td>Live sporting events</td>
<td>13%</td>
<td>18%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,010)

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

Δ last week: June 8-9

- Apr 6-7: 13%
- Mar 23-24: 13%
- Apr 20-21: 13%
- May 4-5: 12%
- May 25-26: 8%
- Jun 8-9: 5%

June 15-16, 2020

<table>
<thead>
<tr>
<th>Activity</th>
<th>June 8-9</th>
<th>May 25-26</th>
<th>May 4-5</th>
<th>Apr 20-21</th>
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</tr>
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<td>Malls</td>
<td>20%</td>
<td>35%</td>
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<td>45%</td>
<td>45%</td>
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<td>45%</td>
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<td>63%</td>
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<td>13%</td>
<td>18%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Changes in Lifestyle (Leisure & Transit)

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

- **Doing More of This (Compared to 2 Weeks Ago)**
  - Video calls with people (e.g. Skype): 23%
  - Surfing the internet: 21%
  - Watching streaming TV (e.g. Netflix): 22%
  - Making meals/baking at home: 20%
  - Playing video games: 18%
  - On social media (e.g. Facebook, Twitter): 21%
  - Trying new recipes: 20%
  - Watching cable TV: 19%
  - Texting with people: 16%
  - Listen to podcasts: 16%
  - Listen to radio: 14%
  - Renting movies: 11%
  - Driving: 17%
  - Use ride-hailing companies (e.g. Uber or Lyft): 13%
  - Take transit: 10%

- **Doing Less of This**
  - Doing Less
  - Video calls with people (e.g. Skype): 18%
  - Surfing the internet: 5%
  - Watching streaming TV (e.g. Netflix): 9%
  - Making meals/baking at home: 7%
  - Playing video games: 13%
  - On social media (e.g. Facebook, Twitter): 9%
  - Trying new recipes: 11%
  - Watching cable TV: 12%
  - Texting with people: 6%
  - Listen to podcasts: 16%
  - Listen to radio: 16%
  - Renting movies: 22%
  - Driving: 19%
  - Use ride-hailing companies (e.g. Uber or Lyft): 37%
  - Take transit: 46%

Base: TOTAL applicable (n=various)

June 15-16, 2020

### Doing More

<table>
<thead>
<tr>
<th>Activity</th>
<th>Last Week</th>
<th>Current Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video calls with people</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Surfing the Internet</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>Watching streaming TV</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>Making meals/baking at home</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>On social media</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Watching cable TV</td>
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<td>12%</td>
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<td>Texting with people</td>
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<tr>
<td>Listen to podcasts</td>
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<td>16%</td>
</tr>
<tr>
<td>Listen to radio</td>
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<td>13%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Driving</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Use ride-hailing companies</td>
<td>13%</td>
<td>37%</td>
</tr>
<tr>
<td>Take transit</td>
<td>10%</td>
<td>46%</td>
</tr>
</tbody>
</table>
### Perceptions of Travel

**Base:** TOTAL (n=1,010)

**Q:** And how do you feel about going to...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Would go</th>
<th>Would go cautiously</th>
<th>Avoid it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being out in your neighbourhood</td>
<td>97%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Travelling to another part of your town</td>
<td>93%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Going to a friend/family member’s home</td>
<td>86%</td>
<td>14%</td>
<td>0%</td>
</tr>
<tr>
<td>Travelling to another city</td>
<td>71%</td>
<td>29%</td>
<td>0%</td>
</tr>
<tr>
<td>Travelling to another country</td>
<td>26%</td>
<td>74%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Net: Would go

- Being out in your neighbourhood: 97%
- Travelling to another part of your town: 93%
- Going to a friend/family member’s home: 86%
- Travelling to another city: 71%
- Travelling to another country: 26%
Changes in Lifestyle (Grocery)

### Have Done
**(Within the last 2 Weeks)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying more food so that you don’t need to go to the grocery store as often</td>
<td>47%</td>
</tr>
<tr>
<td>Buy extra food for the longer term</td>
<td>28%</td>
</tr>
<tr>
<td>Buy extra hygiene products (e.g. hand sanitizer, toilet paper)</td>
<td>21%</td>
</tr>
<tr>
<td>Buy healthier food (e.g. to boost your immunity)</td>
<td>19%</td>
</tr>
<tr>
<td>Get someone else to go grocery shopping for me</td>
<td>11%</td>
</tr>
<tr>
<td>Avoided purchasing goods from countries that have been affected by Coronavirus</td>
<td>11%</td>
</tr>
<tr>
<td>Buy extra single use foods (e.g. single serve yoghurt or drink boxes)</td>
<td>7%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>1%</td>
</tr>
<tr>
<td>No, I have not</td>
<td>29%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,010)

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

Satisfaction with...
(very satisfied/satisfied)

Customer Service
Cellphone reliability
Internet reliability
Reliability of home internet
Telecom customer service

Q: 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?
## Changing Telecom Services

### Likelihood to Change Telecom Services...

<table>
<thead>
<tr>
<th>Service</th>
<th>Upgrade/sign up for</th>
<th>No change</th>
<th>Downgrade/cancel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming Services</td>
<td>4%</td>
<td>91%</td>
<td>5%</td>
</tr>
<tr>
<td>Cable TV</td>
<td>2%</td>
<td>89%</td>
<td>9%</td>
</tr>
<tr>
<td>Home Phone</td>
<td>3%</td>
<td>91%</td>
<td>6%</td>
</tr>
<tr>
<td>Cell Phone</td>
<td>4%</td>
<td>91%</td>
<td>5%</td>
</tr>
<tr>
<td>Internet</td>
<td>4%</td>
<td>92%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### % Likely to Make a Change

<table>
<thead>
<tr>
<th>Last Week</th>
<th>June 8-9</th>
<th>May 25-26</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>Streaming Services</td>
<td>+3</td>
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<tr>
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<tr>
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<td>6%</td>
<td>-</td>
</tr>
</tbody>
</table>

Base: Those who use each service (n=varies)

Q: In the next two weeks, are you likely to make any changes to...
For more information please contact

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