COVID-19

Weekly Monitoring of Canadian Perceptions & Behaviour

WAVE 15

June 24, 2020

Next report will be available: Wednesday July 1
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
- **Wave 15:** June 22-23, 2020

Field date for the next wave Monday June 29th

**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
- **Wave 15:** n=1,001

For this most recent wave, a representative sample of n=1,001 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, down and up 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.
5 Things You Should Know

Global pessimism: While 86% of Canadians say things are getting better in Canada, pessimism continues to rise for the world as a whole—67% say things around the world are getting worse. This marks the second consecutive week in declines in the proportion saying things are getting better worldwide, from 58% in the June 8-9 wave to 47% on June 15-16 and 33% this week.

Downtick in concern for domestic travel: Some Canadians may be starting to open their minds to domestic air travel, as the proportion of Canadians saying there is “no chance” they would take a flight within Canada in the next 4 weeks decreased—61% say there is no chance they’d take a flight within Canada vs. 69% last wave and 83% at the beginning of the lockdown. While most of those who haven’t sworn off taking a domestic flight still say it is unlikely (32%).

Settling into routines: Canadians did not report major changes in their leisure or transit activities vs. last wave, suggesting they are settling into a routine with the current state of loosened restrictions across the country.

Stress Levels Stabilized: One in five Canadians say they are extremely or very stressed about the coronavirus outbreak—a proportion that has not changed significantly since May, and is 15pts lower than the high-point of 35% saying they are extremely/very stressed at the beginning of the lockdowns in March.

Internet Connectivity: One quarter (24%) of Canadians report dissatisfaction with their internet connectivity—up from 18% in the previous wave. Internet issues are affecting customers’ relationships with their providers as the proportion of Canadians dissatisfied with their telecom provider’s customers service increased to 21% from 12% the previous wave.
Key Findings
Level of Stress from COVID-19 Pandemic

Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?

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

Concern about Getting Sick
(Extremely, very concerned)

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

Base: TOTAL (n=1,001)
Q: How concerned are you about . . .
Base: TOTAL applicable (n=various)
Are Things Getting Better or Worse?

Base: TOTAL (n=1,001)
Q: Thinking about coronavirus, do you think things are getting better or worse...

In Canada
- 14% Worse
- 86% Better

Worldwide
- 67% Worse
- 33% Better

# new cases
Globally each week

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
May 25-26
Jun 1-2
Jun 8-9
Jun 15-16
Jun 22-23

Better – around the world
Better – in Canada
COVID-19 Perceptions

% Agree (Strongly agree or Agree)

Things are going to get worse before they get better 59%

It’s time for things to go back to normal 46%

The health risk of the coronavirus has been overblown 25%

Base: TOTAL (n=1,001)
Q: To what extent do you agree or disagree with the following statements about the coronavirus
Financial Concern

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

10-Mar
Mar 16-17
Mar 23-24
Mar 30-31
Apr 6-7
Apr 13-14
May 4-5
May 11-12
May 19-20
May 25-26
Jun 1-2
Jun 8-9
Jun 15-16
Jun 22-23

Concern about Canadian Economy

Concern about Personal Finances

Base: TOTAL (n=1,001)
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

May 4-5  May 11-12  May 19-20  May 25-26  Jun 1-2  Jun 8-9  Jun 15-16  Jun 22-23

Base: TOTAL (n=1,001)

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

More concerned about: 54% Health Crisis  46% The economy
Financial Actions Taken as a Result of COVID-19

% Have Done

- Cut back on spending: 39%
- Ensure I have an available cash nest egg for the duration of the crisis: 37%
- Made investments: 20%
- Talk to someone at a financial institution about your finances: 15%
- Sold investments: 8%
- Cash in some/all my TFSA: 8%
- Cash in some/all of RRSP: 7%
- Cancelled automatic bill payments: 6%

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 . . .

% Agree
(Strongly agree or Agree)

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

On personal finances

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

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*

**NOW IS THE TIME TO START STIMULATING OUR ECONOMY BACK TO HEALTH**

77%

**THIS IS THE WRONG TIME FOR COMPANIES TO ADVERTISE TO ME TO BUY THEIR PRODUCTS/SERVICES**

32%

**I DON'T WANT TO SEE COMPANIES LAUNCHING ANY NEW PRODUCTS OR SERVICES AT THIS TIME**

29%

Base: TOTAL (n=1,001)

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>42%</td>
<td>51%</td>
<td>7%</td>
</tr>
<tr>
<td>Retail (in store) shopping</td>
<td>28%</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>23%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Malls</td>
<td>20%</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>Airports</td>
<td>12%</td>
<td>25%</td>
<td>63%</td>
</tr>
<tr>
<td>Movie theaters</td>
<td>13%</td>
<td>22%</td>
<td>65%</td>
</tr>
<tr>
<td>Live sporting events</td>
<td>11%</td>
<td>17%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,001)
Q: As a result of the coronavirus, how do you feel about going to..
## Changes in Lifestyle (Leisure & Transit)

**DOING MORE**

<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>Video calls with people (e.g. Skype)</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Watching streaming TV (e.g. Netflix)</td>
<td>23%</td>
<td>8%</td>
</tr>
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<td>Surfing the internet</td>
<td>22%</td>
<td>4%</td>
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<tr>
<td>Making meals/baking at home</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>On social media (e.g. Facebook, Twitter)</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Listen to podcasts</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Watching cable TV</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Texting with people</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>Driving</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Use ride-hailing companies (e.g. Uber or Lyft)</td>
<td>7%</td>
<td>47%</td>
</tr>
<tr>
<td>Take transit</td>
<td>6%</td>
<td>48%</td>
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Base: TOTAL applicable (n=various)

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

Satisfaction with... (very satisfied/satisfied)

Cellphone service
- Very satisfied: 33%
- Satisfied: 56%
- Dissatisfied: 11%

Telecom customer service
- Very satisfied: 26%
- Satisfied: 53%
- Dissatisfied: 21%

Reliability of home internet
- Very satisfied: 30%
- Satisfied: 46%
- Dissatisfied: 24%

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?
Avoiding Flights

Q: How likely are you to do any of the following in the next 4 weeks?

- No chance of taking a flight
- Unlikely
- Likely/already done

Base: TOTAL (n=1,007)

Q: How likely are you to do any of the following in the next 4 weeks?

- Take a flight within Canada
- Take a flight within US
- Take a flight outside Canada & US

Leisure
- Take a flight within Canada: 61%
- Take a flight within US: 80%
- Take a flight outside Canada & US: 75%

Business
- Take a flight within Canada: 70%
- Take a flight within US: 81%
- Take a flight outside Canada & US: 78%


Leisure – Canada
Leisure – US
Leisure – International
Business – Canada
Business – US
Business – International
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