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
- Wave 16: June 30 – July 1, 2020

Field date for the next wave Monday July 15th.

**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, Wave 16: n=1,005

For this most recent wave, a representative sample of n=1,005 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 Health Crisis edging out the economy: When asked about whether they are more concerned about the health crisis or the economy, the trend is leaning back towards the health crisis. Perhaps this is a reflection of how Canadians perceive what's going on in the rest of the world.

02 Time to shop: A majority of Canadians says they would go to the grocery store (95%), retail stores (78%), restaurants (59%) and malls (58%).

03 Change is here to stay: A majority of Canadians say that after the pandemic, when things are "back to normal", there will be some changes in most of their interactions that are permanent including flights, public transportation, restaurants, movie theaters, retail, malls, hotels, grocery stores, banks or church. The most significant changes are expected for flights, public transportation and in movie theaters.

04 All sectors are hurting: Canadians agree that almost all sectors of the economy have taken a financial hit. Groceries, food & beverage, technology and telecoms are perceived to have prospered.

05 Who will bounce back: While Canadians perceive many of our sectors will fully recover economically, several stand out as sectors that will not fully recover including restaurants, airlines, and hotels & tourism.
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?

Q: How concerned are you about..."
Are Things Getting Better or Worse?

Base: TOTAL (n=1,005)
Q: Thinking about coronavirus, do you think things are getting better or worse...

In Canada
- 16% Worse
- 84% Better

Worldwide
- 69% Worse
- 31% Better
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 44%

The health risk of the coronavirus has been overblown 28%

Base: TOTAL (n=1,005)
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?**

- Very/extremely concerned: 62%
- Extremely concerned: 32%
- Very concerned: 8%
- Concerned: 11%
- Not very concerned: 1%
- Not at all concerned: 14%

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

- Very/extremely concerned: 31%
- Extremely concerned: 16%
- Very concerned: 14%
- Concerned: 31%
- Not very concerned: 11%
- Not at all concerned: 27%

Base: TOTAL (n=1,005)
Concern Over Economy versus Health Crisis During Pandemic

% Concerned About the Economy vs. the Health Crisis

- More concerned about the health crisis: 56%
- More concerned about the economy: 44%

May 4-5, May 11-12, May 19-20, May 25-26, Jun 1-2, Jun 8-9, Jun 15-16, Jun 22-23, Jun 30 - Jul 1

Base: TOTAL (n=1,005)

Q: If you had to choose, which aspect of the COVID-19 situation are you currently more personally concerned about?
Perceptions of Advertising and Finances

On advertising & business...

% Agree
(Strongly agree or Agree)

- It’s reassuring to hear from Canadian companies at this time: 78%
- Canadian companies that take an active role during this crisis will have gained a loyal customer in me: 77%
- Now is the time to start stimulating our economy back to health: 76%
- It’s about time the government starts re-opening public places (like parks): 69%
- It’s about time the government starts re-opening businesses: 65%
- It’s in poor taste for airline companies to advertise right now: 54%
- Canadian companies that do nothing during this crisis will lose a customer in me: 48%
- I don’t want to see companies launching any new advertising or promotions at this time: 38%
- This is the wrong time for companies to advertise to me to buy their products/services: 38%
- I don’t want to see companies launching any new products or services at this time: 33%

On personal finances

- I’m holding off making any new investments: 69%
- Investors are over-reacting to the outbreak: 37%
- I’m concerned about my employer’s ability to keep paying me: 39%

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)

76%
Now is the time to start stimulating our economy back to health

38%
This is the wrong time for companies to advertise to me to buy their products/services

33%
I don’t want to see companies launching any new products or services at this time

Base: TOTAL (n=1,005)

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

Base: TOTAL (n=1,005)
Q: As a result of the coronavirus, how do you feel about going to...

<table>
<thead>
<tr>
<th>Location</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>46%</td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>Retail (in store) shopping</td>
<td>30%</td>
<td>52%</td>
<td>18%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>23%</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Malls</td>
<td>22%</td>
<td>36%</td>
<td>42%</td>
</tr>
<tr>
<td>Movie theaters</td>
<td>15%</td>
<td>23%</td>
<td>62%</td>
</tr>
<tr>
<td>Airports</td>
<td>13%</td>
<td>21%</td>
<td>66%</td>
</tr>
<tr>
<td>Live sporting events</td>
<td>12%</td>
<td>17%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Δ last week:
-2 7%   5%   5%   6%   8%   13%   13%  7%
-4 -22% 21% 21% 27% 32% 55% 62% 44%
+2 39% 40% 40% 45% 52% 74% 83% 59%
-1 43% 45% 45% 52% 57% 76% 85% 64%
-1 63% 62% 63% 67% 72% 86% 92% 80%
+1 65% 63% 60% 68% 68% 83% 91% 82%
-1 72% 69% 69% 75% 75% - - -
Changes in Lifestyle (Leisure & Transit)

**Doing More of This**  
*(Compared to 2 Weeks Ago)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Doing More</th>
<th>Doing Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video calls with people (e.g. Skype)</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Watching streaming TV (e.g. Netflix)</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Surfing the internet</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>On social media (e.g. Facebook, Twitter)</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Watching cable TV</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Making meals/baking at home</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Listen to podcasts</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Texting with people</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Driving</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Take transit</td>
<td>14%</td>
<td>41%</td>
</tr>
<tr>
<td>Use ride-hailing companies (e.g. Uber or Lyft)</td>
<td>9%</td>
<td>42%</td>
</tr>
</tbody>
</table>

**Doing Less of This**

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<td>42%</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?
Perceptions of Travel

June 30 – July 1, 2020

Base: TOTAL (n=1,005)
Q: And how do you feel about going to...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Would go</th>
<th>Net: Would go</th>
<th>Δ last wave</th>
<th>Jun 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being out in your neighbourhood</td>
<td>70%</td>
<td>27%</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>Travelling to another part of your town</td>
<td>58%</td>
<td>36%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Going to a friend/family member’s home</td>
<td>47%</td>
<td>41%</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>Travelling to another city</td>
<td>30%</td>
<td>43%</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>Travelling to another country</td>
<td>8%</td>
<td>15%</td>
<td>77%</td>
<td>23%</td>
</tr>
</tbody>
</table>

WOULD GO

I'm fine with it | I would go cautiously | I avoid it
Telecom Satisfaction

**Satisfaction with...**
*(very satisfied/satisfied)*

- **Cellphone service**: 37% Very satisfied, 53% Satisfied, 10% Dissatisfied
- **Telecom customer service**: 29% Very satisfied, 55% Satisfied, 16% Dissatisfied
- **Reliability of home internet**: 33% Very satisfied, 48% Satisfied, 19% Dissatisfied

Base: TOTAL if applicable (n=various)

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?
### Changes in Businesses After Pandemic

#### % That Expect Lasting Changes in Business Type

<table>
<thead>
<tr>
<th>Activity</th>
<th>Expect Significant Changes</th>
<th>Expect some changes</th>
<th>Back to normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking a flight</td>
<td>38%</td>
<td>47%</td>
<td>16%</td>
</tr>
<tr>
<td>Taking public transportation</td>
<td>29%</td>
<td>53%</td>
<td>18%</td>
</tr>
<tr>
<td>Going to restaurants</td>
<td>19%</td>
<td>62%</td>
<td>19%</td>
</tr>
<tr>
<td>Going to movie theaters</td>
<td>24%</td>
<td>56%</td>
<td>19%</td>
</tr>
<tr>
<td>Going to retail stores</td>
<td>12%</td>
<td>68%</td>
<td>20%</td>
</tr>
<tr>
<td>Going to malls</td>
<td>17%</td>
<td>62%</td>
<td>21%</td>
</tr>
<tr>
<td>Staying at a hotel</td>
<td>21%</td>
<td>57%</td>
<td>22%</td>
</tr>
<tr>
<td>Going to grocery stores</td>
<td>13%</td>
<td>65%</td>
<td>23%</td>
</tr>
<tr>
<td>Going to the bank</td>
<td>11%</td>
<td>64%</td>
<td>25%</td>
</tr>
<tr>
<td>Going to church</td>
<td>16%</td>
<td>50%</td>
<td>34%</td>
</tr>
</tbody>
</table>

#### % Expect Changes

- **85%** Expect Significant Changes
- **82%** Expect some changes
- **81%** Back to normal
- **80%** Expect some changes
- **79%** Back to normal
- **78%** Expect some changes
- **78%** Back to normal
- **75%** Expect some changes
- **66%** Back to normal
- **50%** Expect some changes

Base: TOTAL (n=1,005)

Q: Thinking ahead to the future, when things are fully “back to normal”, do you think:
Impact of Pandemic on industry Sectors

**Experienced Financial Hit**

- **Airlines**: 98%
- **Hotels & Tourism**: 97%
- **Restaurants**: 97%
- **Retail**: 90%
- **Creative Industries**: 83%
- **Manufacturing**: 81%
- **Agriculture & fishing**: 75%
- **Real Estate, construction & trades**: 74%
- **Business/Professional Services**: 59%
- **Advertising, Marketing or Public Relations**: 54%
- **Energy sector**: 48%
- **Financial Services, Banks & Insurance**: 37%
- **Groceries, food & Beverage**: 25%
- **Technology and Telecommunications**: 22%

**Prospered Financially**

- **0%**
- **1%**
- **2%**
- **5%**
- **8%**
- **2%**
- **7%**
- **5%**
- **5%**
- **13%**
- **15%**
- **22%**

Base: TOTAL applicable (n=1,005)

Q: How do you think the pandemic has affected each of the following sectors?
Ability of Sectors to Recover from Pandemic

**Will not Fully Recover**
- Restaurants: 59%
- Airlines: 57%
- Hotels & Tourism: 51%
- Creative Industries: 45%
- Retail: 44%
- Energy sector: 36%
- Agriculture & fishing: 23%
- Manufacturing: 23%
- Groceries, food & Beverage: 20%
- Advertising, Marketing or Public Relations: 18%
- Real Estate, construction & trades: 18%
- Business/Professional Services: 14%
- Financial Services, Banks & Insurance: 14%
- Technology and Telecommunications: 12%

**Will Fully Bounce Back**
- Restaurants: 41%
- Airlines: 43%
- Hotels & Tourism: 49%
- Creative Industries: 55%
- Retail: 56%
- Energy sector: 64%
- Agriculture & fishing: 77%
- Manufacturing: 77%
- Groceries, food & Beverage: 80%
- Advertising, Marketing or Public Relations: 82%
- Real Estate, construction & trades: 82%
- Business/Professional Services: 86%
- Financial Services, Banks & Insurance: 86%
- Technology and Telecommunications: 88%

Base: TOTAL applicable (n=varies)

Q: Of the sectors that you said have experienced a financial hit, which of them do you think will be able to fully recover when things go “back to normal”

June 30 - July 1, 2020
For more information please contact

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