COVID-19

Weekly Monitoring of Canadian Perceptions & Behaviour

WAVE 17

July 15, 2020

Next report will be available:
Wednesday July 29
Methodology

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
- Wave 17: July 13 – July 14, 2020
- Field date for the next wave Monday July 27th.

**Sample**

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, and are used to denote statistically significant increases or decreases from previous waves at 95% confidence level.
5 Things You Should Know

01 Concern on the rise: Across several metrics we see that Canadians are a little more concerned about the pandemic. Despite an encouraging scenario with cases in Canada, Canadians are demonstrating more concern about their safety (and their loved ones). This is also seen in a slight drop among those who think things are getting better in Canada (down 5 pts to 79%) and now only 28% of Canadians think things are getting better around the globe.

02 Health crisis over Economy: When asked to choose between the two, 59% of Canadians now say that they are more focused on the health crisis over the economy (41%). For context, this measure was 50%/50% at the start of June.

03 Restaurant woes: The good news for the beleaguered restaurant sector is that two-thirds of Canadians have visited a drive-through and got takeout from a restaurant over the last two weeks. The bad news is that at least 50% of Canadians say they would not dine indoors at a restaurant, fast food restaurant or mall food court.

04 US Border Opening: With the surge in case in the U.S. it should come as no surprise that 84% of Canadians want the US border to be completely closed for now. The main outlier is the 29% of Albertans who want the border open in some capacity (completely or a limited manner).

05 Support to go back to isolation: With wave two seeming to be a certainty in the minds of many Canadians (in May 95% were confident about an emerging wave 2), this wave we asked what they would be prepared to do. 81% said they that if there was a significant resurgence in cases, they would support social distancing like we experienced in March/April.
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 . . .

Base: TOTAL (n=1,001)

Base: TOTAL applicable (n=various)

Concern about Getting Sick
(Extremely, very concerned)

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

54%
34%
28%
23%
Are Things Getting Better or Worse?

New Cases

- Better – around the world
- Better – in Canada

In Canada
21% Worse
79% Better

Worldwide
72% Worse
28% Better

Base: TOTAL (n=1,001)
Q: Thinking about coronavirus, do you think things are getting better or worse...
COVID-19 Perceptions

% Agree
(Strongly agree or Agree)

Things are going to get worse before they get better 66%

It’s time for things to go back to normal 43%

The health risk of the coronavirus has been overblown 23%

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

Δ last week
Jun 30 – Jul 1  June Total  May Total  April Total  Mar 23-24  Mar 16-17

+4  62%  61%  64%  81%  94%  92%

-1  44%  46%  41%  34%  34%  44%

-5  28%  28%  26%  18%  14%  28%
Financial Concern

July 13 - July 14, 2020

Concern about Canadian Economy

TSX S&P
$20,000
31% 31%
Very/extremely concerned
Very concerned
Concerned
Not very concerned
Not at all concerned

TSX S&P
$15,000
60%
29%
8%
Very/extremely concerned
Very concerned
Concerned
Not very concerned
Not at all concerned

TSX S&P
$10,000
60%
29%
Very/extremely concerned
Very concerned
Concerned
Not very concerned
Not at all concerned

Concern about Personal Finances

TSX S&P
$5,000
60%
29%
13%
Very/extremely concerned
Very concerned
Concerned
Not very concerned
Not at all concerned

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

More Concerned about:
59% Health Crisis
41% The economy

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

Base: TOTAL (n=1,001)
Perceptions of Advertising and Finances

On advertising & business...

<table>
<thead>
<tr>
<th>% Agree (Strongly agree or Agree)</th>
<th>June Total</th>
<th>June Total</th>
<th>May Total</th>
<th>Apr Total</th>
<th>Mar 23-24</th>
<th>Mar 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian companies that take an active role during this crisis will have gained a loyal customer in me</td>
<td>79%</td>
<td>76%</td>
<td>79%</td>
<td>85%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>It’s reassuring to hear from Canadian companies at this time</td>
<td>79%</td>
<td>76%</td>
<td>78%</td>
<td>79%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Now is the time to start stimulating our economy back to health</td>
<td>74%</td>
<td>77%</td>
<td>67%</td>
<td>53%</td>
<td>54%</td>
<td>-</td>
</tr>
<tr>
<td>It’s about time the government starts re-opening public places (like parks)</td>
<td>68%</td>
<td>72%</td>
<td>58%</td>
<td>46%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>It’s about time the government starts re-opening businesses</td>
<td>65%</td>
<td>68%</td>
<td>54%</td>
<td>42%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>It’s in poor taste for airline companies to advertise right now</td>
<td>58%</td>
<td>50%</td>
<td>55%</td>
<td>64%</td>
<td>73%</td>
<td>65%</td>
</tr>
<tr>
<td>Canadian companies that do nothing during this crisis will lose a customer in me</td>
<td>51%</td>
<td>45%</td>
<td>47%</td>
<td>52%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>This is the wrong time for companies to advertise to me to buy their products/services</td>
<td>39%</td>
<td>36%</td>
<td>42%</td>
<td>53%</td>
<td>65%</td>
<td>58%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new advertising or promotions at this time</td>
<td>39%</td>
<td>36%</td>
<td>43%</td>
<td>53%</td>
<td>64%</td>
<td>60%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new products or services at this time</td>
<td>33%</td>
<td>31%</td>
<td>37%</td>
<td>48%</td>
<td>61%</td>
<td>57%</td>
</tr>
</tbody>
</table>

On personal finances

<table>
<thead>
<tr>
<th>% Agree (Strongly agree or Agree)</th>
<th>June Total</th>
<th>June Total</th>
<th>May Total</th>
<th>Apr Total</th>
<th>Mar 23-24</th>
<th>Mar 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m holding off making any new investments</td>
<td>65%</td>
<td>67%</td>
<td>74%</td>
<td>79%</td>
<td>85%</td>
<td>77%</td>
</tr>
<tr>
<td>Investors are over-reacting to the outbreak</td>
<td>37%</td>
<td>39%</td>
<td>40%</td>
<td>40%</td>
<td>42%</td>
<td>56%</td>
</tr>
<tr>
<td>I’m concerned about my employer’s ability to keep paying me</td>
<td>37%</td>
<td>37%</td>
<td>42%</td>
<td>50%</td>
<td>58%</td>
<td>49%</td>
</tr>
</tbody>
</table>

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

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=1,001)

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

- Grocery: 41% I'm fine with it, 54% I would go cautiously, 5% I avoid it
- Retail (in store) shopping: 25% I'm fine with it, 54% I would go cautiously, 21% I avoid it
- Restaurants: 20% I'm fine with it, 41% I would go cautiously, 39% I avoid it
- Malls: 18% I'm fine with it, 40% I would go cautiously, 43% I avoid it
- Movie theaters: 12% I'm fine with it, 23% I would go cautiously, 65% I avoid it
- Airports: 11% I'm fine with it, 23% I would go cautiously, 66% I avoid it
- Live sporting events: 11% I'm fine with it, 15% I would go cautiously, 74% I avoid it

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

<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>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Watching streaming TV (e.g. Netflix)</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Making meals/baking at home</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Surfing the internet</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>On social media (e.g. Facebook, Twitter)</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Watching cable TV</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Listen to podcasts</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Texting with people</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Driving</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Use ride-hailing companies (e.g. Uber or Lyft)</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Take transit</td>
<td>11%</td>
<td>38%</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

<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>Being out in your neighbourhood</td>
<td>70%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Travelling to another part of your town</td>
<td>58%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>Going to a friend/family member’s home</td>
<td>47%</td>
<td>42%</td>
<td>11%</td>
</tr>
<tr>
<td>Travelling to another city</td>
<td>29%</td>
<td>43%</td>
<td>28%</td>
</tr>
<tr>
<td>Travelling to another country</td>
<td>8%</td>
<td>13%</td>
<td>79%</td>
</tr>
</tbody>
</table>

**Net: Would go**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Net: Would go</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being out in your neighbourhood</td>
<td>97%</td>
</tr>
<tr>
<td>Travelling to another part of your town</td>
<td>93%</td>
</tr>
<tr>
<td>Going to a friend/family member’s home</td>
<td>89%</td>
</tr>
<tr>
<td>Travelling to another city</td>
<td>72%</td>
</tr>
<tr>
<td>Travelling to another country</td>
<td>21%</td>
</tr>
</tbody>
</table>

**Δ last wave**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Δ last wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being out in your neighbourhood</td>
<td>Δ last wave</td>
</tr>
<tr>
<td>Travelling to another part of your town</td>
<td>+1</td>
</tr>
<tr>
<td>Going to a friend/family member’s home</td>
<td>+2</td>
</tr>
<tr>
<td>Travelling to another city</td>
<td>+2</td>
</tr>
<tr>
<td>Travelling to another country</td>
<td>-3</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,001)

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

**Perceptions of Travel**

**July 13 - July 14, 2020**
Telecom Satisfaction

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?
### Visiting Restaurants

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Yes (%)</th>
<th>No--but I would do this (%)</th>
<th>Would not do this (%)</th>
<th>NET Would do (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get take-out from a restaurant</td>
<td>68</td>
<td>24</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Go through a drive through</td>
<td>67</td>
<td>22</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Eat in a patio at a traditional restaurant</td>
<td>26</td>
<td>39</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>Eat indoors at a traditional restaurant</td>
<td>22</td>
<td>28</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Eat in a patio at a &quot;fast food&quot; restaurant</td>
<td>11</td>
<td>39</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Eat indoors at a &quot;fast food&quot; restaurant</td>
<td>11</td>
<td>26</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Eat in a food court at a mall</td>
<td>7</td>
<td>25</td>
<td></td>
<td>68</td>
</tr>
</tbody>
</table>

**July 13 - July 14, 2020**

**Base:** TOTAL (n=1,001)

Q: Over the two weeks have you done any of the following?
Perceptions of Opening the US – Canada Border

Q: Which of the following best represents your perspective about opening the US border?

- The border should remain completely closed for now: 84%
- We should open the border: 10%
- We should open the border, but limit the number of people who should cross: 6%

Albertans are most likely to want the border to open completely or in a limited manner: 29%

Base: TOTAL applicable (n=1,001)
Support for a Return to Social Distancing

If there is a significant resurgence in the number of COVID-19 cases in Canada in the next few months, will you support or oppose a return to social distancing and social isolation like we had in March/April?

Support return to social distancing: 81%
Oppose return to social distancing: 19%

Opposition is highest in Alberta (33%) and Saskatchewan (36%)

Base: TOTAL applicable (n=1,001)
Q: If there are a significant resurgence in the number of COVID-19 cases in Canada in the next few months, will you support or oppose a return to social distancing and social isolation like we had in March/April?
For more information please contact

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604.908.0741