COVID-19
Weekly Monitoring of Canadian Perceptions & Behaviour

WAVE 2
MARCH 24, 2020
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: Monday March 16 – Tuesday March 17, 2020  
Wave 2: Monday March 23 – Tuesday March 24, 2020  
Field date for the next wave Monday March 30.

### Sample

A representative sample of n=1,004 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 out of 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

1. Overall stress, financial stress, concern for loved ones and protective behaviour are all escalating since last week. Even though the stock market plummeted and work/school closures occurred last week, Canadian anxieties increased this week amid the dramatic global increases of the coronavirus taking hold.

2. Any notions of scepticism or normalcy are all but erased. Last week, a minority of Canadians thought the health risks were overblown and it was time to return to normal. Any such ideas have decreased dramatically. Still, two-in-five say that investors are overreacting – although this proportion has declined as well.

3. Canadian companies are doing a great job in responding, but now is not the time to advertise. Four-in-five Canadians express admiration for the response of Canadian companies. However, there is also widespread (and increasing) agreement that they don’t want to see companies advertising (particularly airlines).

4. Avoidance of public places are the new normal. While many Canadians were already avoiding public places, since last week there is a stark uptick in Canadians saying they will avoid grocery, retail stores, malls, restaurants, movie and airports.

5. Video calls (like Skype) and general online behaviour are skyrocketing. As more and more Canadians are self isolating, they are finding more ways to connect, primarily through video calls. Overall media consumption (surfing the internet, streaming TV, Cable TV, social media usage, radio and podcasts) are all on the rise. So far, satisfaction with internet connection remains high.
Key Findings
Concern Over COVID-19 (March 24, 2020)

Level of Stress about COVID-19

- 35% Very / Extremely Stressed
- 42% Stressed
- 23% Not very stressed
- 11% Not at all stressed
- 3% Extremely / Very stressed

Change in very/extremely since Mar 17: +12%

Concern about Getting Sick
(Extremely or very concerned)

- Your parents (if over 65 yrs.): 66%
- Your children (under 12 yrs.): 45%
- People in your community: 41%
- You personally: 28%
- Your pets: 13%

Are Things Getting Better or Worse?

- In Your Community: 83% Worse (+9%)
- Across Canada: 89% Worse (+10%)
- Across the World: 89% Worse (+10%)

Change in “worse” since Mar 17: +3%

Base: TOTAL (n=1,514)

Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?
Thinking about coronavirus, do you think things are getting better or worse...

Base: TOTAL applicable (n=various)

Q: How concerned are you about...

Change in very/extremely since Mar 17: +12%

Only significant changes since last week are noted.
COVID-19 Perceptions (March 24, 2020)

% Agree (Strongly agree or Agree)

- Things are going to get worse before they get better: 94%
- My workplace is responding well to the situation: 78%
- It’s time for things to go back to normal: 34%
- It’s business as per usual for me: 19%
- The health risk of the coronavirus has been overblown: 14%

Change in “agree” since Mar 17:
- +2
- -11
- -14

Base: TOTAL (n=1,004)
Q: To what extent do you agree or disagree with the following statements about the coronavirus

Only significant changes since last week are noted.
Concern Over Finances (March 24, 2020)

**Concern about Canadian Economy**

- Extremely Concerned: 33%
- Very Concerned: 22%
- Concerned: 22%
- Not Very Concerned: 4%
- Not at All Concerned: 1%

**Change in very/extremely Concerned Since Mar 17:** 9%

**Concern about Personal Finances**

- Extremely Concerned: 25%
- Very Concerned: 27%
- Concerned: 17%
- Not Very Concerned: 3%
- Not at All Concerned: 28%

**Change in very/extremely Concerned Since Mar 17:** 9%

**Questions**

- As a result of the coronavirus, how concerned are you about The Canadian economy?
- As a result of the coronavirus, how concerned are you about Your personal finances?

**Answers**

- **Concern Over Finances**
  - 73%
  - Very / Extremely Concerned
  - Since March 17, 2020

- **Concern About Personal Finances**
  - 53%
  - Very / Extremely Concerned
  - Since March 17, 2020

**Specific Actions**

- Ensure I have an available cash nest egg for the duration of the crisis: 31% (41% increase)
- Cut back on spending: 39% (50% increase)
- Talk to someone at a financial institution about your finances: 11% (26% increase)
- Made investments: 8% (17% increase)
- Sold investments: 6% (8% increase)
- Cash in some/all my TFSA: 5% (12% increase)
- Cancelled automatic bill payments: 6% (12% increase)
- Cash in some/all of RRSP: 2% (8% increase)

**Change since Mar 17, 2020**

- S&P TSX Composite: -114.13
- Since Mar 17, 2020: -2,387.01
- Since Jan 2, 2020: -4,528.87

Only significant changes since last week are noted.
<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree (Strongly agree or Agree)</th>
<th>Change in Agree Since Mar 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generally speaking, Canadian companies are doing a great job of responding to this crisis</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>It’s in poor taste for airline companies to advertise right now</td>
<td>73%</td>
<td>+8%</td>
</tr>
<tr>
<td>It’s in poor taste for companies to advertise their partnerships to airlines right now</td>
<td>73%</td>
<td>+5%</td>
</tr>
<tr>
<td>This is the wrong time for companies to advertise to me to buy their products/services</td>
<td>65%</td>
<td>+7%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new advertising or promotions at this time</td>
<td>64%</td>
<td>+4%</td>
</tr>
<tr>
<td>I don’t want to see companies launching any new products or services at this time</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Now is the time to start stimulating our economy back to health</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>I don’t mind if companies continue as if it’s business as usual</td>
<td>20%</td>
<td>-22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree (Strongly agree or Agree)</th>
<th>Change in Agree Since Mar 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m holding off making any major purchases</td>
<td>90%</td>
<td>+10%</td>
</tr>
<tr>
<td>I’m holding off making any new investments</td>
<td>85%</td>
<td>+8%</td>
</tr>
<tr>
<td>Investors are over-reacting to the outbreak</td>
<td>42%</td>
<td>-14%</td>
</tr>
<tr>
<td>I’m concerned about my employer’s ability to keep paying me</td>
<td>58%</td>
<td>+9%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,004)  
Q: To what extent do you agree or disagree with the following statements about the coronavirus

Only significant changes since last week are noted.
Perceptions of Going Out & Use of Online Transactions (March 24, 2020)

**Going Out:**

- Grocery stores: 12% I'm fine with it, 75% I would go cautiously, 13% I avoid it
- Retail (in store) shopping: 5% I'm fine with it, 32% I would go cautiously, 62% I avoid it
- Restaurants: 4% I'm fine with it, 13% I would go cautiously, 83% I avoid it
- Malls: 4% I'm fine with it, 12% I would go cautiously, 85% I avoid it
- Movie Theaters: 3% I'm fine with it, 15% I would go cautiously, 92% I avoid it
- Airports: 7% I'm fine with it, 78% I would go cautiously, 91% I avoid it

**Change in “Avoid it” Since Mar 17**

- Grocery stores: +6%
- Retail (in store) shopping: +18%
- Restaurants: +24%
- Malls: +21%
- Movie Theaters: +12%
- Airports: +9%

**Have used Online Solutions (within last two weeks)**

- Online banking: 79% since Mar 17, +7%
- Retail shopping online (e.g. Amazon): 44% since Mar 17, +6%
- Restaurant takeout: 30% since Mar 17, +6%
- Food ordering services (like SkipTheDishes or Ritual): 17% since Mar 17, +4%
- Online grocery services (i.e. Click & Collect): 16% since Mar 17, +6%
- None of these: 11% since Mar 17, -8%

Base: TOTAL (n=1,004)

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

Q: Within the last two weeks ago, have you been doing any of the following?

Only significant changes since last week are noted.
### Changes in Lifestyle – Leisure & Transit (March 24, 2020)

**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>57%</td>
<td>6%</td>
</tr>
<tr>
<td>Surfing the internet</td>
<td>56%</td>
<td>+17%</td>
</tr>
<tr>
<td>On social media (e.g. Facebook, Twitter)</td>
<td>56%</td>
<td>+18%</td>
</tr>
<tr>
<td>Watching streaming TV (e.g. Netflix)</td>
<td>56%</td>
<td>+19%</td>
</tr>
<tr>
<td>Making meals/baking at home</td>
<td>51%</td>
<td>+19%</td>
</tr>
<tr>
<td>Watching cable TV</td>
<td>50%</td>
<td>+18%</td>
</tr>
<tr>
<td>Texting with people</td>
<td>45%</td>
<td>+15%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>32%</td>
<td>+10%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>26%</td>
<td>+6%</td>
</tr>
<tr>
<td>Listen to podcasts</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Listen to radio</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Use ride-hailing companies (e.g. Uber or Lyft)</td>
<td>5%</td>
<td>+14%</td>
</tr>
<tr>
<td>Driving</td>
<td>6%</td>
<td>+30%</td>
</tr>
<tr>
<td>Take transit</td>
<td>4%</td>
<td>+23%</td>
</tr>
</tbody>
</table>

**Doing Less of This**

<table>
<thead>
<tr>
<th>Activity</th>
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<th>% Doing Less</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>6%</td>
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<tr>
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<td></td>
<td>+17%</td>
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<tr>
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<td>+18%</td>
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<td>+19%</td>
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<td>Making meals/baking at home</td>
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<td>+19%</td>
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<td>+15%</td>
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<td>Trying new recipes</td>
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<td>+10%</td>
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<tr>
<td>Renting movies</td>
<td></td>
<td>+6%</td>
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<td>Listen to podcasts</td>
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<td>Driving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take transit</td>
<td></td>
<td></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?

*Only significant changes since last week are noted.*
### Changes in Lifestyle – Grocery Habits (March 24, 2020)

**Base:** TOTAL (n=1,004)

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

<table>
<thead>
<tr>
<th>Doing This</th>
<th>(Within the last 2 Weeks)</th>
<th>Since Mar 17</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>60%</td>
<td>+12%</td>
</tr>
<tr>
<td>Buy extra food for the longer term</td>
<td>42%</td>
<td>+6%</td>
</tr>
<tr>
<td>Buy extra hygiene products (e.g. hand sanitizer, toilet paper)</td>
<td>26%</td>
<td>+5%</td>
</tr>
<tr>
<td>Buy healthier food (e.g. to boost your immunity)</td>
<td>20%</td>
<td>+9%</td>
</tr>
<tr>
<td>Get someone else to go grocery shopping for me</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Buy extra single use foods (e.g. single serve yoghurt or drink boxes)</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Avoided purchasing goods from countries that have been affected by Coronavirus</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>No - none of these</td>
<td>22%</td>
<td>-14%</td>
</tr>
</tbody>
</table>

*Only significant changes since last week are noted.*
Changes in Lifestyle – Workplace (March 24, 2020)

Doing This (Within the last 2 Weeks)

- My workplace has been in frequent communication with me about the coronavirus: 40%
- Worked from home: 38% (+7%)
- Minimize/cancel internal meetings: 28%
- Minimize/cancel meetings with clients: 26%
- Work trips have been cancelled/postponed: 24%
- Shortening of work shifts/fewer work hours: 15%
- My company has shut down: 14% (+3%)
- Take time off: 9% (+4%)
- Other (specify): 16%
- No – I have not been impacted at my place of work: 14% (-9%)

Since Mar 17

Only significant changes since last week are noted.

Base: TOTAL Working (n=1,016)
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 (March 24, 2020)

Satisfaction with...

- **Cellphone service**
  - Very satisfied: 38%
  - Satisfied: 54%
  - Total: 92% satisfied

- **Reliability of home internet connection**
  - Very satisfied: 35%
  - Satisfied: 51%
  - Total: 86% satisfied

- **Telecom customer service**
  - Very satisfied: 27%
  - Satisfied: 60%
  - Total: 87% satisfied (down 3%)

Only significant changes since last week are noted.
## Taking Flights (March 24, 2020)

**Likelihood to Take a Flight...**

<table>
<thead>
<tr>
<th></th>
<th>Base (n=1,004)</th>
<th>Change in “No Chance” Since Mar 17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>For leisure reasons</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take a flight within Canada</td>
<td>83%</td>
<td>+5%</td>
</tr>
<tr>
<td>Take a flight within US</td>
<td>89%</td>
<td>+4%</td>
</tr>
<tr>
<td>Take a flight outside Canada &amp; US</td>
<td>89%</td>
<td>+4%</td>
</tr>
<tr>
<td><strong>For business reasons</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take a flight within Canada</td>
<td>85%</td>
<td>+5%</td>
</tr>
<tr>
<td>Take a flight within US</td>
<td>89%</td>
<td>+4%</td>
</tr>
<tr>
<td>Take a flight outside Canada &amp; US</td>
<td>89%</td>
<td>+4%</td>
</tr>
</tbody>
</table>

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

*Only significant changes since last week are noted.*
For more information please contact

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705.465.0411