



COVID-19

Weekly Monitoring of Canadian Perceptions & Behaviour

WAVE 2
MARCH 24, 2020

Next report will be available:
Wednesday April 1

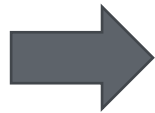
Methodology

STUDY



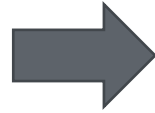
With the coronavirus outbreak in Canada and abroad, Angus Reid has commenced a weekly tracking study in order to investigate the current state of Canadian perceptions and the way this pandemic has affected their day-to-day lives and how it's changing over time.

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 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

- 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)



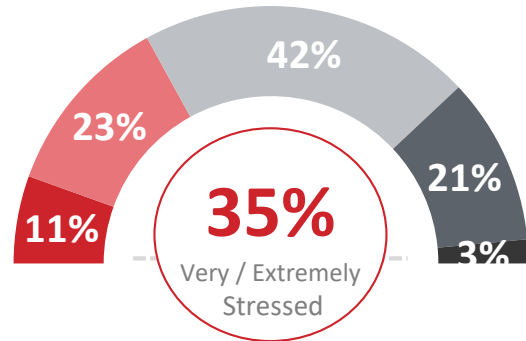
372,757 Total Global Cases (as of Mar 24)
179,112 Total Global Cases (as of Mar 17)

193,645 Total new Global cases (Mar 18 – 24)
65,928 Total new Global cases (Mar 10 – 17)

1,646 Total Canadian Cases (as of Mar 24)
424 Total Canadian Cases (as of Mar 17)

1,222 Total new Cdn cases (Mar 18 – 24)
347 Total new Cdn cases (Mar 10 – 17)

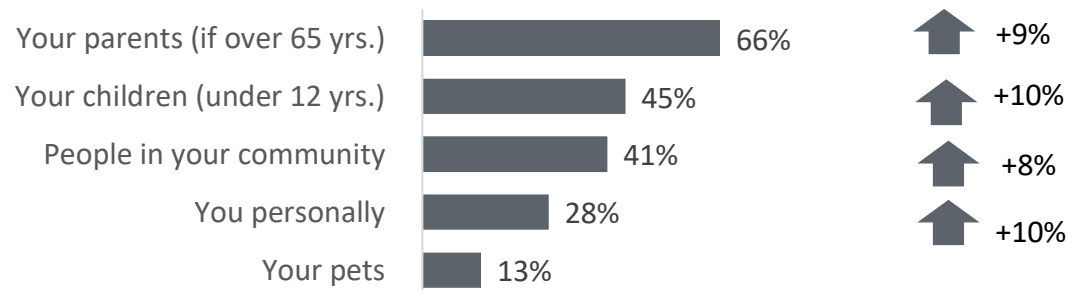
Level of Stress about COVID-19



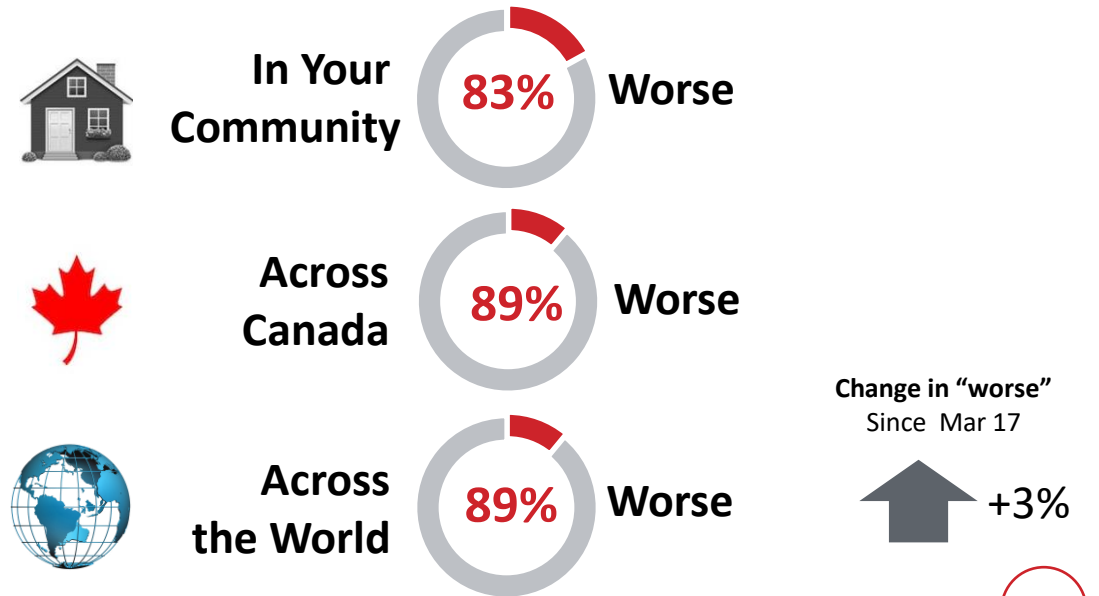
- Extremely stressed
- Very stressed
- Stressed
- Not very stressed
- Not at all stressed

Change in very/extremely Since Mar 17
 ↑ +12%

Concern about Getting Sick (Extremely or very concerned)



Are Things Getting Better or Worse?

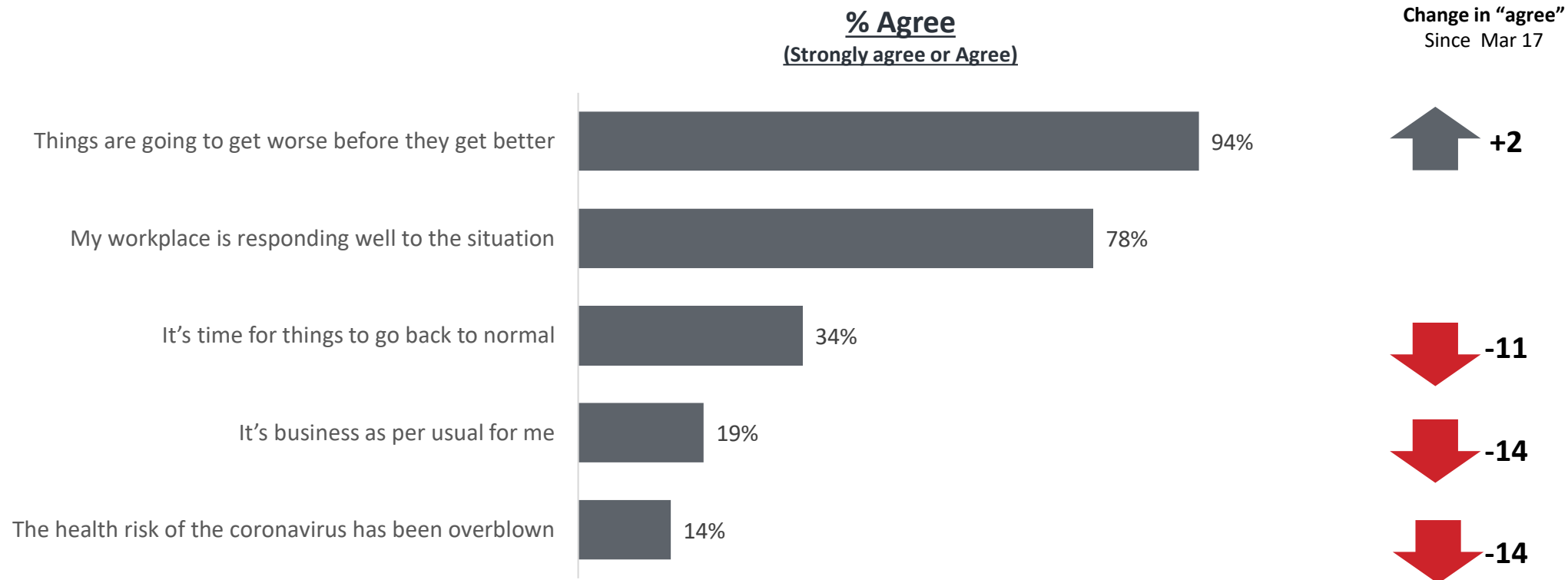


Only significant changes since last week are noted.



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 . . .

COVID-19 Perceptions (March 24, 2020)



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.

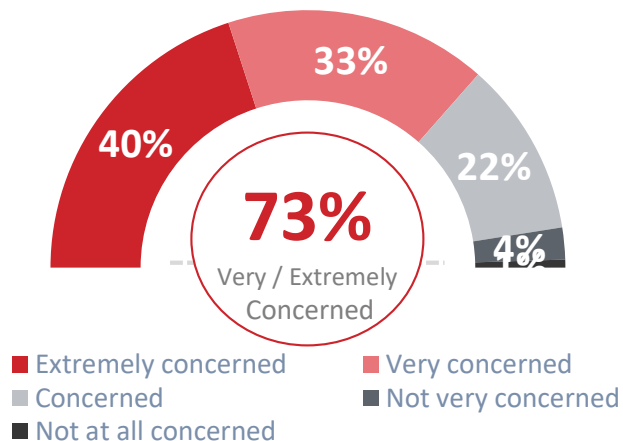



Concern Over Finances (March 24, 2020)



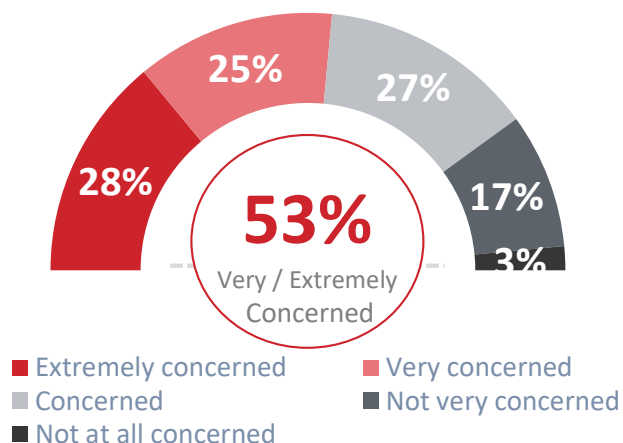
\$12,571.08 S&P TSX Composite (March 24)
-\$ 114.13 Since Mar 17, 2020
-\$2,387.01 Since Mar 10, 2020
-\$4,528.87 Since Jan 2, 2020

Concern about Canadian Economy

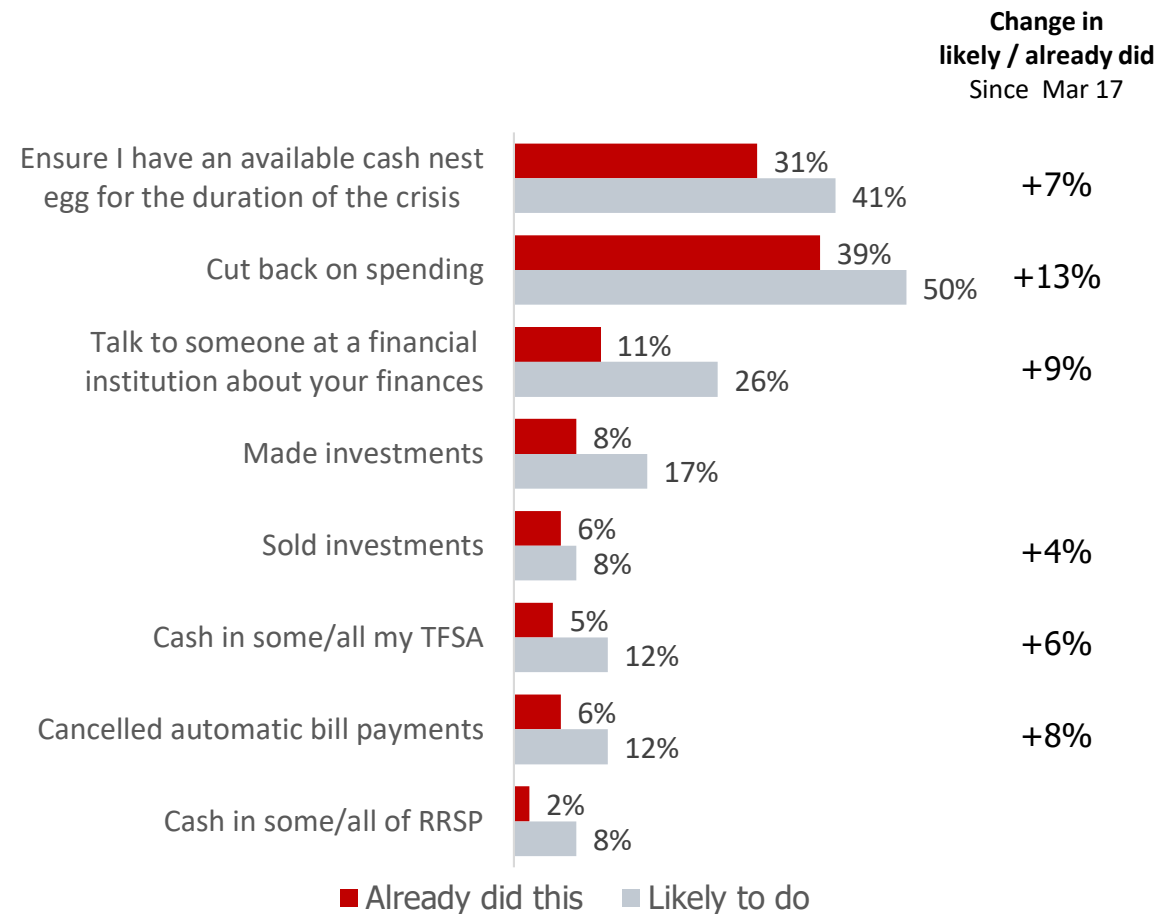


Change in very/extremely Since Mar 17
 **+9%**

Concern about Personal Finances



Change in very/extremely Since Mar 17
 **+9%**



Base: TOTAL (n=1,004)

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?

Base: TOTAL applicable (n=various)

Q: How likely are you to do any of the following related to your finances as a results of the coronavirus?

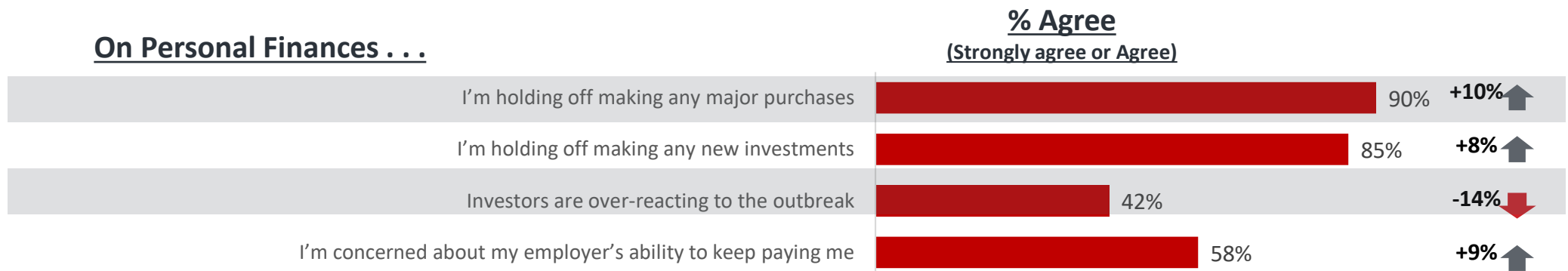
Only significant changes since last week are noted.

Perceptions of Advertising and Finances (March 24, 2020)

On advertising & business . . .



On Personal Finances . . .



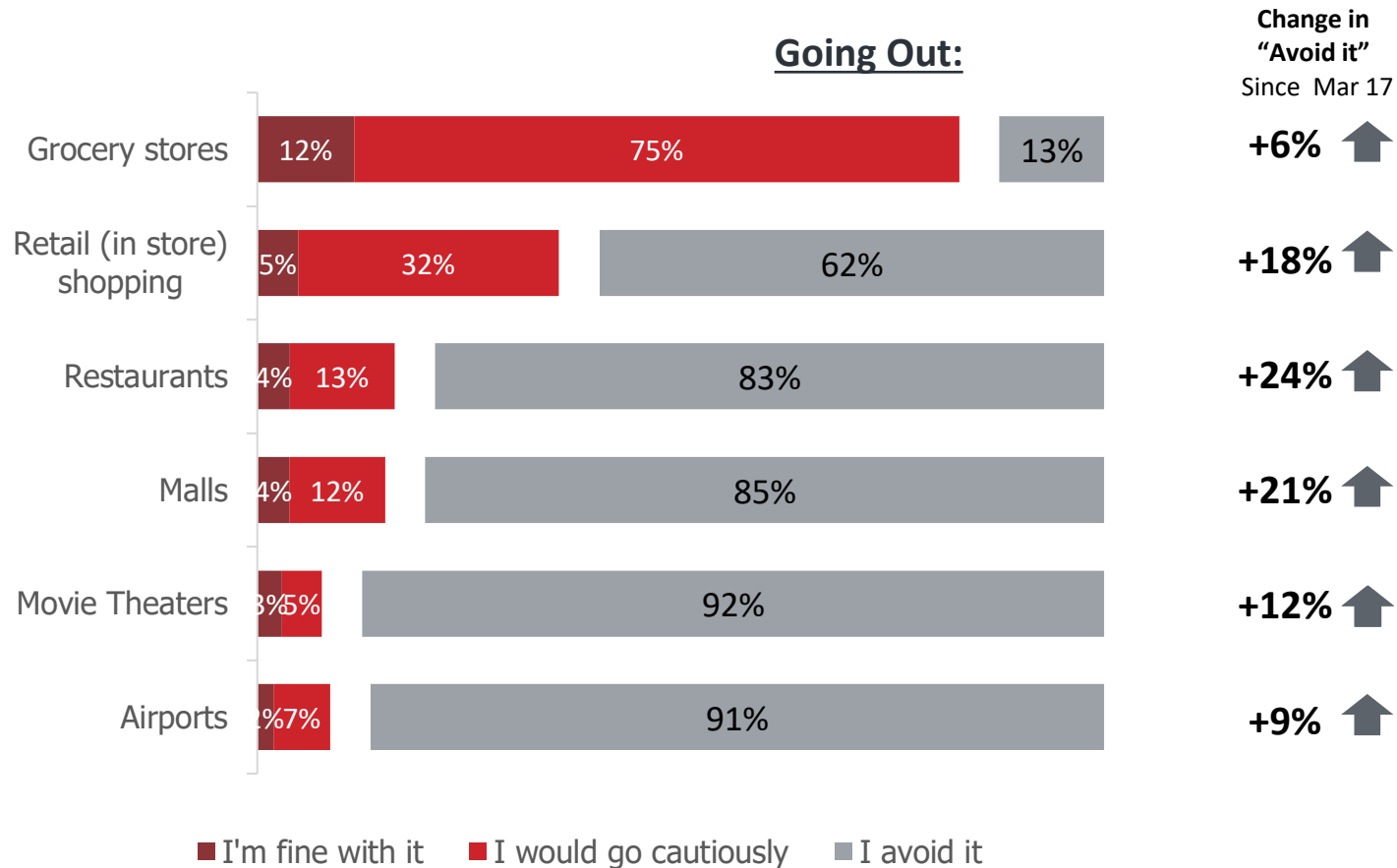
Base: TOTAL (n=1,004)

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)



Base: TOTAL (n=1,004)

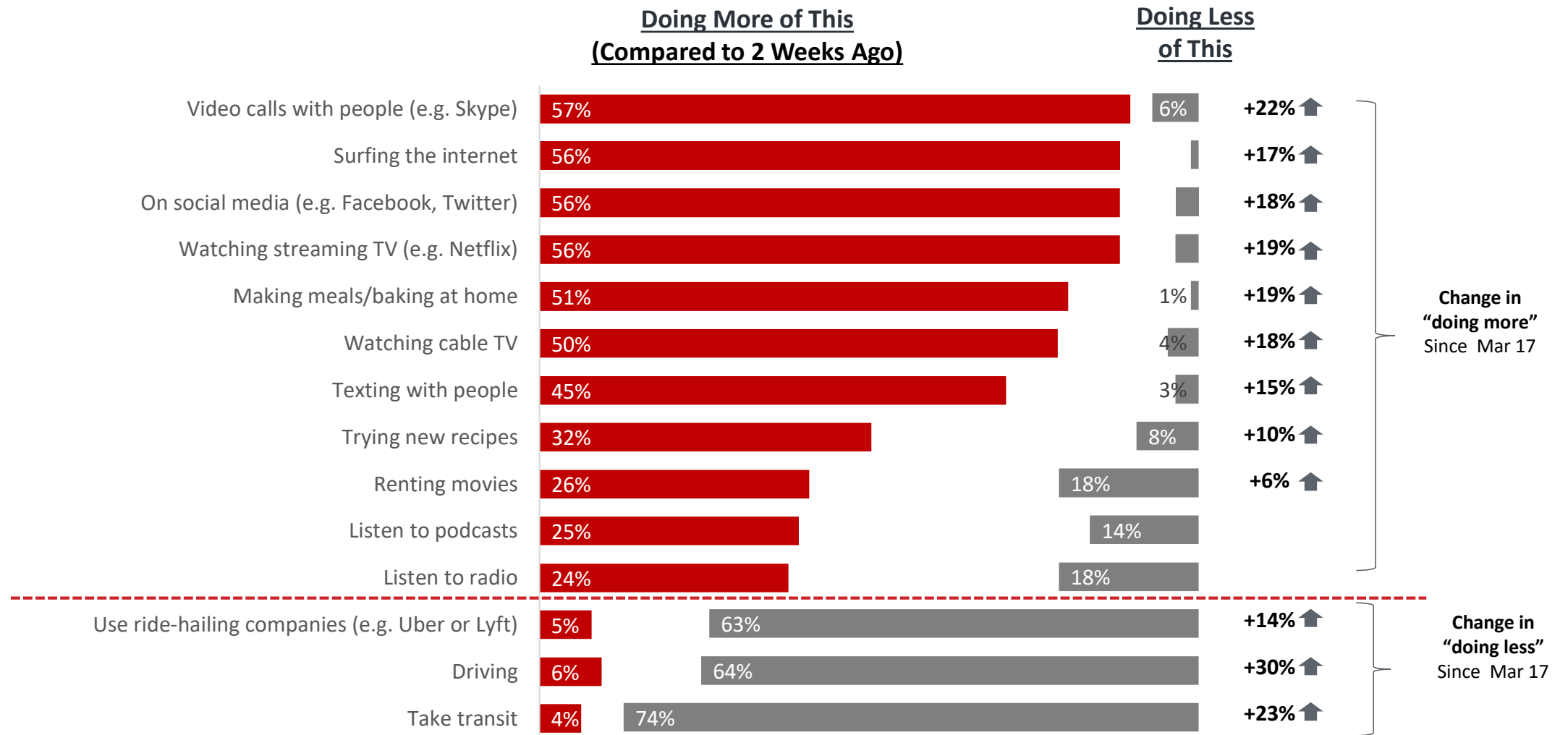
Q: As a result of the coronavirus, how do you feel about going to..

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)



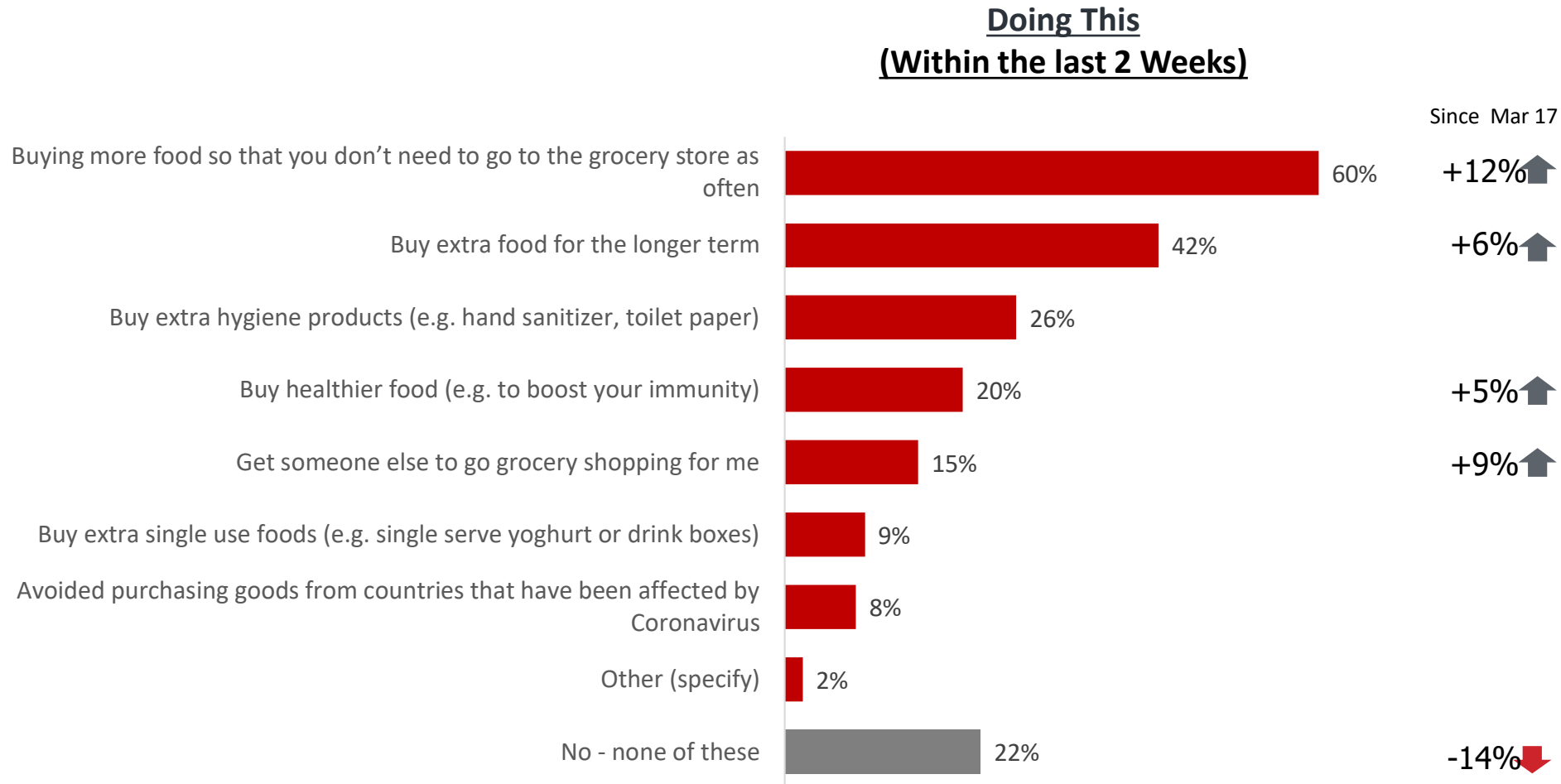
Base: TOTAL applicable (n=various)

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)

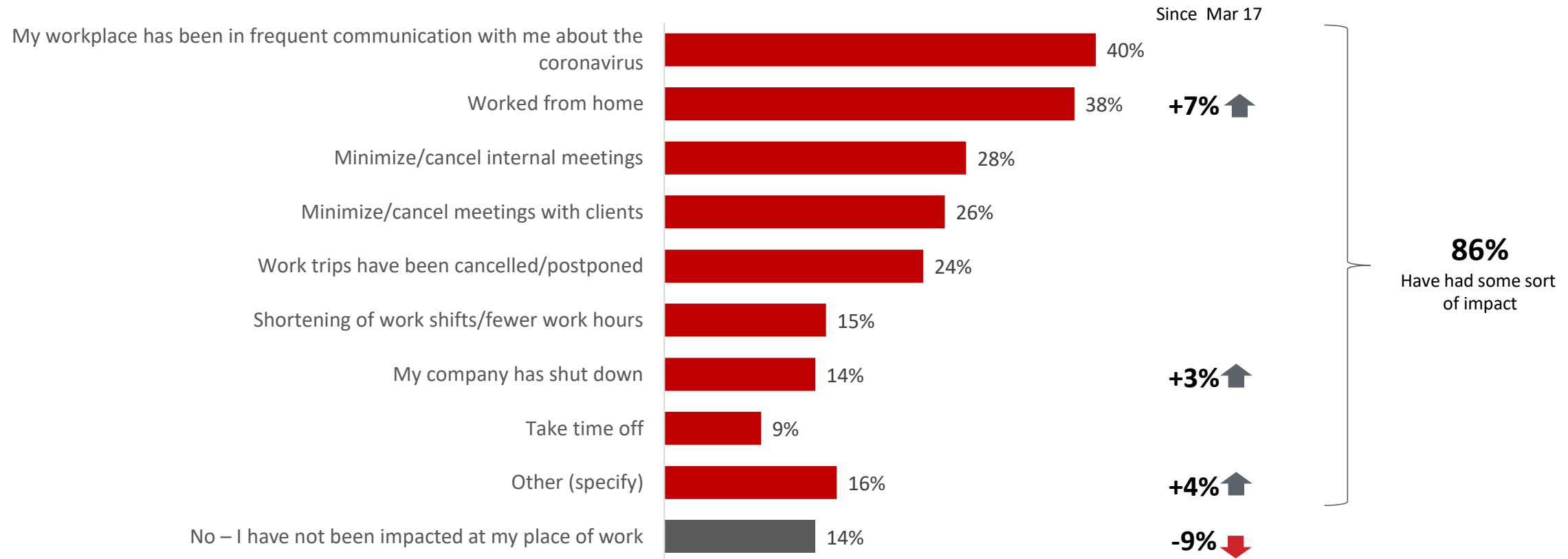
Q: **Within the last two weeks** have you done any of the following related to food/grocery shopping as a result of the coronavirus?

Only significant changes since last week are noted.



Changes in Lifestyle – Workplace (March 24, 2020)

Doing This (Within the last 2 Weeks)



Base: TOTAL Working (n=1,016)

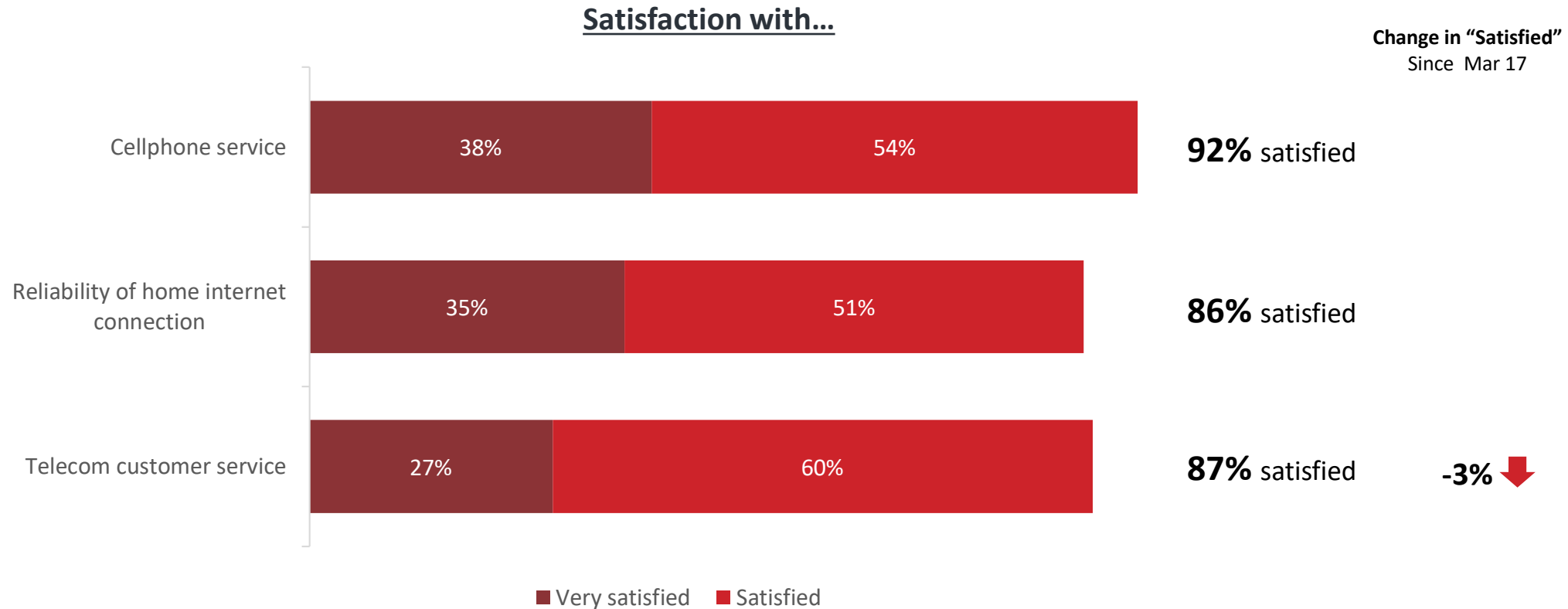
Q: Within the last two weeks have you done any of the following related to food/grocery shopping as a result of the coronavirus?

Only significant changes since last week are noted.



ANGUS REID

Telecom Satisfaction (March 24, 2020)

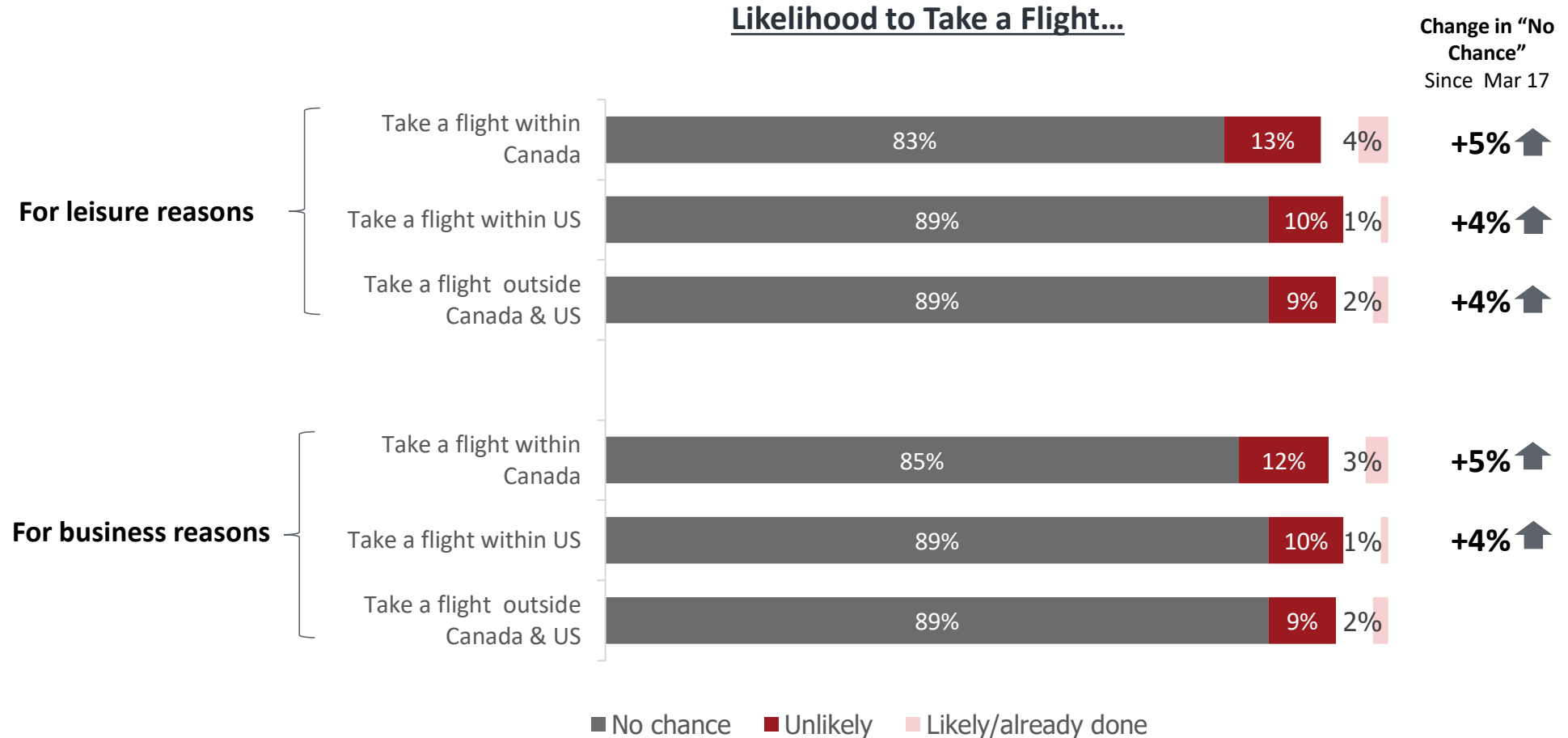


Base: TOTAL if applicable (n=various)
Q: Over the last two weeks, how satisfied have you been with your...

Only significant changes since last week are noted.



Taking Flights (March 24, 2020)



Base: TOTAL (n=1,004)
Q: How likely are you to do any of the following in the next 4 weeks?

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