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: 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

Field date for the next wave Monday May 4th.

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

For this most recent wave, 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.
## Things You Should Know

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Optimism abound.</strong> Optimism is at a new high since the COVID-19 crisis hit Canada. Now, seven -in-10 Canadians say that things are “getting better” in Canada. However, one-in-four Canadians still describe themselves as extremely or very stressed about the situation.</td>
<td></td>
</tr>
<tr>
<td><strong>Job woes</strong> Among those who were working before the start of the crisis, a startling 28% say that they have been laid off (temporarily or permanently) or their company has closed/temporarily shut down. This proportion does not account for those who have had their work hours reduced.</td>
<td></td>
</tr>
<tr>
<td><strong>Finances are worsening and personal debt is climbing</strong> One-in-three Canadians say that their personal finances have taken a downturn as a result of the epidemic. 20% percent of Canadians say that they’ve accumulated new debt since March that they wouldn’t have it if had not been for the coronavirus outbreak. The majority of this debt is going on credit cards.</td>
<td></td>
</tr>
<tr>
<td><strong>Food expenses are up</strong> Since most Canadians are spending the majority of their time at home, it is not surprising, that 38% say they are spending more money than before to feed themselves and their family. Another 19% say they are spending more money on utilities. Money for clothing, leisure and transportation is down.</td>
<td></td>
</tr>
<tr>
<td><strong>Online activities still on the decline</strong> While the initial stages of social isolation lead to a dramatic increase in internet activities and various media consumption, we are now seeing evidence that Canadians are turning their attention elsewhere. Video calls, streaming television, internet surfing, social media and renting movies are all on the decline.</td>
<td></td>
</tr>
</tbody>
</table>
Key Findings
Are Things Getting Better or Worse?

Thinking about coronavirus, do you think things are getting better or worse...

- **In your community**
  - 27% Worse
  - 73% Better

- **In Canada**
  - 30% Worse
  - 70% Better

- **Worldwide**
  - 49% Worse
  - 51% Better

Base: TOTAL (n=1,004)
Q: Thinking about coronavirus, do you think things are getting better or worse...
COVID-19 Perceptions

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

% Agree (Strongly agree or Agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>April 27-28, 2020</th>
<th>April 20-21</th>
<th>April 13-14</th>
<th>April 6-7</th>
<th>March 30-31</th>
<th>March 23-24</th>
<th>March 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things are going to get worse before they get better</td>
<td>-6 72%</td>
<td>81%</td>
<td>92%</td>
<td>93%</td>
<td>94%</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>It's time for things to go back to normal</td>
<td>+3 33%</td>
<td>34%</td>
<td>32%</td>
<td>34%</td>
<td>34%</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>The health risk of the coronavirus has been overblown</td>
<td>+3 19%</td>
<td>20%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>28%</td>
<td></td>
</tr>
</tbody>
</table>
Financial Concern

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?

<table>
<thead>
<tr>
<th>Date</th>
<th>Very/extremely concerned</th>
<th>Concerned</th>
<th>Not very concerned</th>
<th>Not at all concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-Mar</td>
<td>68%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 13-14</td>
<td>68%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 20-21</td>
<td>68%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 27-28</td>
<td>68%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Concern about Canadian Economy

- Extremely concerned: 31%
- Very concerned: 68%
- Concerned: 9%
- Not very concerned: 4%
- Not at all concerned: 1%

Concern about Personal Finances

- Extremely concerned: 32%
- Very concerned: 35%
- Concerned: 16%
- Not very concerned: 26%
- Not at all concerned: 6%

Base: TOTAL (n=1,004)
Financial Actions Taken as a Result of COVID-19

% Have Done

- Cut back on spending: 46%
- Ensure I have an available cash nest egg for the duration of the crisis: 34%
- Made investments: 13%
- Talk to someone at a financial institution about your finances: 12%
- Sold investments: 8%
- Cash in some/all my TFSA: 6%
- Cancelled automatic bill payments: 6%
- Cash in some/all of RRSP: 4%

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?
Status of Personal Finances During COVID-19

Changes in Personal Finances Since March

- 32% Worsened
- 25% Improved
- 13% Stayed the same
- 8% Improved significantly
- 3% Worsened significantly

Base: TOTAL applicable (n=1,004)
Q: Since the start of the crisis beginning in March, would you say that your personal finances have...
Q: Since the start of the crisis beginning in March, which of the following best describes your employment?
# Accumulation of Debt During COVID-19

## Types of Debt Accumulated Since March

(Among those who have new debt)

<table>
<thead>
<tr>
<th>Debt Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Cards</td>
<td>69%</td>
</tr>
<tr>
<td>Unsecured Line of Credit</td>
<td>14%</td>
</tr>
<tr>
<td>Loans from family and friends</td>
<td>11%</td>
</tr>
<tr>
<td>Home Equity Line of Credit (HELOC)</td>
<td>10%</td>
</tr>
<tr>
<td>Personal loans</td>
<td>9%</td>
</tr>
<tr>
<td>Private loans</td>
<td>6%</td>
</tr>
<tr>
<td>Student Loans</td>
<td>5%</td>
</tr>
<tr>
<td>Store credit</td>
<td>5%</td>
</tr>
<tr>
<td>Payday loans</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Base:** TOTAL applicable (n=1,003)

**Q:** Since the start of the crisis beginning in March, have you accumulated any new debt (that you wouldn’t have otherwise)?

**Base:** Those who acquired new debt since March (n=178)

**Q:** What kind of new debt have you accumulated?

## % That Acquired New Debt Since March

- **20%** Acquired some new debt
- **81%** No new debt
- **4%** Great deal of new debt
- **16%** Some new debt

Base: Those who acquired new debt since March (n=178)
## Affordability of Necessities During COVID-19

### Difficulty Affording Various Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Very challenging</th>
<th>Somewhat challenging</th>
<th>Not very / at all challenging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saving for your retirement</td>
<td>35%</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>Saving for a major purchase</td>
<td>30%</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>The leisure activities you or your family like to do</td>
<td>18%</td>
<td>30%</td>
<td>52%</td>
</tr>
<tr>
<td>Housing costs</td>
<td>9%</td>
<td>27%</td>
<td>64%</td>
</tr>
<tr>
<td>Clothing and other household necessities</td>
<td>8%</td>
<td>23%</td>
<td>69%</td>
</tr>
<tr>
<td>Utilities (heating, water, internet, etc.)</td>
<td>7%</td>
<td>20%</td>
<td>73%</td>
</tr>
<tr>
<td>Feeding yourself and your family</td>
<td>4%</td>
<td>16%</td>
<td>80%</td>
</tr>
<tr>
<td>Transportation costs</td>
<td>5%</td>
<td>14%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Base: TOTAL applicable (n=various)

Q: Currently, how challenging are the following for you to afford?
Spending on Necessities During COVID-19

<table>
<thead>
<tr>
<th>Change in Spending on Necessities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spending More on This</strong></td>
</tr>
<tr>
<td>Feeding yourself and your family</td>
</tr>
<tr>
<td>Utilities (heating, water, internet, etc.)</td>
</tr>
<tr>
<td>Housing costs</td>
</tr>
<tr>
<td>Clothing and other household necessities</td>
</tr>
<tr>
<td>The leisure activities you or your family like to do</td>
</tr>
<tr>
<td>Saving for your retirement</td>
</tr>
<tr>
<td>Transportation costs</td>
</tr>
<tr>
<td><strong>Spending Less on This</strong></td>
</tr>
<tr>
<td>Feeding yourself and your family</td>
</tr>
<tr>
<td>Utilities (heating, water, internet, etc.)</td>
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<tr>
<td>Saving for your retirement</td>
</tr>
<tr>
<td>Transportation costs</td>
</tr>
</tbody>
</table>

Base: TOTAL applicable (n=1,004)
Q: Currently, are you spending more or less on the following?
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%
- Now is the time to start stimulating our economy back to health 61%
- It’s in poor taste for airline companies to advertise right now 60%
- It’s in poor taste for companies to advertise their partnerships to airlines right now 49%
- This is the wrong time for companies to advertise to me to buy their products/services 46%
- My bank (or primary financial institution) has my back during this crisis 46%
- It’s about time the government starts re-opening public places (like parks) 46%
- I don’t want to see companies launching any new advertising or promotions at this time 42%
- I don’t want to see companies launching any new products or services at this time 42%
- It’s about time the government starts re-opening businesses 36%

On personal finances

- I’m holding off making any new investments 77%
- I’m concerned about my employer’s ability to keep paying me 47%
- Investors are over-reacting to the outbreak 41%

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?
Perceptions of Going Out

- Grocery stores: 26% I'm fine with it, 64% I would go cautiously, 10% I avoid it
- Retail (in store) shopping: 15% I'm fine with it, 43% I would go cautiously, 42% I avoid it
- Restaurants: 11% I'm fine with it, 27% I would go cautiously, 62% I avoid it
- Malls: 11% I'm fine with it, 23% I would go cautiously, 66% I avoid it
- Movie Theaters: 7% I'm fine with it, 16% I would go cautiously, 77% I avoid it
- Airports: 9% I'm fine with it, 17% I would go cautiously, 74% I avoid it

Base: TOTAL (n=1,004)
Q: As a result of the coronavirus, how do you feel about going to..
## Changes in Lifestyle (Leisure & Transit)

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

- Video calls with people (e.g. Skype): 60% doing more, 4% doing less
- Watching streaming TV (e.g. Netflix): 48% doing more, 3% doing less
- Making meals/baking at home: 46% doing more, 2% doing less
- Surfing the internet: 43% doing more, 2% doing less
- On social media (e.g. Facebook, Twitter): 40% doing more, 4% doing less
- Playing video games: 41% doing more, 11% doing less
- Watching cable TV: 39% doing more, 8% doing less
- Trying new recipes: 39% doing more, 6% doing less
- Texting with people: 32% doing more, 5% doing less
- Renting movies: 23% doing more, 18% doing less
- Listening to podcasts: 24% doing more, 17% doing less
- Listening to radio: 18% doing more, 21% doing less
- Use ride-hailing companies (e.g. Uber or Lyft): 11% doing more, 67% doing less
- Driving: 5% doing more, 60% doing less
- Take transit: 5% doing more, 70% doing less

**Doing Less of This**

**Q:** Compared to two weeks ago, have you been doing any of the following more or less?
Changes in Lifestyle (Grocery)

Have Done
(Within the last 2 Weeks)

- Buying more food so that you don’t need to go to the grocery store as often: 68%
- Buy extra food for the longer term: 43%
- Buy extra hygiene products (e.g. hand sanitizer, toilet paper): 24%
- Buy healthier food (e.g. to boost your immunity): 22%
- Get someone else to go grocery shopping for me: 15%
- Avoided purchasing goods from countries that have been affected by Coronavirus: 12%
- Buy extra single use foods (e.g. single serve yoghurt or drink boxes): 9%
- Other: 3%
- No, I have not: 18%

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?
Telecom Satisfaction

**Satisfaction with...**

*(very satisfied/satisfied)*

- **Cellphone service**
  - Very satisfied: 33%
  - Satisfied: 57%
  - Dissatisfied: 10%

- **Telecom customer service**
  - Very satisfied: 27%
  - Satisfied: 58%
  - Dissatisfied: 15%

- **Reliability of home internet...**
  - Very satisfied: 31%
  - Satisfied: 50%
  - Dissatisfied: 19%

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?
Avoiding Flights

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

- Take a flight within Canada: Likely/already done (81%), Unlikely (17%)
- Take a flight within US: Likely/already done (87%), Unlikely (11%)
- Take a flight outside Canada & US: Likely/already done (86%), Unlikely (12%)

No Chance of Taking a Flight

- Leisure: Likely/already done (89%), Unlikely (7%), No chance (4%)
- Business: Likely/already done (82%), Unlikely (15%), No chance (11%)

Base: TOTAL (n=1,004)

Q: How likely are you to do any of the following in the next 4 weeks?
For more information please contact

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