

# COVID-19

Weekly Monitoring of Canadian  
Perceptions & Behaviour

**WAVE 7**

APRIL 29, 2020

Next report will be available:  
Wednesday May 6



# 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:** 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 4<sup>th</sup>.



## 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.

# 5 Things You Should Know

01

**Optimism abound.** 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.

02

**Job woes** 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.

03

**Finances are worsening and personal debt is climbing** 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.

04

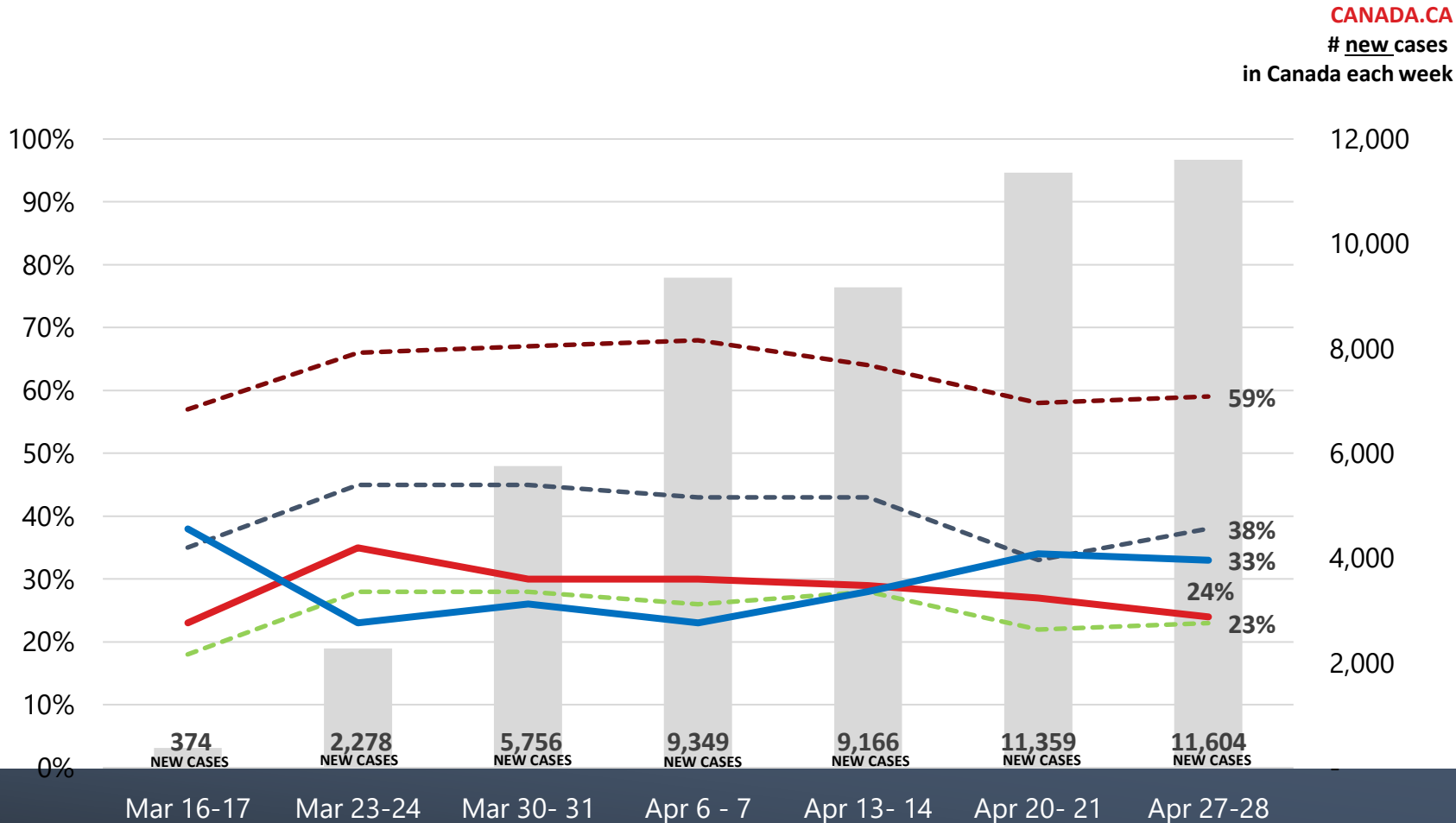
**Food expenses are up** Since most Canadians are spending the majority of their time at home, it is not surprising, that 38% say they are spending more money than before to feed themselves and their family. Another 19% say they are spending more money on utilities. Money for clothing, leisure and transportation is down.

05

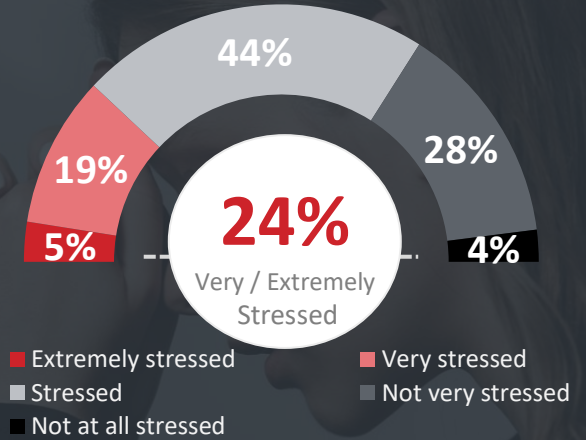
**Online activities still on the decline** While the initial stages of social isolation lead to a dramatic increase in internet activities and various media consumption, we are now seeing evidence that Canadians are turning their attention elsewhere. Video calls, streaming television, internet surfing, social media and renting movies are all on the decline.

# Key Findings

# Level of Stress from COVID-19 Pandemic



## Level of Stress



## Concern about Getting Sick (Extremely, very concerned)

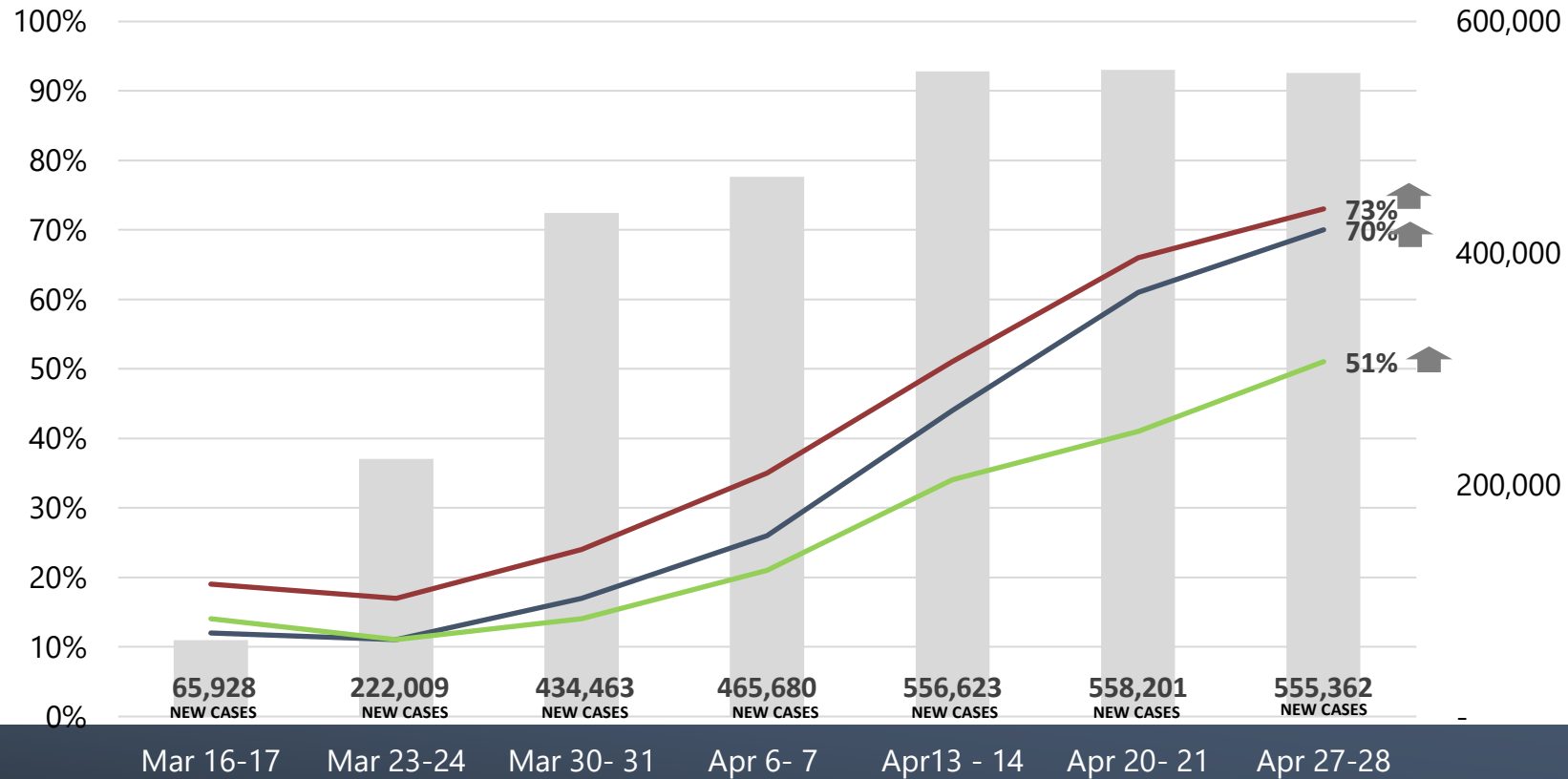


Base: TOTAL (n=1,004)  
Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?  
Base: TOTAL applicable (n=various)  
Q: How concerned are you about . . .

# Are Things Getting Better or Worse?



# new cases  
Globally each week



— Better – around the world    — Better – in Canada    — Better - in my community

## Are things getting better or worse?



In your community

**27%** Worse

**73%** Better



In Canada

**30%** Worse

**70%** Better



Worldwide

**49%** Worse

**51%** Better

# COVID-19 Perceptions

**% Agree**  
(Strongly agree or Agree)

Things are going to get worse before they get better



It's time for things to go back to normal



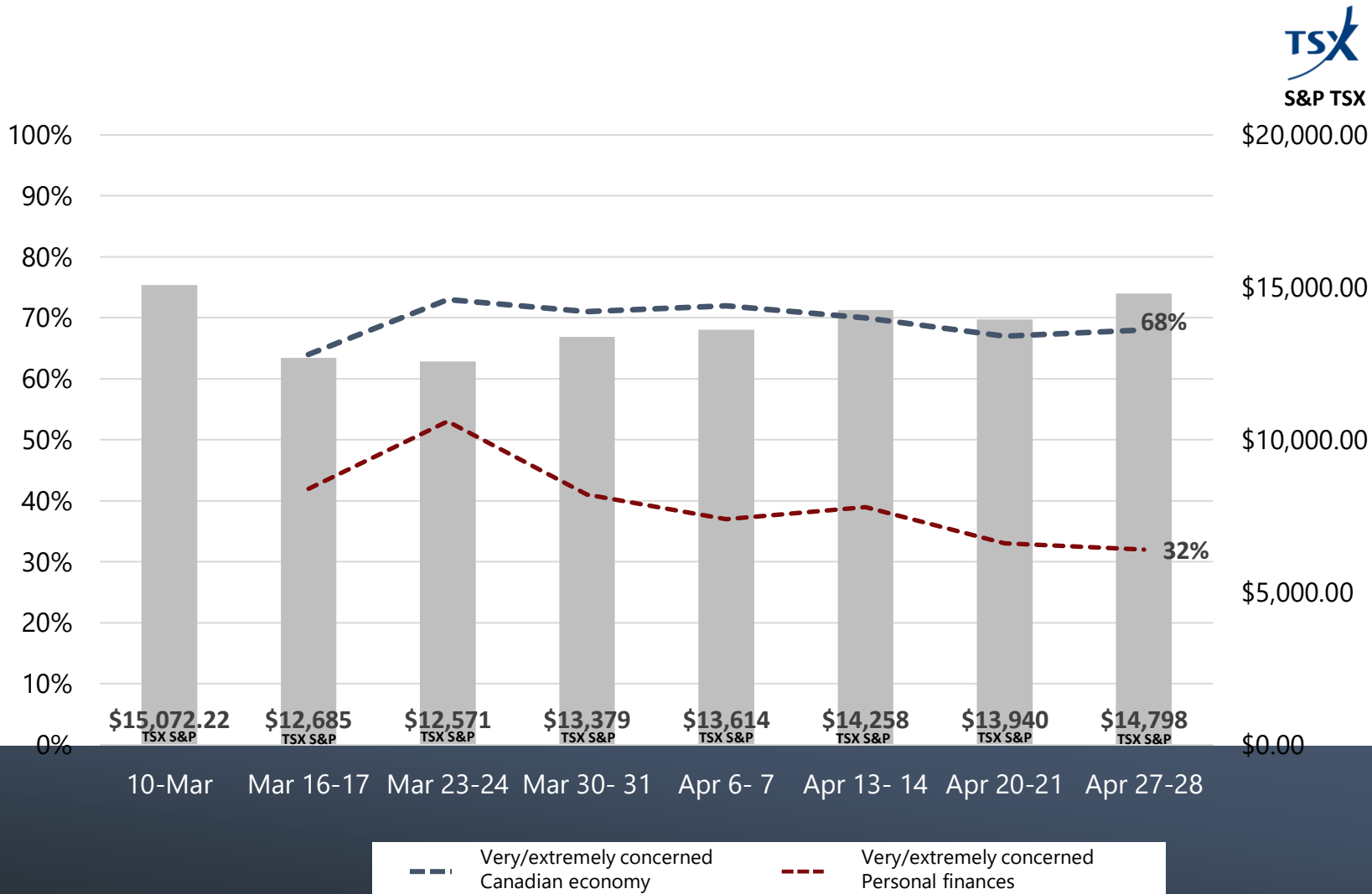
The health risk of the coronavirus has been overblown



April 27-28, 2020

Δ last week	Apr 20-21	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-6 ↓	72%	81%	92%	93%	94%	92%
+3	33%	34%	32%	34%	34%	44%
+3	19%	20%	14%	14%	14%	28%

# Financial Concern



\$20,000.00

\$15,000.00

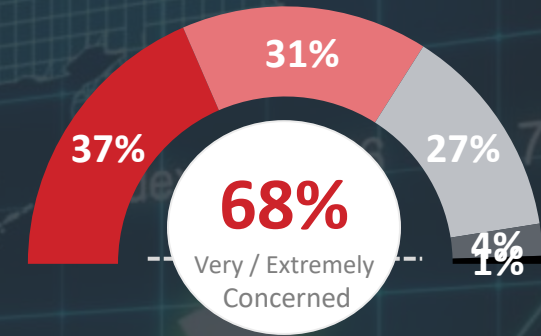
\$10,000.00

\$5,000.00

\$0.00

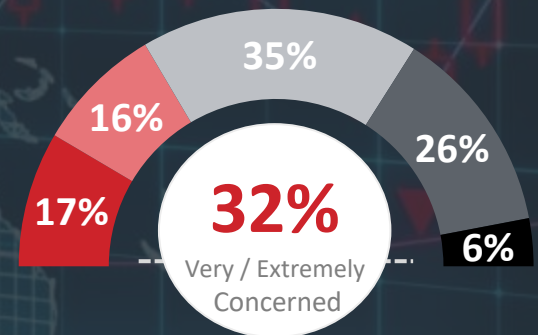
April 27-28, 2020

## Concern about Canadian Economy



- Extremely concerned
- Very concerned
- Concerned
- Not very concerned
- Not at all concerned

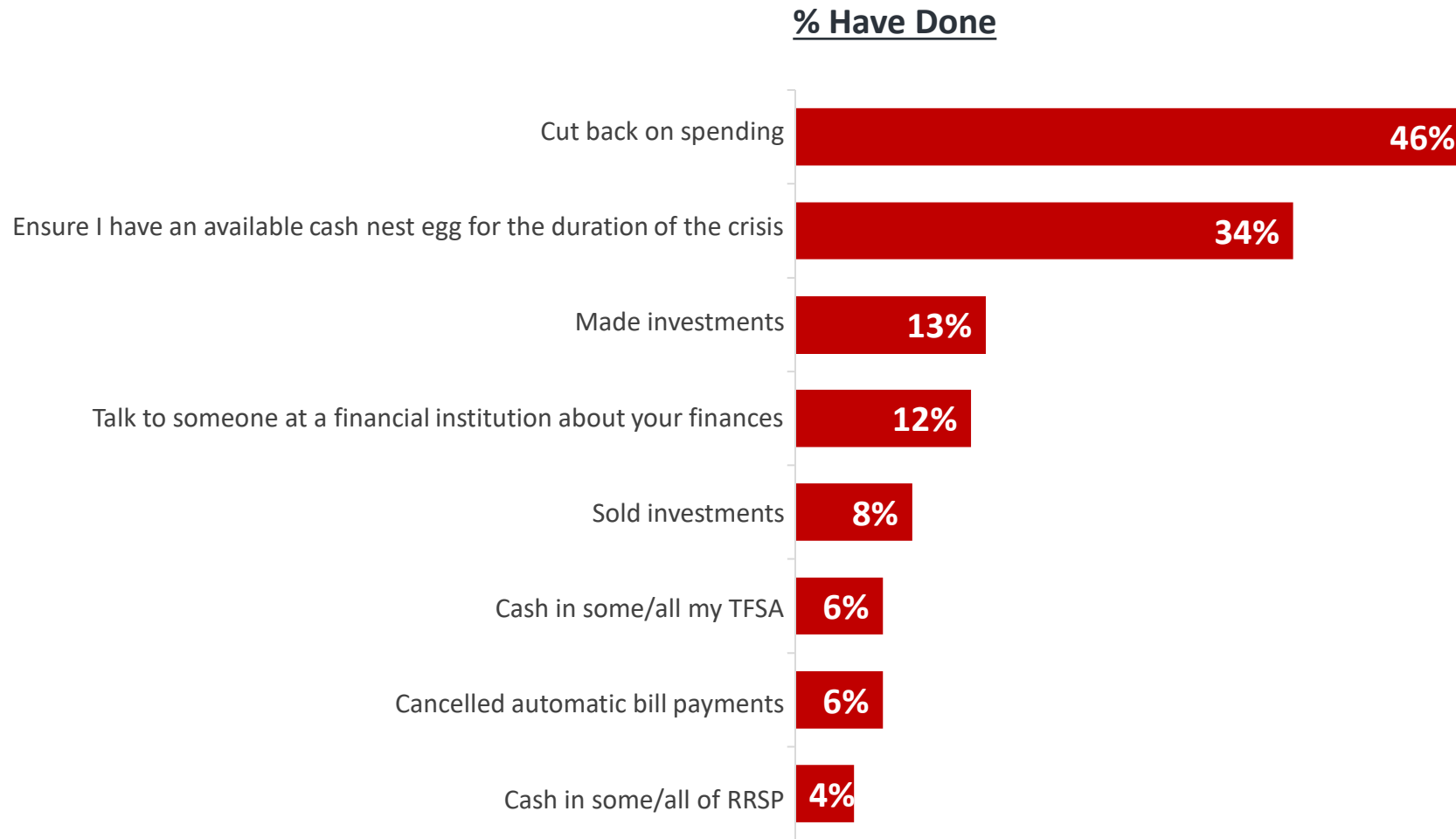
## Concern about Personal Finances



- Extremely concerned
- Very concerned
- Concerned
- Not very concerned
- Not at all concerned



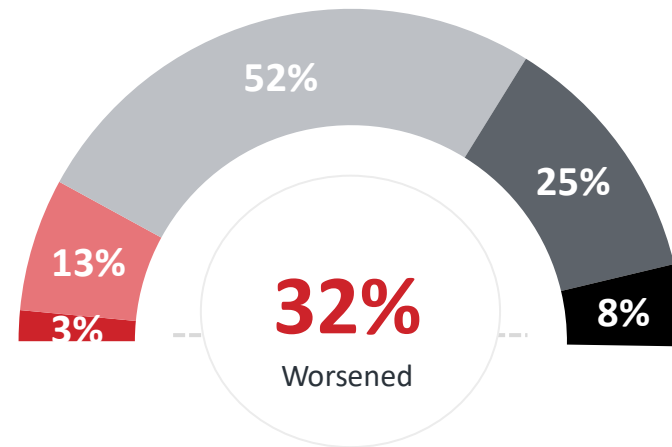
# Financial Actions Taken as a Result of COVID-19



Δ last week	Apr 20-21	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
+4	42%	43%	38%	39%	39%	24%
=	34%	36%	37%	34%	31%	27%
-4	17%	15%	14%	14%	8%	6%
-4	16%	15%	15%	14%	11%	9%
=	8%	7%	7%	8%	6%	4%
=	6%	5%	4%	7%	5%	4%
=	6%	8%	7%	7%	6%	3%
=	4%	5%	5%	4%	2%	2%

# Status of Personal Finances During COVID-19

Changes in Personal Finances Since March



- Improved significantly
- Improved
- Stayed the same
- Worsened
- Worsened significantly

Laid off (perm/temp)/  
Company Closed Since March **18%**

Employed Full-time **35%**

Employed Part-time **5%**

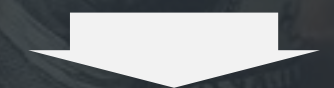
Business owner **5%**

Retired **23%**

Student **3%**

Homemaker **4%**

Other **7%**



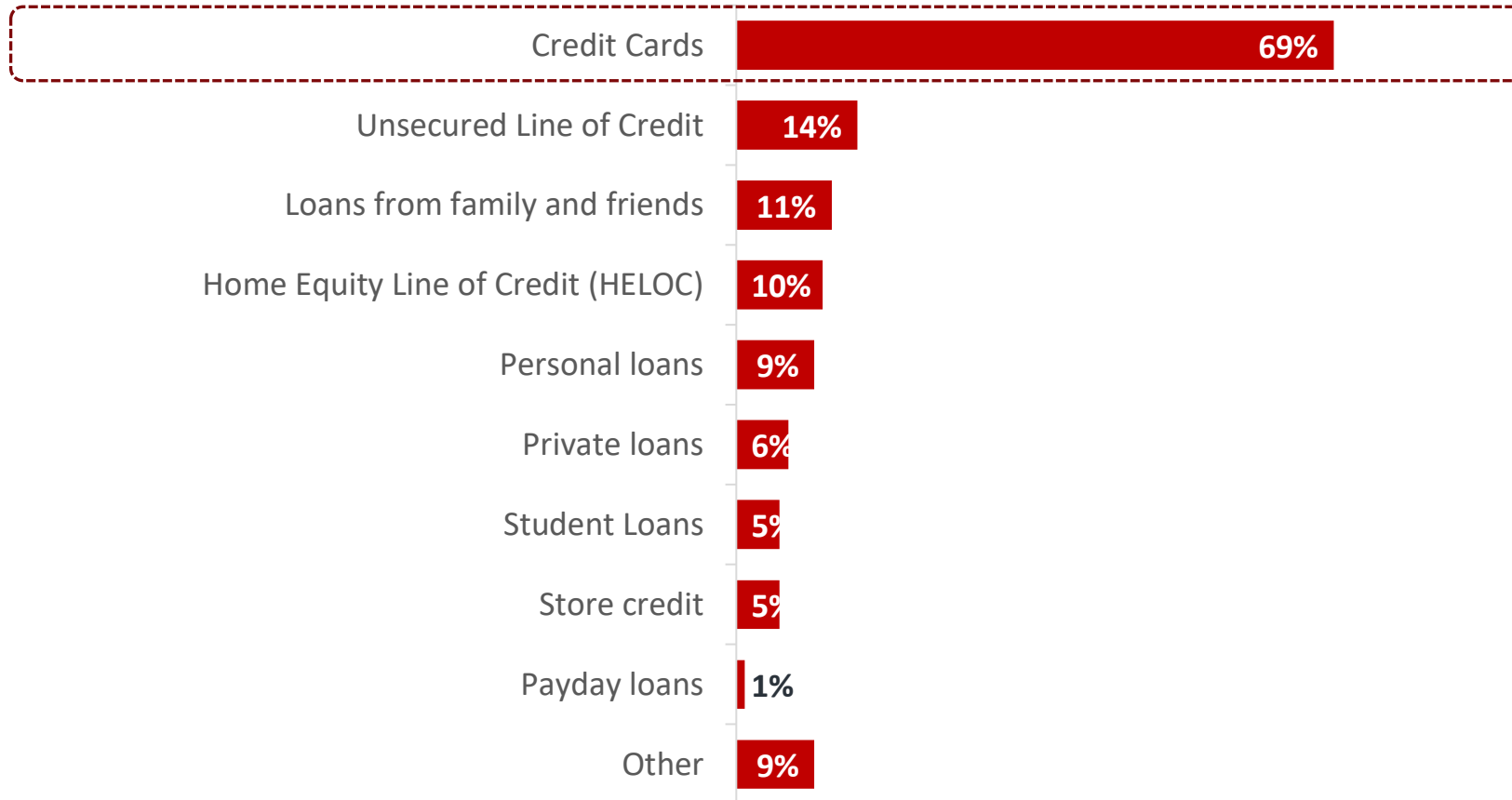
**28%**

Of those employed before March  
are now laid off or their company closed

# Accumulation of Debt During COVID-19

## Types of Debt Accumulated Since March

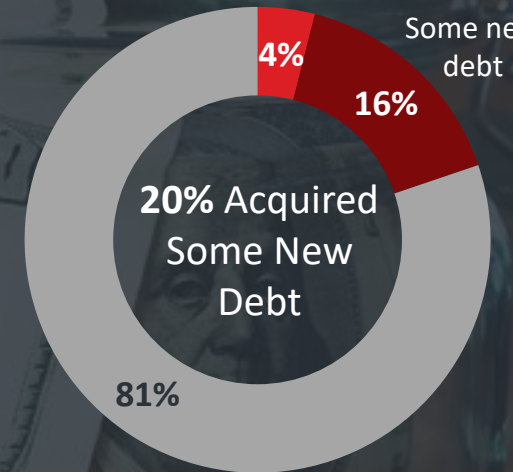
(Among those who have new debt)



## % That Acquired New Debt Since March

Great deal of new debt

Some new debt

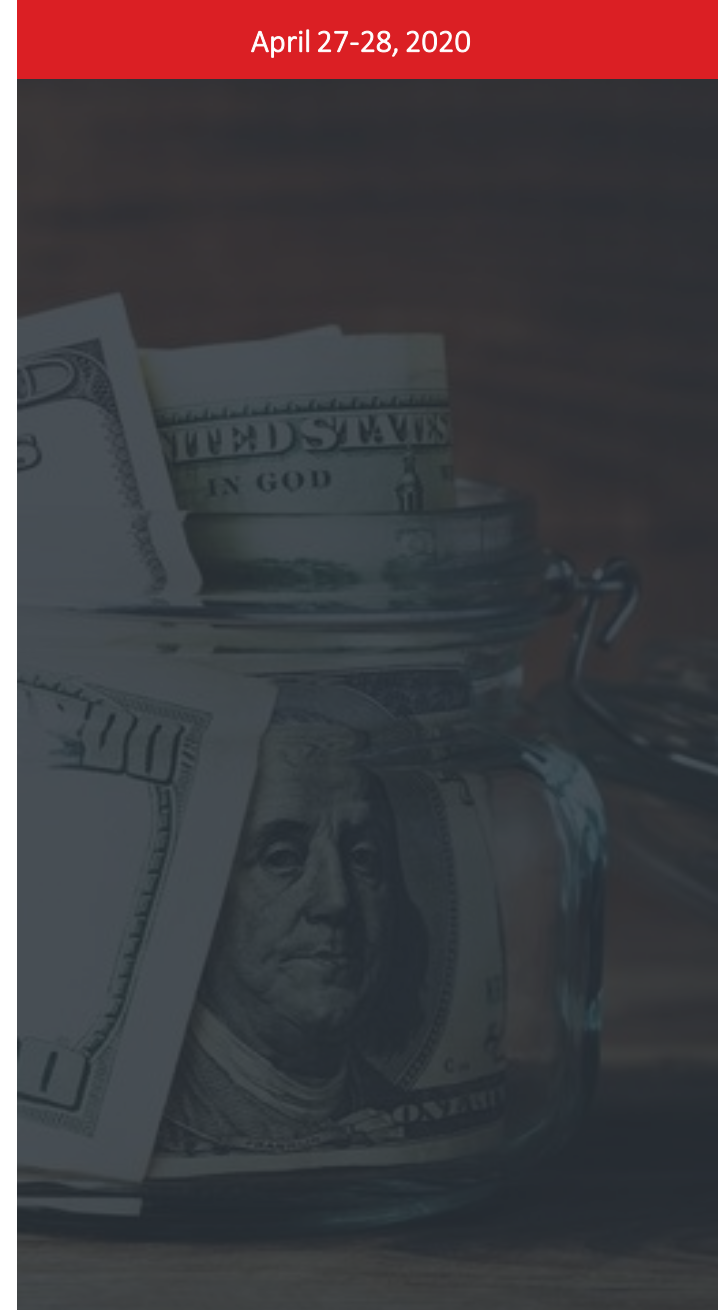
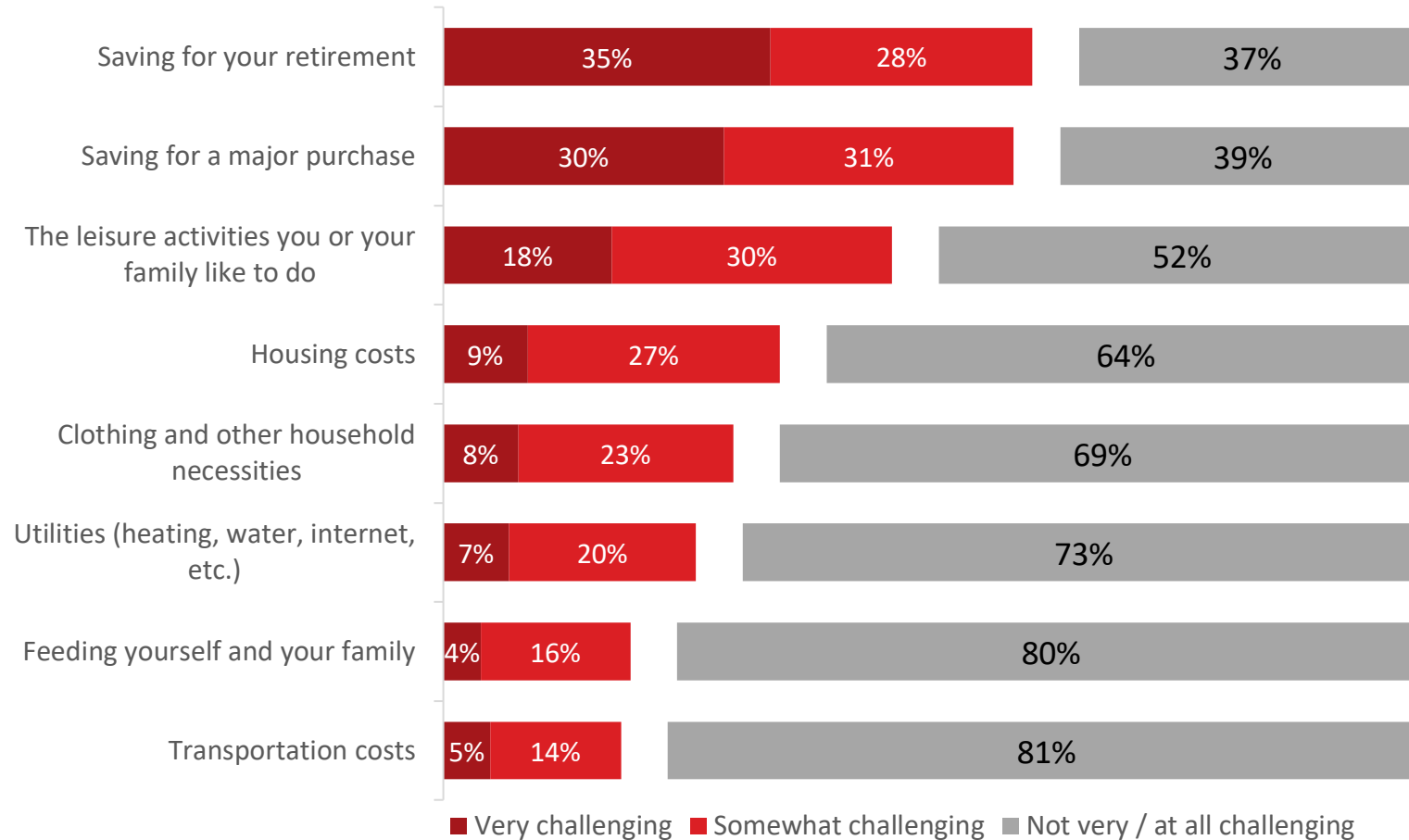


20% Acquired Some New Debt

No new debt

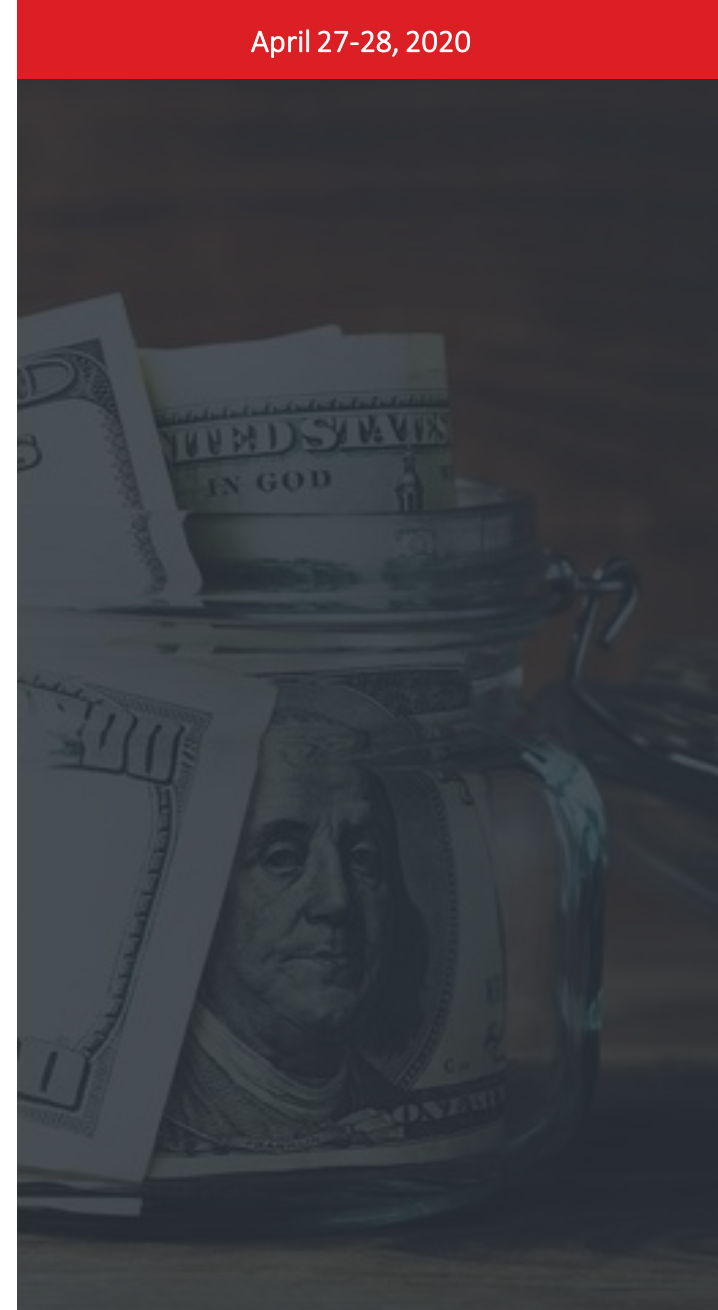
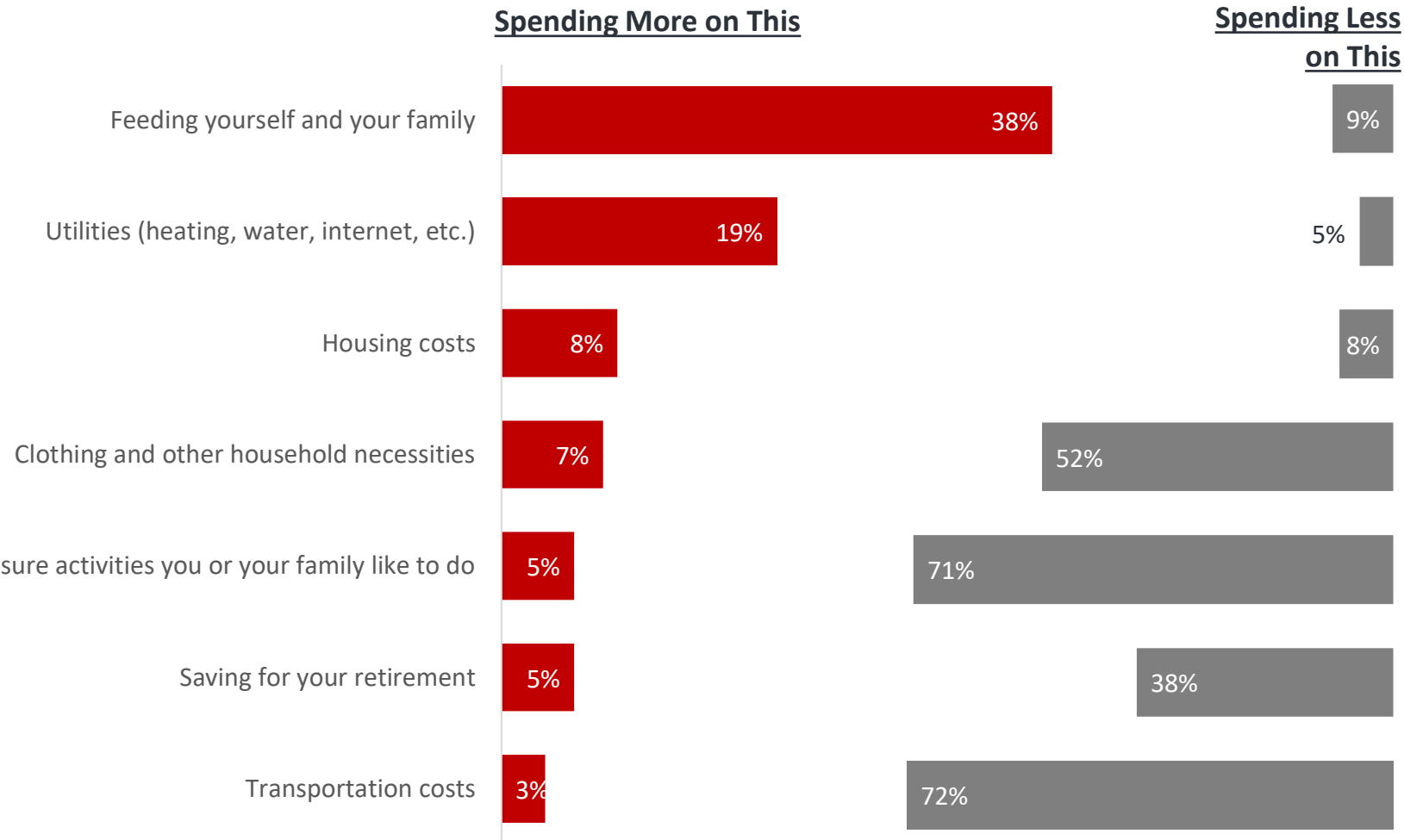
# Affordability of Necessities During COVID-19

## Difficulty Affording Various Items



# Spending on Necessities During COVID-19

## Change in Spending on Necessities



# Perceptions of Advertising and Finances

## On advertising & business . . .

**% Agree**  
*(Strongly agree or Agree)*

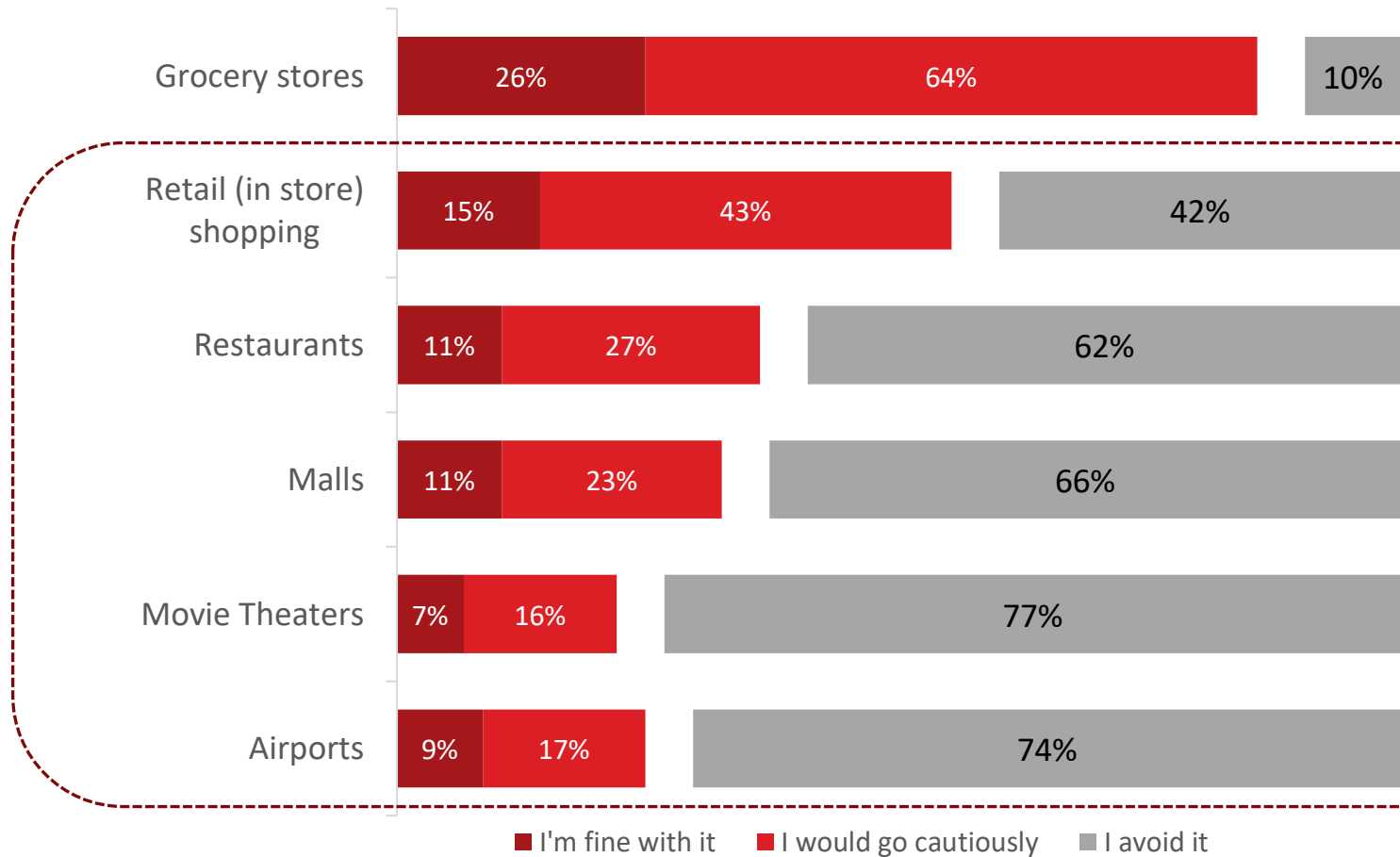


## On personal finances



Δ last week	Apr 20-21	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-2	80%	79%	80%	-	-	-
+9 ↑	52%	52%	51%	50%	54%	-
-1	61%	64%	67%	65%	73%	65%
-3	52%	54%	57%	54%	61%	56%
-6 ↓	52%	55%	54%	57%	65%	58%
-6 ↓	52%	54%	54%	57%	64%	60%
-7 ↓	53%	49%	48%	48%	-	-
na	-	-	-	-	-	-
-5	48%	45%	49%	54%	61%	57%
na	-	-	-	-	-	-
+1	35%	34%	29%	30%	20%	42%
+1	76%	79%	81%	82%	85%	77%
+4	43%	52%	52%	54%	58%	49%
=	41%	40%	38%	42%	42%	56%

# Perceptions of Going Out



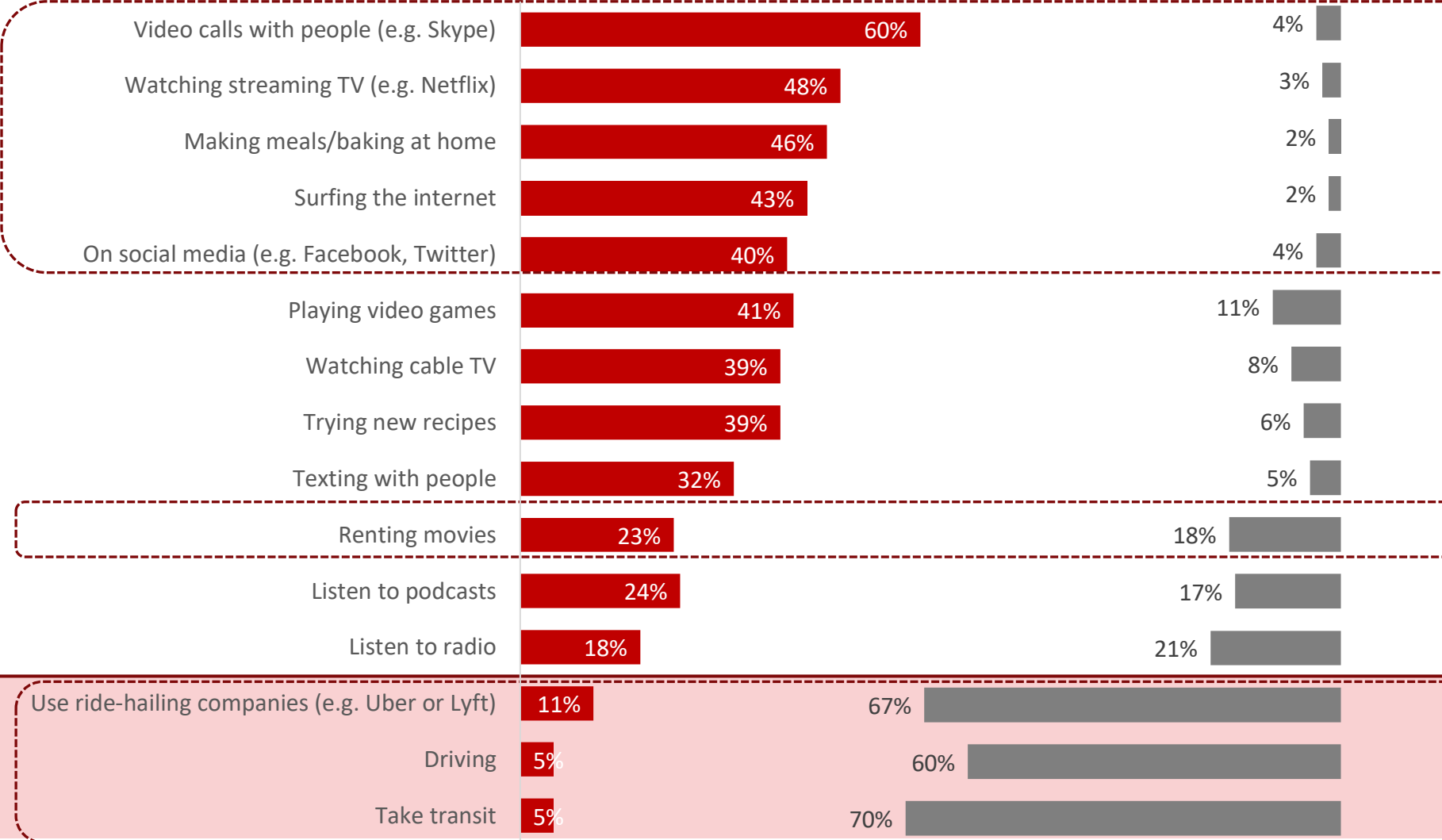
**AVOID**

Δ last week	Apr 20-21	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-2	12%	14%	14%	14%	13%	7%
-5 ↓	47%	58%	64%	63%	62%	44%
-6 ↓	68%	75%	82%	82%	83%	59%
-4	70%	77%	85%	82%	85%	64%
-5 ↓	82%	87%	92%	92%	92%	80%
-4	78%	86%	89%	89%	91%	82%

# Changes in Lifestyle (Leisure & Transit)

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

**Doing Less of This**



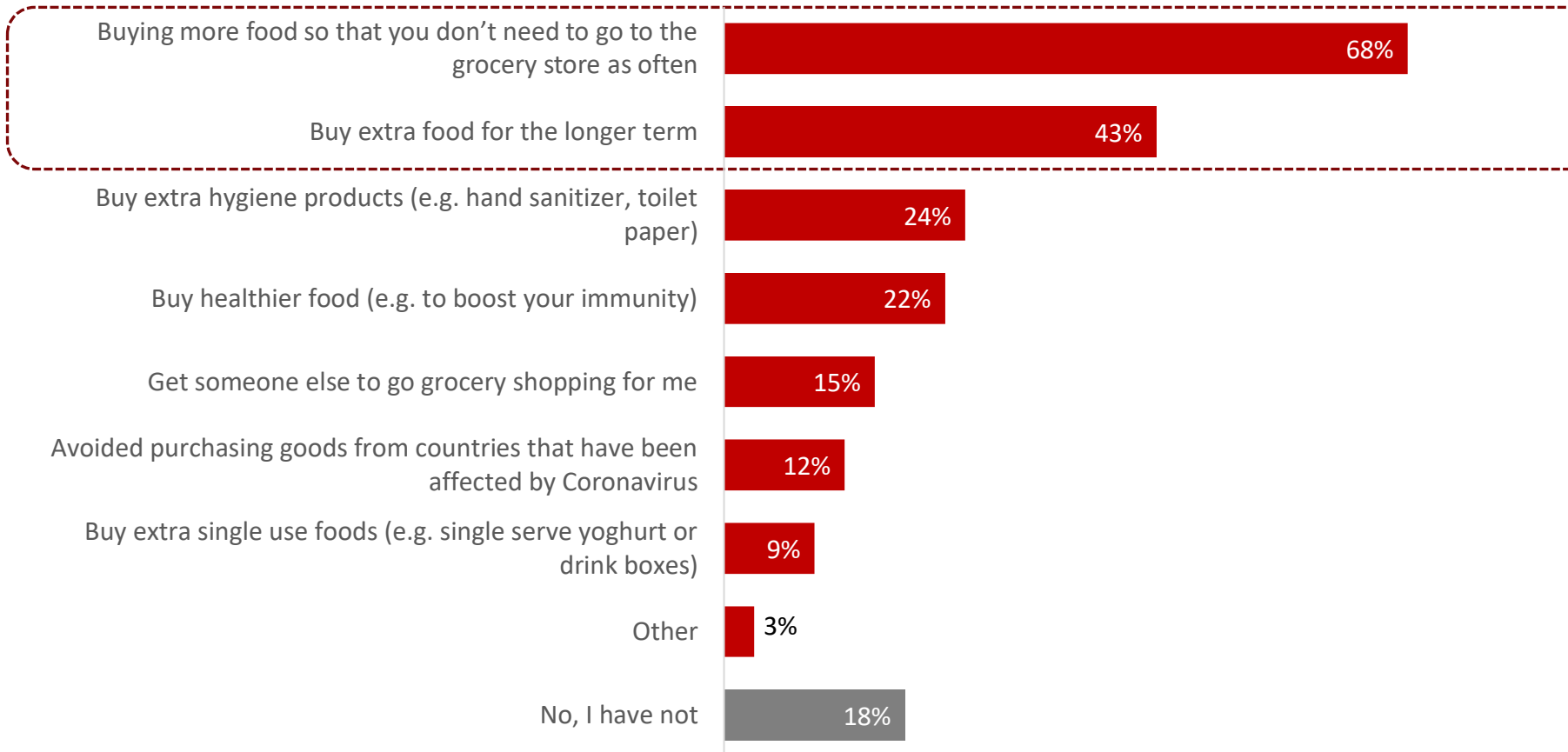
**DOING MORE**

Δ last week	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-5 ↓	65%	75%	73%	69%	57%
-6 ↓	54%	56%	59%	58%	56%
-5 ↓	51%	56%	58%	54%	51%
-7 ↓	50%	54%	56%	55%	56%
-9 ↓	49%	52%	56%	57%	56%
-4	45%	49%	55%	-	-
-2	41%	46%	50%	47%	50%
-1	40%	45%	45%	39%	32%
-3	35%	42%	45%	42%	45%
-8 ↓	31%	34%	27%	30%	26%
+1	23%	25%	28%	28%	25%
-2	20%	21%	23%	25%	24%
<b>DOING LESS</b>					
-10 ↓	77%	67%	76%	62%	63%
-6 ↓	66%	74%	74%	72%	64%
-9 ↓	79%	78%	80%	79%	74%



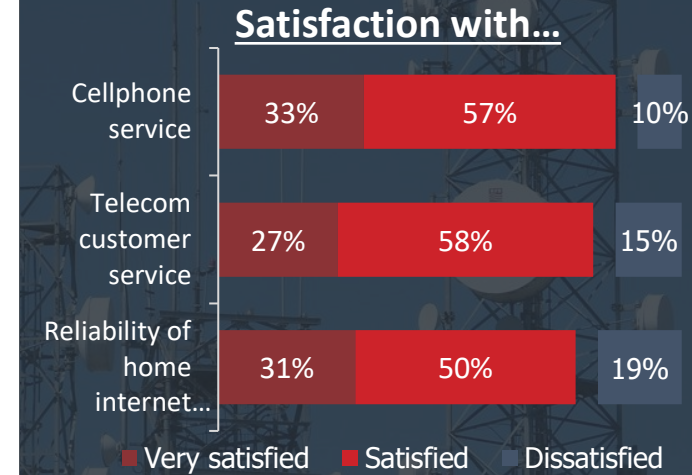
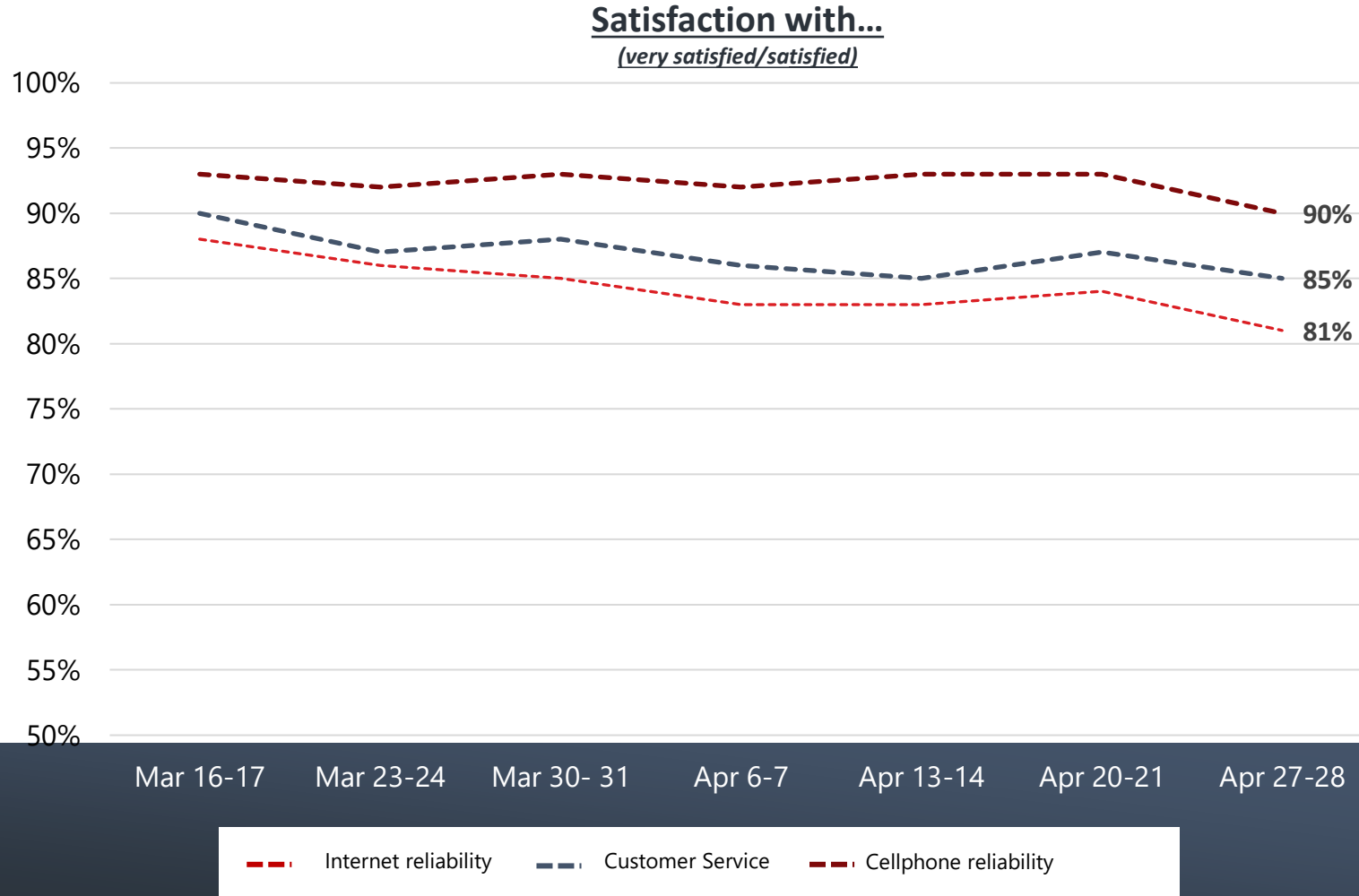
# Changes in Lifestyle (Grocery)

## Have Done (Within the last 2 Weeks)



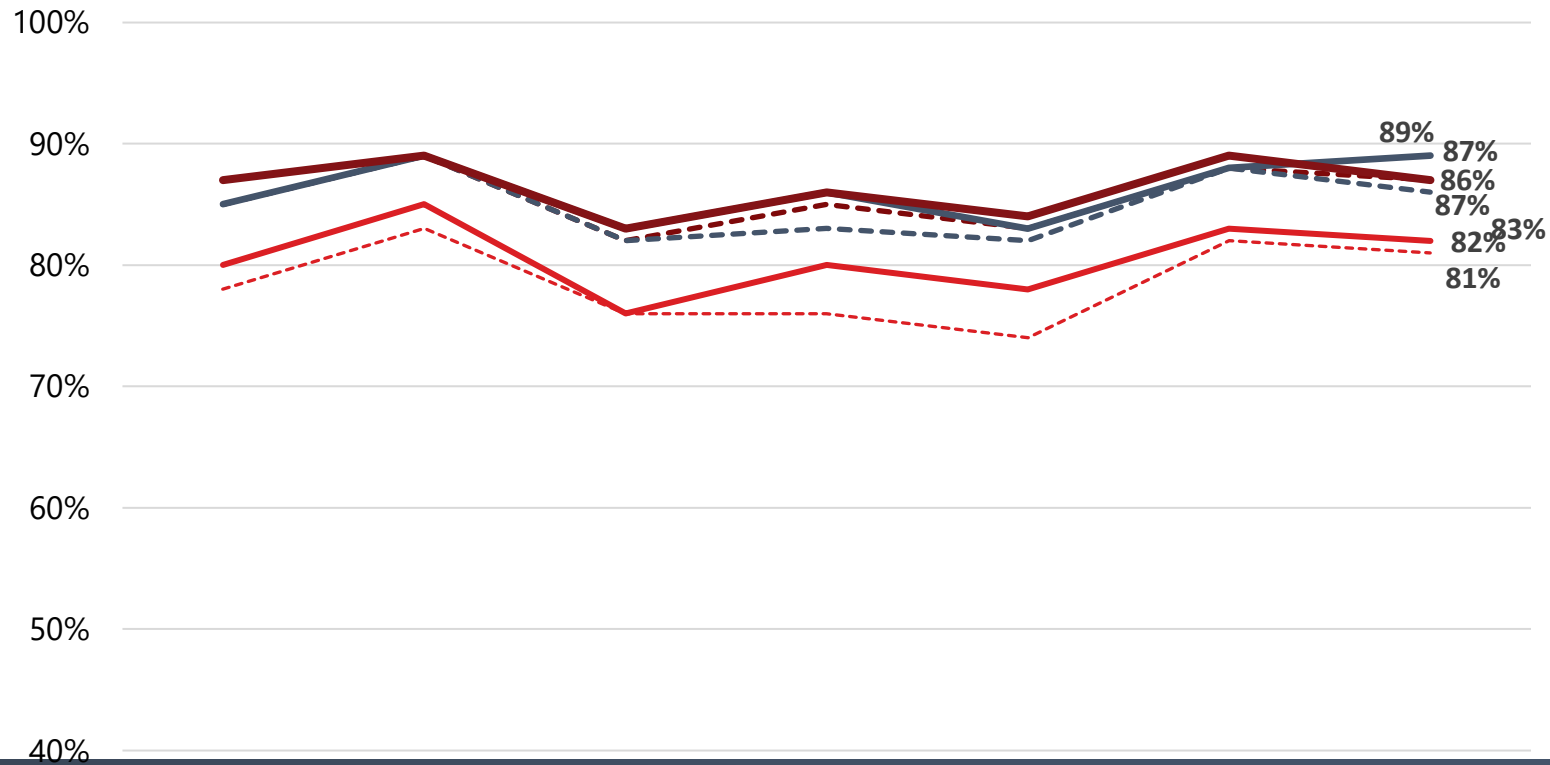
	Δ last week	Apr 20-21	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
Buying more food so that you don't need to go to the grocery store as often	+9 ↑	59%	68%	71%	65%	60%	48%
Buy extra food for the longer term	+11 ↑	32%	51%	50%	43%	42%	36%
Buy extra hygiene products (e.g. hand sanitizer, toilet paper)	+2	22%	28%	29%	27%	26%	23%
Buy healthier food (e.g. to boost your immunity)	+8 ↑	14%	22%	22%	21%	20%	15%
Get someone else to go grocery shopping for me	-2	17%	22%	20%	19%	15%	6%
Avoided purchasing goods from countries that have been affected by Coronavirus	+4	8%	11%	9%	10%	8%	6%
Buy extra single use foods (e.g. single serve yoghurt or drink boxes)	+3	6%	10%	9%	9%	9%	8%
Other	-2	5%	3%	3%	2%	2%	2%
No, I have not	-6 ↓	24%	15%	15%	19%	22%	36%

# Telecom Satisfaction

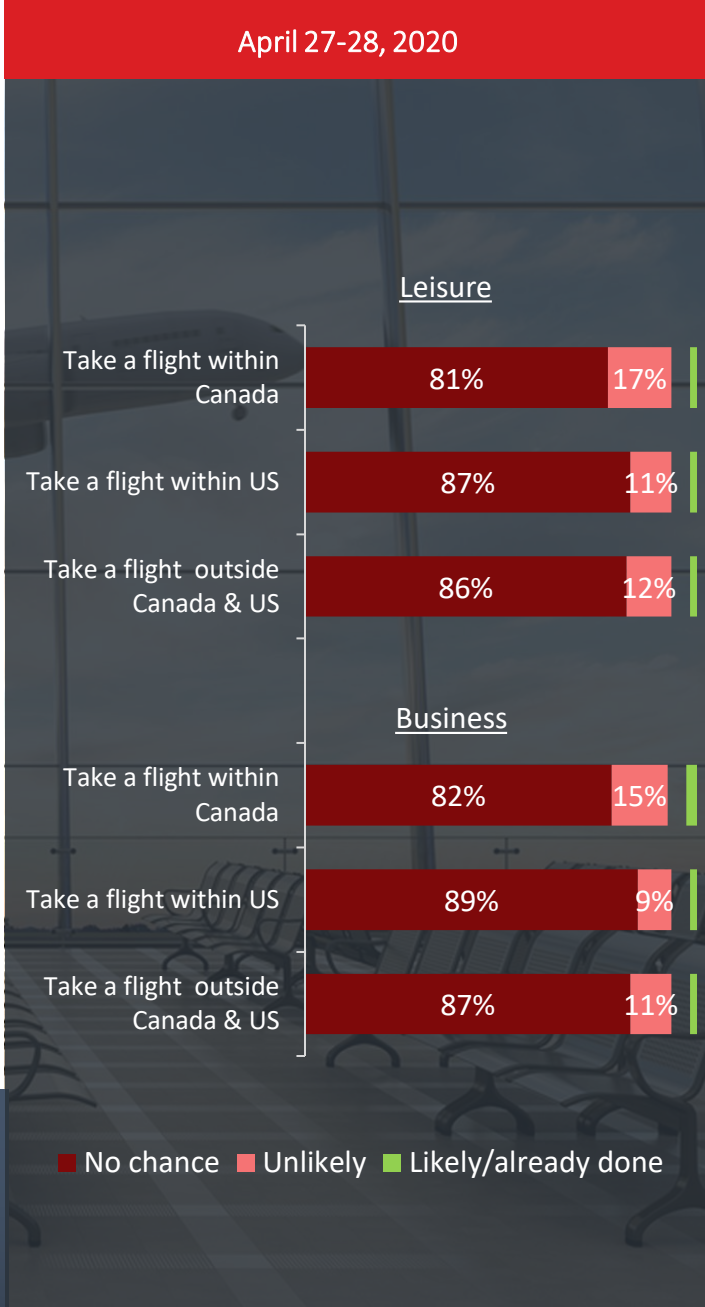
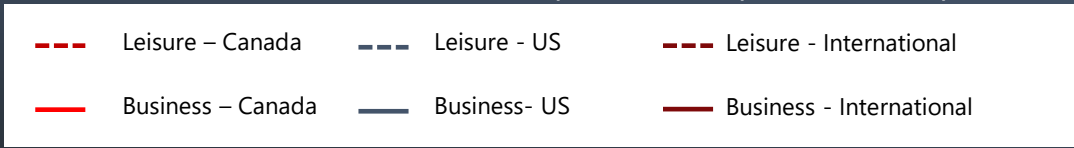


# Avoiding Flights

## No Chance of Taking a Flight



Mar 16-17    Mar 23-24    Mar 30-31    Apr 6-7    Apr 13-14    Apr 20-21    Apr 27-28



■ No chance    ■ Unlikely    ■ Likely/already done

For more information please contact

**Demetre Eliopoulos**

SVP & Managing Director, Public Affairs

[demetre.eliopoulos@angusreid.com](mailto:demetre.eliopoulos@angusreid.com)

705.465.0411

