

# COVID-19

Weekly Monitoring of Canadian  
Perceptions & Behaviour

**WAVE 8**

May 6, 2020

Next report will be available:  
Wednesday May 13



# 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  
**Wave 8:** May 4-5, 2020

Field date for the next wave Monday May 11<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, **Wave 8:** n=1,002

For this most recent wave, a representative sample of n=1,002 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.



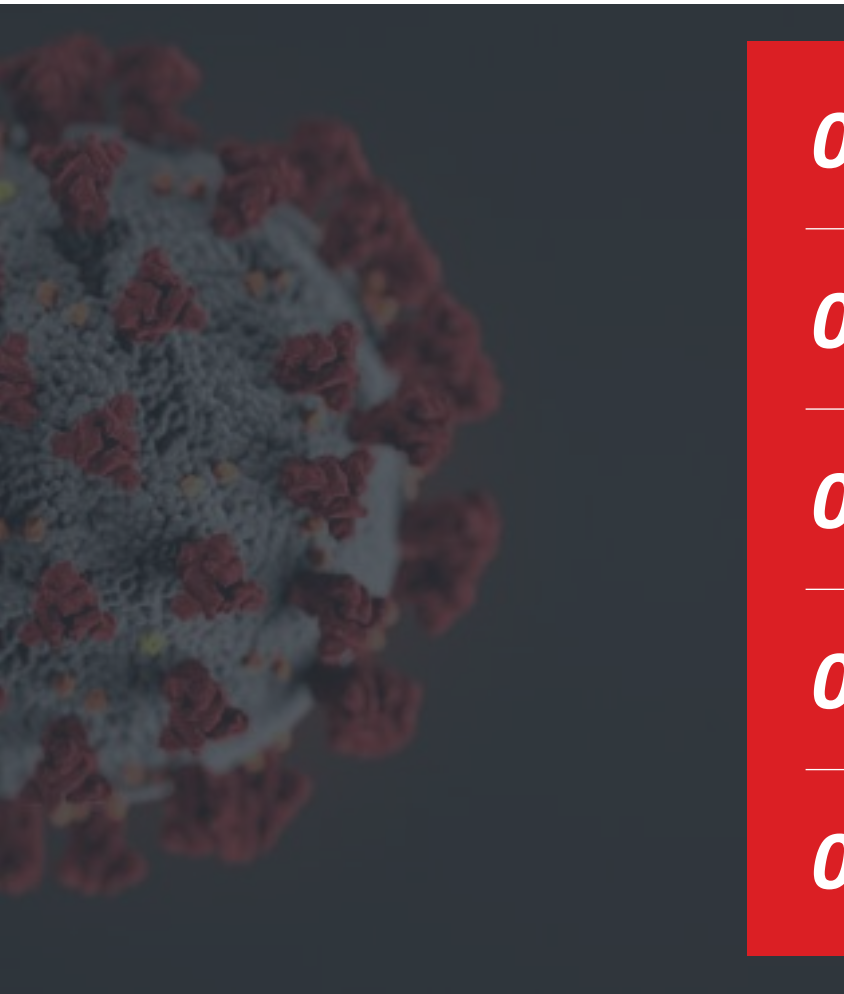
## NOTE



Throughout the report,  and  are used to denote statistically significant increases or decreases from previous waves at 95% confidence level.

Tracking data shown in text on the right side of charts omits March 30-31 and April 13-14 waves.

# 5 Things You Should Know



01

**“New normal” of optimism has stabilized.** We've reached a new phase of lower stress levels and optimism in Canada where perceptions have been relatively consistent over the last 2-3 weeks. The proportion who are not very stressed about the virus have overtaken those who are very/extremely stressed. Roughly 7-in-10 Canadians say that things are getting better in Canada

02

**Itching to get out.** Over the last two weeks, there has been a sharp increase in the perception that "it's time for things to go back to normal". Additionally, 1-in-5 Canadians report having a difficult time maintaining social distancing right now. Each week, more and more indicate that they're ready to go out to retail shopping, restaurants, malls, theaters and even airports.

03

**It's time to re-open.** Coupled with this urge to end social distancing, more Canadians are also indicating that it's time to open up businesses and parks. Over the last two weeks, there has also been an uptake in the sentiment that "now is the time to start stimulating the economy back to health".

04

**Rise of the sceptics.** In stark contrast to just three weeks ago, now a full quarter of Canadians agree that the health risk of the coronavirus has been overblown. When asked what they are more concerned about, 43% of Canadians say they are more concerned about the economy (compared to 57% who are concerned about the health crisis)

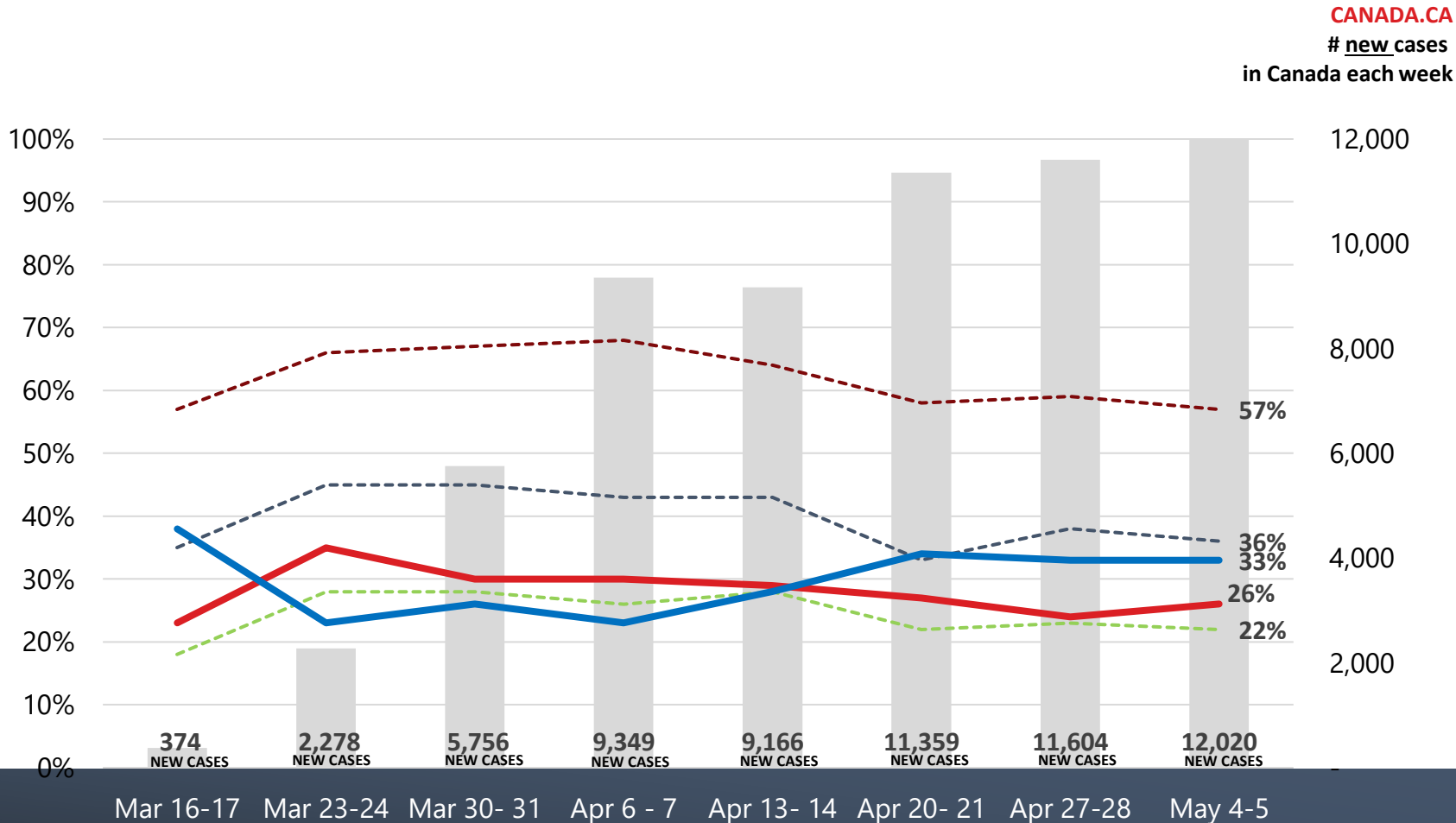
05

**Sector winners and losers** When asked which sectors have been hit hardest by the epidemic, hotels & tourism, airlines and restaurants top the list. Canadians see grocery stores, technology and telecom providers as sectors who have benefitted during this time.

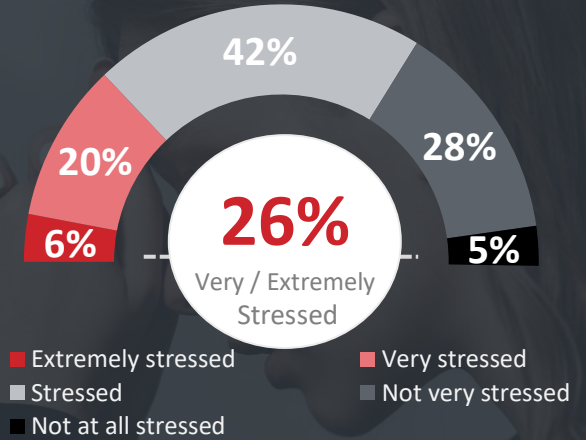
# Key Findings

# Level of Stress from COVID-19 Pandemic

May 4-5, 2020



## Level of Stress



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

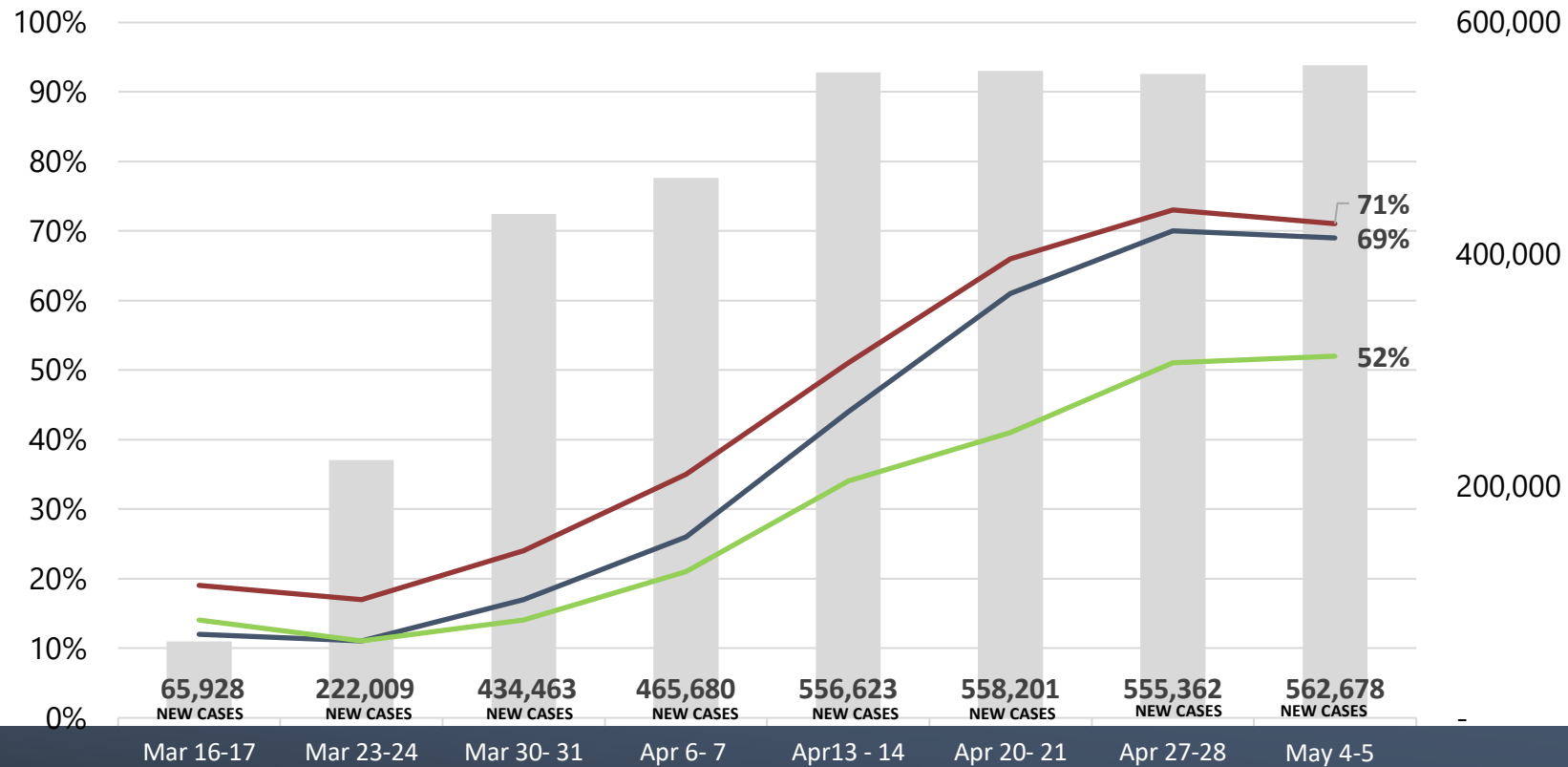


— Extremely/very stressed   
 — Not very/not at all stressed   
 - - - Concern for parents   
 - - - Concern for children   
 - - - Concern for self

# Are Things Getting Better or Worse?



# new cases  
Globally each week



## Are things getting better or worse?



In your community

**29%** Worse

**71%** Better



In Canada

**31%** Worse

**69%** Better



Worldwide

**48%** Worse

**52%** 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



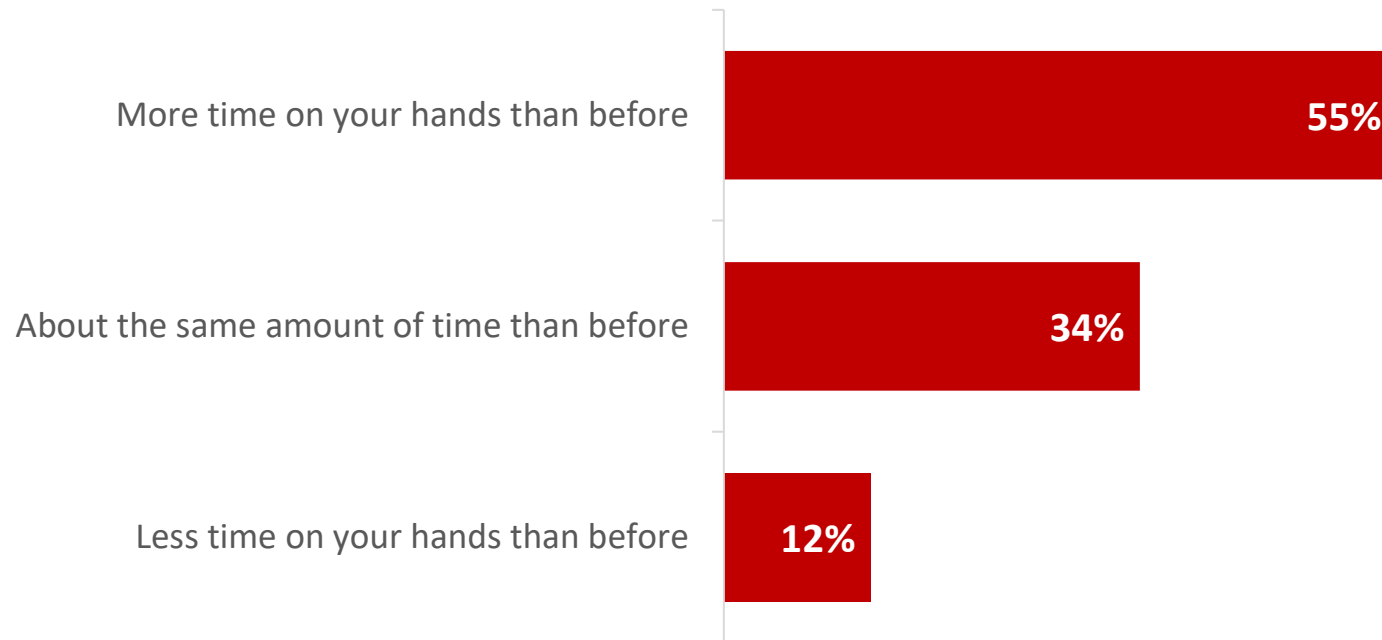
May 4-5, 2020

Δ last week	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-1	66%	72%	92%	94%	92%
+5 ↑	36%	33%	32%	34%	44%
+5 ↑	22%	19%	14%	14%	28%



# Spare Time During the Pandemic

Since the start of the crisis, have you found that you had...

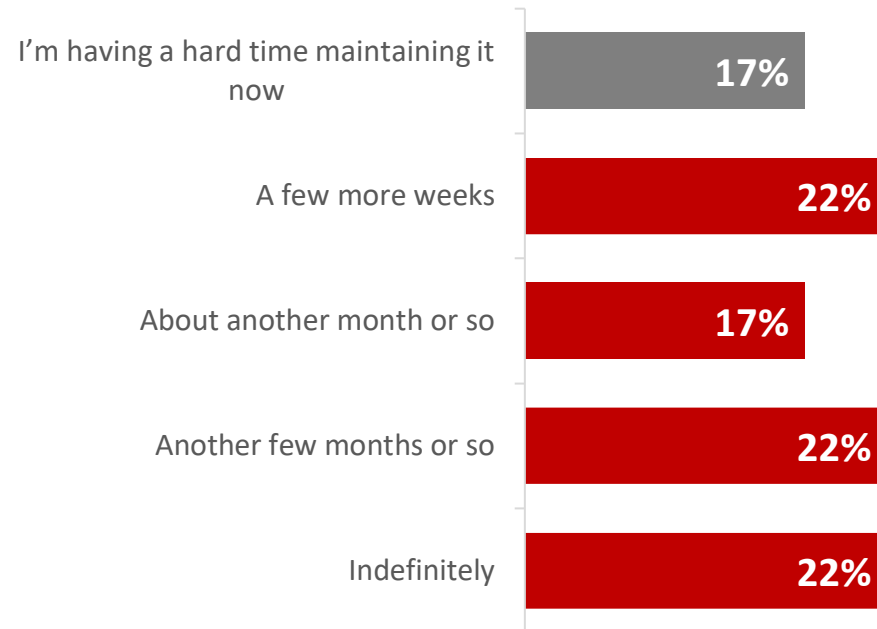


**21%**  
of Parents  
(with children under 18 in household)  
have **LESS** time  
on their hands



# Perceptions of Social Distancing

## How Long People Think They Can Keep Social Distancing



Base: Exclude "Don't believe in social distancing" (n=983)

Q. How long do you think you are personally able to maintain this current state of social distancing?

Base: All respondents (n=1,002)

Q: We've all been asked by the government to "socially distance" ourselves as best we can. How would you rate your own socially distancing efforts?

## Self-Rating of Own Social Distancing Practices

I've done all that I can to socially distance myself **48%**

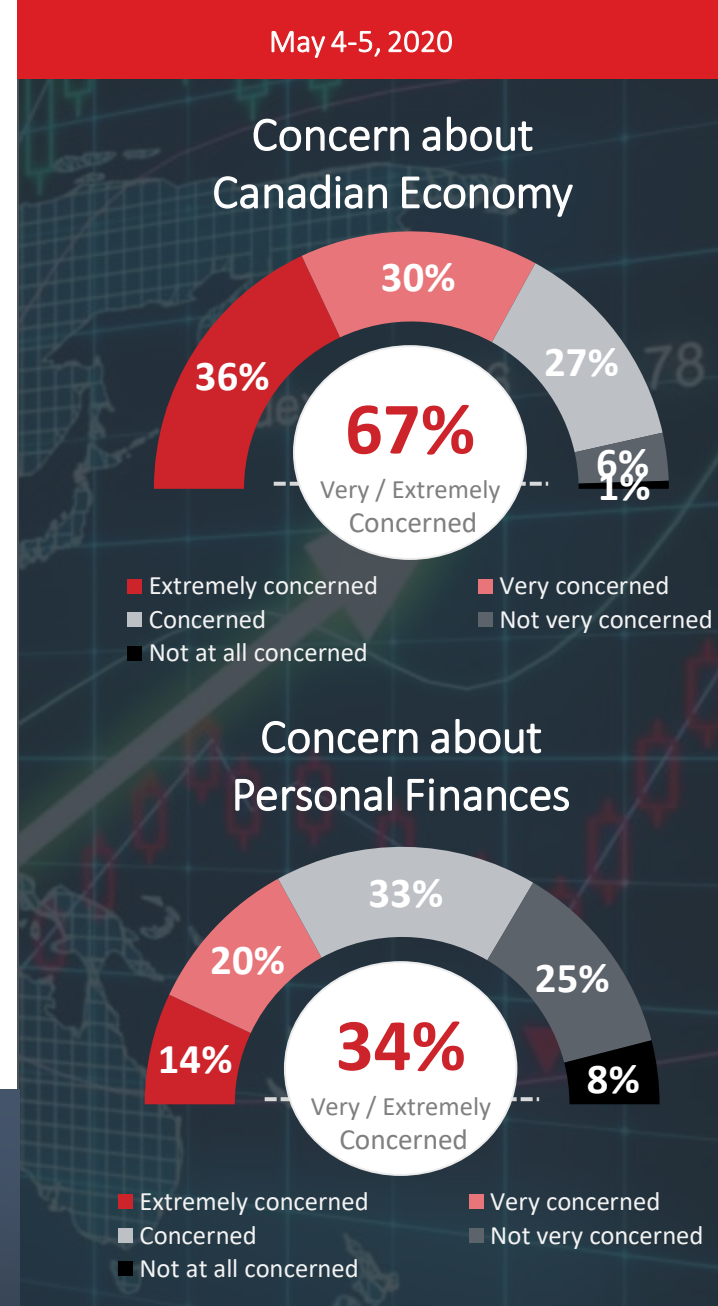
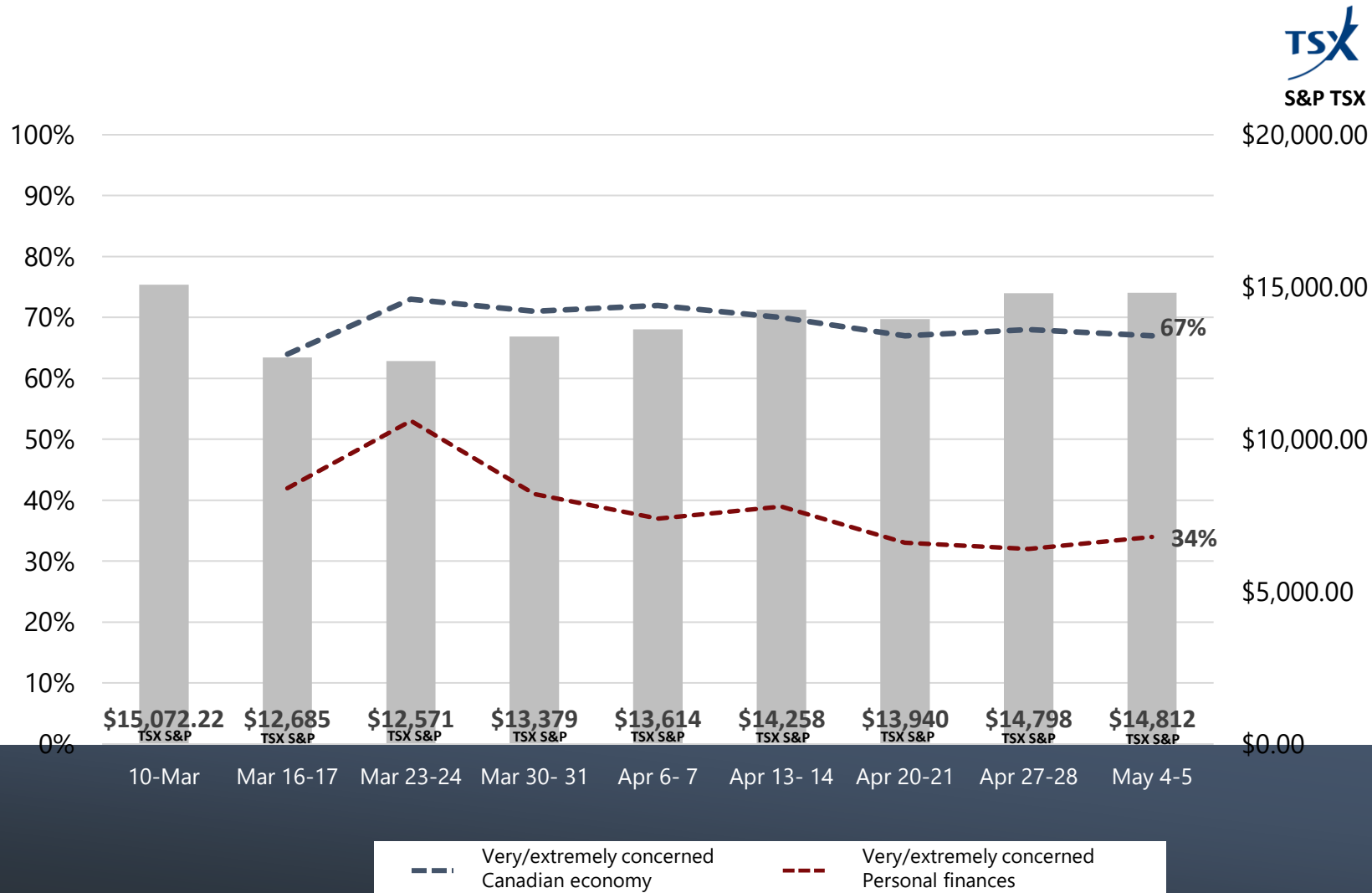
I've been very diligent about social distancing but I'm sure that there's more I could do **41%**

I've put some effort in but not too much **9%**

I have put little or no effort in social distancing **1%**

I don't believe in social distancing **1%**

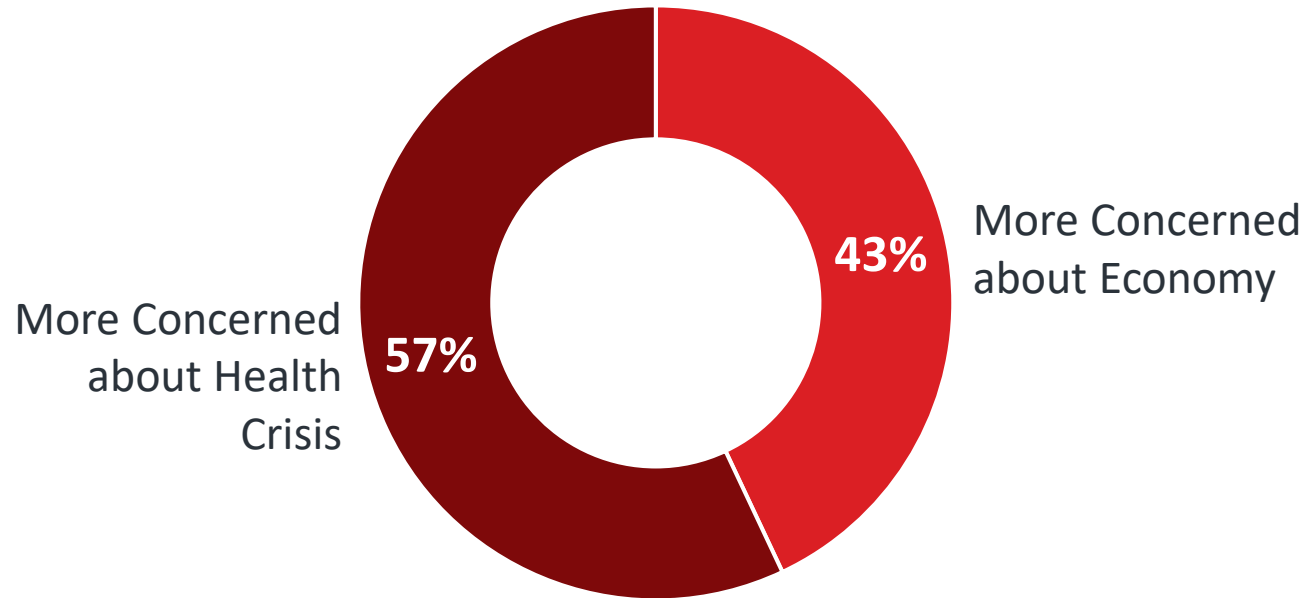
# Financial Concern



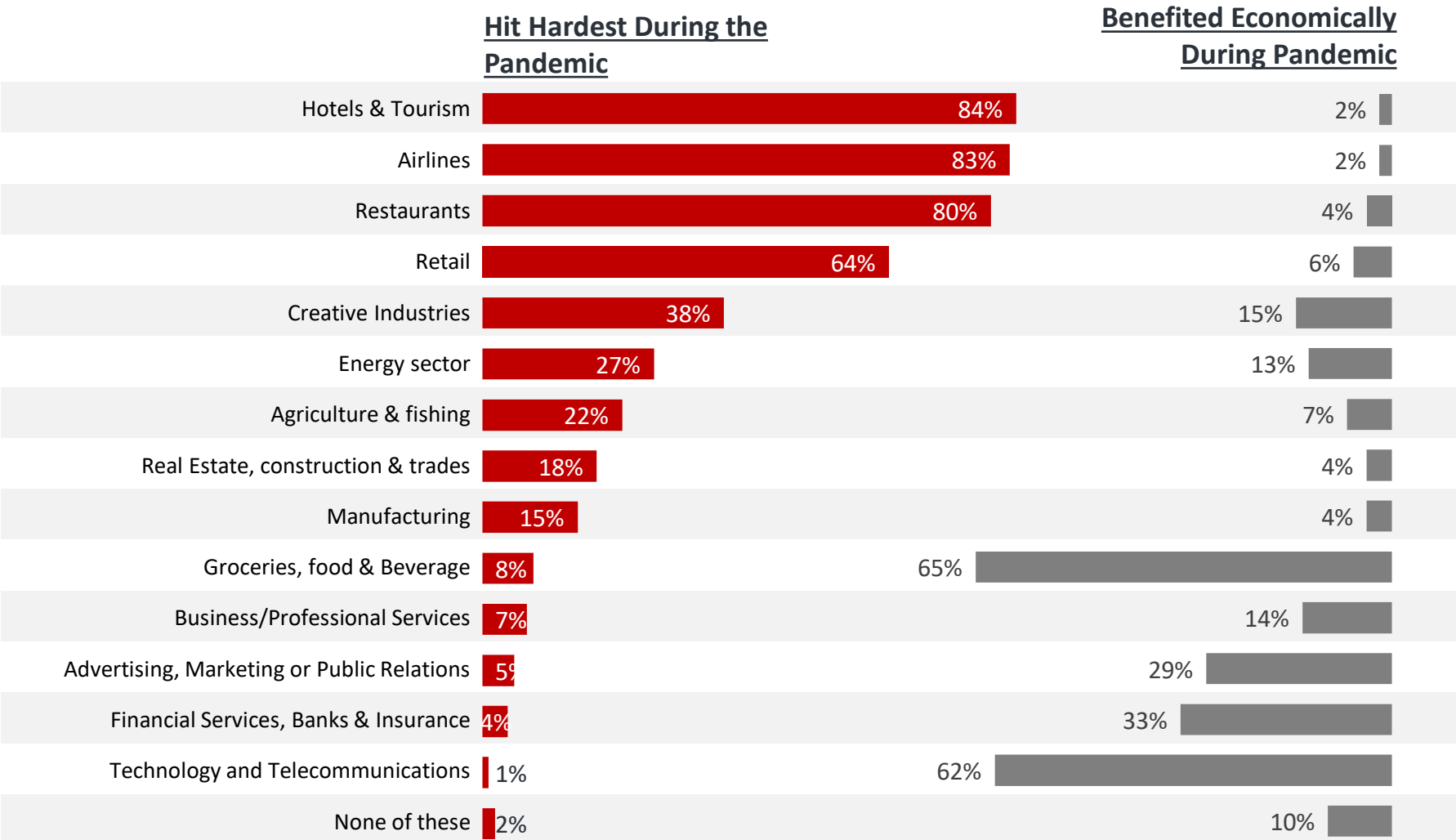
# Concern Over Economy versus Health Crisis During Pandemic

May 4-5, 2020

% Concerned About the Economy vs. the Health Crisis



# Perceived Effect on Economic Sectors

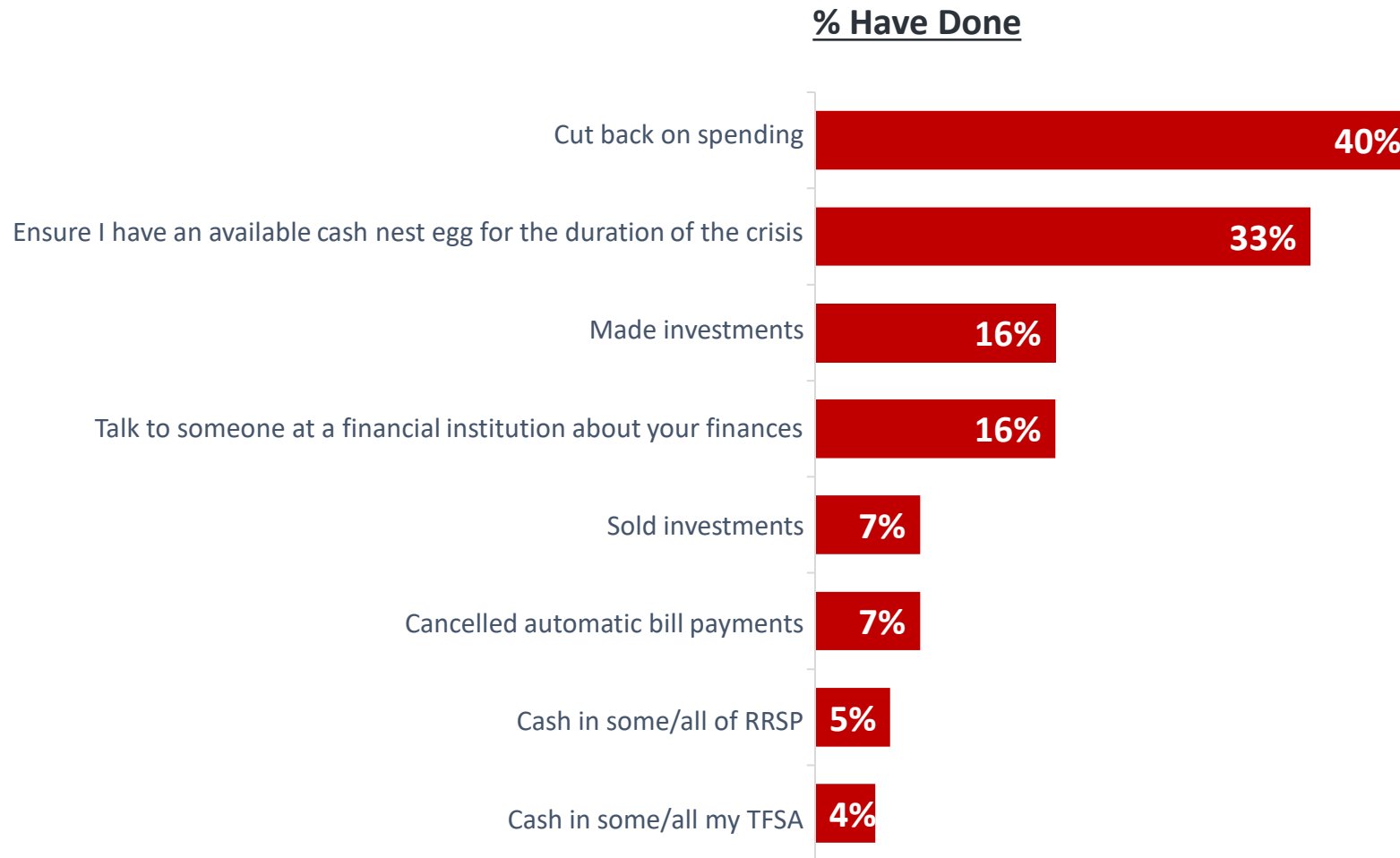


Base: TOTAL applicable (n=1,002)

Q. If you had to choose, which of these sectors do you think has been hardest hit economically by the crisis?

Q: If you had to choose, which of these sectors do you think have prospered or benefitted economically through the crisis?

# Financial Actions Taken as a Result of COVID-19



Δ last week	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-6 ↓	46%	42%	38%	39%	24%
-1	34%	34%	37%	31%	27%
+3	13%	17%	14%	8%	6%
+4 ↑	12%	16%	15%	11%	9%
-1	8%	8%	7%	6%	4%
+1	6%	6%	7%	6%	3%
+1	4%	4%	5%	2%	2%
-2	6%	6%	4%	5%	4%

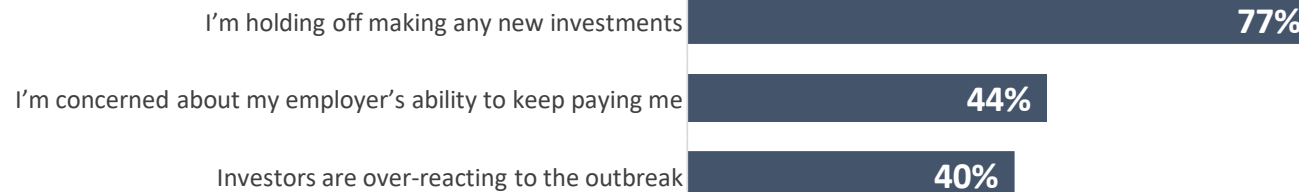
# Perceptions of Advertising and Finances

## On advertising & business . . .

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



## On personal finances

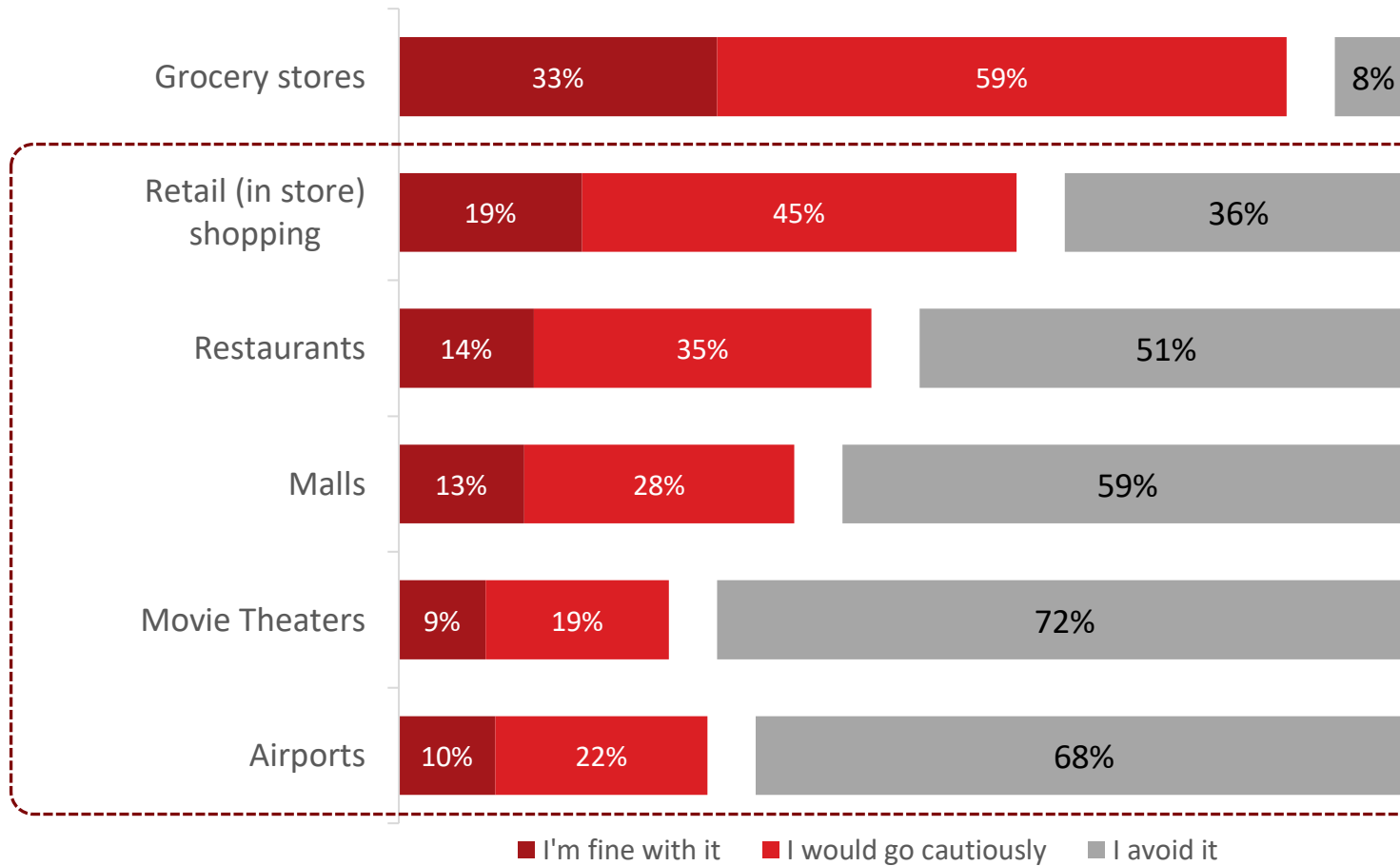


Δ last week	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
na	-	82%	86%	-	-
-1	78%	80%	80%	-	-
+3	61%	52%	51%	54%	
-3	60%	61%	67%	73%	65%
+9 ↑	46%	-	-	-	-
+3	46%	53%	48%	-	-
+7 ↑	42%	-	-	-	-
-1	49%	52%	57%	61%	56%
+1	46%	52%	54%	64%	60%
=	46%	52%	54%	65%	58%
na	-	46%	57%	-	-
-1	42%	48%	49%	61%	57%
-2	36%	35%	29%	20%	42%
=	77%	76%	81%	85%	77%
-3	47%	43%	52%	58%	49%
-1	41%	41%	38%	42%	56%



# Perceptions of Going Out

May 4-5, 2020



**AVOID**

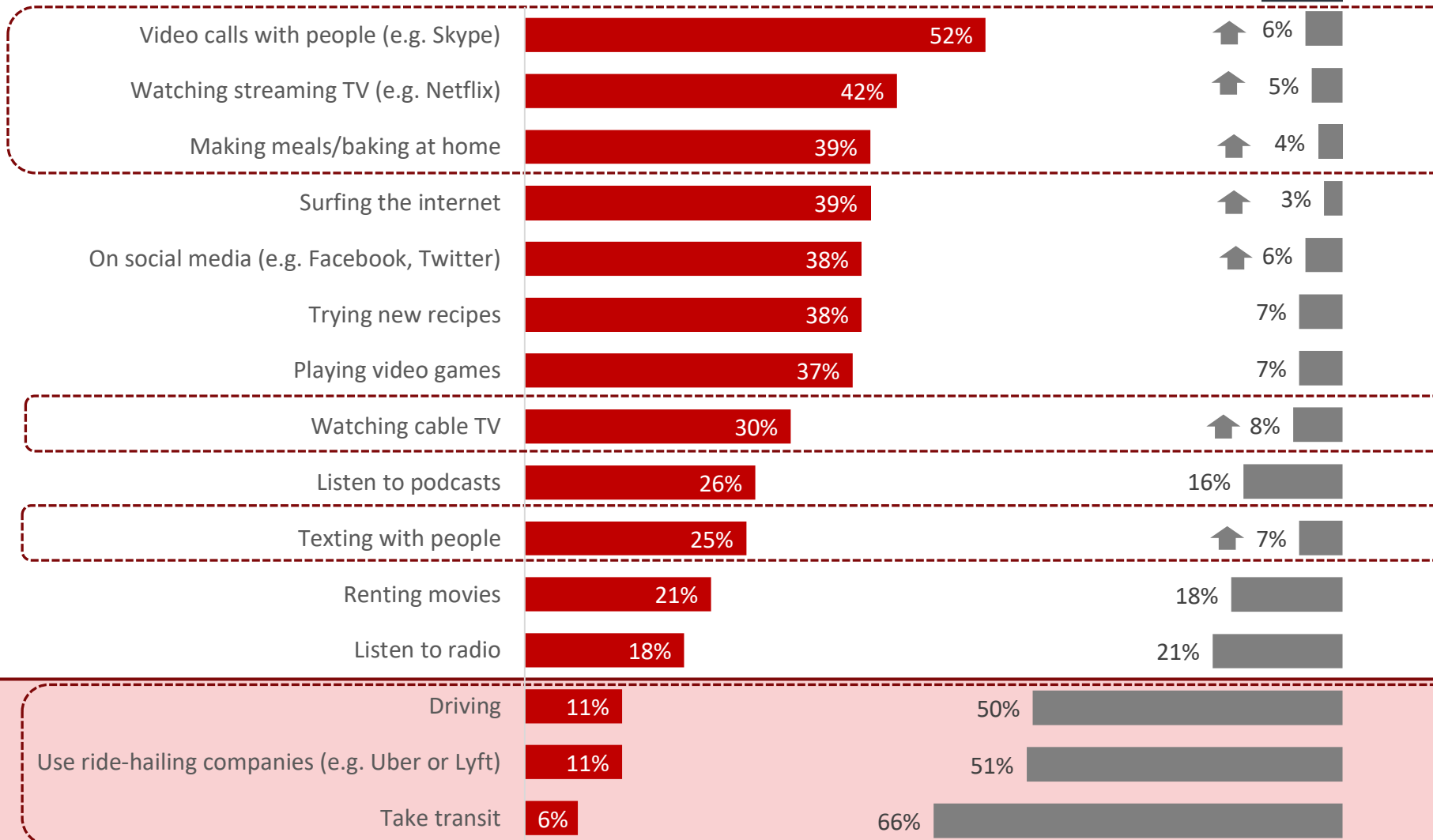
Δ last week	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-2	10%	12%	14%	13%	7%
-6 ↓	42%	47%	64%	62%	44%
-11 ↓	62%	68%	82%	83%	59%
-7 ↓	66%	70%	85%	85%	64%
-5 ↓	77%	82%	92%	92%	80%
-6 ↓	74%	78%	89%	91%	82%



# Changes in Lifestyle (Leisure & Transit)

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

**Doing Less of This**

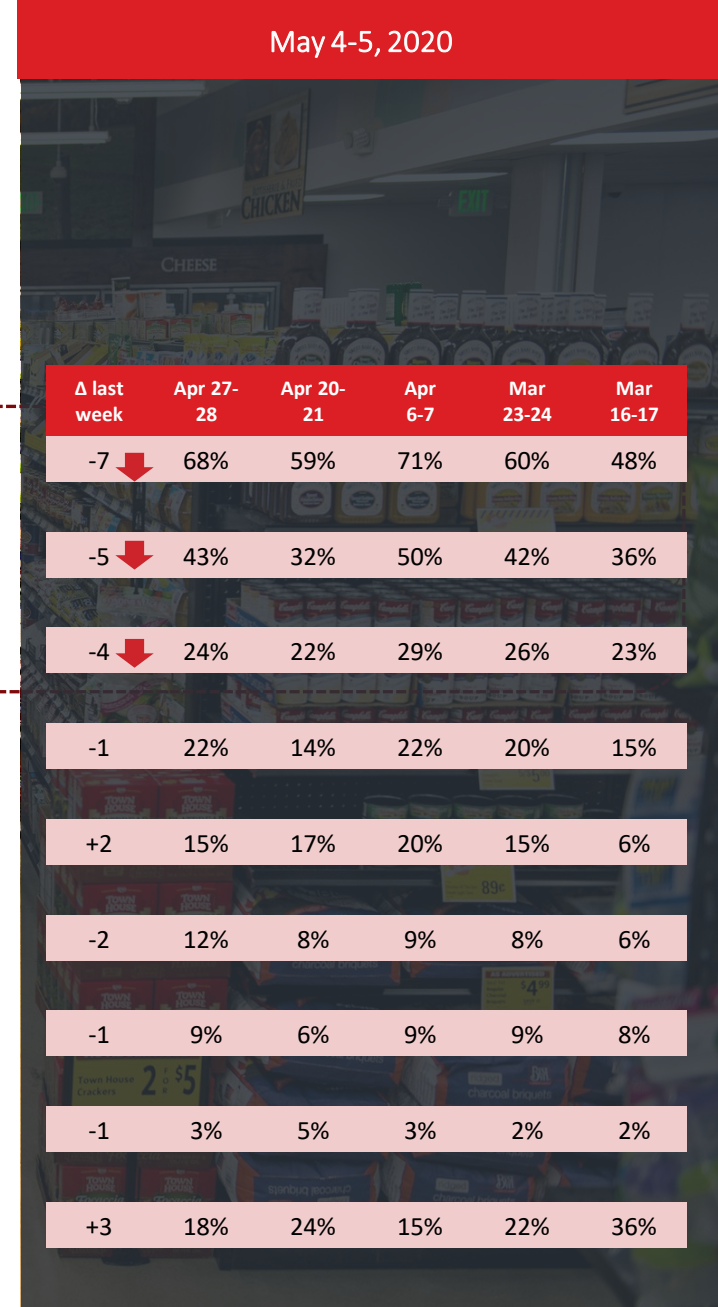
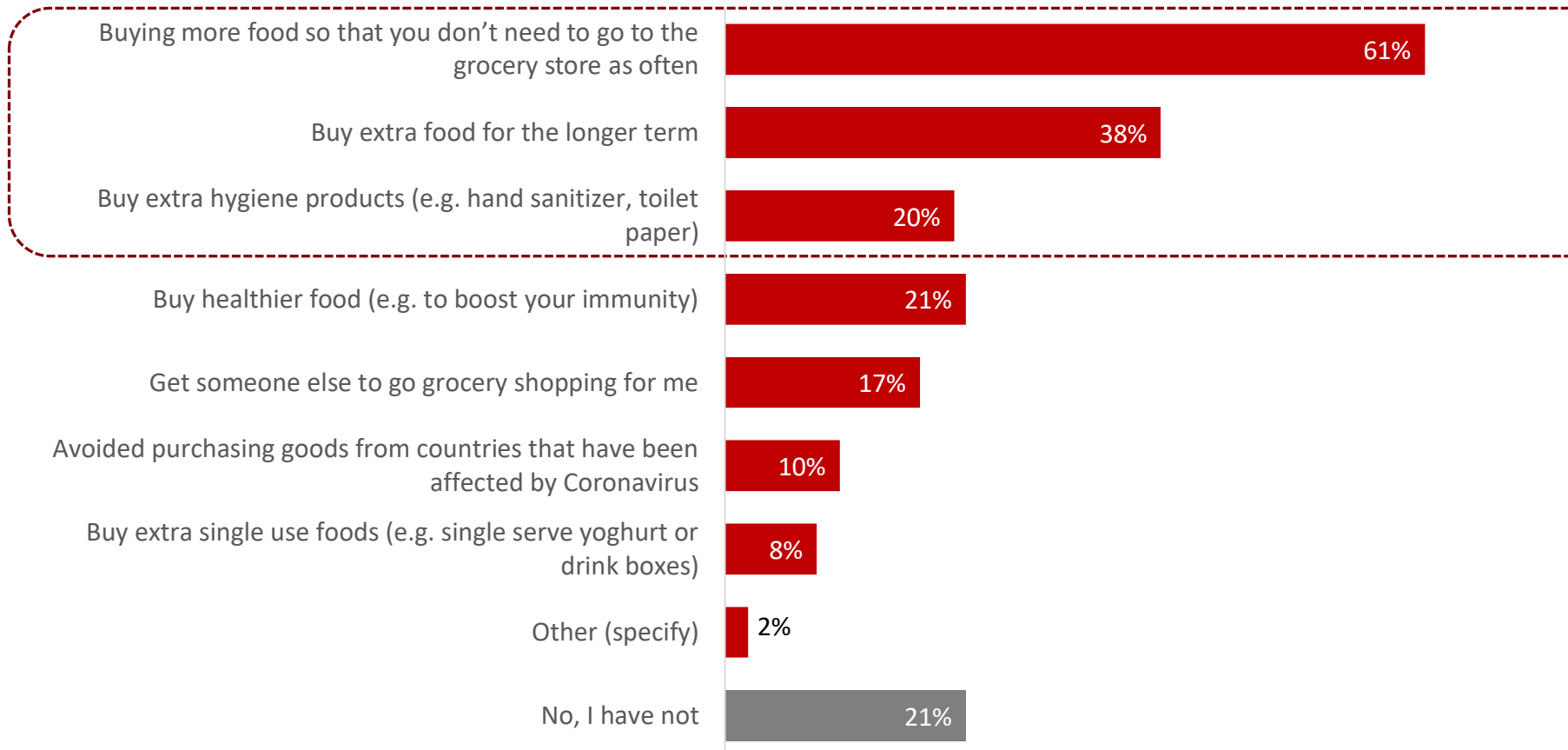


**DOING MORE**

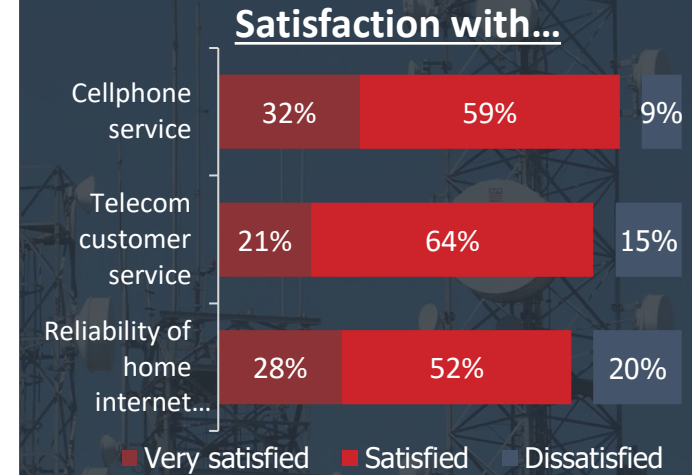
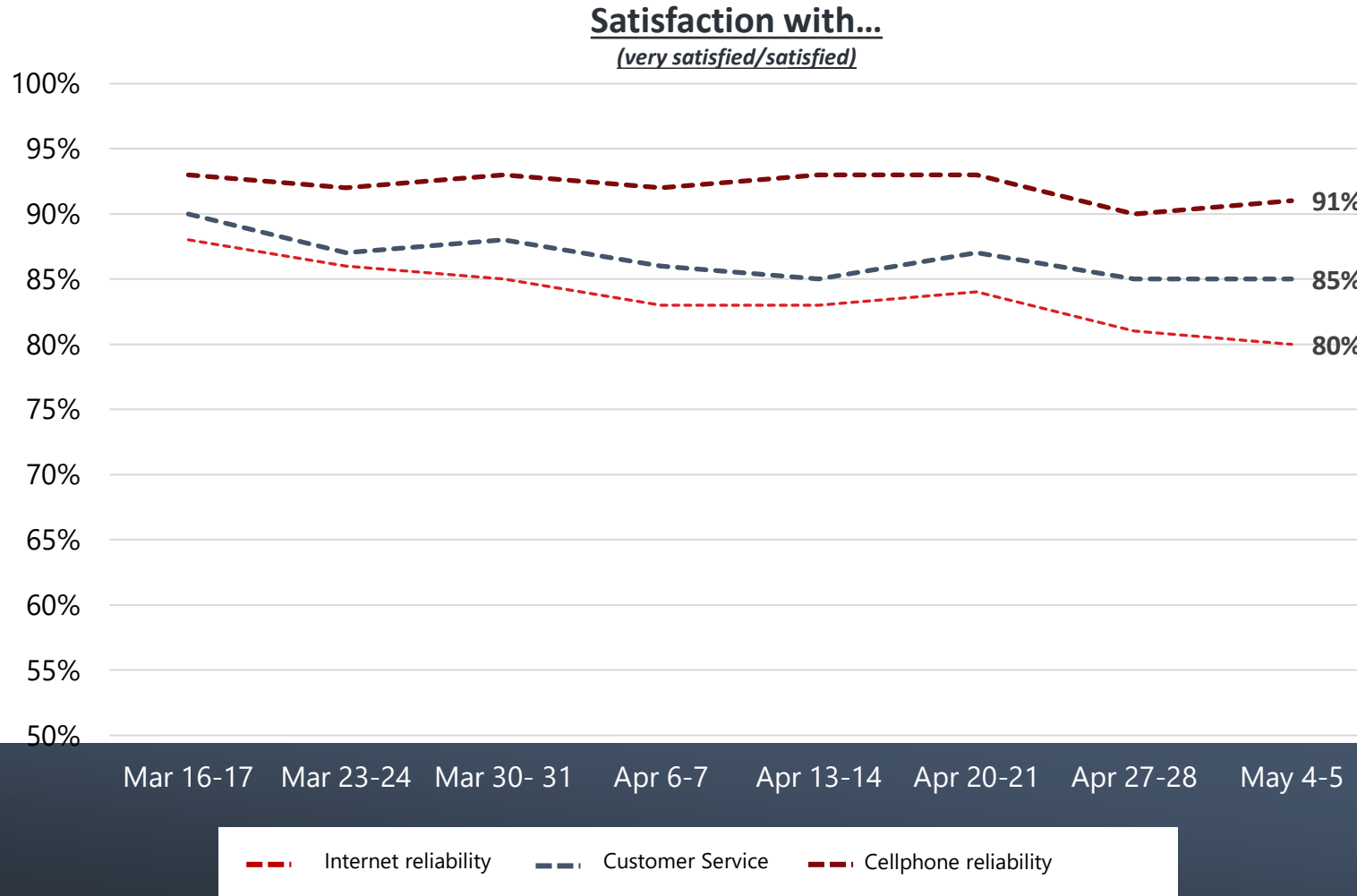
Δ last week	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-8 ↓	60%	65%	73%	57%	35%
-6 ↓	48%	54%	59%	56%	37%
-7 ↓	46%	51%	58%	51%	32%
-4	43%	50%	56%	56%	39%
-2	40%	49%	56%	56%	38%
-1	39%	40%	45%	32%	22%
-4	41%	45%	55%		
-9 ↓	39%	41%	50%	50%	32%
+2	24%	23%	28%	25%	
-7 ↓	32%	35%	45%	45%	30%
-2	23%	31%	27%	26%	20%
=	18%	20%	23%	24%	
<b>DOING LESS</b>					
-10 ↓	60%	66%	74%	64%	34%
-16 ↓	67%	77%	76%	63%	40%
-4	70%	79%	80%	74%	60%

# Changes in Lifestyle (Grocery)

## Have Done (Within the last 2 Weeks)

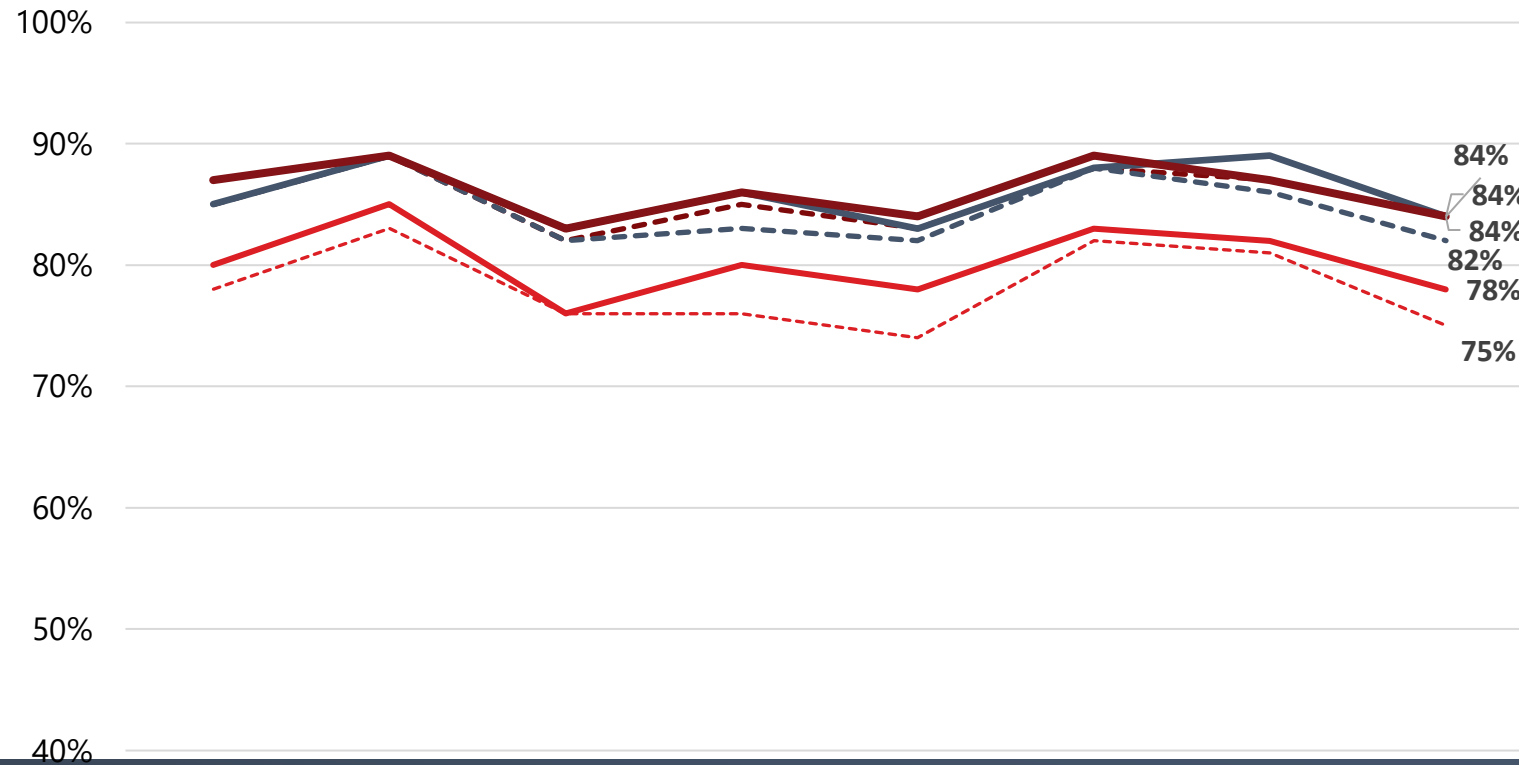


# Telecom Satisfaction

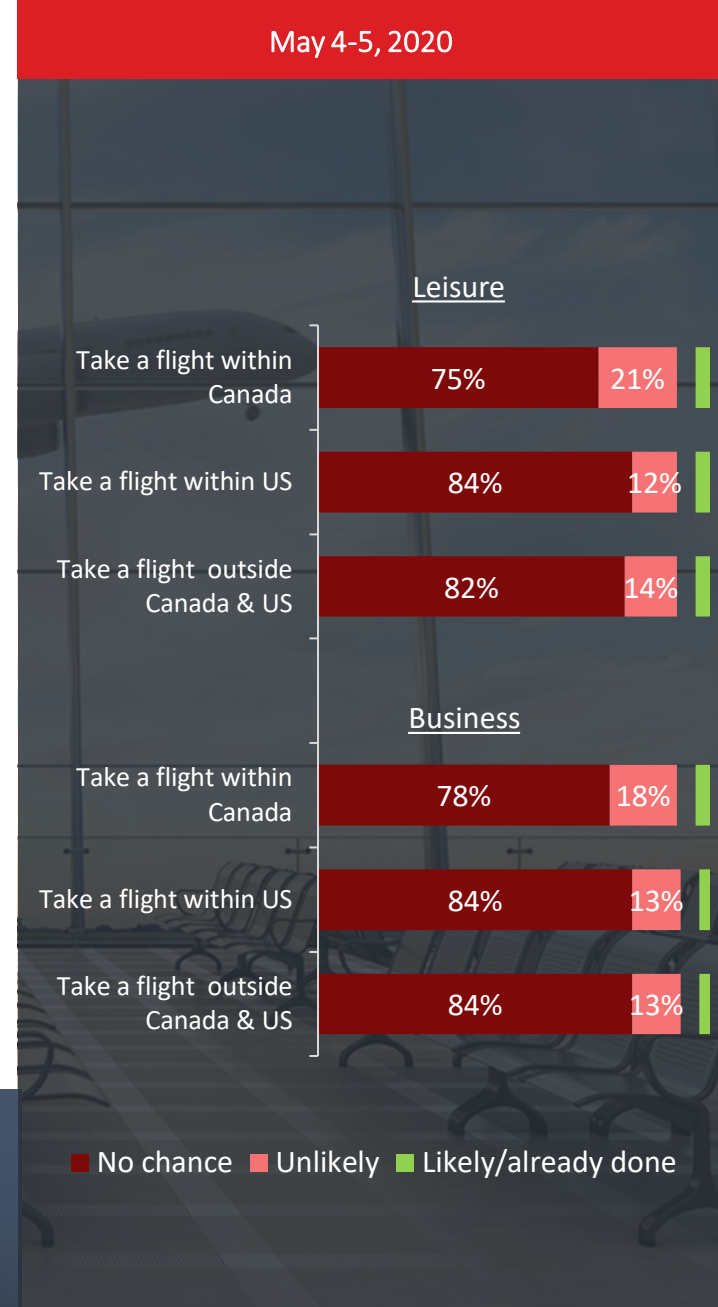
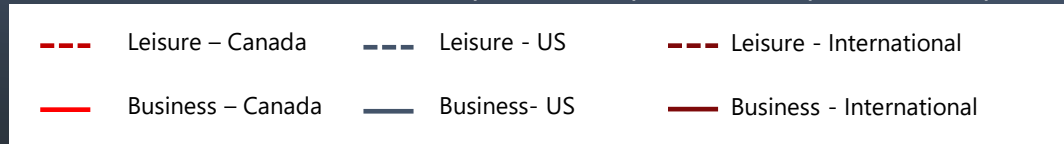


# Avoiding Flights

## 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   May 4-5



■ No chance   ■ Unlikely   ■ Likely/already done

For more information please contact

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