COVID-19
Weekly Monitoring of Canadian Perceptions & Behaviour

WAVE 9

May 13, 2020

Next report will be available: Thursday May 21
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  
**Wave 9:** May 11-12, 2020

Field date for the next wave Tuesday May 19th.

**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  
**Wave 9:** n=1,003

For this most recent wave, a representative sample of n=1,003 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.

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**  
**Week #4 of the "new normal":** For the first time since the crisis began, there has been a drop in new cases week over week in Canada. Over the last month, Canadians have acclimatized to our new situation reporting steady levels of stress - more Canadians are "not very"/"not at all" stressed than there are "extremely"/"very stressed" Canadians. They also report steady amounts of concern for their safety, the safety of their loved ones and concern over their finances. The optimism that surged through the first half of April has plateaued.

**02**  
**We’re not out of the woods yet:** An overwhelming majority (95%) of Canadians say that there will be a "second wave" of the coronavirus. Three-quarters of the population say that they’re worried about it.

**03**  
**Permission to advertise:** At the start of the crisis, Canadians indicated a clear sensitivity towards "business as usual" advertising. However, now as the "new norm" is upon us and the focus is shifting to the economy Canadians are much more open now to advertising with only 5% opposing these types of communications. One-quarter say that companies can continue advertising as usual, one-half want companies to advertise with messages sensitive to the crisis.

**04**  
**Post-pandemic grocery shopping:** When asked about what their food activities will be like post-pandemic, it appears that the pandemic has made some permanent changes in the food shopping environment. Online grocery services and deliveries will be elevated while the frequency of grocery trips will decrease. There is also a desire to spend more time at local grocers and farmers markets.

**05**  
**Post-pandemic eating out:** It appears that Canadians will not be rushing out for restaurants when normalcy is restored. Almost half (45%) of Canadians say they will visit restaurants less than they used to and one-third say they will be cooking at home more than they used to.
Key Findings
Level of Stress from COVID-19 Pandemic

Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?

Concern about Getting Sick (Extremely, very concerned)

- Your parents (if over 65 yrs.): 57%
- Your children (under 12 yrs.): 34%
- People in your community: 28%
- You personally: 23%

Base: TOTAL (n=1,003)
Q: How concerned are you about . . .

Base: TOTAL applicable (n=various)

Concern for parents
Concern for children
Concern for self

CANADA.CA # new cases in Canada each week

Weeks:
- Mar 16-17
- Mar 23-24
- Mar 30-31
- Apr 6 - 7
- Apr 13-14
- Apr 20-21
- Apr 27-28
- May 4-5
- May 11-12

Level of Stress from COVID-19 Pandemic
Are Things Getting Better or Worse?

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

- **65,928** New Cases
  - Better around the world

- **222,009** New Cases
  - Better in Canada

- **434,463** New Cases
  - Better in my community

- **465,680** New Cases
  - In your community

- **556,623** New Cases
  - In Canada

- **585,201** New Cases
  - Worldwide

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May 11-12, 2020

- **26%** Worse
- **74%** Better

In your community

- **30%** Worse
- **70%** Better

In Canada

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

Worldwide

Base: TOTAL (n=1,003)

Q: Thinking about coronavirus, do you think things are getting better or worse...
COVID-19 Perceptions

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things are going to get worse before they get better</td>
<td>67%</td>
</tr>
<tr>
<td>It’s time for things to go back to normal</td>
<td>40%</td>
</tr>
<tr>
<td>The health risk of the coronavirus has been overblown</td>
<td>22%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,003)

Q: To what extent do you agree or disagree with the following statements about the coronavirus

<table>
<thead>
<tr>
<th>Δ last week</th>
<th>May 4-5</th>
<th>Apr 27-28</th>
<th>Apr 20-21</th>
<th>Apr 6-7</th>
<th>Mar 23-24</th>
<th>Mar 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2</td>
<td>65%</td>
<td>66%</td>
<td>72%</td>
<td>92%</td>
<td>94%</td>
<td>92%</td>
</tr>
<tr>
<td>+1</td>
<td>41%</td>
<td>36%</td>
<td>33%</td>
<td>32%</td>
<td>34%</td>
<td>44%</td>
</tr>
<tr>
<td>-5</td>
<td>27%</td>
<td>22%</td>
<td>19%</td>
<td>14%</td>
<td>14%</td>
<td>28%</td>
</tr>
</tbody>
</table>
Concern Over Second Wave of Pandemic

Concerned vs. Not Concerned About Second Wave

- It is likely that there will be a second wave of coronavirus cases and I am concerned about it: 74%
- It is likely that there will be a second wave of coronavirus cases but I am not concerned about it: 21%
- I don’t think there will be a second wave of the coronavirus: 5%

Base: TOTAL (n=1,003)
Q: Which of the following best reflects your opinion?
Financial Concern

May 11-12, 2020

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?

Concern about Canadian Economy

Concern about Personal Finances

Base: TOTAL (n=1,003)

5% Not at all concerned
15% Not very concerned

19% Very concerned
31% Concerned

36% Very / Extremely Concerned

27% Extremely concerned

19% Very / Extremely Concerned

7% Very concerned

 Angus Reid
 Questions that matter.
Concern Over Economy versus Health Crisis During Pandemic

May 11-12, 2020

% Concerned About the Economy vs. the Health Crisis

- More concerned about the economy
  - May 4-5: 57%
  - May 11-12: 61%

- More concerned about the health crisis
  - May 4-5: 43%
  - May 11-12: 39%

Base: TOTAL (n=1,003)
Q. If you had to choose, which aspect of the COVID-19 situation are you currently more personally concerned about?
Financial Actions Taken as a Result of COVID-19

% Have Done

- Cut back on spending: 41%
- Ensure I have an available cash nest egg for the duration of the crisis: 38%
- Made investments: 18%
- Talk to someone at a financial institution about your finances: 16%
- Sold investments: 7%
- Cancelled automatic bill payments: 9%
- Cash in some/all of RRSP: 6%
- Cash in some/all my TFSA: 6%

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?
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

Canadian companies that take an active role during this crisis will have gained a loyal customer in me
81%
It’s reassuring to hear from Canadian companies at this time
78%
Now is the time to start stimulating our economy back to health
64%
It’s in poor taste for airline companies to advertise right now
56%
It’s about time the government starts re-opening public places (like parks)
54%
It’s about time the government starts re-opening businesses
50%
My bank (or primary financial institution) has my back during this crisis
49%
Canadian companies that do nothing during this crisis will lose a customer in me
49%
It’s in poor taste for companies to advertise their partnerships to airlines right now
46%
I don’t want to see companies launching any new advertising or promotions at this time
43%
This is the wrong time for companies to advertise to me to buy their products/services
42%
I don’t want to see companies launching any new products or services at this time
37%
I don’t mind if companies continue as if it’s business as usual
37%

On personal finances

I’m holding off making any new investments
72%
I’m concerned about my employer’s ability to keep paying me
41%
Investors are over-reacting to the outbreak
38%

Base: TOTAL applicable (n=various)
Q: To what extent do you agree or disagree with the following statements about the coronavirus?
Perceptions of Advertising During the Pandemic

May 11-12, 2020

Base: TOTAL (n=1,003)

Q: To what extent do you agree or disagree with the following statements about the coronavirus?

Q: Which of the following statements do you agree with most when it comes to company communications during the COVID-19 pandemic?

Companies should...

- Communicate about any products or services, so long as the message is sensitive to the crisis (64%)
- Continue communicating about their products and services the same way they always have (42%)
- Only communicate products and services people can use during the pandemic (37%)
- Not communicate about their products or services at this time (5%)

Now is the time to start stimulating our economy back to health

This is the wrong time for companies to advertise to me to buy their products/services

I don't want to see companies launching any new products or services at this time

Perceptions of Advertising at this Time

CANADA.CA # new cases in Canada each week

NEW CASES

% Agree

(Strongly agree or Agree)

Mar 16-17 Mar 23-24 Mar 30-31 Apr 6-7 Apr 13-14 Apr 20-21 Apr 27-28 May 4-5 May 11-12

Now is the time to start stimulating our economy back to health

This is the wrong time for companies to advertise to me to buy their products/services

I don't want to see companies launching any new products or services at this time
## Perceptions of Going Out

<table>
<thead>
<tr>
<th>Location</th>
<th>Last Week</th>
<th>Week Before Last</th>
<th>Change</th>
<th>Apr 27-28</th>
<th>Apr 20-21</th>
<th>Apr 6-7</th>
<th>Mar 23-24</th>
<th>Mar 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery stores</td>
<td>31%</td>
<td>61%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Retail (in store) shopping</td>
<td>16%</td>
<td>49%</td>
<td>35%</td>
<td>-1</td>
<td>36%</td>
<td>42%</td>
<td>47%</td>
<td>64%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>11%</td>
<td>32%</td>
<td>57%</td>
<td>+6</td>
<td>51%</td>
<td>62%</td>
<td>68%</td>
<td>82%</td>
</tr>
<tr>
<td>Malls</td>
<td>11%</td>
<td>28%</td>
<td>61%</td>
<td>+2</td>
<td>59%</td>
<td>66%</td>
<td>70%</td>
<td>85%</td>
</tr>
<tr>
<td>Airports</td>
<td>8%</td>
<td>21%</td>
<td>71%</td>
<td>+3</td>
<td>68%</td>
<td>74%</td>
<td>78%</td>
<td>89%</td>
</tr>
<tr>
<td>Movie Theaters</td>
<td>7%</td>
<td>16%</td>
<td>77%</td>
<td>+5</td>
<td>72%</td>
<td>77%</td>
<td>82%</td>
<td>92%</td>
</tr>
<tr>
<td>Live Sporting Events</td>
<td>7%</td>
<td>16%</td>
<td>77%</td>
<td>na</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Doing More of This (Compared to 2 Weeks Ago)</th>
<th>Doing Less of This</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video calls with people (e.g. Skype)</td>
<td>45%</td>
<td>8%</td>
</tr>
<tr>
<td>Watching streaming TV (e.g. Netflix)</td>
<td>39%</td>
<td>5%</td>
</tr>
<tr>
<td>Making meals/baking at home</td>
<td>38%</td>
<td>2%</td>
</tr>
<tr>
<td>Surfing the internet</td>
<td>35%</td>
<td>2%</td>
</tr>
<tr>
<td>On social media (e.g. Facebook, Twitter)</td>
<td>34%</td>
<td>4%</td>
</tr>
<tr>
<td>Trying new recipes</td>
<td>33%</td>
<td>7%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>33%</td>
<td>9%</td>
</tr>
<tr>
<td>Watching cable TV</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td>Texting with people</td>
<td>25%</td>
<td>5%</td>
</tr>
<tr>
<td>Renting movies</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Listen to podcasts</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Driving</td>
<td>7%</td>
<td>48%</td>
</tr>
<tr>
<td>Use ride-hailing companies (e.g. Uber or Lyft)</td>
<td>5%</td>
<td>57%</td>
</tr>
<tr>
<td>Take transit</td>
<td>3%</td>
<td>56%</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?
Changes in Lifestyle (Grocery)

**Have Done**
*(Within the last 2 Weeks)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</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>62%</td>
</tr>
<tr>
<td>Buy extra food for the longer term</td>
<td>37%</td>
</tr>
<tr>
<td>Buy extra hygiene products (e.g. hand sanitizer, toilet paper)</td>
<td>22%</td>
</tr>
<tr>
<td>Buy healthier food (e.g. to boost your immunity)</td>
<td>20%</td>
</tr>
<tr>
<td>Get someone else to go grocery shopping for me</td>
<td>15%</td>
</tr>
<tr>
<td>Avoided purchasing goods from countries that have been affected by Coronavirus</td>
<td>10%</td>
</tr>
<tr>
<td>Buy extra single use foods (e.g. single serve yoghurt or drink boxes)</td>
<td>9%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>3%</td>
</tr>
<tr>
<td>No, I have not</td>
<td>22%</td>
</tr>
</tbody>
</table>

Base: TOTAL (n=1,003)

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>Activity</th>
<th>Doing More of This (Compared to before crisis)</th>
<th>Doing Less of This</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cook at home</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>Online grocery services (e.g. Click &amp; Collect)</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Groceries delivered to your home</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Shop at farmers markets</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>Shopping at local grocers (as opposed to large chain groceries)</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Hosting dinner parties</td>
<td>15%</td>
<td>31%</td>
</tr>
<tr>
<td>Use food ordering services (like SkipTheDishes or Ritual)</td>
<td>14%</td>
<td>30%</td>
</tr>
<tr>
<td>Frequency of grocery shopping trips</td>
<td>12%</td>
<td>31%</td>
</tr>
<tr>
<td>Get take-out food</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Eat at a restaurant</td>
<td>10%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Base: TOTAL applicable (n=various)

Q. Compared to your habits before the crisis occurred in early March, do you anticipate that you will do the following more or less when things are “back to normal”.

May 11-12, 2020
**Telecom Satisfaction**

**Satisfaction with...**

*(very satisfied/satisfied)*

- **Cellphone service**
  - Very satisfied: 34%
  - Satisfied: 55%
  - Dissatisfied: 11%

- **Telecom customer service**
  - Very satisfied: 24%
  - Satisfied: 58%
  - Dissatisfied: 18%

- **Reliability of home Internet**
  - Very satisfied: 29%
  - Satisfied: 49%
  - Dissatisfied: 22%

**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

Base: TOTAL (n=1,003)

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

Mar 16-17 Mar 23-24 Mar 30-31 Apr 6-7 Apr 13-14 Apr 20-21 Apr 27-28 May 4-5 May 11-12

No chance Unlikely Likely/already done

Leisure
- Take a flight within Canada 71% 25%
- Take a flight within US 80% 17%
- Take a flight outside Canada & US 80% 16%

Business
- Take a flight within Canada 75% 22%
- Take a flight within US 81% 16%
- Take a flight outside Canada & US 82% 15%

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

Leisure
Business

No Chance of Taking a Flight
For more information please contact

Demetre Eliopoulos
SVP & Managing Director, Public Affairs
demetre.eliopoulos@angusreid.com
705.465.0411