



# COVID-19

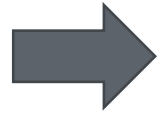
## Weekly Monitoring of Canadian Perceptions & Behaviour

**Baseline**  
MARCH 17, 2020

Next report will be available:  
Wednesday March 25

# Methodology

## STUDY



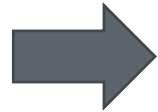
With the coronavirus outbreak in Canada and abroad, Angus Reid has commenced a weekly tracking study in order to investigate the current state of Canadian perceptions and the way this pandemic has affected their day-to-day lives and how it's changing over time.

## FIELD DATES



Monday March 16 – Tuesday March 17, 2020  
Field date for the next wave Monday March 23.

## SAMPLE



A representative sample of n=1,514 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 +/- 2.5%, 19 times of out 20.

## NOTE



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



# 5 Things You Should Know

- 1** Canadians know that things are going to get worse and they are most concerned about our elders. However, 28% say that the health implications have been overblown.
- 2** Canadians are ensuring they have their nest egg available and cutting back on expenses. However, 56% say that investors are over-reacting to the crisis.
- 3** Canadians will go to grocery stores and retail stores, but airports and movie theaters are out of the question.
- 4** One-third of working Canadians are working from home. Roughly 1-in-10 have experienced some sort of reduction of shifts or company shut down.
- 5** Canadians report that they've been doing a lot more online in the last two weeks including video calls, like Skype (35%) or spending time binging on their streaming services (37%)





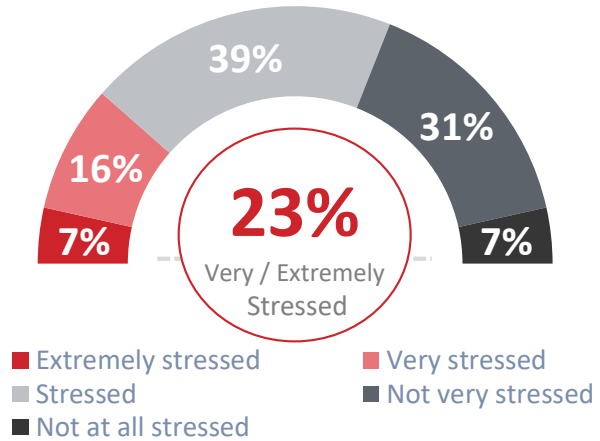
# Key Findings

# Concern Over COVID-19 (March 17, 2020)

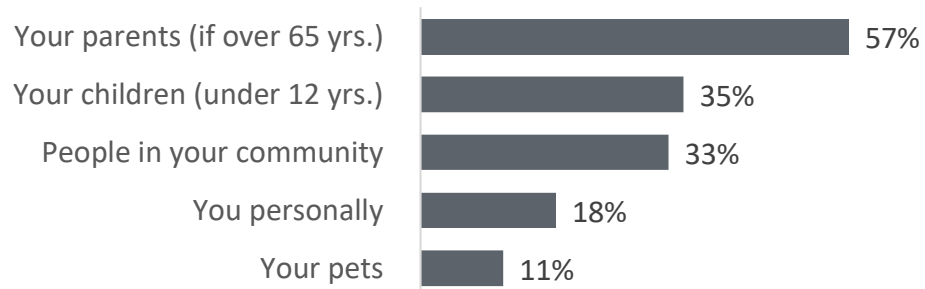


179,112 Total Global Cases (as of Mar 17)  
 65,928 Total new Global cases (Mar 10 – 17)  
 424 Total Canadian Cases (as of Mar 17)  
 347 Total new Cdn cases (Mar 10 – 17)

## Level of Stress about COVID-19



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



## Are Things Getting Better or Worse?



In Your Community **81%** Worse



Across Canada **88%** Worse



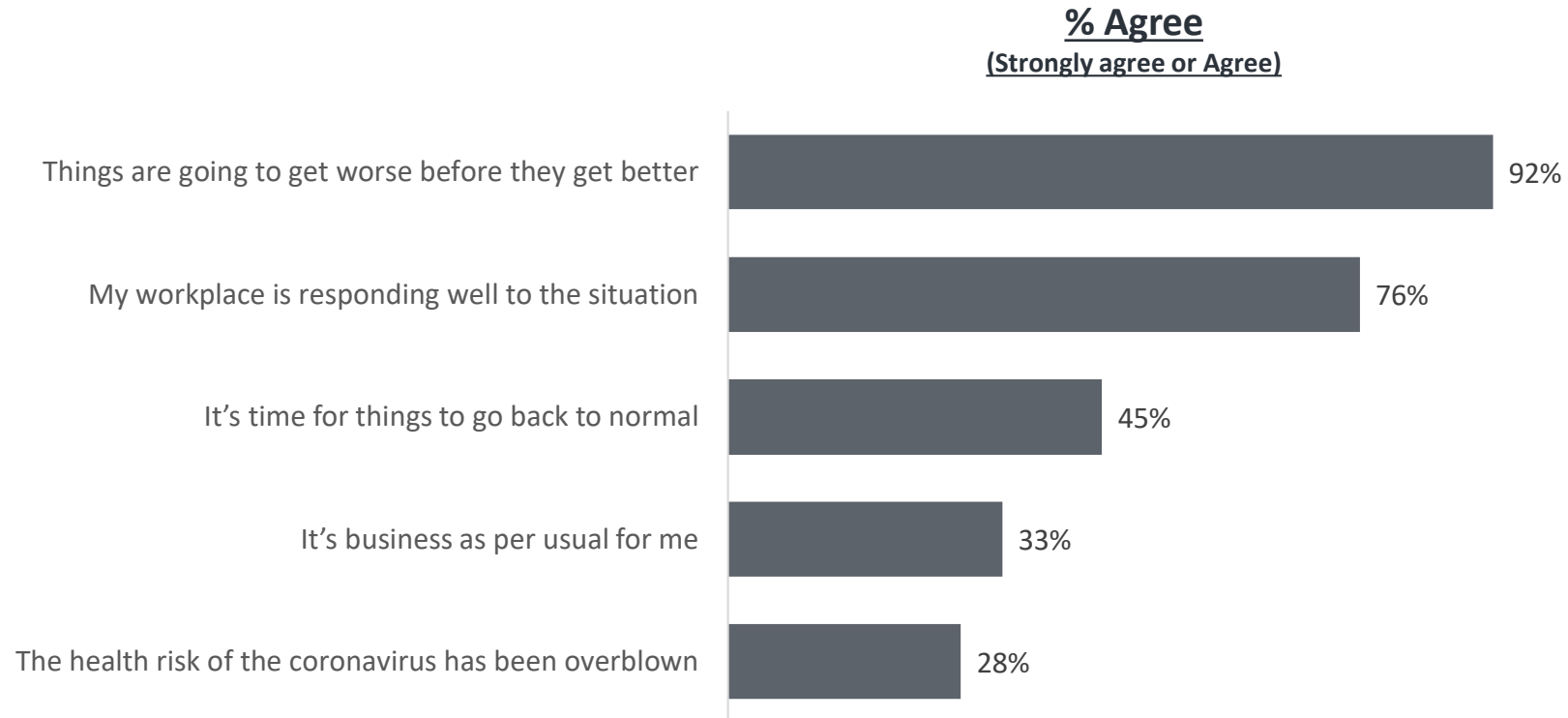
Across the World **86%** Worse



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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 17, 2020)



Base: TOTAL (n=1,514)

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



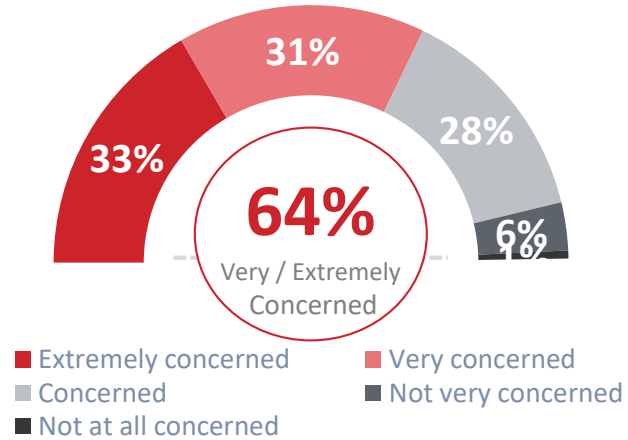


# Concern Over Finances (March 17, 2020)

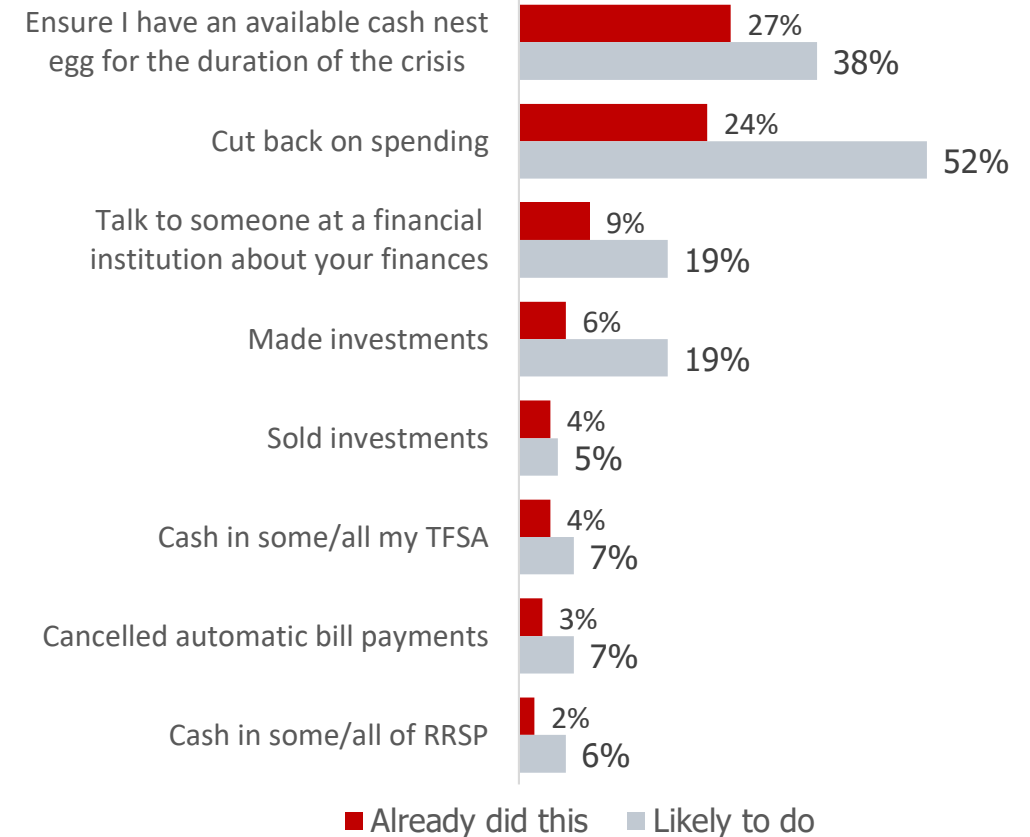
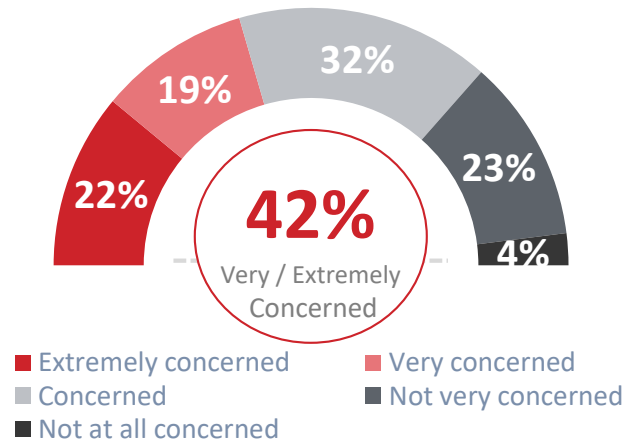


**\$12,685.21** S&P TSX Composite (March 17)  
**-\$2,272.88** Since Mar 10, 2020  
**-\$4,414.74** Since Jan 2, 2020

## Concern about Canadian Economy



## Concern about Personal Finances



Base: TOTAL (n=1,514)

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)

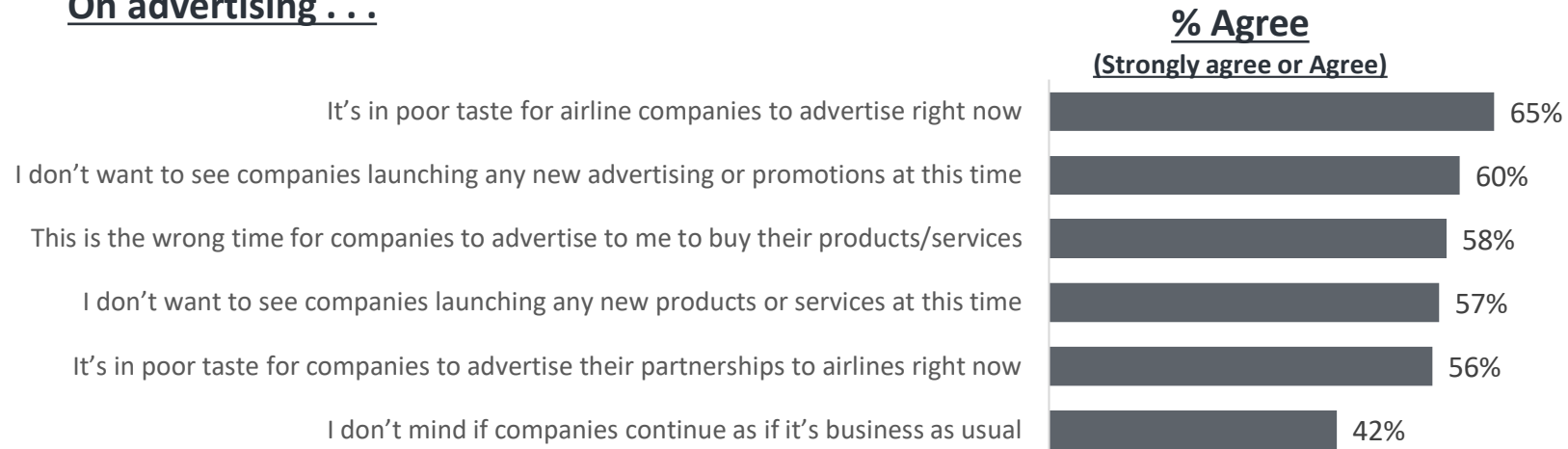
Q: How likely are you to do any of the following related to your finances as a results of the coronavirus?



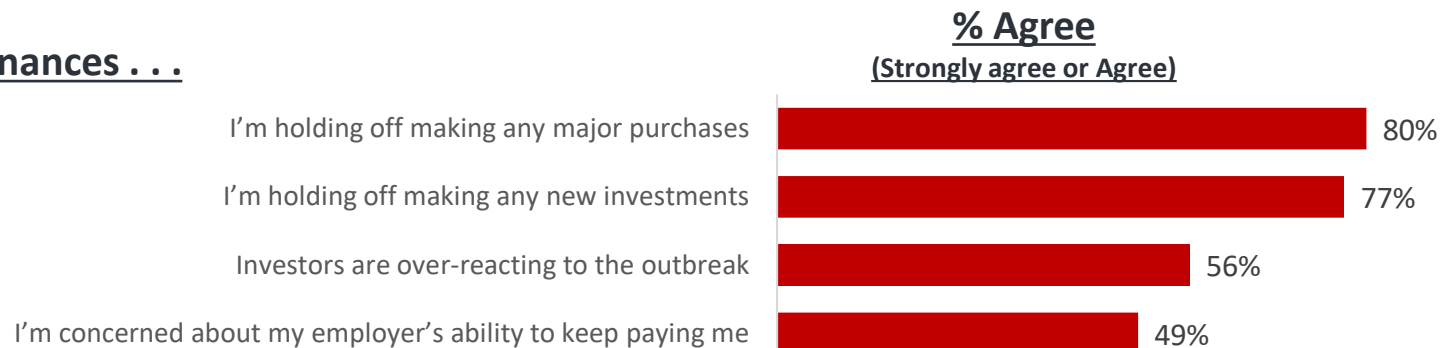
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# Perceptions of Advertising and Finances (March 17, 2020)

## On advertising . . .



## On Personal Finances . . .



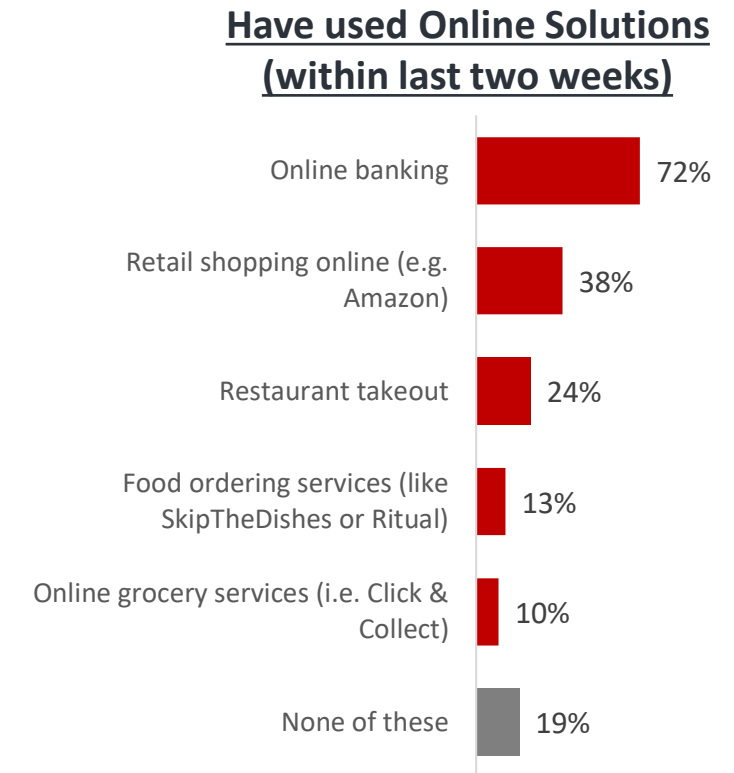
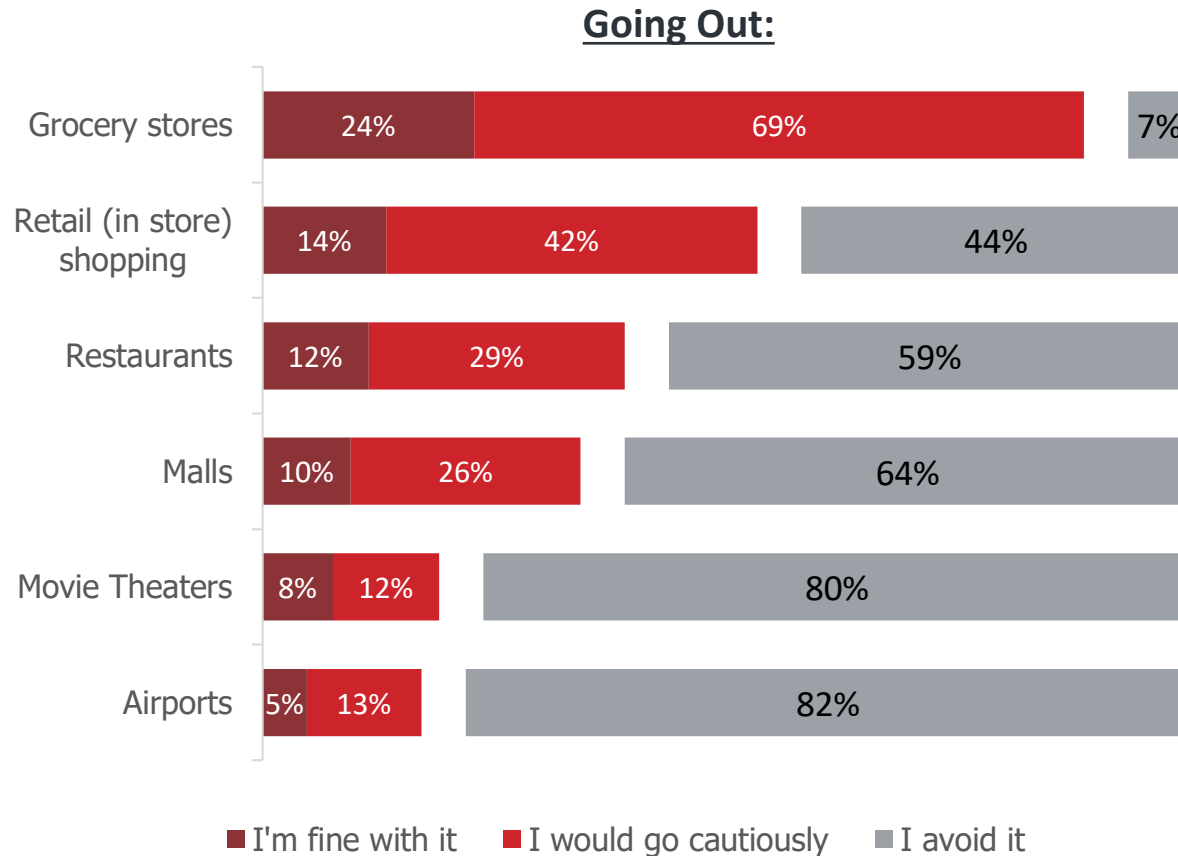
Base: TOTAL (n=1,514)

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



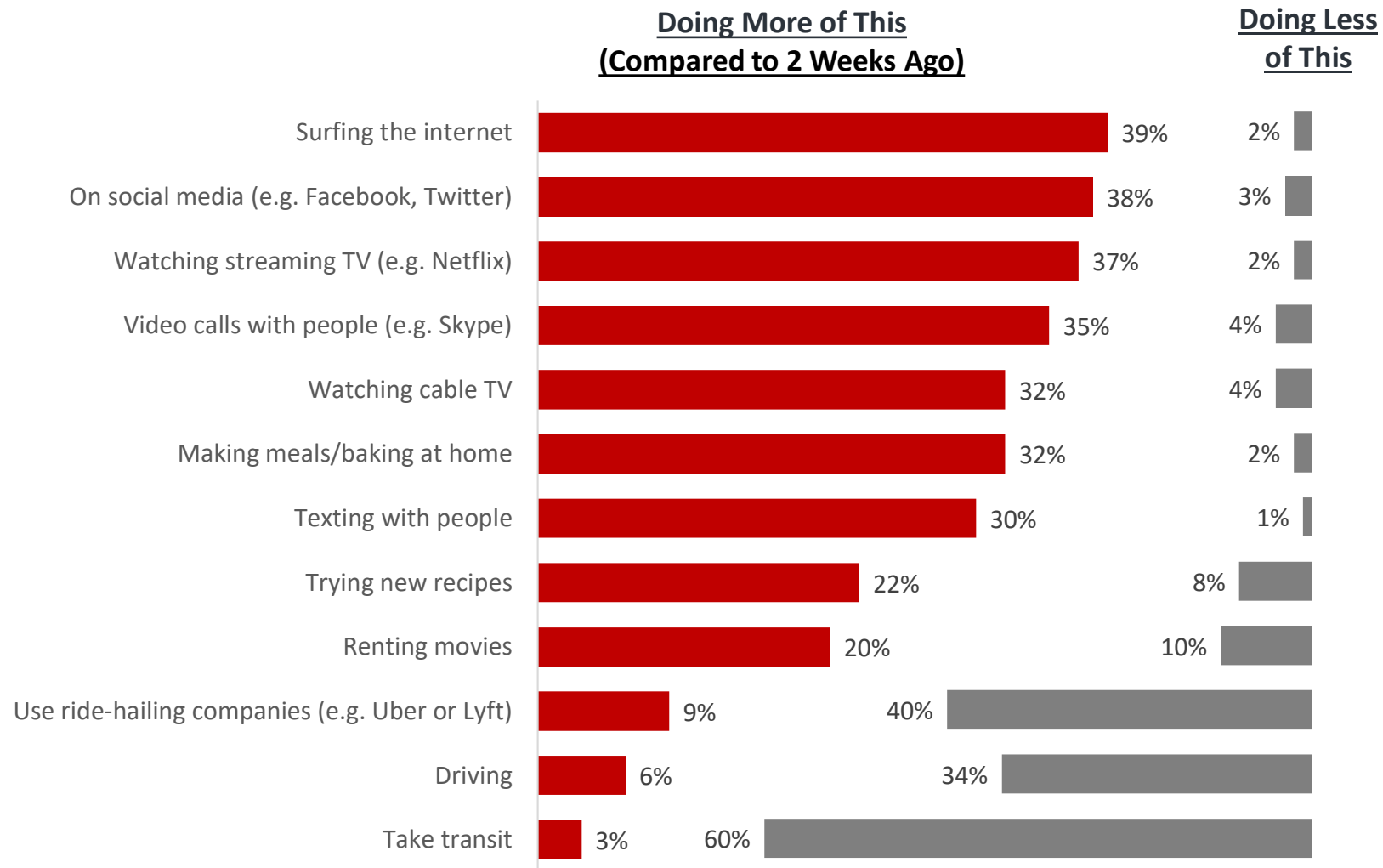


# Perceptions of Going Out & Use of Online Transactions (March 17, 2020)



Base: TOTAL (n=1,514)  
 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?

# Changes in Lifestyle – Leisure & Transit (March 17, 2020)

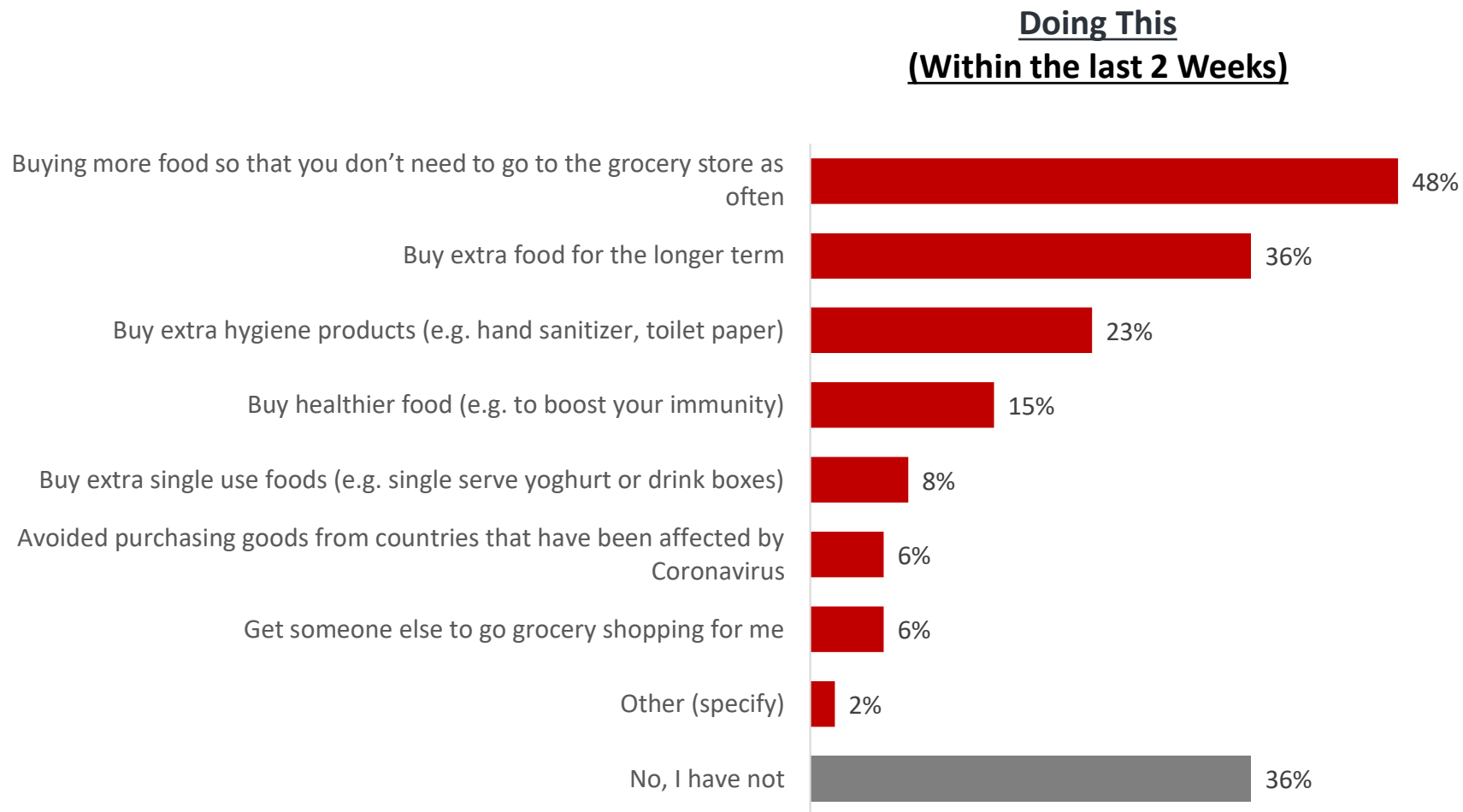


Base: TOTAL applicable (n=various)

Q: Compared to **two weeks ago**, have you been doing any of the following more or less?



# Changes in Lifestyle – Grocery Habits (March 17, 2020)

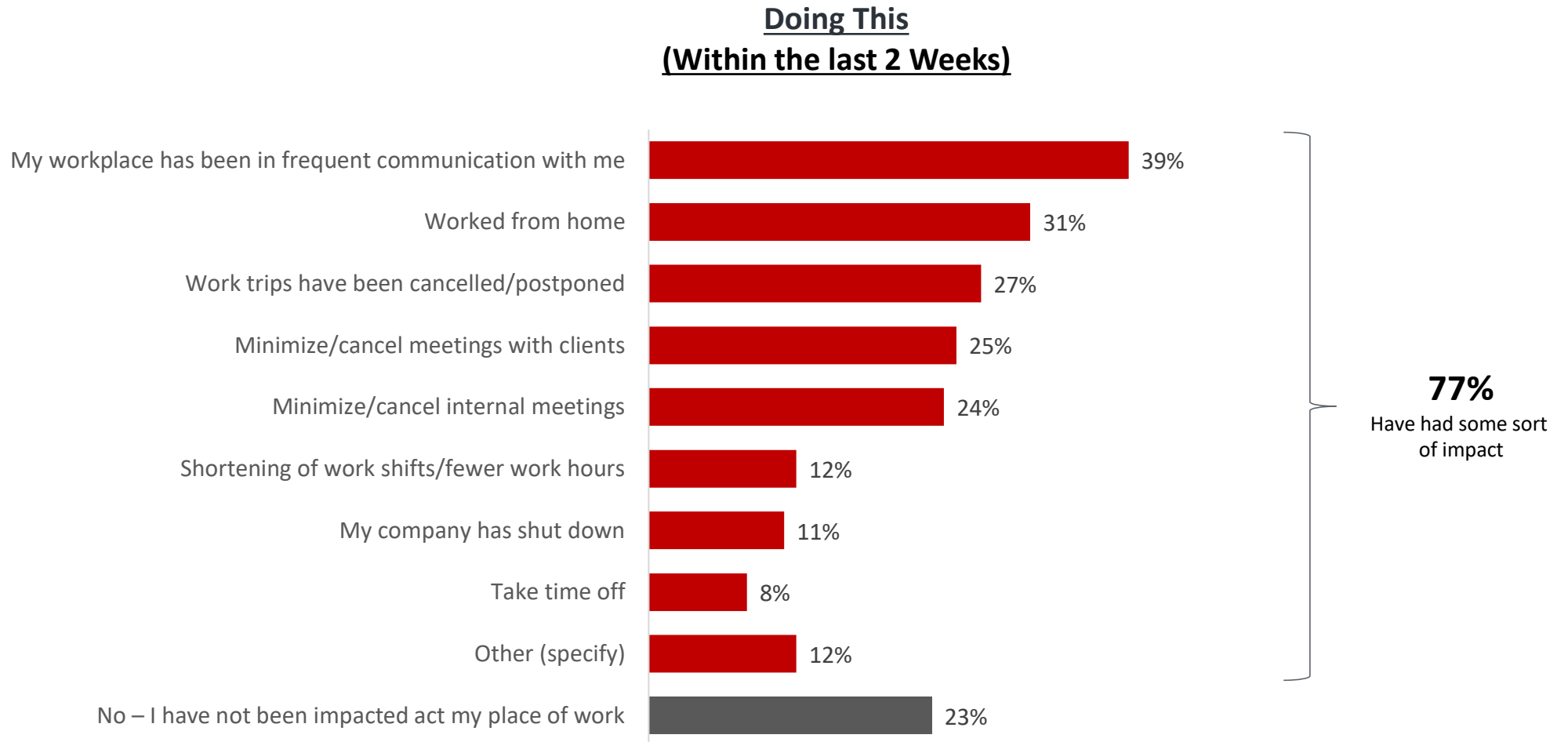


Base: TOTAL (n=1,514)

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



# Changes in Lifestyle – Workplace (March 17, 2020)

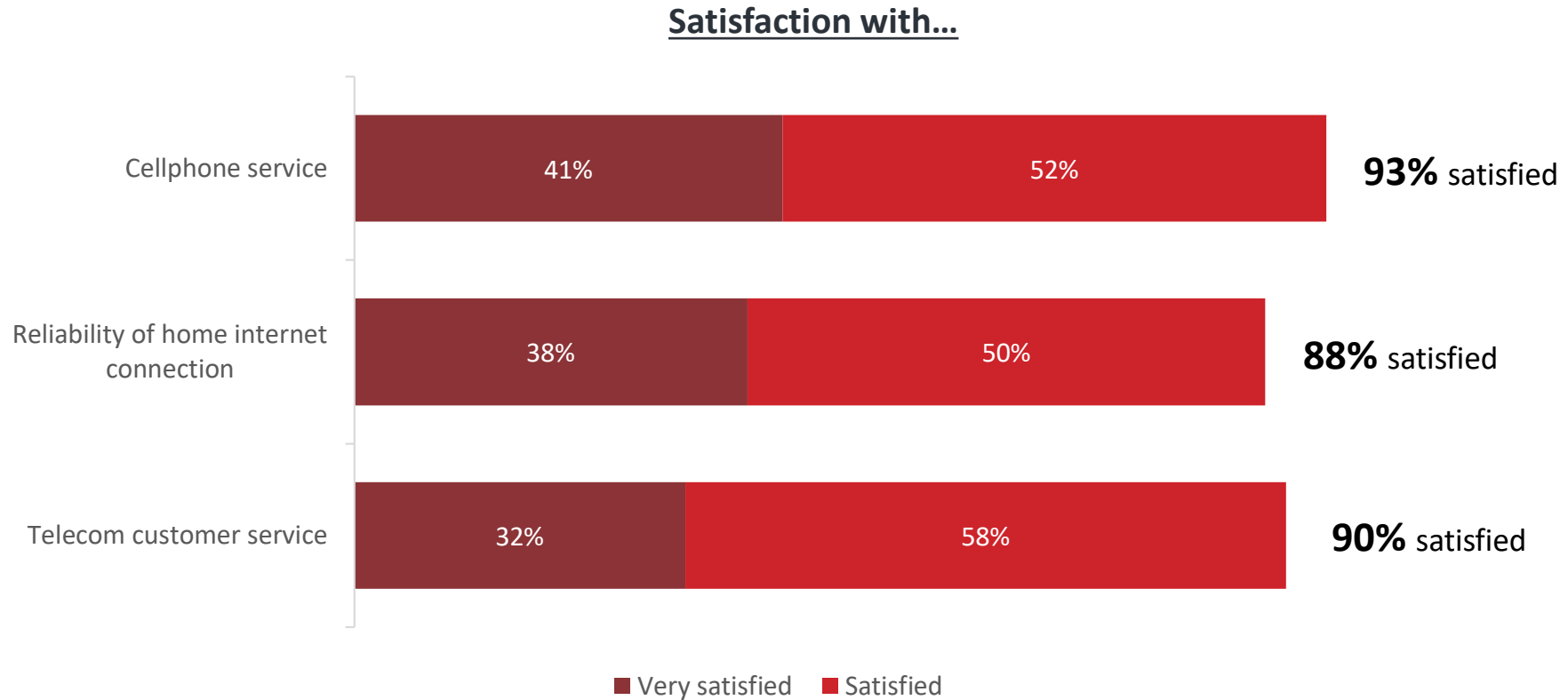


Base: TOTAL Working (n=1,016)

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



# Telecom Satisfaction (March 17, 2020)



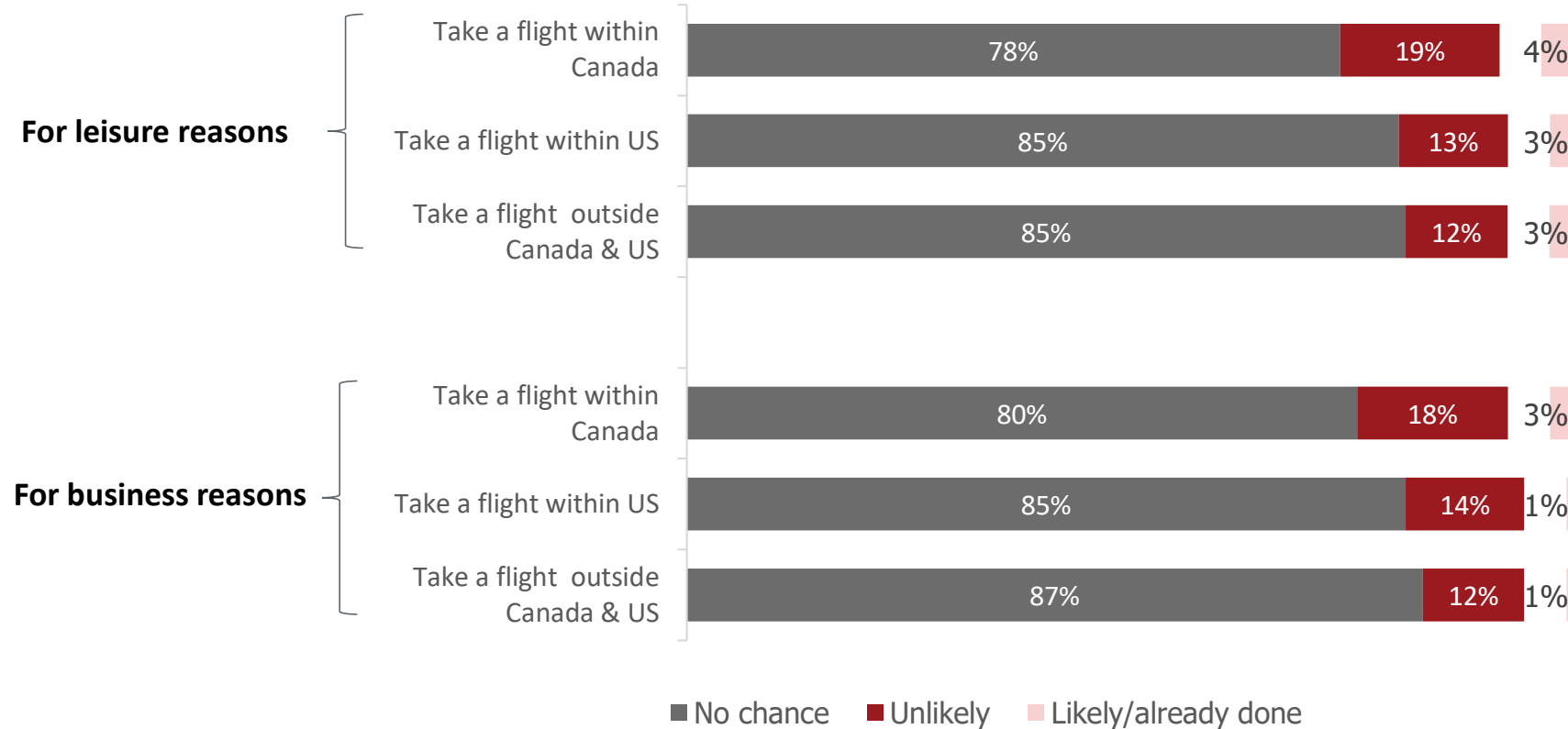
Base: TOTAL if applicable (n=various)

Q: Over the last two weeks, how satisfied have you been with your...



# Taking Flights (March 17, 2020)

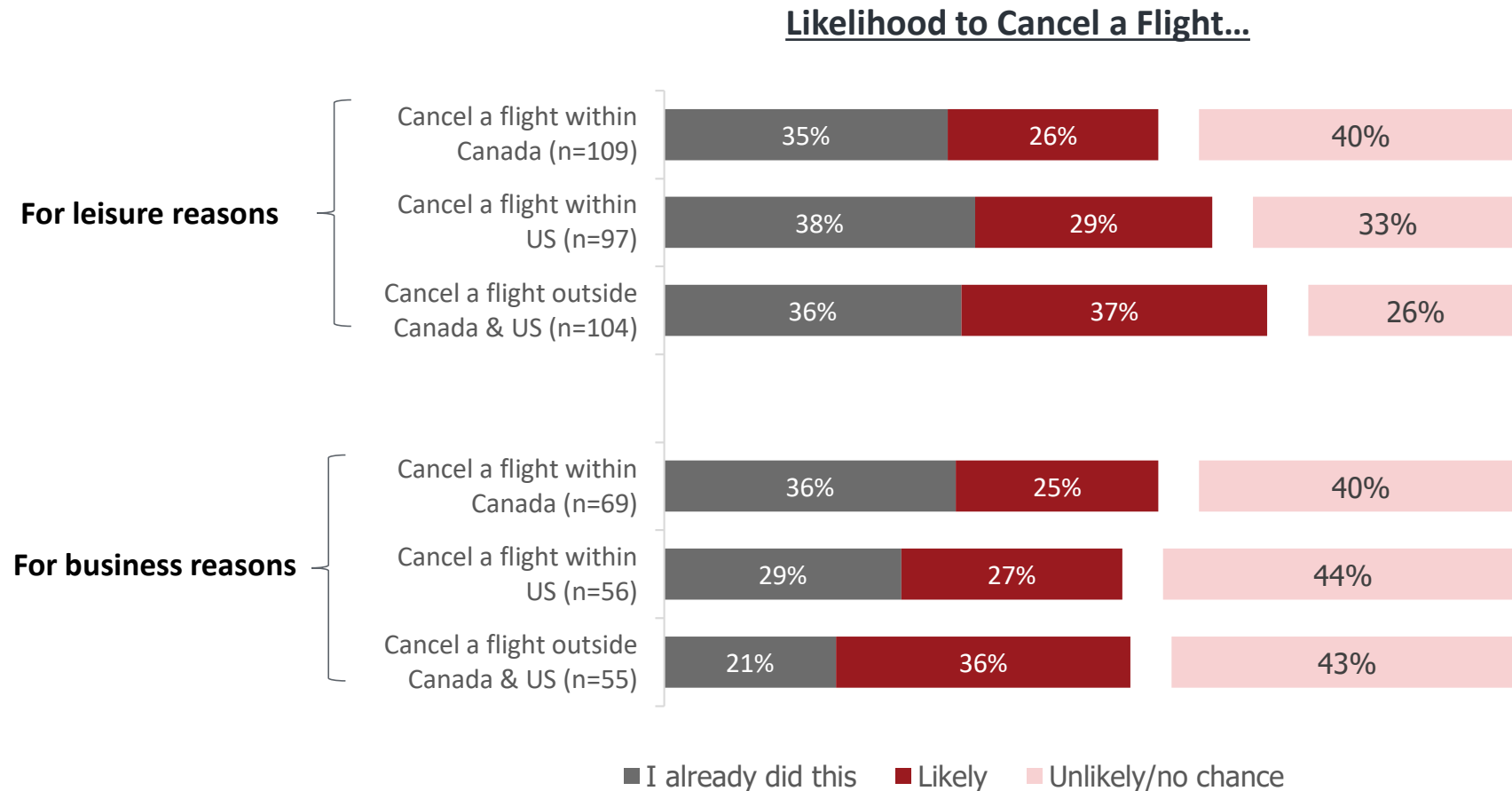
## Likelihood to Take a Flight...



Base: TOTAL (n=1,514)  
 Q: How likely are you to do any of the following in the next 4 weeks?



# Cancelling Flights (March 17, 2020)



Note: Please interpret with caution as base sizes are low

Base: TOTAL Who had a flight booked (n=various)  
 Q: How likely are you to do any of the following in the next 4 weeks?



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