



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 10

May 20, 2020

Next report will be available:
Wednesday May 27



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
Wave 9: May 11-12, 2020
Wave 10: May 19-20, 2020

Field date for the next wave Monday May 25th.



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, **Wave 10:** n=1,510

For this most recent wave, a representative sample of n=1,510 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 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

Another increase in optimism: After a few weeks of the proportion of Canadians saying things were getting better in Canada (as opposed to worse) hovering around 70%, this week we see another jump to 81%. Additionally, this week Canadians are less likely to think that things are “going to get worse before they get better”.

02

Decline in personal financial concern: For the first time since tracking began, there are more Canadians who say that they are “not very” or “not at all concerned” about their personal finances than there are who are “extremely” or “very concerned”.

03

Employers are doing a good job at communicating with their employees: Almost one-half of employed say that their employers are in touch with them related to COVID-19 related issues at least every few days. While employees want to hear on a great deal of topics on an ongoing basis, they are mainly interested in updates on what their company is doing for employees, assurances of their job security, how the company is adapting its strategy.

04

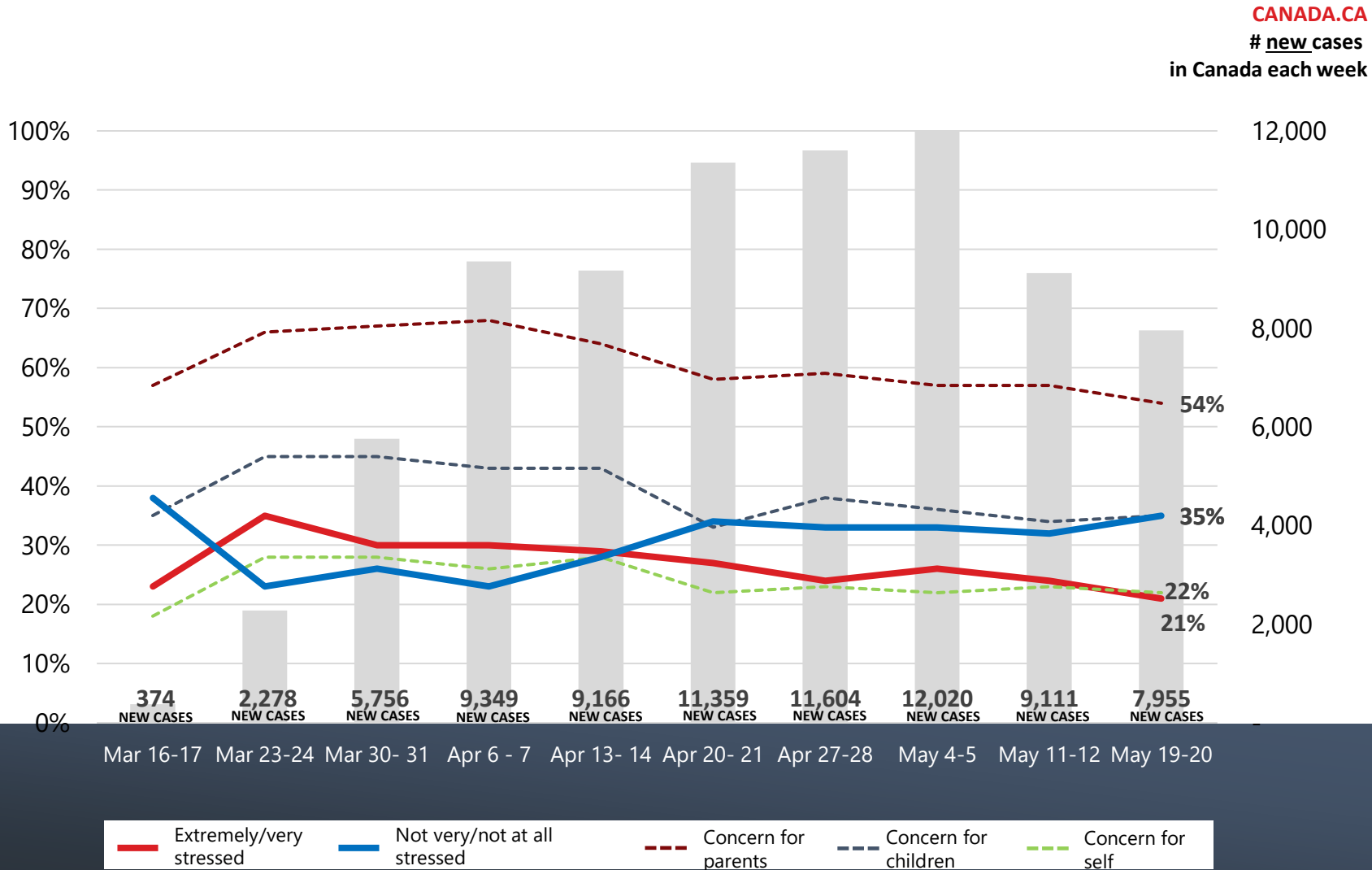
More urgency to get the economy on track: This week there is also increased sentiment to stimulate the economy and re-open businesses. In turn, Canadians are more willing to visit businesses as fewer say they will avoid places like retail stores, restaurants, malls, airports, and movie theaters.

05

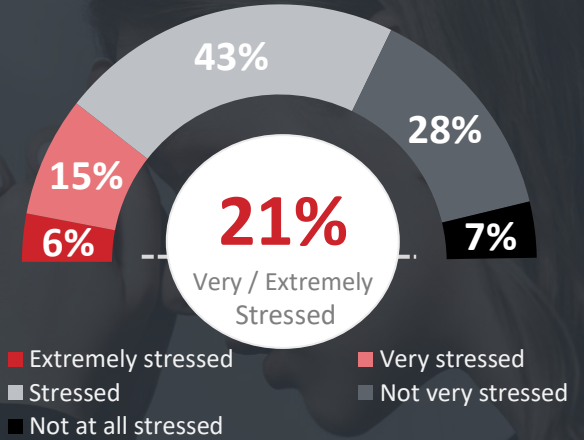
Canadians want to hear from businesses: Canadians want to hear about how the companies they frequent are dealing with the pandemic. Most prominently, they want to hear from grocers, local businesses, restaurants, and their bank.

Key Findings

Level of Stress from COVID-19 Pandemic



Level of Stress



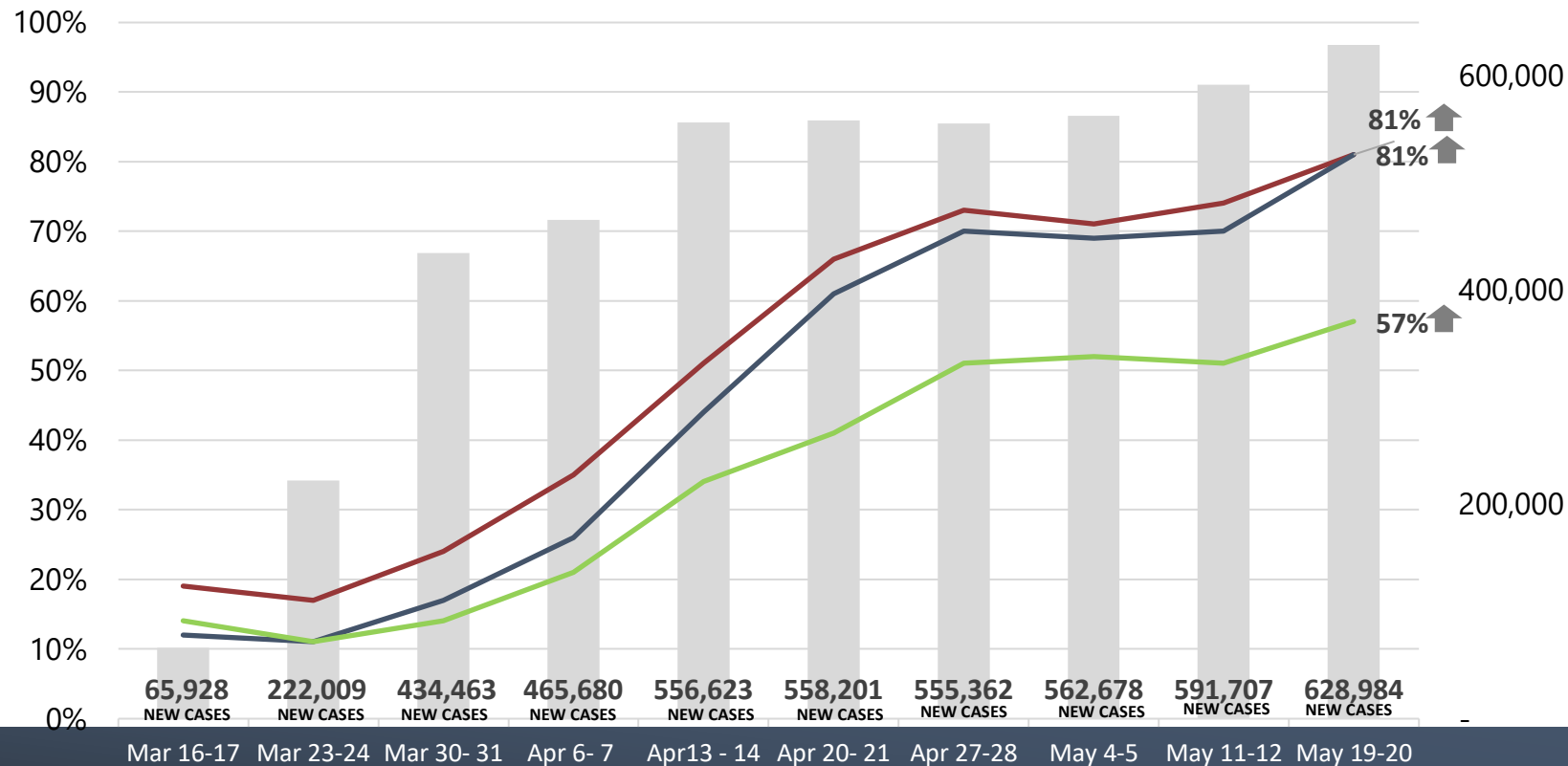
Concern about Getting Sick (Extremely, very concerned)



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

19% Worse

81% Better



In Canada

19% Worse

81% Better



Worldwide

43% Worse

57% 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

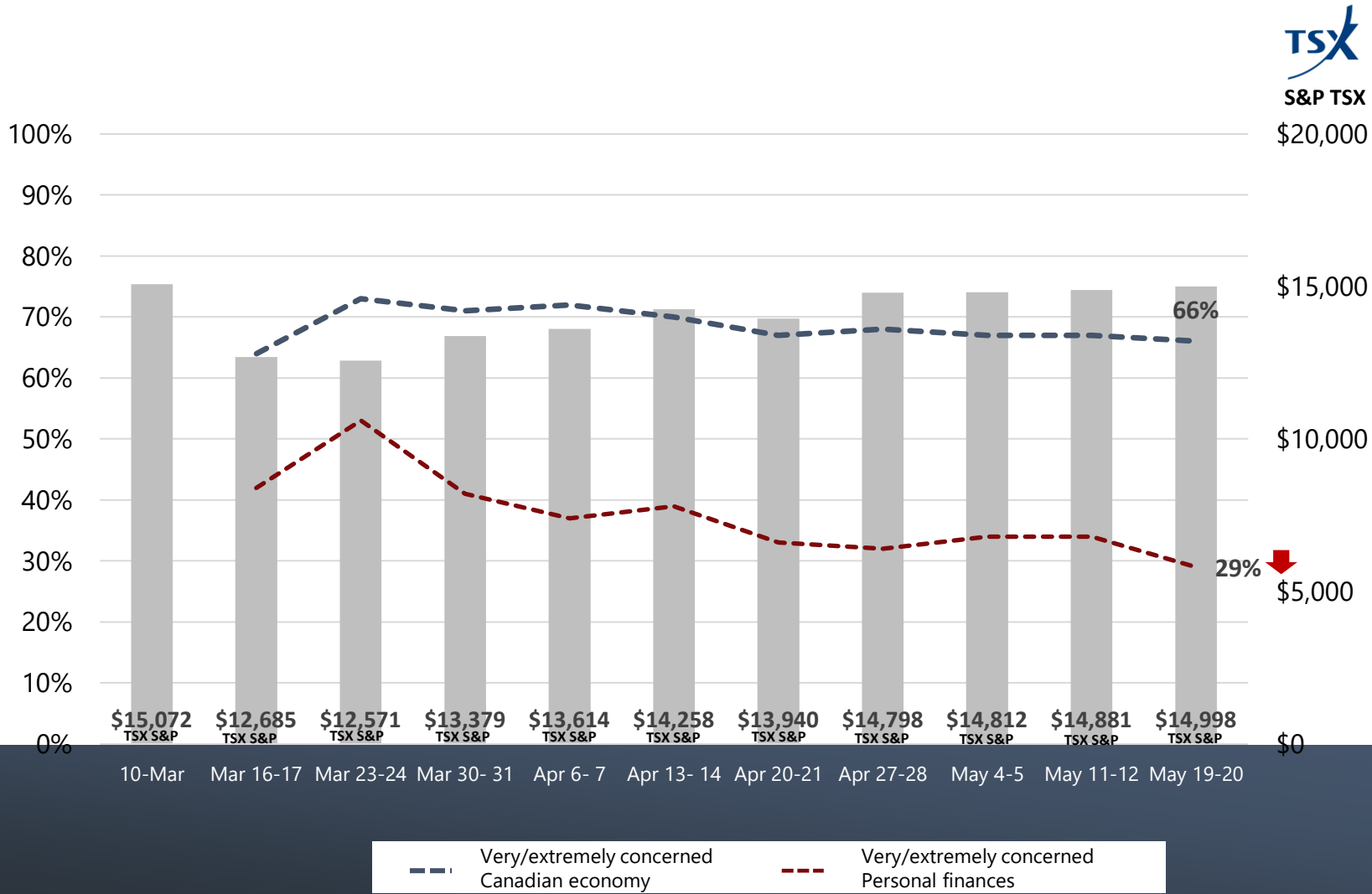


The health risk of the coronavirus has been overblown



Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-5 ↓	67%	65%	72%	92%	94%	92%
=	40%	41%	33%	32%	34%	44%
+3	22%	27%	19%	14%	14%	28%

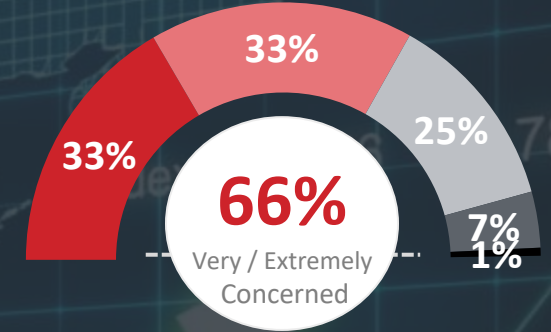
Financial Concern



TSX
S&P TSX
\$20,000

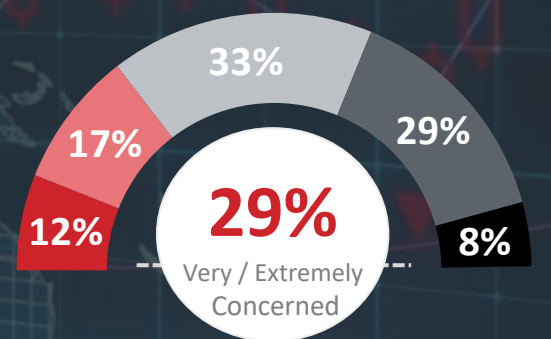
May 19-20, 2020

Concern about Canadian Economy



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

Concern about Personal Finances

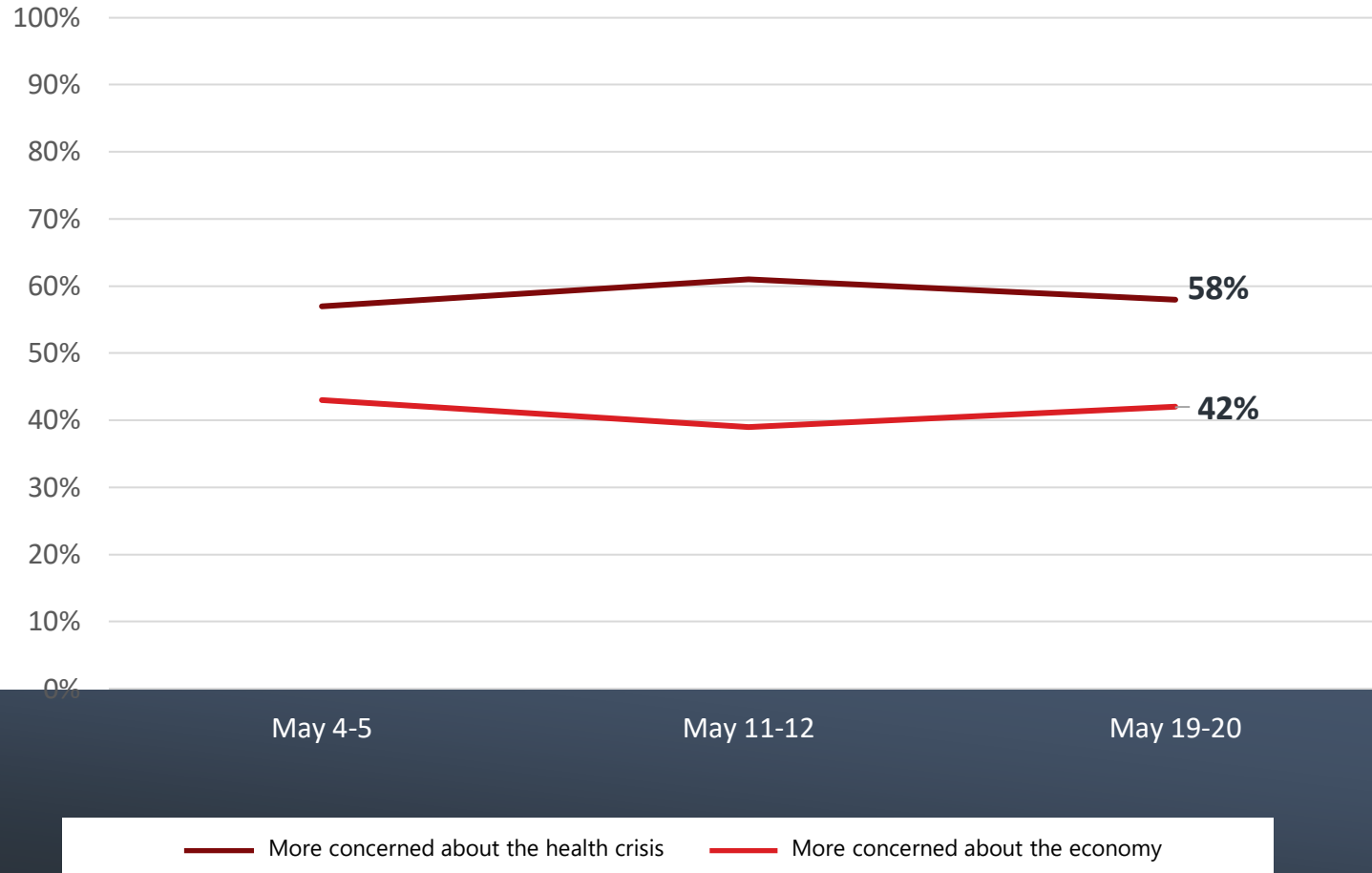


Extremely concerned
Concerned
Not at all concerned
Very concerned
Not very concerned

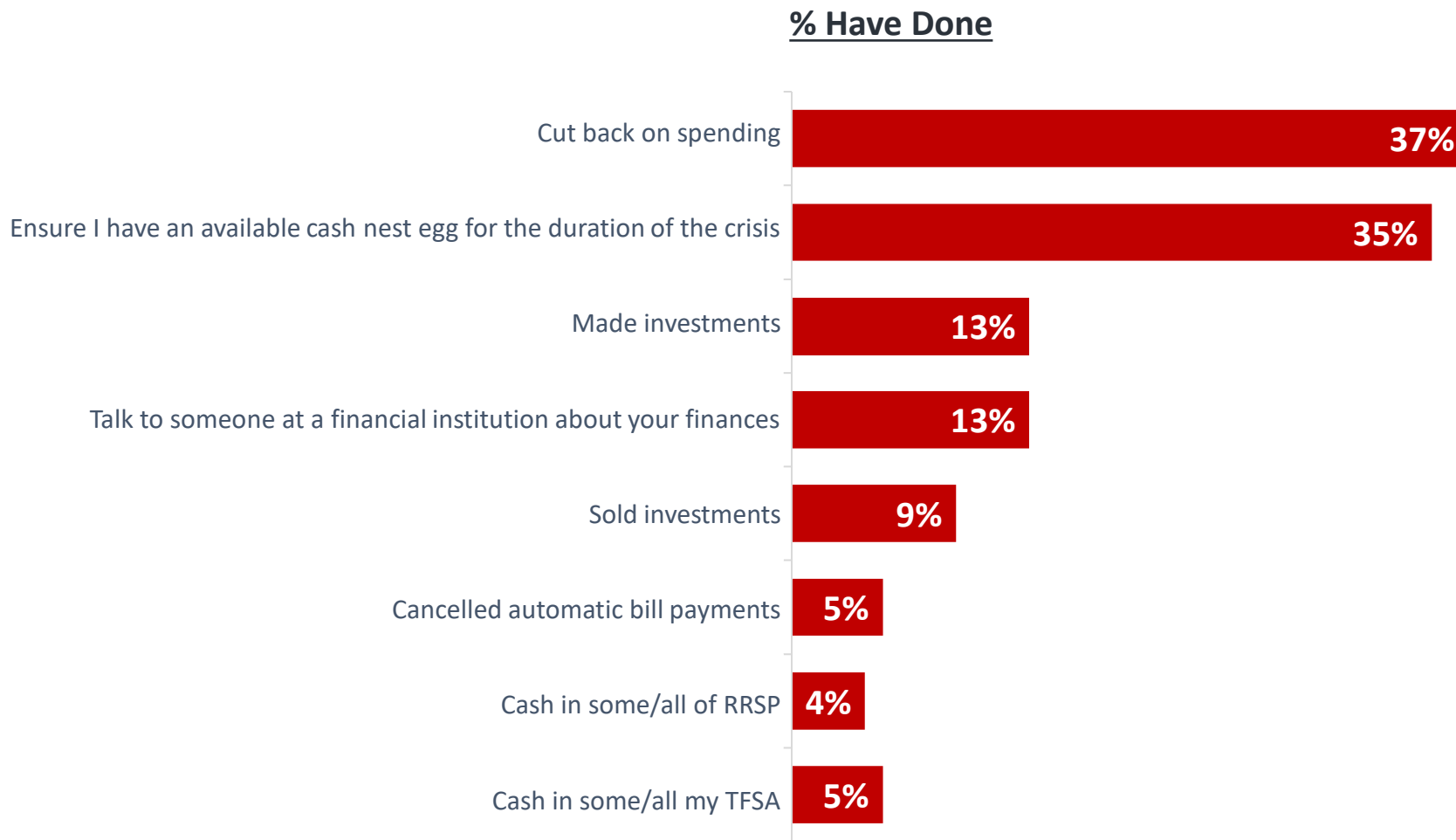
Concern Over Economy versus Health Crisis During Pandemic

May 19-20, 2020

% Concerned About the Economy vs. the Health Crisis



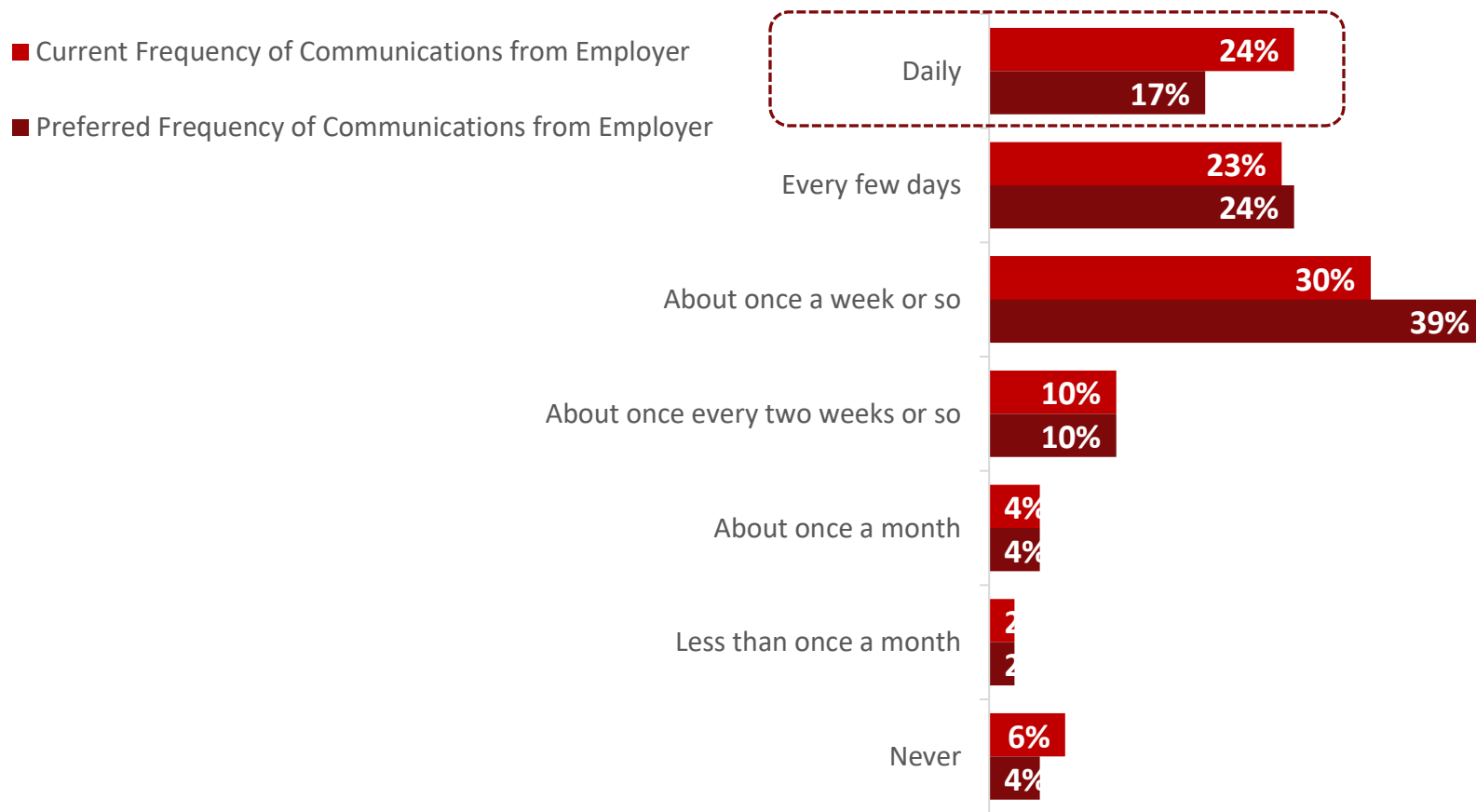
Financial Actions Taken as a Result of COVID-19



Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-4	41%	40%	42%	38%	39%	24%
-3	38%	33%	34%	37%	31%	27%
-5 ↓	18%	16%	17%	14%	8%	6%
-3	16%	16%	16%	15%	11%	9%
+2	7%	7%	8%	7%	6%	4%
-4 ↓	9%	7%	6%	7%	6%	3%
-2	6%	5%	4%	5%	2%	2%
-1	6%	4%	6%	4%	5%	4%

Communications about COVID-19 from Employers

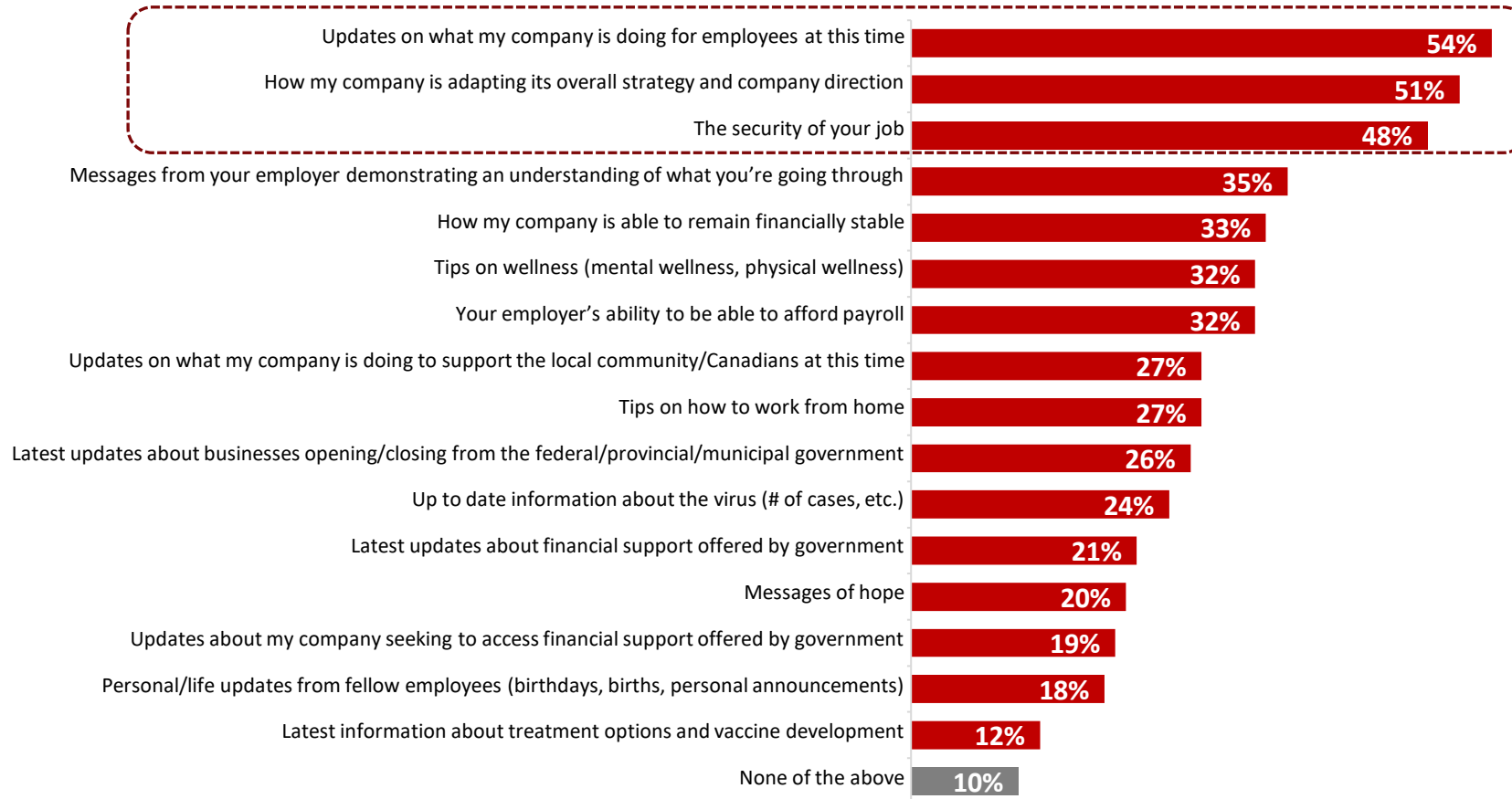
Frequency of Communications from Employers



47%
 Are getting
 communications
 from their employer
 at least every few
 days

Preferred Types of Information from Employers

What Information Employees Want



90%
 Want ongoing
 communication
 from their employer

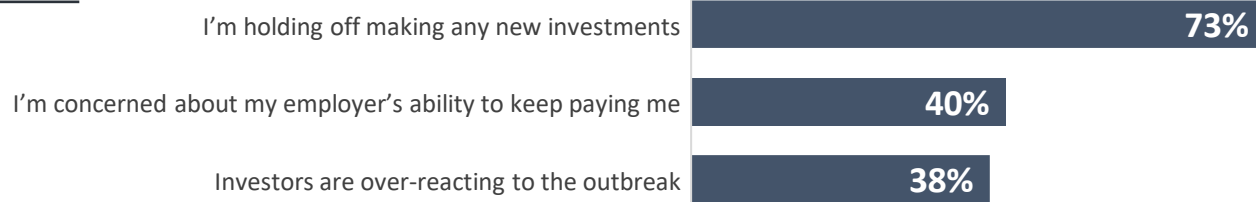
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

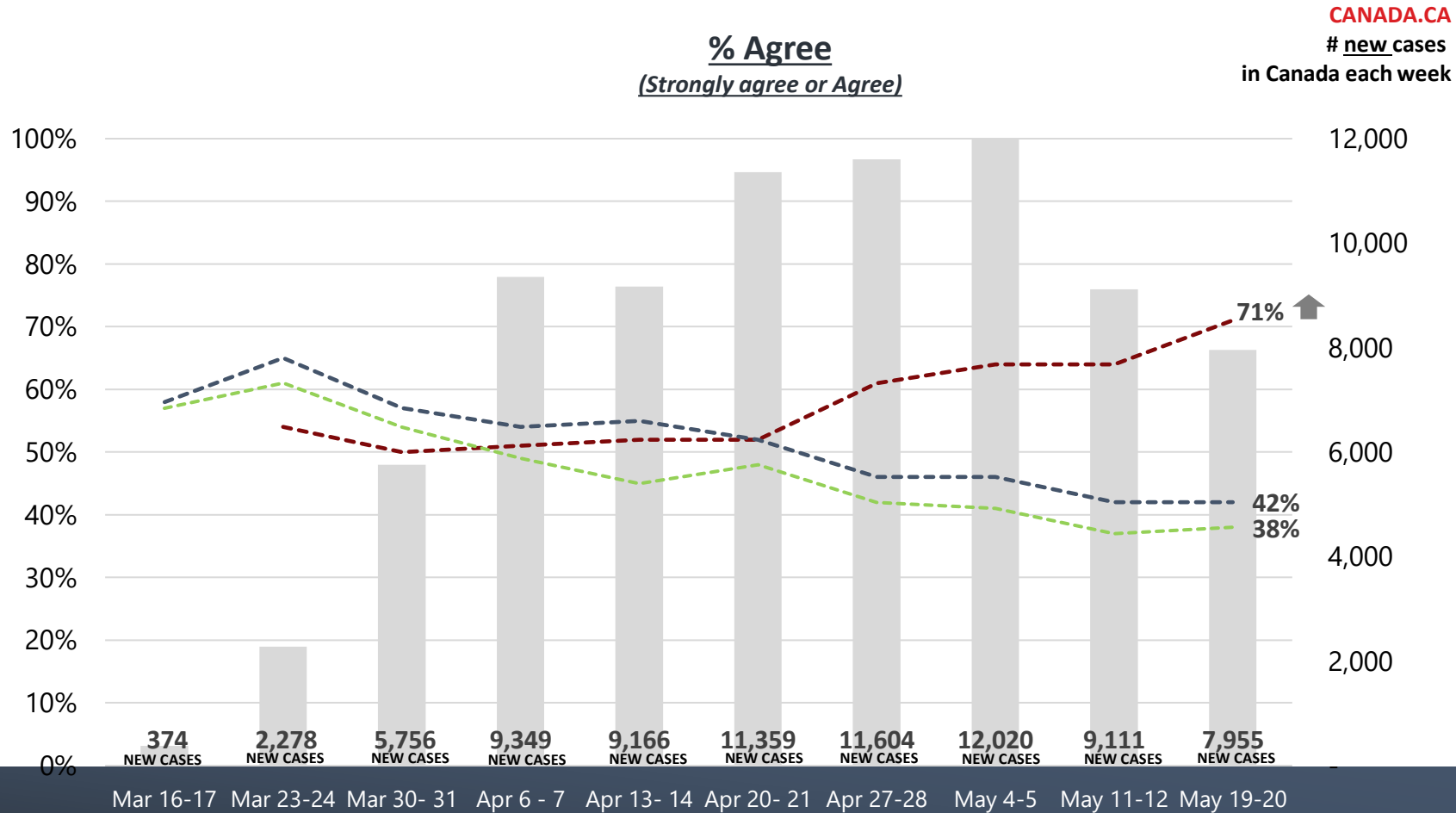


On personal finances



Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-2	81%	79%	82%	86%	-	-
+1	78%	77%	80%	80%	-	-
+7 ↑	64%	64%	52%	51%	54%	-
+8 ↑	54%	55%	-	-	-	-
+8 ↑	50%	49%	-	-	-	-
-3	56%	57%	61%	67%	73%	65%
+1	49%	49%	53%	48%	-	-
+2	46%	48%	52%	57%	61%	56%
-3	49%	46%	46%	57%	-	-
+1	43%	47%	52%	54%	64%	60%
=	42%	46%	52%	54%	65%	58%
+5 ↑	37%	34%	35%	29%	20%	42%
+1	37%	41%	48%	49%	61%	57%
+1	72%	77%	76%	81%	85%	77%
-1	41%	44%	43%	52%	58%	49%
=	38%	40%	41%	38%	42%	56%

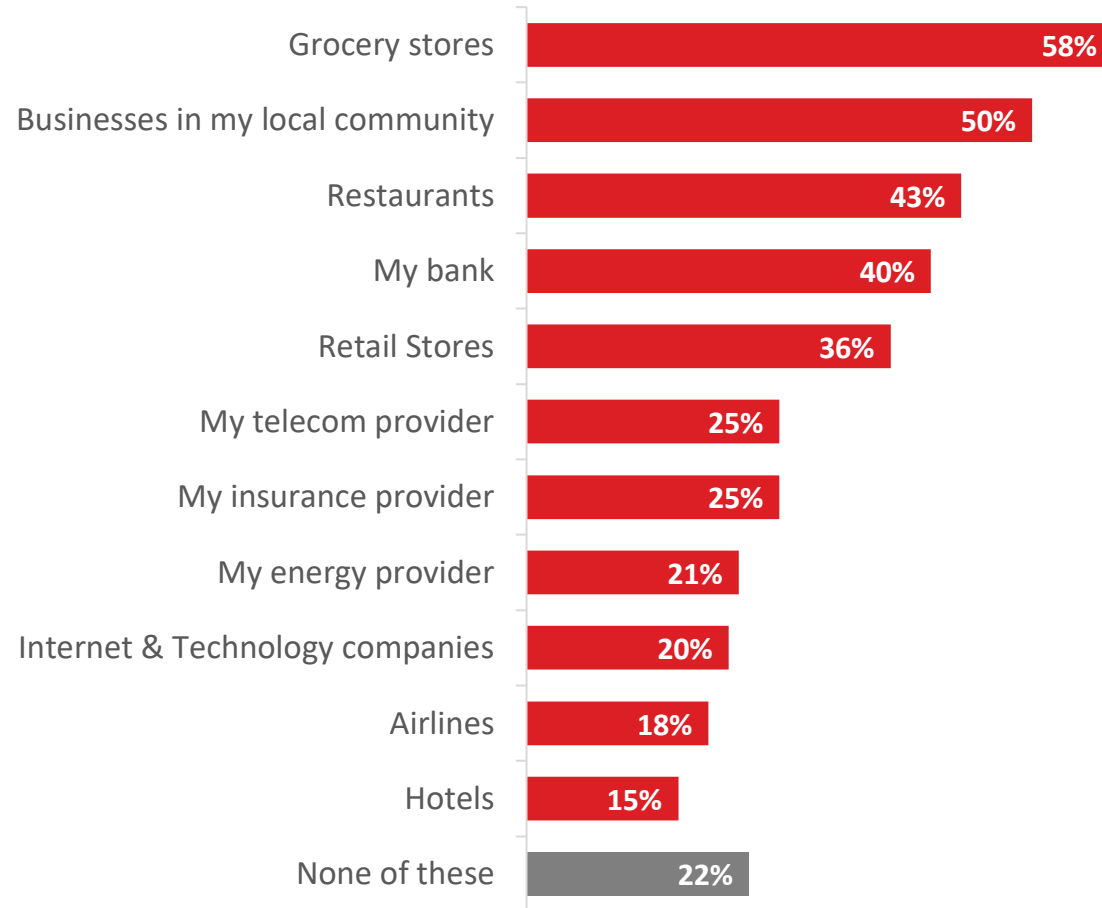
Perceptions of Advertising During the Pandemic



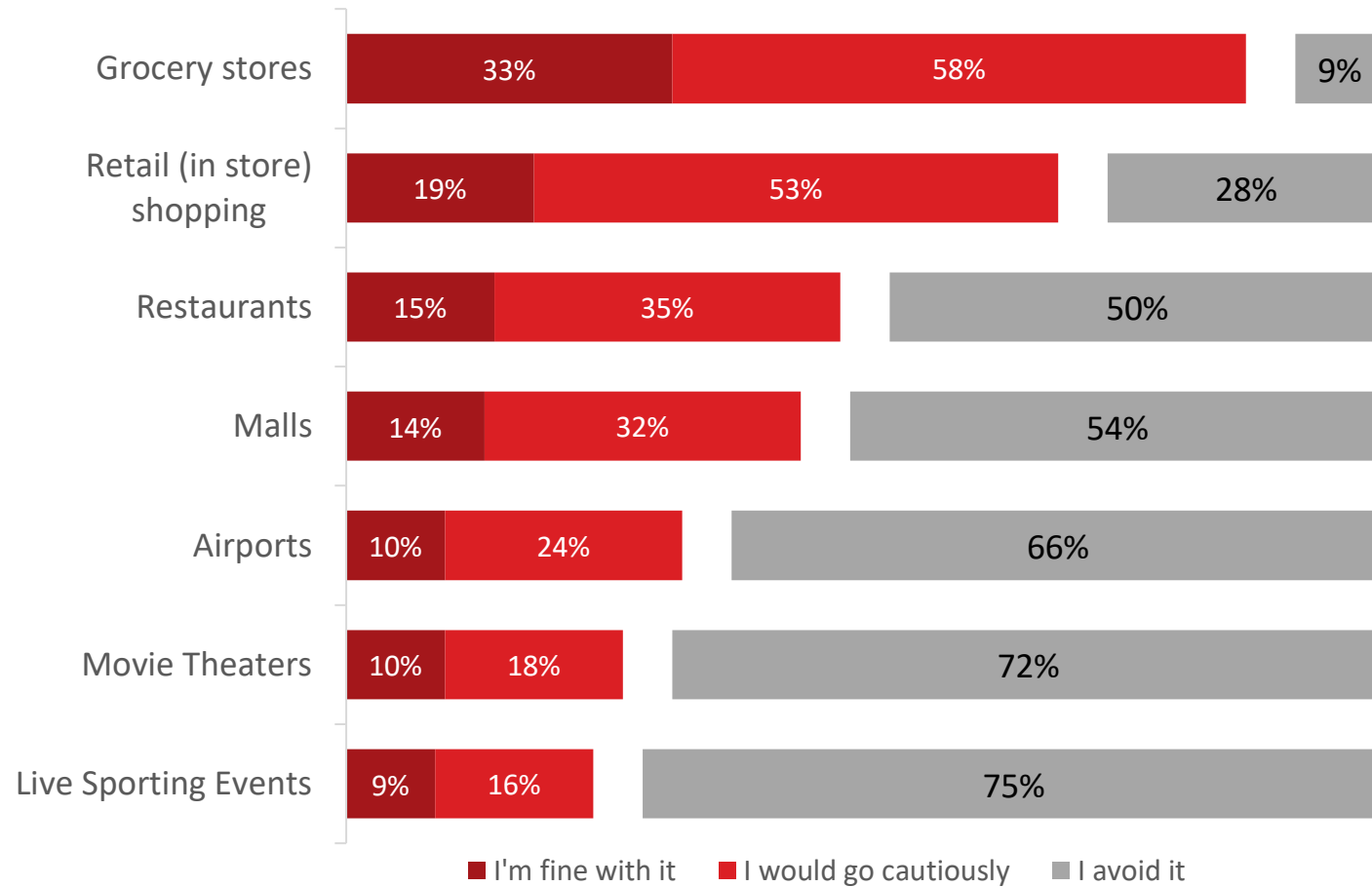
--- Now is the time to start stimulating our economy back to health
 --- This is the wrong time for companies to advertise to me to buy their products/services
 --- I don't want to see companies launching any new products or services at this time

Types of Business Communications

% That Want to Hear Communications from Business Type



Perceptions of Going Out



May 19-20, 2020

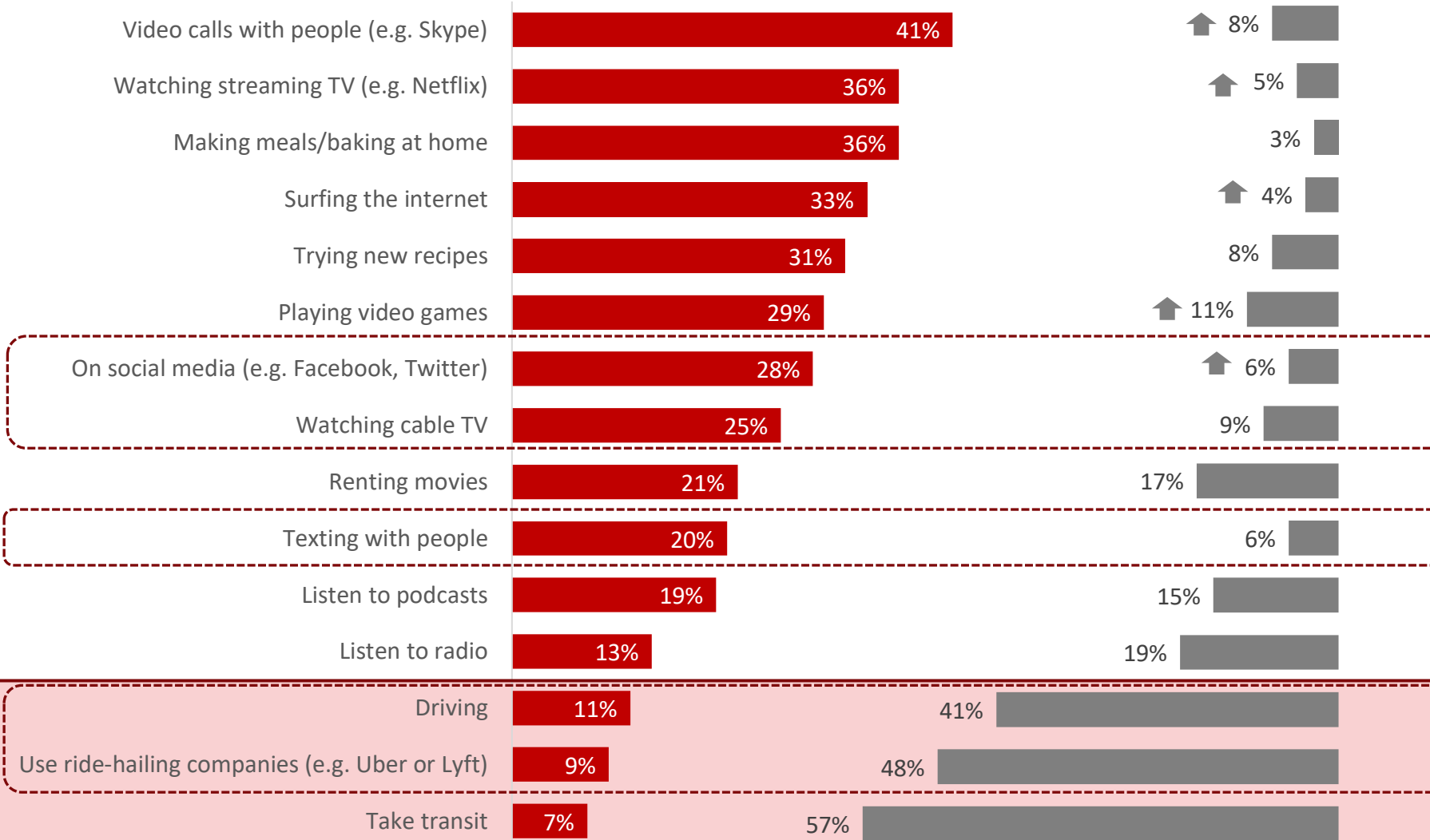
AVOID

Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+1	8%	8%	12%	14%	13%	7%
-7 ↓	35%	36%	47%	64%	62%	44%
-7 ↓	57%	51%	68%	82%	83%	59%
-7 ↓	61%	59%	70%	85%	85%	64%
-5 ↓	71%	68%	78%	89%	91%	82%
-5 ↓	77%	72%	82%	92%	92%	80%
-2	77%	-	-	-	-	-

Changes in Lifestyle (Leisure & Transit)

Doing More of This (Compared to 2 Weeks Ago)

Doing Less of This

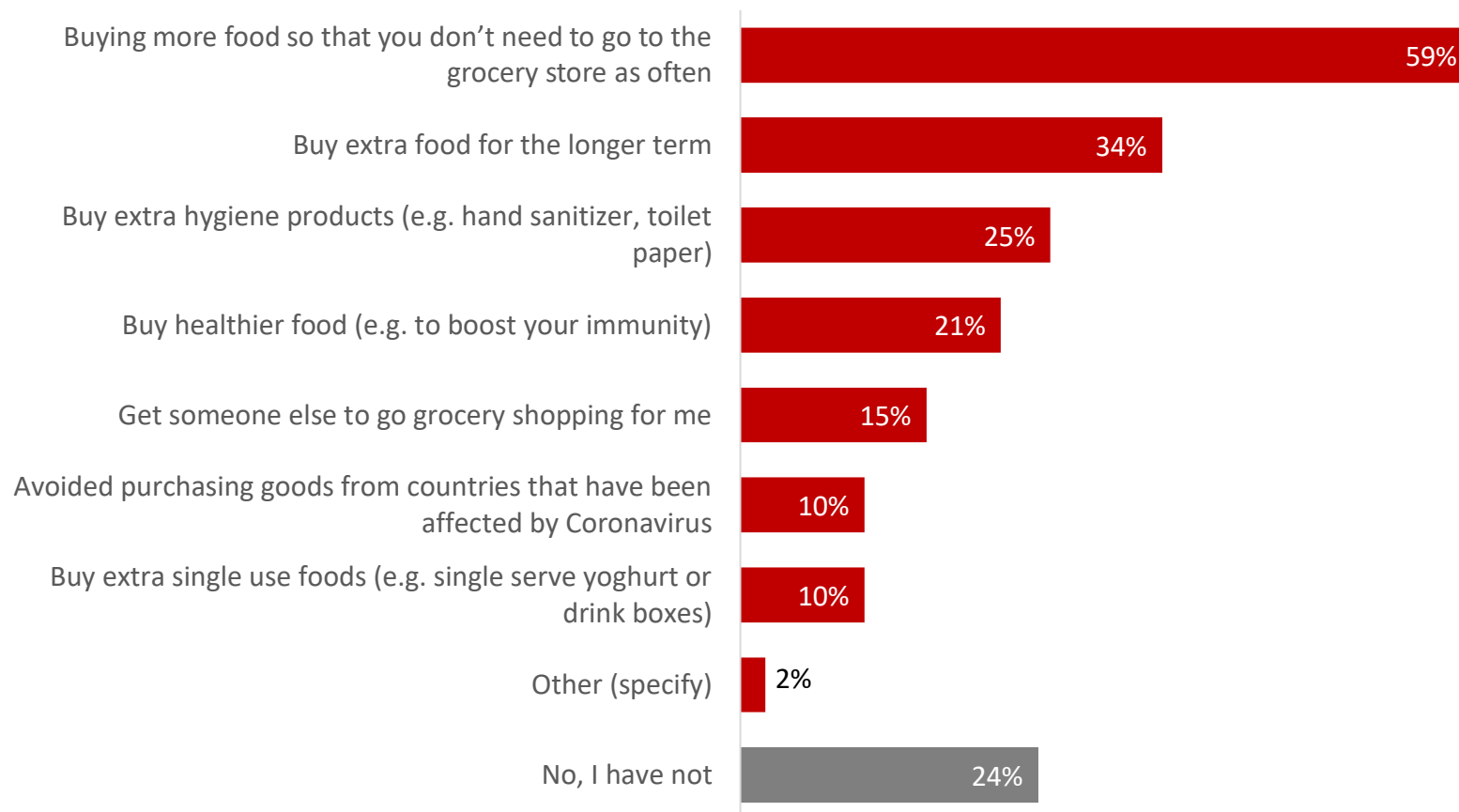


DOING MORE

Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-4	45%	52%	65%	73%	57%	35%
-3	39%	42%	54%	59%	56%	37%
-2	38%	39%	51%	58%	51%	32%
-2	35%	39%	50%	56%	56%	39%
-2	33%	38%	40%	45%	32%	22%
-4	33%	37%	45%	55%	-	-
-6 ↓	34%	38%	49%	56%	56%	38%
-5 ↓	30%	30%	41%	50%	50%	32%
=	21%	21%	31%	27%	26%	20%
-5 ↓	25%	25%	35%	45%	45%	30%
-2	21%	26%	23%	28%	25%	-
-2	15%	18%	20%	23%	24%	-
DOING LESS						
-7 ↓	48%	50%	66%	74%	64%	34%
-9 ↓	57%	51%	77%	76%	63%	40%
+1	56%	66%	79%	80%	74%	60%

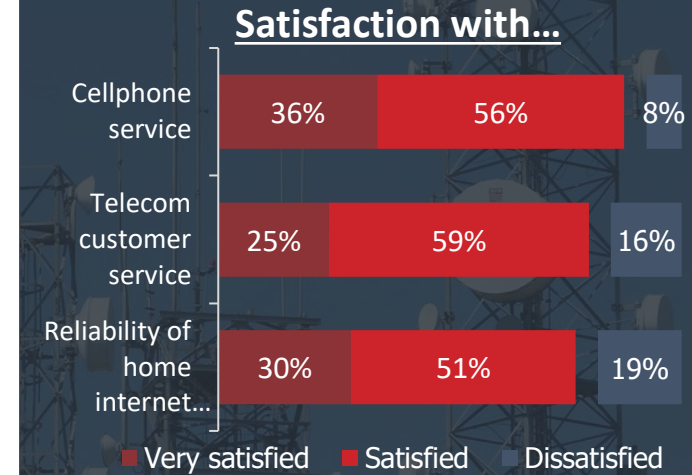
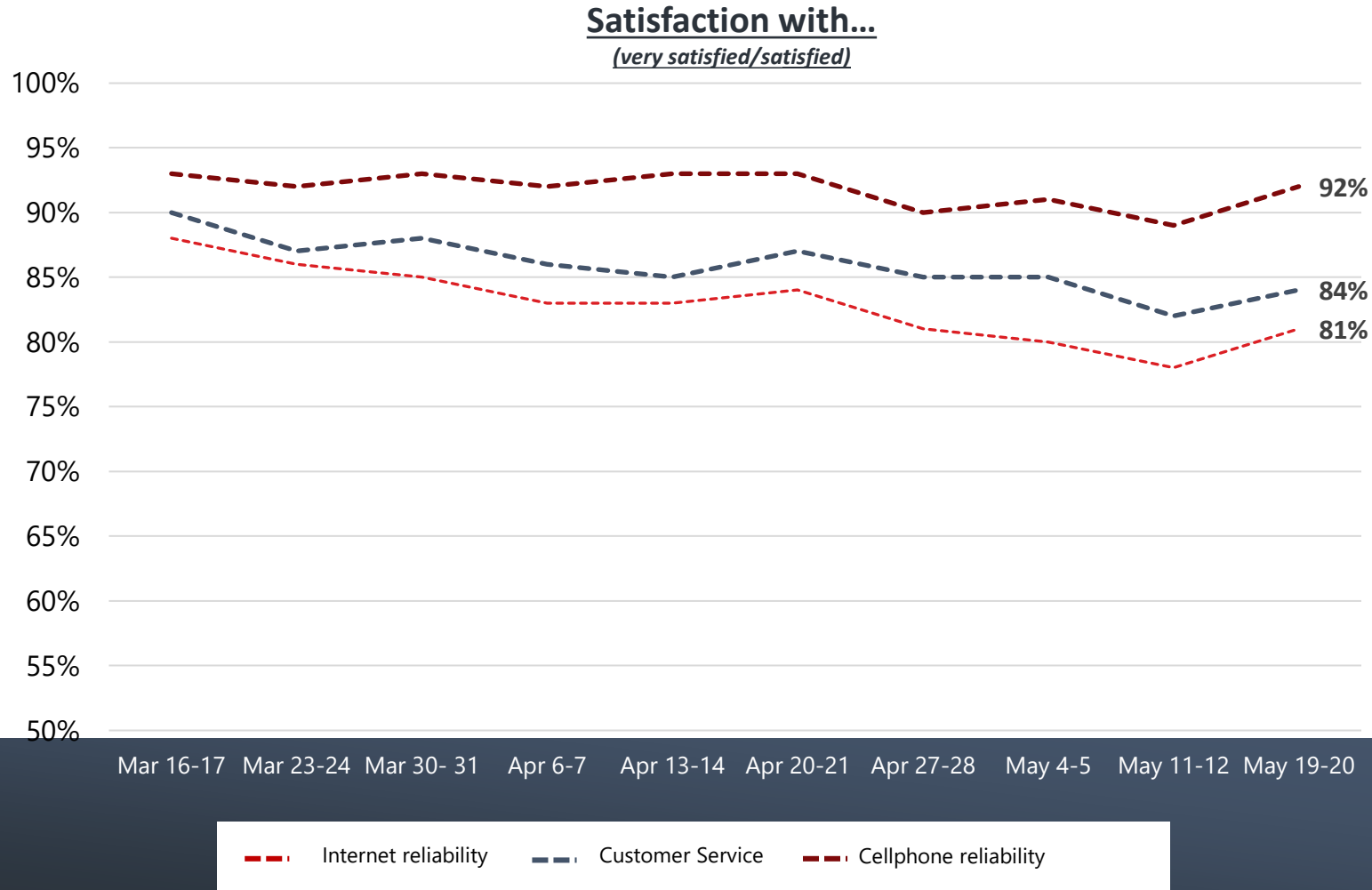
Changes in Lifestyle (Grocery)

Have Done (Within the last 2 Weeks)



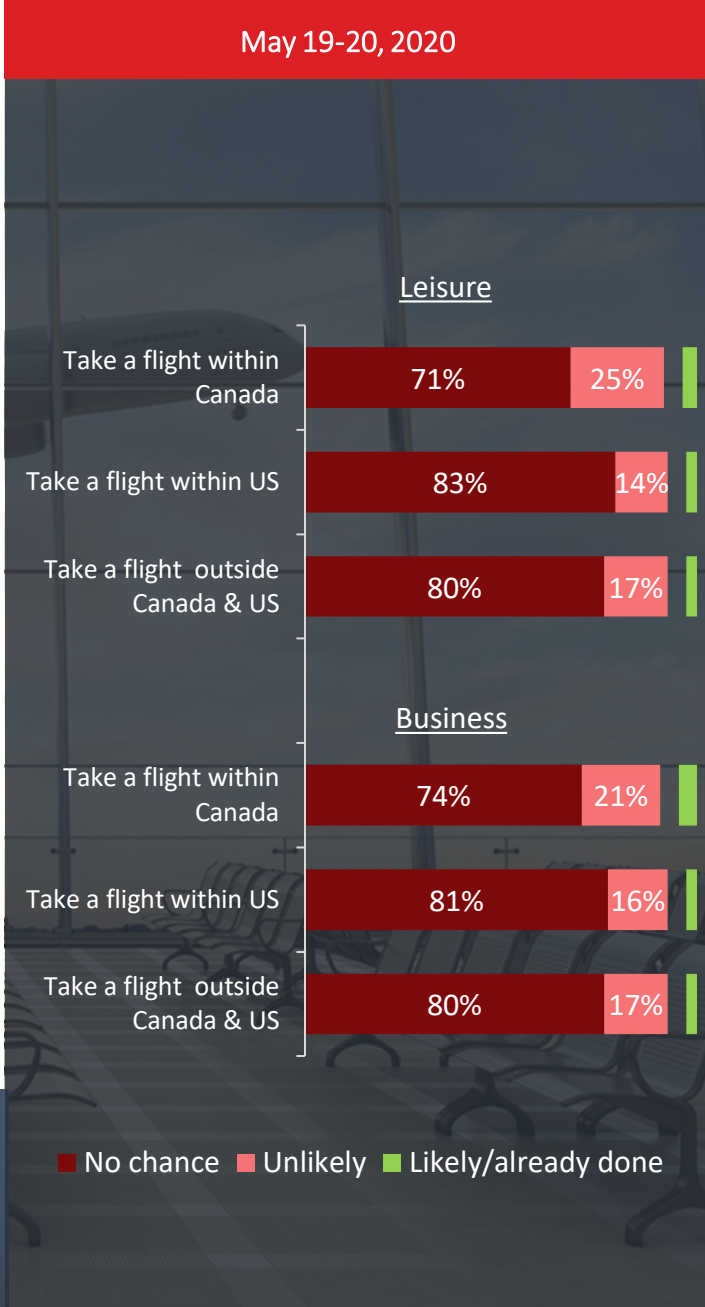
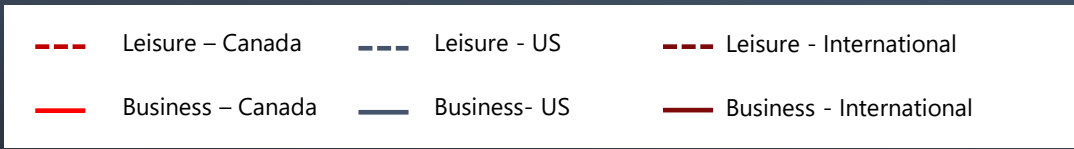
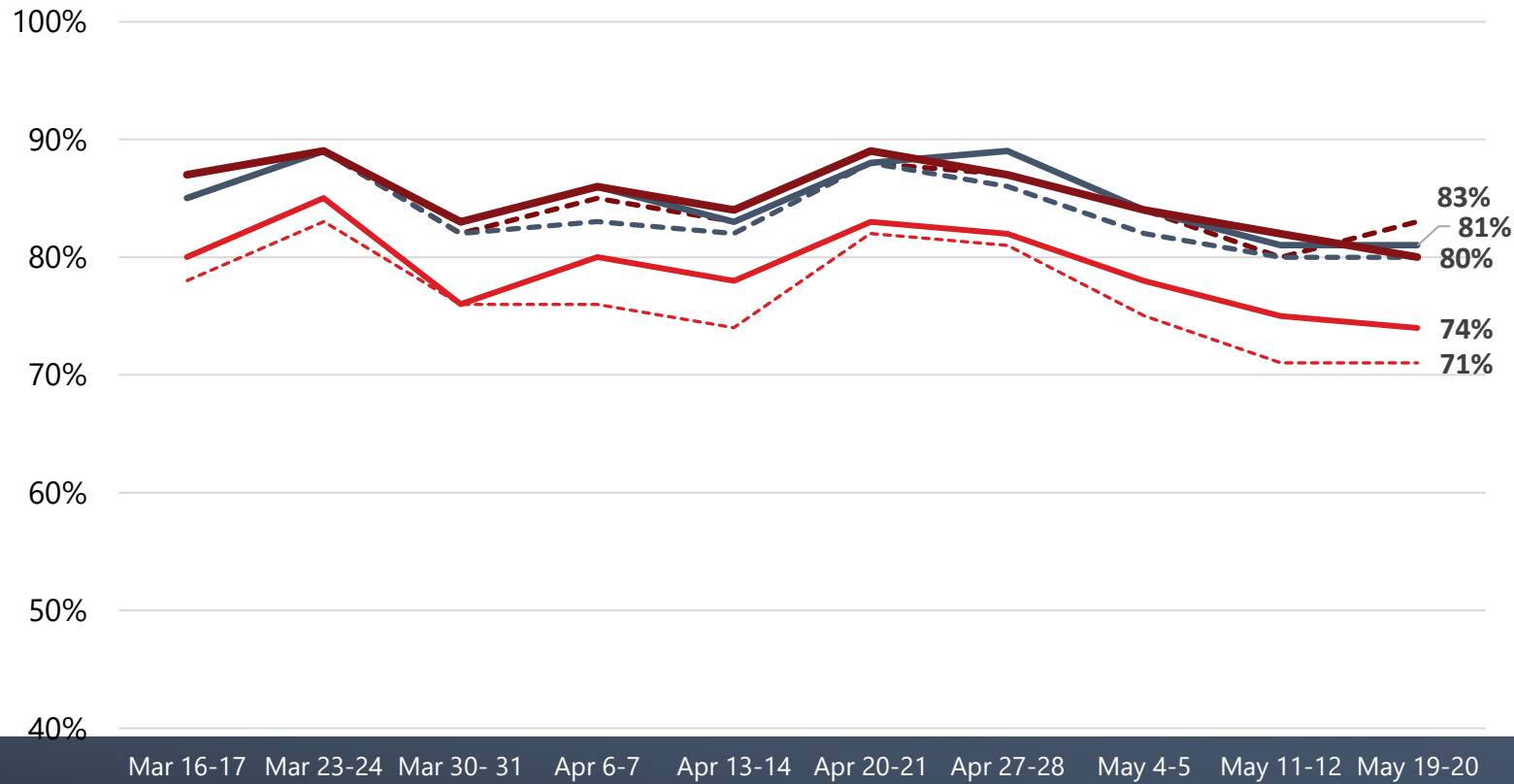
Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-3	62%	61%	59%	71%	60%	48%
-3	37%	38%	32%	50%	42%	36%
+3	22%	20%	22%	29%	26%	23%
+1	20%	21%	14%	22%	20%	15%
=	15%	17%	17%	20%	15%	6%
=	10%	10%	8%	9%	8%	6%
+1	9%	8%	6%	9%	9%	8%
-1	3%	2%	5%	3%	2%	2%
+2	22%	21%	24%	15%	22%	36%

Telecom Satisfaction



Avoiding Flights

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

