



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 13

June 10, 2020

Next report will be available:
Wednesday June 17



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
Wave 11: May 25-26, 2020
Wave 12: June 1-2, 2020
Wave 13: June 8-9, 2020
Field date for the next wave Monday June 8st.



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
Wave 11: n=1,008, **Wave 12:** n=1,005
Wave 13: n=1,007
For this most recent wave, a representative sample of n=1,007 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, April 13-14, April 27-28, May 11-12 waves, and May 19-20 waves.

5 Things You Should Know

01

Lowest levels of concern more optimism in Canada: Since tracking began, the proportions of “extreme”/“very” stressed Canadians started at roughly 34%. Now, this proportion is half of that, and two-in-five Canadians instead report that they are “not very”/“not at all” stressed. In tandem, 86% now see things getting better (as opposed to worse), its highest level since measurement began. This outlook is not so rosy around the world, however. Globally, cases continue to escalate and only 58% of Canadians say things are getting better with the remaining 42% saying things are getting worse.

02

The economy outweighs the health crisis: For the last four weeks, the proportion who are focusing on the economy (instead of the health crisis) has consistently grown. Whereas last week, these two measures were tied, this week, we see the economy pull ahead for the first time.

03

Time to open up businesses: The sentiment that we need to open up businesses continues to rise week over week. Canadians are also ready to frequent their favourite businesses with lowest ever levels of those who would avoid retail, restaurants, malls, movies, airports and live sporting events

04

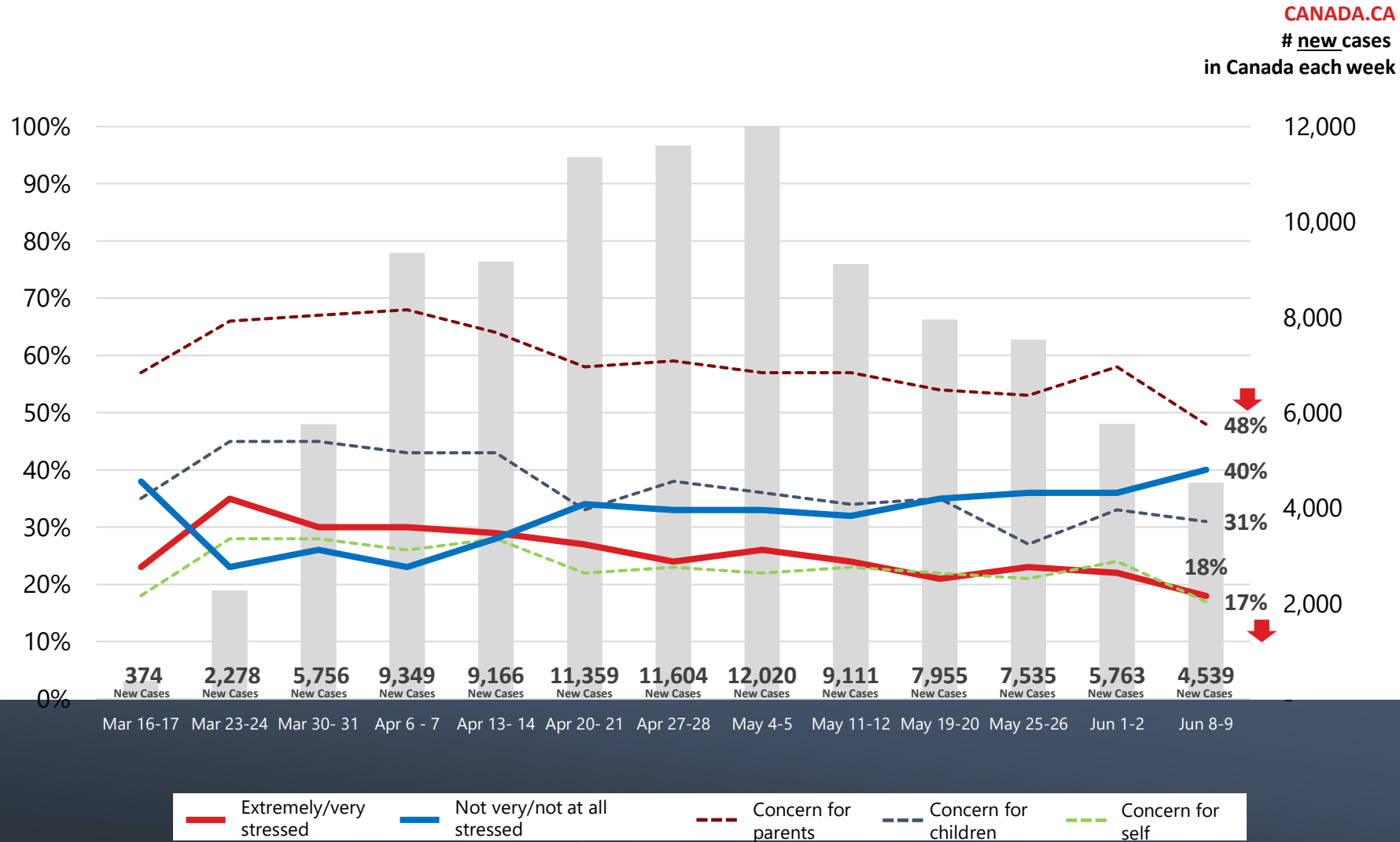
Travel plans are shifting to within the province: While the bulk of Canadians say that they are likely to maintain their summer plans, clearly these plans are changing due to the pandemic with a large proportion opting for staycations or travel plans within their province.

05

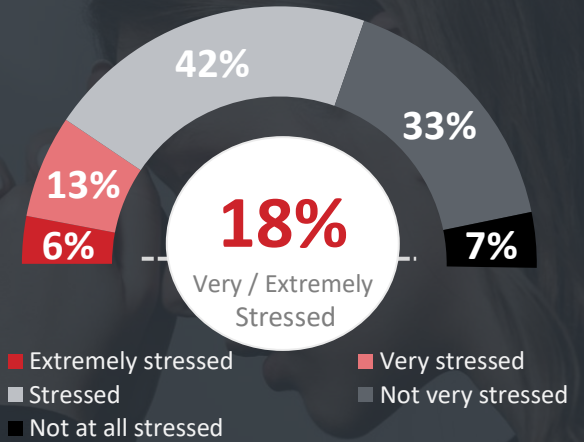
Canadians are giving less: Generally speaking, the proportion of Canadians who donate to charity each year hovers around two-thirds. We are now seeing that Canadians are pulling back on their donations with only 46% reporting that they gave money to a charity. Among those who donated recently due to the pandemic, food banks and food security related causes are what they are most focused on.

Key Findings

Level of Stress from COVID-19 Pandemic



Level of Stress



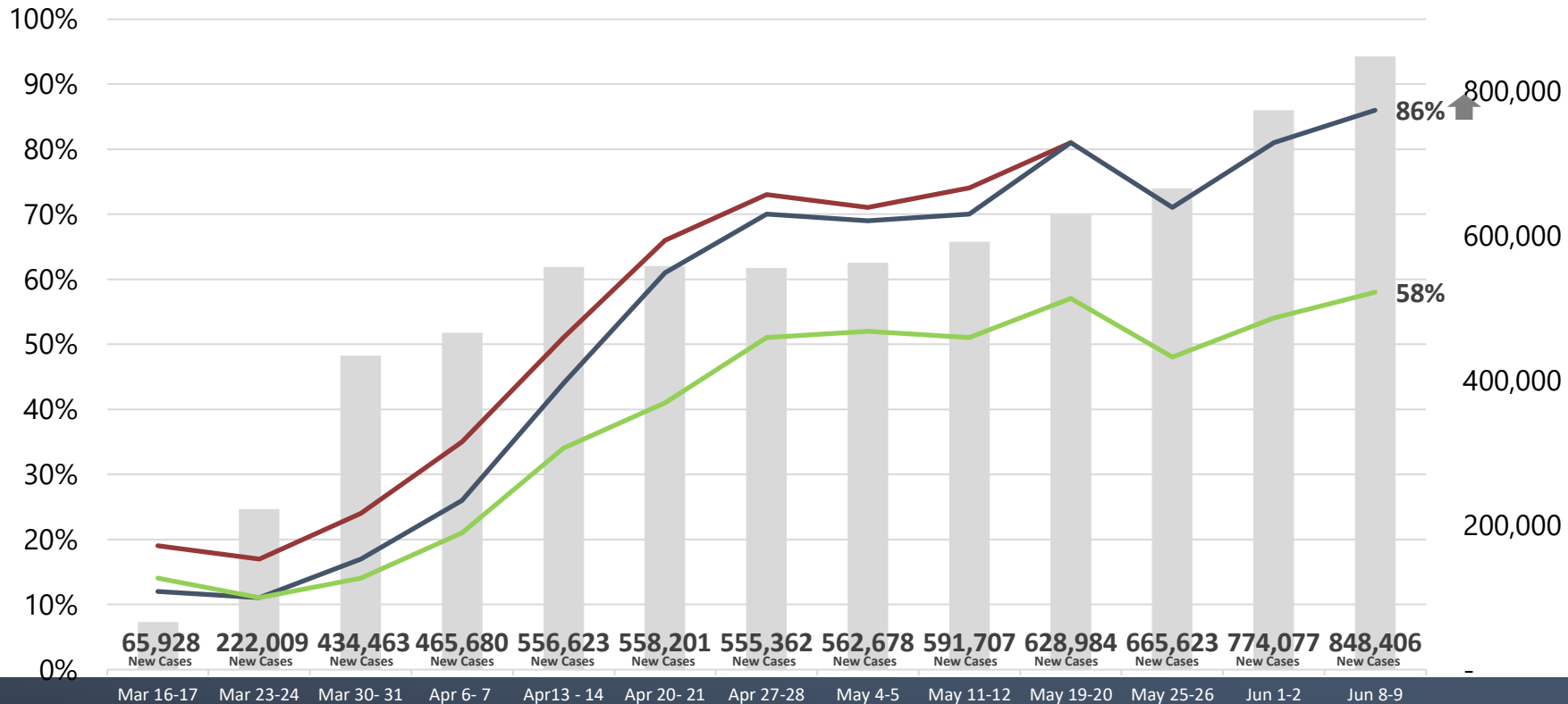
Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



new cases
Globally each week



— Better – around the world — Better – in Canada

Are things getting better or worse?



In Canada
14% Worse
86% Better



Worldwide
42% Worse
58% 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



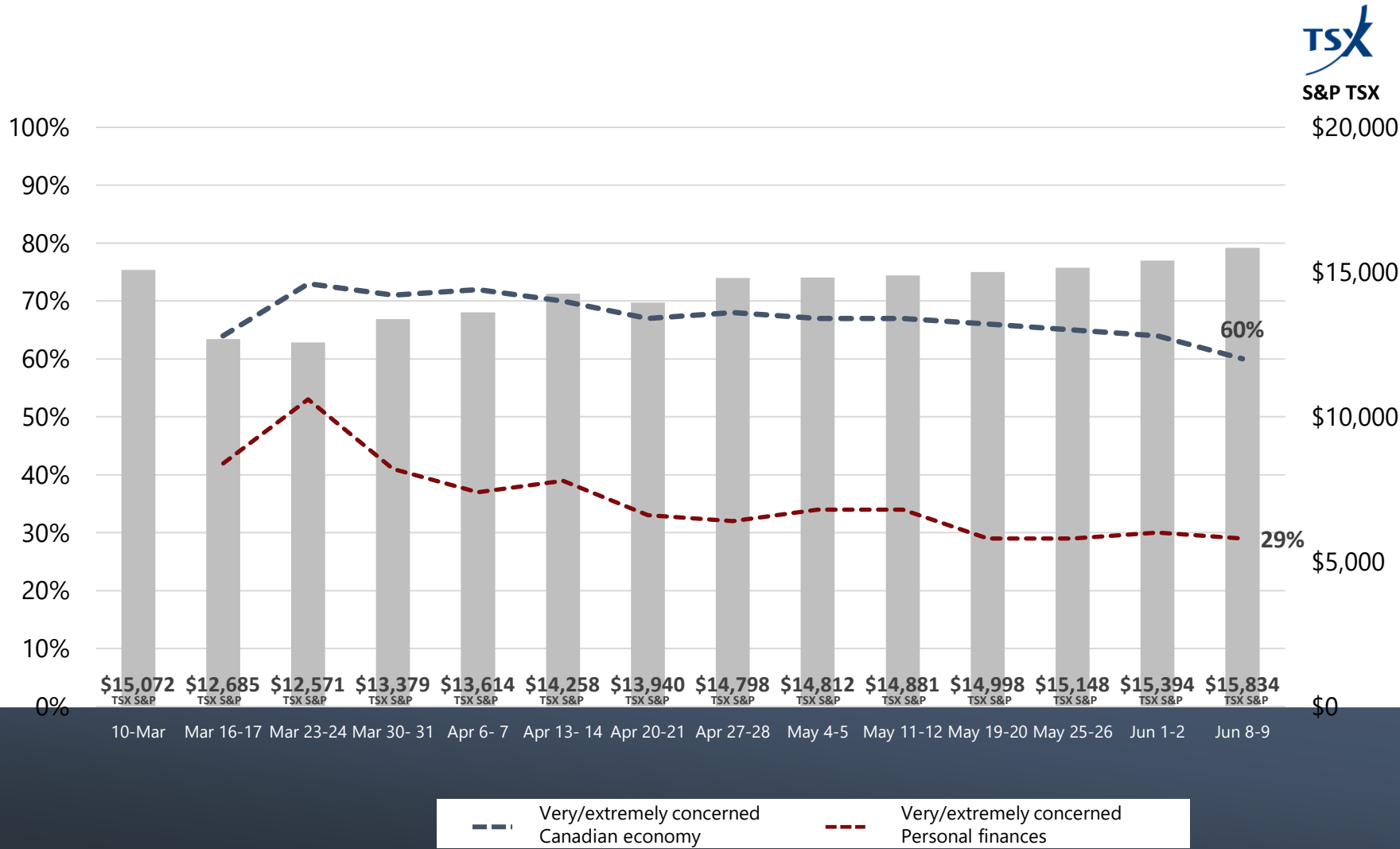
The health risk of the coronavirus has been overblown



June 8-9, 2020

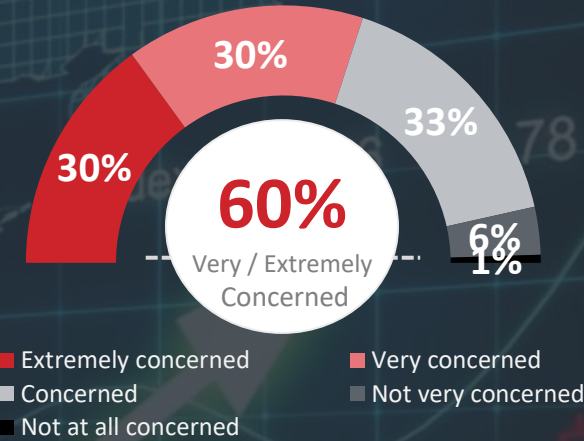
Δ last week	Jun 1-2	May 25-26	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-5 ↓	63%	65%	65%	72%	92%	94%	92%
+4 ↑	44%	42%	41%	33%	32%	34%	44%
+3	27%	28%	27%	19%	14%	14%	28%

Financial Concern

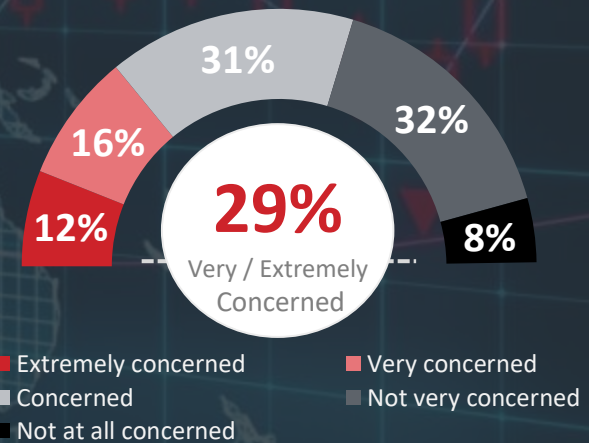


June 8-9, 2020

Concern about Canadian Economy

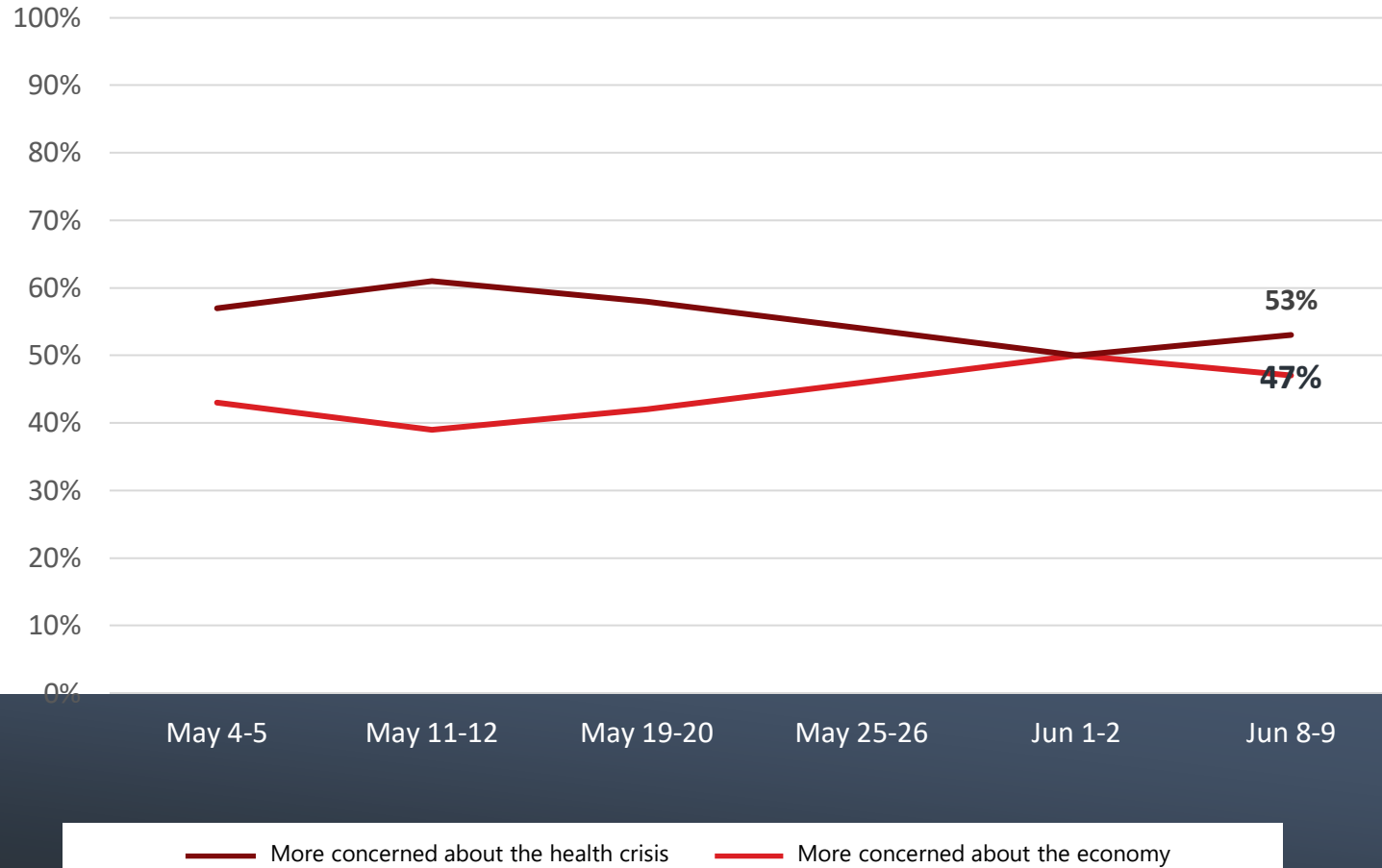


Concern about Personal Finances

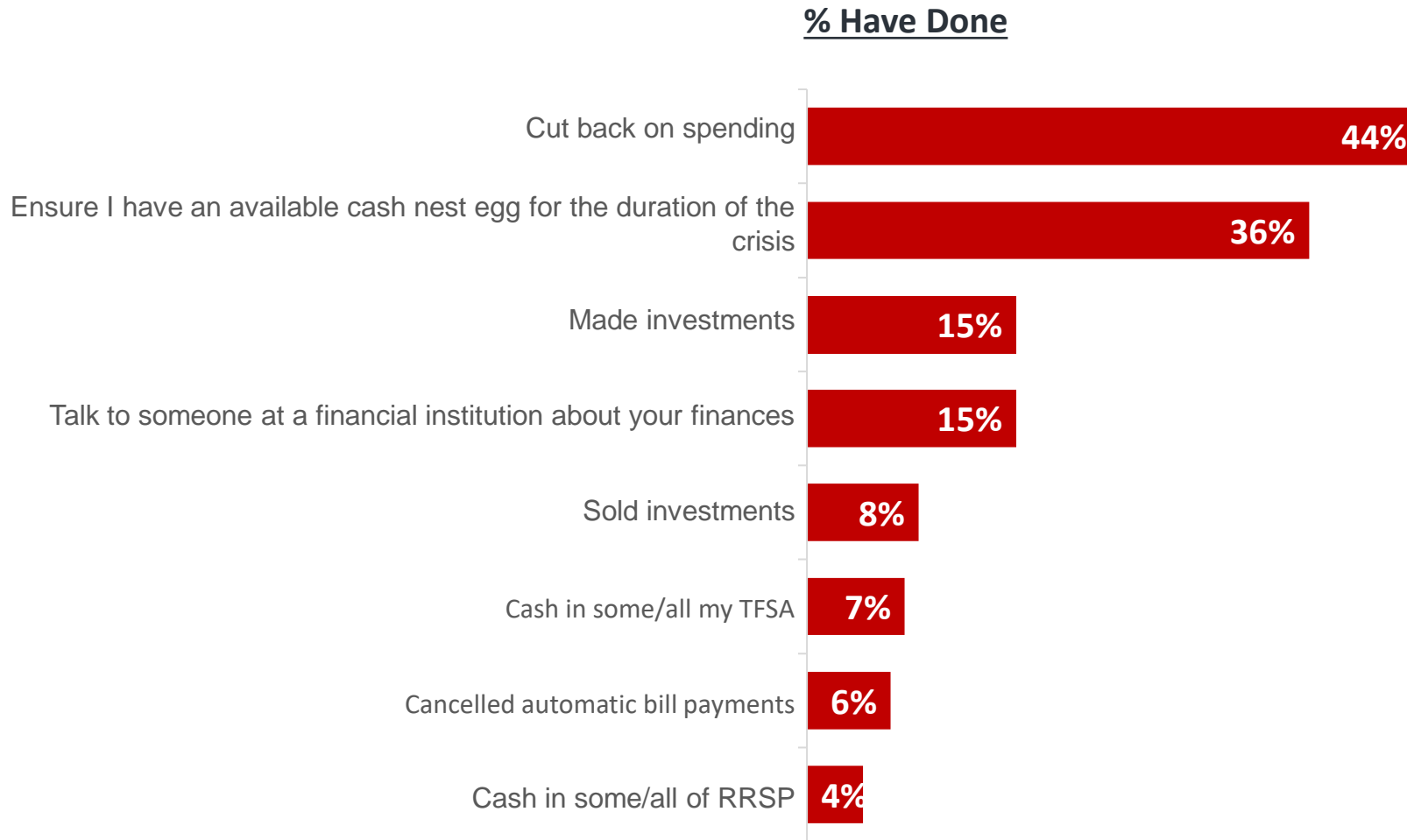


Concern Over Economy versus Health Crisis During Pandemic

% Concerned About the Economy vs. the Health Crisis



Financial Actions Taken as a Result of COVID-19



May 19-20, 2020

Δ last week	Jun 1-2	May 19-20	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+4	40%	37%	40%	42%	38%	39%	24%
-2	38%	35%	33%	34%	37%	31%	27%
-5 ↓	20%	13%	16%	17%	14%	8%	6%
=	15%	13%	16%	16%	15%	11%	9%
=	8%	9%	7%	8%	7%	6%	4%
+1	6%	5%	4%	6%	4%	5%	4%
=	6%	5%	7%	6%	7%	6%	3%
=	4%	4%	5%	4%	5%	2%	2%

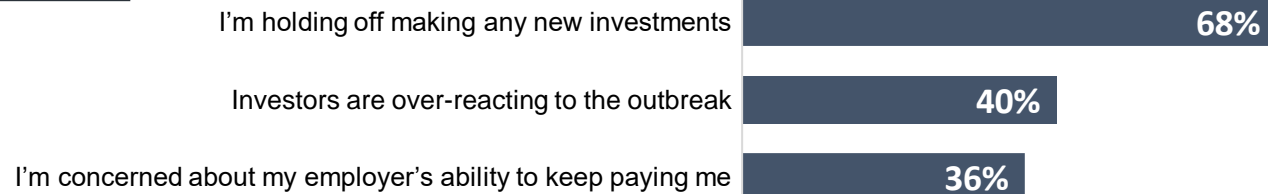
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

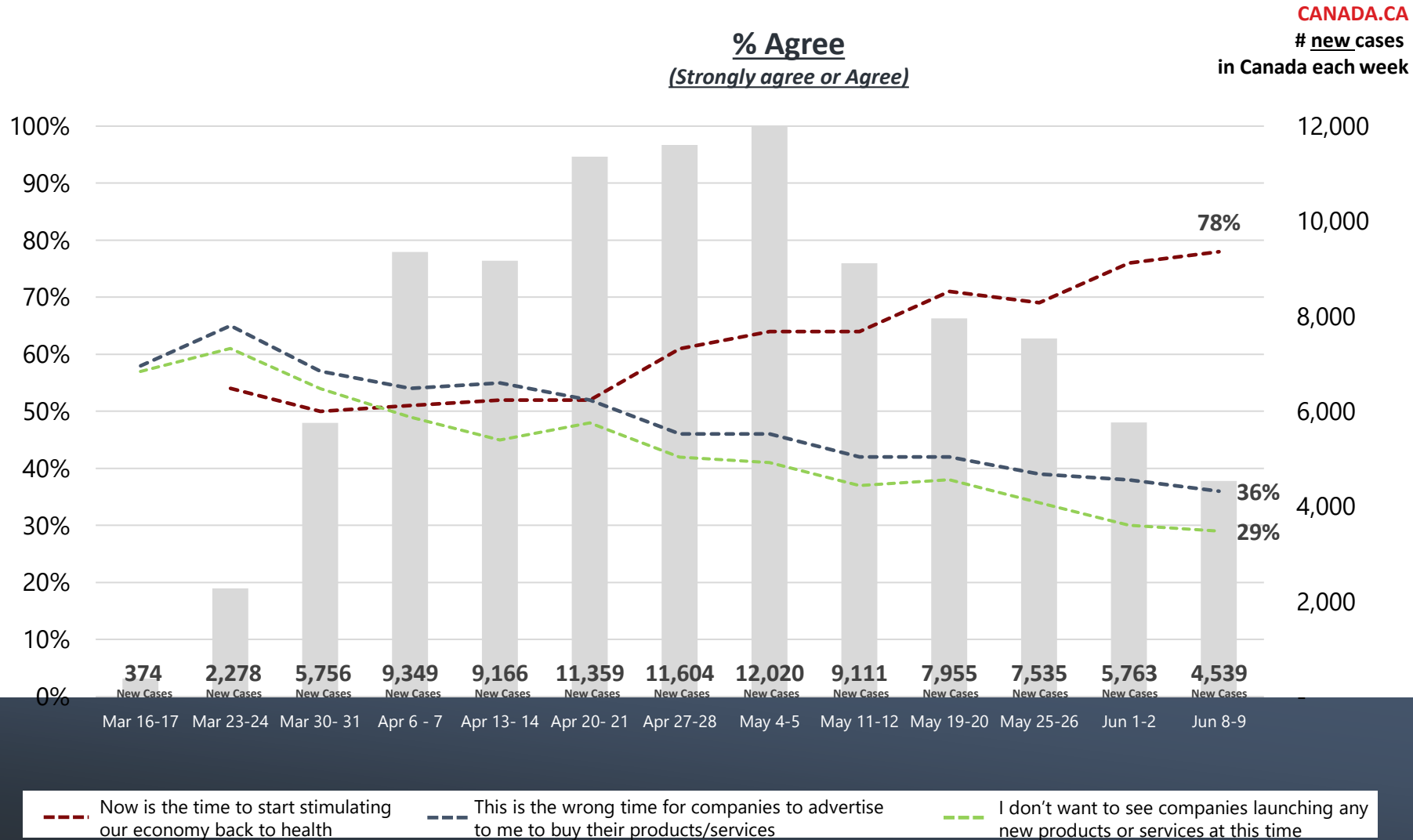


On personal finances

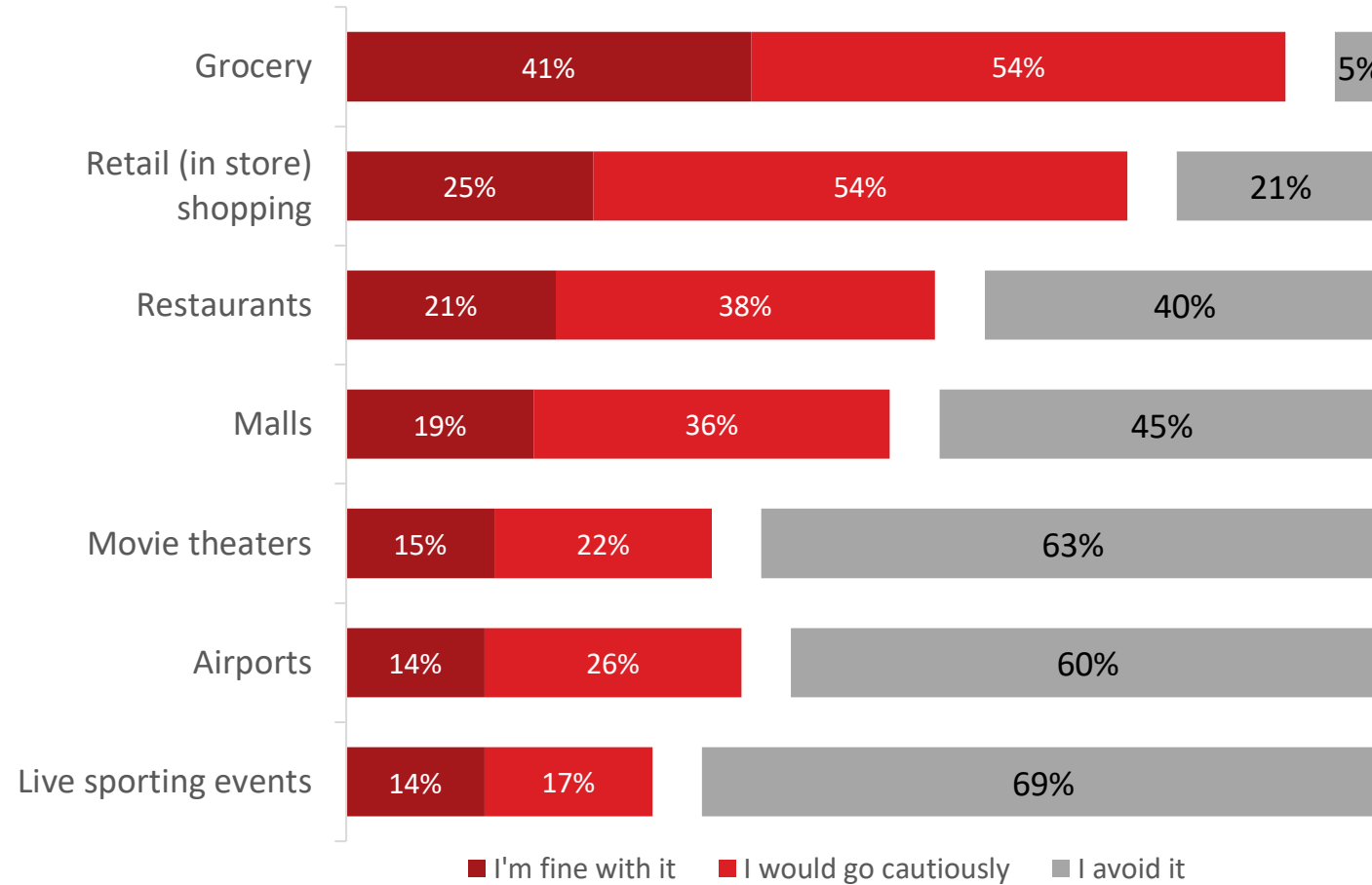


Δ last week	Jun 1-2	May 25-26	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+2	76%	69%	64%	52%	51%	54%	-
+7 ↑	68%	58%	55%	-	-	-	-
-4	77%	79%	79%	82%	86%	-	-
-3	76%	80%	77%	80%	80%	-	-
+6 ↑	64%	58%	49%	-	-	-	-
-4	54%	57%	57%	61%	67%	73%	65%
-5	53%	47%	49%	53%	48%	-	-
+3	43%	41%	34%	35%	29%	20%	42%
=	43%	50%	46%	46%	57%	-	-
+1	41%	49%	48%	52%	57%	61%	56%
-2	38%	39%	46%	52%	54%	65%	58%
-2	38%	40%	47%	52%	54%	64%	60%
-1	30%	34%	41%	48%	49%	61%	57%
-1	69%	72%	77%	76%	81%	85%	77%
+1	39%	43%	40%	41%	38%	42%	56%
-6 ↓	42%	41%	44%	43%	52%	58%	49%

Perceptions of Advertising During the Pandemic



Perceptions of Going Out



June 8-9, 2020

AVOID

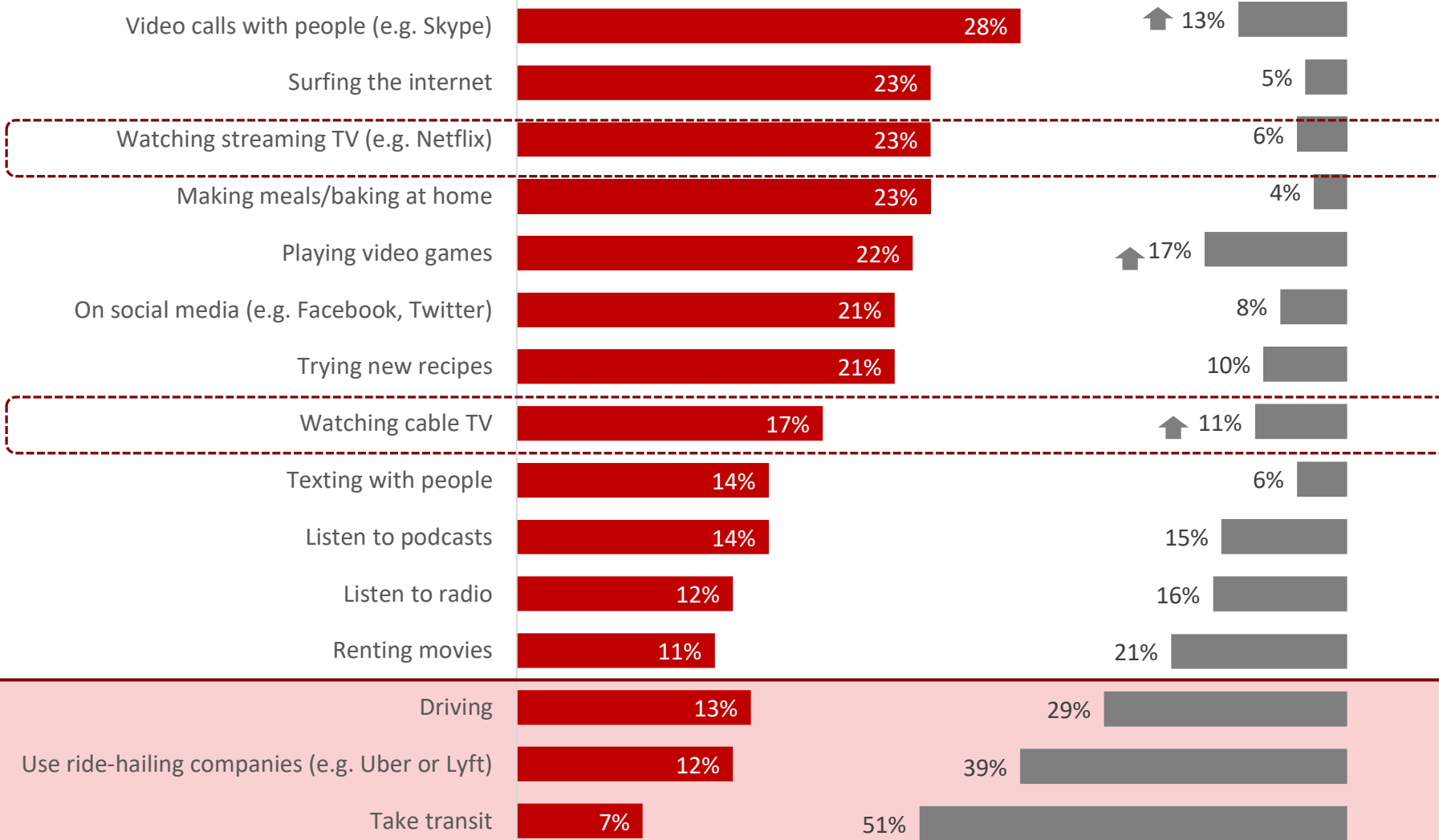
Δ last week	Jun 1-2	May 25-26	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-1	6%	7%	8%	12%	14%	13%	7%
-6 ↓	27%	30%	36%	47%	64%	62%	44%
-5 ↓	45%	52%	51%	68%	82%	83%	59%
-7 ↓	52%	52%	59%	70%	84%	85%	64%
-4 ↓	67%	68%	72%	82%	92%	92%	80%
-8 ↓	68%	68%	68%	78%	89%	91%	82%
-6 ↓	75%	73%	-	-	-	-	-

Changes in Lifestyle (Leisure & Transit)

June 8-9, 2020

Doing More of This
(Compared to 2 Weeks Ago)

Doing Less
of This



DOING MORE

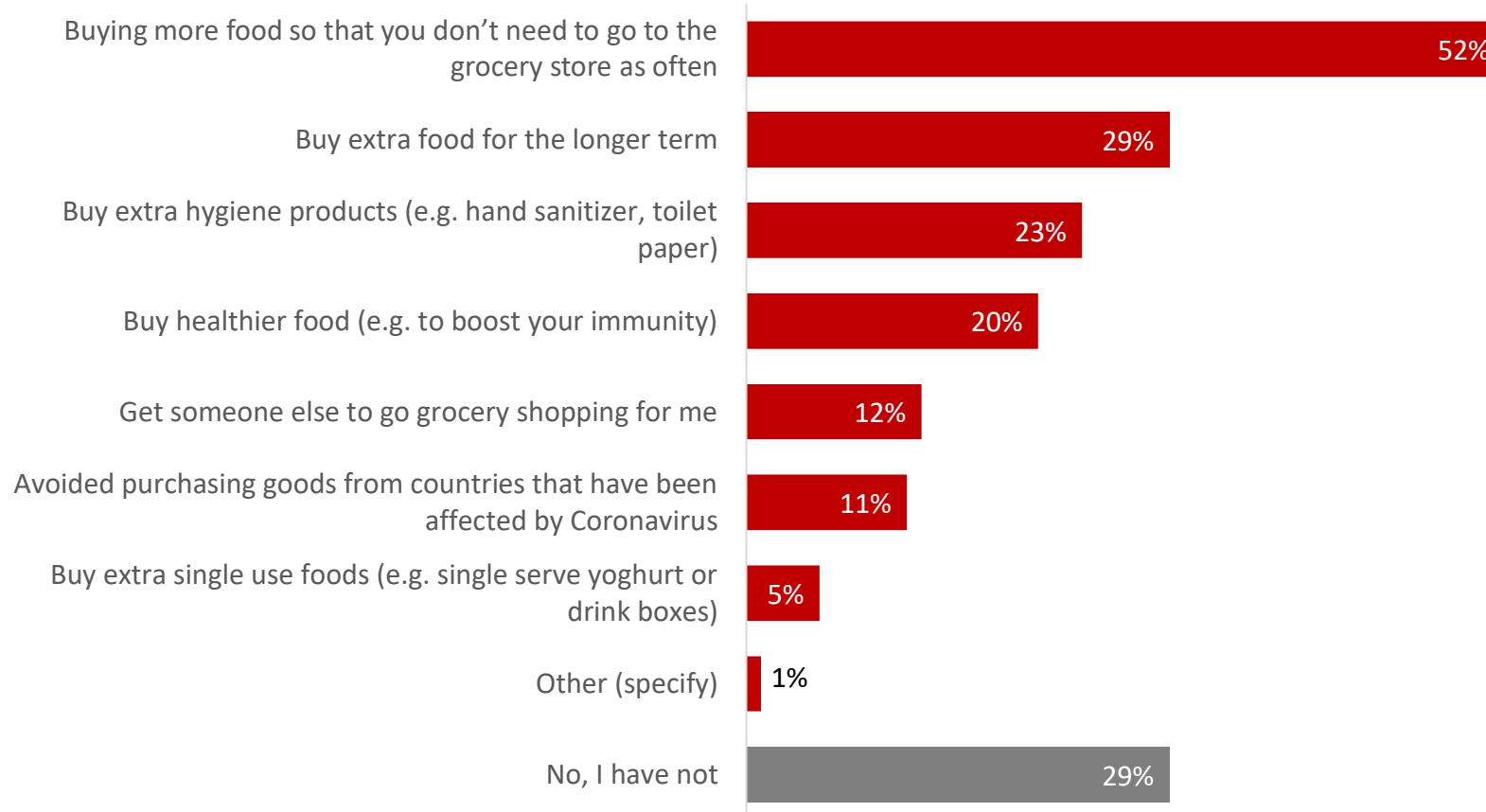
Δ last week	Jun 1-2	May 25-26	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-4 ↓	32%	34%	52%	65%	73%	57%	35%
-1	24%	26%	39%	50%	56%	56%	39%
-6 ↓	29%	32%	42%	54%	59%	56%	37%
-3	26%	31%	39%	51%	58%	51%	32%
=	22%	26%	37%	45%	55%	-	-
-4 ↓	25%	25%	38%	49%	56%	56%	38%
-3	24%	26%	38%	40%	45%	32%	22%
-5 ↓	22%	22%	30%	41%	50%	50%	32%
-1	15%	19%	25%	35%	45%	45%	30%
-4 ↓	18%	19%	26%	23%	28%	25%	-
+1	11%	12%	18%	20%	23%	24%	-
-3	14%	15%	21%	31%	27%	26%	20%

DOING LESS

-3	32%	33%	50%	66%	74%	64%	34%
-1	40%	41%	51%	77%	76%	63%	40%
-1	52%	55%	66%	79%	80%	74%	60%

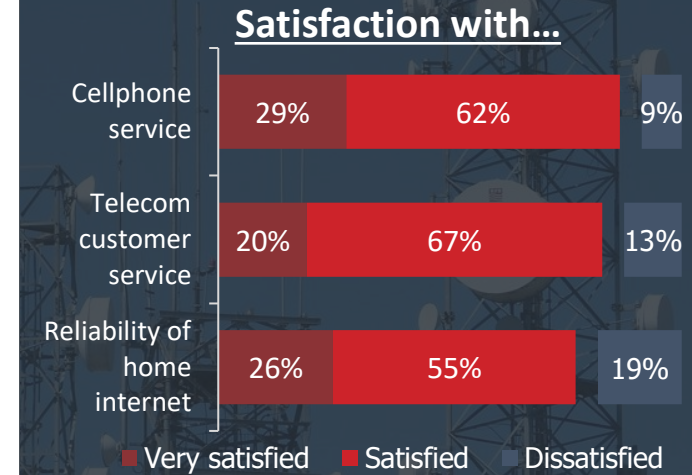
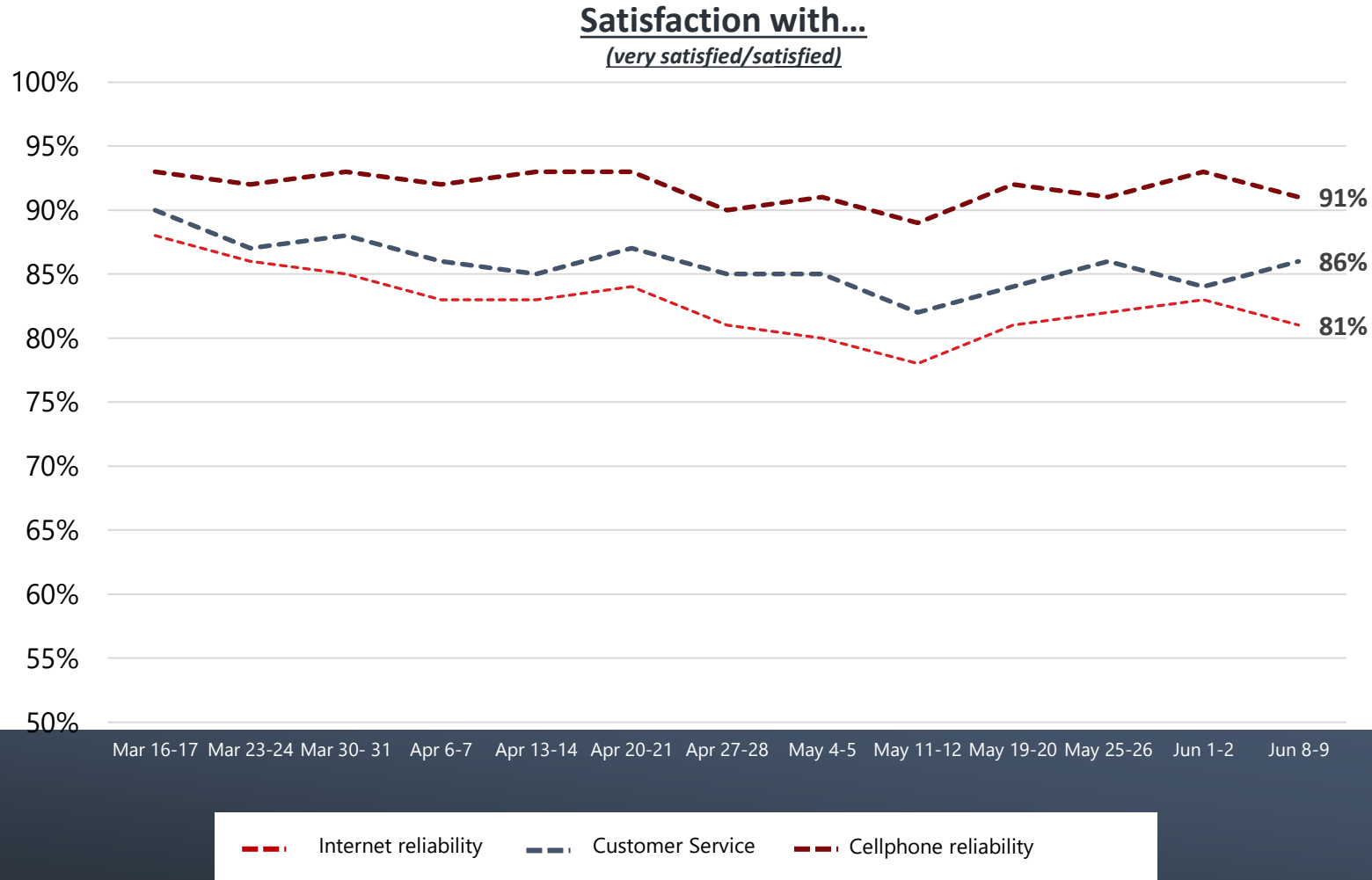
Changes in Lifestyle (Grocery)

Have Done (Within the last 2 Weeks)



Δ last week	May 25-26	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-2	54%	61%	59%	71%	60%	48%
-2	31%	38%	32%	50%	42%	36%
=	23%	20%	22%	29%	26%	23%
-3	23%	21%	14%	22%	20%	15%
-1	13%	17%	17%	20%	15%	6%
+2	9%	10%	8%	9%	8%	6%
-3	8%	8%	6%	9%	9%	8%
-1	2%	2%	5%	3%	2%	2%
+2	27%	21%	24%	15%	22%	36%

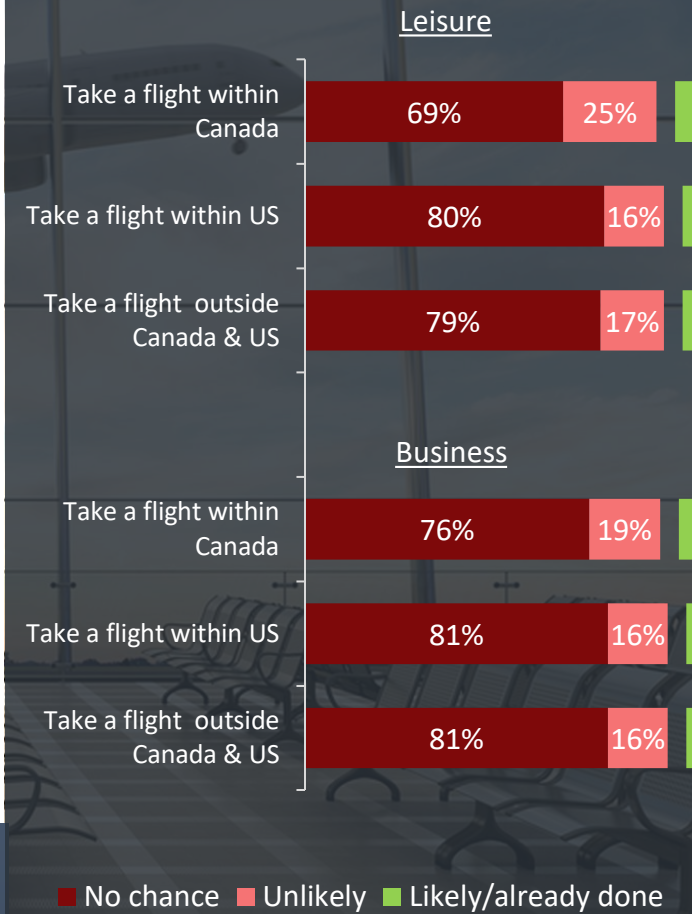
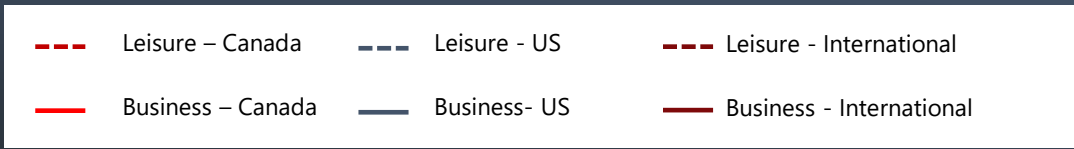
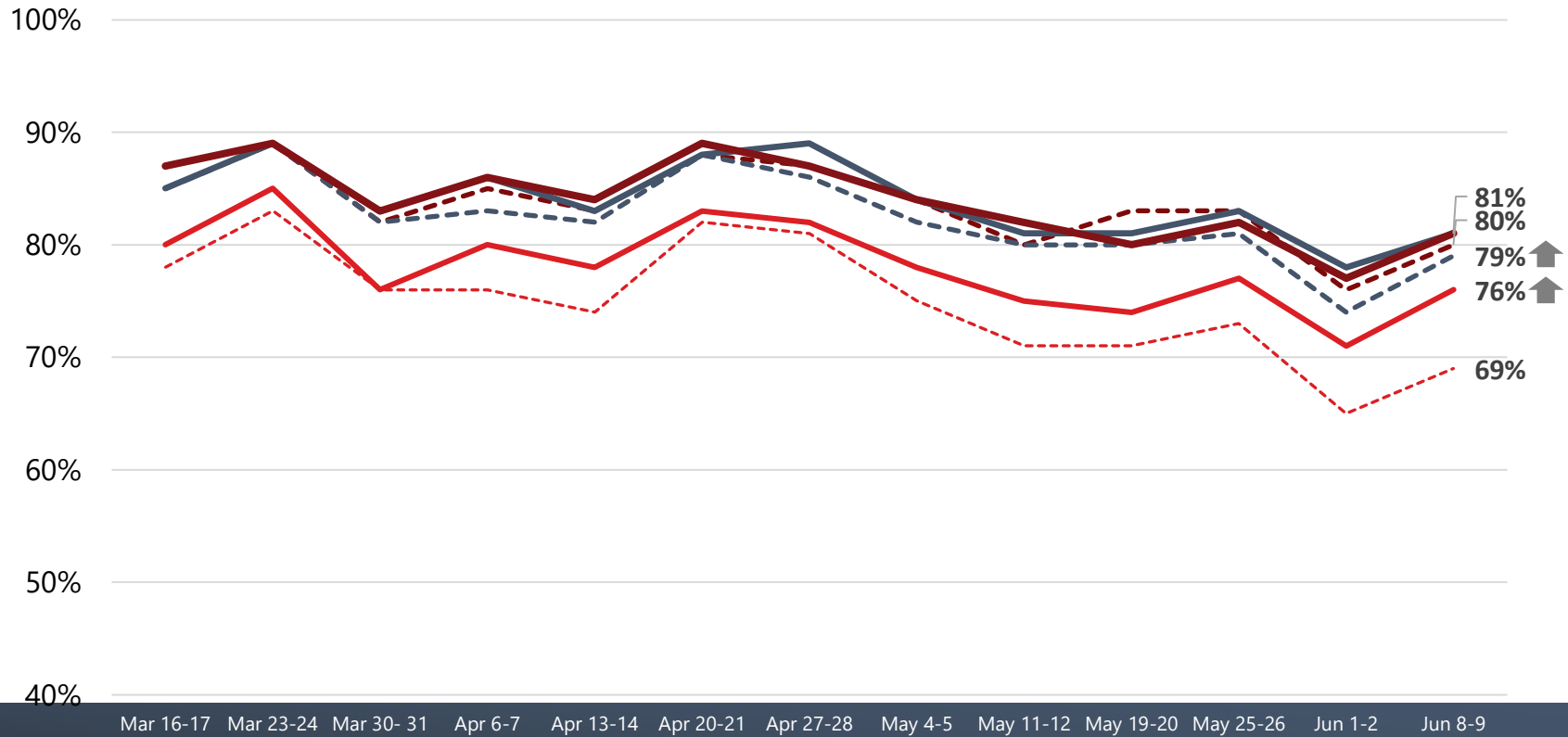
Telecom Satisfaction



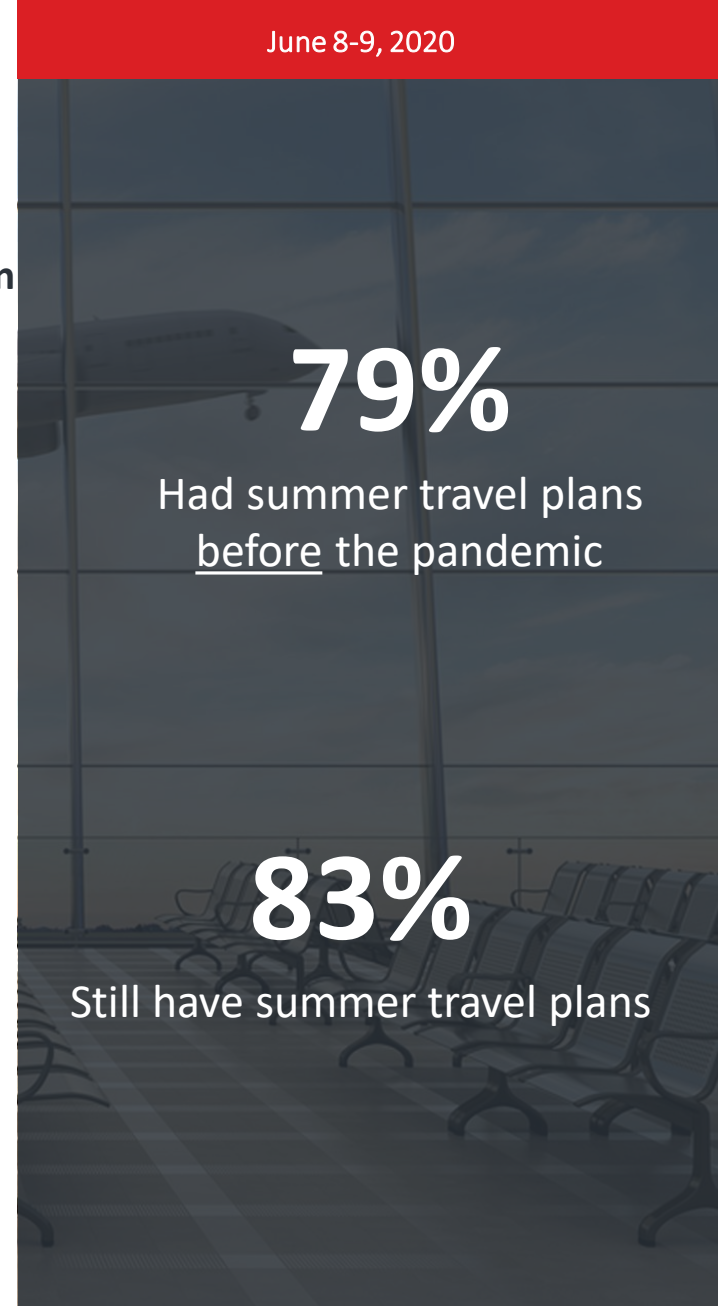
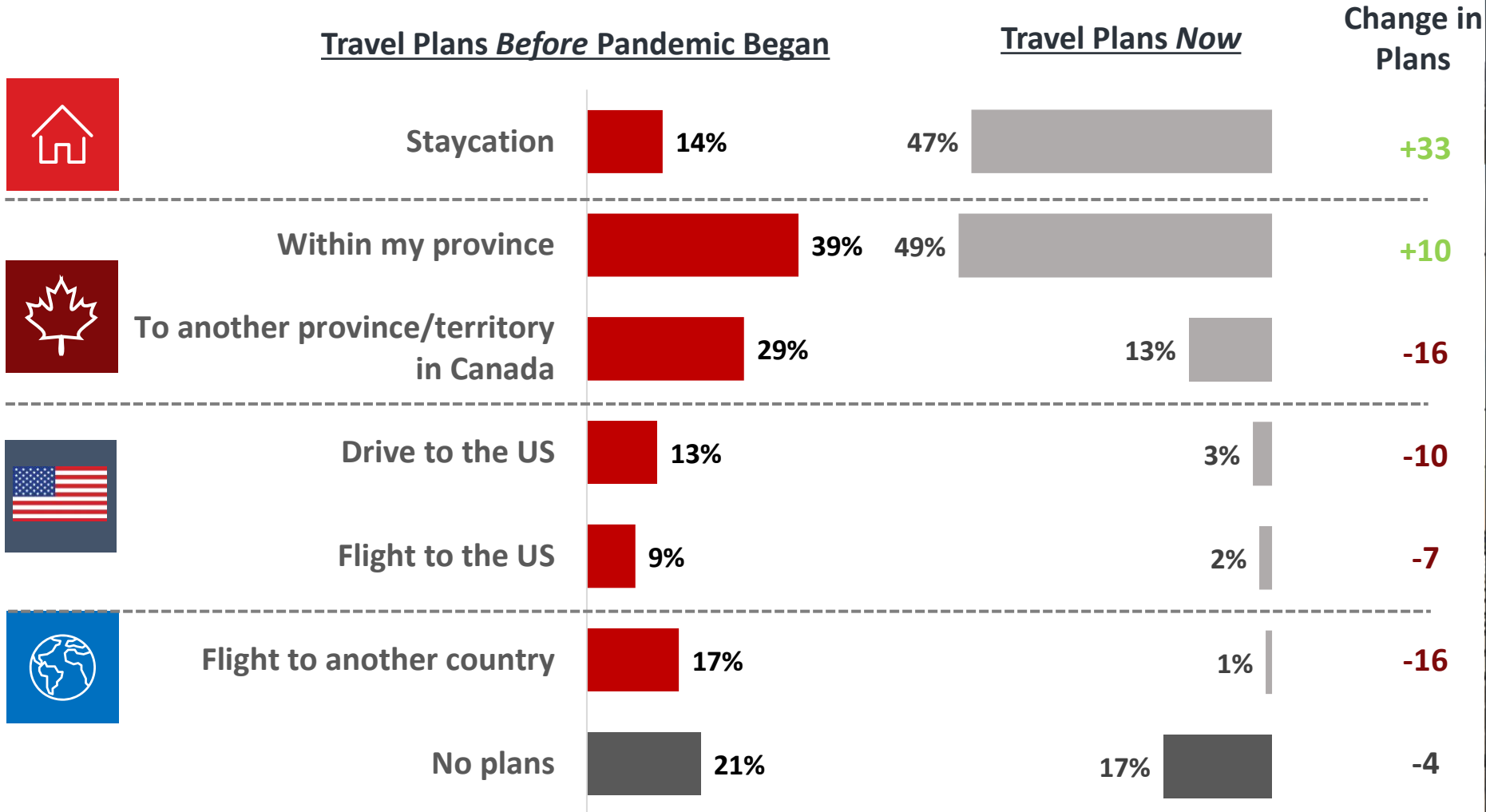
Avoiding Flights

June 8-9, 2020

No Chance of Taking a Flight



Summer Travel/Leisure Plans



79%

Had summer travel plans before the pandemic

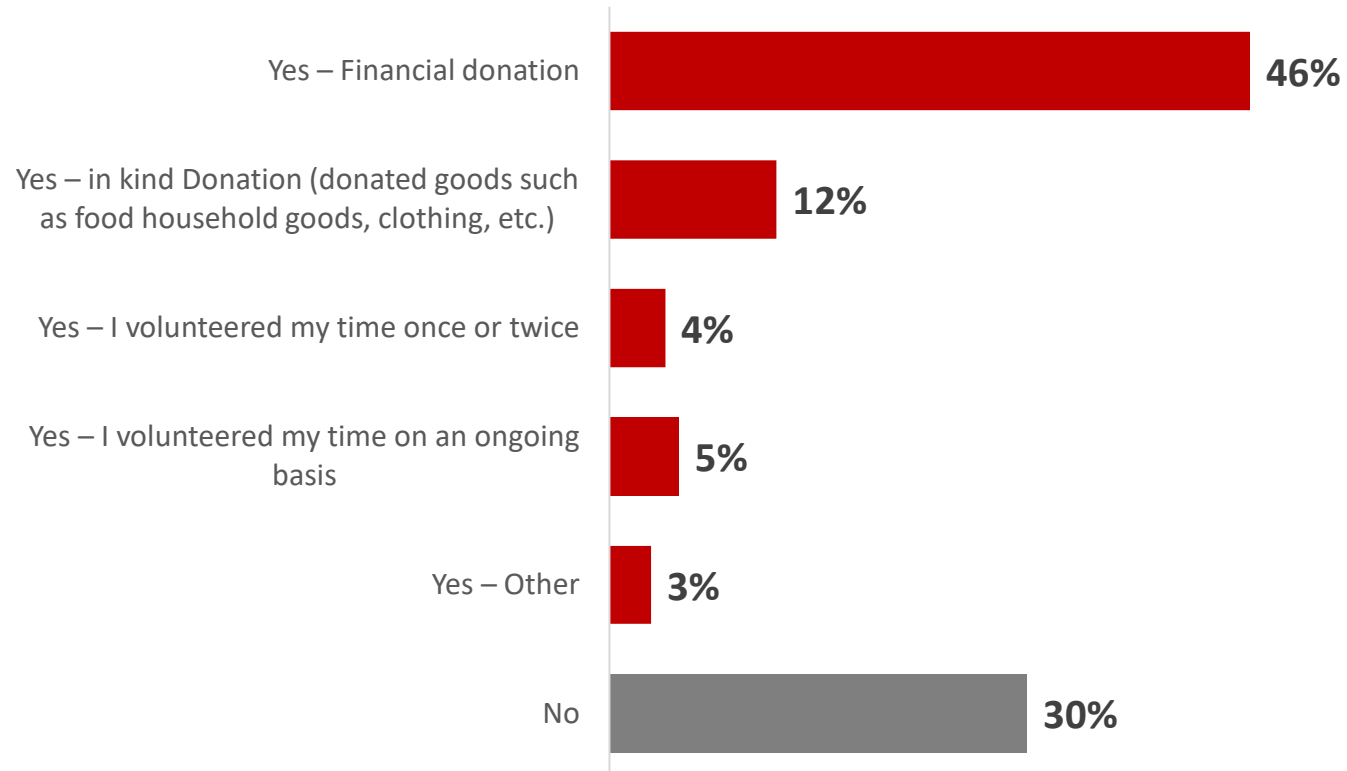
83%

Still have summer travel plans

Charitable Donations

June 8-9, 2020

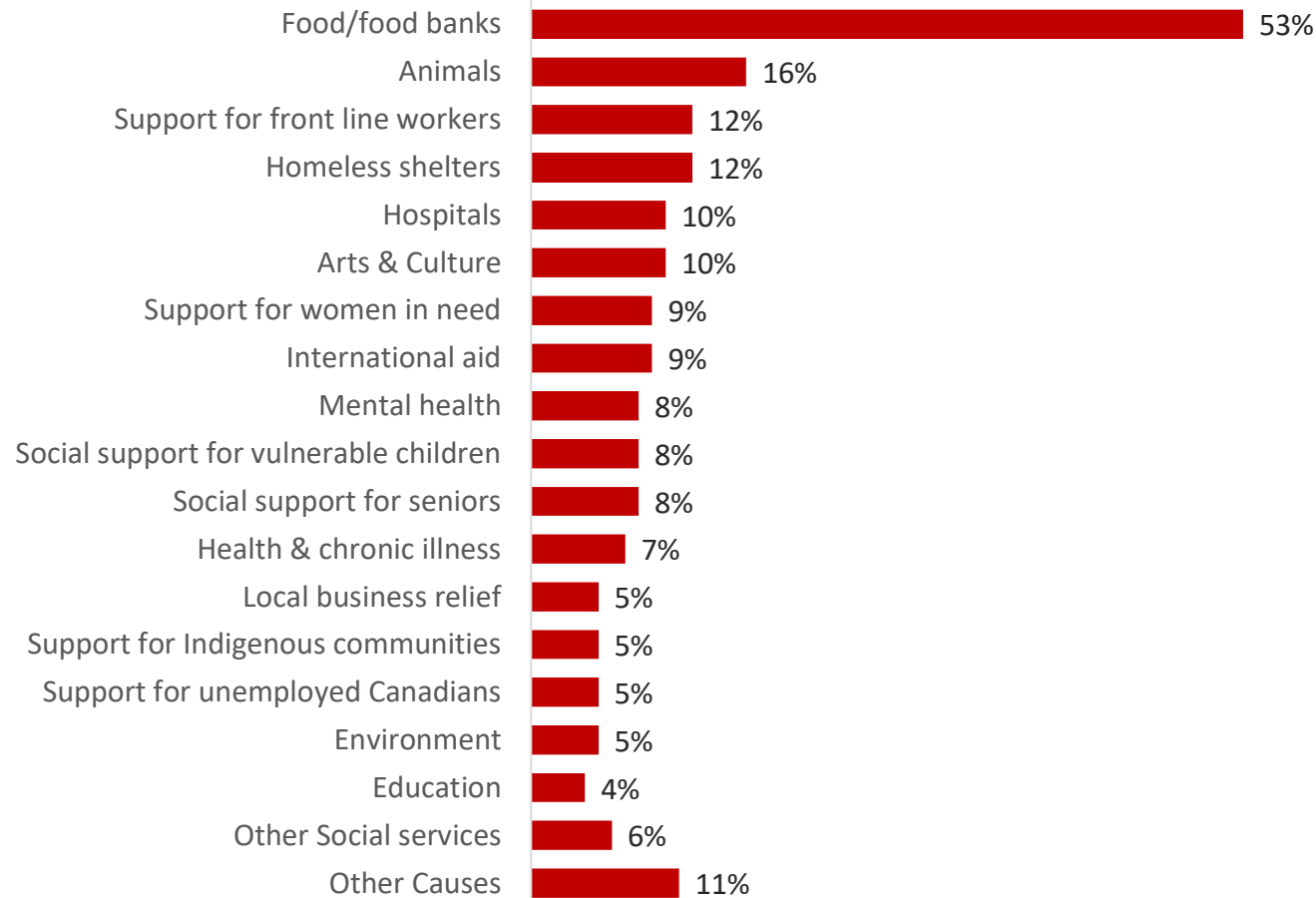
Charitable Donations Past 12 Months



Δ	Nov 2019
-18	64%
-30	42%
-16	20%
-10	15%
-1	4%
+13	17%

Charitable Donations During the Pandemic

Types of Donations Made During Pandemic



52%

Have made a donation since the start of March

Types of Donations Made Since Start of March

Financial donation I made due to the pandemic **17%**

Financial donation I would have made anyways **31%**

In kind donation I made due to the pandemic **8%**

In kind donation I would have made anyways **9%**

None **48%**

For more information please contact

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