# COVID-19

Weekly Monitoring of Canadian Perceptions & Behaviour

**WAVE 14**

June 17, 2020

**Next report will be available:**
Wednesday June 24

ANGUS REID
Questions that matter.

# Methodology

## STUDY

With the coronavirus outbreak in Canada and abroad, Angus Reid has commenced a weekly tracking study. The purpose of this study is to investigate the current state of Canadian perceptions, 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
**Wave 14:** June 15-16, 2020
Field date for the next wave Monday June 22st.

## SAMPLE

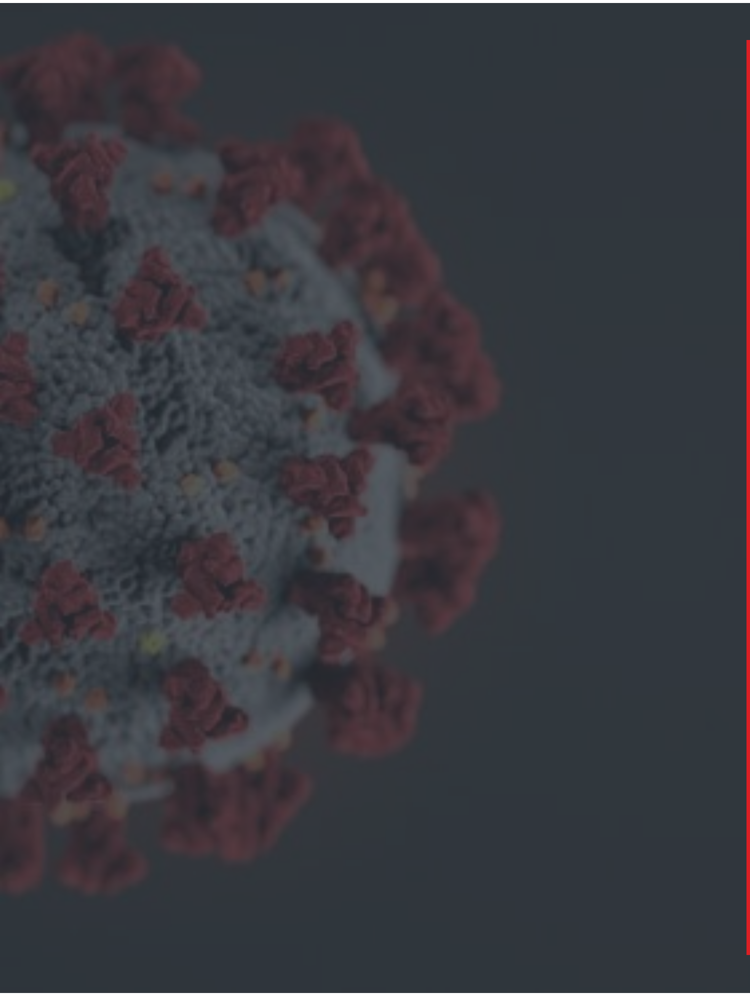
**Wave 1:** n=1,514, **Wave 2:** n=1,004
**Wave 3:** n=1,006, **Wave 4:** n=1,007
**Wave 5:** n=1,015, **Wave 6:** n=1,003
**Wave 7:** n=1,004, **Wave 8:** n=1,002
**Wave 9:** n=1,003, **Wave 10:** n=1,510
**Wave 11:** n=1,008, **Wave 12:** n=1,005
**Wave 13:** n=1,007, **Wave 14:** n=1,010
For this most recent wave, a representative sample of n=1,010 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, May 19-20, and June 1-2 waves.

# 5 Things You Should Know



**01** **Better in Canada, not so much around the world:** While 86% of Canadians say that things are getting better in Canada(as opposed to worse), they are more pessimistic about the rest of the world. This week, the proportion who say things are getting better across the globe has slipped 11 pts to 47%.

**02** **Going out:** The overarching trend is that Canadians are feeling more comfortable with going out. Over-half are willing to go to grocery stores, retail stores, restaurants, and malls (either by stating “they’re fine with it” or “would go cautiously”). One-quarter say "they're fine with" retail shopping. One-third will go to movie theaters, airports, live sporting events.

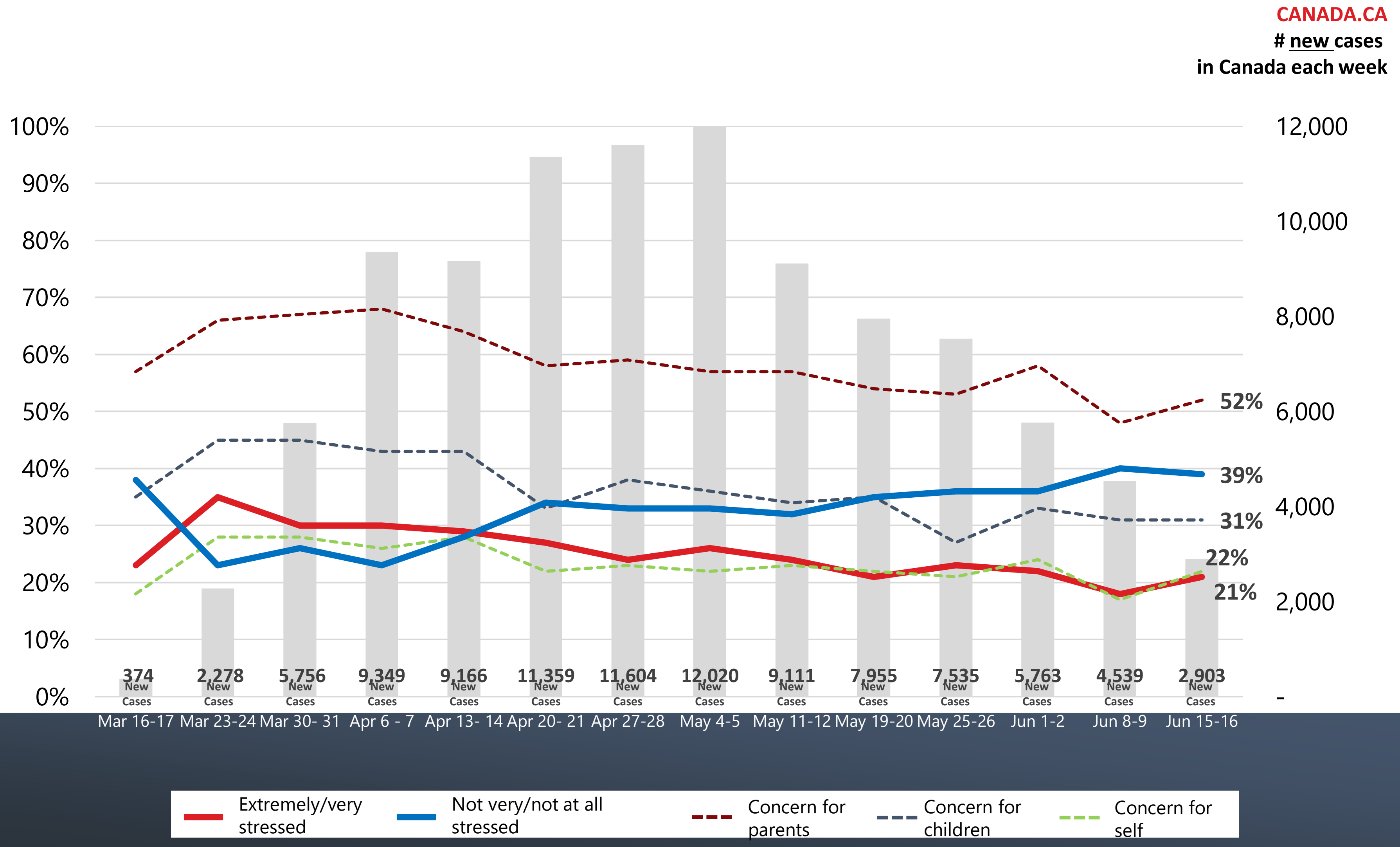
**03** **Zoom fatigue:** Following a dramatic increase in video conferencing in the first few weeks of the pandemic, more and more Canadians are saying that they are “doing less” of these types of engagements.

**04** **Comfort with Travel:** A majority of Canadians are willing to go a variety of destinations - most prominently their neighbourhood, another part of town and to a friend/neighbour’s house. 71% say they would travel to another city but only one-quarter would travel to another country.

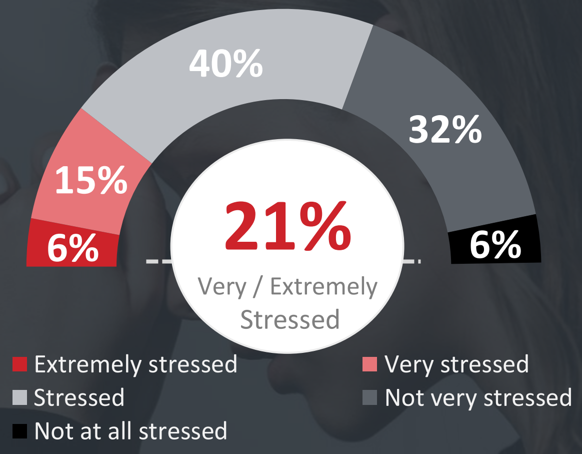
**05** **Only comfortable traveling by car:** Other than taking a car (which 96% of Canadians are willing to do), less than half of Canadians are willing to take train, taxi, ride-share, flight in Canada, and city transportation. Canadians are least likely to be open to taking a bus to a different city and taking a flight abroad.

# Key Findings

# Level of Stress from COVID-19 Pandemic




## Level of Stress




## Concern about Getting Sick

*(Extremely ,very concerned)*


Base: TOTAL (n=1,010)
Q: Generally speaking, how would you describe your level of stress, if any, about the coronavirus outbreak?
Base: TOTAL applicable (n=various)
Q: How concerned are you about . .

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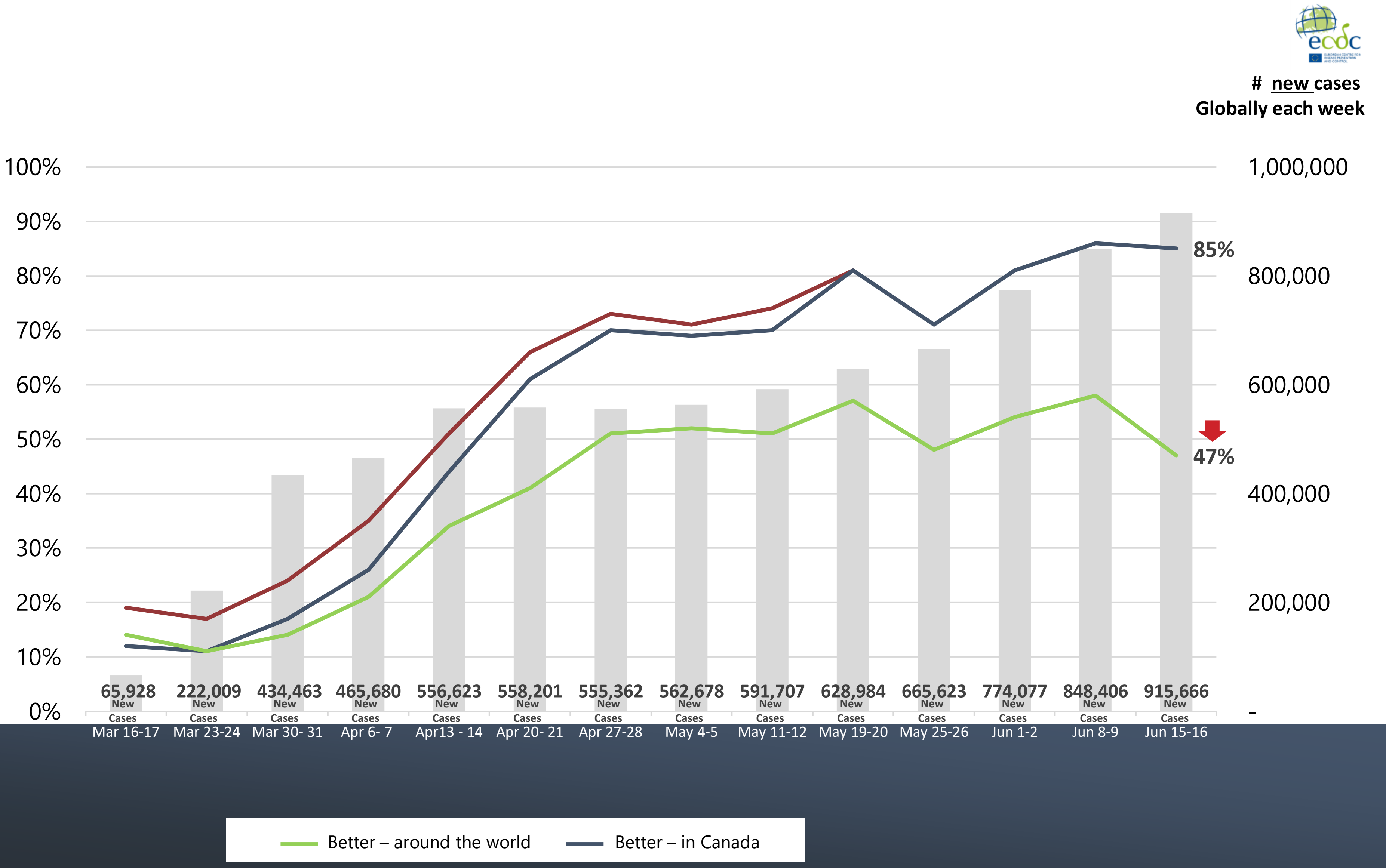
Questions that matter.

# Are Things Getting Better or Worse?




## Are things getting better or worse?

**In Canada**

**15%** Worse

**85%** Better

**Worldwide**

**53%** Worse

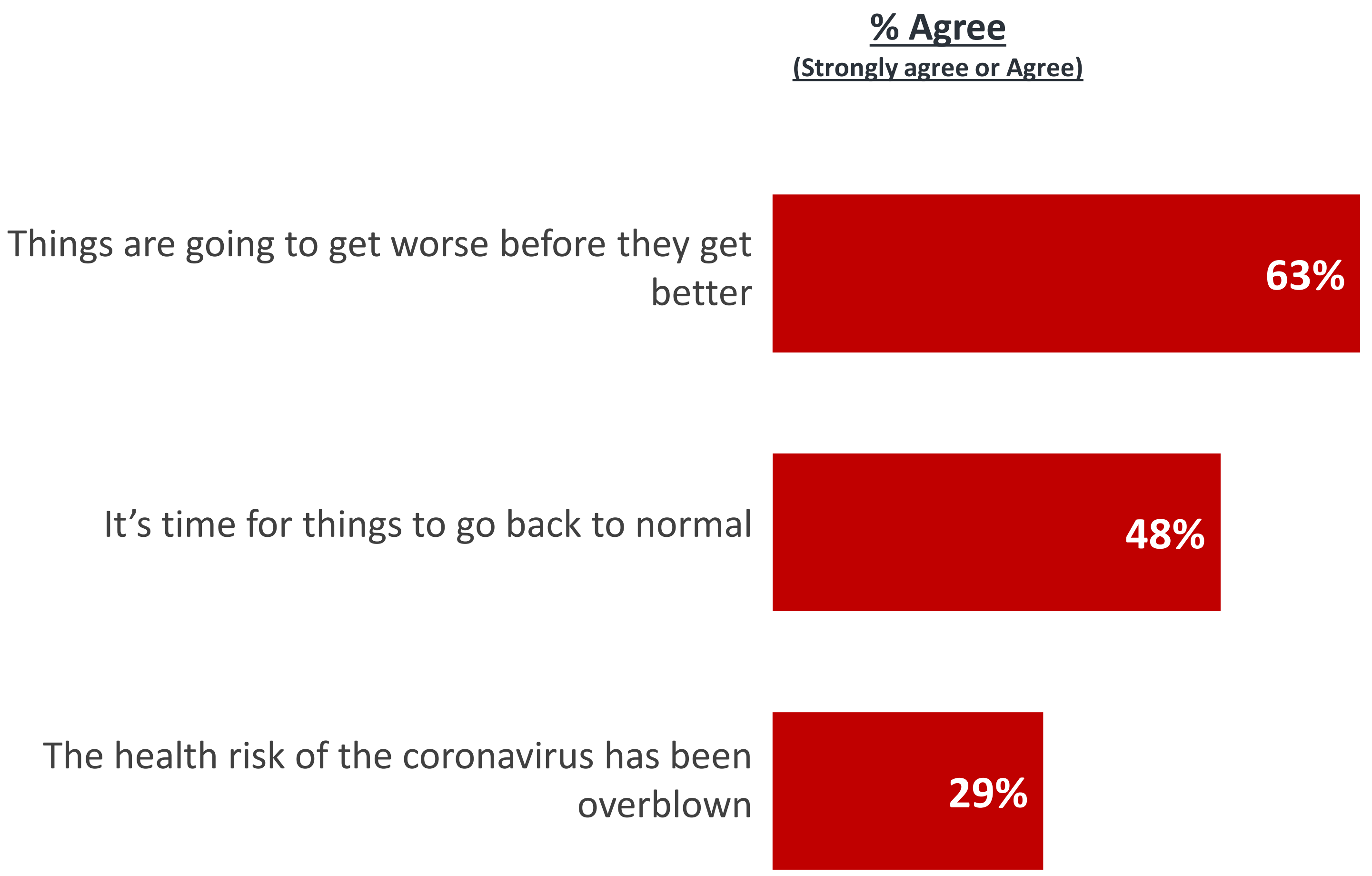
**47%** Better



Base: TOTAL (n=1,010)
Q: Thinking about coronavirus, do you think things are getting better or worse…

# COVID-19 Perceptions

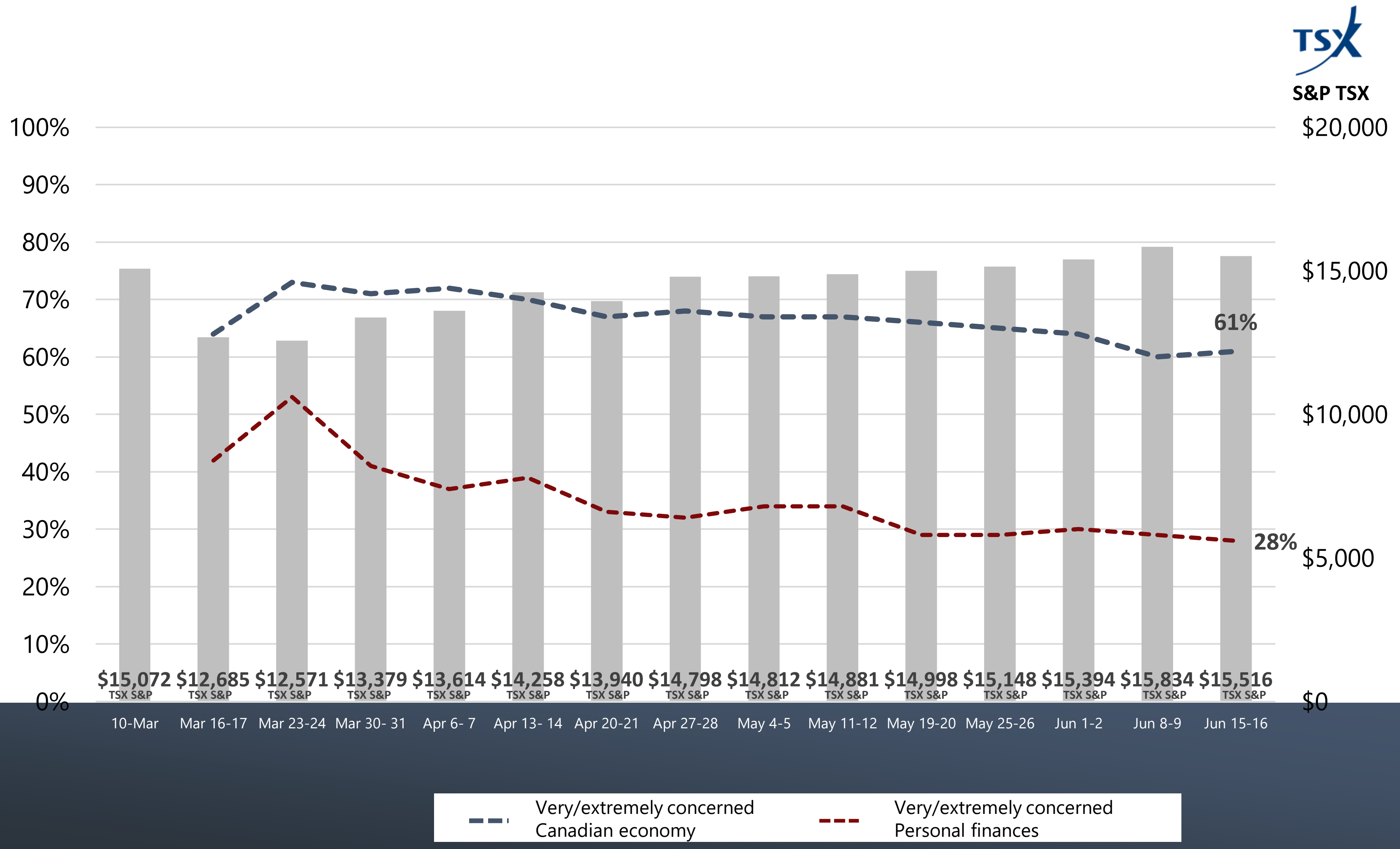





| | Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|---|
| Things are going to get worse before they get better | +5 | 58% | 65% | 65% | 72% | 92% | 94% | 92% |
| It's time for things to go back to normal | = | 48% | 42% | 41% | 33% | 32% | 34% | 44% |
| The health risk of the coronavirus has been overblown | -1 | 30% | 28% | 27% | 19% | 14% | 14% | 28% |

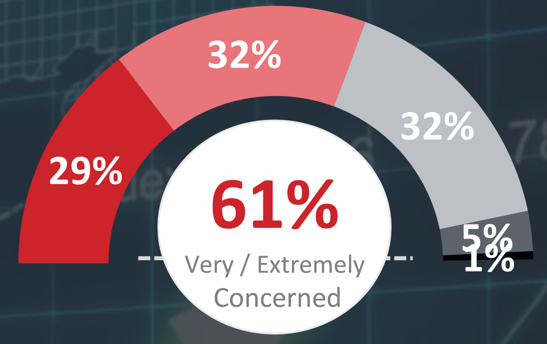
Base: TOTAL (n=1,010)
Q: To what extent do you agree or disagree with the following statements about the coronavirus

# Financial Concern

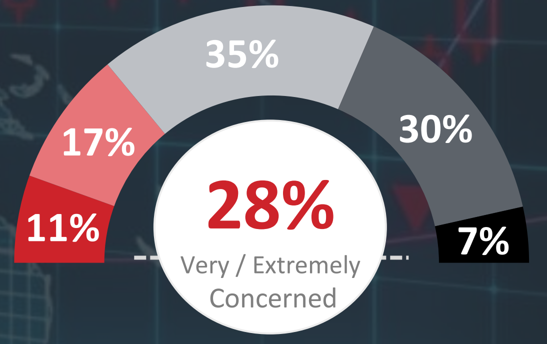



June 15-16, 2020

## Concern about Canadian Economy




## Concern about Personal Finances

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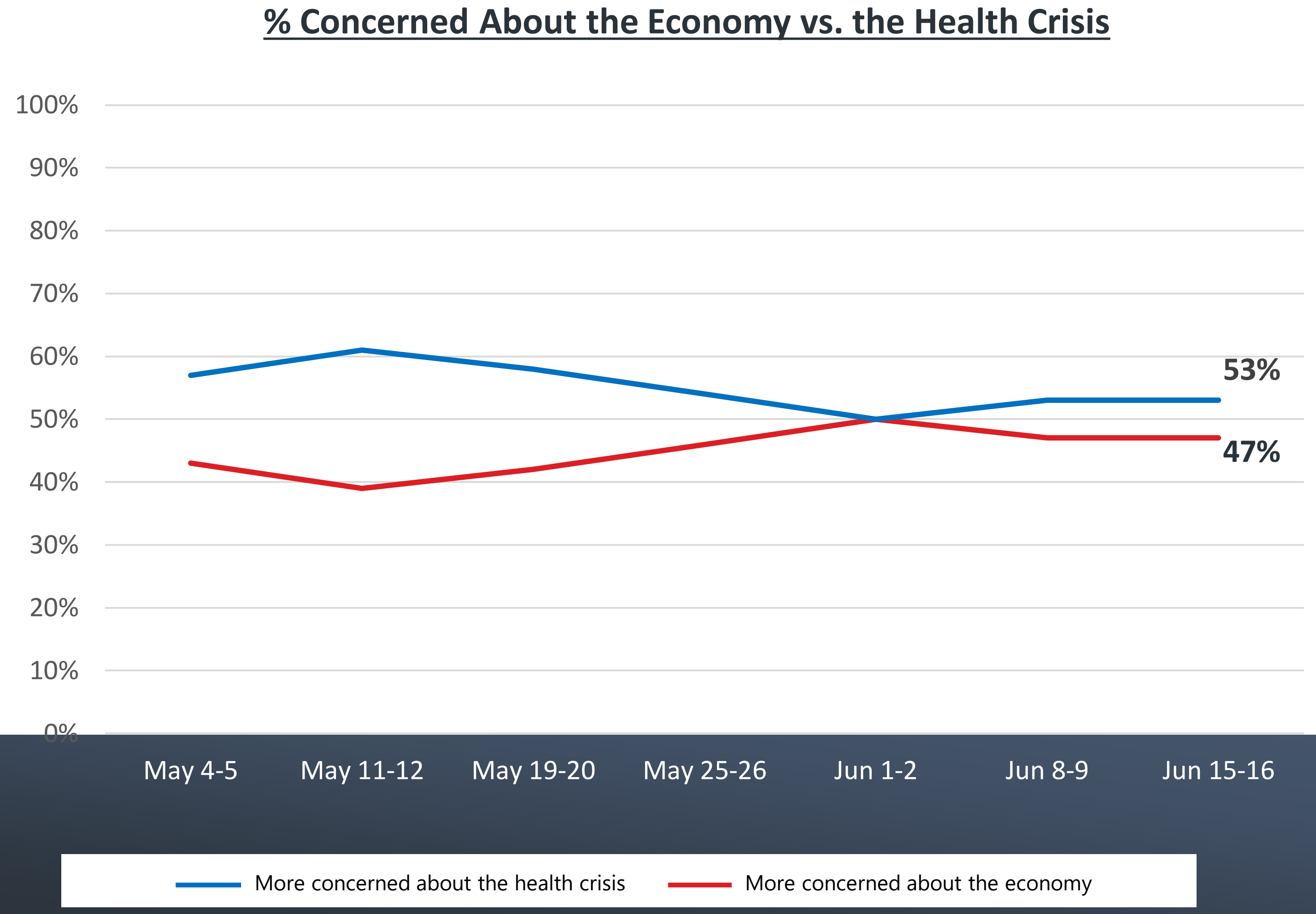
Questions that matter.

Base: TOTAL (n=1,010)
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 Over Economy versus Health Crisis During Pandemic







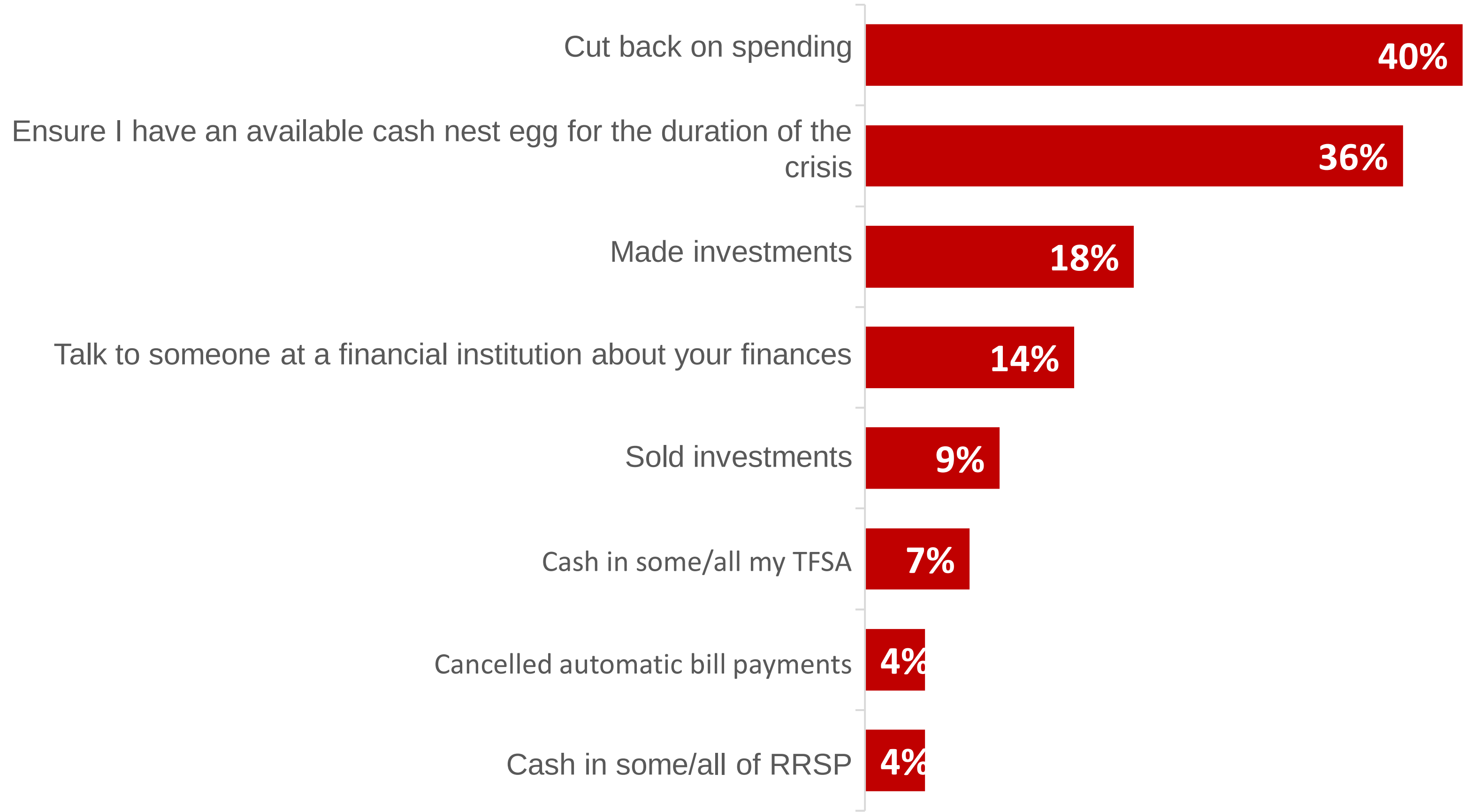
Base: TOTAL (n=1,010)

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

Jun 15-16, 2020

**% Have Done**




| Δ last week | Jun 8-9 | May 19-20 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|
| -4 | 44% | 37% | 40% | 42% | 38% | 39% | 24% |
| = | 36% | 35% | 33% | 34% | 37% | 31% | 27% |
| +3 | 15% | 13% | 16% | 17% | 14% | 8% | 6% |
| -1 | 15% | 13% | 16% | 16% | 15% | 11% | 9% |
| +1 | 8% | 9% | 7% | 8% | 7% | 6% | 4% |
| +1 | 6% | 5% | 7% | 6% | 7% | 6% | 3% |
| = | 4% | 4% | 5% | 4% | 5% | 2% | 2% |
| -3 | 7% | 5% | 4% | 6% | 4% | 5% | 4% |

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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?

# Perceptions of Advertising and Finances

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

## On advertising & business . . .

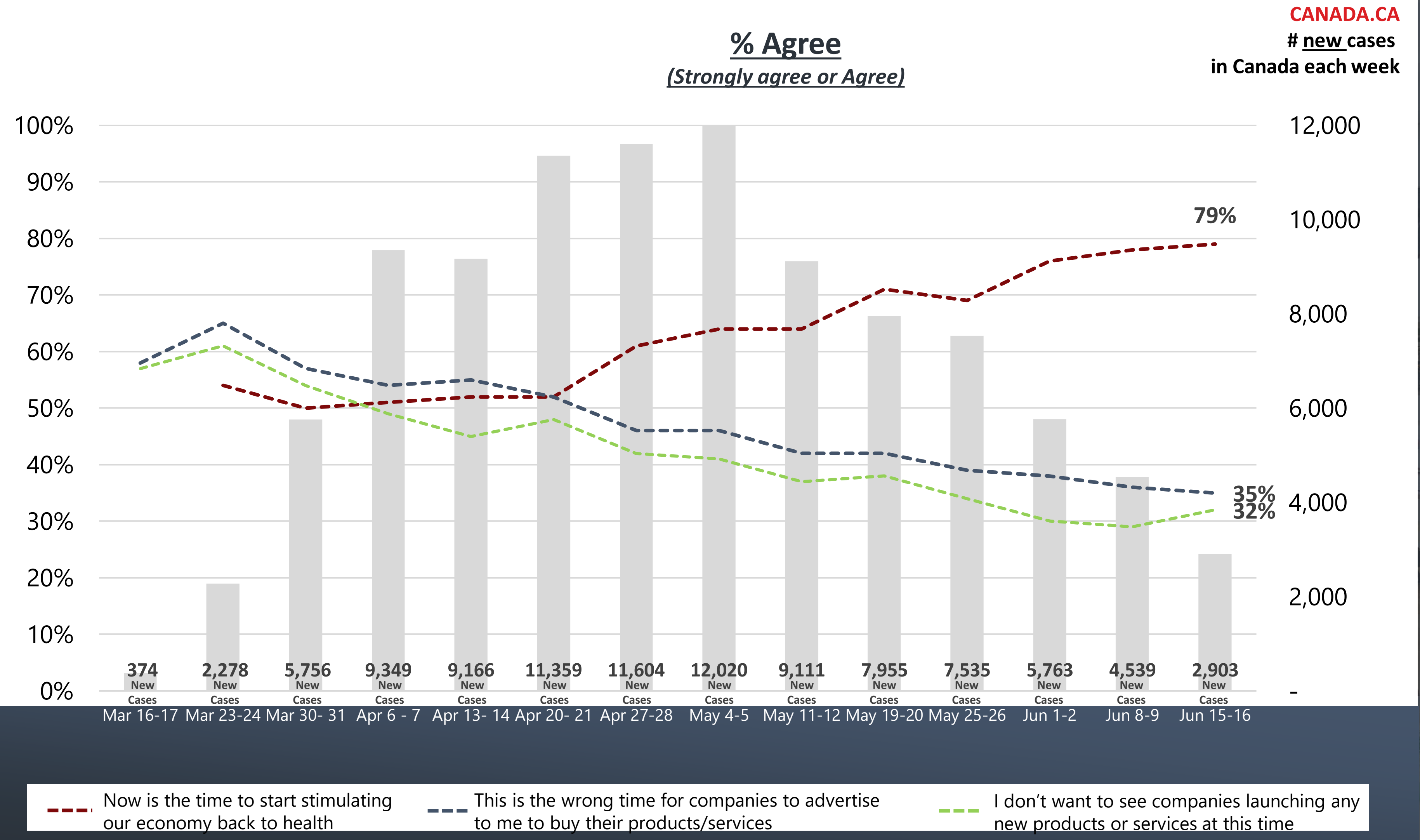
| | % Agree | Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|---|---|
| It's reassuring to hear from Canadian companies at this time | 80% | +7 | 73% | 80% | 77% | 80% | 80% | | |
| Now is the time to start stimulating our economy back to health | 79% | +1 | 78% | 69% | 64% | 52% | 51% | 54% | |
| Canadian companies that take an active role during this crisis will have gained a loyal customer in me | 78% | +5 | 73% | 79% | 79% | 82% | 86% | | |
| It's about time the government starts re-opening public places (like parks) | 74% | -1 | 75% | 58% | 55% | | | | |
| It's about time the government starts re-opening businesses | 72% | +2 | 70% | 58% | 49% | | | | |
| Canadian companies that do nothing during this crisis will lose a customer in me | 48% | +5 | 43% | 50% | 46% | 46% | 57% | | |
| My bank (or primary financial institution) has my back during this crisis | 47% | -1 | 48% | 47% | 49% | 53% | 48% | | |
| I don't mind if companies continue as if it's business as usual | 46% | = | 46% | 41% | 34% | 35% | 29% | 20% | 42% |
| It's in poor taste for airline companies to advertise right now | 46% | -4 | 50% | 57% | 57% | 61% | 67% | 73% | 65% |
| It's in poor taste for companies to advertise their partnerships to airlines right now | 42% | = | 42% | 49% | 48% | 52% | 57% | 61% | 56% |
| I don't want to see companies launching any new advertising or promotions at this time | 36% | = | 36% | 40% | 47% | 52% | 54% | 64% | 60% |
| This is the wrong time for companies to advertise to me to buy their products/services | 35% | -1 | 36% | 39% | 46% | 52% | 54% | 65% | 58% |
| I don't want to see companies launching any new products or services at this time | 32% | +3 | 29% | 34% | 41% | 48% | 49% | 61% | 57% |

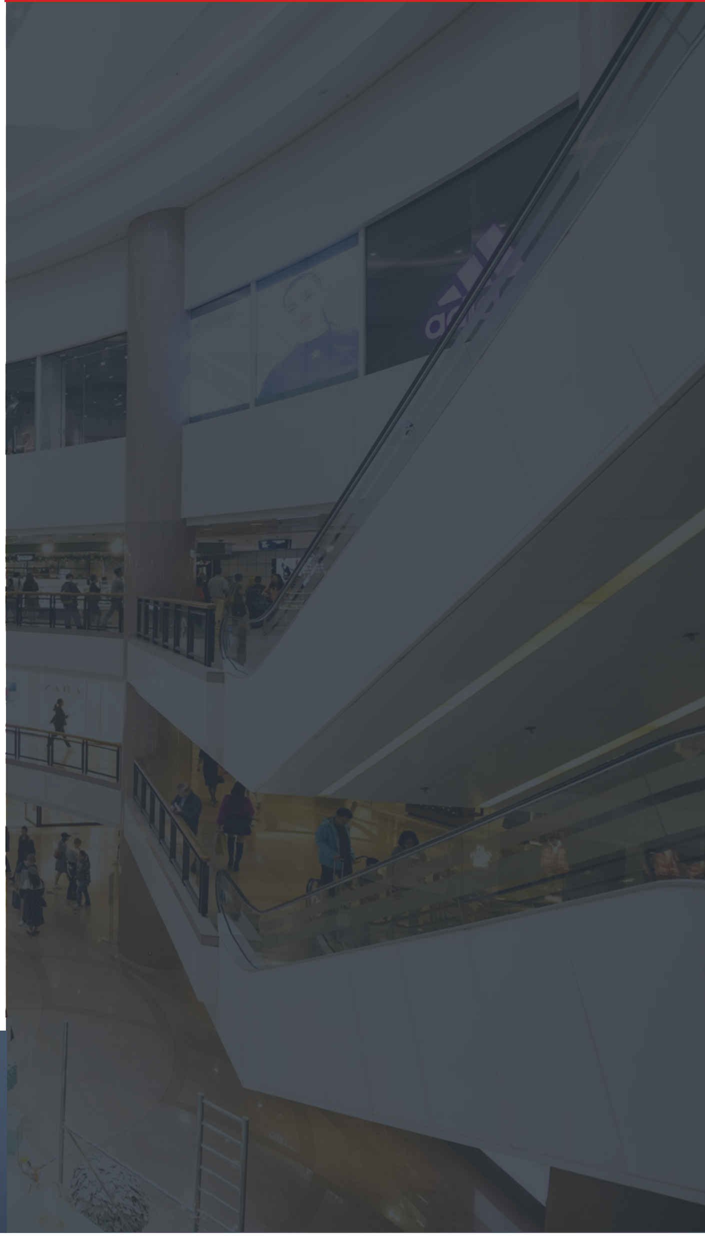
## On personal finances

| | % Agree | Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|---|---|
| I'm holding off making any new investments | 67% | -1 | 68% | 72% | 77% | 76% | 81% | 85% | 77% |
| Investors are over-reacting to the outbreak | 41% | +1 | 40% | 43% | 40% | 41% | 38% | 42% | 56% |
| I'm concerned about my employer's ability to keep paying me | 35% | -1 | 36% | 41% | 44% | 43% | 52% | 58% | 49% |

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



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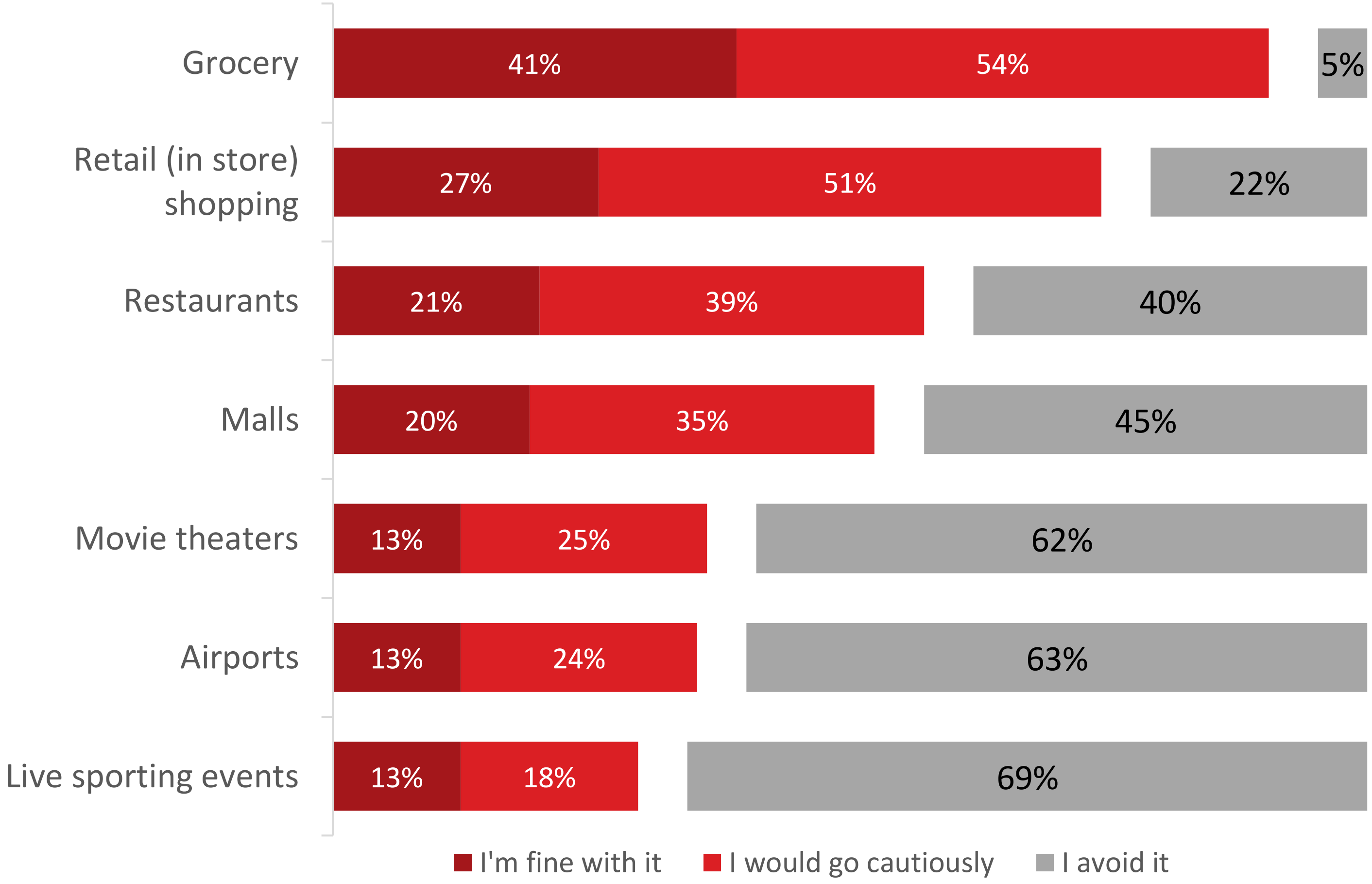
Questions that matter.

Base: TOTAL (n=1,010)
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?

# Perceptions of Going Out




June 15-16, 2020

**AVOID**

| Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|
| = | 5% | 7% | 8% | 12% | 14% | 13% | 7% |
| +1 | 21% | 30% | 36% | 47% | 64% | 62% | 44% |
| = | 40% | 52% | 51% | 68% | 82% | 83% | 59% |
| = | 45% | 52% | 59% | 70% | 84% | 85% | 64% |
| -1 | 63% | 68% | 72% | 82% | 92% | 92% | 80% |
| +3 | 60% | 68% | 68% | 78% | 89% | 91% | 82% |
| = | 69% | 73% | - | - | - | - | - |

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Base: TOTAL (n=1,010)
Q: As a result of the coronavirus, how do you feel about going to..

# Changes in Lifestyle (Leisure & Transit)

June 15-16, 2020

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

DOING MORE

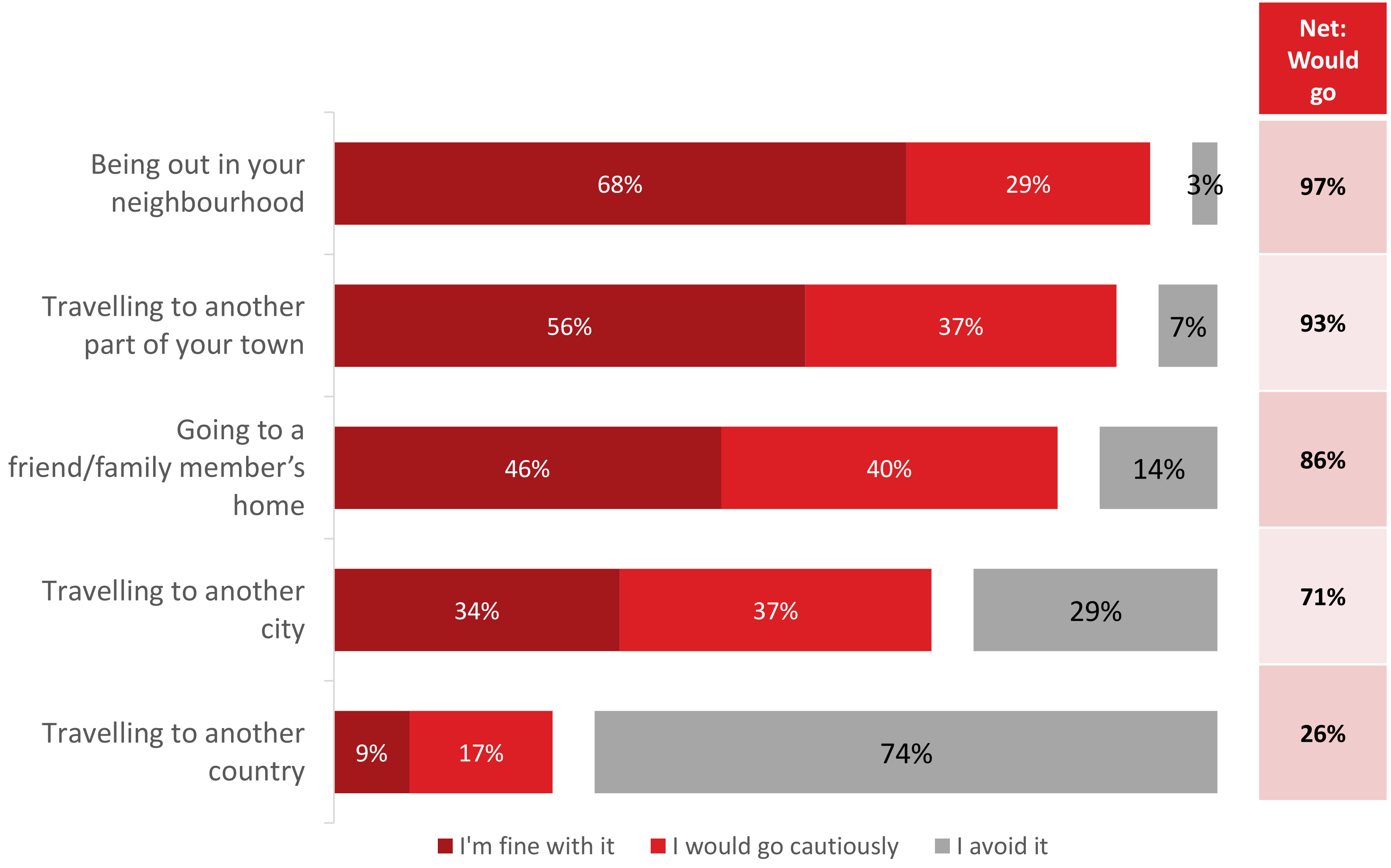
| | Doing More of This | Doing Less of This | Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|---|---|---|
| Video calls with people (e.g. Skype) | 23% | 18% | -5 | 28% | 34% | 52% | 65% | 73% | 57% | 35% |
| Surfing the internet | 21% | 5% | -2 | 23% | 26% | 39% | 50% | 56% | 56% | 39% |
| Watching streaming TV (e.g. Netflix) | 22% | 9% | -1 | 23% | 32% | 42% | 54% | 59% | 56% | 37% |
| Making meals/baking at home | 20% | 7% | -3 | 23% | 31% | 39% | 51% | 58% | 51% | 32% |
| Playing video games | 18% | 13% | -4 | 22% | 26% | 37% | 45% | 55% | - | - |
| On social media (e.g. Facebook, Twitter) | 21% | 9% | = | 21% | 25% | 38% | 49% | 56% | 56% | 38% |
| Trying new recipes | 20% | 11% | -1 | 21% | 26% | 38% | 40% | 45% | 32% | 22% |
| Watching cable TV | 19% | 12% | +2 | 17% | 22% | 30% | 41% | 50% | 50% | 32% |
| Texting with people | 16% | 6% | +2 | 14% | 19% | 25% | 35% | 45% | 45% | 30% |
| Listen to podcasts | 16% | 16% | +2 | 14% | 19% | 26% | 23% | 28% | 25% | - |
| Listen to radio | 14% | 13% | +2 | 12% | 12% | 18% | 20% | 23% | 24% | - |
| Renting movies | 11% | 22% | = | 11% | 15% | 21% | 31% | 27% | 26% | 20% |
| **DOING LESS** | | | | | | | | | | |
| Driving | 17% | 19% | -10 | 29% | 33% | 50% | 66% | 74% | 64% | 34% |
| Use ride-hailing companies (e.g. Uber or Lyft) | 13% | 37% | -2 | 39% | 41% | 51% | 77% | 76% | 63% | 40% |
| Take transit | 10% | 46% | -5 | 51% | 55% | 66% | 79% | 80% | 74% | 60% |

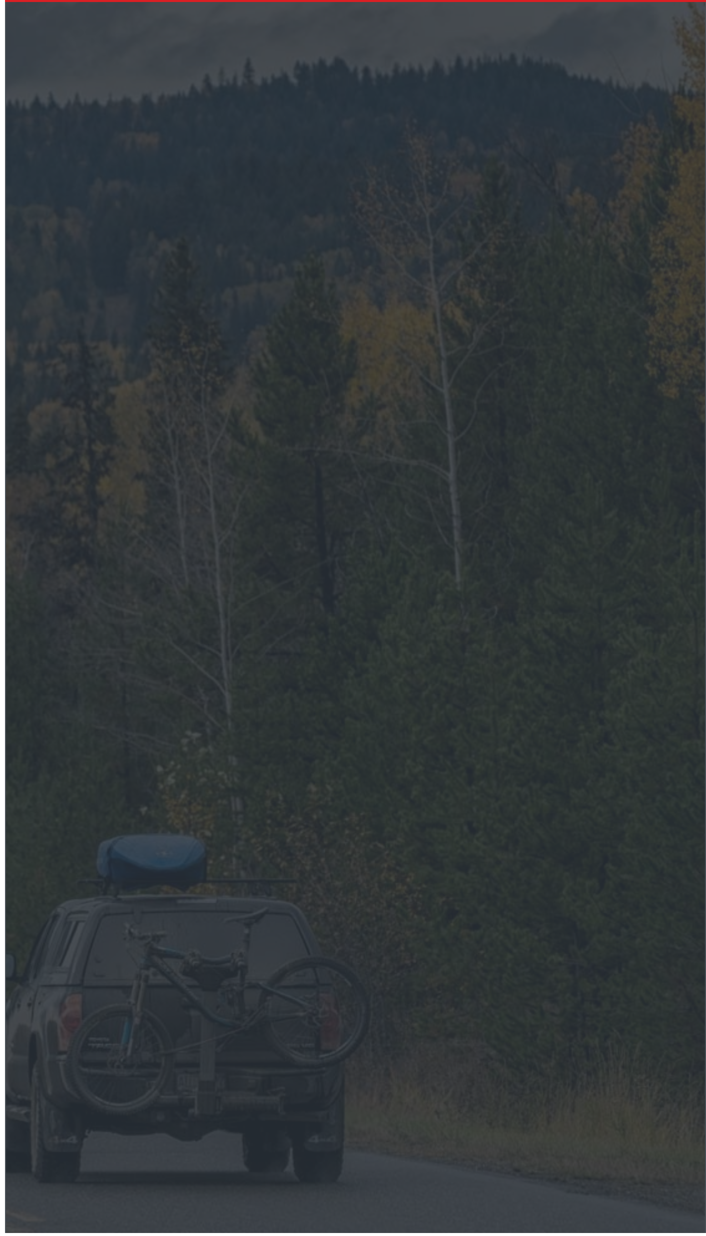


Base: TOTAL applicable (n=various)

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

# Perceptions of Travel



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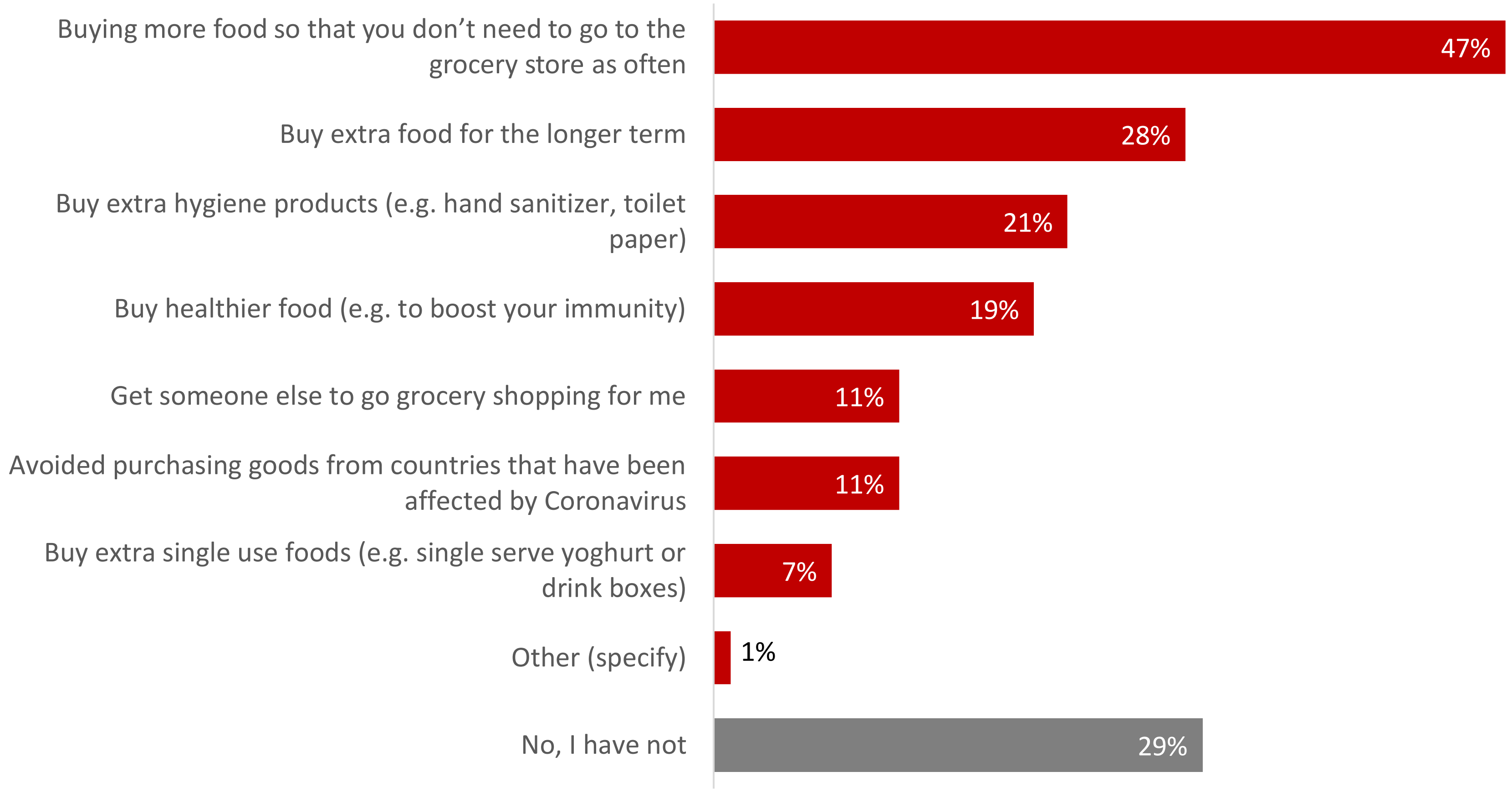
Questions that matter.

Base: TOTAL (n=1,010)
Q: And how do you feel about going to..

# Changes in Lifestyle (Grocery)

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



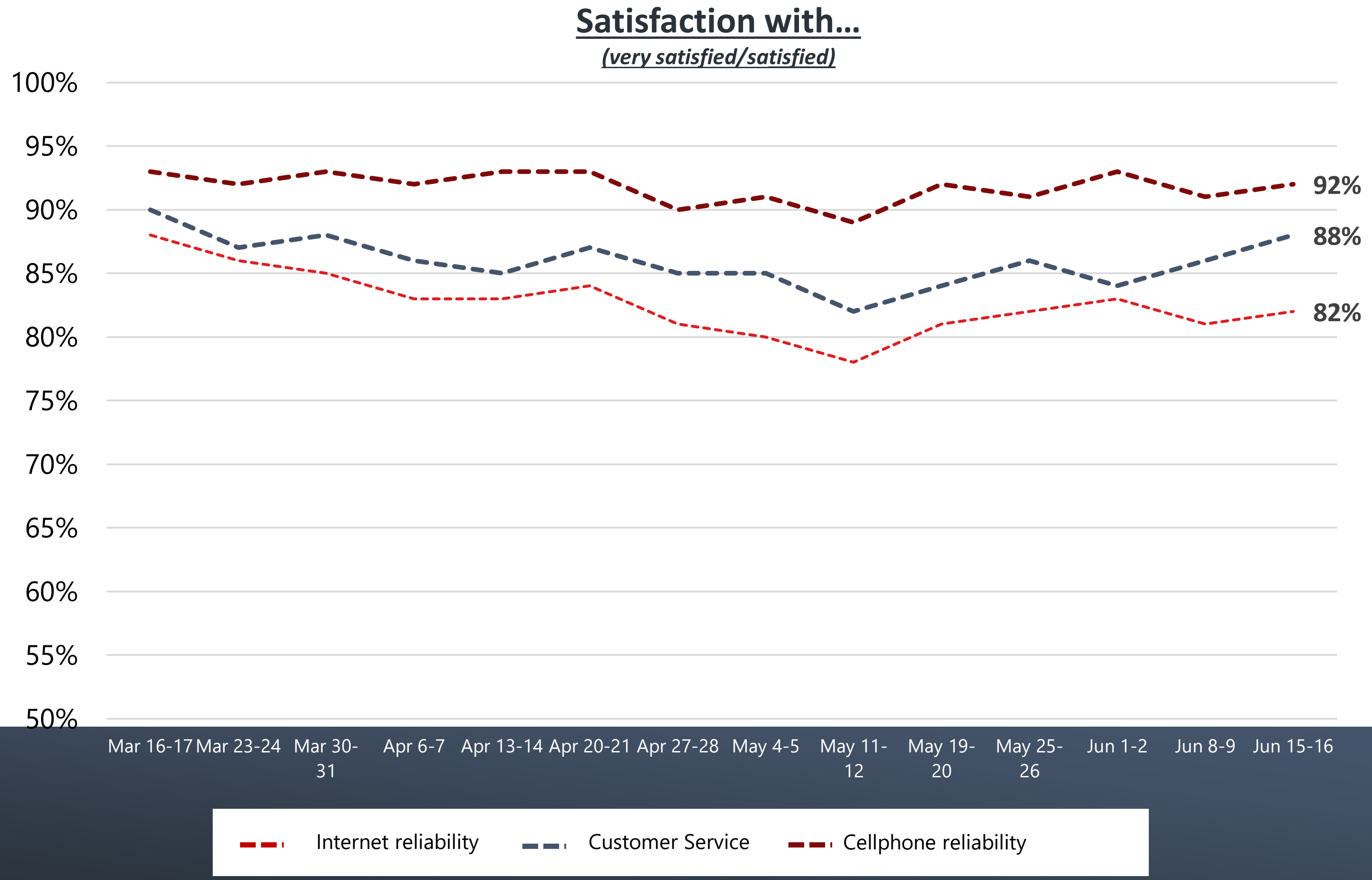

Jun 8-9, 2020

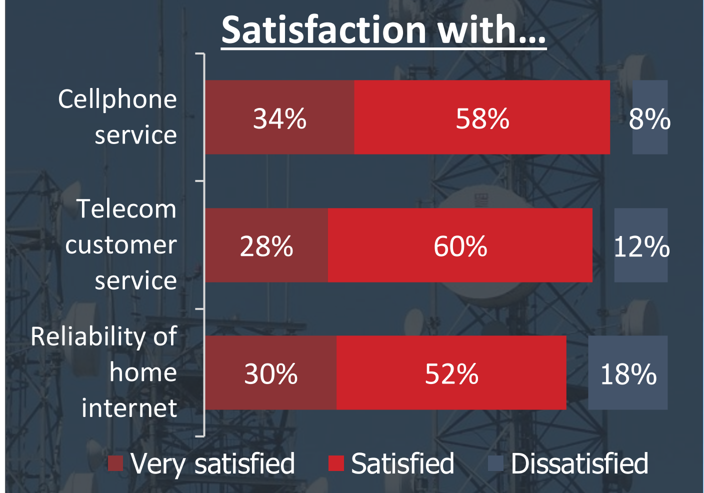
| Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|---|---|---|---|---|---|---|---|
| -5 | 52% | 54% | 61% | 59% | 71% | 60% | 48% |
| -1 | 29% | 31% | 38% | 32% | 50% | 42% | 36% |
| -2 | 23% | 23% | 20% | 22% | 29% | 26% | 23% |
| -1 | 20% | 23% | 21% | 14% | 22% | 20% | 15% |
| -1 | 12% | 13% | 17% | 17% | 20% | 15% | 6% |
| = | 11% | 9% | 10% | 8% | 9% | 8% | 6% |
| +2 | 5% | 8% | 8% | 6% | 9% | 9% | 8% |
| = | 1% | 2% | 2% | 5% | 3% | 2% | 2% |
| = | 29% | 27% | 21% | 24% | 15% | 22% | 36% |

Base: TOTAL (n=1,010)

**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



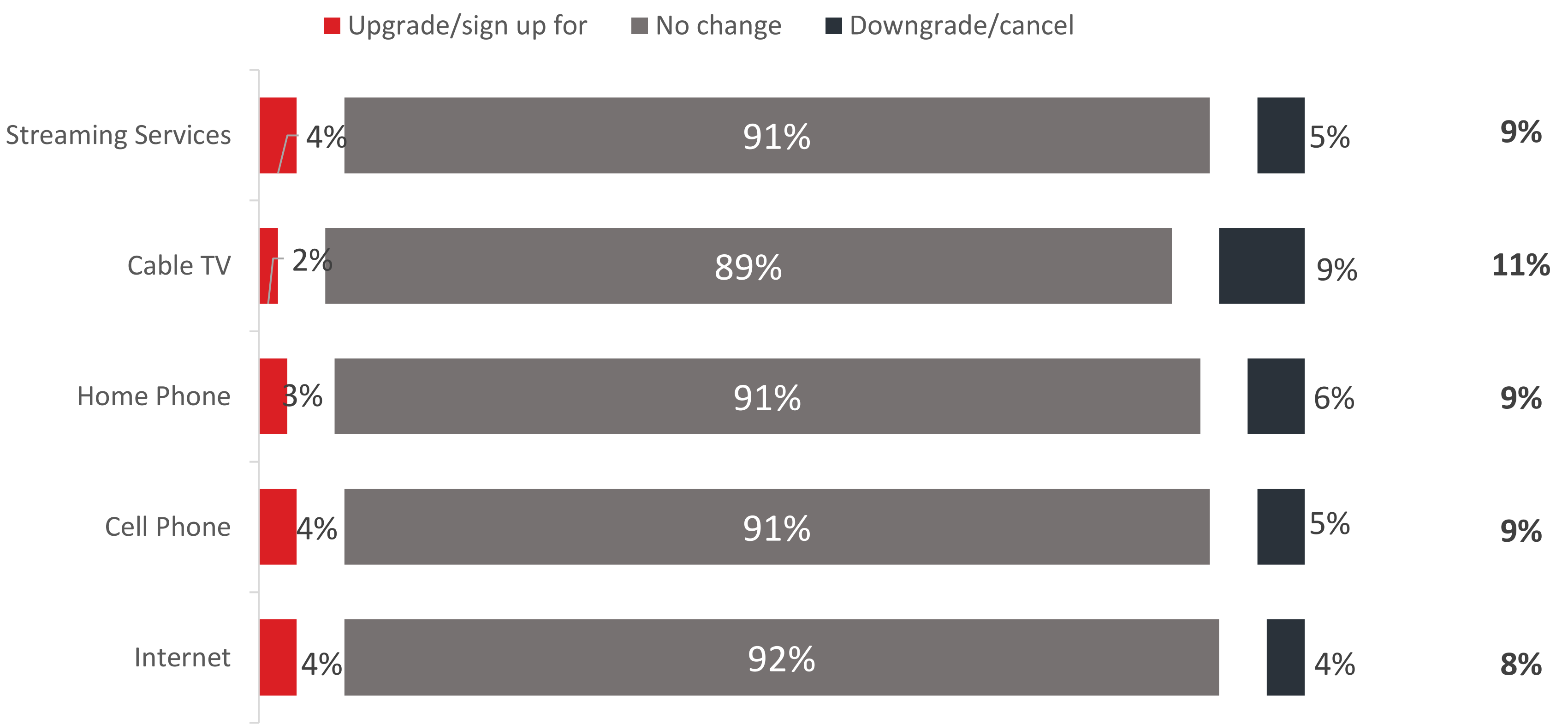



Base: TOTAL if applicable (n=various)
Q: Over the last two weeks, how satisfied have you been with your…
Q: Have you experienced any issues with your internet connectivity over the last two weeks?

# Changing Telecom Services

## Likelihood to Change Telecom Services…

## % Likely to Make a Change




### Likely to Make a Change

| Δ last week | Jun 8-9 | May 25-26 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16- 17 |
|---|---|---|---|---|---|---|---|
| +3 | 6% | 9% | 9% | 7% | 9% | 9% | - |
| +2 | 9% | 11% | 12% | 11% | 10% | 10% | - |
| +3 | 6% | 8% | 10% | 8% | 9% | 7% | - |
| +1 | 8% | 9% | 6% | 6% | 6% | 6% | - |
| +2 | 6% | 8% | 8% | 7% | 6% | - | - |

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Base: Those who use each service (n=varies)
Q: In the next two weeks, are you likely to make any changes to…

# For more information please contact

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