



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 15

June 24, 2020

Next report will be available:
Wednesday July 1



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
Wave 15: June 22-23, 2020
Field date for the next wave Monday June 29th



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
Wave 15: n=1,001

For this most recent wave, a representative sample of n=1,001 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

Global pessimism: While 86% of Canadians say things are getting better in Canada, pessimism continues to rise for the world as a whole—67% say things around the world are getting worse. This marks the second consecutive week in declines in the proportion saying things are getting better worldwide, from 58% in the June 8-9 wave to 47% on June 15-16 and 33% this week.

02

Downtick in concern for domestic travel: Some Canadians may be starting to open their minds to domestic air travel, as the proportion of Canadians saying there is “no chance” they would take a flight within Canada in the next 4 weeks decreased— 61% say there is no chance they’d take a flight within Canada vs. 69% last wave and 83% at the beginning of the lockdown. While most of those who haven’t sworn off taking a domestic flight still say it is unlikely (32%).

03

Settling into routines: Canadians did not report major changes in their leisure or transit activities vs. last wave, suggesting they are settling into a routine with the current state of loosened restrictions across the country.

04

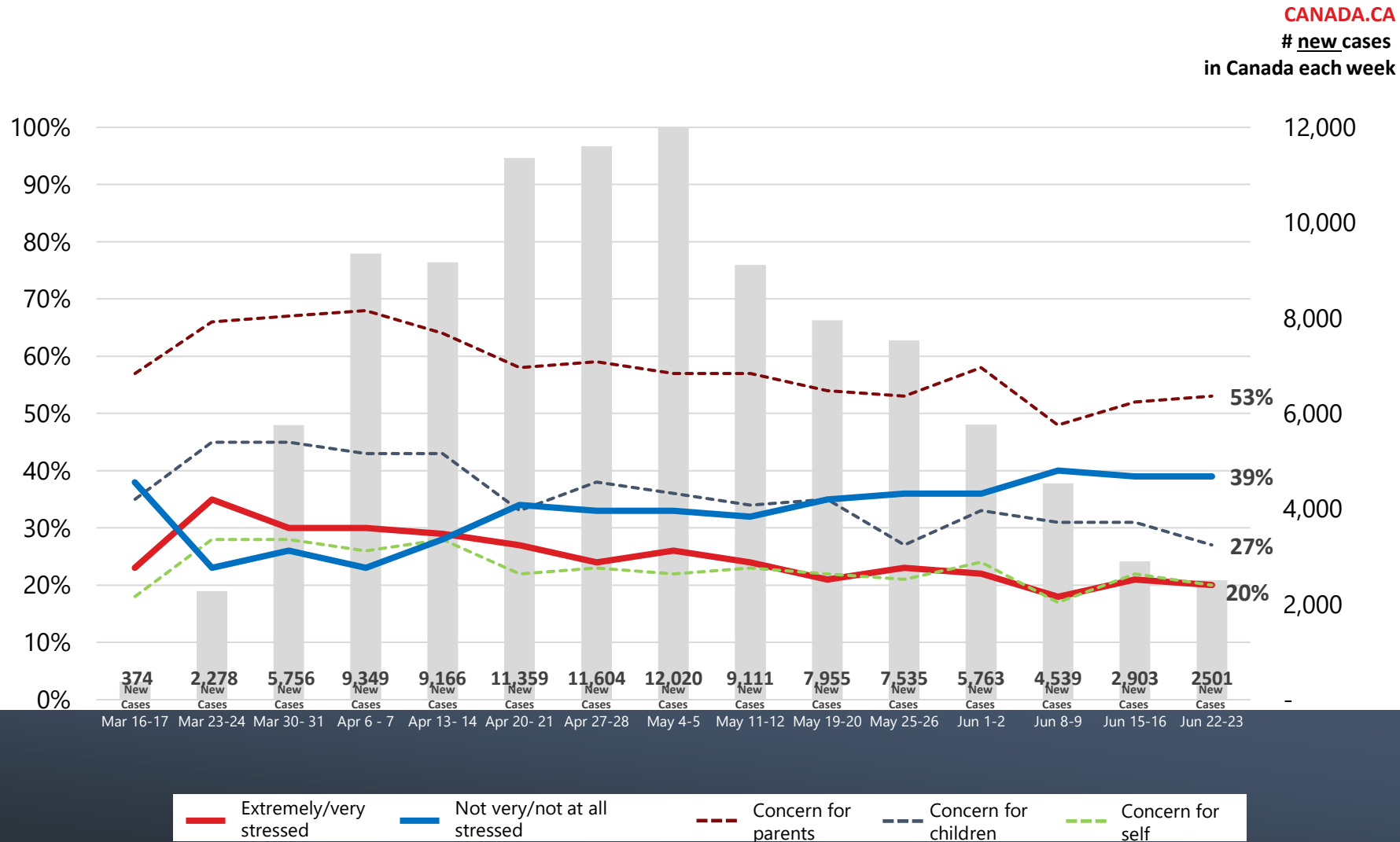
Stress Levels Stabilized: One in five Canadians say they are *extremely* or *very* stressed about the coronavirus outbreak— a proportion that has not changed significantly since May, and is 15pts lower than the high-point of 35% saying they are extremely/very stressed at the beginning of the lockdowns in March.

05

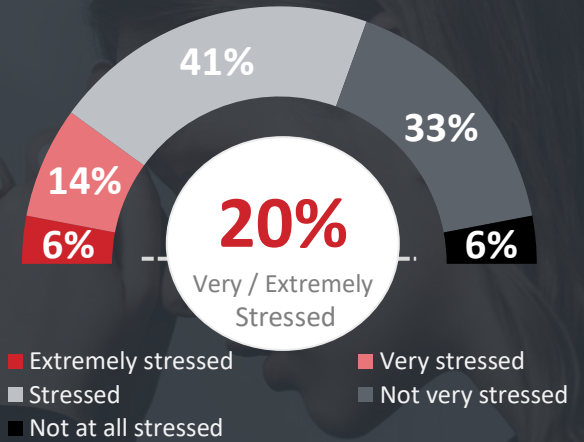
Internet Connectivity: One quarter (24%) of Canadians report dissatisfaction with their internet connectivity— up from 18% in the previous wave. Internet issues are affecting customers’ relationships with their providers as the proportion of Canadians dissatisfied with their telecom provider’s customers service increased to 21% from 12% the previous wave.

Key Findings

Level of Stress from COVID-19 Pandemic



Level of Stress



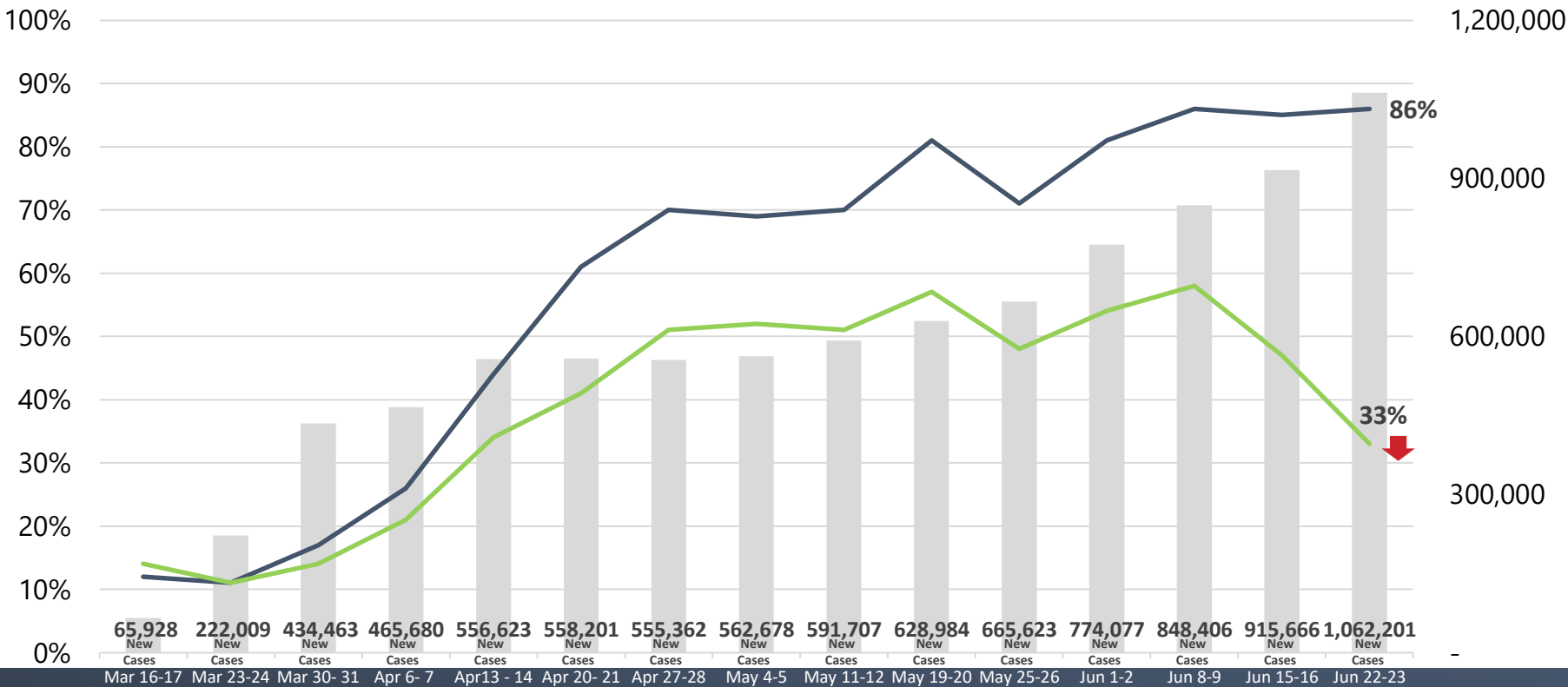
Concern about Getting Sick (Extremely, very concerned)



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
67% Worse
33% 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



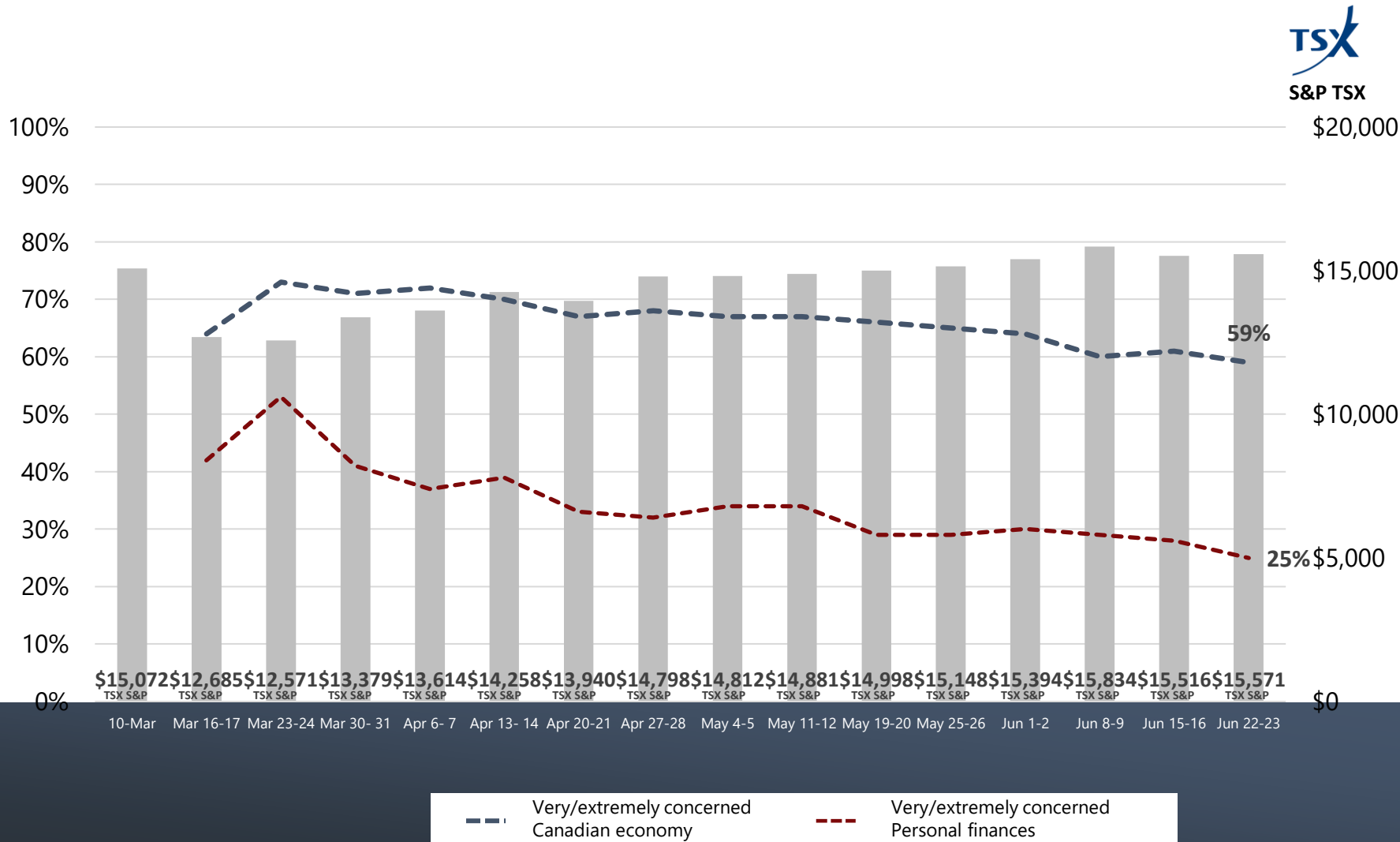
The health risk of the coronavirus has been overblown



June 22-23, 2020

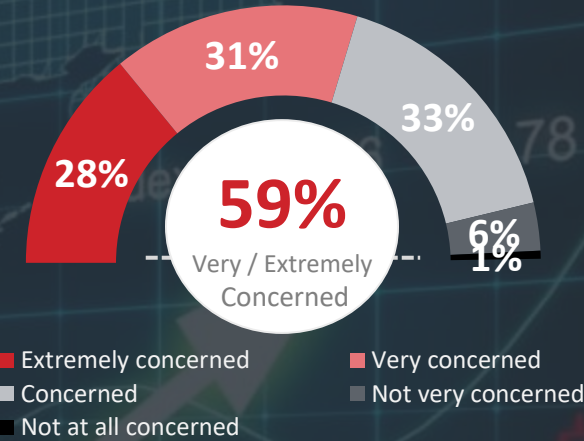
Δ last week	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
-4 ↓	63%	58%	63%	64%	81%	94%	92%
-2	48%	48%	44%	41%	34%	34%	44%
-4 ↓	29%	30%	27%	26%	18%	14%	28%

Financial Concern



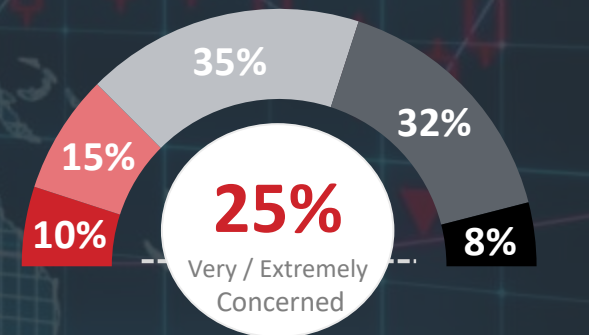
TSX
S&P TSX
\$20,000
\$15,000
\$10,000
\$5,000
\$0

Concern about Canadian Economy



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

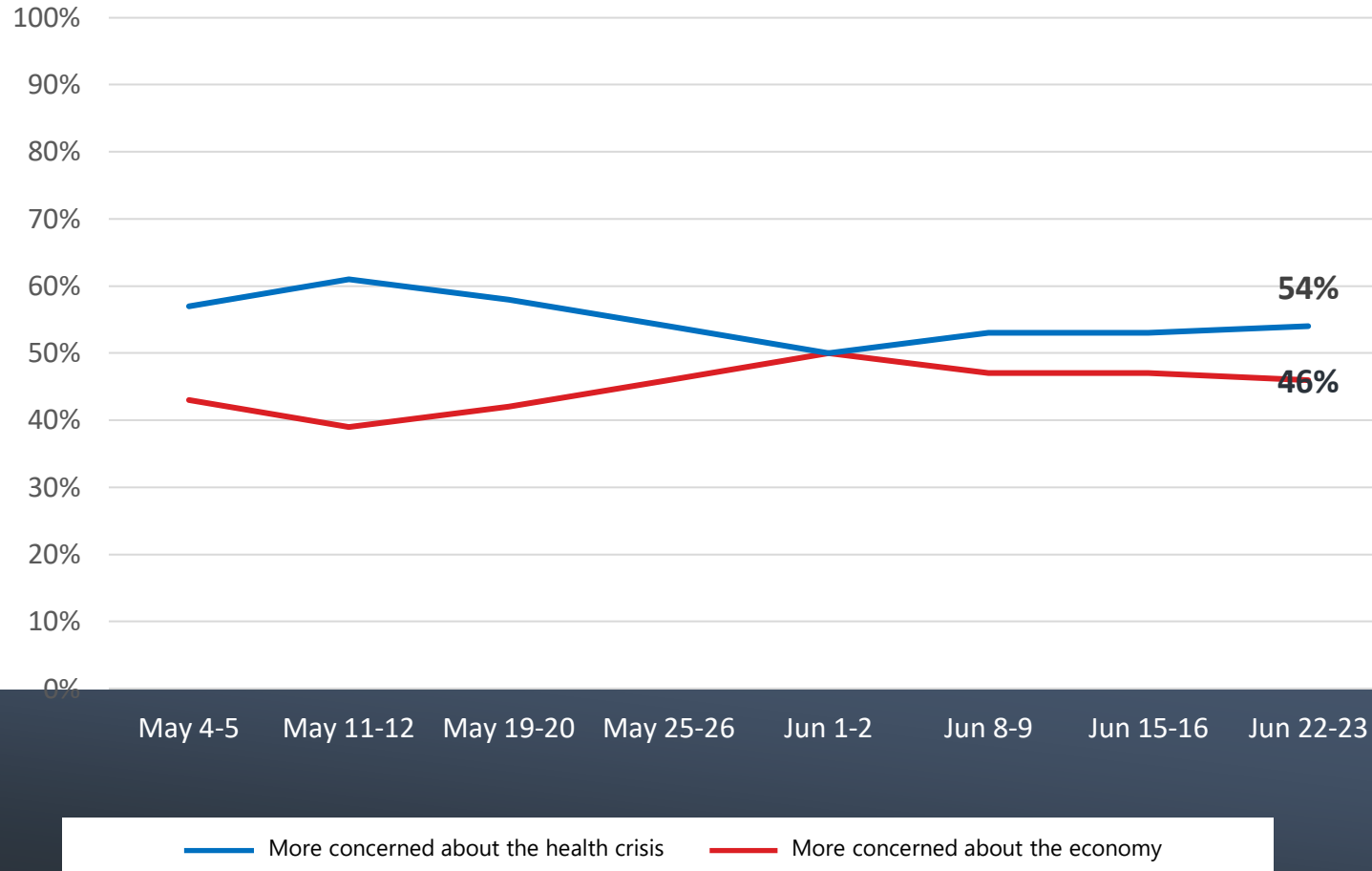
Concern about Personal Finances



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

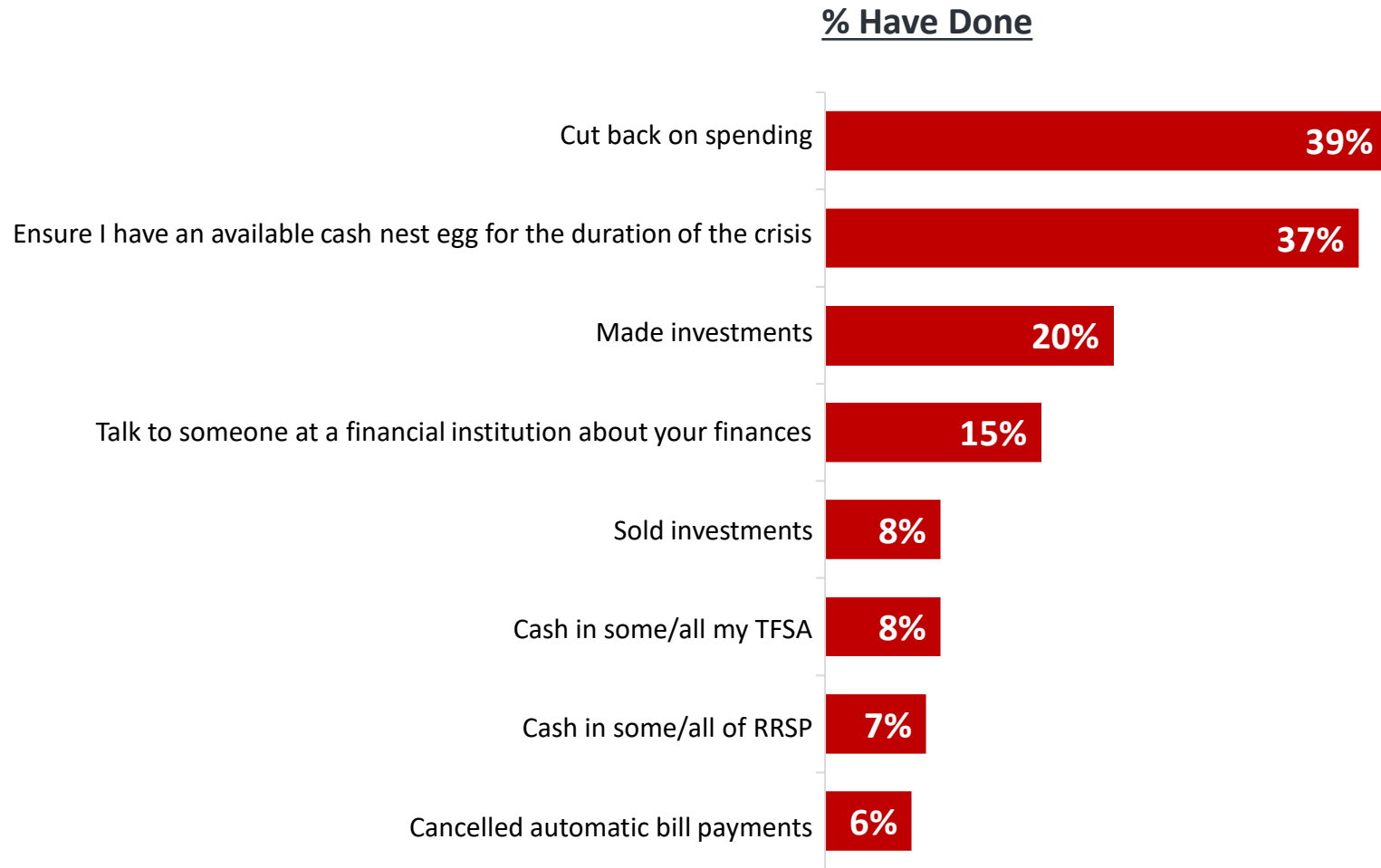
Concern Over Economy versus Health Crisis During Pandemic

% Concerned About the Economy vs. the Health Crisis



More Concerned about:
54% Health Crisis
46% The economy

Financial Actions Taken as a Result of COVID-19



Jun 15-16, 2020

Δ last week	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
-1	40%	44%	40%	39%	41%	39%	24%
+1	36%	36%	38%	35%	35%	31%	27%
+2	18%	15%	20%	15%	15%	8%	6%
+1	14%	15%	15%	15%	15%	11%	9%
-1	9%	8%	8%	8%	8%	6%	4%
+4 ↑	4%	7%	6%	5%	5%	5%	4%
+3	4%	4%	4%	5%	5%	2%	2%
-1	7%	6%	6%	7%	7%	6%	3%

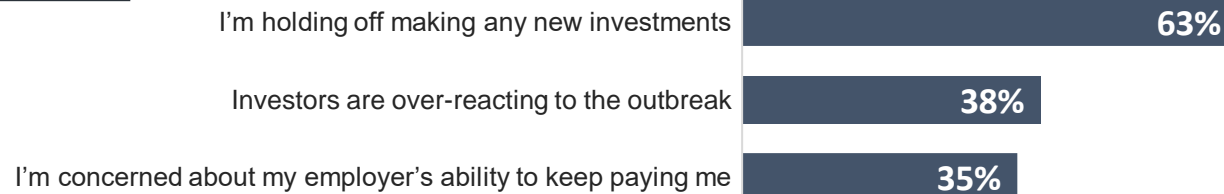
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

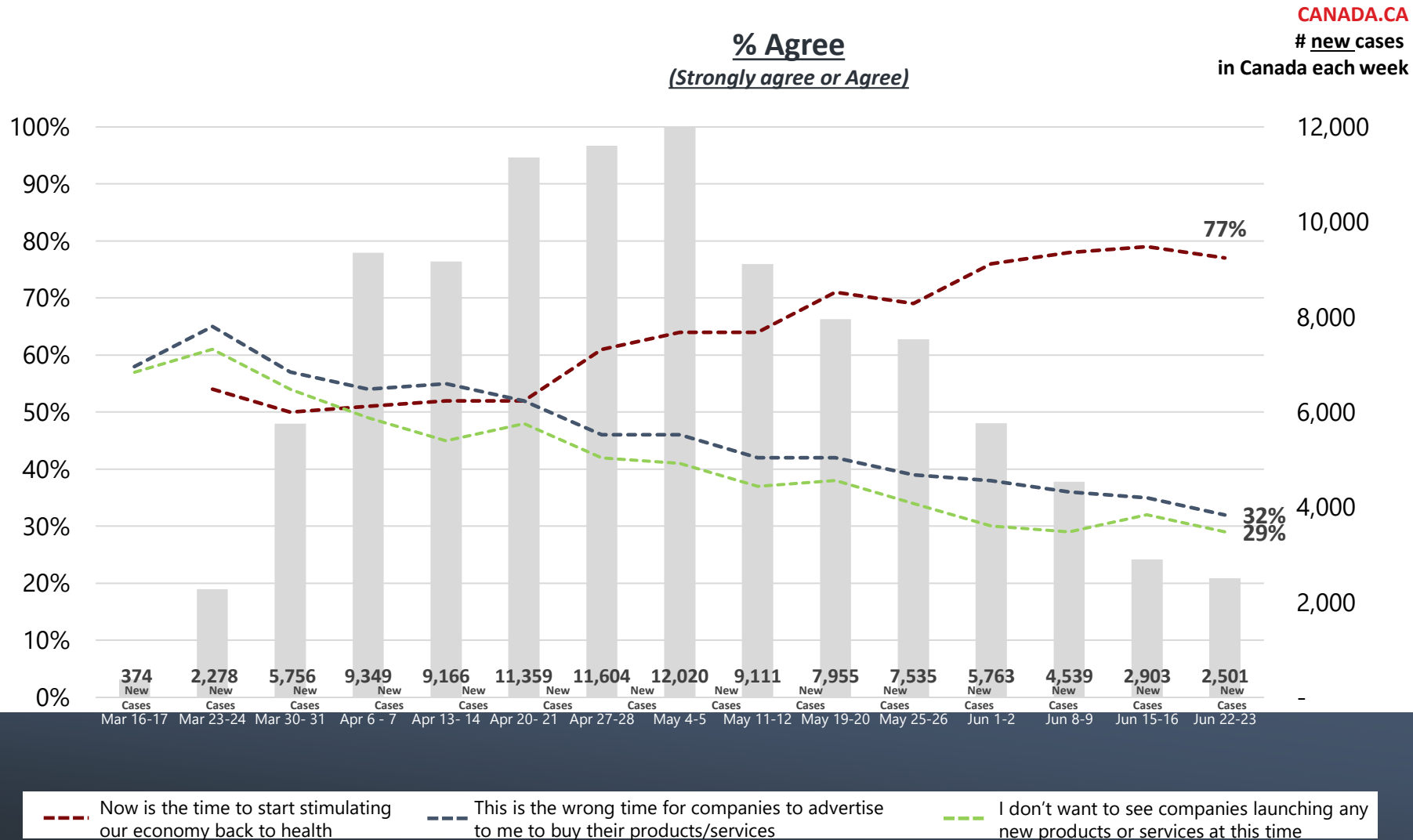


On personal finances



Δ last week	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
-2	79%	78%	76%	67%	53%	54%	-
-1	78%	73%	77%	79%	85%	-	-
-5 ↓	80%	73%	76%	78%	79%	-	-
-2	74%	75%	68%	58%	46%	-	-
-4 ↓	72%	70%	64%	54%	42%	-	-
+2	46%	50%	54%	55%	64%	73%	65%
+1	46%	46%	43%	39%	33%	20%	42%
=	47%	48%	53%	49%	49%	-	-
-3	48%	43%	43%	47%	52%	-	-
-1	42%	42%	41%	48%	53%	61%	56%
-2	36%	36%	38%	43%	53%	64%	60%
-3	35%	36%	38%	42%	53%	65%	58%
-3	32%	29%	30%	37%	48%	61%	57%
-4 ↓	67%	68%	69%	74%	79%	85%	77%
-3	41%	40%	39%	40%	40%	42%	56%
=	35%	36%	42%	42%	50%	58%	49%

Perceptions of Advertising During the Pandemic

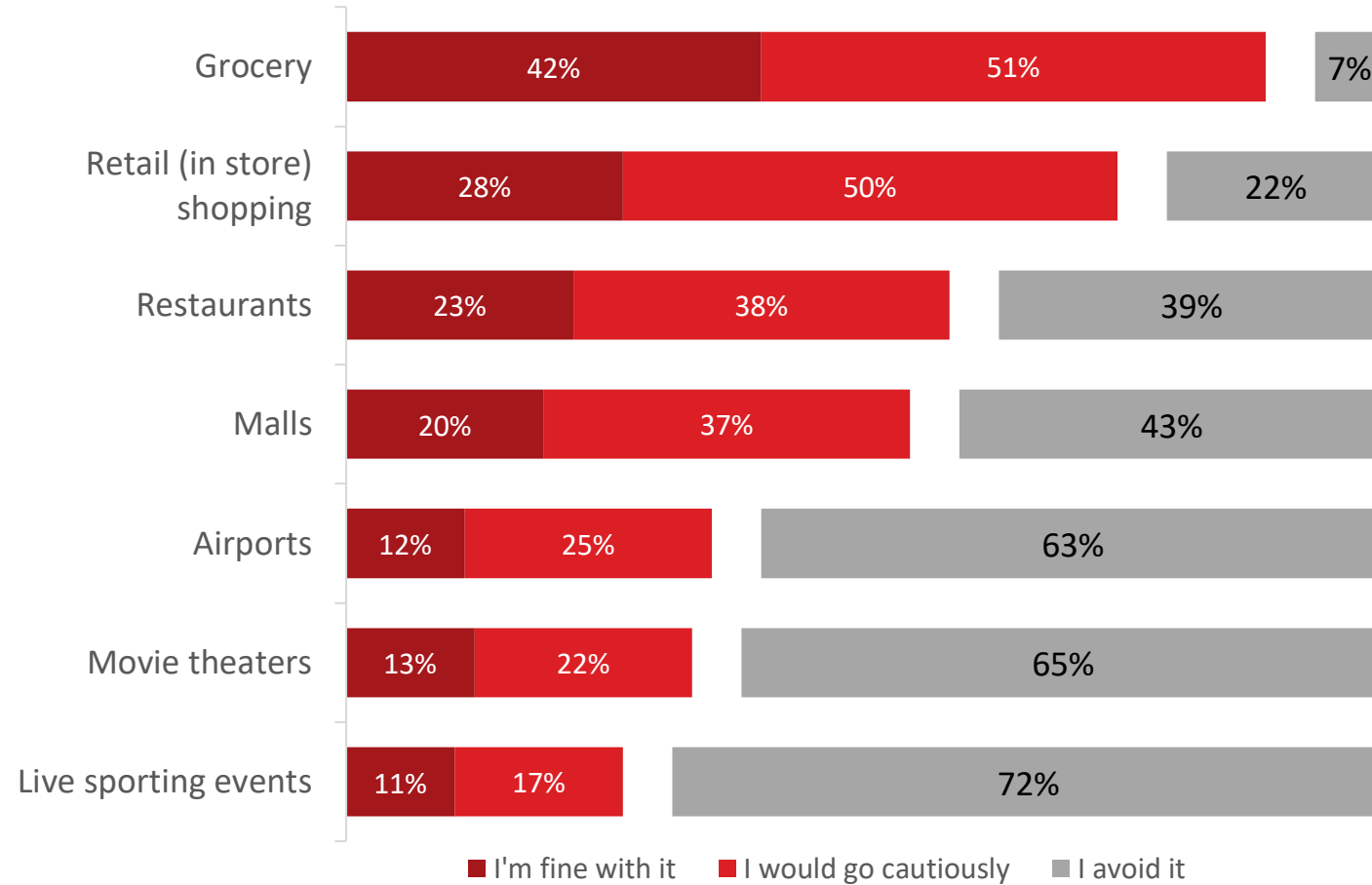


77%
Now is the time to start stimulating our economy back to health

32%
This is the wrong time for companies to advertise to me to buy their products/services

29%
I don't want to see companies launching any new products or services at this time

Perceptions of Going Out



June 22-23, 2020

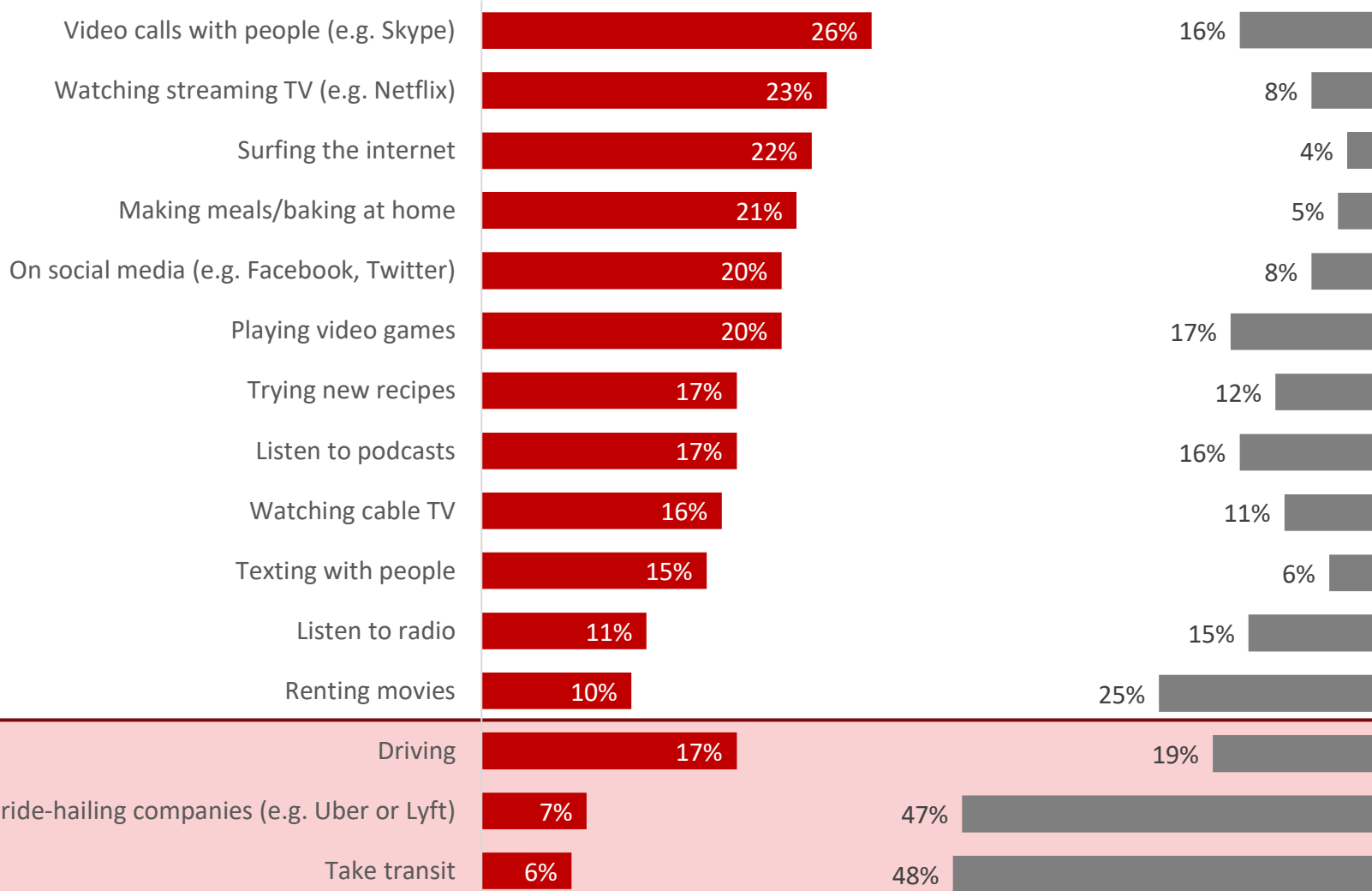
AVOID

Δ last week	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
+2	5%	5%	6%	8%	13%	13%	7%
+1	21%	21%	27%	32%	55%	62%	44%
-1	40%	40%	45%	52%	74%	83%	59%
-2	45%	45%	52%	57%	76%	85%	64%
=	63%	60%	68%	68%	83%	91%	82%
+3	62%	63%	67%	72%	86%	92%	80%
+3	69%	69%	75%	75%	-	-	-

Changes in Lifestyle (Leisure & Transit)

Doing More of This
(Compared to 2 Weeks Ago)

Doing Less of This



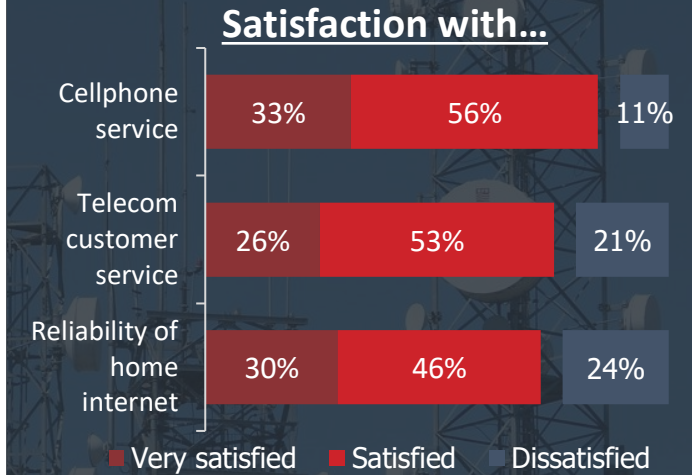
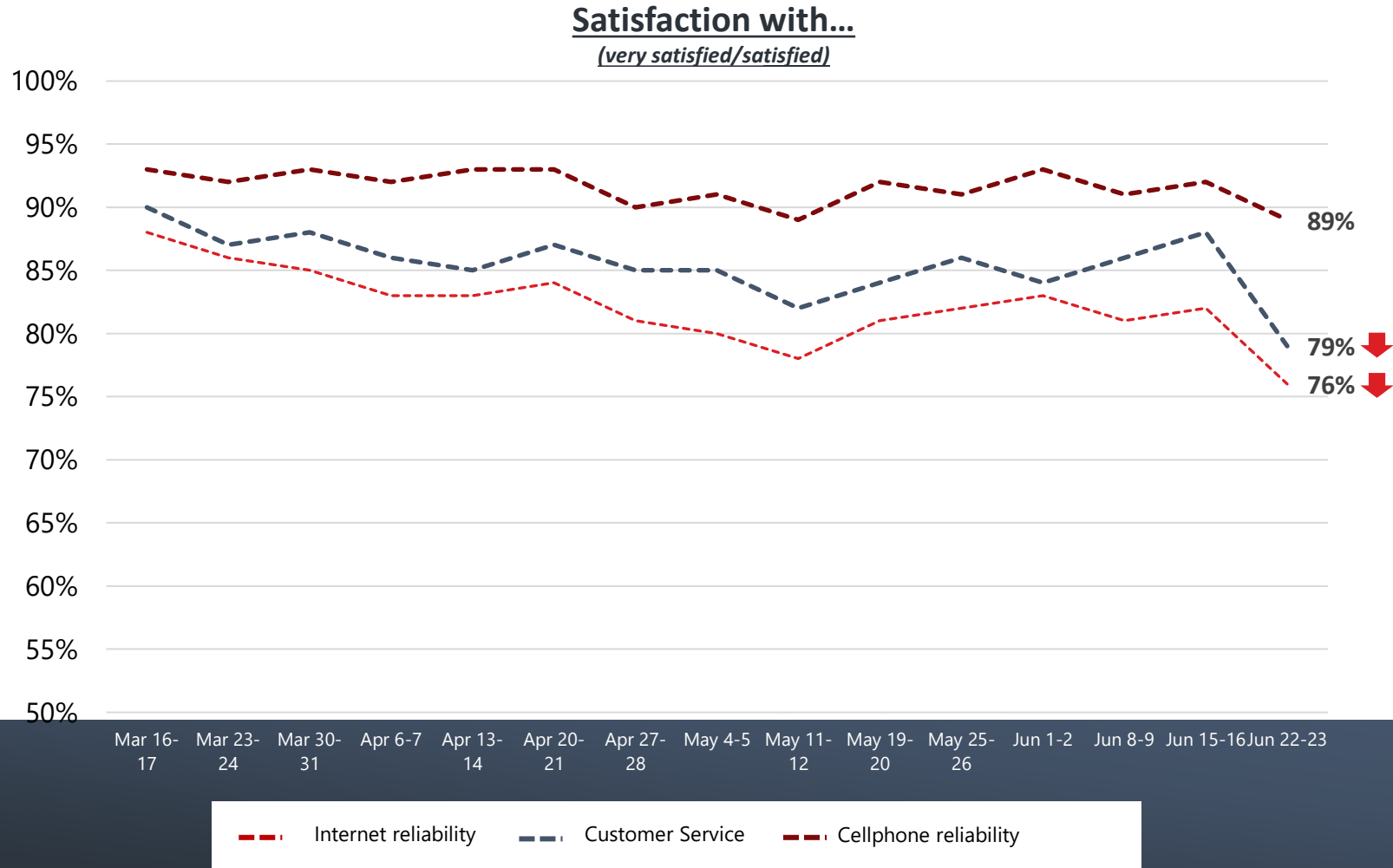
DOING MORE

Δ last week	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
+3	23%	28%	32%	43%	68%	57%	35%
+1	22%	23%	29%	37%	55%	56%	37%
+1	21%	23%	24%	33%	52%	56%	39%
+1	20%	23%	26%	36%	53%	51%	32%
-1	21%	21%	25%	31%	51%	56%	38%
+2	18%	22%	22%	31%	48%		
-3	20%	21%	24%	32%	41%	32%	22%
+1	16%	14%	18%	21%	25%	25%	
-3	19%	17%	22%	27%	45%	50%	32%
-1	16%	14%	15%	22%	39%	45%	30%
-3	14%	12%	11%	14%	21%	24%	
-1	11%	11%	14%	20%	29%	26%	20%

DOING LESS

=	19%	29%	32%	43%	69%	64%	34%
+10	37%	39%	40%	50%	70%	63%	40%
+2	46%	51%	52%	59%	77%	74%	60%

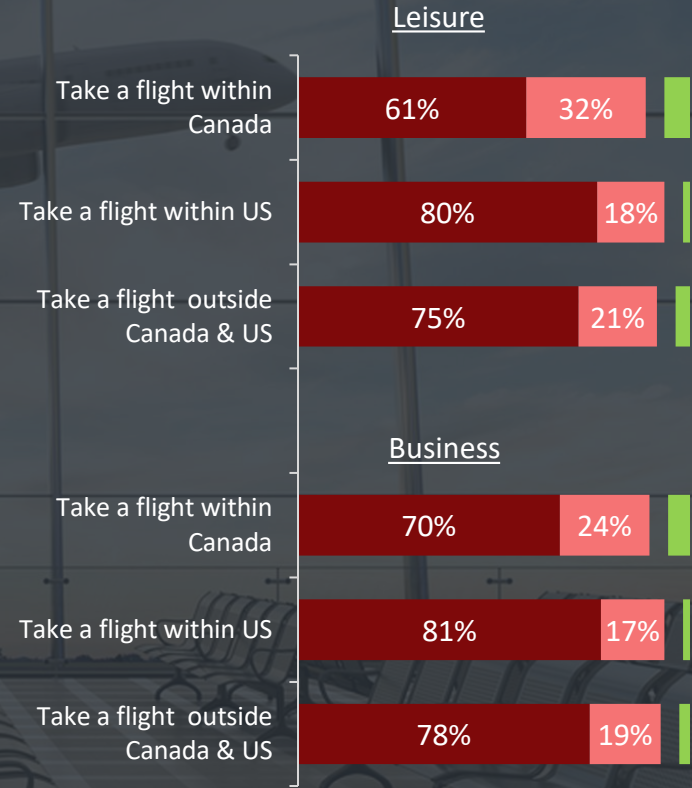
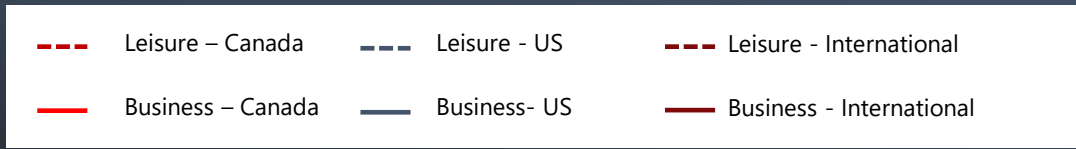
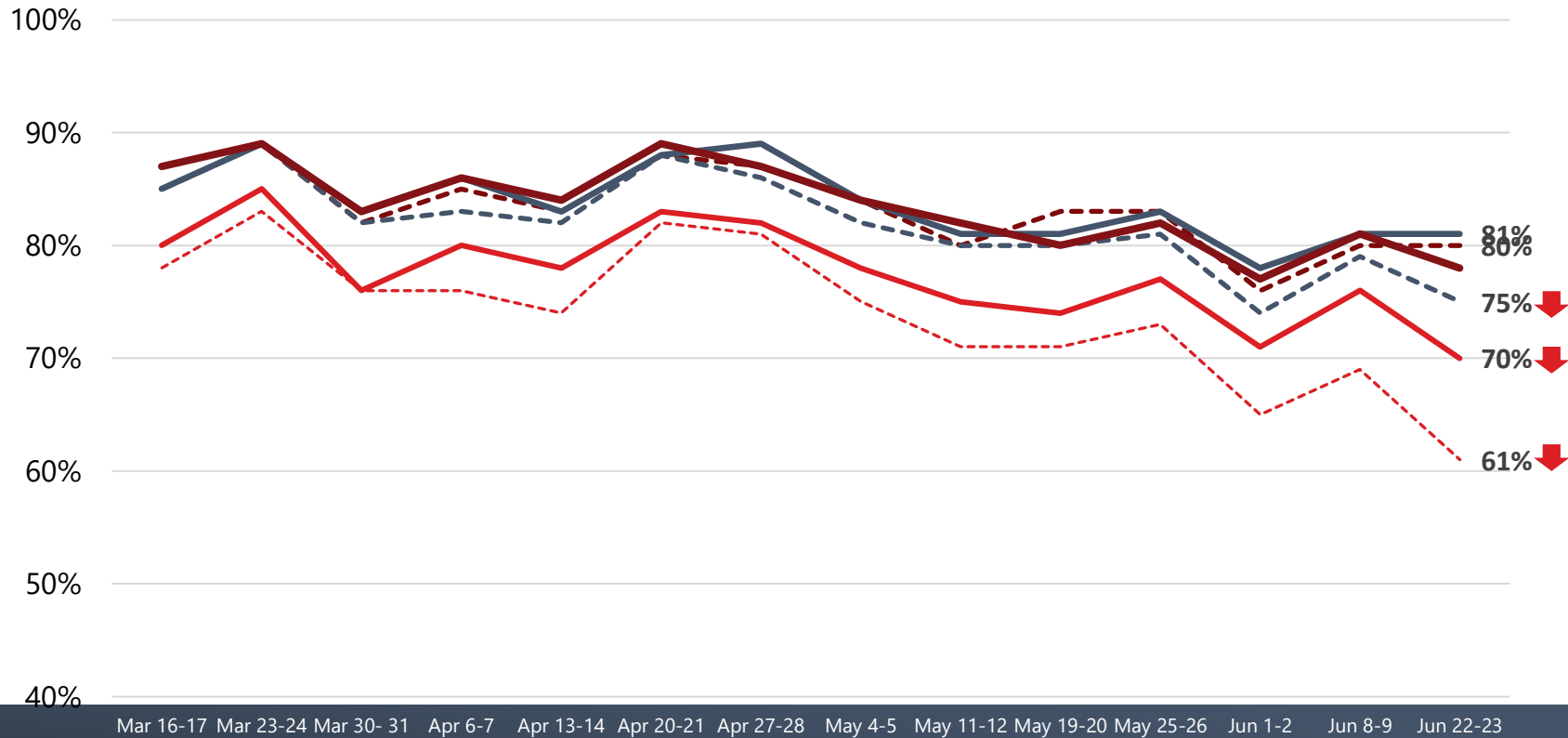
Telecom Satisfaction



Avoiding Flights

June 8-9, 2020

No Chance of Taking a Flight



Legend: ■ No chance ■ Unlikely ■ Likely/already done

For more information please contact

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