COVID-19

Weekly Monitoring of Canadian Perceptions & Behaviour

WAVE 15

June 24, 2020





Next report will be available: Wednesday July 1

Methodology



STUDY



৵

FIELD DATES



SAMPLE

 $\sqrt{2}$



NOTE

 $\sqrt[n]{}$

 \checkmark

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-today lives and how it's changing over time. 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

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.

Throughout the report, \checkmark and \square 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.



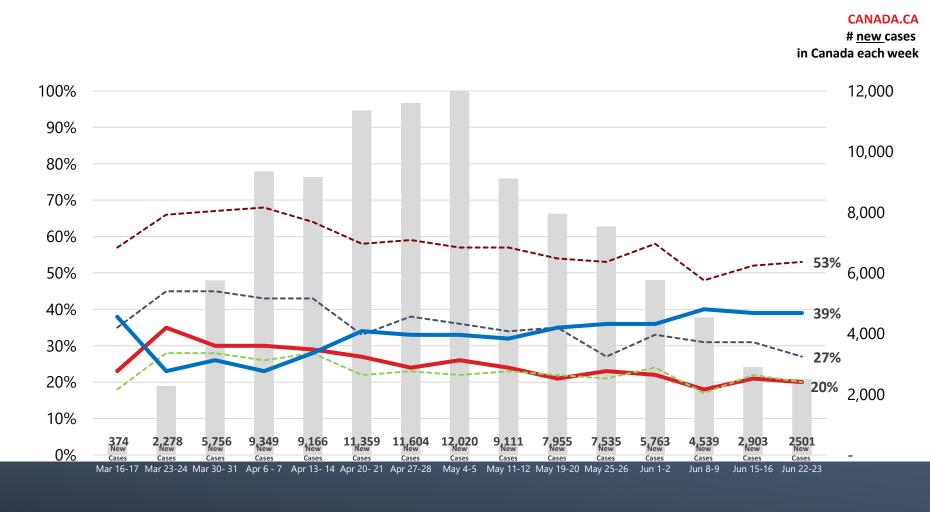
5 Things You Should Know

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 01 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. **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 02 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%). Settling into routines: Canadians did not report major changes in their leisure or transit activities vs. last wave, 03 suggesting they are settling into a routine with the current state of loosened restrictions across the country. **Stress Levels Stabilized:** One in five Canadians say they are *extremely* or *very* stressed about the coronavirus 04 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. Internet Connectivity: One quarter (24%) of Canadians report dissatisfaction with their internet connectivity – up from 05 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





<u>Concern about Getting Sick</u> (Extremely, very concerned)







Base: TOTAL (n=1,001) 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 . .

Are Things Getting Better or Worse?

June 22-23, 2020

Are things getting better or worse?



ecoc

<u>new</u>cases Globally each week

1,200,000

900,000

600,000

300,000

86%

33%

Cases

Jun 15-16 Jun 22-23

In Canada 14% Worse 86% Better



Worldwide 67% Worse 33% Better

- Better – around the world - Better – in Canada

Mar 16-17 Mar 23-24 Mar 30- 31 Apr 6-7 Apr 13 - 14 Apr 20- 21 Apr 27-28 May 4-5 May 11-12 May 19-20 May 25-26 Jun 1-2

Cases

Cases

65,928 222,009 434,463 465,680 556,623 558,201 555,362 562,678 591,707 628,984 665,623 774,077 848,406 915,6661,062,201

Cases

Cases

Cases

Cases

Cases

Cases

Jun 8-9

Cases



Cases

Cases

Cases

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

Cases

Cases

PAGE 06

COVID-19 Perceptions

<u>% Agree</u> (Strongly agree or Agree) Things are going to get worse before they get 59% better It's time for things to go back to normal 46% The health risk of the coronavirus has been 25% overblown

June 22-23, 2020 ∆ last Mai Mai week 8-9 23-24 16-17 15-16 1-2 Total Total -4 📕 63% 58% 92% 63% 64% 81% 94% -2 48% 48% 44% 419 -4 29% 30% 28% 27% 26% 18% 14%



Financial Concern





Not at all concerned

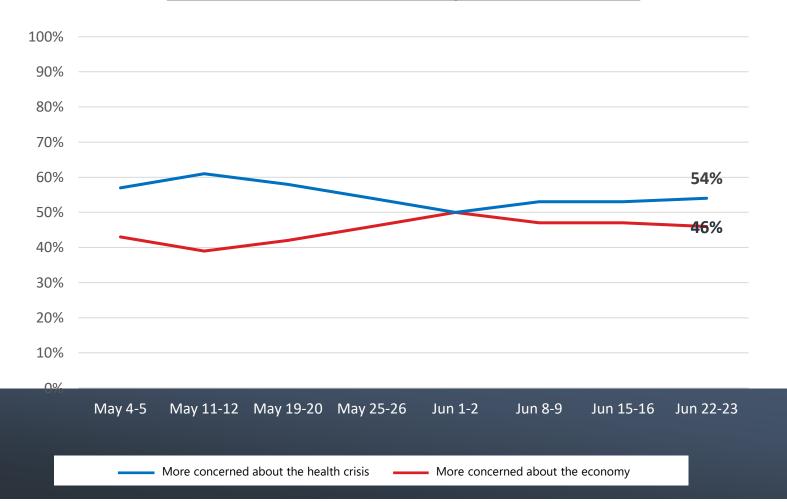
ANGUS REID O Questions that matter. Base: TOTAL (n=1,001) Q: As a result of the con

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? Very concerned

Not very concerned

Concern Over Economy versus Health Crisis During Pandemic

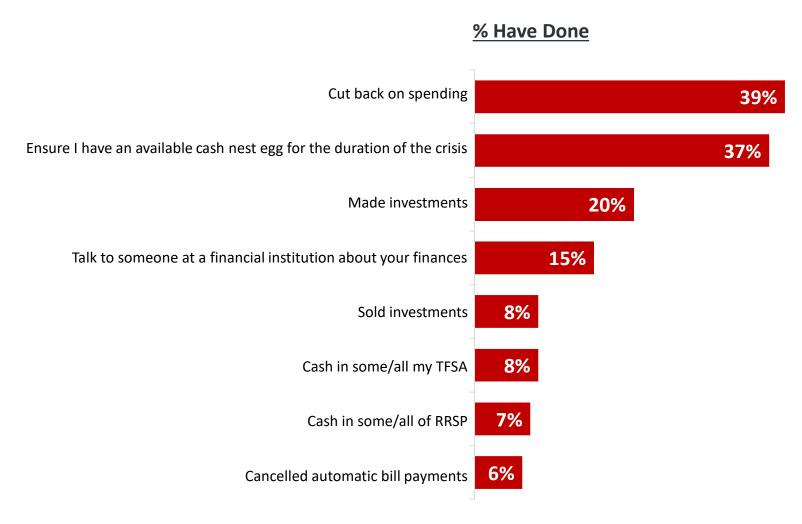
<u>% Concerned About the Economy vs. the Health Crisis</u>



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

June 22-23, 2020

Financial Actions Taken as a Result of COVID-19



Jun 15-16, 2020 ∆ last Jun May Mar Mar Jun 1 16-17 15-16 23-24 week 8-9 Total Total 40% 44% 40% 39% 41% 39% 24% -1 +1 36% 36% 38% 35% 35% 31% 27% 18% 15% 15% 8% 6% +2 20% 15% 14% 15% 15% 15% 15% 11% 9% +1 -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%



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

On advertising & business . . .

<u>% Agree</u> (Strongly agree or Agree)

Now is the time to start stimulating our economy back to health	77%
Canadian companies that take an active role during this crisis will have gained a loyal customer in me	77%
It's reassuring to hear from Canadian companies at this time	75%
It's about time the government starts re-opening public places (like parks)	72%
It's about time the government starts re-opening businesses	68%
It's in poor taste for airline companies to advertise right now	48%
I don't mind if companies continue as if it's business as usual	47%
My bank (or primary financial institution) has my back during this crisis	47%
Canadian companies that do nothing during this crisis will lose a customer in me	45%
It's in poor taste for companies to advertise their partnerships to airlines right now	41%
I don't want to see companies launching any new advertising or promotions at this time	34%
This is the wrong time for companies to advertise to me to buy their products/services	32%
I don't want to see companies launching any new products or services at this time On personal finances	29%
l'm holding off making any new investments	63%
Investors are over-reacting to the outbreak	38%
I'm concerned about my employer's ability to keep paying me	35%

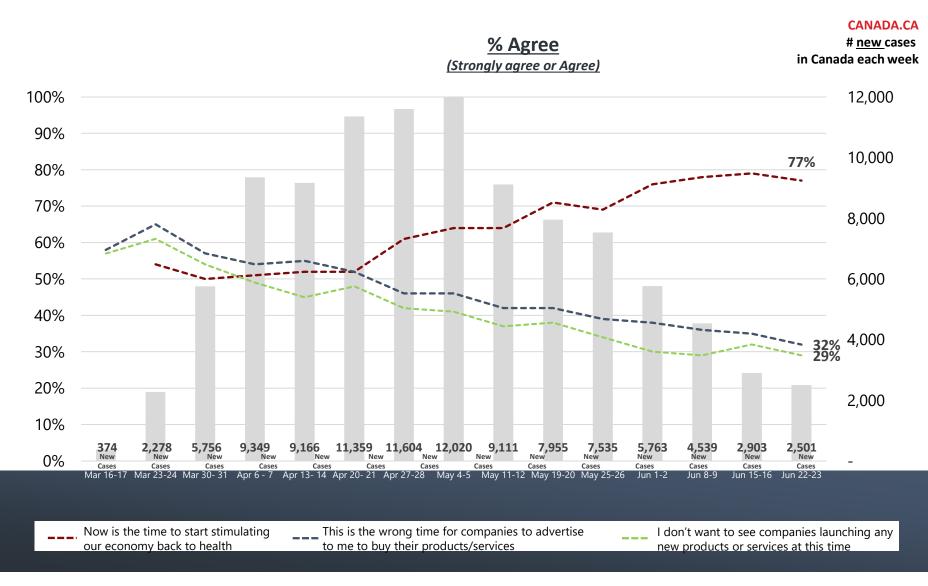
June 22-23, 2020 May ∆ last Jun June Jun April Mar Mar week 15-16 8-9 1-2 Total Total 23-24 16-17 -2 79% 78% 76% 53% 54% 67% -1 78% 73% 77% 79% 85% --5 80% 73% 76% 78% 79% --75% 68% 46% -2 74% 58% _ -4 🕂 72% 70% 64% 54% 42% 46% 50% 64% 73% 65% +2 54% 55% 46% 46% 43% 33% 20% 42% +1 39% 49% 47% 48% 53% 49% = --3 48% 43% 43% 52% 47% --42% 42% 41% 48% 53% 61% 56% -1 -2 36% 36% 38% 43% 53% 64% 60% -3 35% 36% 38% 42% 53% 65% 58% -3 32% 29% 48% 61% 57% 30% 37% -4 67% 68% 69% 74% 79% 85% 77% -3 41% 40% 39% 40% 40% 42% 56% 35% 36% 42% 42% 50% 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



June 22-23, 2020

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%

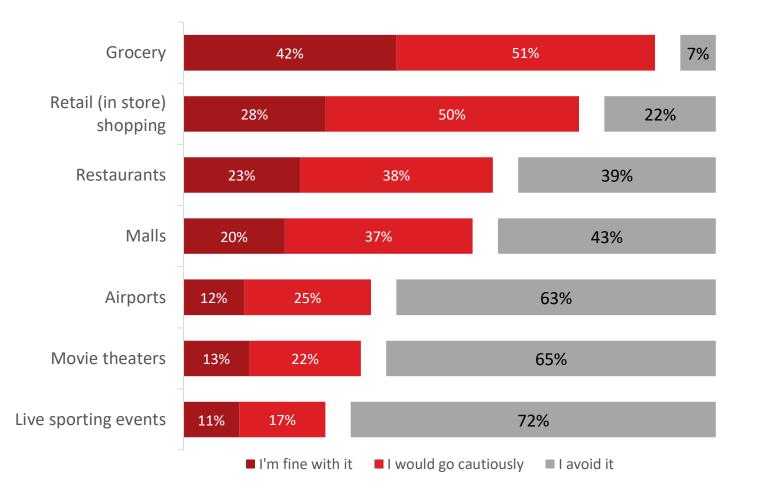
I don't want to see companies launching any new products or services at this time

ANGUS REID O Base: TOTAL (n=1,001)

Questions that matter

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



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

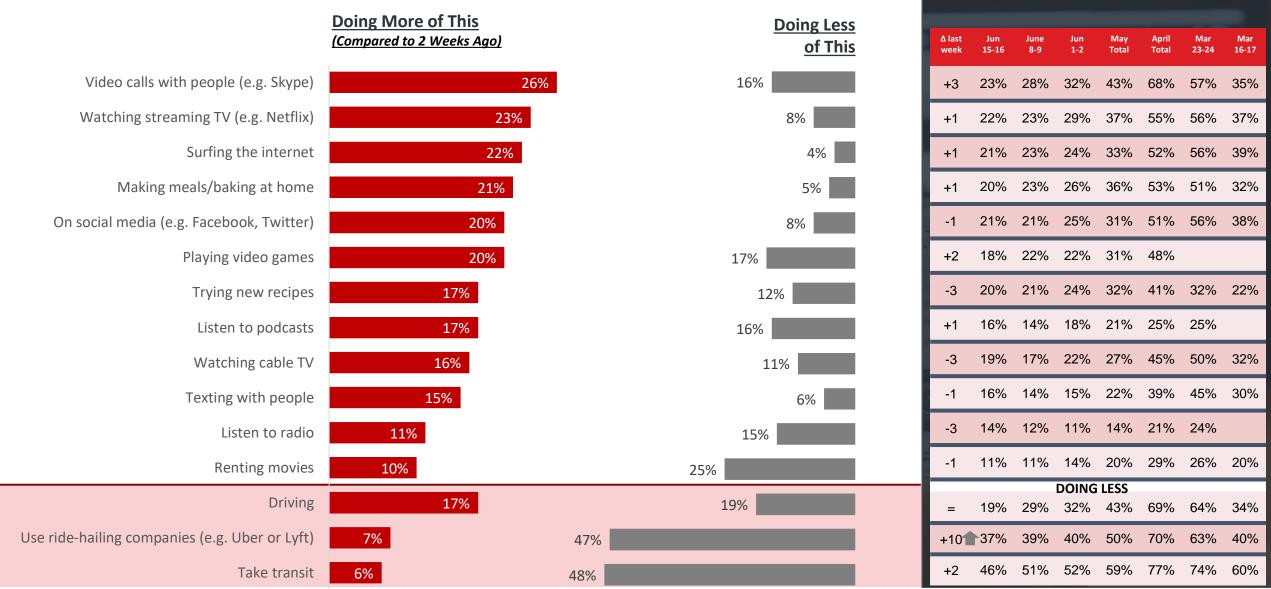
June 22-23, 2020



June 22-23, 2020

DOING MORE

Changes in Lifestyle (Leisure & Transit)



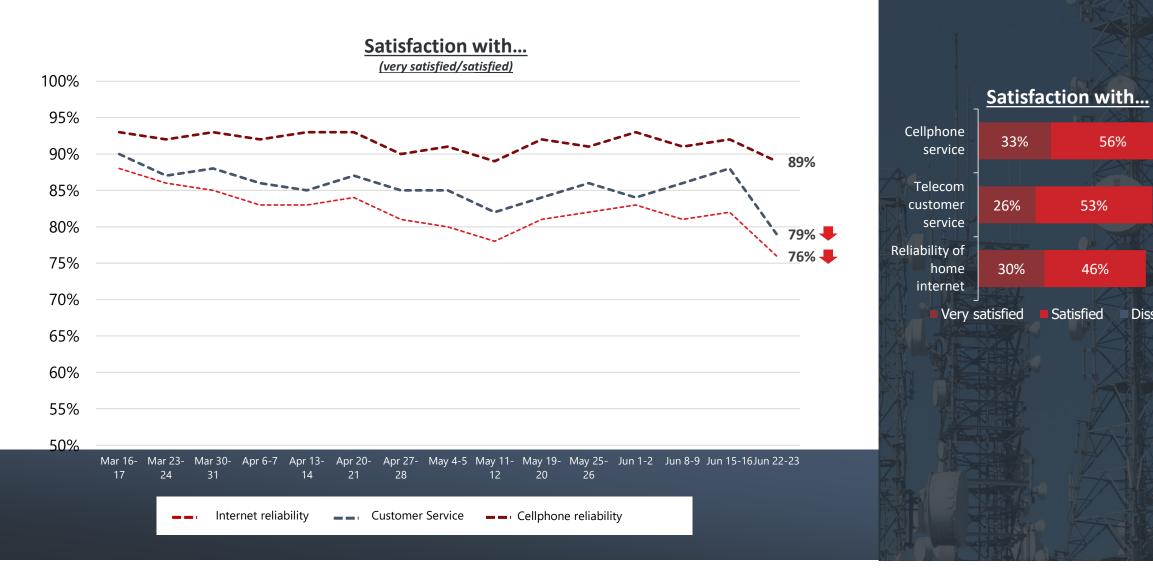


Base: TOTAL applicable (n=various)

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

Telecom Satisfaction

June 22-23, 2020





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?

11%

21%

24%

Dissatisfied

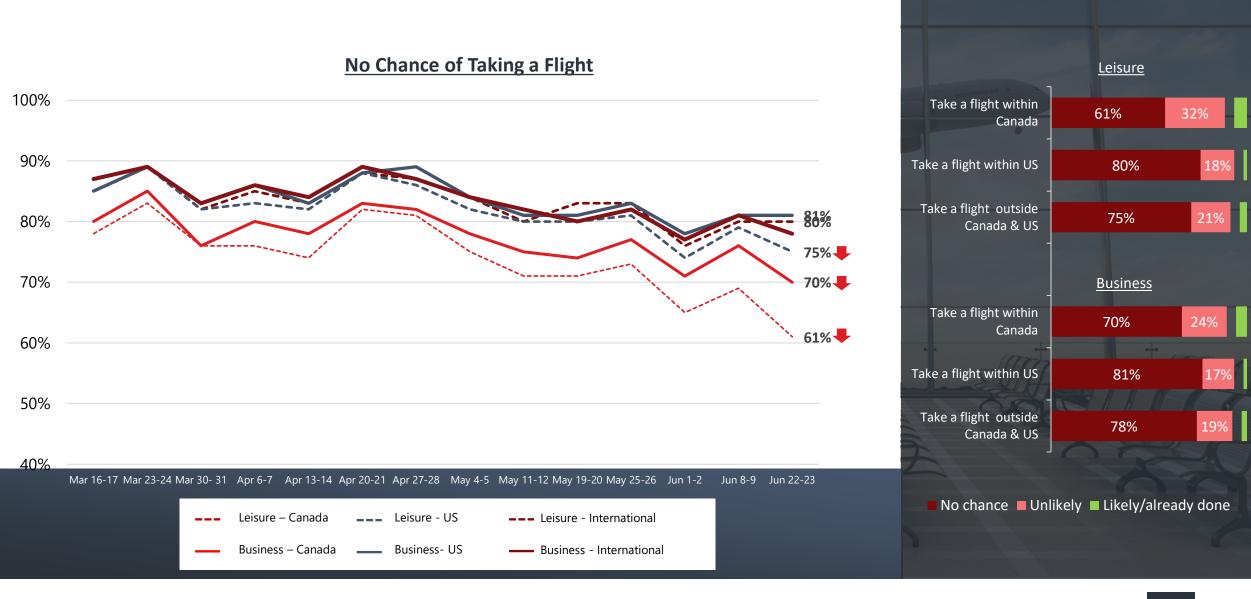
56%

53%

46%

Avoiding Flights

June 8-9, 2020





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