



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 16

July 2, 2020

Next report will be available:
Wednesday July 15



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
Wave 16: June 30 – July 1, 2020
Field date for the next wave Monday July 15th.



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, **Wave 16:** n=1,005

For this most recent wave, a representative sample of n=1,005 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.

5 Things You Should Know

01

Health Crisis edging out the economy: When asked about whether they are more concerned about the health crisis or the economy, the trend is leaning back towards the health crisis. Perhaps this is a reflection of how Canadians perceive what's going on in the rest of the world.

02

Time to shop: A majority of Canadians says they would go to the grocery store (95%), retail stores (78%), restaurants (59%) and malls (58%).

03

Change is here to stay: A majority of Canadians say that after the pandemic, when things are "back to normal", there will be some changes in most of their interactions that are permanent including flights, public transportation, restaurants, movie theaters, retail, malls, hotels, grocery stores, banks or church. The most significant changes are expected for flights, public transportation and in movie theaters.

04

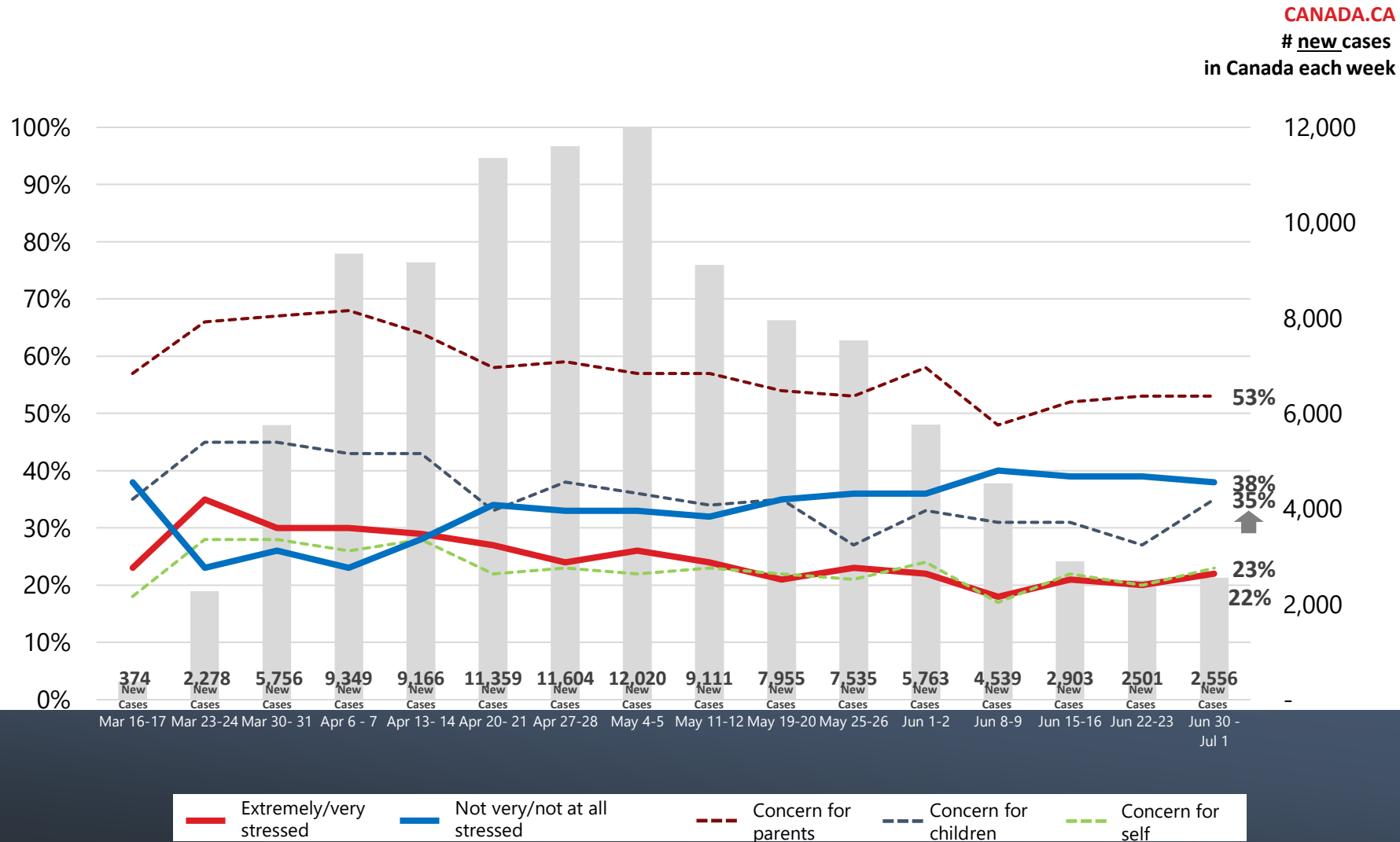
All sectors are hurting: Canadians agree that almost all sectors of the economy have taken a financial hit. Groceries, food & beverage, technology and telecoms are perceived to have prospered.

05

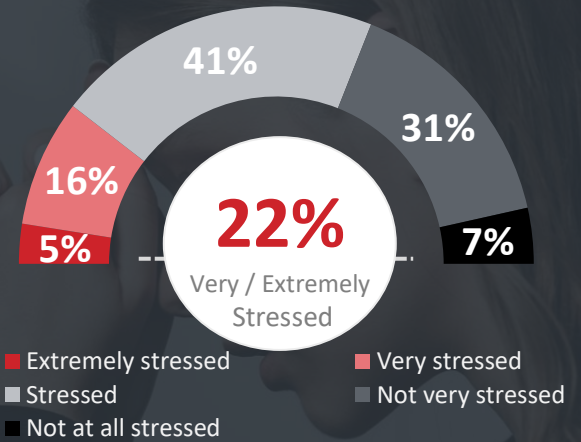
Who will bounce back: While Canadians perceive many of our sectors will fully recover economically, several stand out as sectors that will not fully recover including restaurants, airlines, and hotels & tourism.

Key Findings

Level of Stress from COVID-19 Pandemic



Level of Stress



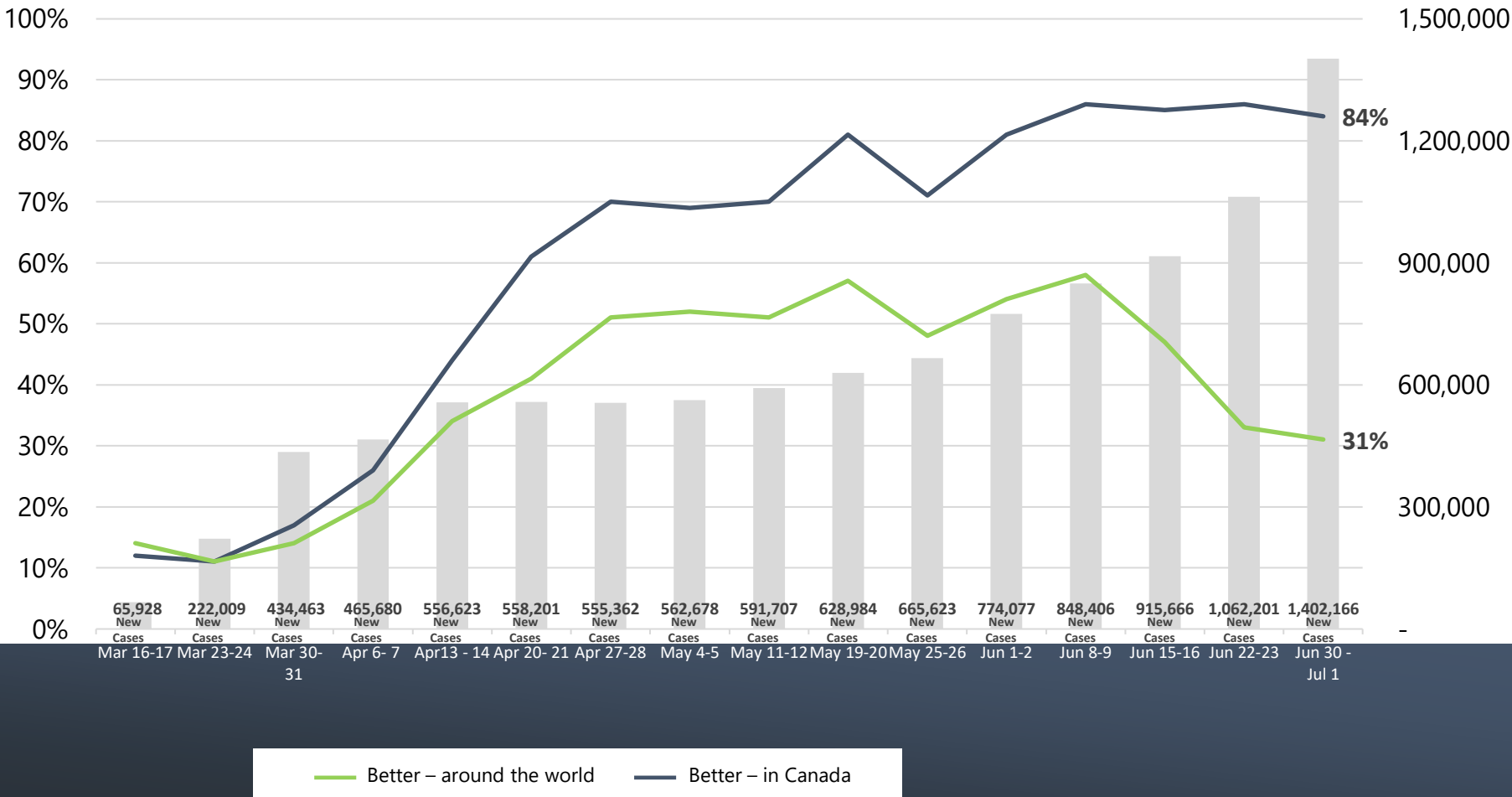
Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



new cases
Globally each week



Are things getting better or worse?



In Canada
16% Worse
84% Better



Worldwide
69% Worse
31% 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 30 - July 1, 2020

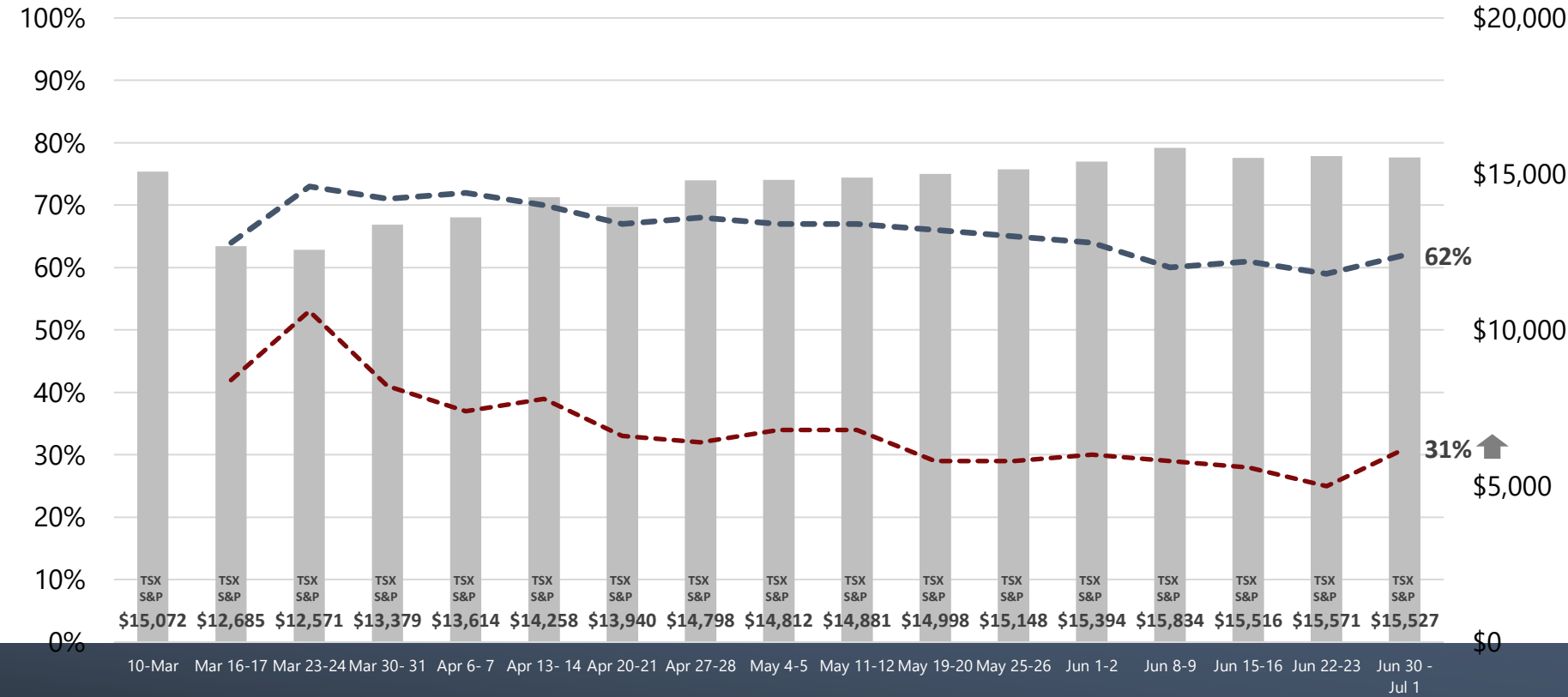
Δ last week	Jun 22-23	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
+3	59%	63%	58%	63%	64%	81%	94%	92%
-2	46%	48%	48%	44%	41%	34%	34%	44%
+3	25%	29%	30%	27%	26%	18%	14%	28%

Financial Concern

June 30 - July 1, 2020

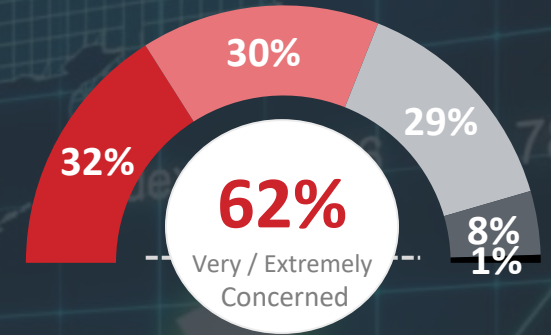


S&P TSX
\$20,000



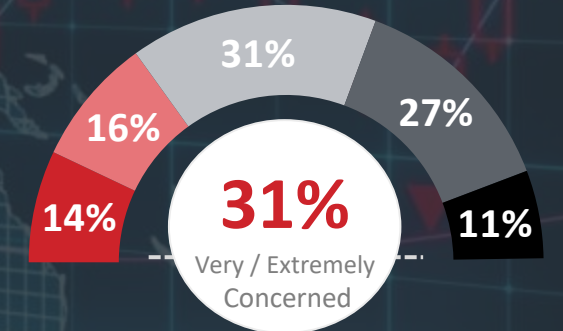
--- Very/extremely concerned Canadian economy --- Very/extremely concerned Personal finances

Concern about Canadian Economy



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

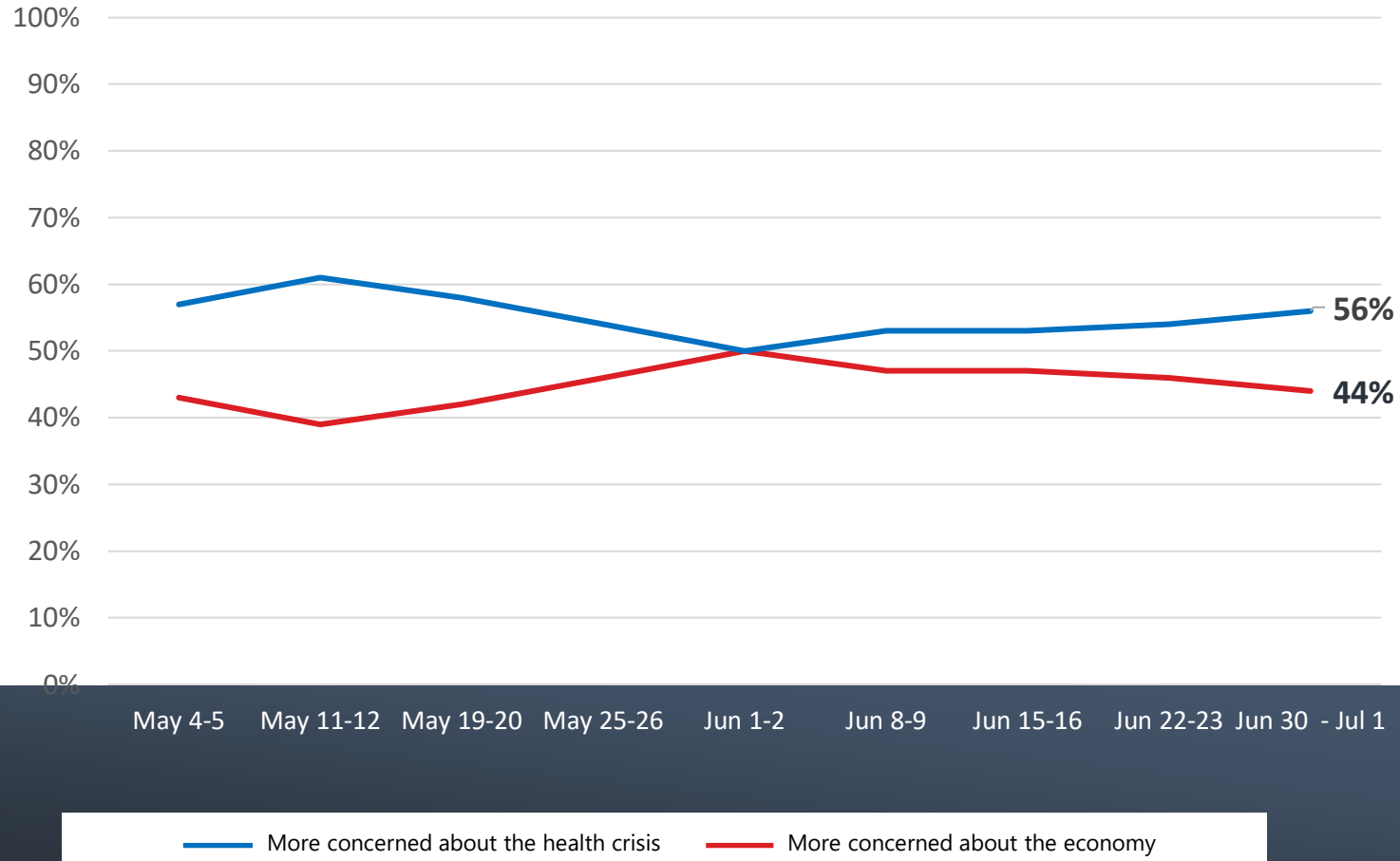
Concern about Personal Finances



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

Concern Over Economy versus Health Crisis During Pandemic

% Concerned About the Economy vs. the Health Crisis



More Concerned about:
56% Health Crisis
44% The economy

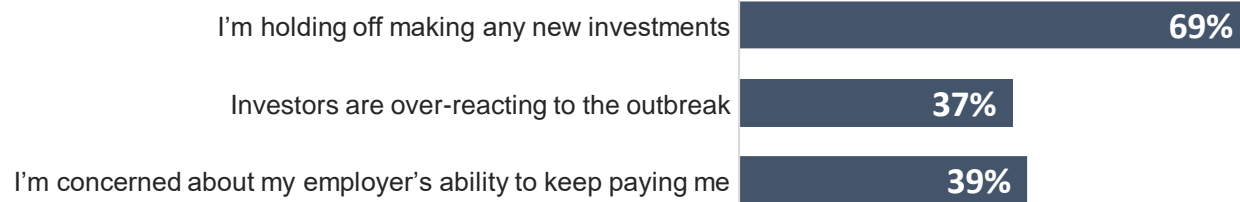
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

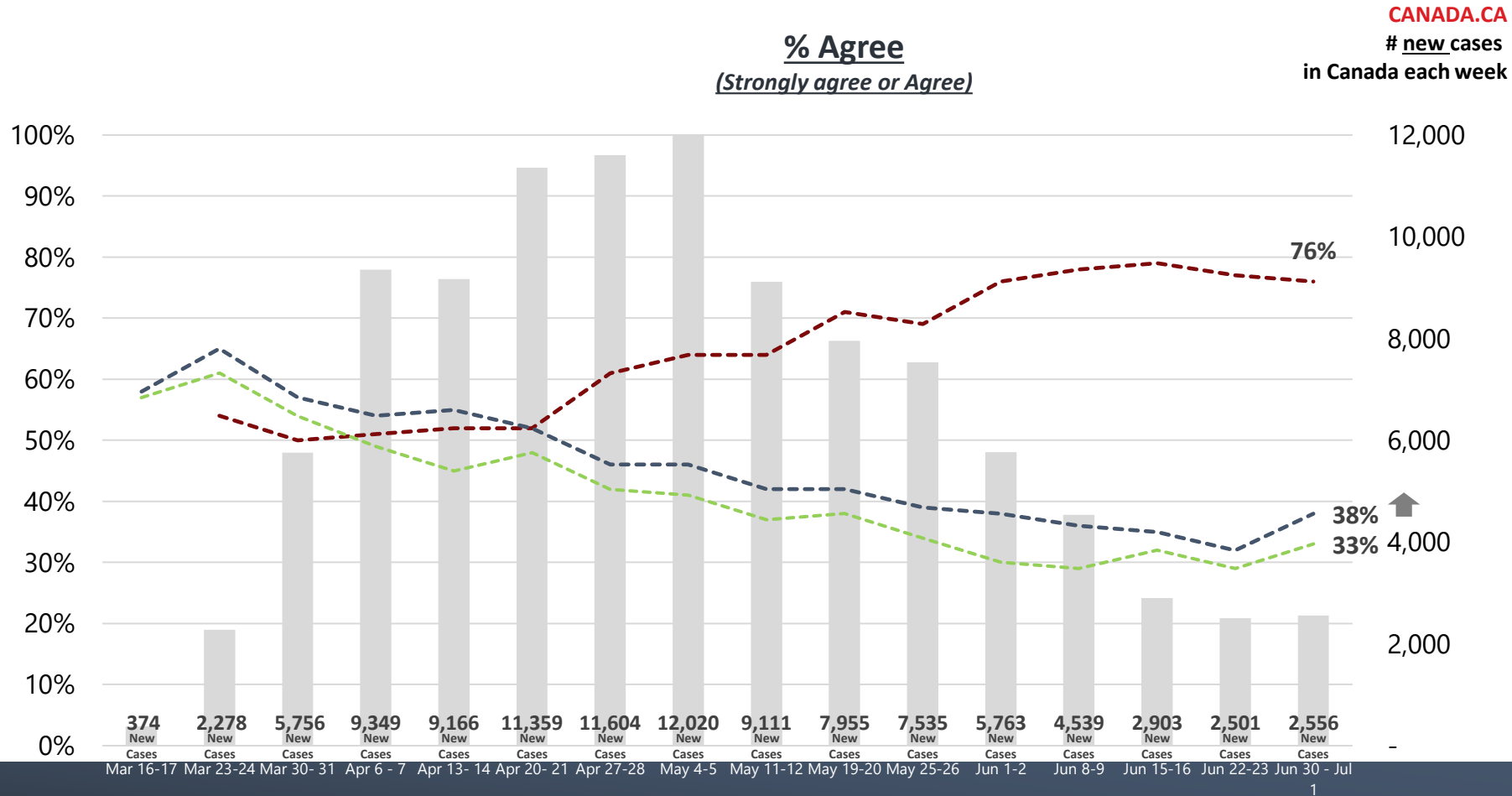


On personal finances



Δ last week	Jun 22-23	Jun 15-16	Jun 8-9	Jun 1-2	May Total	Apr Total	Mar 23-24	Mar 16-17
+3	75%	80%	73%	76%	78%	79%	-	-
=	77%	78%	73%	77%	79%	85%	-	-
-1	77%	79%	78%	76%	67%	53%	54%	-
-3	72%	74%	75%	68%	58%	46%	-	-
-3	68%	72%	70%	64%	54%	42%	-	-
+6 ↑	48%	46%	50%	54%	55%	64%	73%	65%
+3	45%	48%	43%	43%	47%	52%	-	-
+4	34%	36%	36%	38%	43%	53%	64%	60%
+6 ↑	32%	35%	36%	38%	42%	53%	65%	58%
+4	29%	32%	29%	30%	37%	48%	61%	57%
+6 ↑	63%	68%	69%	74%	79%	85%	77%	
-1	38%	40%	39%	40%	40%	42%	56%	
+4	35%	36%	42%	42%	50%	58%	49%	

Perceptions of Advertising During the Pandemic

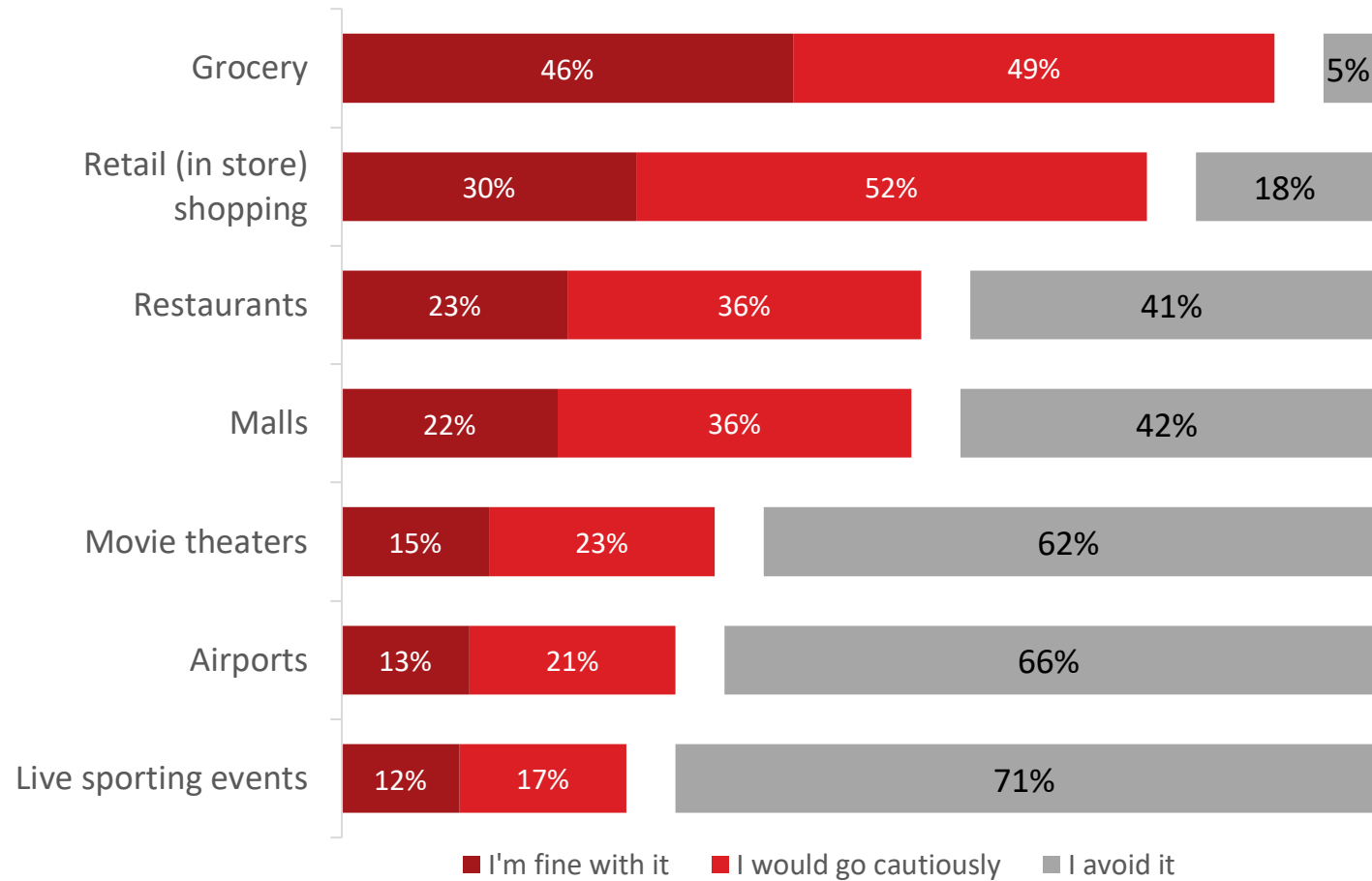


76%
Now is the time to start stimulating our economy back to health

38%
This is the wrong time for companies to advertise to me to buy their products/services

33%
I don't want to see companies launching any new products or services at this time

Perceptions of Going Out



June 30 - July 1, 2020

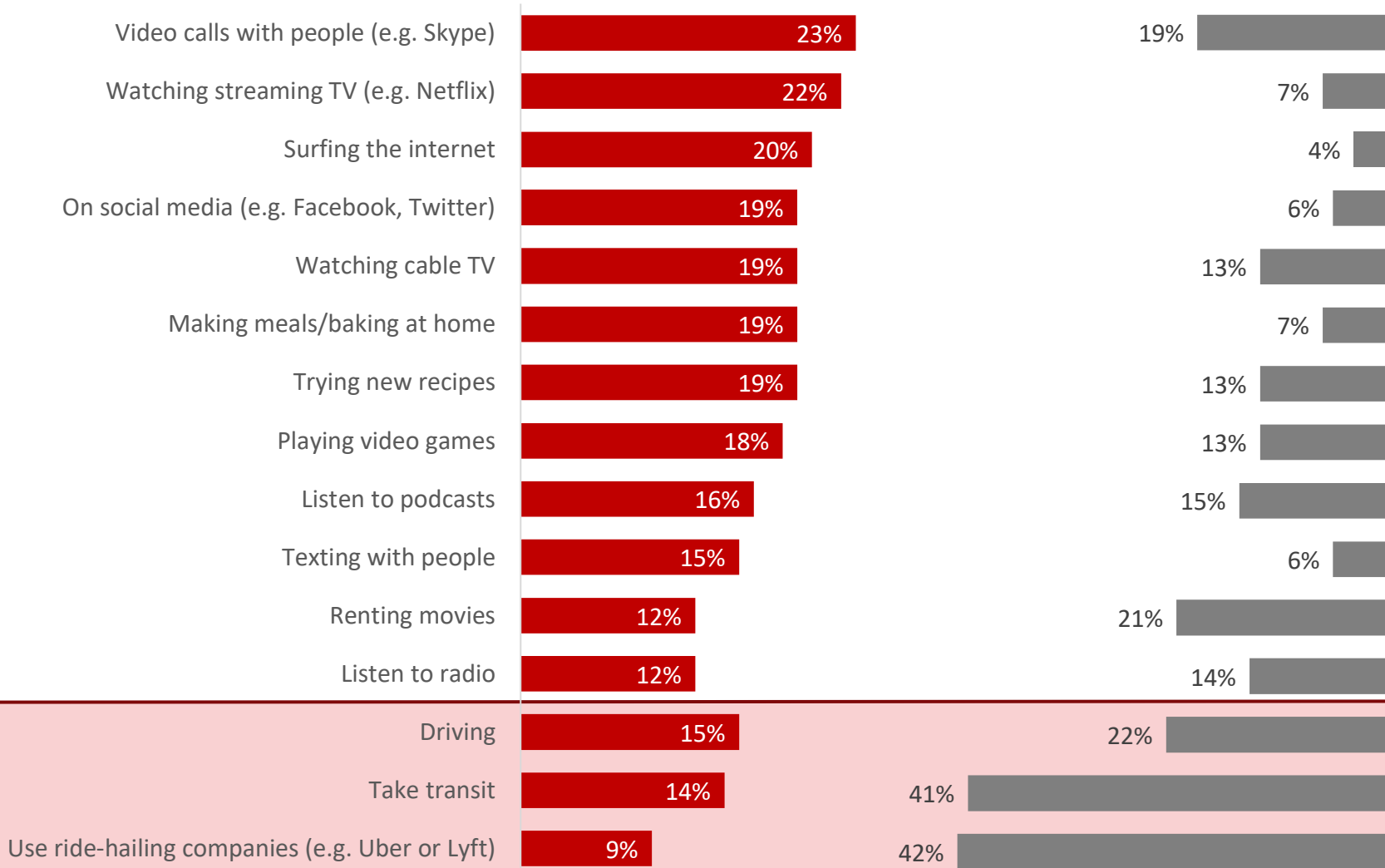
AVOID

Δ last week	Jun 22-23	Jun 15-16	June 8-9	Jun 1-2	May Total	April Total	Mar 23-24	Mar 16-17
-2	7%	5%	5%	6%	8%	13%	13%	7%
-4 ↓	22%	21%	21%	27%	32%	55%	62%	44%
+2	39%	40%	40%	45%	52%	74%	83%	59%
-1	43%	45%	45%	52%	57%	76%	85%	64%
-1	63%	62%	63%	67%	72%	86%	92%	80%
+1	65%	63%	60%	68%	68%	83%	91%	82%
-1	72%	69%	69%	75%	75%	-	-	-

Changes in Lifestyle (Leisure & Transit)

Doing More of This
(Compared to 2 Weeks Ago)

Doing Less of This



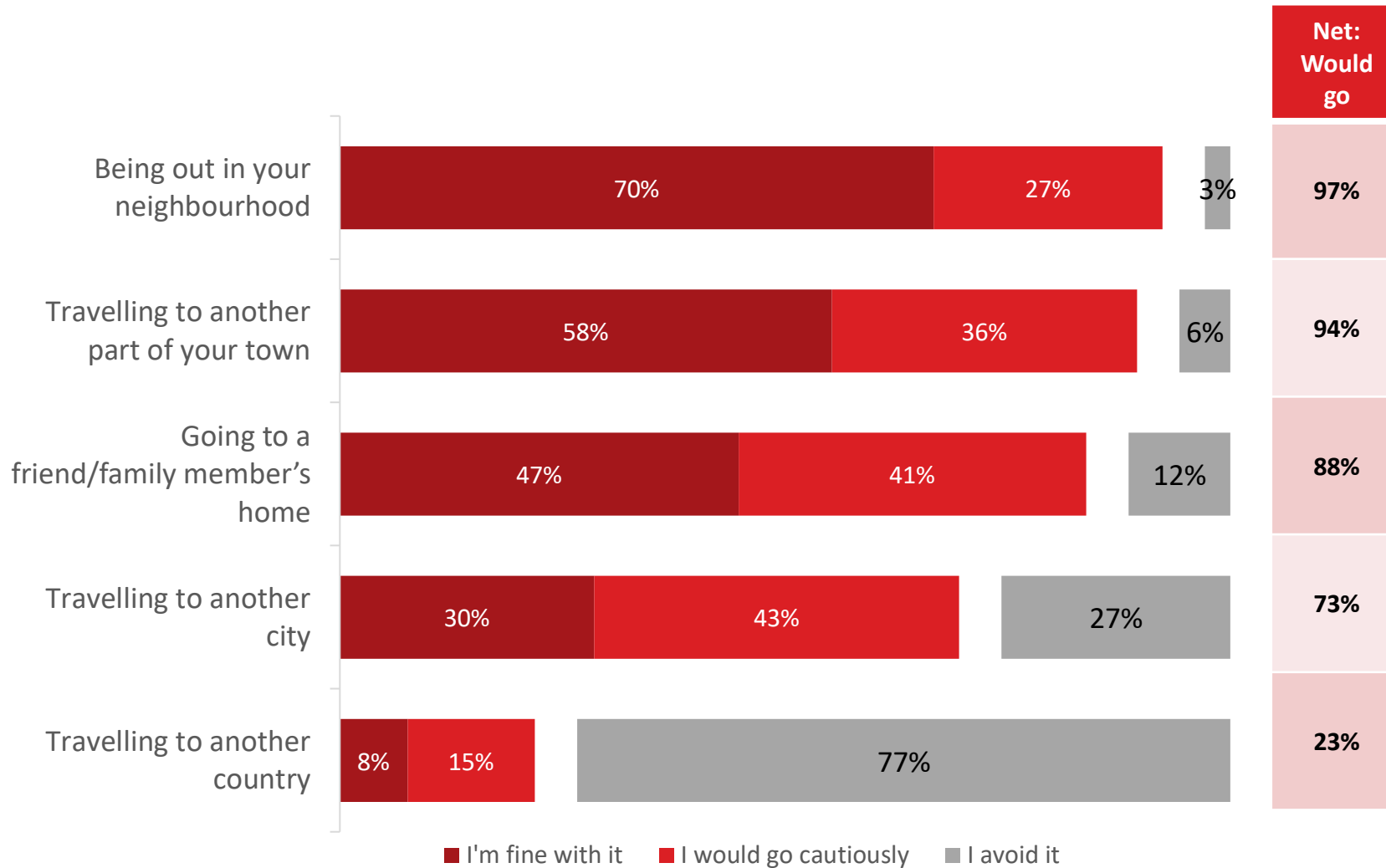
DOING MORE

Δ last week	Jun 22-23	Jun 15-16	Jun 8-9	Jun 1-2	May Total	Apr Total	Mar 23-24	Mar 16-17
-3	26%	23%	28%	32%	43%	68%	57%	35%
-1	23%	22%	23%	29%	37%	55%	56%	37%
-2	22%	21%	23%	24%	33%	52%	56%	39%
-1	20%	21%	21%	25%	31%	51%	56%	38%
+3	16%	19%	17%	22%	27%	45%	50%	32%
-2	21%	20%	23%	26%	36%	53%	51%	32%
+2	17%	20%	21%	24%	32%	41%	32%	22%
-2	20%	18%	22%	22%	31%	48%	-	-
-1	17%	16%	14%	18%	21%	25%	25%	-
=	15%	16%	14%	15%	22%	39%	45%	30%
+2	10%	11%	11%	14%	20%	29%	26%	20%
+1	11%	14%	12%	11%	14%	21%	24%	-

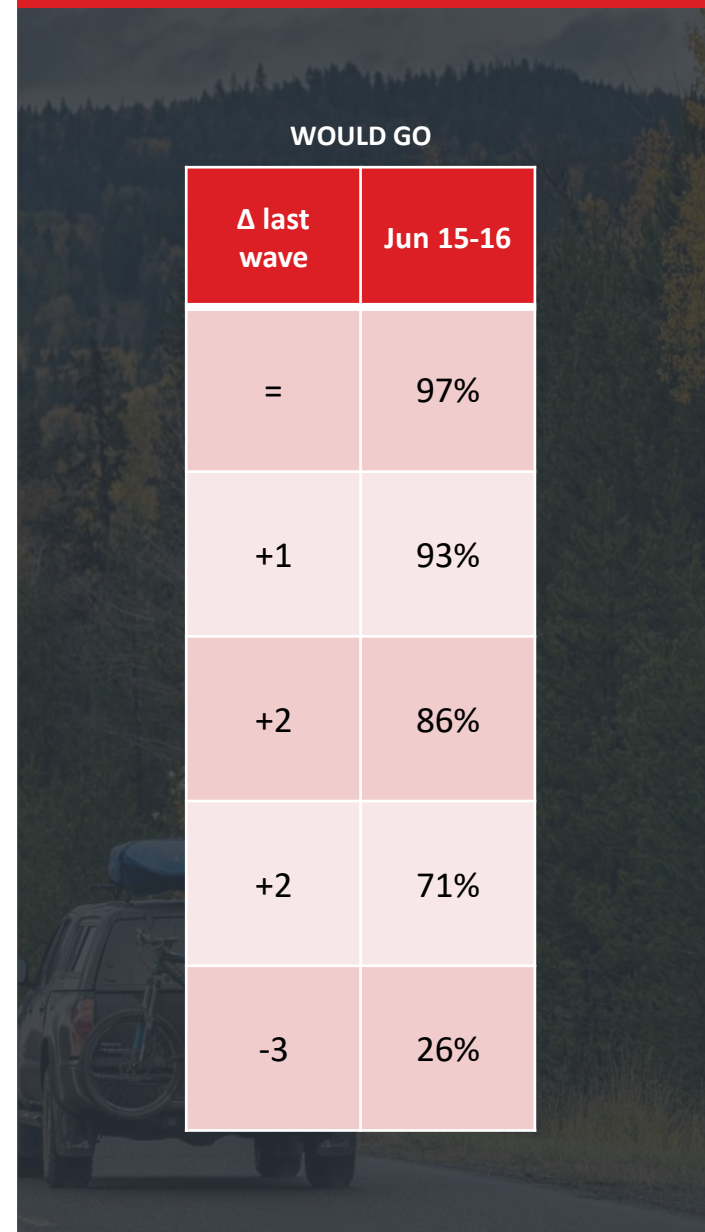
DOING LESS

=	+3	19%	29%	32%	43%	69%	64%	34%
+2	-5	46%	51%	52%	59%	77%	74%	60%
+10	+5	37%	39%	40%	50%	70%	63%	40%

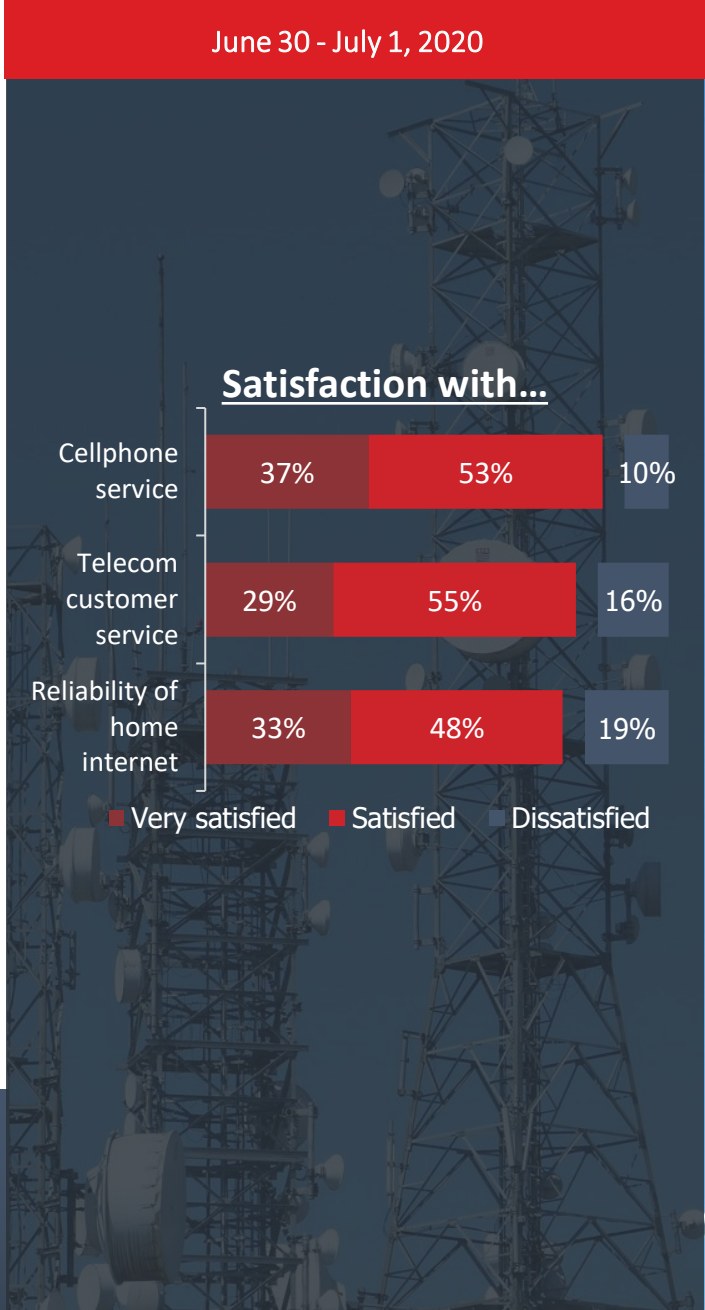
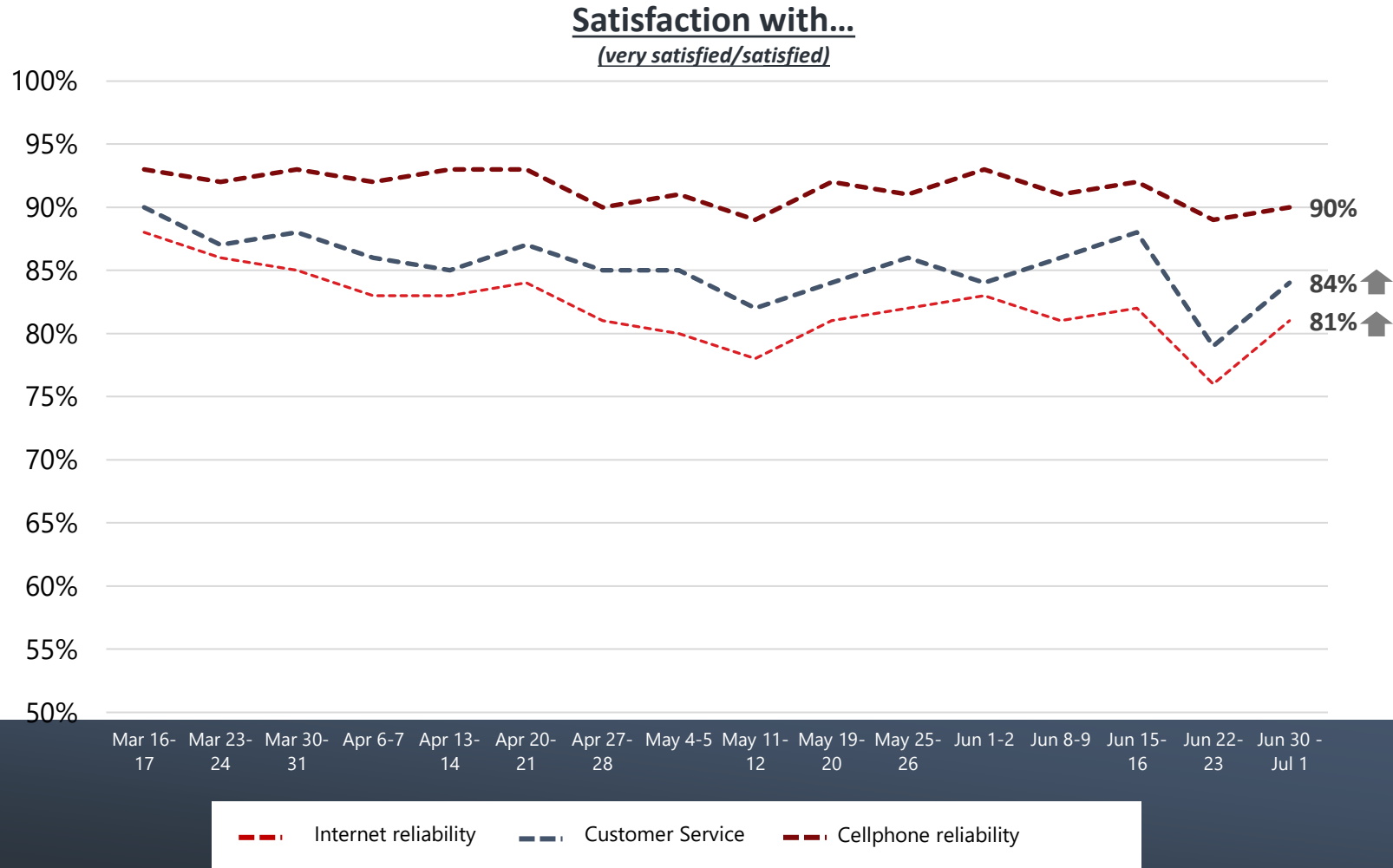
Perceptions of Travel



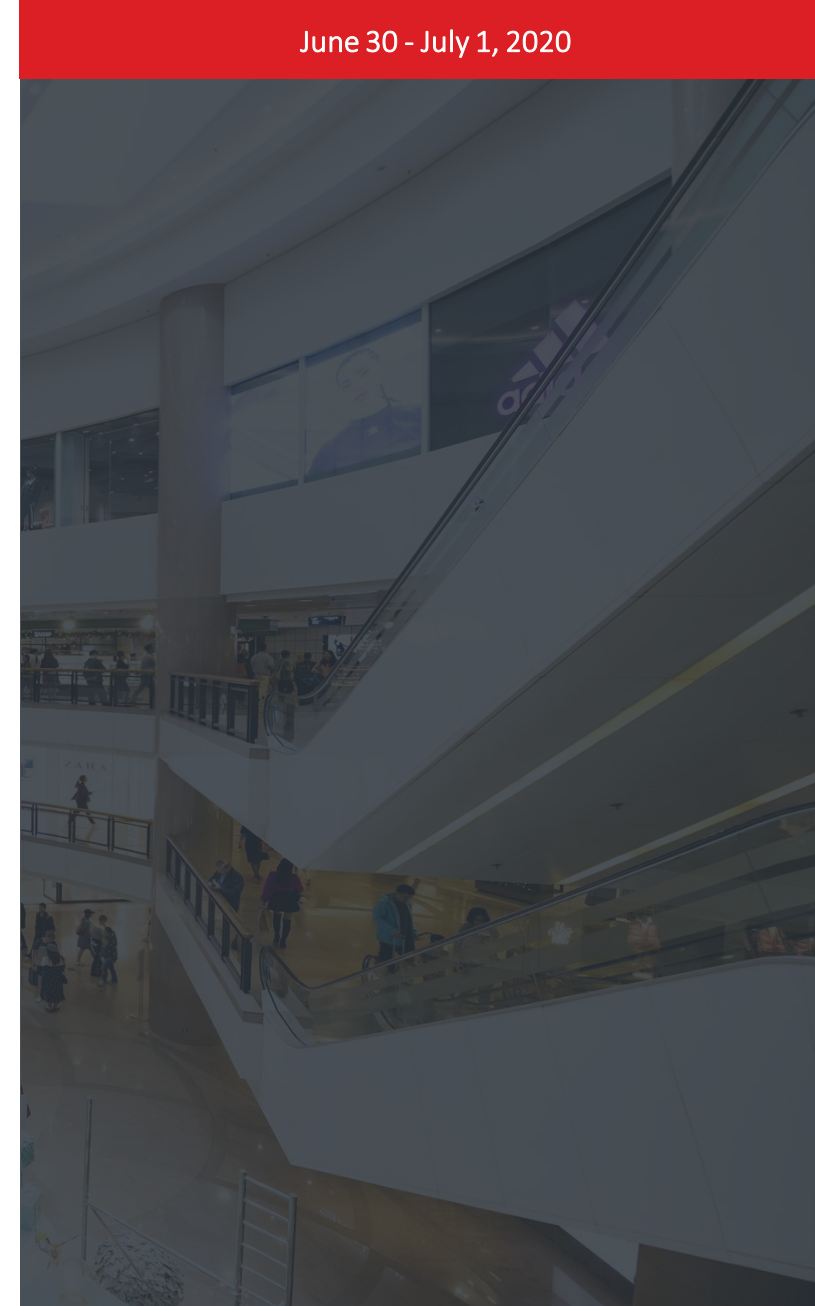
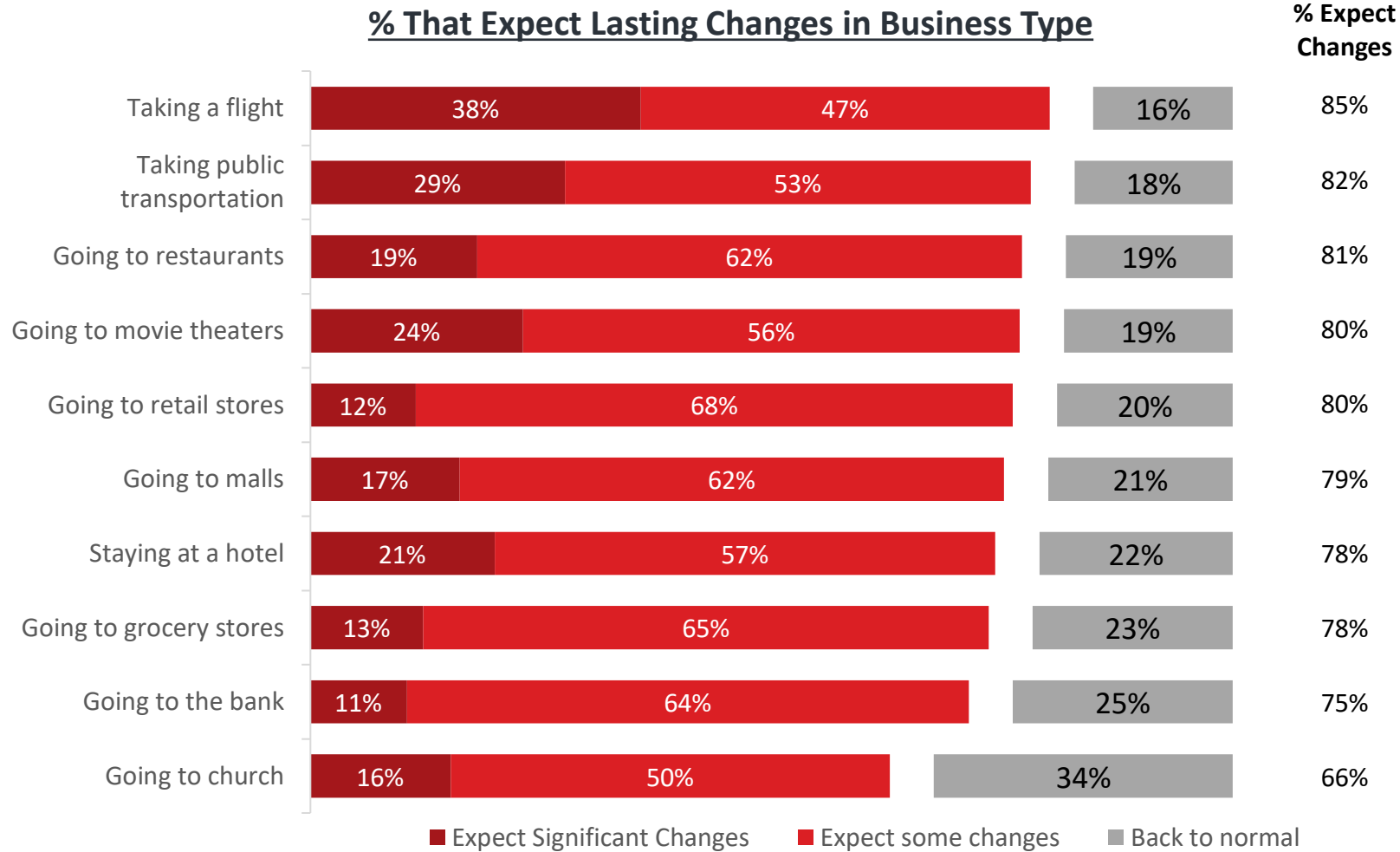
June 30 – July 1, 2020



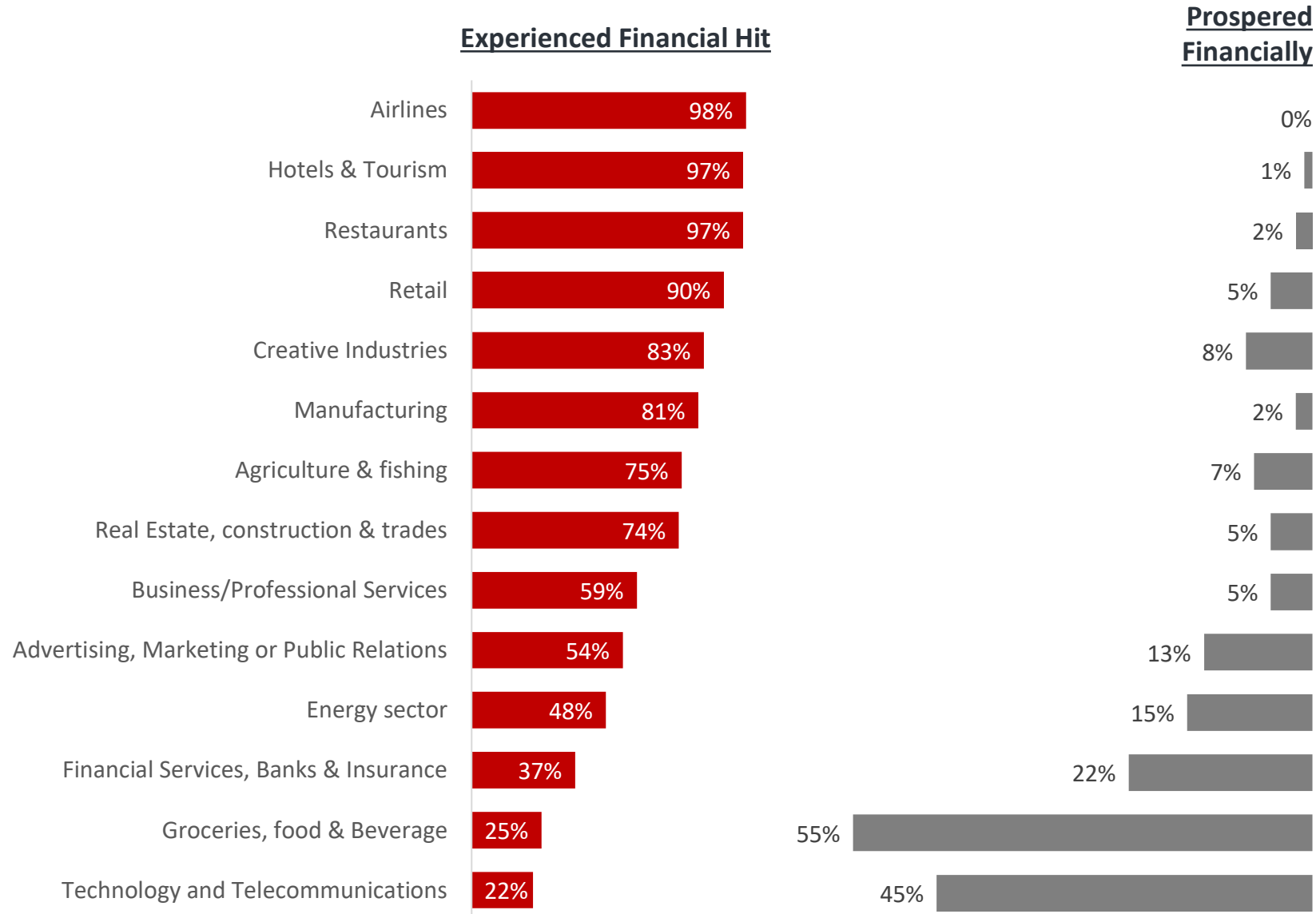
Telecom Satisfaction



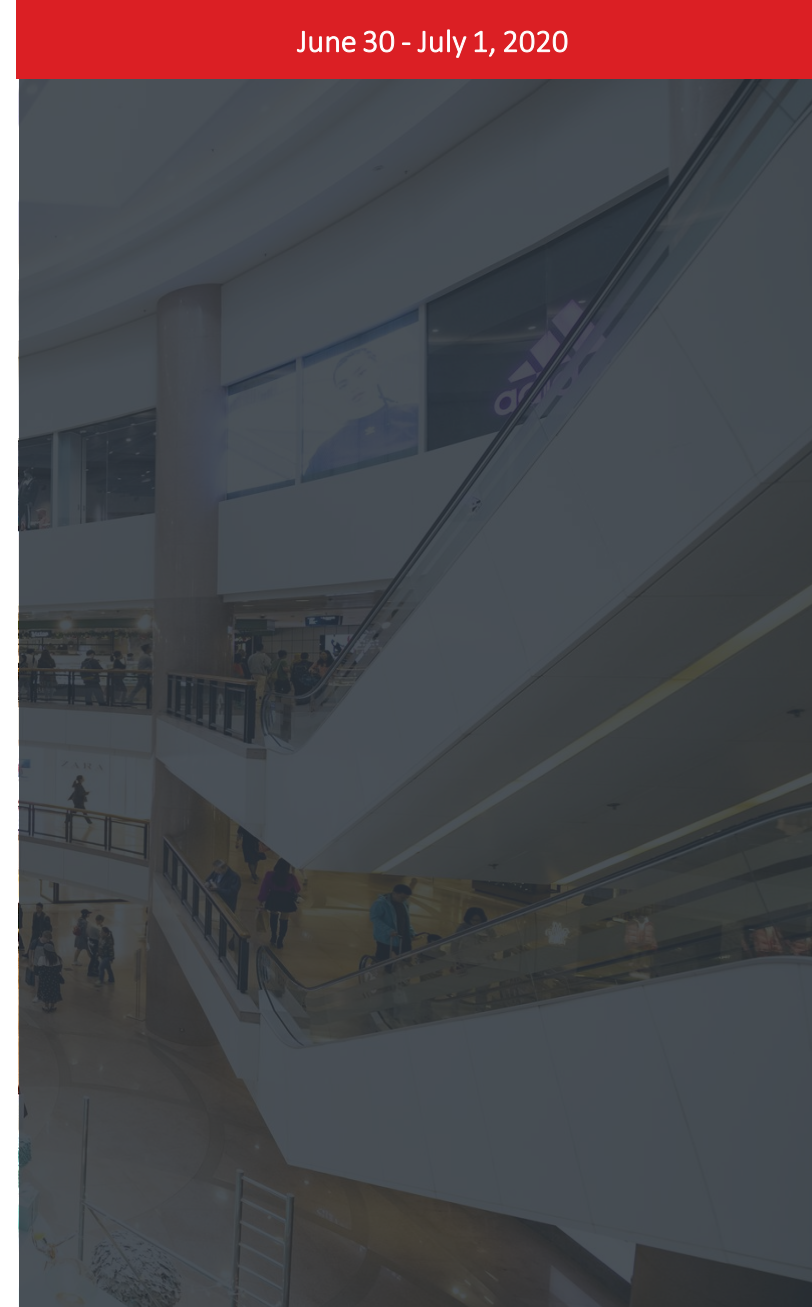
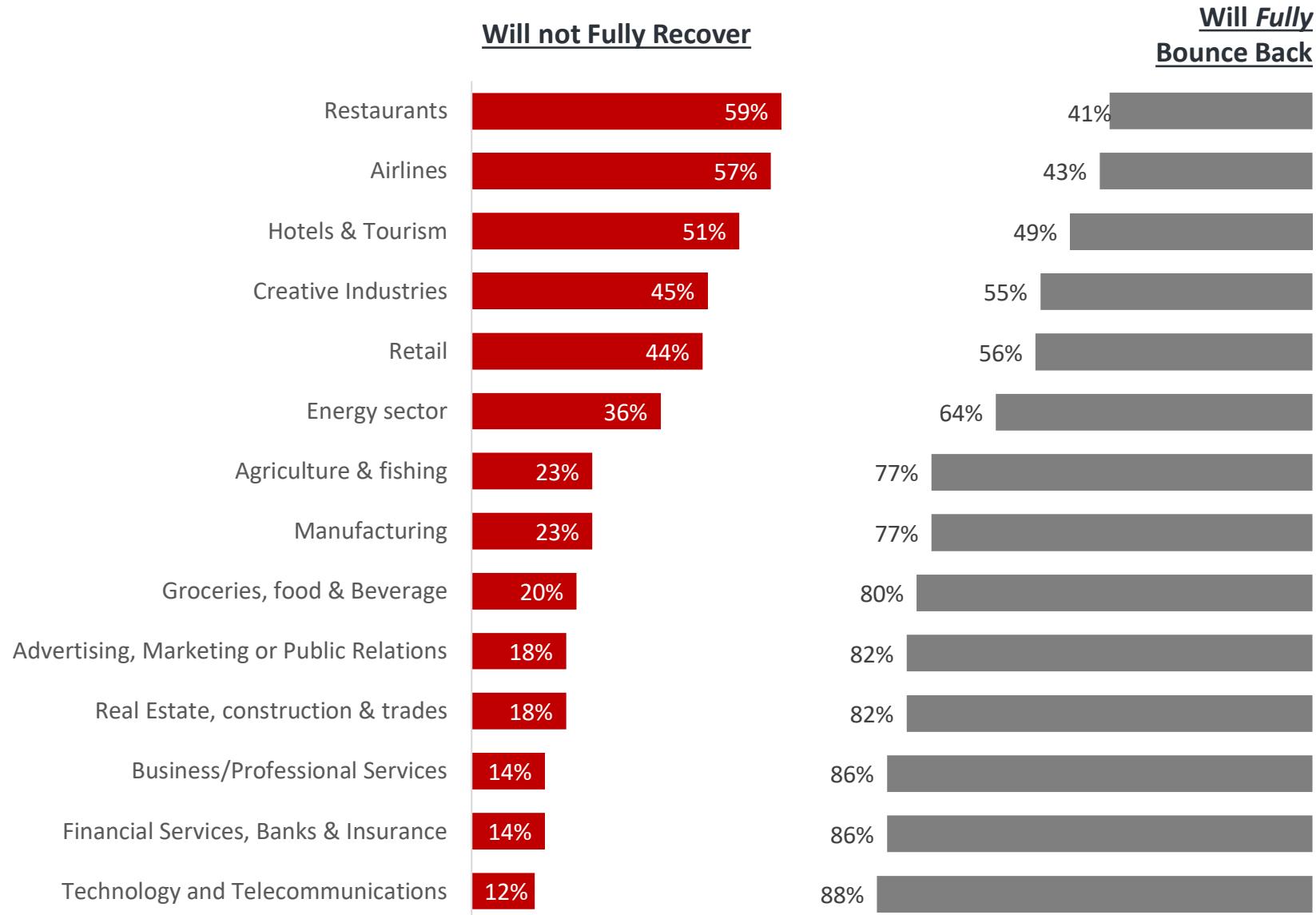
Changes in Businesses After Pandemic



Impact of Pandemic on industry Sectors



Ability of Sectors to Recover from Pandemic



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