

COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 17

July 15, 2020

Next report will be available:
Wednesday July 29



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
Wave 17: July 13 – July 14, 2020
Field date for the next wave Monday July 27th.



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
Wave 17: 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.

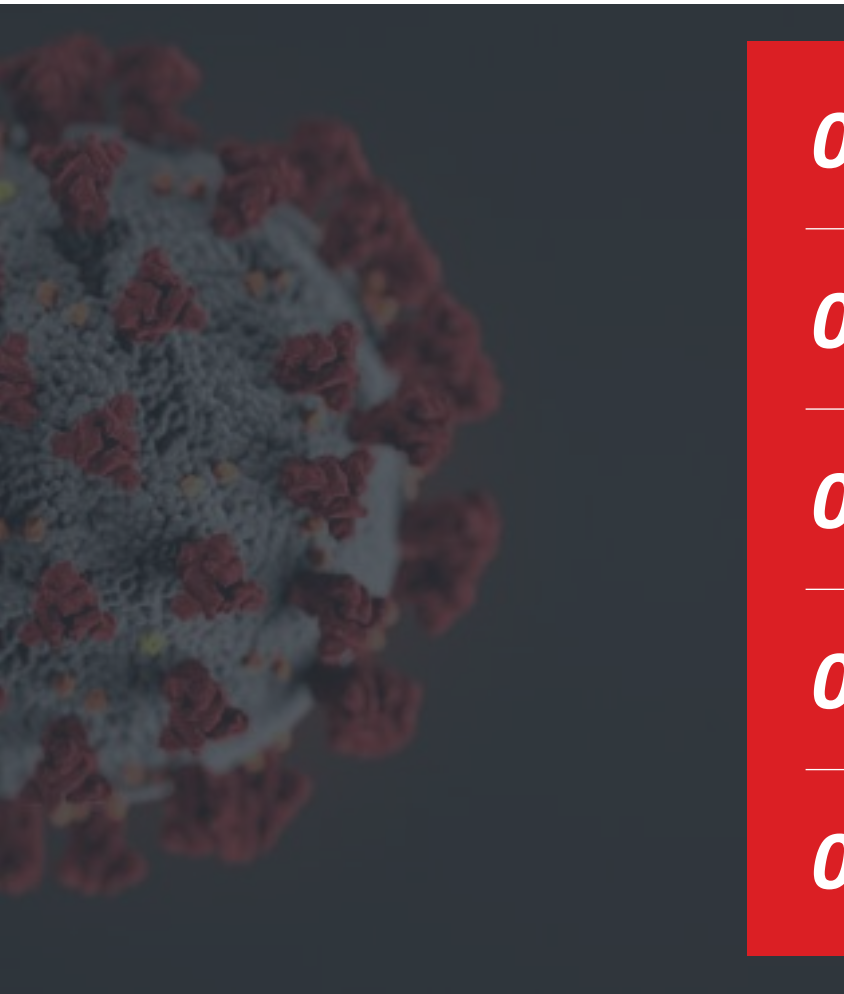


NOTE



Throughout the report,  and  are used to denote statistically significant increases or decreases from previous waves at 95% confidence level.

5 Things You Should Know



01

Concern on the rise: Across several metrics we see that Canadians are a little more concerned about the pandemic. Despite an encouraging scenario with cases in Canada, Canadians are demonstrating more concern about their safety (and their loved ones). This is also seen in a slight drop among those who think things are getting better in Canada (down 5 pts to 79%) and now only 28% of Canadians think things are getting better around the globe.

02

Health crisis over Economy: When asked to choose between the two, 59% of Canadians now say that they are more focused on the health crisis over the economy (41%). For context, this measure was 50%/50% at the start of June.

03

Restaurant woes: The good news for the beleaguered restaurant sector is that two-thirds of Canadians have visited a drive-through and got takeout from a restaurant over the last two weeks. The bad news is that at least 50% of Canadians say they would not dine indoors at a restaurant, fast food restaurant or mall food court.

04

US Border Opening: With the surge in case in the U.S. it should come as no surprise that 84% of Canadians want the US border to be completely closed for now. The main outlier is the 29% of Albertans who want the border open in some capacity (completely or a limited manner).

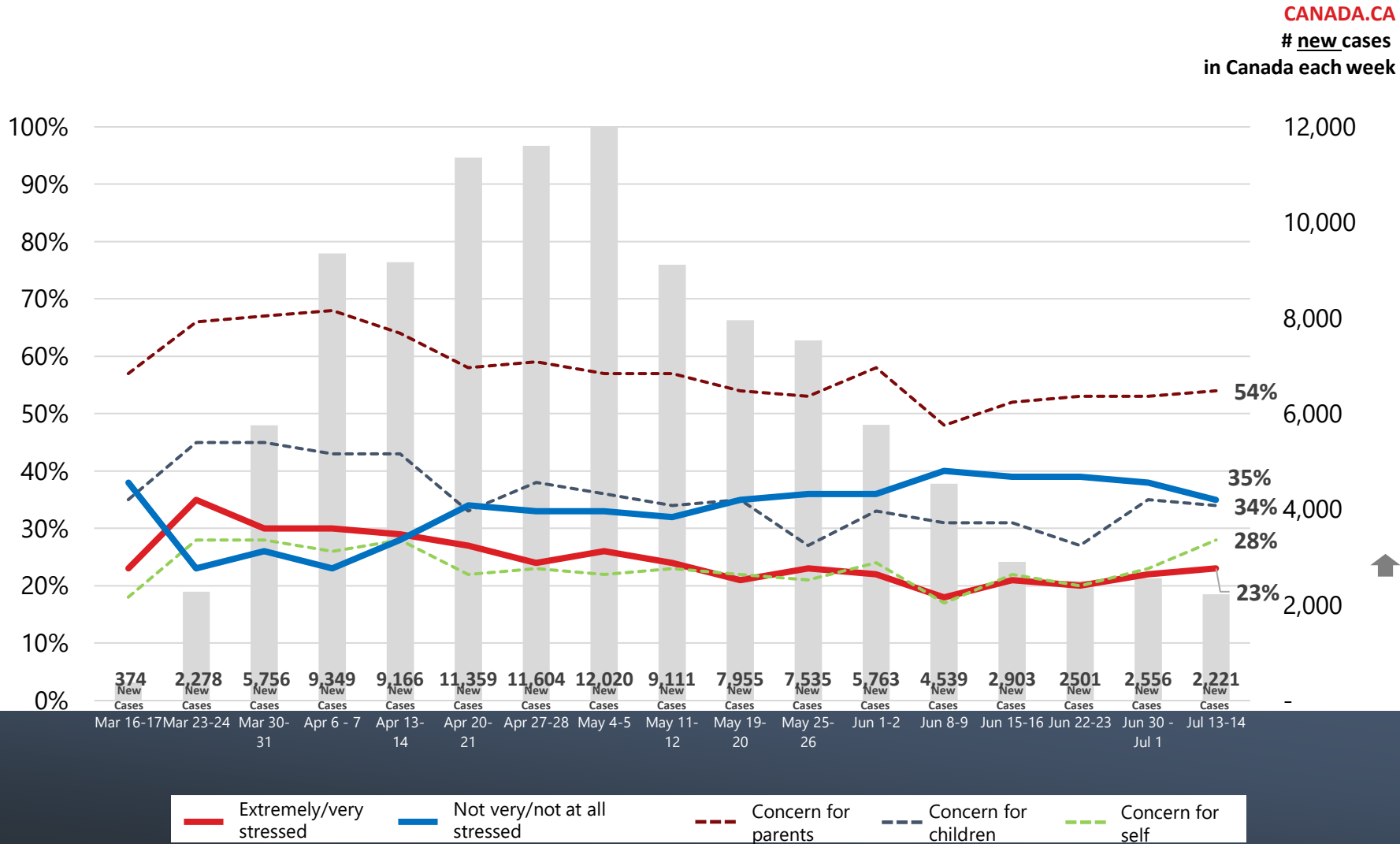
05

Support to go back to isolation: With wave two seeming to be a certainty in the minds of many Canadians (in May 95% were confident about an emerging wave 2), this wave we asked what they would be prepared to do. 81% said they that if there was a significant resurgence in cases, they would support social distancing like we experienced in March/April.

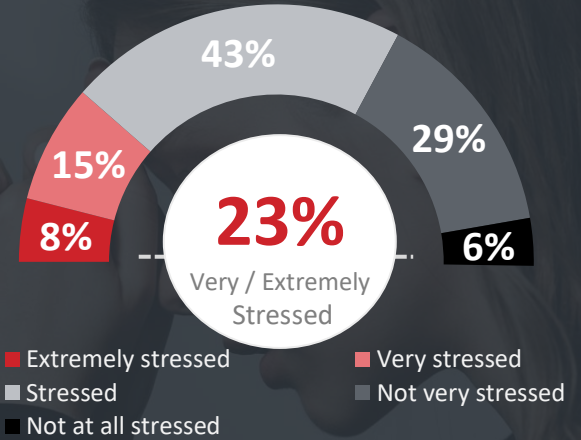
Key Findings

Level of Stress from COVID-19 Pandemic

July 13 - July 14, 2020



Level of Stress



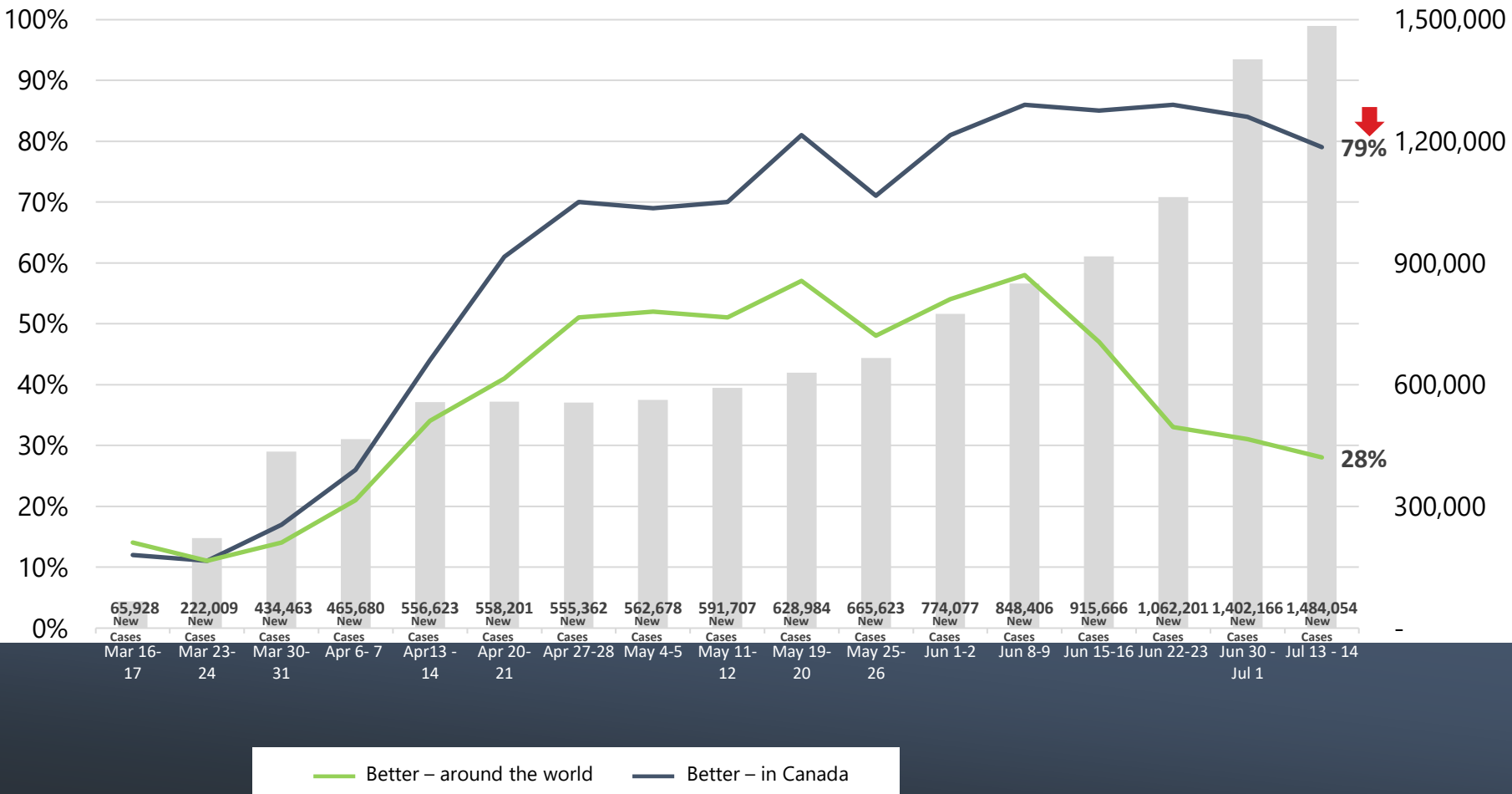
Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



new cases
Globally each week



Are things getting better or worse?



In Canada
21% Worse
79% Better



Worldwide
72% Worse
28% 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



July 13 - July 14, 2020

Δ last week	Jun 30 - Jul 1	June Total	May Total	April Total	Mar 23-24	Mar 16-17
+4 ↑	62%	61%	64%	81%	94%	92%
-1	44%	46%	41%	34%	34%	44%
-5 ↓	28%	28%	26%	18%	14%	28%

Financial Concern

July 13 - July 14, 2020



S&P TSX

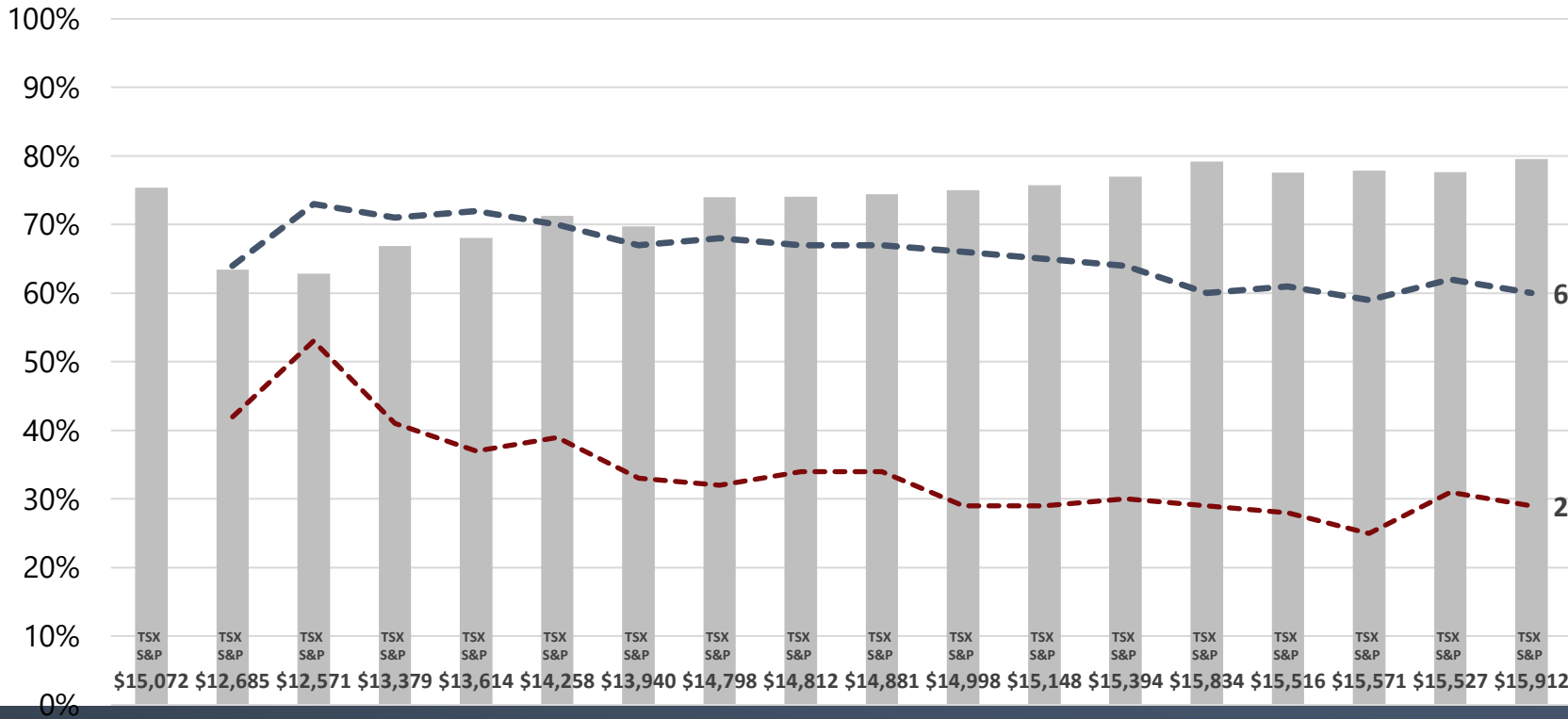
\$20,000

\$15,000

\$10,000

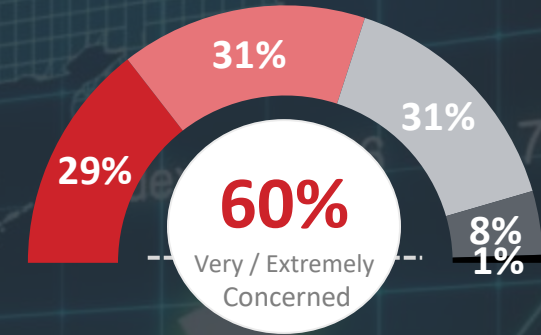
\$5,000

\$0



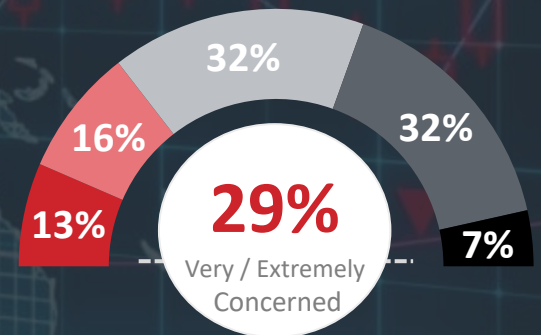
--- Very/extremely concerned Canadian economy --- Very/extremely concerned Personal finances

Concern about Canadian Economy



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

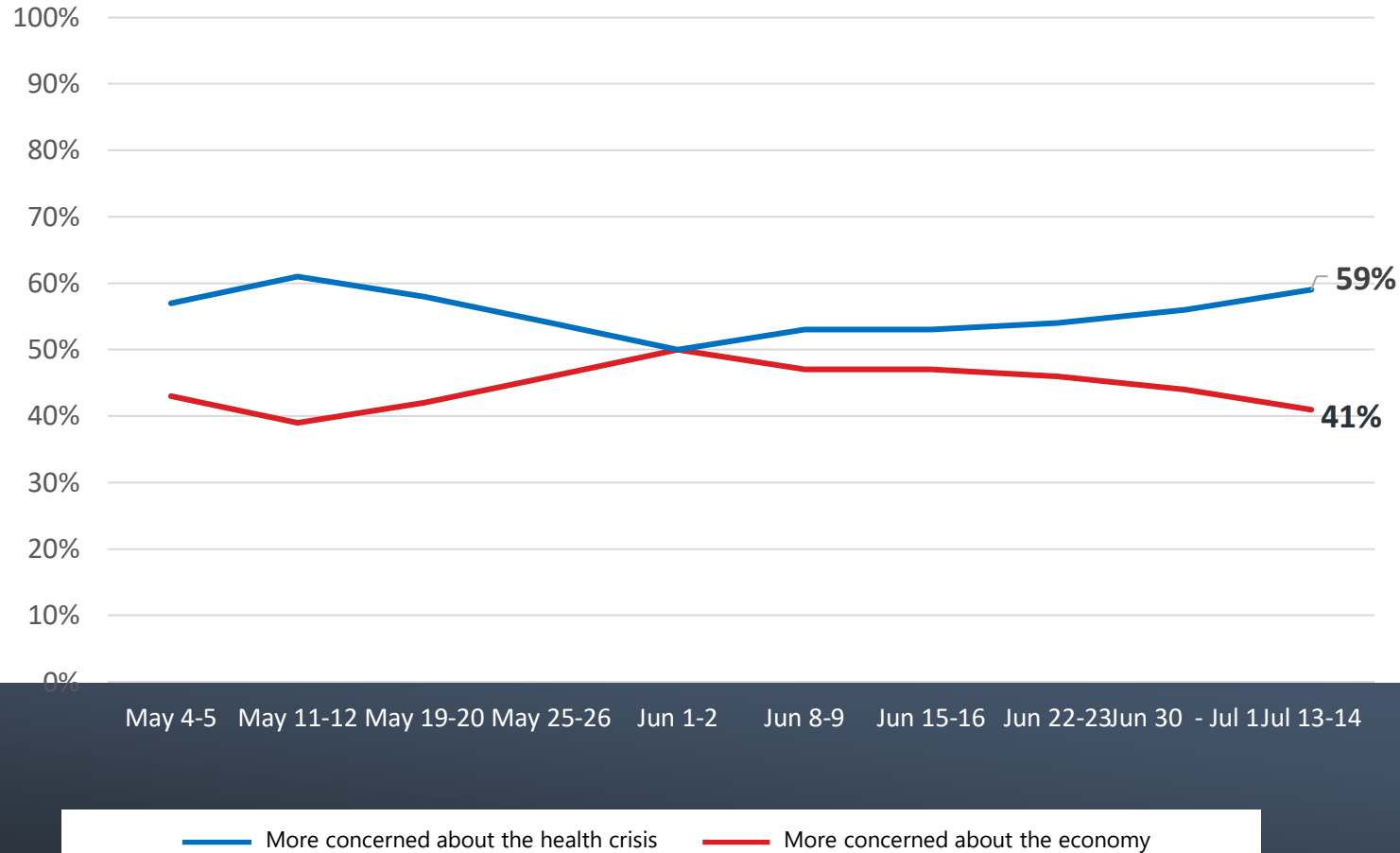
Concern about Personal Finances



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:
59% Health Crisis
41% The economy

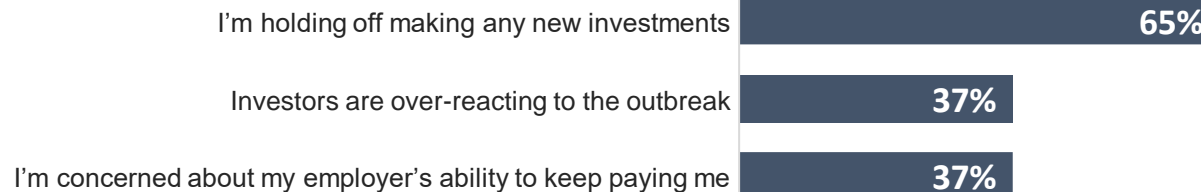
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

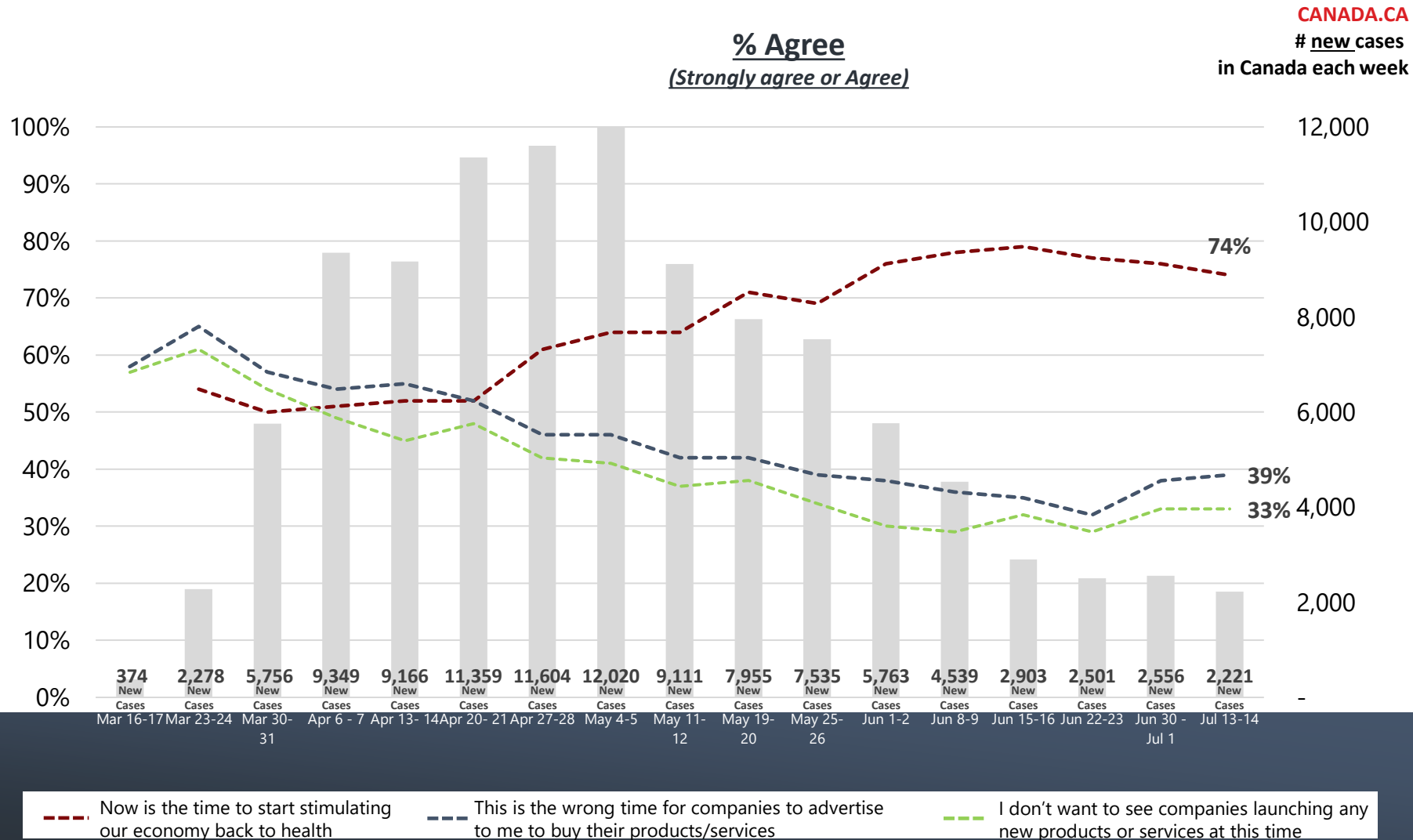


On personal finances



Δ last week	Jun 30 – Jul 1	June Total	May Total	Apr Total	Mar 23-24	Mar 16-17
+2	77%	76%	79%	85%	-	-
+1	78%	76%	78%	79%	-	-
-2	76%	77%	67%	53%	54%	-
-1	69%	72%	58%	46%	-	-
=	65%	68%	54%	42%	-	-
+4	54%	50%	55%	64%	73%	65%
+3	48%	45%	47%	52%	-	-
+1	38%	36%	42%	53%	65%	58%
+1	38%	36%	43%	53%	64%	60%
=	33%	31%	37%	48%	61%	57%
-4	69%	67%	74%	79%	85%	77%
=	37%	39%	40%	40%	42%	56%
-2	39%	37%	42%	50%	58%	49%

Perceptions of Advertising During the Pandemic

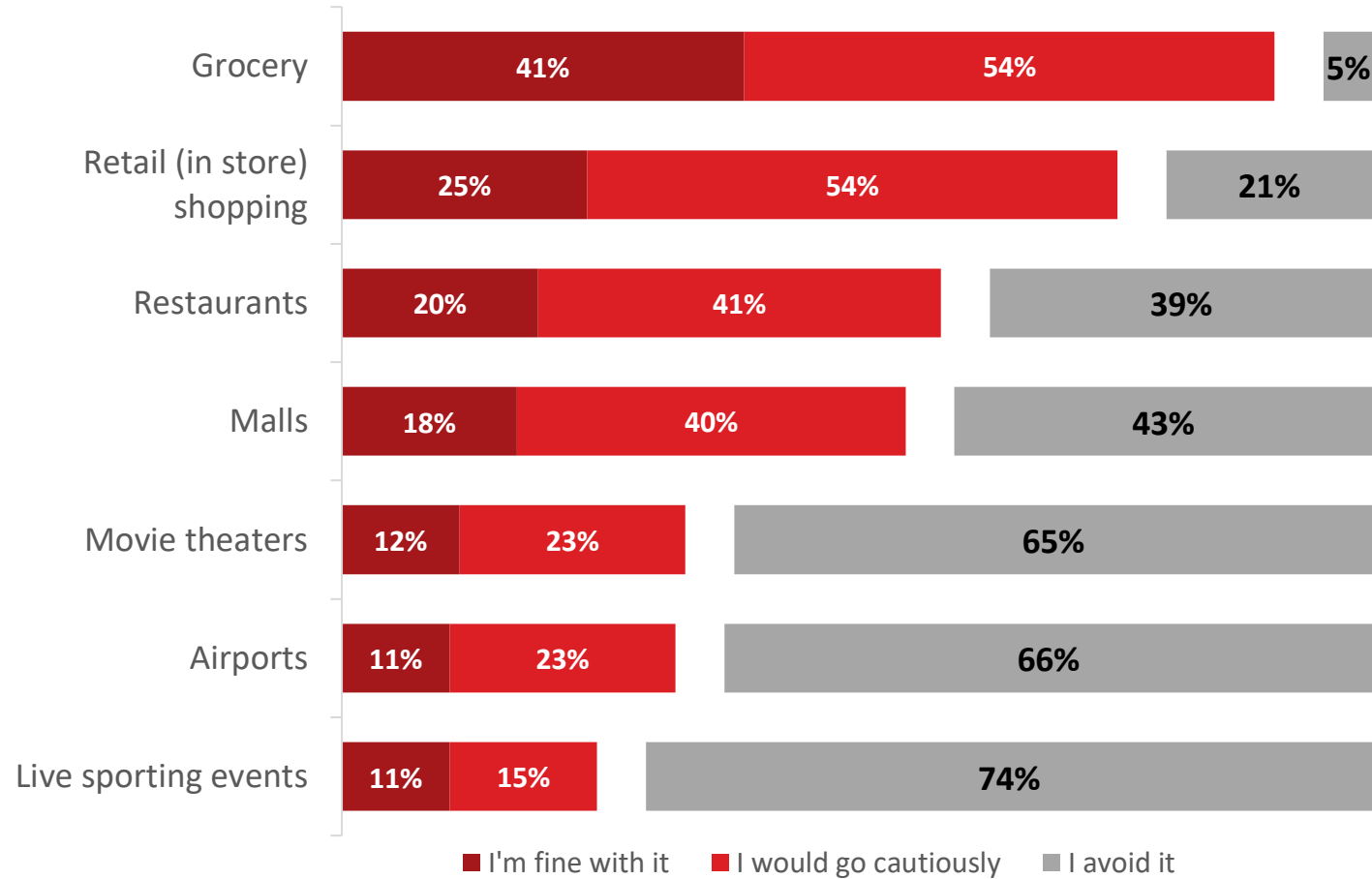


74%
Now is the time to start stimulating our economy back to health

39%
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



July 13 - July 14, 2020

AVOID

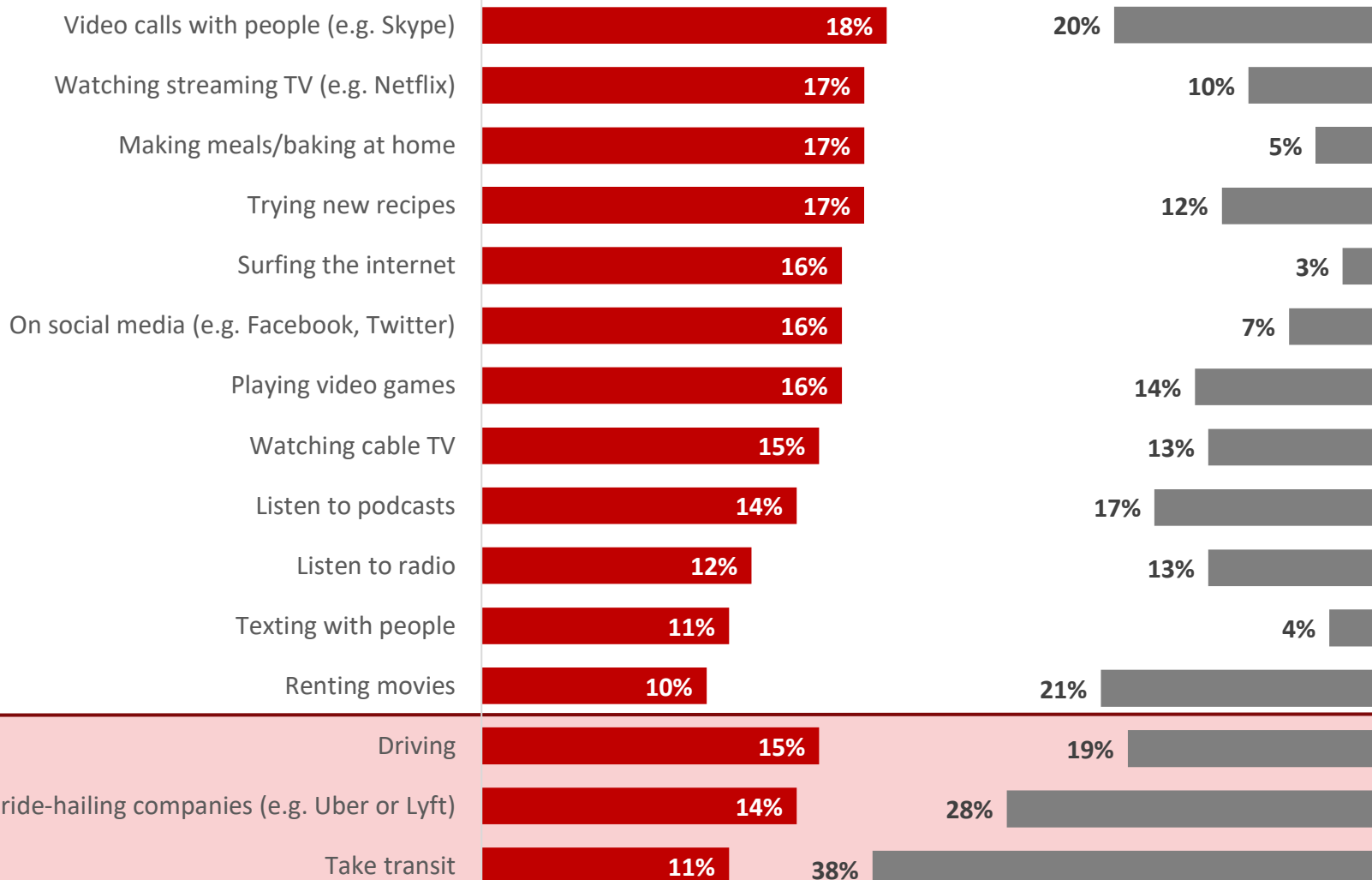
Δ last week	Jun 30 – Jul 1	June Total	May Total	April Total	Mar 23-24	Mar 16-17
=	5%	6%	8%	13%	13%	7%
+3	18%	22%	32%	55%	62%	44%
-2	41%	41%	52%	74%	83%	59%
+1	42%	46%	57%	76%	85%	64%
+3	62%	64%	72%	86%	92%	80%
=	66%	64%	68%	83%	91%	82%
+3	71%	71%	75%	-	-	-

Changes in Lifestyle (Leisure & Transit)

July 13 - July 14, 2020

Doing More of This
(Compared to 2 Weeks Ago)

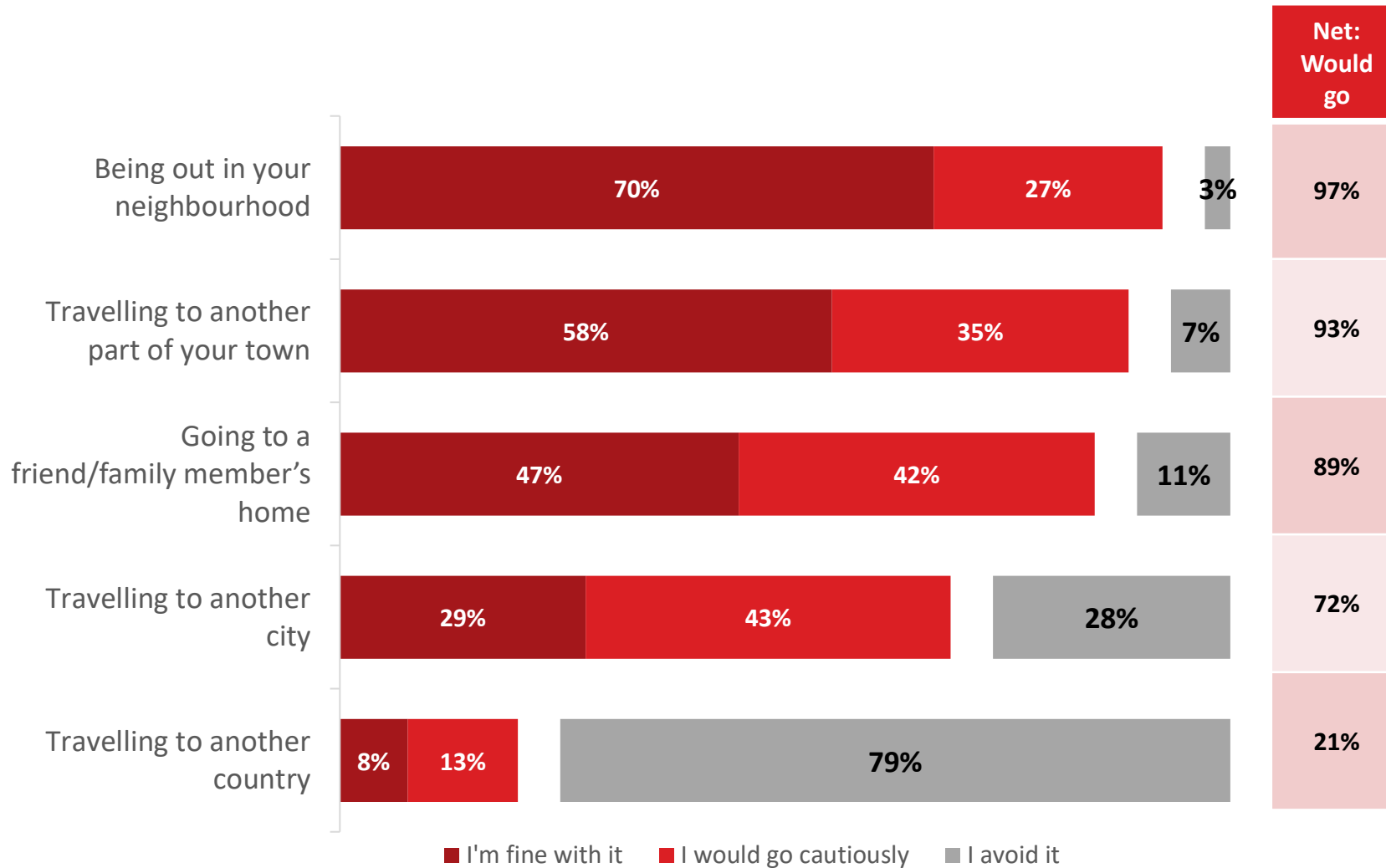
Doing Less of This



DOING MORE

Δ last week	Jun 30 – Jul 1	June Total	May Total	Apr Total	Mar 23-24	Mar 16-17
-5 ↓	23%	26%	43%	68%	57%	35%
-5 ↓	22%	24%	37%	55%	56%	37%
-2	19%	22%	36%	53%	51%	32%
-2	19%	20%	32%	41%	32%	22%
-4	20%	22%	33%	52%	56%	39%
-3	19%	21%	31%	51%	56%	38%
-2	18%	20%	31%	48%		
-4	19%	18%	27%	45%	50%	32%
-2	16%	16%	21%	25%	25%	
=	12%	12%	14%	21%	24%	
-4 ↓	15%	15%	22%	39%	45%	30%
-2	12%	11%	20%	29%	26%	20%
DOING LESS						
-3	22%	24%	43%	69%	64%	34%
-14 ↓	42%	41%	50%	70%	63%	40%
-3	41%	48%	59%	77%	74%	60%

Perceptions of Travel

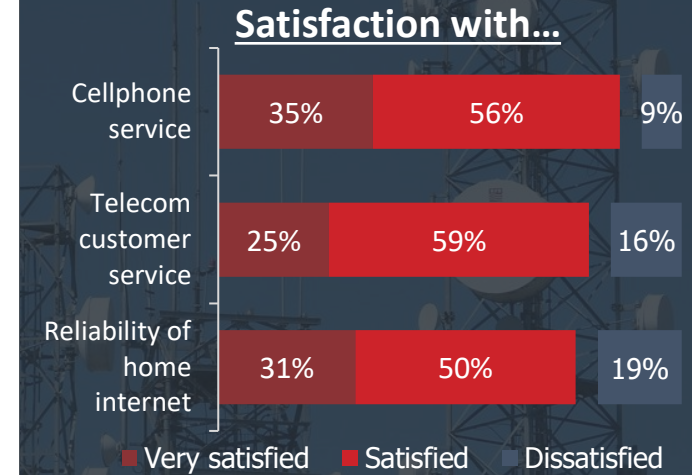
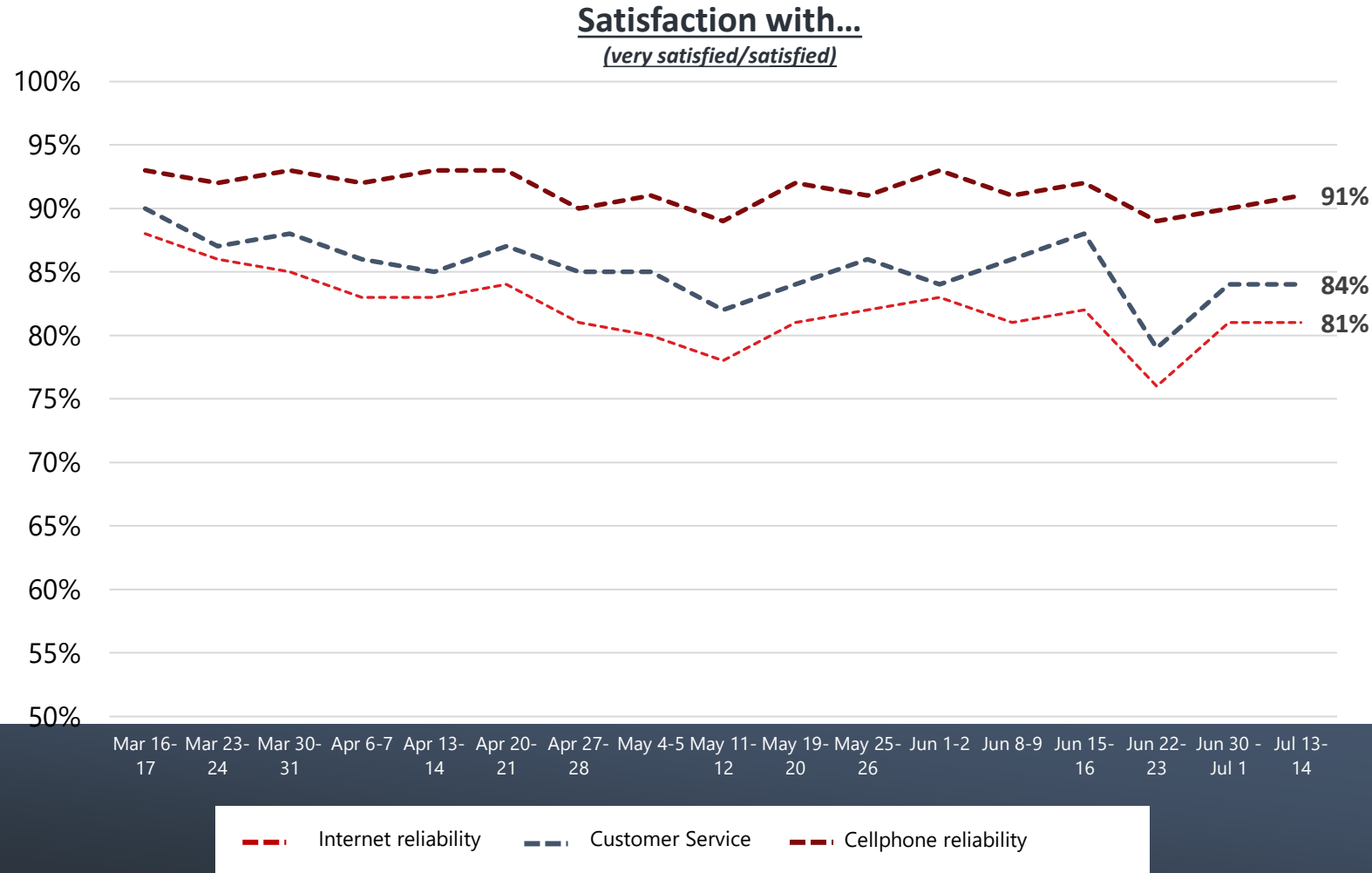


July 13 - July 14, 2020

WOULD GO

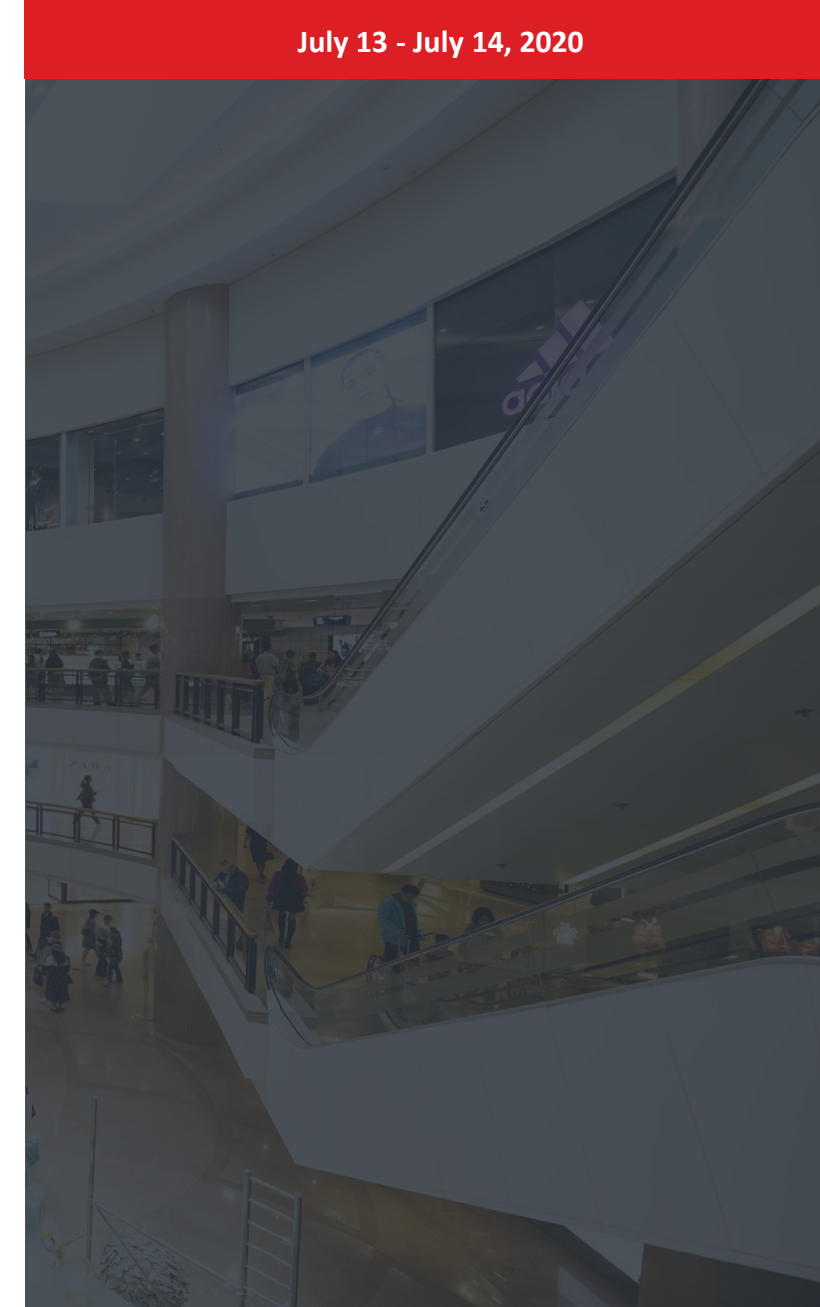
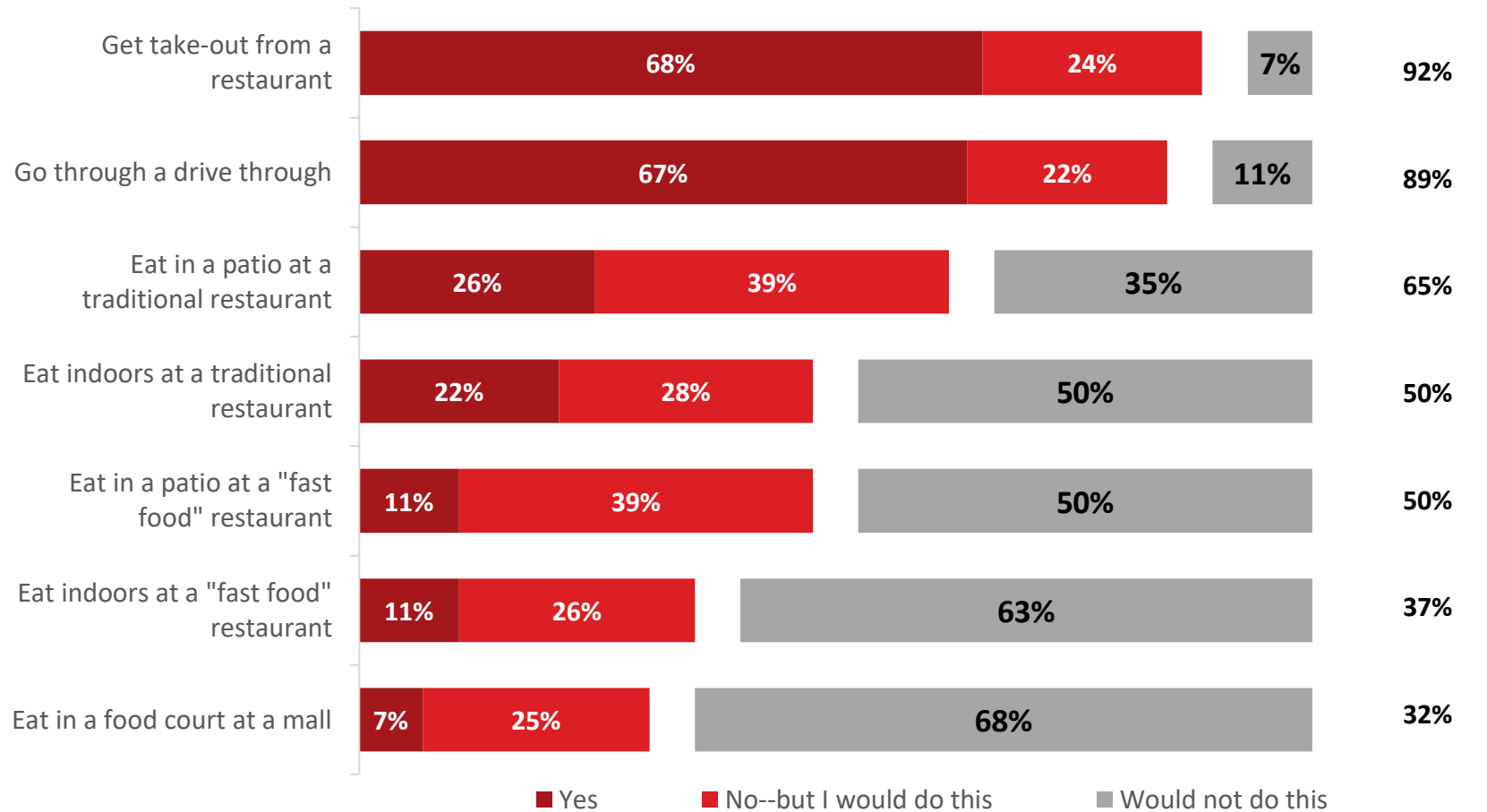
	Δ last wave	Jun 30 – Jul 1	Jun 15-16
Being out in your neighbourhood	=	97%	97%
Travelling to another part of your town	+1	94%	93%
Going to a friend/family member's home	+2	88%	86%
Travelling to another city	+2	73%	71%
Travelling to another country	-3	23%	26%

Telecom Satisfaction



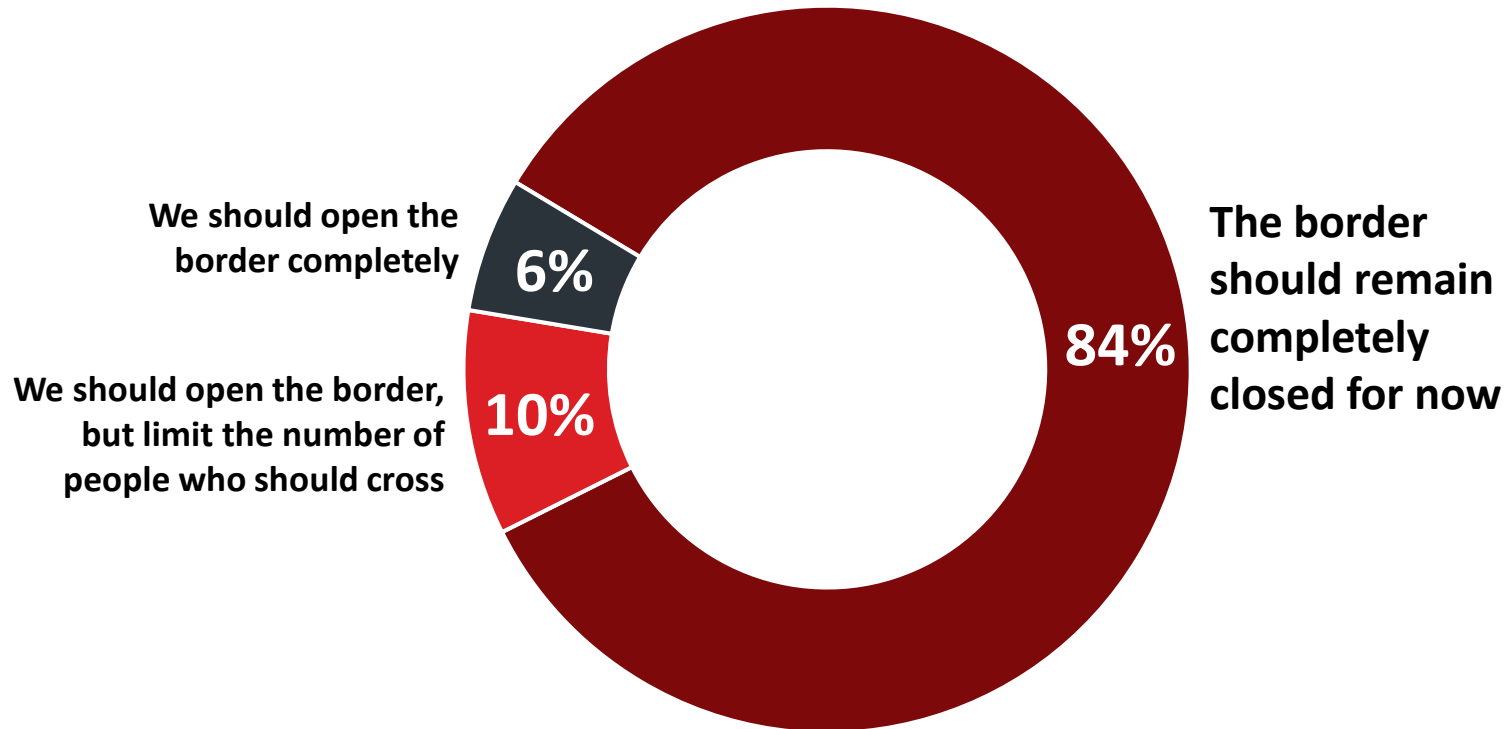
Visiting Restaurants

% Have done over the last two weeks (or Would)



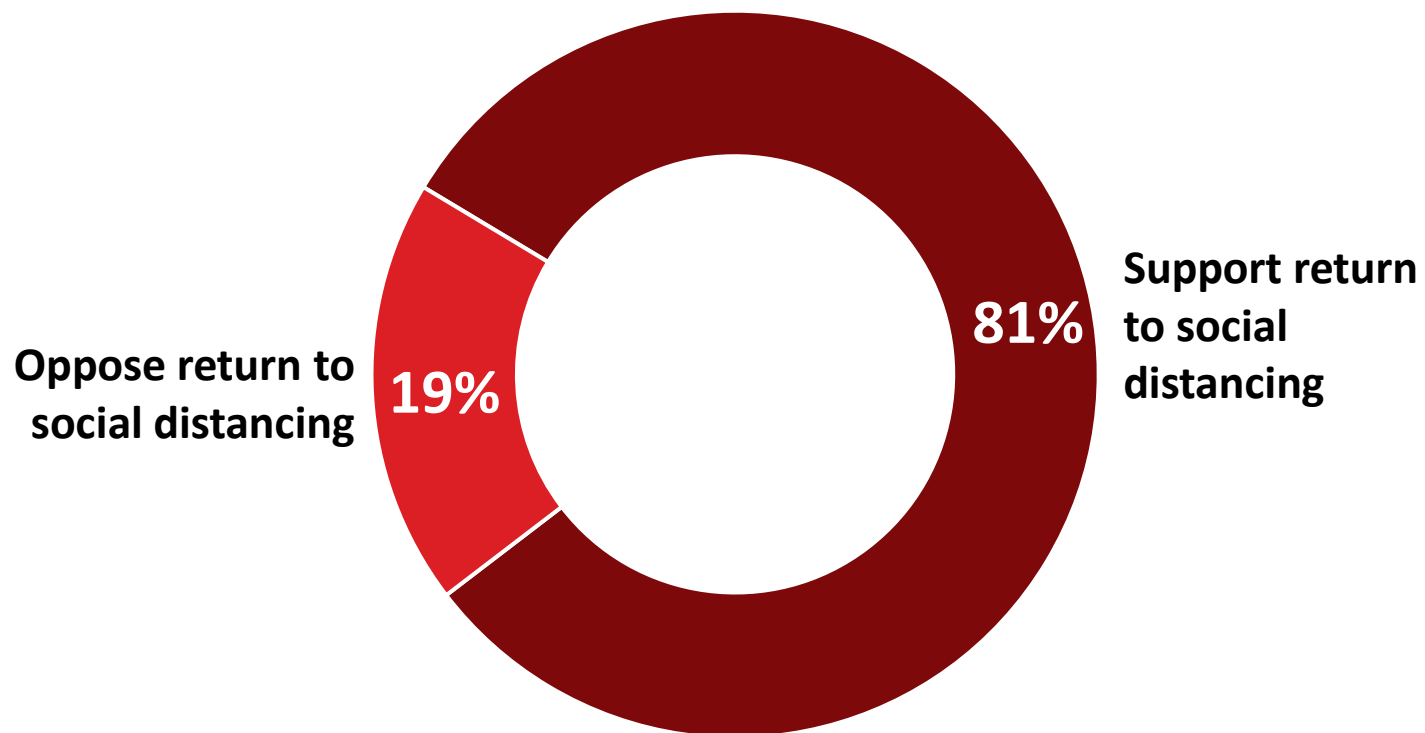
Perceptions of Opening the US – Canada Border

Perceptions of Border Closure



Support for a Return to Social Distancing

If there is a significant resurgence in the number of COVID-19 cases in Canada in the next few months, will you support or oppose a return to social distancing and social isolation like we had in March/April?



Opposition is highest in
Alberta (33%) and
Saskatchewan (36%)

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