



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 4

APRIL 8, 2020

Next report will be available:
Wednesday April 15



Methodology



STUDY



With the coronavirus outbreak in Canada and abroad, Angus Reid has commenced a weekly tracking study in order to investigate the current state of Canadian perceptions and 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

Field date for the next wave Monday April 13th.



SAMPLE





Wave 1: n=1,514
Wave 2: n=1,004
Wave 3: n=1,006
Wave 4: n=1,007

For this most recent wave, a representative sample of n=1,007 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

Canadians have settled into their new reality. Over the last couple of waves, we've seen levels of stress and concern (over both safety and finances) have stabilized. Even though there is widespread agreement that things will get worse before they get better, Canadians are displaying some stoicism in that their stress is not rising as Covid-19 cases rise dramatically in Canada.

02

Even though cases continue to rise in Canada, more Canadians are feeling optimistic. While still the vast minority, a growing proportion of Canadians are saying that things are getting better across the globe, across Canada and in their communities. This comes at a time when the number of Covid-19 cases in Canada has over doubled since last week.

03

Feeding the country – Canadians are stocking their fridge, ordering online and cooking more. Canadians also seem to be entering a new routine when it comes to food. One-in-five are using “click and go” grocery shopping (doubling since the first wave of tracking). Canadians are also buying more so they also have to go shopping less. Finally, Canadians are taking this opportunity to cook more with almost half saying that they're trying new recipes.

04

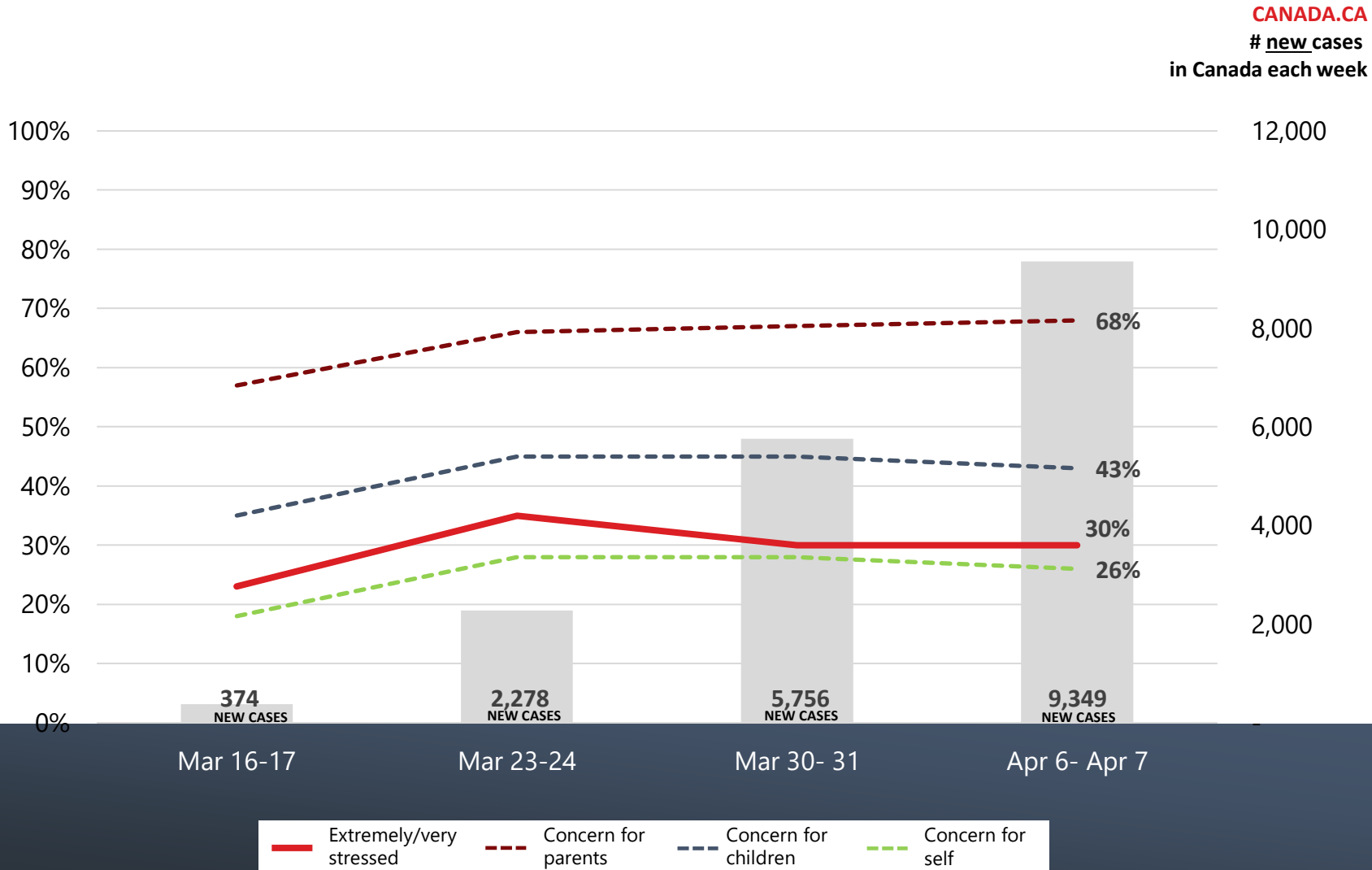
Three-quarters of online Canadians engage in video calls. Since the start of tracking, the most dramatic change in behaviour is the use of video calls. Three-quarters of Canadians who engage in this practice say they are doing it more than they did four weeks ago.

05

It is important for Canadian companies to engage. While Canadians are still divided on the appropriateness of advertising, they still want to see Canadian companies engage in the issue. Canadians overwhelmingly state that those companies who take an active role during this crisis will be rewarded with their loyalty as a customer. Conversely, a majority say that companies who do nothing at this time will lose them as a customer.

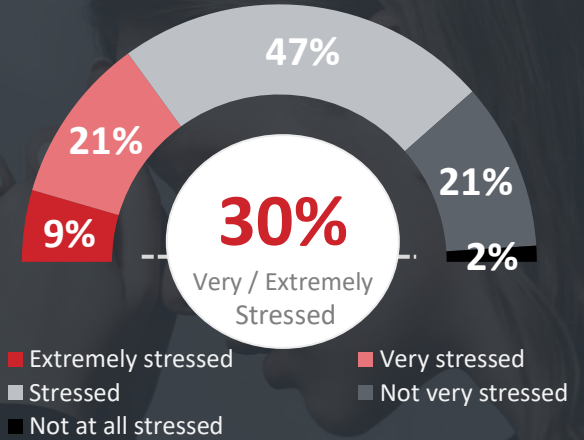
Key Findings

Level of Stress from COVID-19 Pandemic

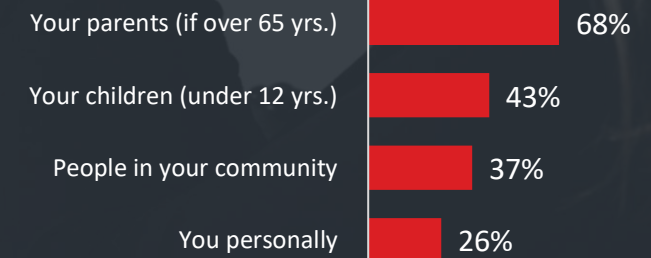


April 6-7, 2020

Level of Stress



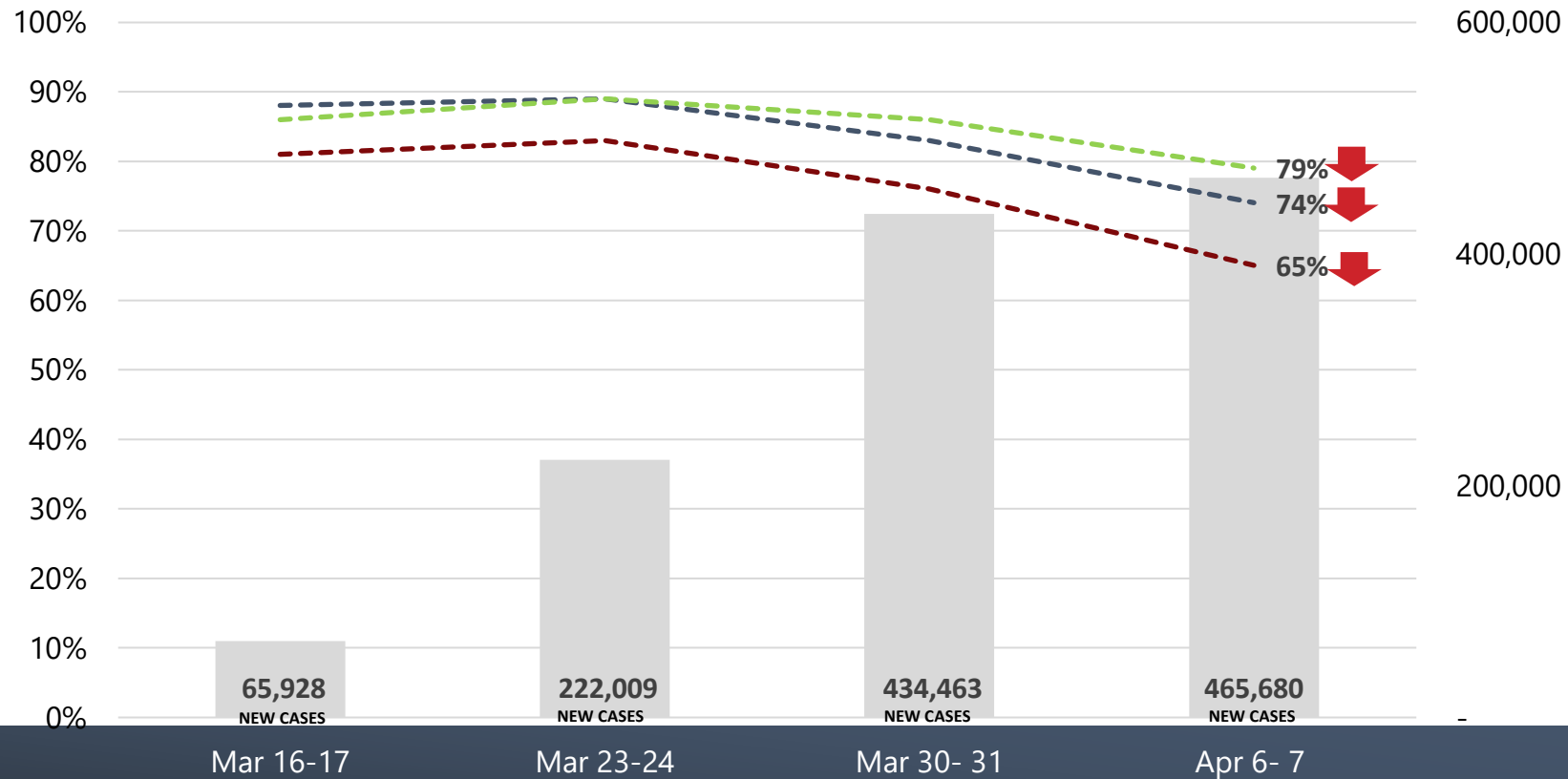
Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



new cases
Globally each week



--- Worse - around the world
 --- Worse - in Canada
 --- Worse - in my community

Are things getting better or worse?



In your community
65% Worse



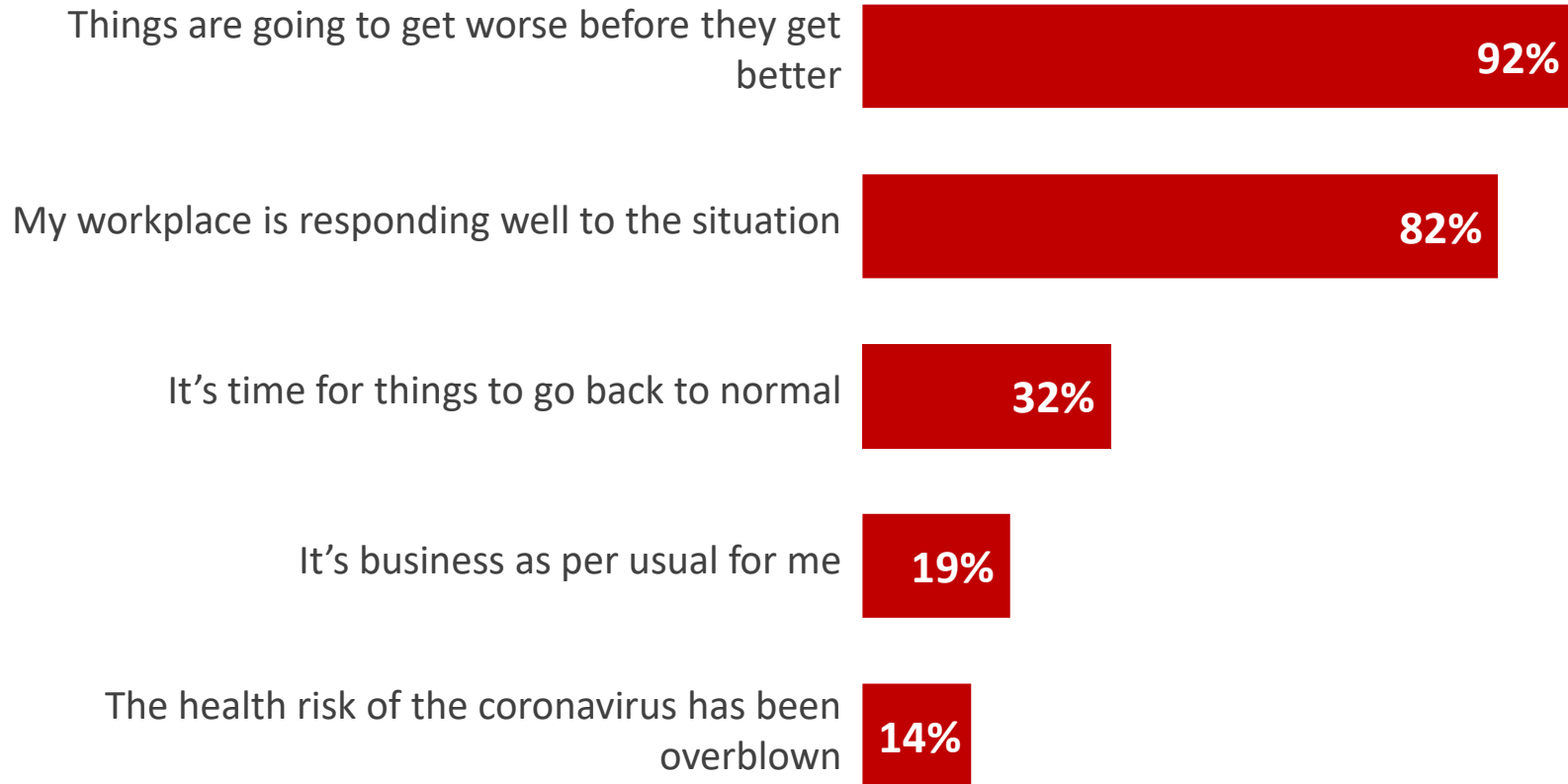
In Canada
74% Worse



Worldwide
79% Worse

COVID-19 Perceptions

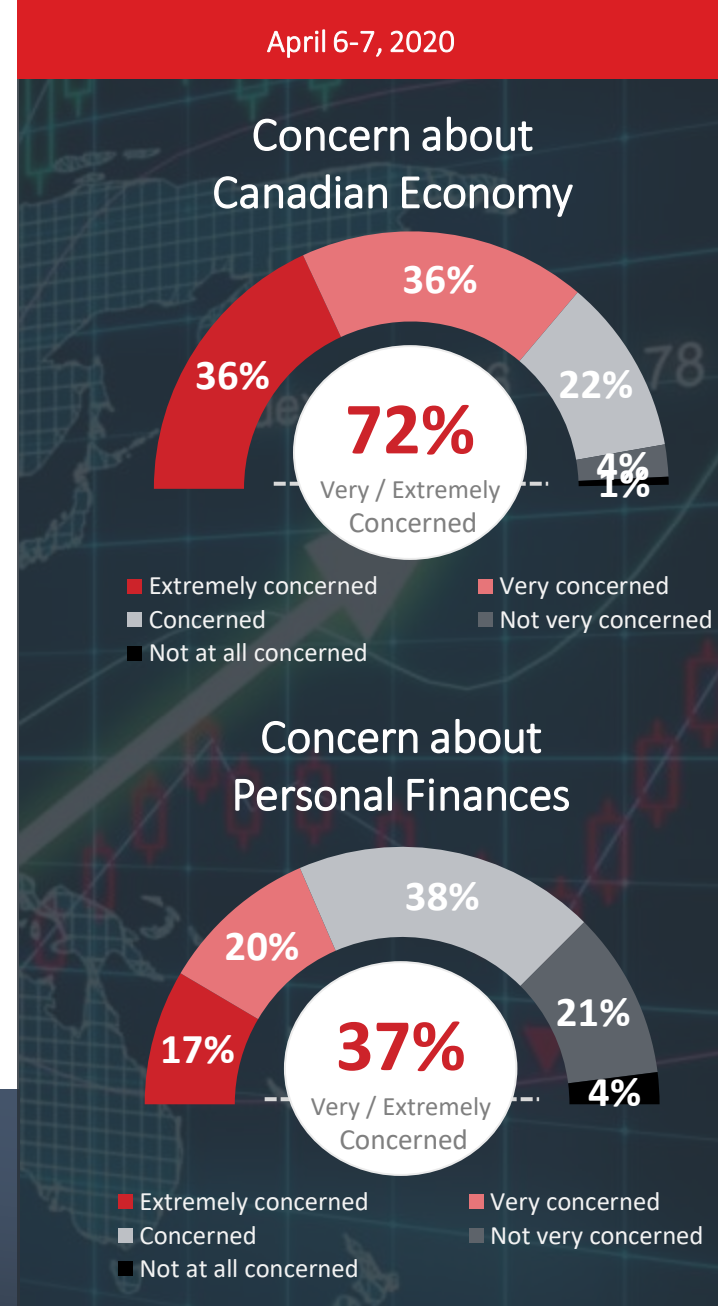
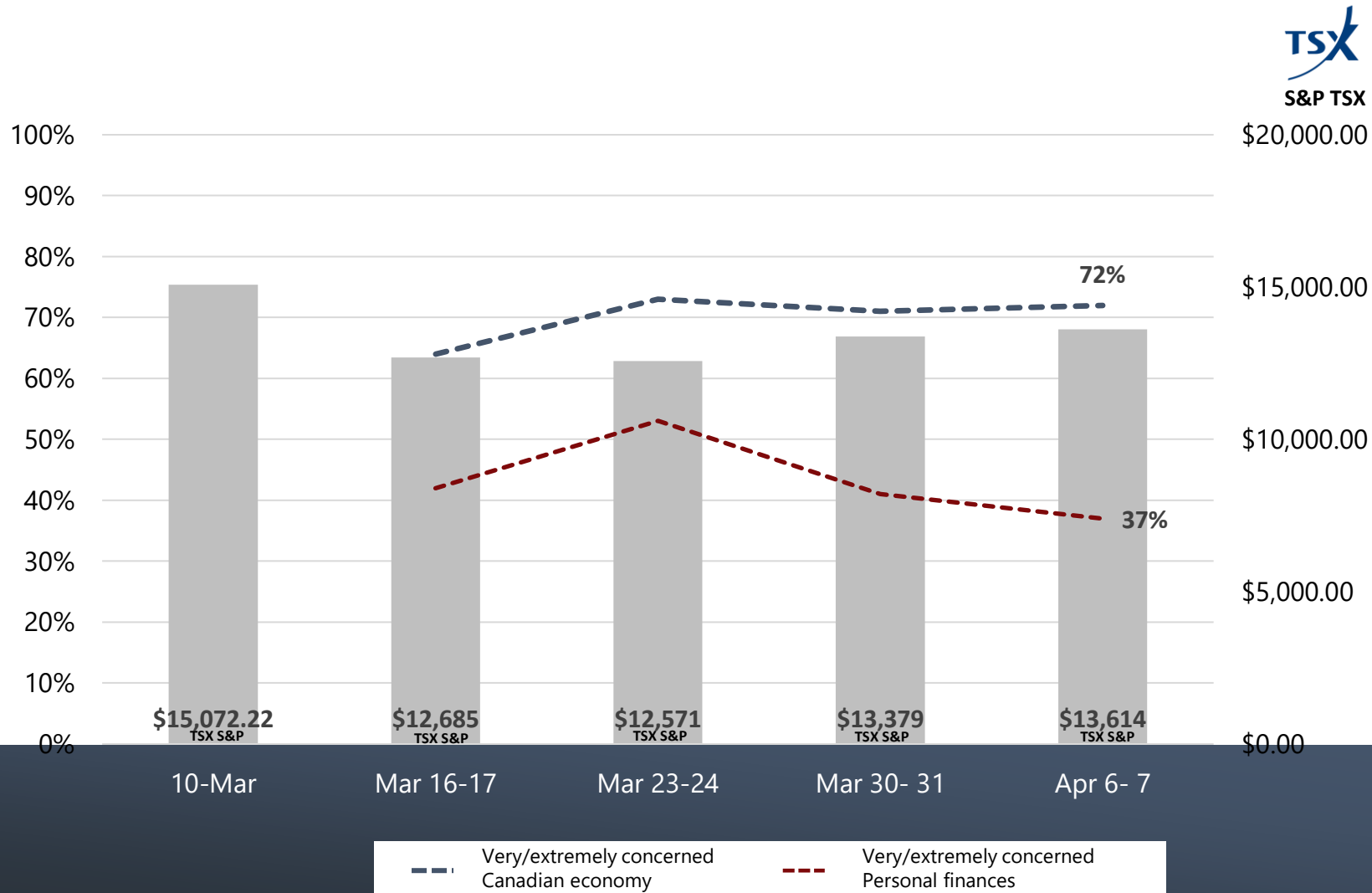
% Agree
(Strongly agree or Agree)



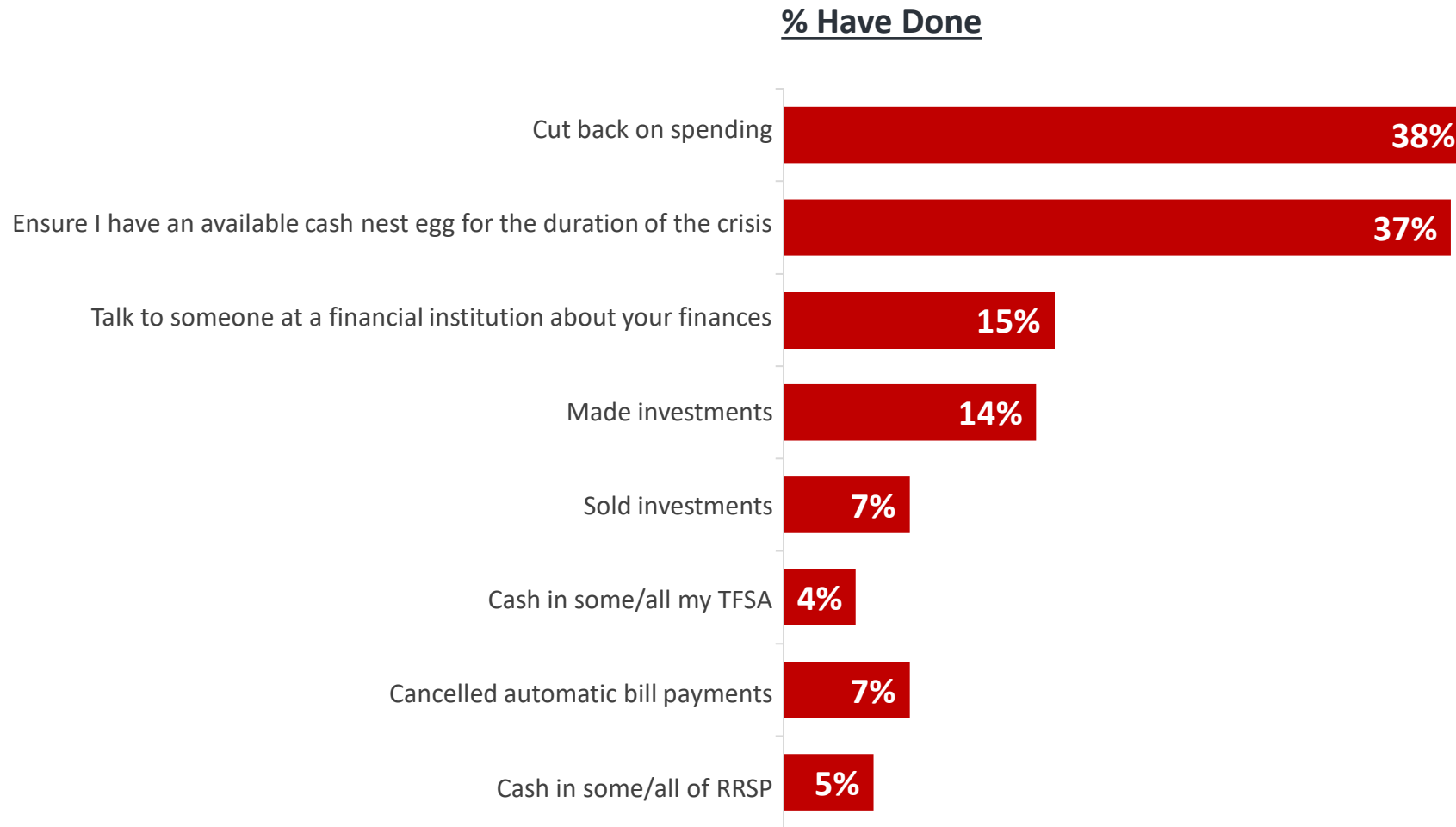
April 6-7, 2020

Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
-1	93%	94%	92%
+4	78%	78%	78%
-2	34%	34%	44%
-3	22%	19%	33%
=	14%	14%	28%

Level of Stress from COVID-19 Pandemic



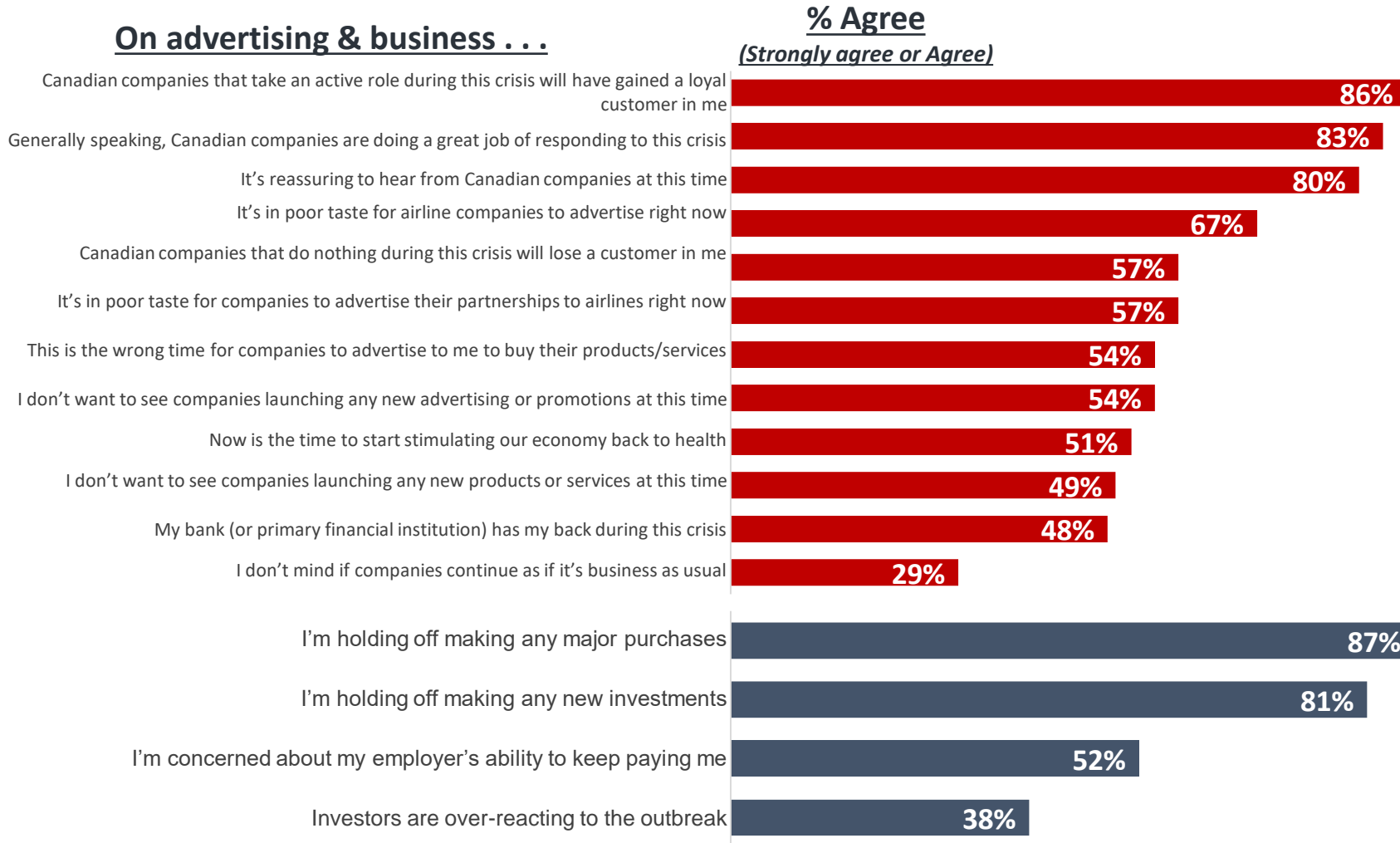
Financial Actions Taken as a Result of COVID-19



Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
-1	39%	39%	24%
+3	34%	31%	27%
+1	14%	11%	9%
=	14%	8%	6%
-1	8%	6%	4%
-3	7%	5%	4%
=	7%	6%	3%
+1	4%	2%	2%

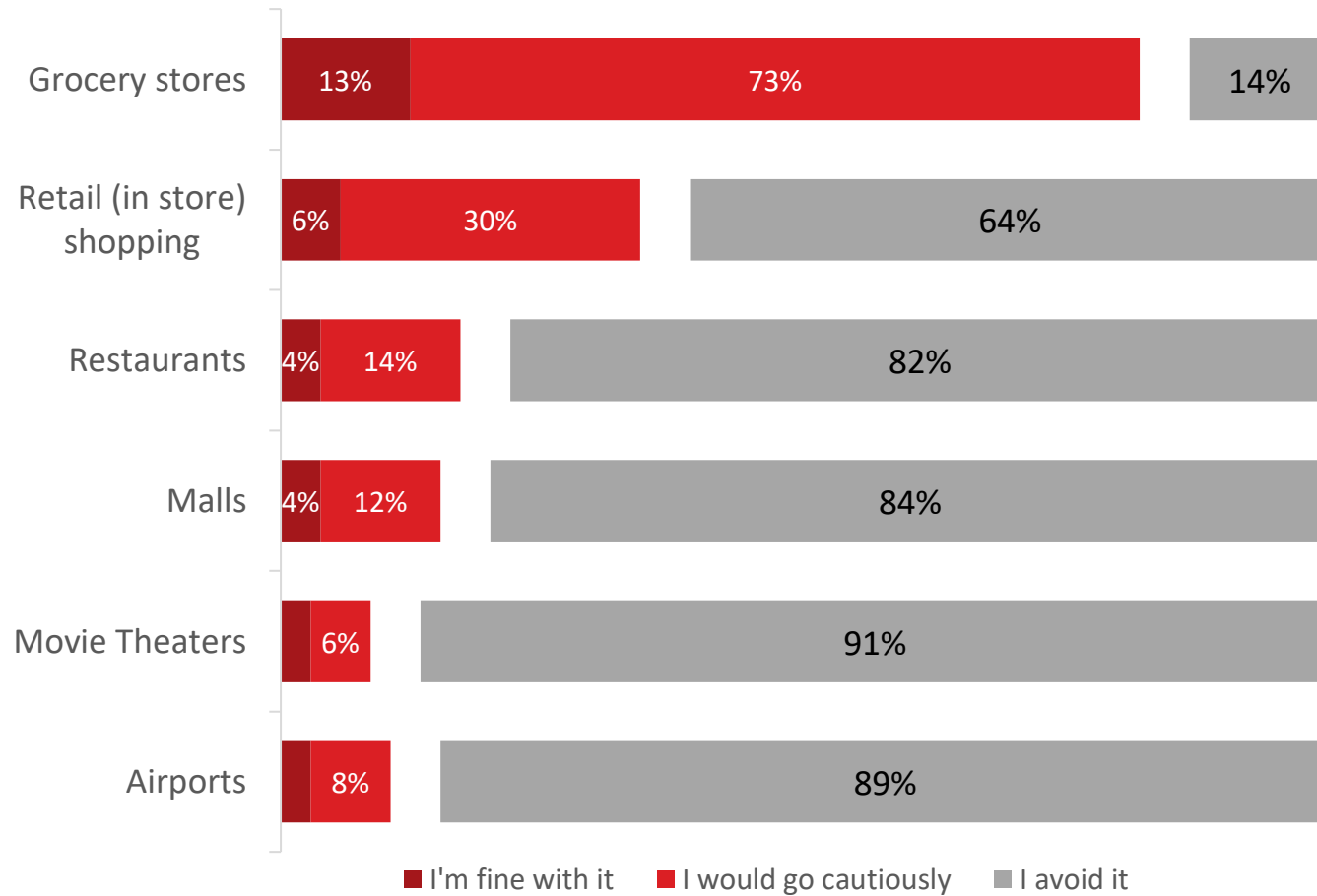
Perceptions of Advertising and Finances

On advertising & business . . .



Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
na	-	-	-
+1	82%	80%	-
na	-	-	-
+2	65%	73%	65%
na	-	-	-
+3	54%	61%	56%
-3	57%	65%	58%
-3	57%	64%	60%
+1	50%	54%	
↓ -5	54%	61%	57%
=	48%		
-1	30%	20%	42%
=	87%	90%	80%
-1	82%	85%	77%
-2	54%	58%	49%
↓ -4	42%	42%	56%

Perceptions of Going Out



April 6-7, 2020

AVOID

Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
=	14%	13%	7%
+1	63%	62%	44%
=	82%	83%	59%
+2	82%	85%	64%
-1	92%	92%	80%
=	89%	91%	82%

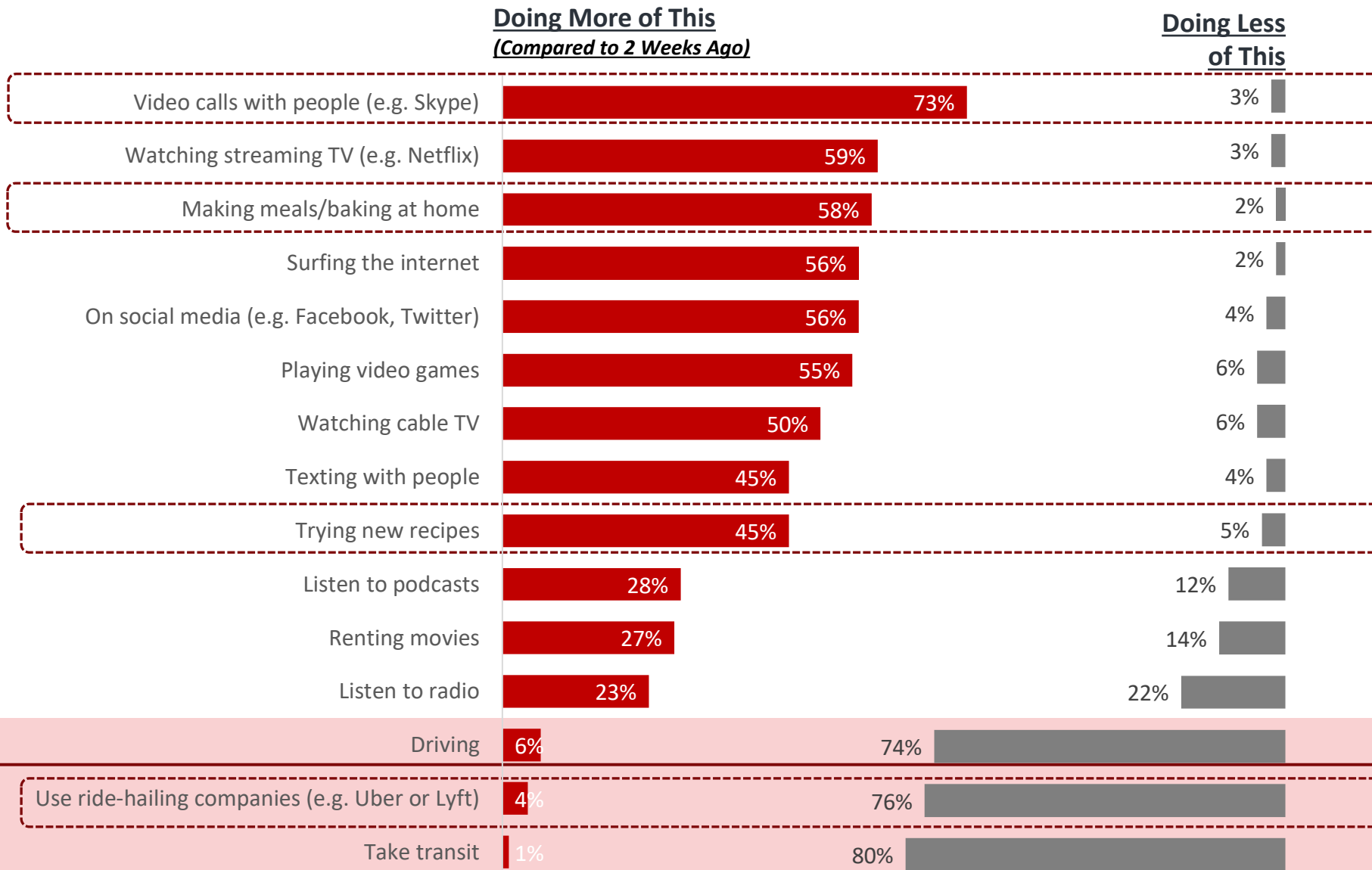
Use of Online Transactions/Services

Have Done
(Within the last 2 Weeks)



Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
-3	83%	79%	72%
↑ +6	48%	44%	38%
=	37%	30%	24%
↑ +5	18%	17%	13%
+2	17%	16%	10%
+2	8%	11%	19%

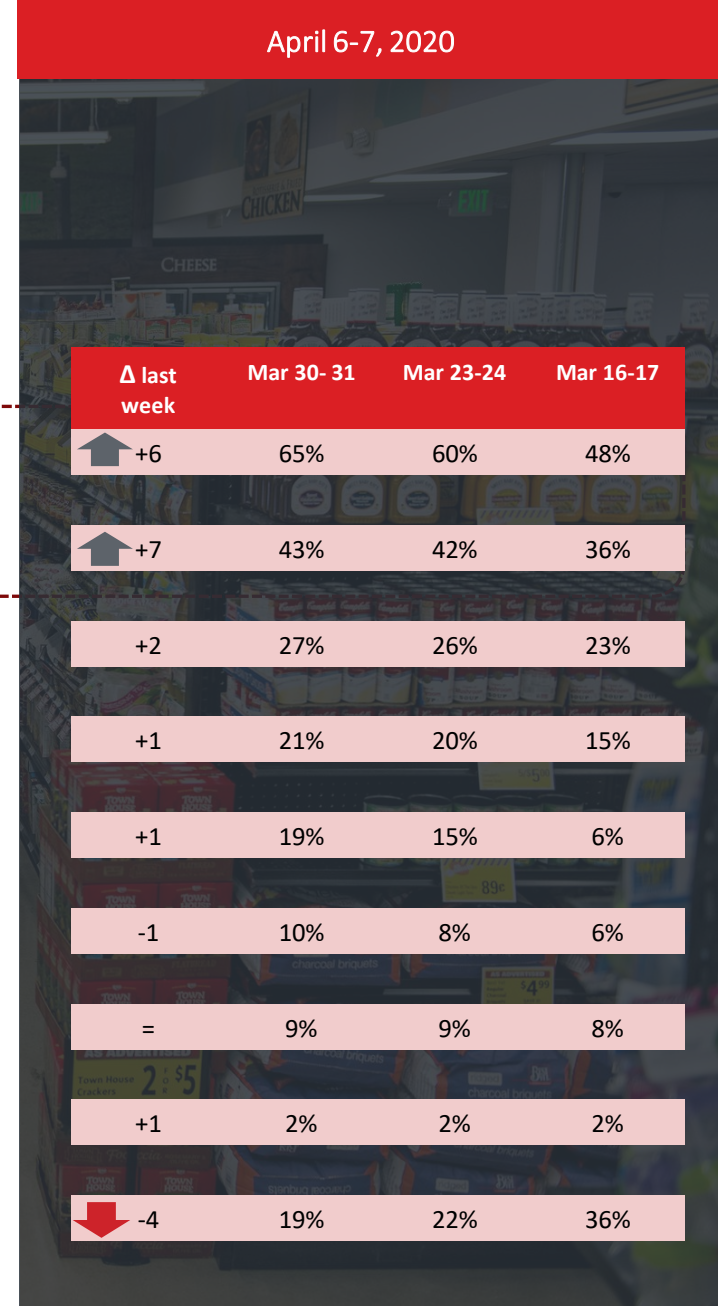
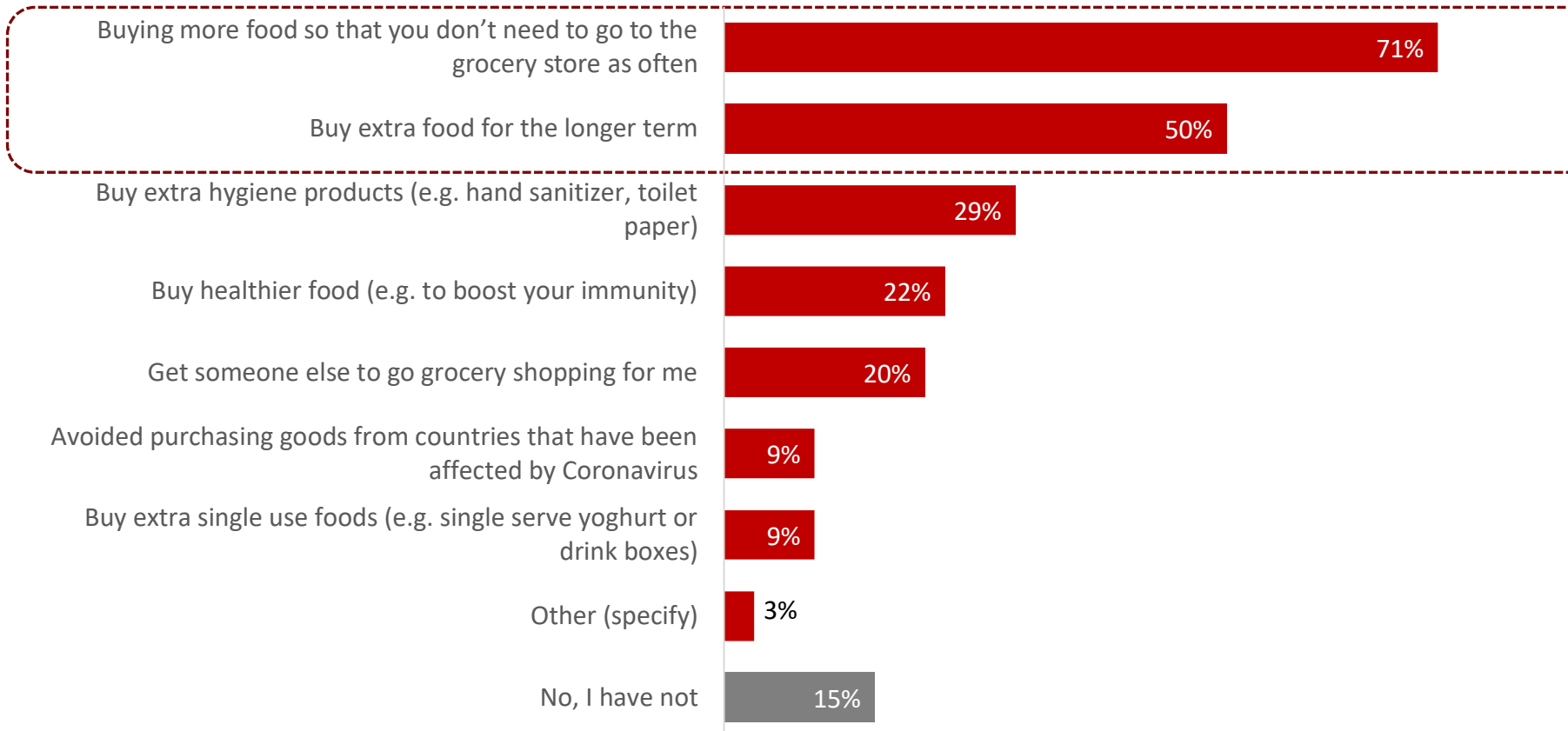
Changes in Lifestyle (Leisure & Transit)



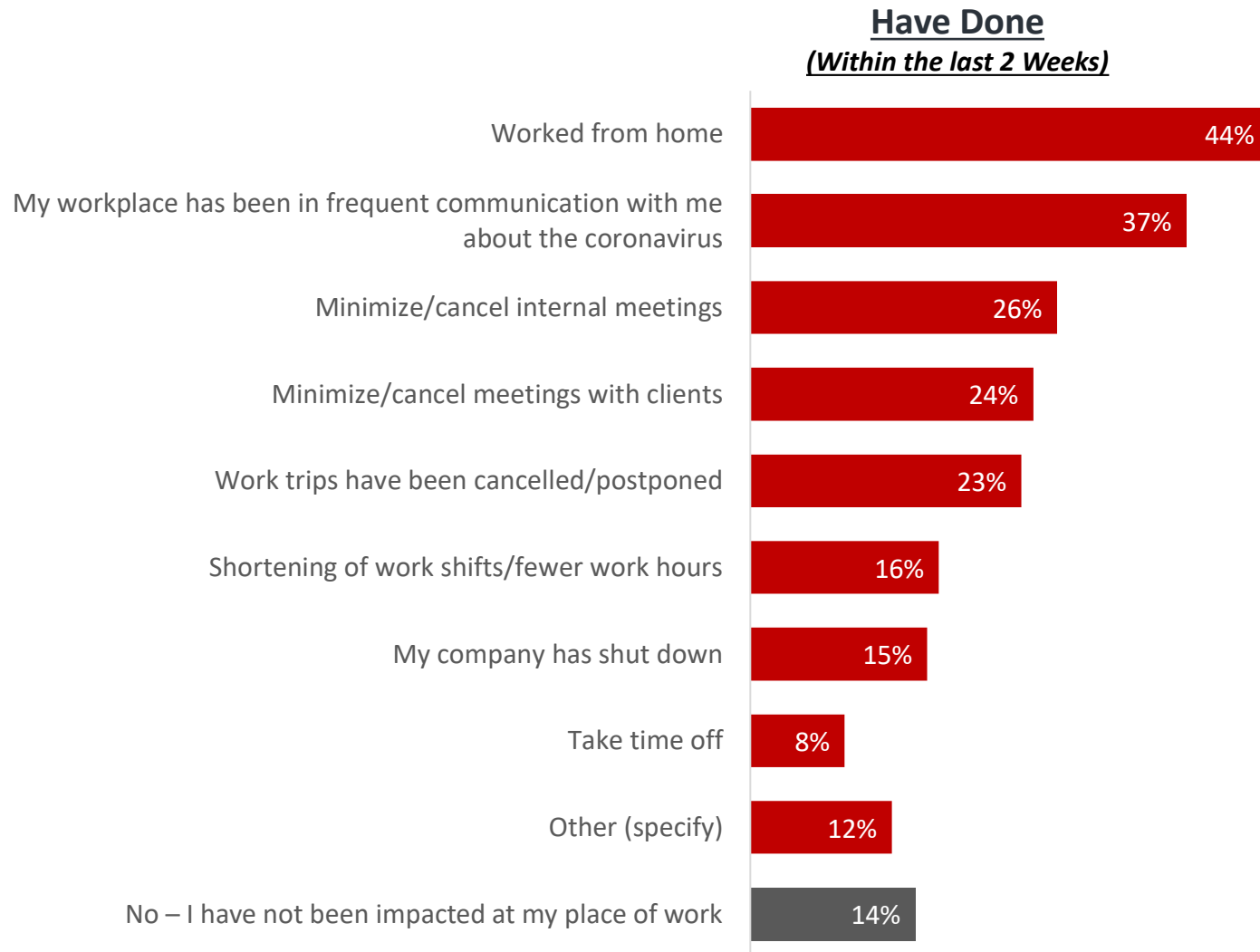
DOING MORE			
Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
↑ +4	69%	57%	35%
+1	58%	56%	37%
↑ +4	54%	51%	32%
+1	55%	56%	39%
-1	57%	56%	38%
na	-	-	-
+3	47%	50%	32%
+3	42%	45%	30%
↑ +6	39%	32%	22%
=	28%	25%	
-3	30%	26%	20%
-2	25%	24%	
DOING LESS			
+2	72%	64%	34%
↑ +14	62%	63%	40%
+1	79%	74%	60%

Changes in Lifestyle (Grocery)

Have Done (Within the last 2 Weeks)



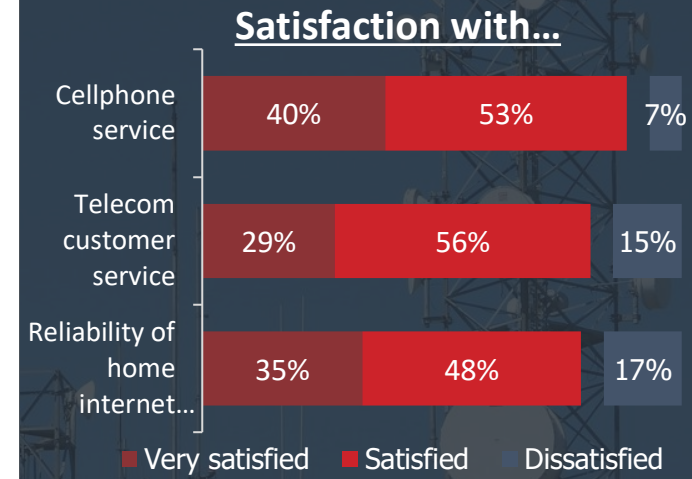
Changes in Lifestyle (Workplace)



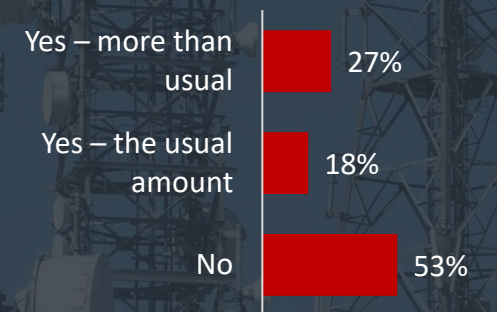
Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
-2	46%	38%	31%
-1	38%	40%	39%
=	26%	28%	24%
-1	25%	26%	25%
-2	25%	24%	27%
-2	18%	15%	12%
-1	14%	14%	11%
+1	7%	9%	8%
+1	11%	16%	12%
+2	12%	14%	23%

Telecom Satisfaction

April 6-7, 2020



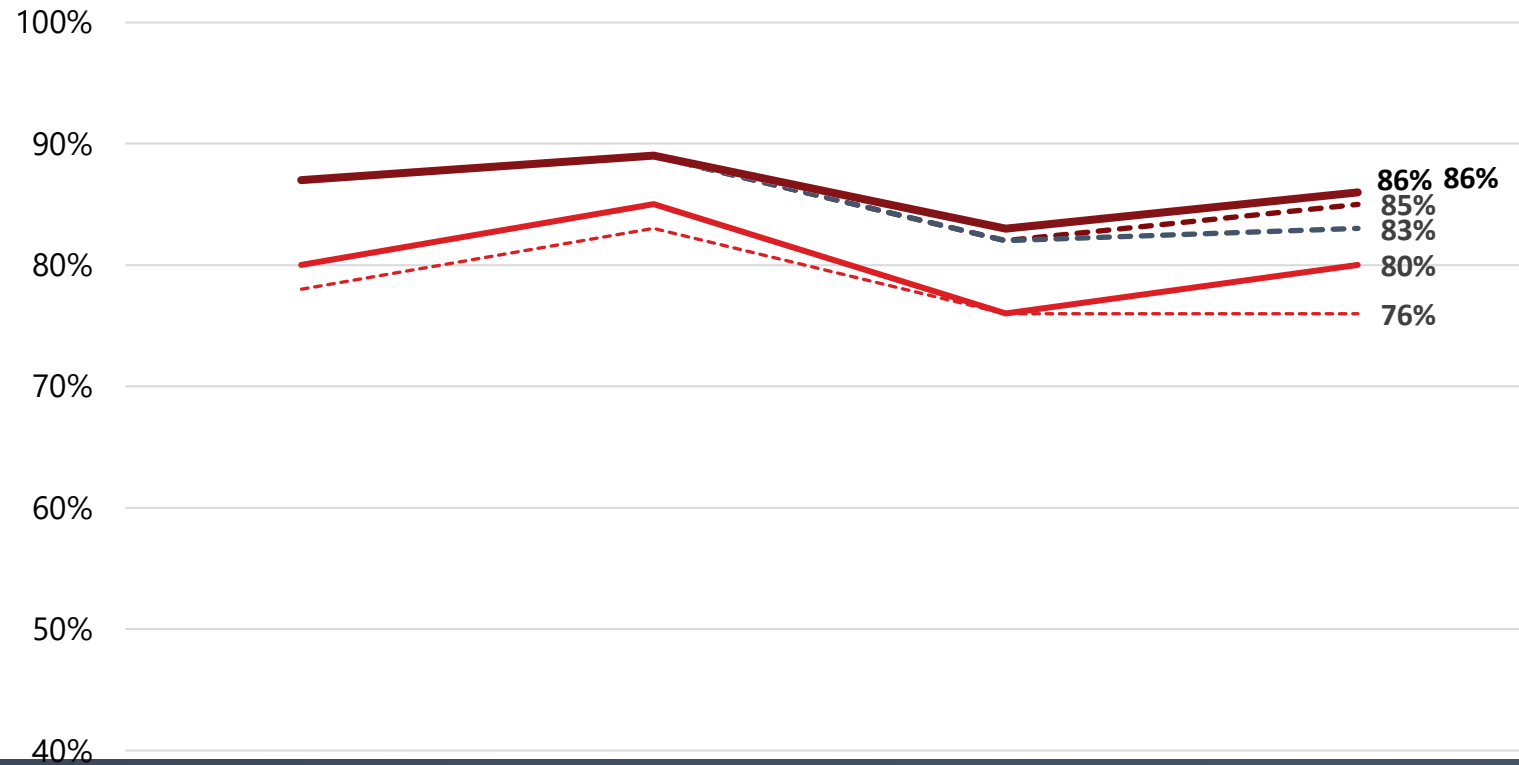
Experienced issues with internet activity
(last 2 weeks)



Avoiding Flights

April 6-7, 2020

No Chance of Taking a Flight

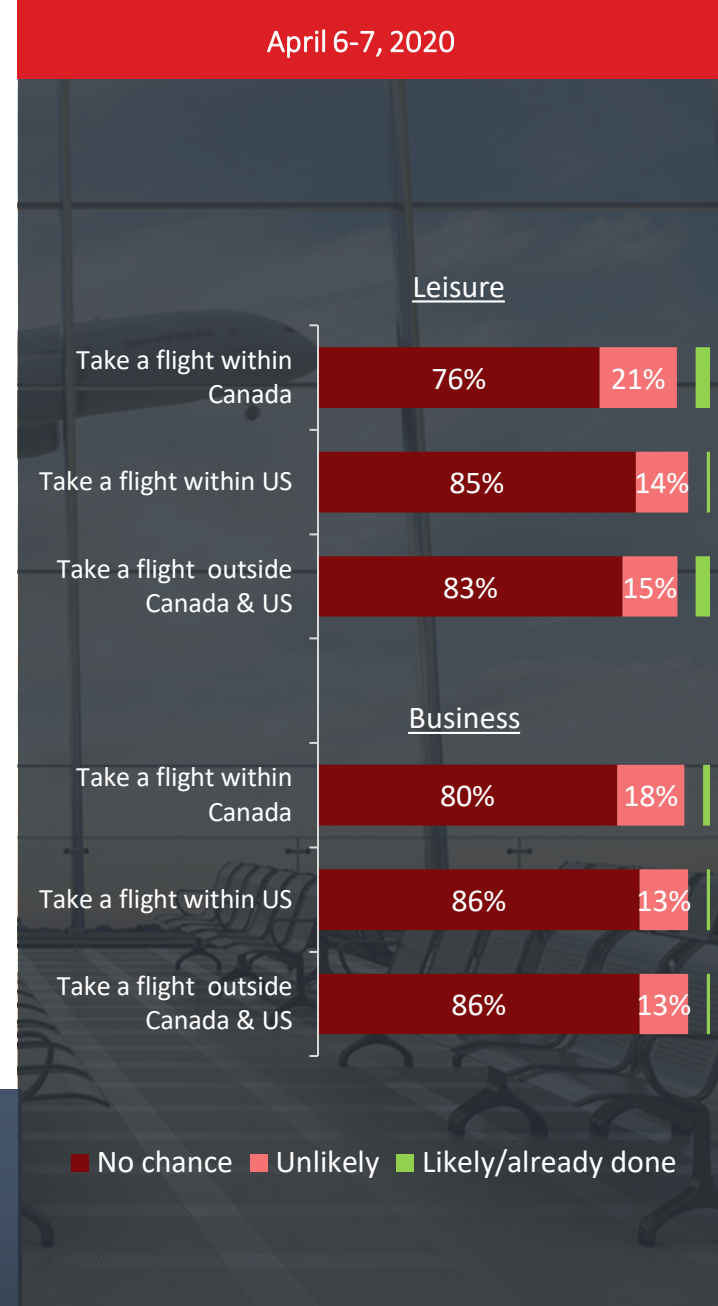
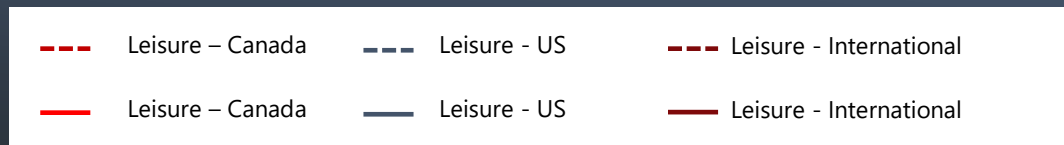


Mar 16-17

Mar 23-24

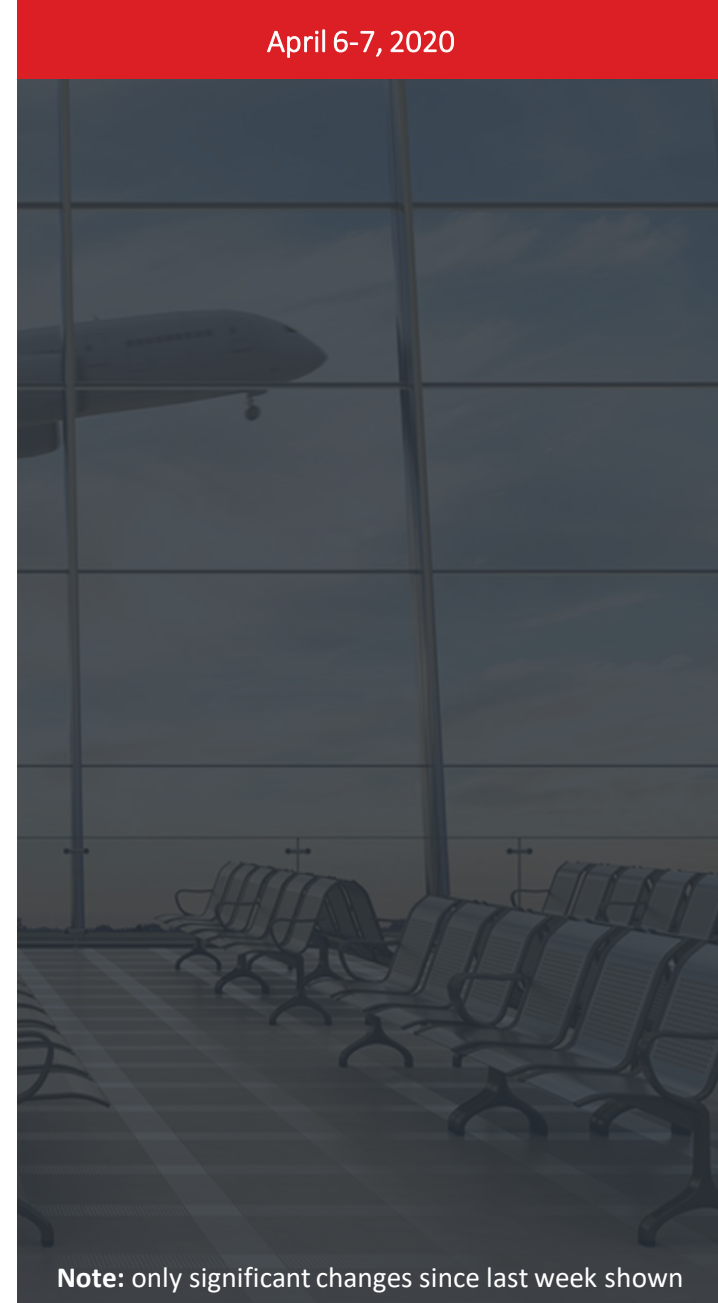
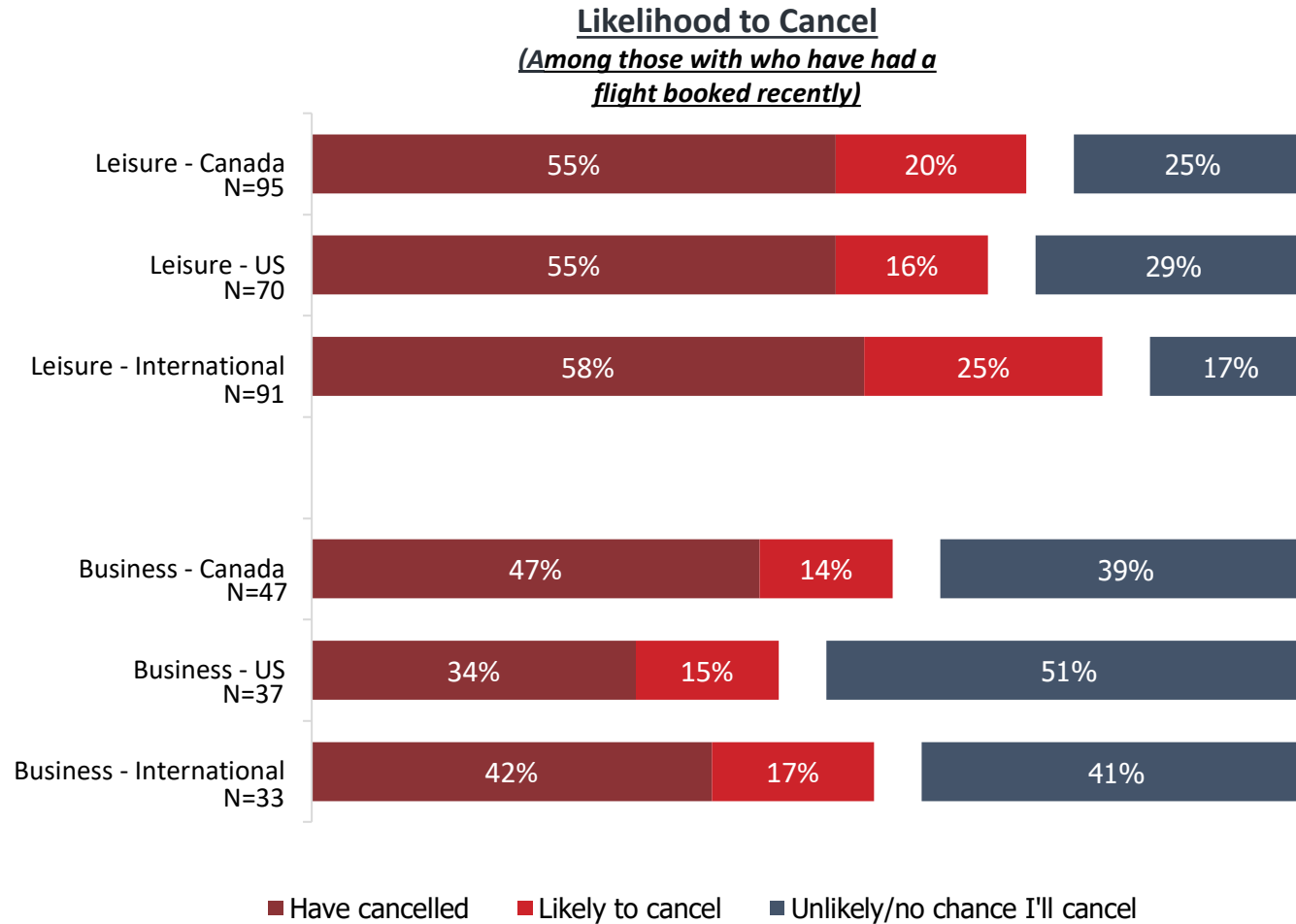
Mar 30-31

Apr 6-7



■ No chance ■ Unlikely ■ Likely/already done

Flight Cancellations

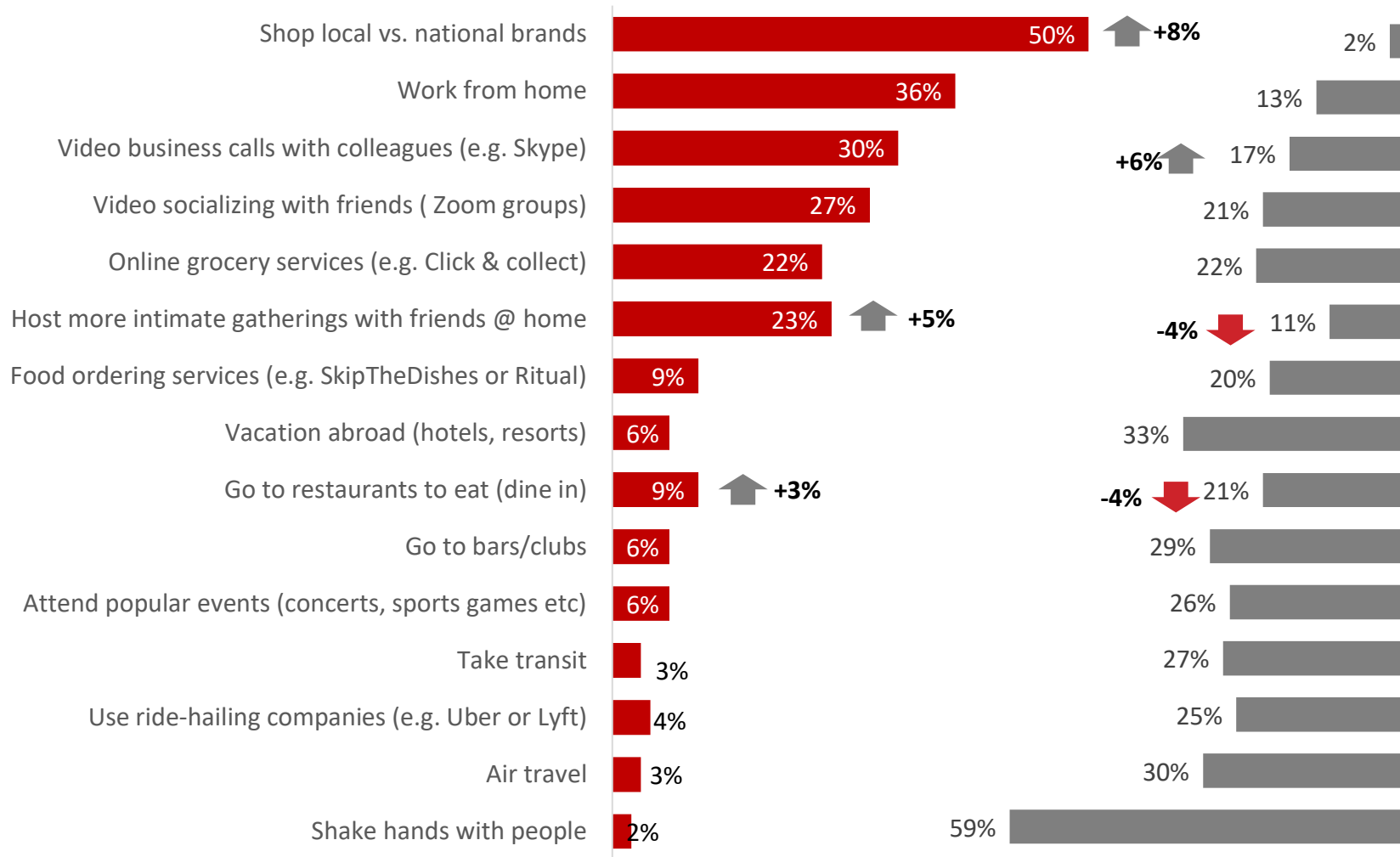


Note: only significant changes since last week shown

When Things Are “Back To Normal”

Will Do More of This
(Compared to 2 Weeks Ago)

Will Do
Less of This



Note: only significant changes since last week shown

For more information please contact

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