

COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 5

APRIL 15, 2020

Next report will be available:
Wednesday April 22



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
Wave 5: April 13-13, 2020

Field date for the next wave Monday April 20th.



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

For this most recent wave, a representative sample of n=1,015 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

“The times, they are a-changin” – for the better. This week we’re seeing more optimism than ever with regards to the epidemic. Canadians are now roughly evenly divided when it comes to whether things are getting better or worse in Canada and their community – a stark contrast to only two weeks ago when four-in-five Canadians thought things were getting worse.

02

“It’s the economy, stupid” Carvelle’s famous phrase from the 90’s rings true now. Canadians are much less concerned about their personal finances than they are about the country’s economy (almost by a factor of two). With their own finances, one-half have cut back on their personal spending and one-third have prepared an emergency nest egg. But will the economy hold?

03

Thinking about going out For the first time since tracking began, there are indications that more Canadians are interested in going out again –in stores, malls, restaurants and theaters. The vast majority still want to avoid these places, but longevity of the situation and the current wave of optimism may mean that Canadians will soon be ready for things to “go back to normal”.

04

Getting closer to “business as usual”. One-in-three Canadians agree that they don’t mind if Canadian companies go back to conducting “business as usual” – an increase from previous weeks. Additionally, despite a rejection of “advertising” in general, a majority of Canadians say that it’s reassuring to hear from Canadian businesses.

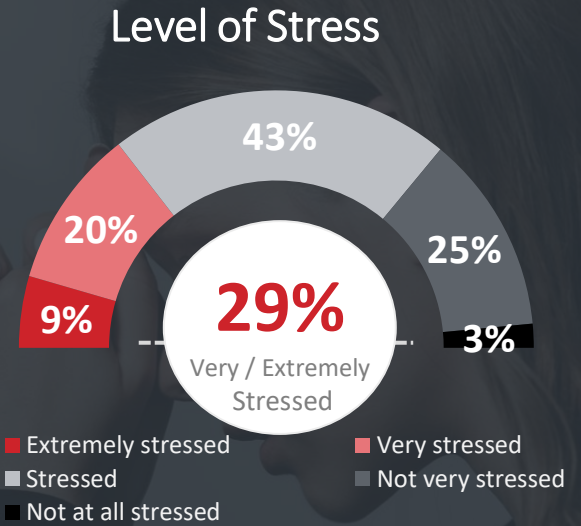
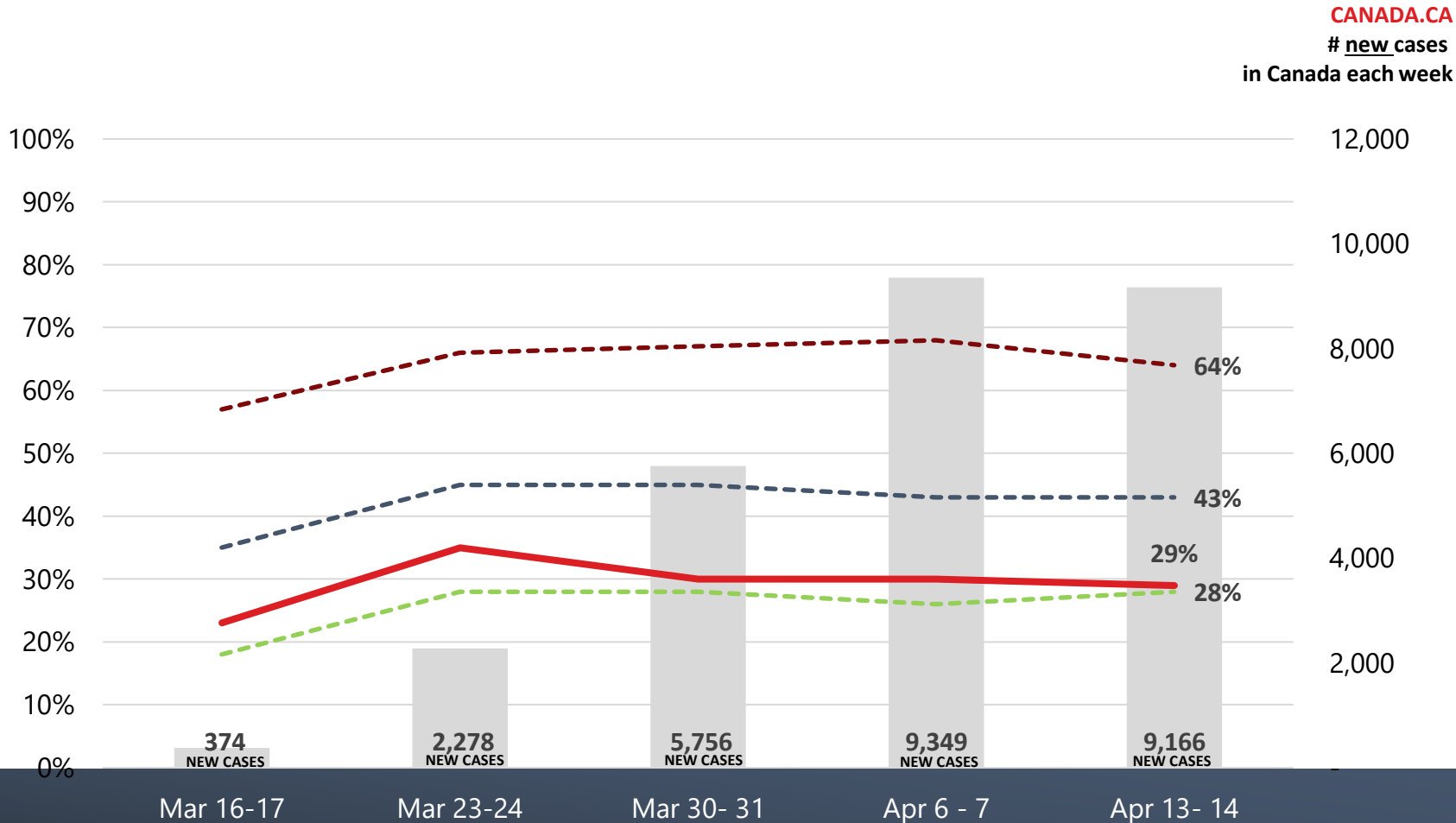
05

Online shopping therapy. While Canadians are cutting back on their expenses, they’re still shopping online for non-necessities during this period of social isolation. One-half of online Canadians report doing this since the crisis began.

Key Findings

Level of Stress from COVID-19 Pandemic

April 13-14, 2020



Concern about Getting Sick (Extremely, very concerned)

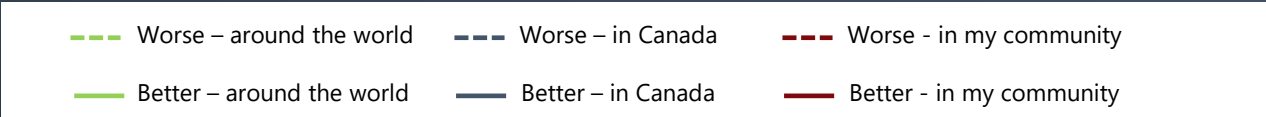
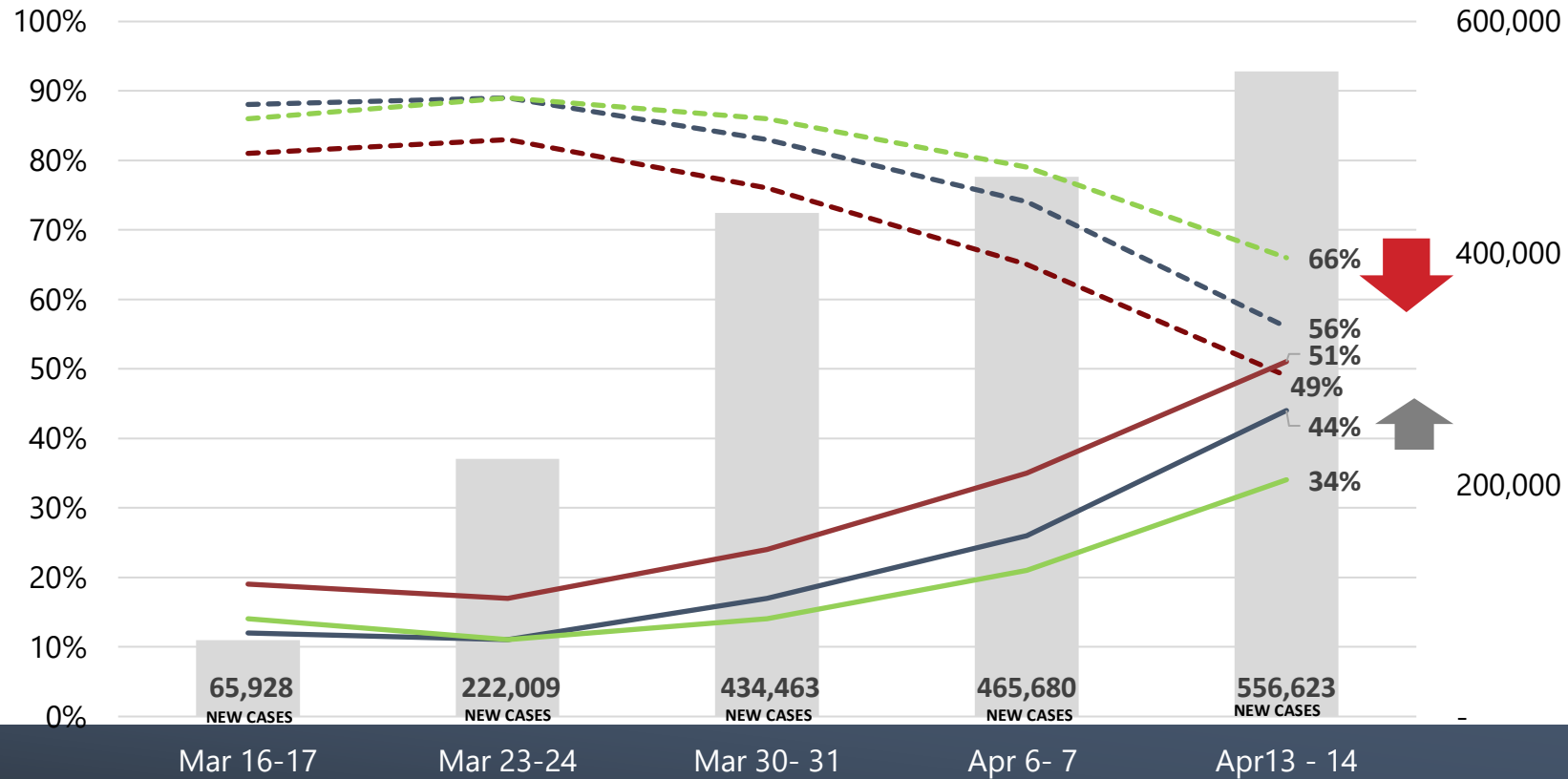


— Extremely/very stressed - - - Concern for parents - - - Concern for children - - - Concern for self

Are Things Getting Better or Worse?



new cases
Globally each week



Are things getting better or worse?



In your community

49% Worse

51% Better



In Canada

56% Worse

44% Better



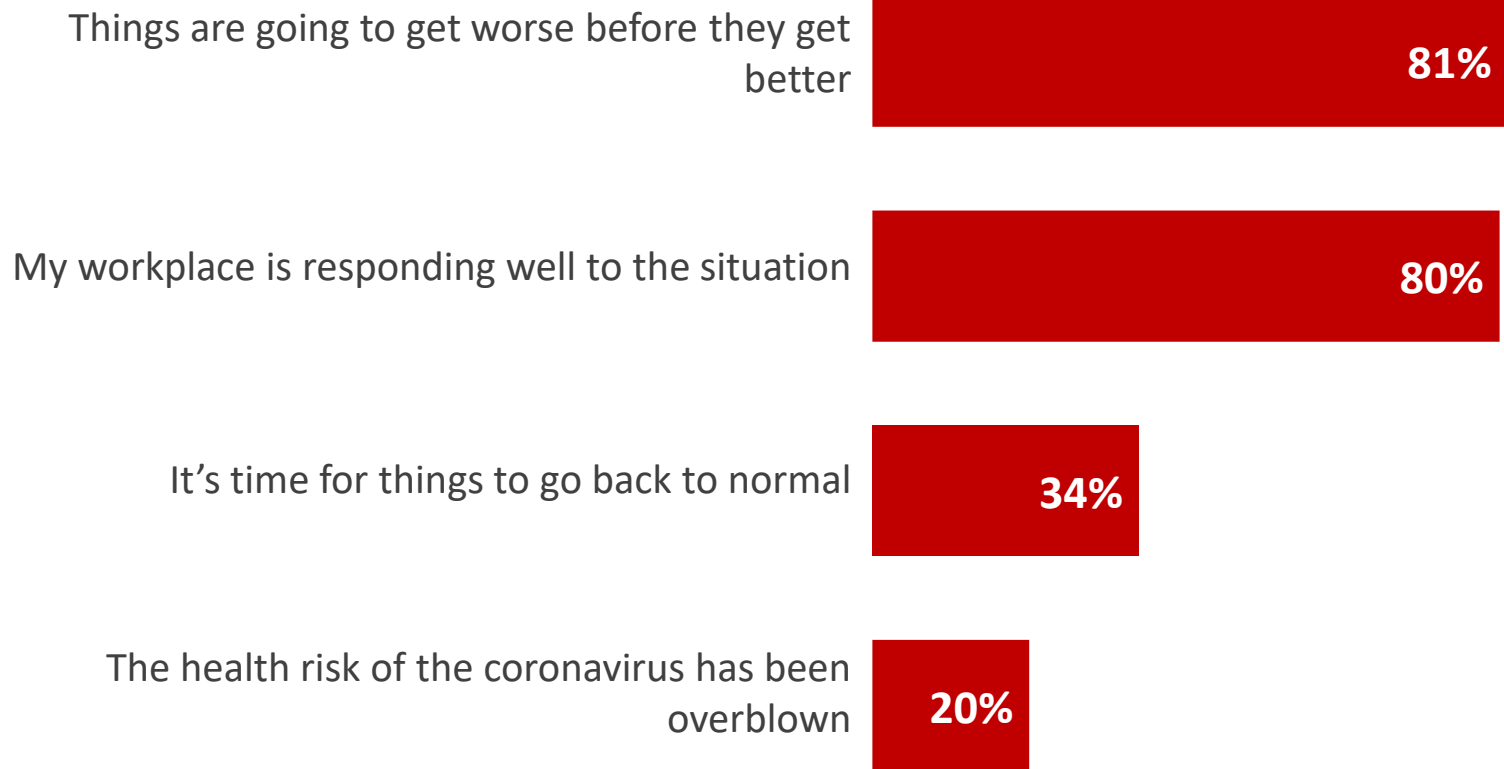
Worldwide

66% Worse

34% Better

COVID-19 Perceptions

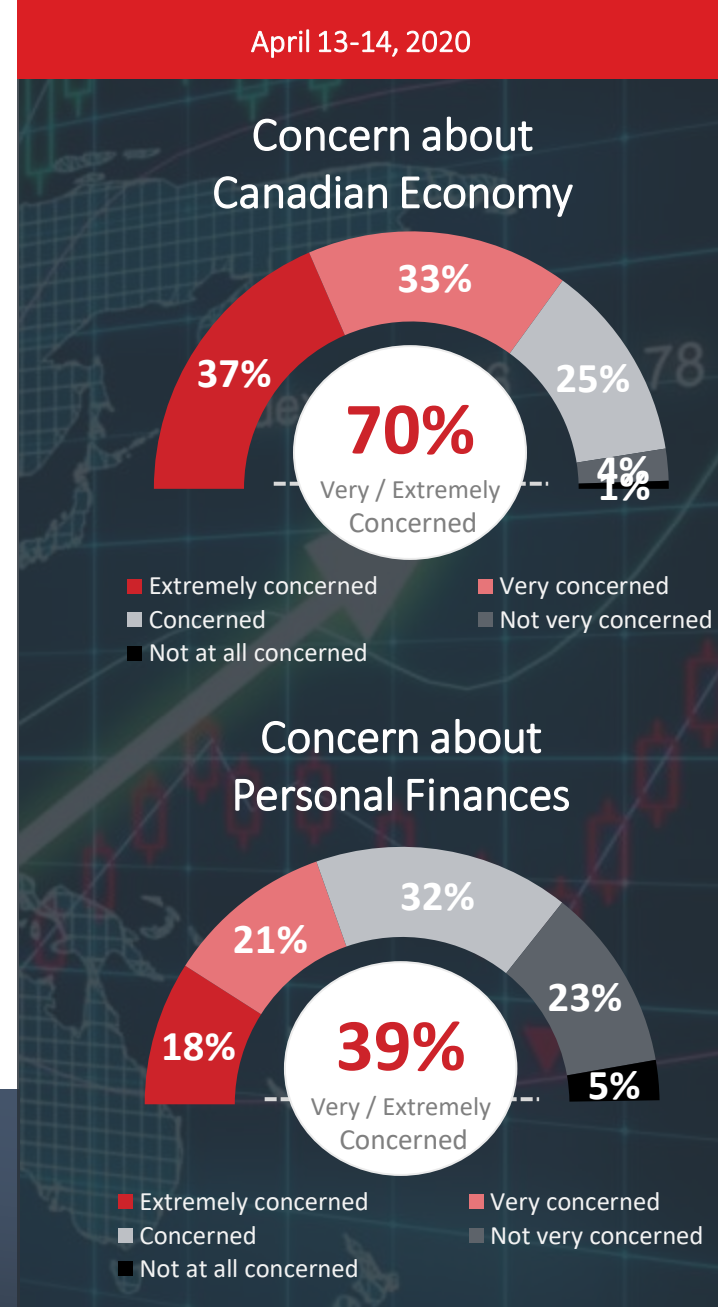
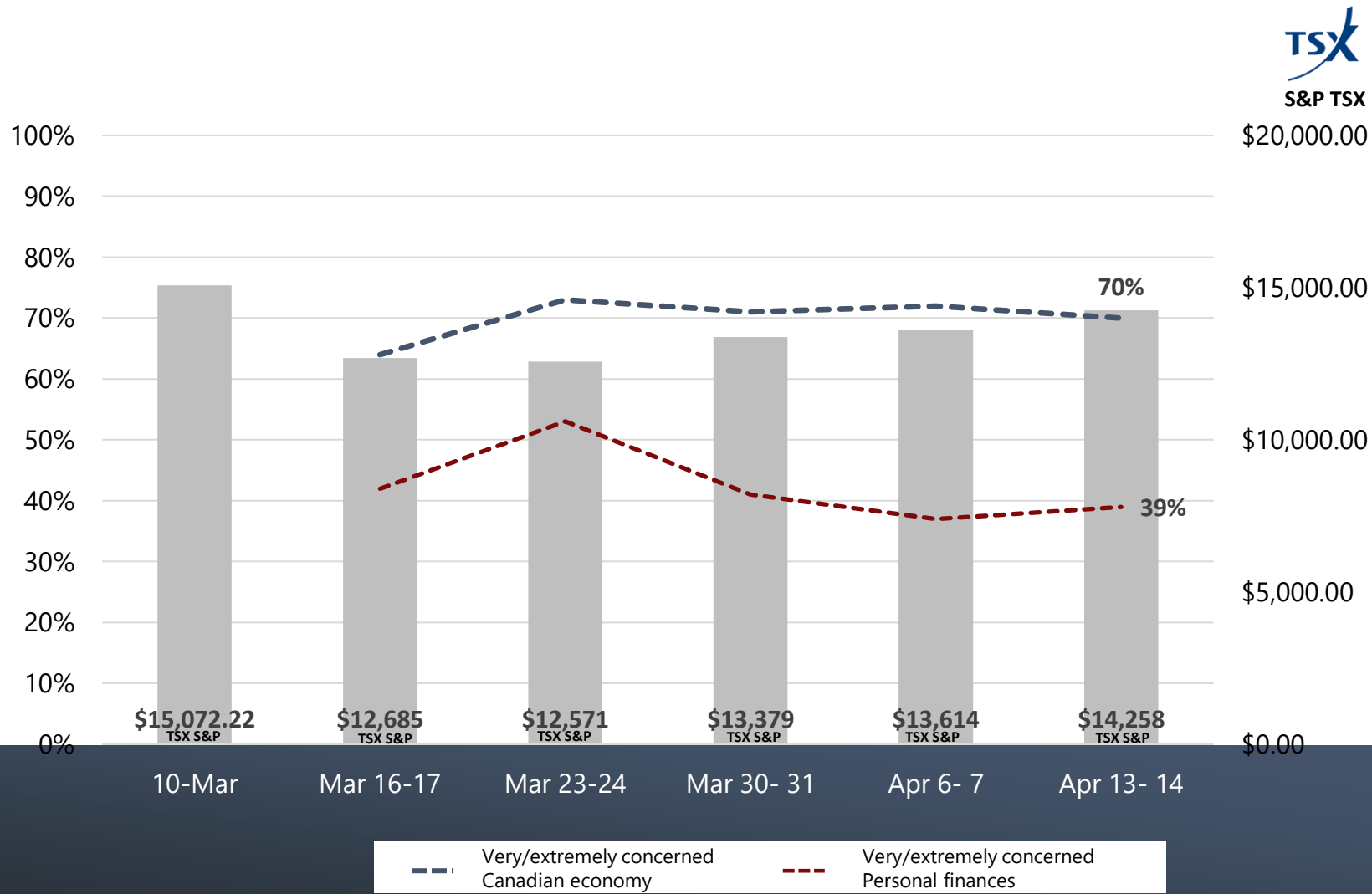
% Agree
(Strongly agree or Agree)



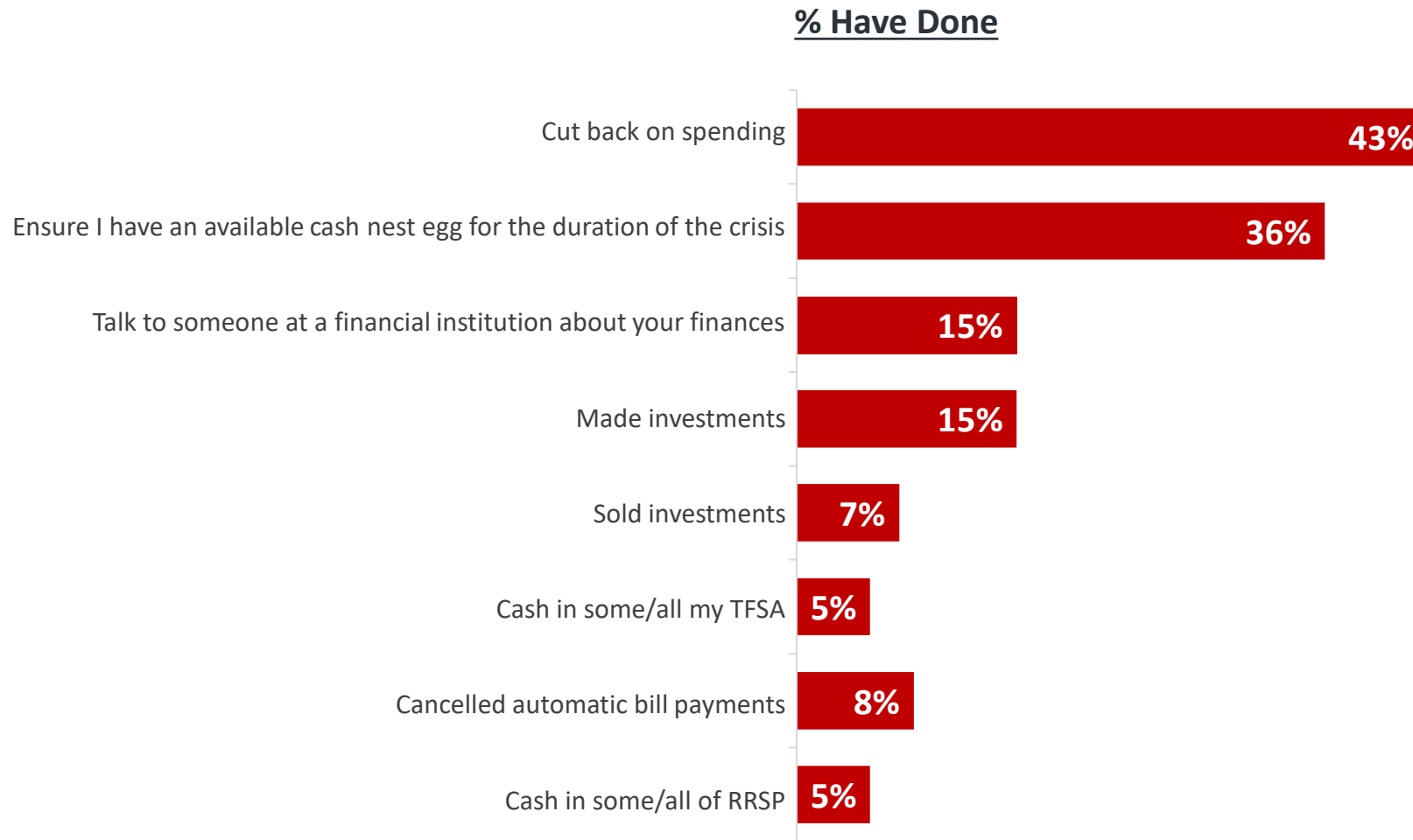
April 13-14, 2020

Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-11 ↓	92%	93%	94%	92%
-2 ↑	82%	78%	78%	78%
+2	32%	34%	34%	44%
+6 ↑	14%	14%	14%	28%

Level of Stress from COVID-19 Pandemic



Financial Actions Taken as a Result of COVID-19



Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
+5 ↑	38%	39%	39%	24%
-1	37%	34%	31%	27%
=	15%	14%	11%	9%
+1	14%	14%	8%	6%
=	7%	8%	6%	4%
+1	4%	7%	5%	4%
+1	7%	7%	6%	3%
=	5%	4%	2%	2%

Perceptions of Advertising and Finances

On advertising & business . . .

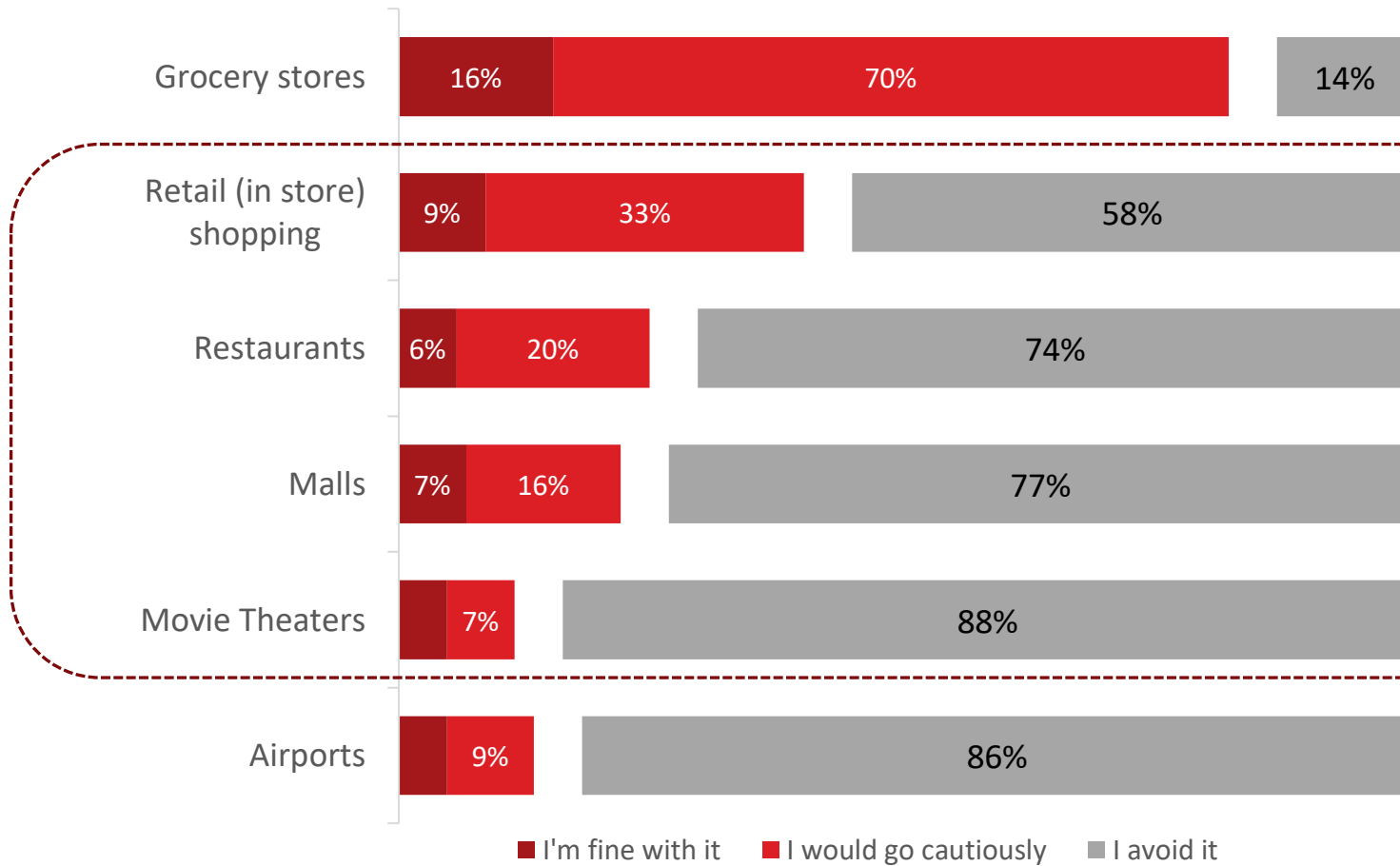


On personal finances



Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-1	86%	-	-	-
=	83%	82%	80%	-
-1	80%	-	-	-
-3	67%	65%	73%	65%
+1	54%	57%	65%	58%
-3	57%	54%	61%	56%
=	54%	57%	64%	60%
-4	57%	-	-	-
+1	51%	50%	54%	
+1	48%	48%		
-4	49%	54%	61%	57%
+5	29%	30%	20%	42%
-2	81%	82%	85%	77%
=	52%	54%	58%	49%
+2	38%	42%	42%	56%

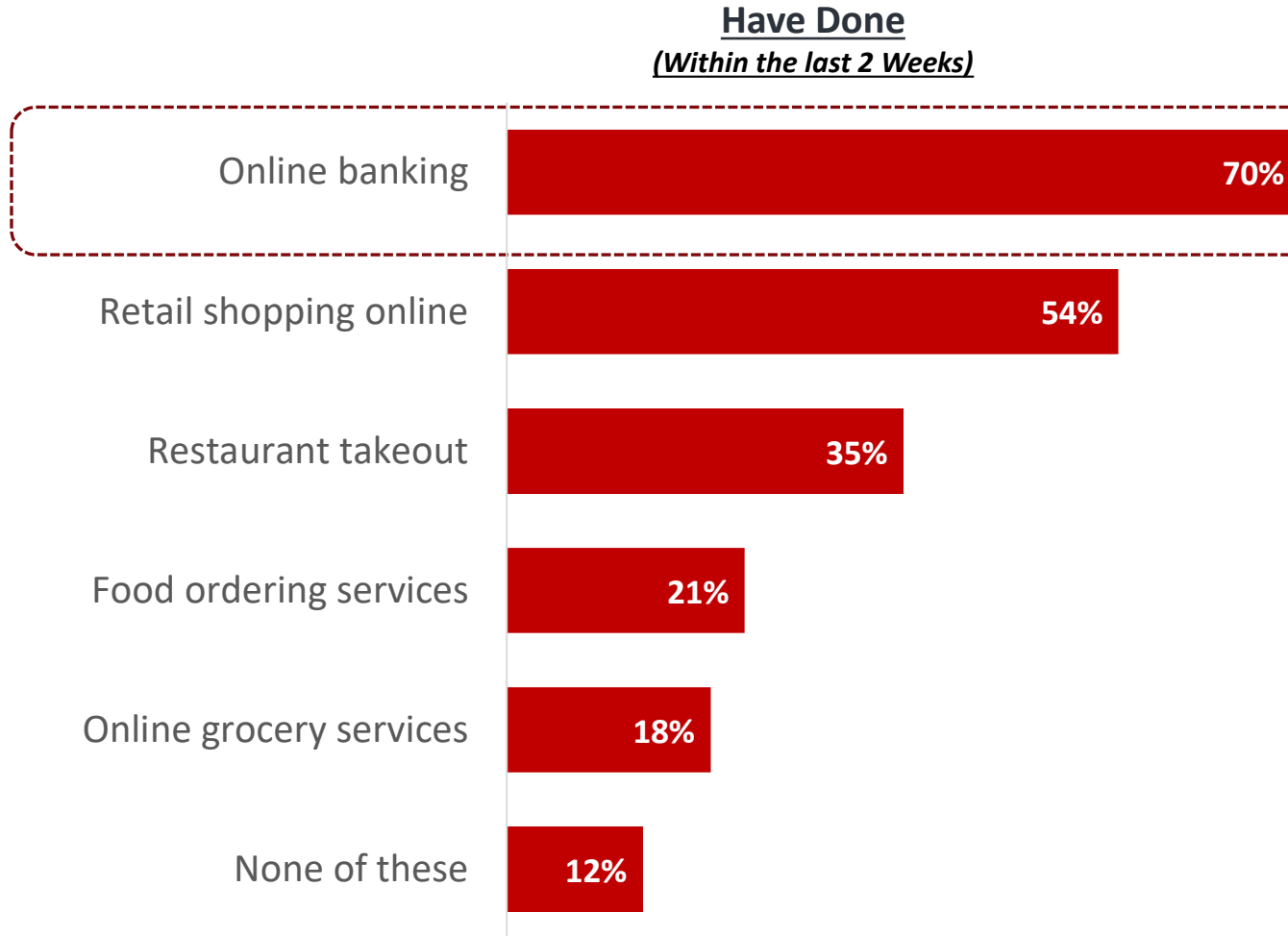
Perceptions of Going Out



AVOID

Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
=	14%	14%	13%	7%
-6 ↓	64%	63%	62%	44%
-8 ↓	82%	82%	83%	59%
-8 ↓	85%	82%	85%	64%
-4 ↓	92%	92%	92%	80%
-3	89%	89%	91%	82%

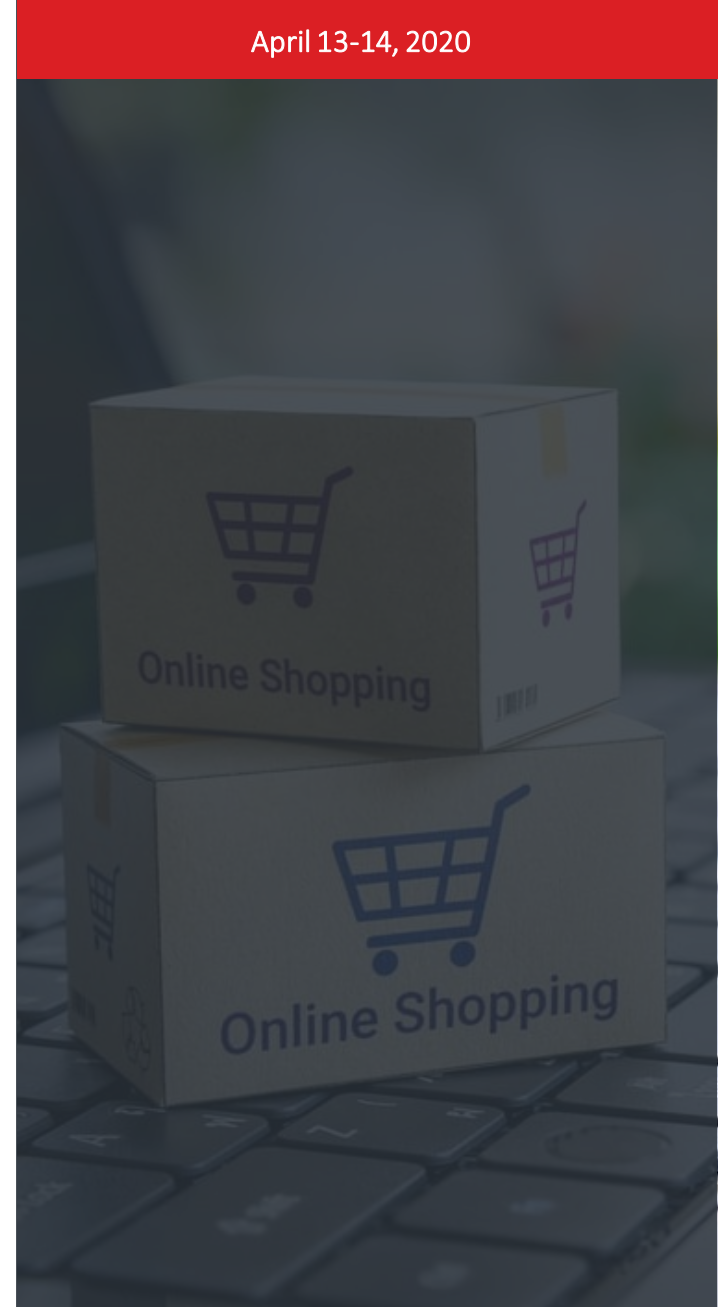
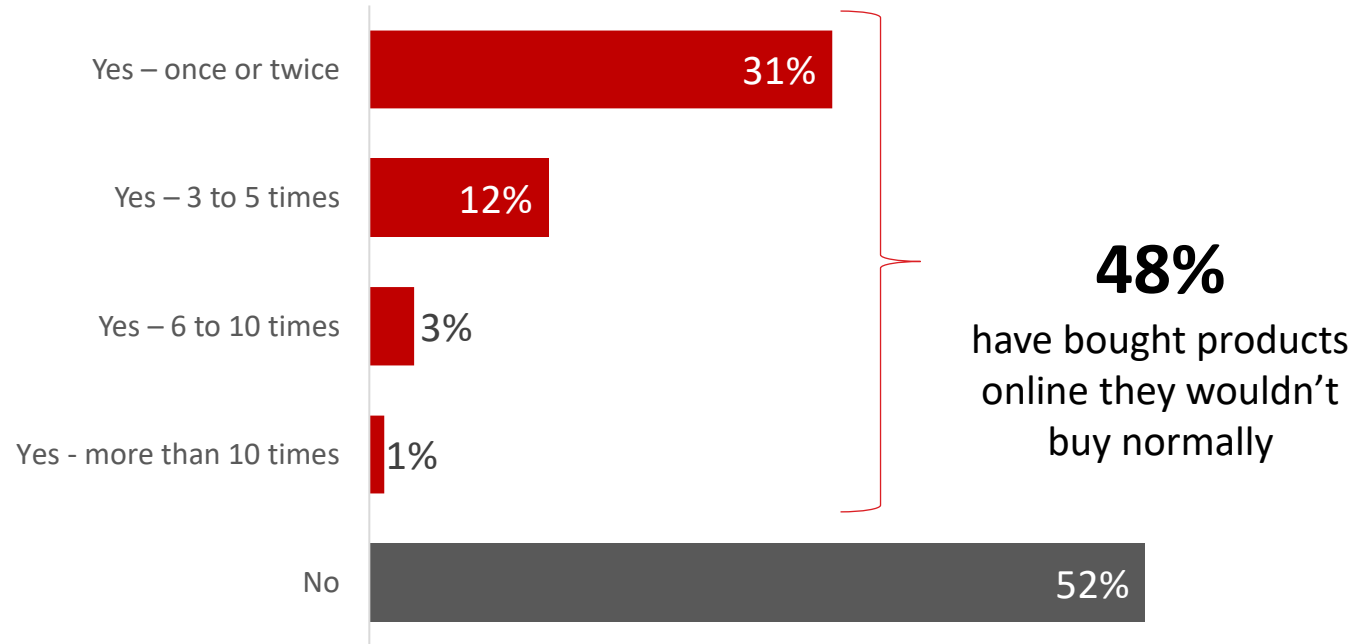
Use of Online Transactions/Services



Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-10 ↓	80%	83%	79%	72%
=	54%	48%	44%	38%
-2	37%	37%	30%	24%
-2	23%	18%	17%	13%
-1	19%	17%	16%	10%
+2	10%	8%	11%	19%

Leisure Shopping

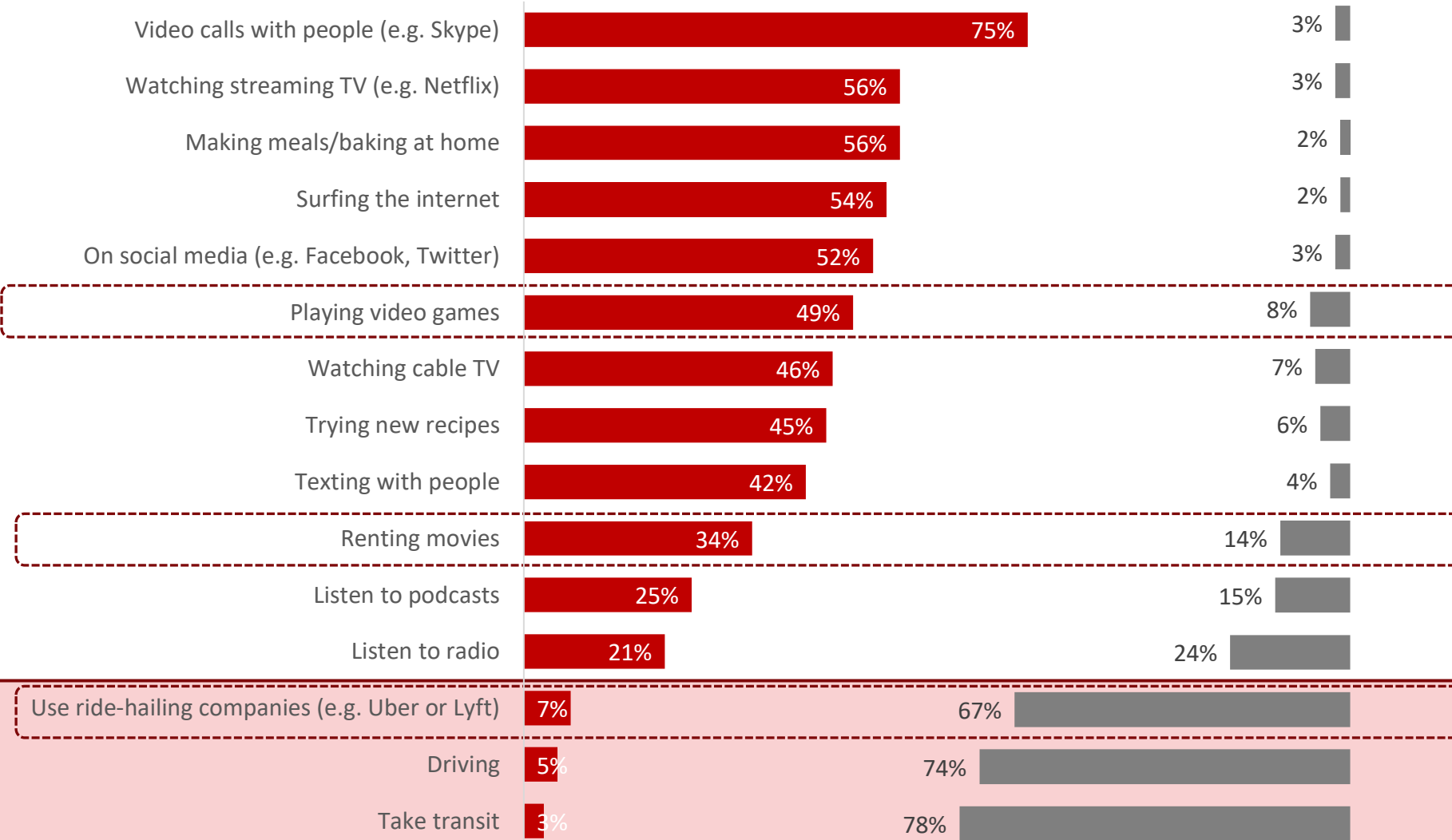
Have Bought Something They Wouldn't Have Under Normal Circumstances



Changes in Lifestyle (Leisure & Transit)

Doing More of This
(Compared to 2 Weeks Ago)

Doing Less of This



DOING MORE

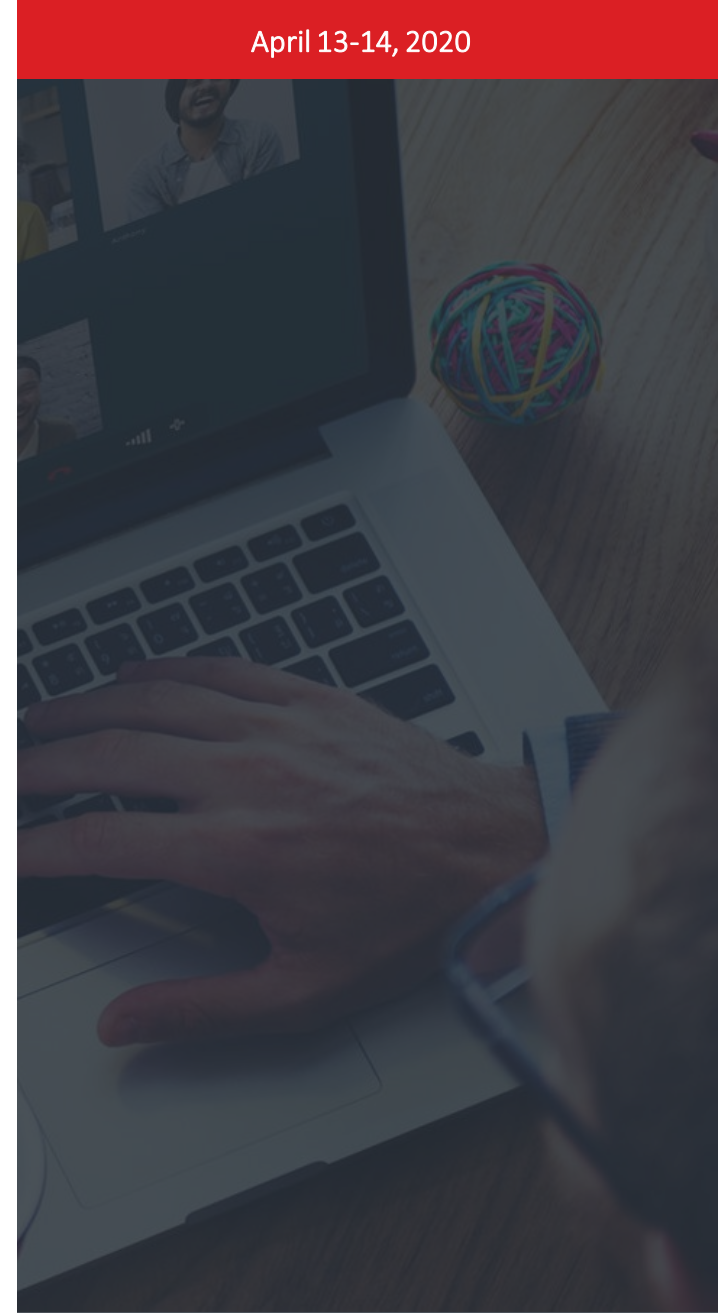
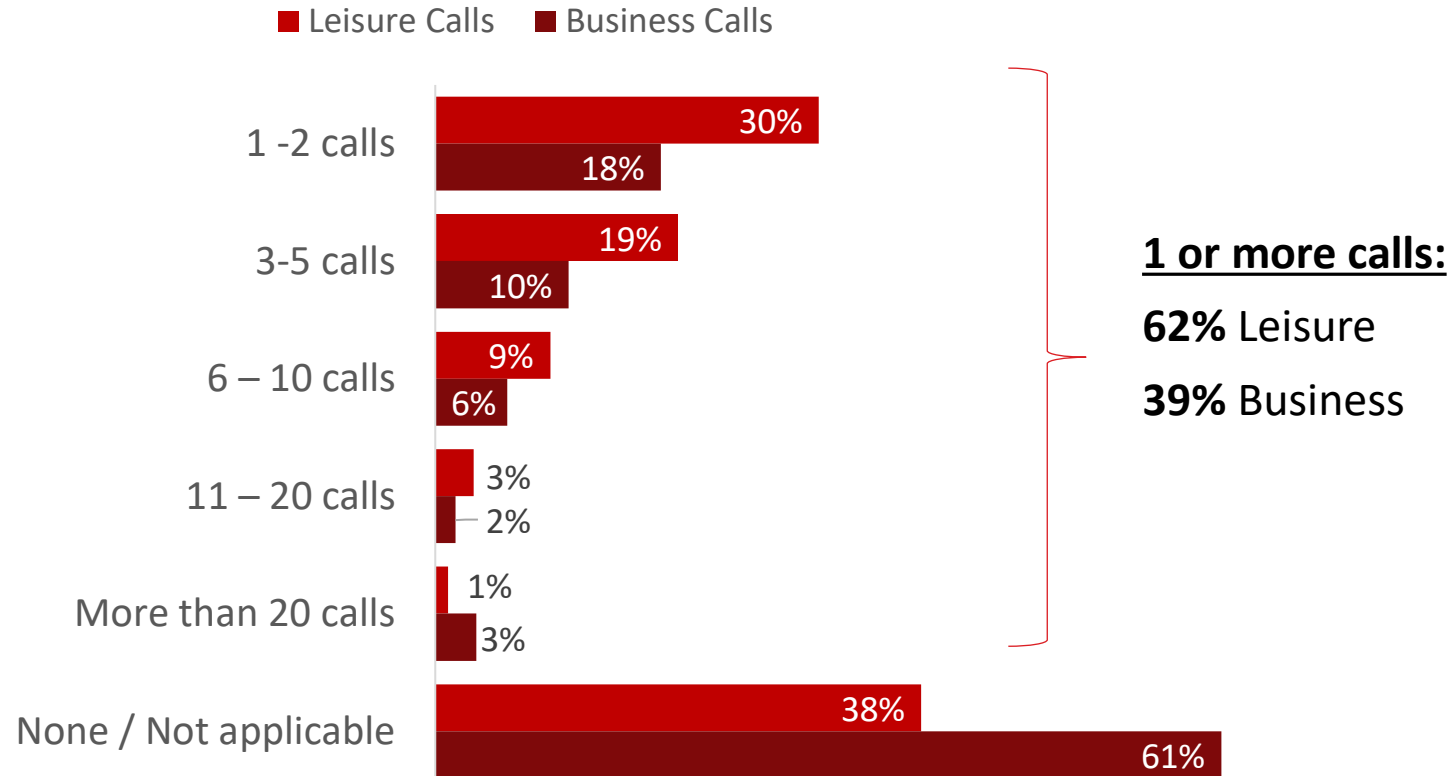
Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
+2	73%	69%	57%	35%
-3	59%	58%	56%	37%
-2	58%	54%	51%	32%
-2	56%	55%	56%	39%
-4	56%	57%	56%	38%
↓ -6	55%	-	-	-
-4	50%	47%	50%	32%
=	45%	39%	32%	22%
-3	45%	42%	45%	30%
↑ +7	27%	30%	26%	20%
-3	28%	28%	25%	-
-2	23%	25%	24%	-

DOING LESS

↓ -9	76%	62%	63%	40%
=	74%	72%	64%	34%
-2	80%	79%	74%	60%

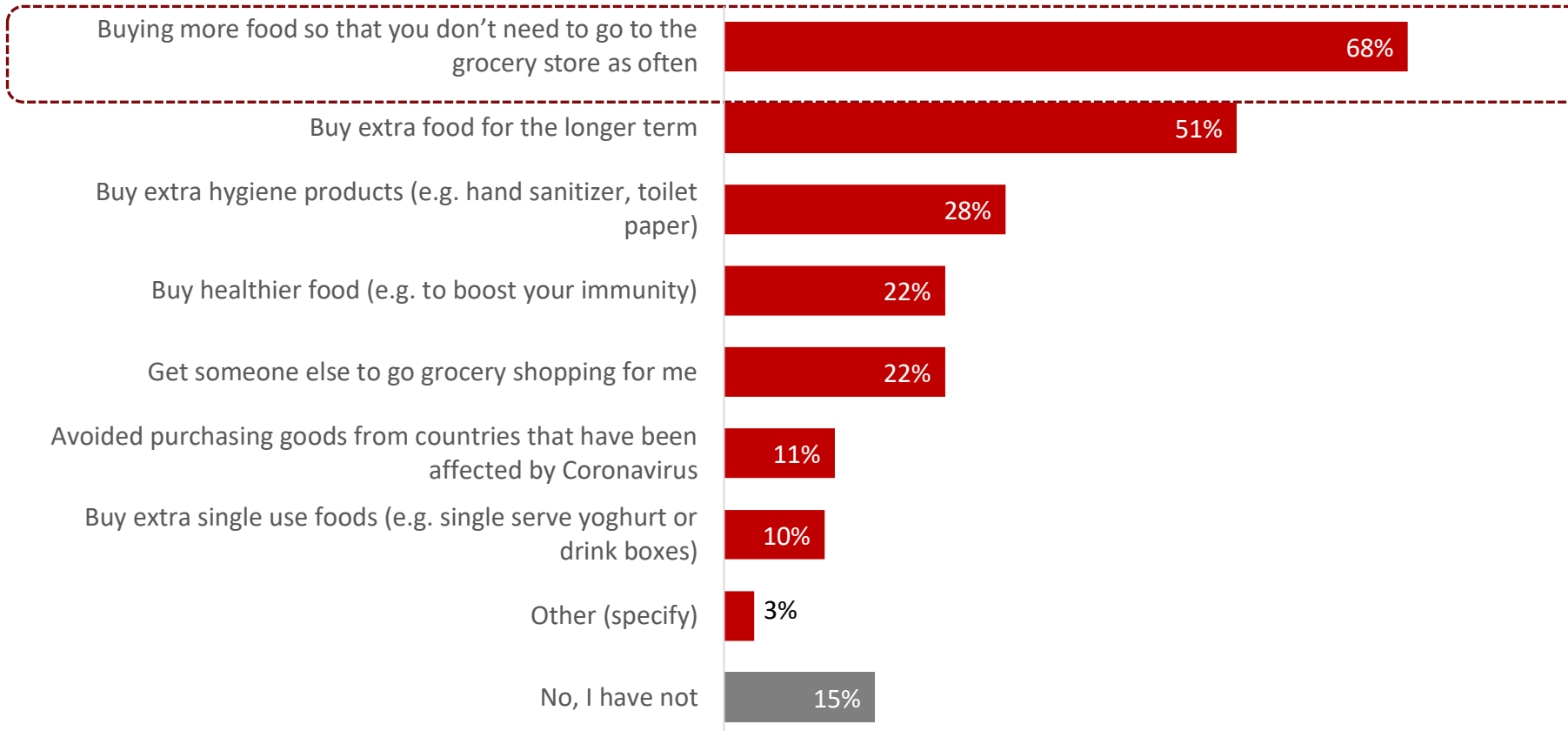
Frequency of Video Calling Services

Number of Times Used Service Last Week



Changes in Lifestyle (Grocery)

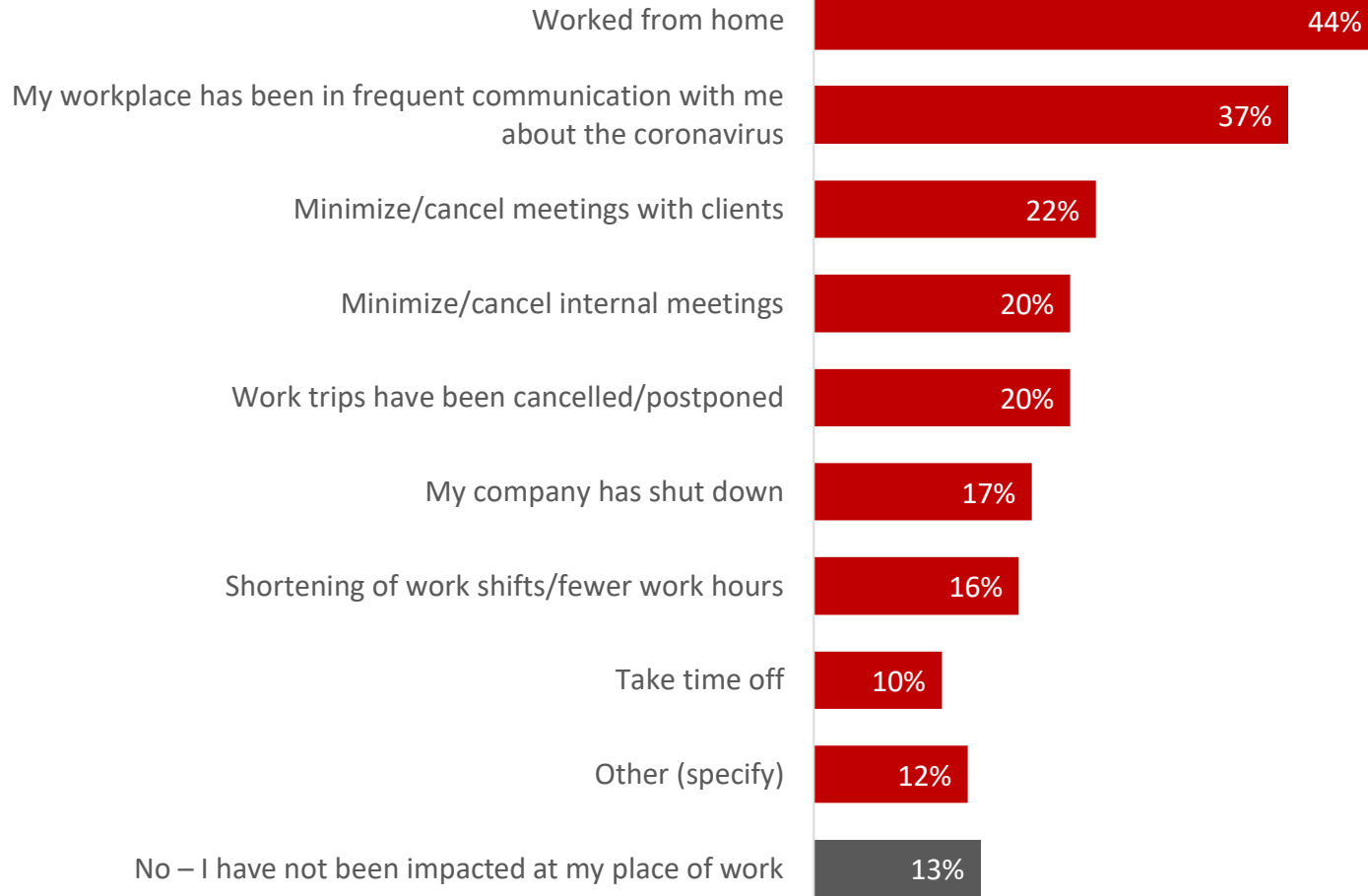
Have Done (Within the last 2 Weeks)



Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-3	71%	65%	60%	48%
+1	50%	43%	42%	36%
-1	29%	27%	26%	23%
=	22%	21%	20%	15%
+2	20%	19%	15%	6%
+2	9%	10%	8%	6%
+1	9%	9%	9%	8%
=	3%	2%	2%	2%
=	15%	19%	22%	36%

Changes in Lifestyle (Workplace)

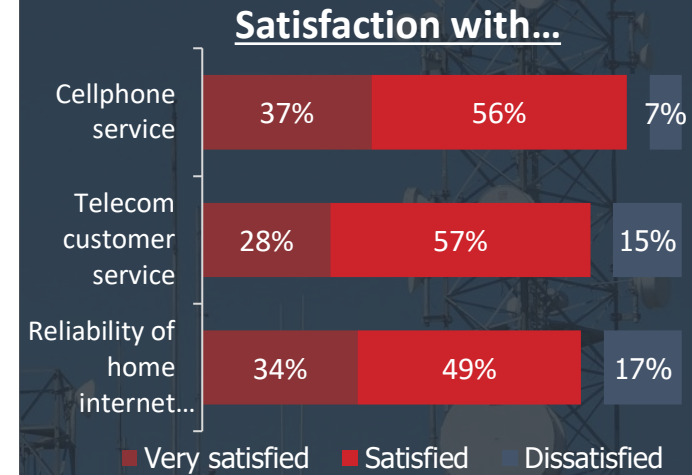
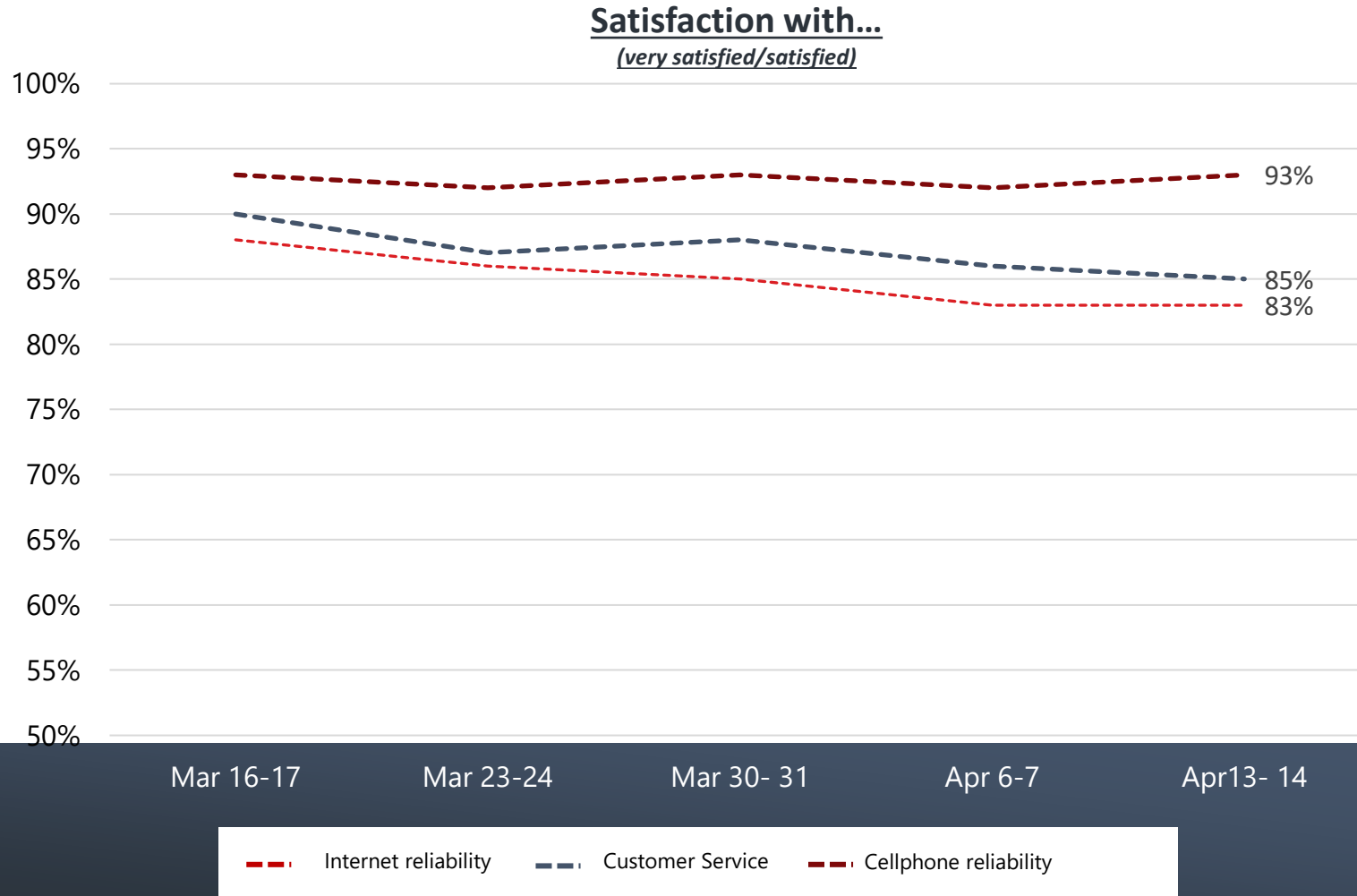
Have Done (Within the last 2 Weeks)



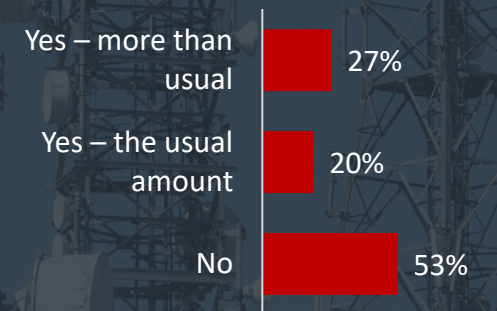
Δ last week	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
=	44%	46%	38%	31%
=	37%	38%	40%	39%
-2	24%	25%	26%	25%
-6	26%	26%	28%	24%
-3	23%	25%	24%	27%
+2	15%	14%	14%	11%
=	16%	18%	15%	12%
+2	8%	7%	9%	8%
=	12%	11%	16%	12%
-1	14%	12%	14%	23%

Telecom Satisfaction

April 13-14, 2020

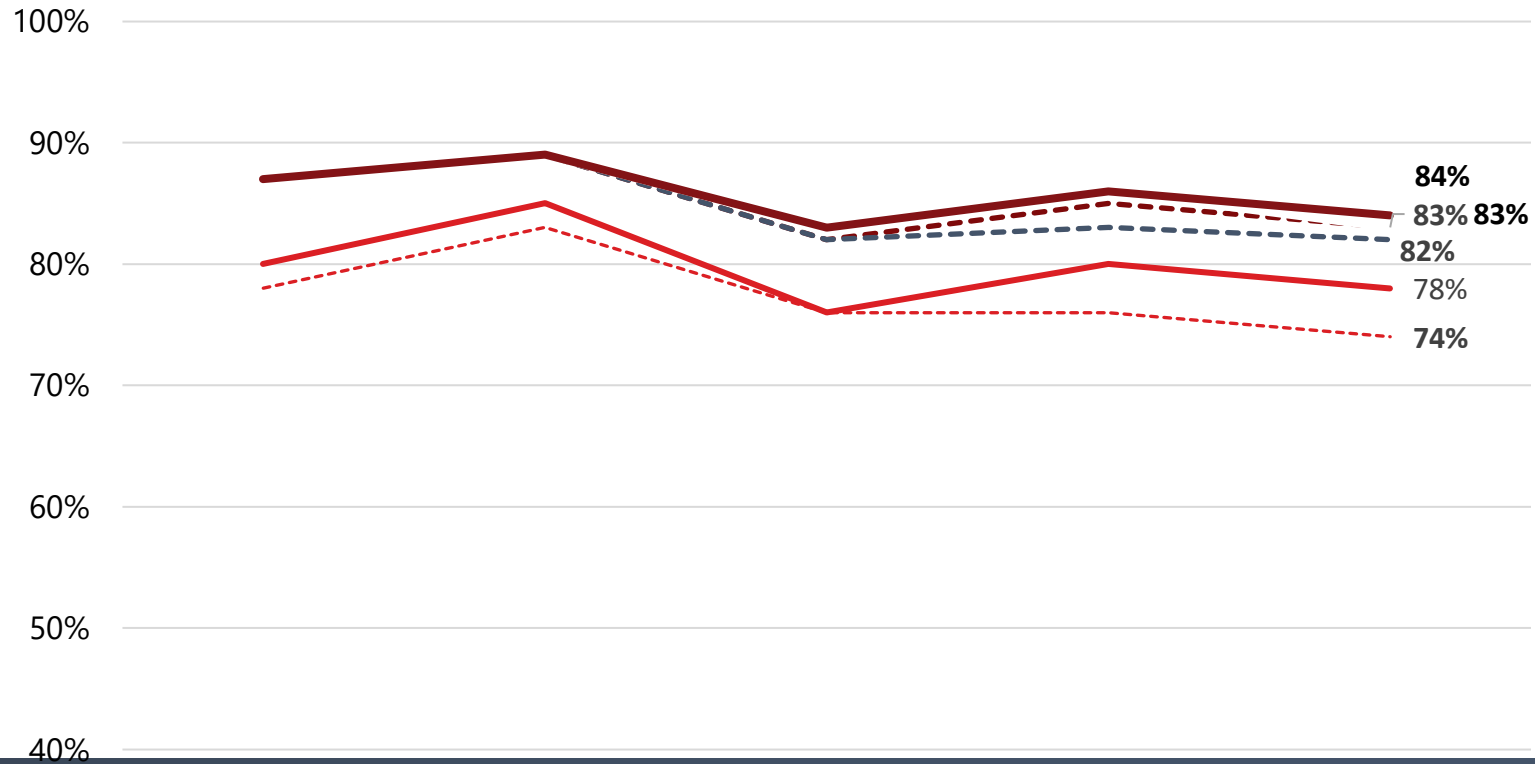


Experienced issues with internet activity
(last 2 weeks)



Avoiding Flights

No Chance of Taking a Flight



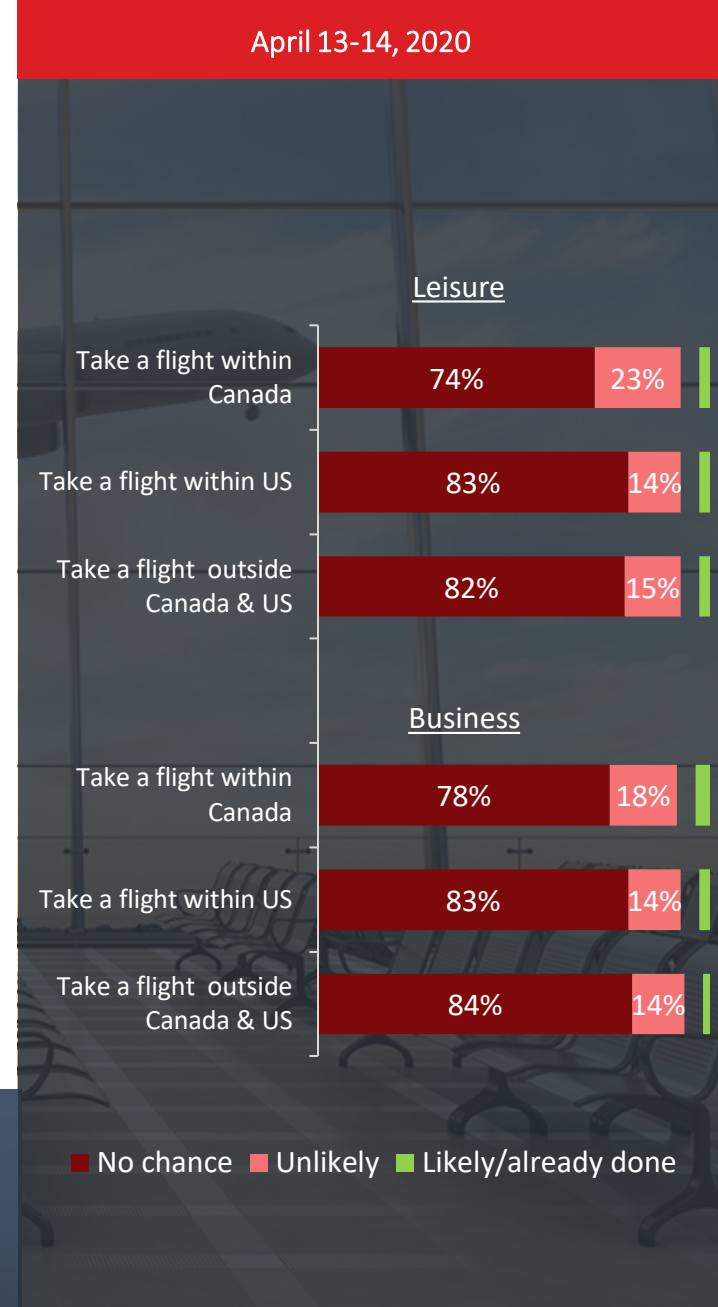
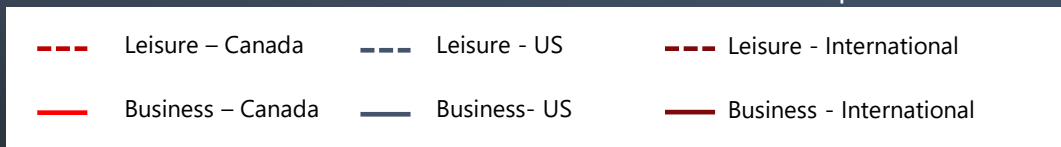
Mar 16-17

Mar 23-24

Mar 30-31

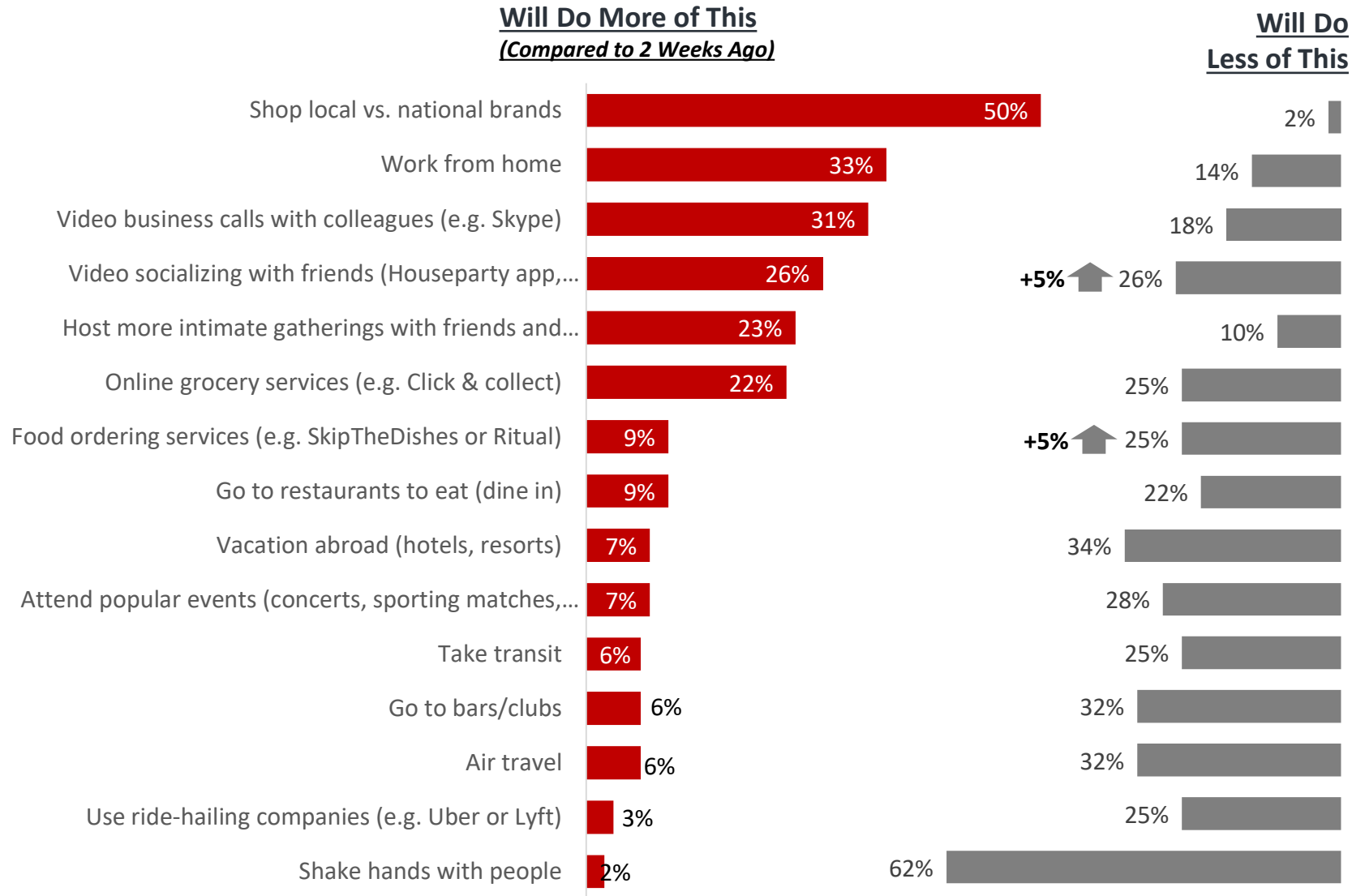
Apr 6-7

Apr 13-14



■ No chance ■ Unlikely ■ Likely/already done

When Things Are “Back To Normal”



DO MORE

Δ last week	Apr 6-7	Mar 30-31
=	50%	42%
-3	36%	33%
+1	30%	32%
-1	27%	27%
=	23%	18%
=	22%	23%
=	9%	10%
=	9%	6%
+1	6%	7%
+1	6%	6%
+3	3%	5%
=	6%	6%
+3	3%	4%
-1	4%	5%
=	2%	2%

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