



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 9

May 13, 2020

Next report will be available:
Thursday May 21



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 13-14, 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

Field date for the next wave Tuesday May 19th.



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

For this most recent wave, a representative sample of n=1,003 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.



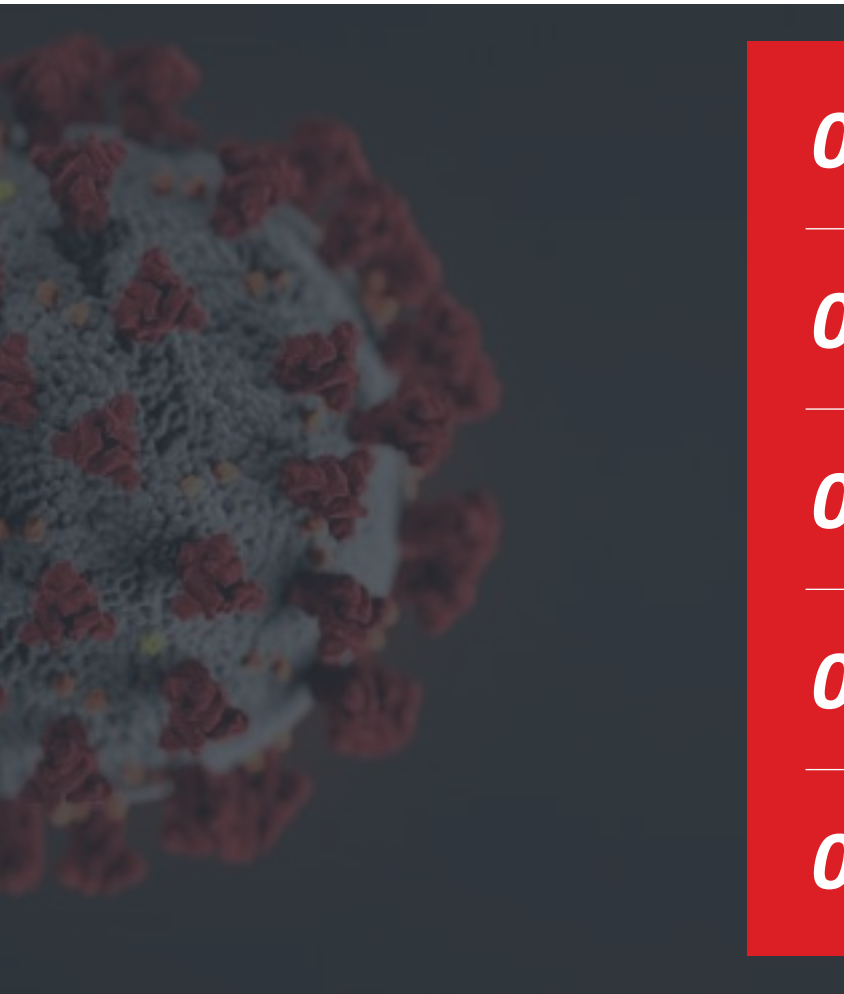
NOTE



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

Tracking data shown in text on the right side of charts omits March 30-31 and April 13-14 waves.

5 Things You Should Know



01

Week #4 of the "new normal": For the first time since the crisis began, there has been a drop in new cases week over week in Canada. Over the last month, Canadians have acclimatized to our new situation reporting steady levels of stress - more Canadians are "not very"/"not at all" stressed than there are "extremely"/ "very stressed" Canadians. They also report steady amounts of concern for their safety, the safety of their loved ones and concern over their finances. The optimism that surged through the first half of April has plateaued.

02

We're not out of the woods yet: An overwhelming majority (95%) of Canadians say that there will be a "second wave" of the coronavirus. Three-quarters of the population say that they're worried about it

03

Permission to advertise: At the start of the crisis, Canadians indicated a clear sensitivity towards "business as usual" advertising. However, now as the "new norm" is upon us and the focus is shifting to the economy Canadians are much more open now to advertising with only 5% opposing these types of communications. One-quarter say that companies can continue advertising as usual, one-half want companies to advertise with messages sensitive to the crisis.

04

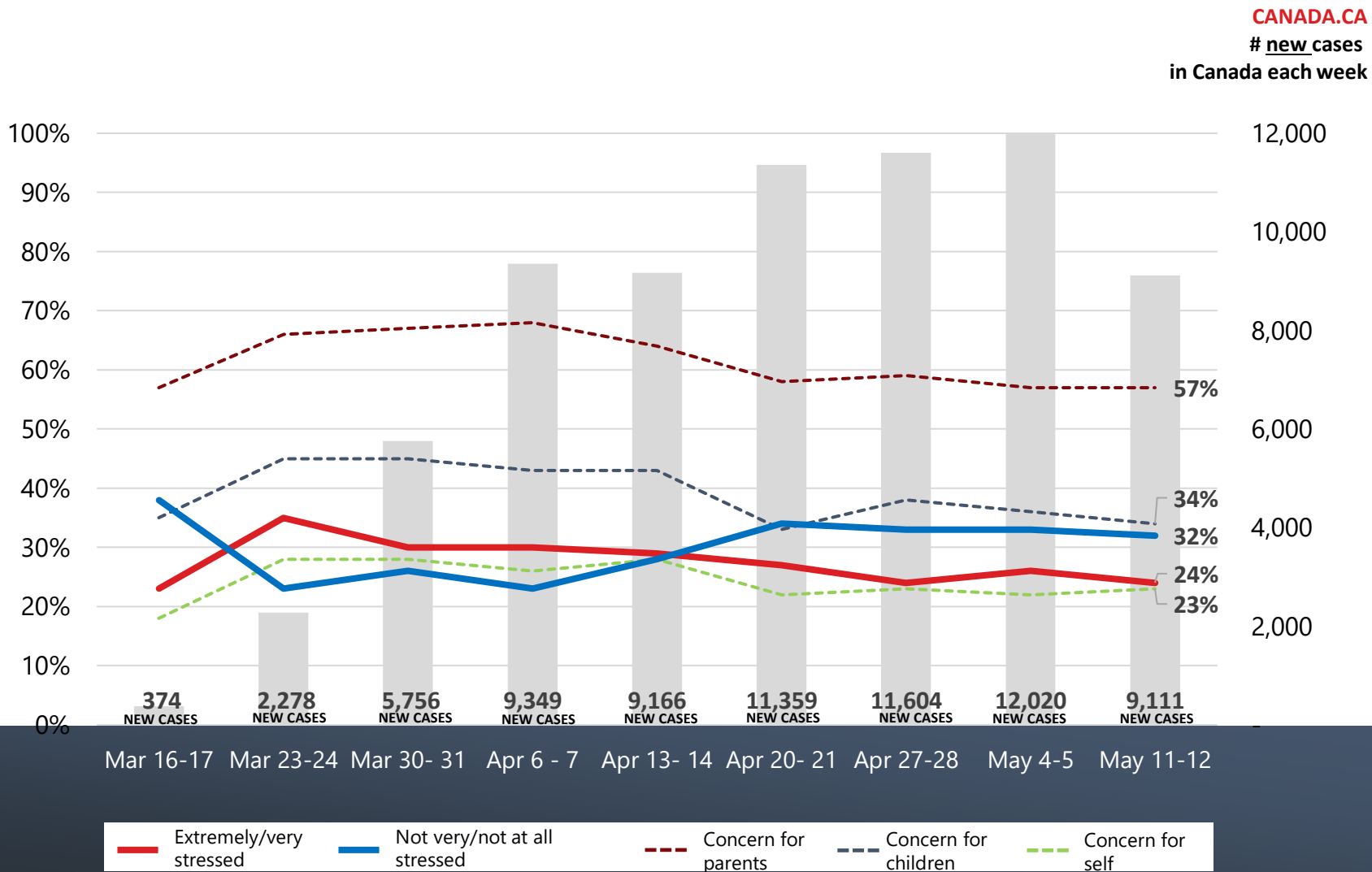
Post-pandemic grocery shopping: When asked about what their food activities will be like post-pandemic, it appears that the pandemic has made some permanent changes in the food shopping environment. Online grocery services and deliveries will be elevated while the frequency of grocery trips will decrease. There is also a desire to spend more time at local grocers and farmers markets.

05

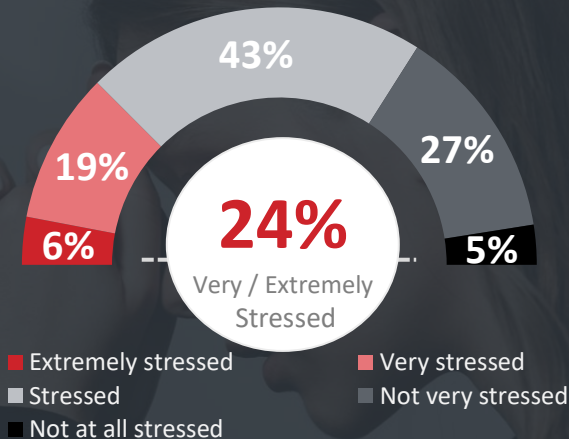
Post-pandemic eating out: It appears that Canadians will not be rushing out for restaurants when normalcy is restored. Almost half (45%) of Canadians say they will visit restaurants less than they used to and one-third say they will be cooking at home more than they used to.

Key Findings

Level of Stress from COVID-19 Pandemic



Level of Stress



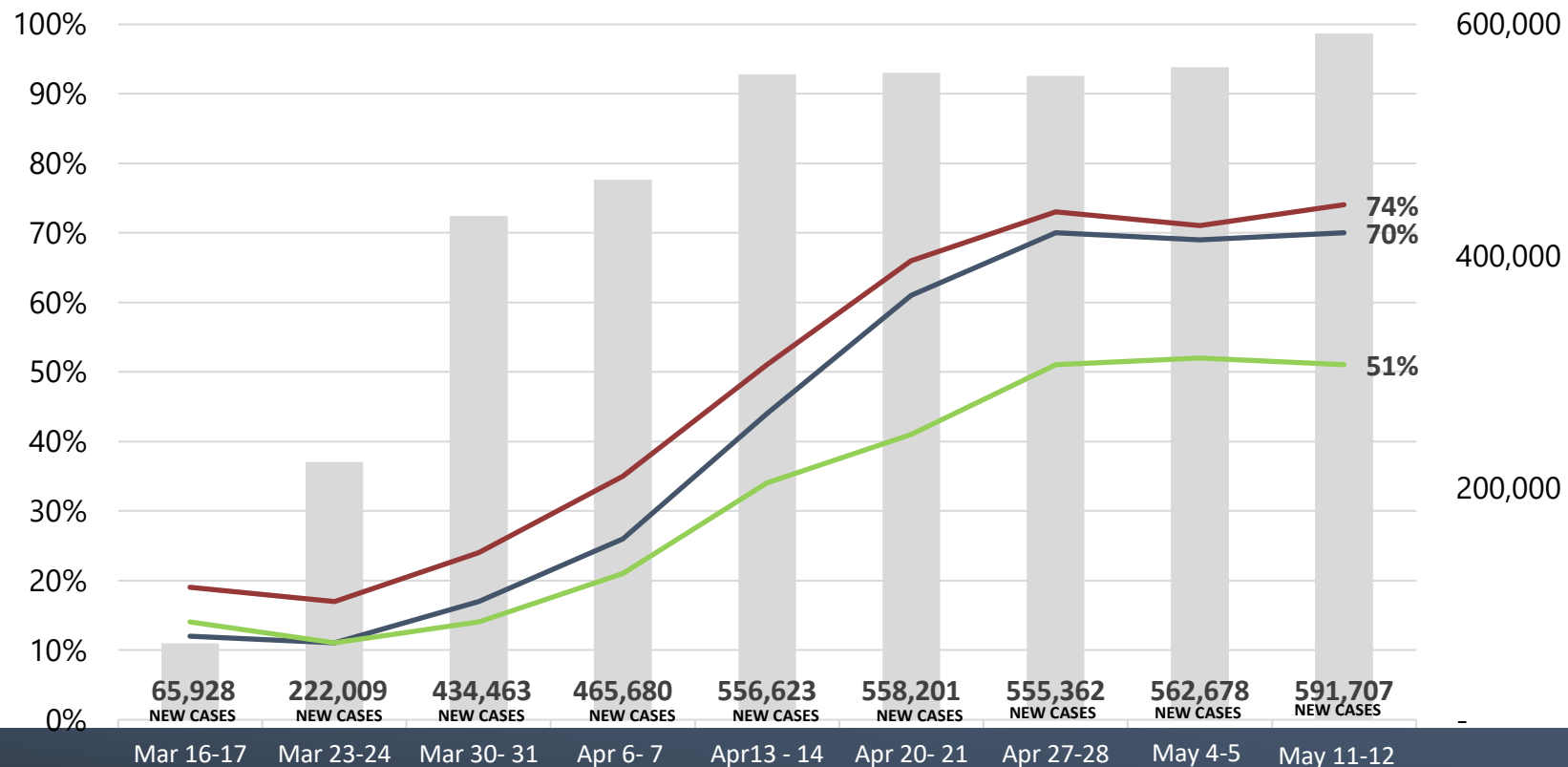
Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



new cases
Globally each week



— Better – around the world
 — Better – in Canada
 — Better - in my community

Are things getting better or worse?



In your community

26% Worse

74% Better



In Canada

30% Worse

70% Better



Worldwide

49% Worse

51% 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



May 11-12, 2020

Δ last week	May 4-5	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+2	65%	66%	72%	92%	94%	92%
+1	41%	36%	33%	32%	34%	44%
-5 ↓	27%	22%	19%	14%	14%	28%

Concern Over Second Wave of Pandemic

Concerned vs. Not Concerned About Second Wave

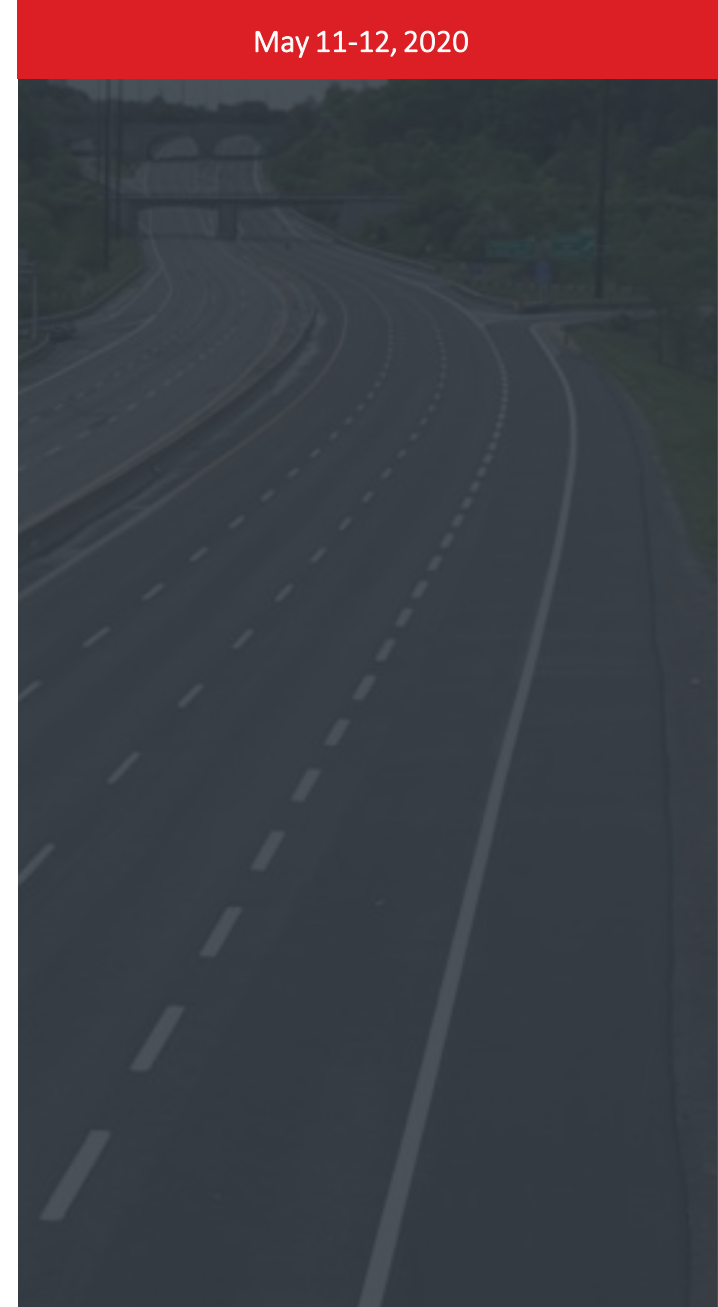
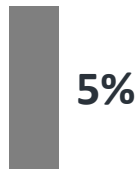
It is likely that there will be a second wave of coronavirus cases and I am concerned about it



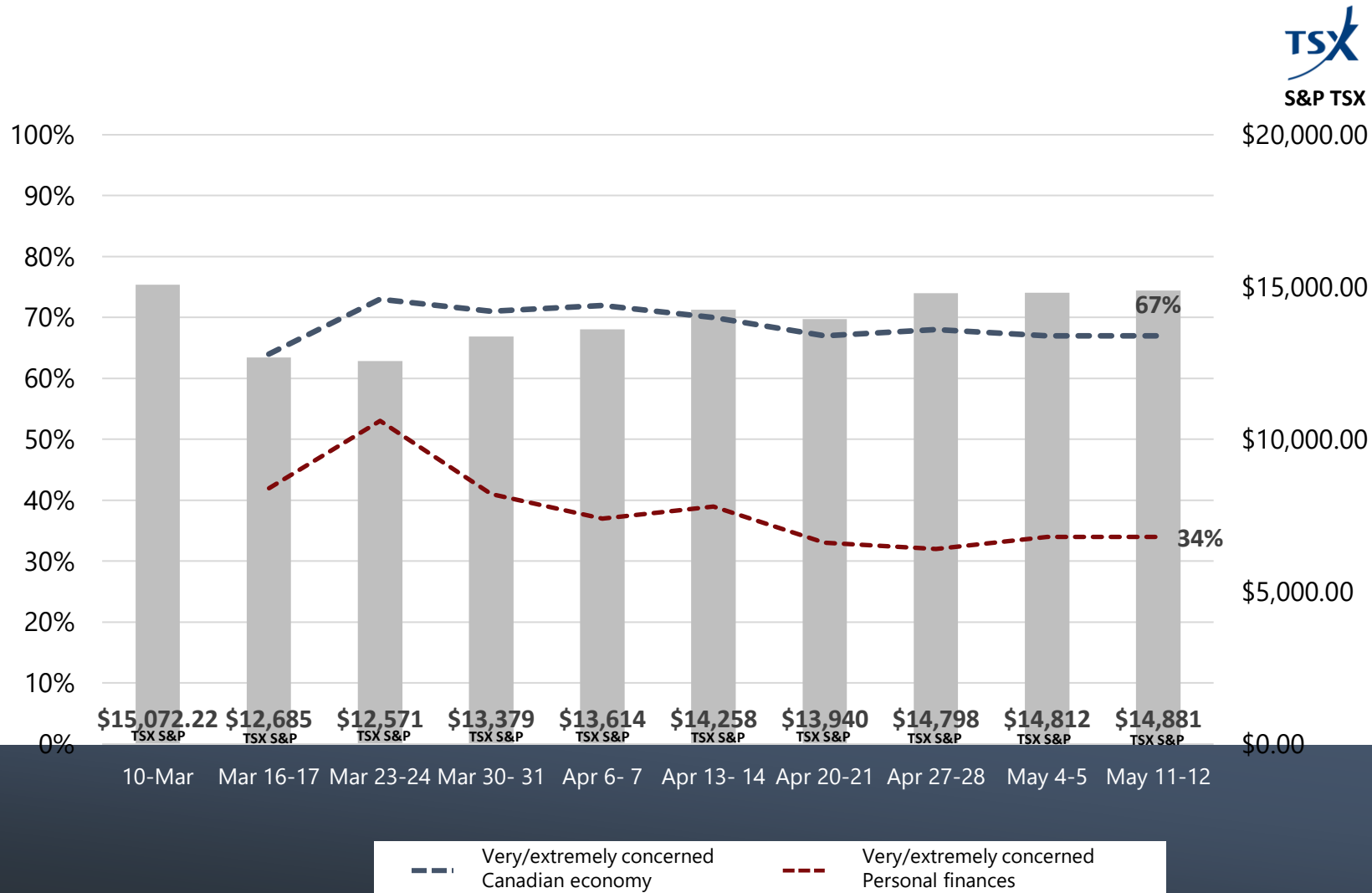
It is likely that there will be a second wave of coronavirus cases but I am not concerned about it



I don't think there will be a second wave of the coronavirus



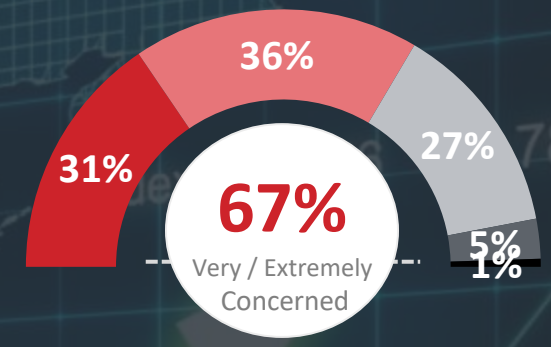
Financial Concern



TSX
S&P TSX

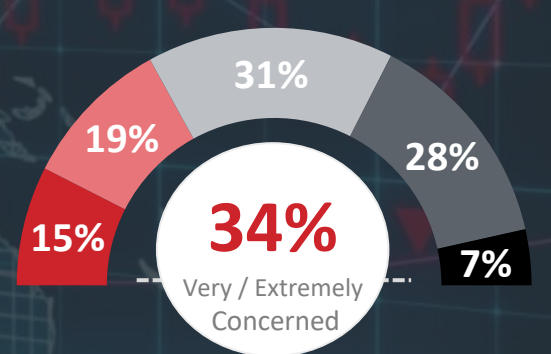
May 11-12, 2020

Concern about Canadian Economy



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

Concern about Personal Finances

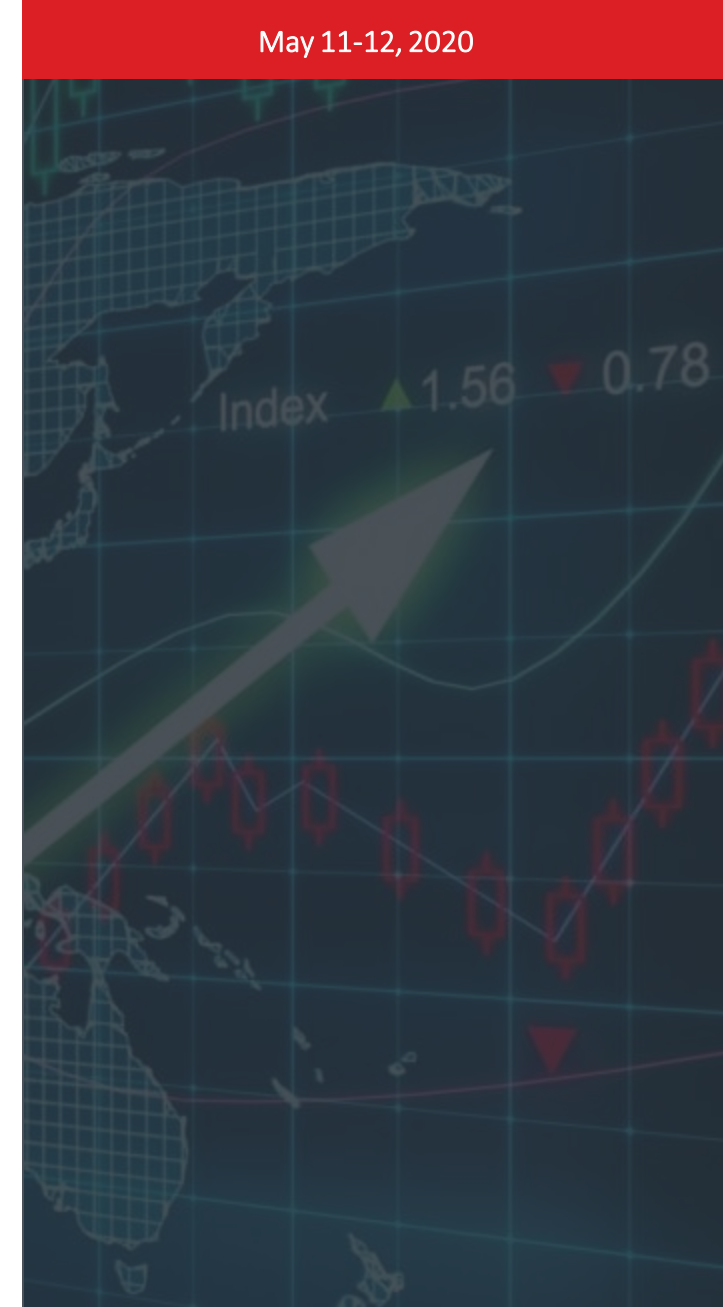
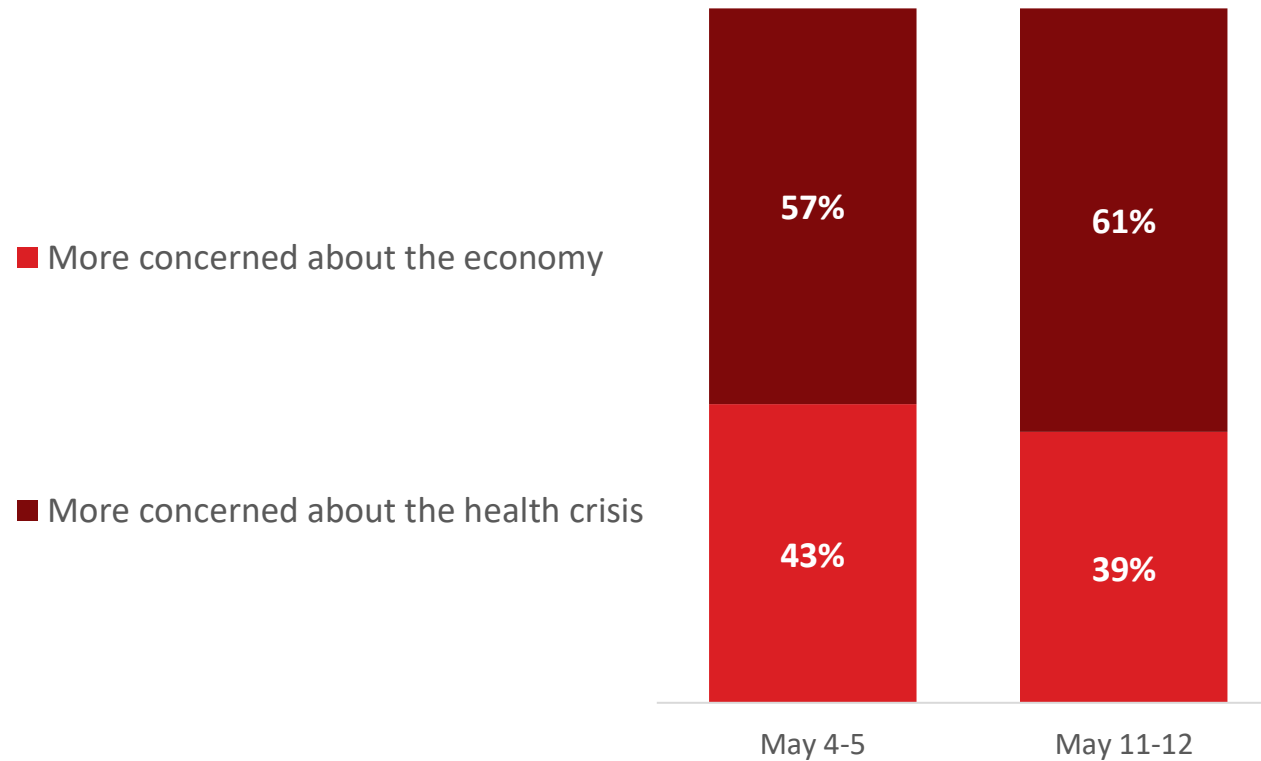


Extremely concerned
Concerned
Not at all concerned
Very concerned
Not very concerned

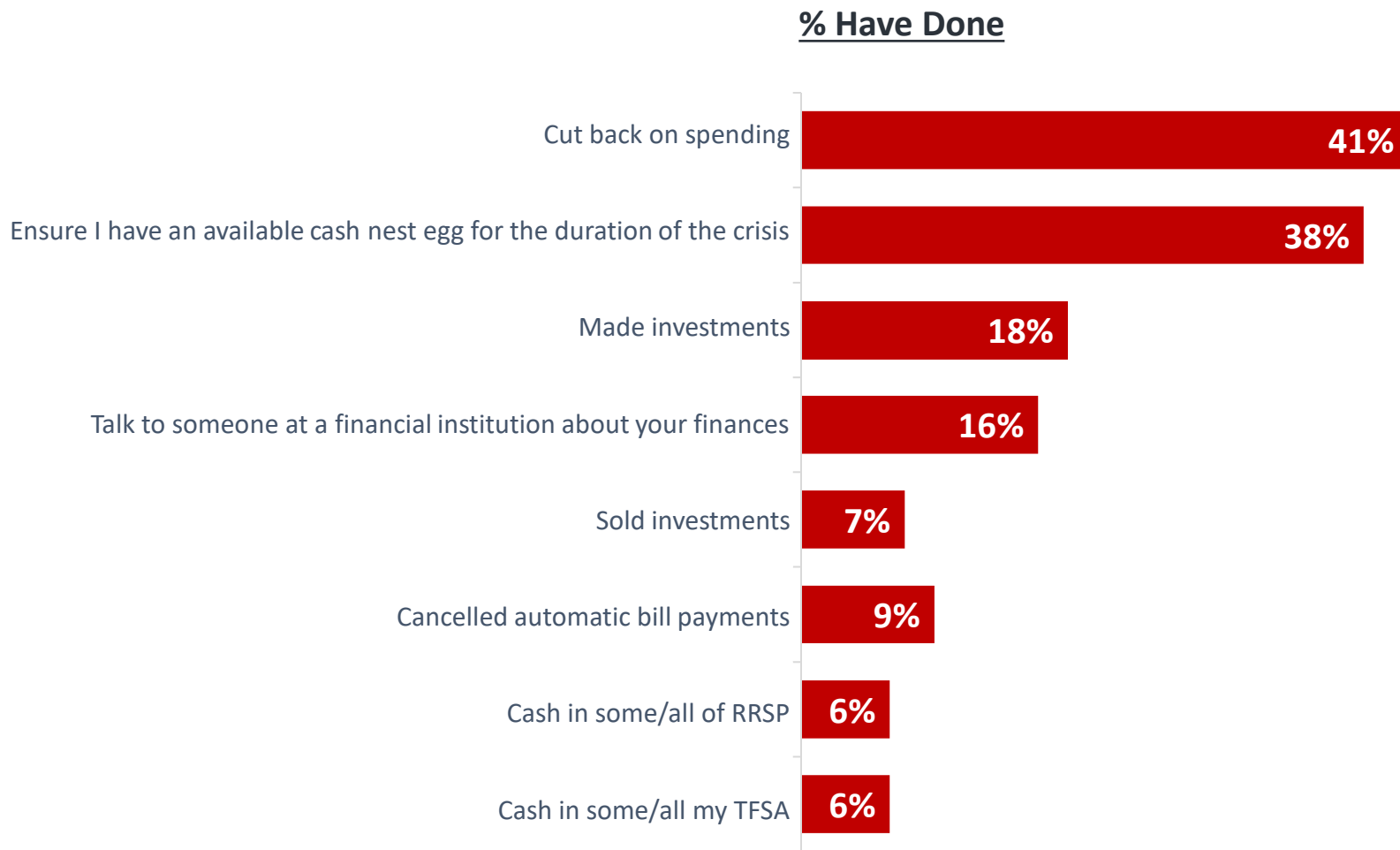
Concern Over Economy versus Health Crisis During Pandemic

May 11-12, 2020

% Concerned About the Economy vs. the Health Crisis



Financial Actions Taken as a Result of COVID-19



Δ last week	May 4-5	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+1	40%	46%	42%	38%	39%	24%
+5 ↑	33%	34%	34%	37%	31%	27%
+2	16%	13%	17%	14%	8%	6%
=	16%	12%	16%	15%	11%	9%
=	7%	8%	8%	7%	6%	4%
+2	7%	6%	6%	7%	6%	3%
+1	5%	4%	4%	5%	2%	2%
+2	4%	6%	6%	4%	5%	4%

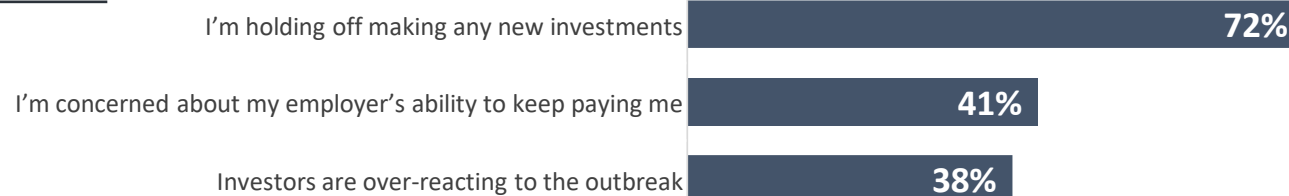
Perceptions of Advertising and Finances

On advertising & business . . .

% Agree
(Strongly agree or Agree)

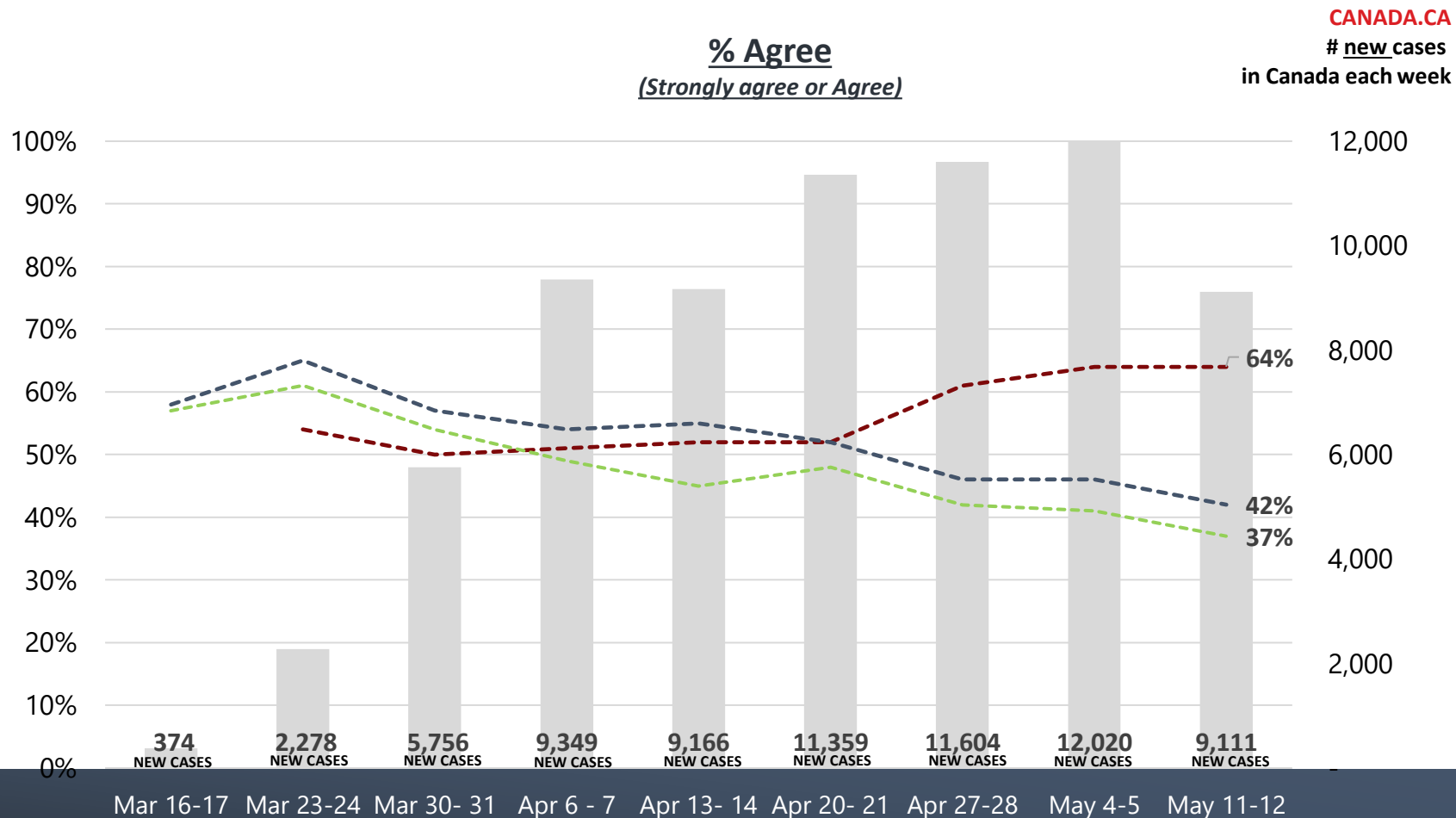


On personal finances



Δ last week	May 4-5	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+2	79%	-	82%	86%	-	-
+1	77%	78%	80%	80%	-	-
=	64%	61%	52%	51%	54%	
-1	57%	60%	61%	67%	73%	65%
-1	55%	46%	-	-	-	-
+1	49%	42%	-	-	-	-
=	49%	46%	53%	48%	-	-
+3	46%	-	46%	57%	-	-
-2	48%	49%	52%	57%	61%	56%
-4	47%	46%	52%	54%	64%	60%
-4	46%	46%	52%	54%	65%	58%
-4	41%	42%	48%	49%	61%	57%
+3	34%	36%	35%	29%	20%	42%
-5 ↓	77%	77%	76%	81%	85%	77%
-3	44%	47%	43%	52%	58%	49%
-2	40%	41%	41%	38%	42%	56%

Perceptions of Advertising During the Pandemic



Perceptions of Advertising at this Time

Companies should...

Communicate about any products or services, so long as the message is sensitive to the crisis **48%**

Continue communicating about their products and services the same way they always have **24%**

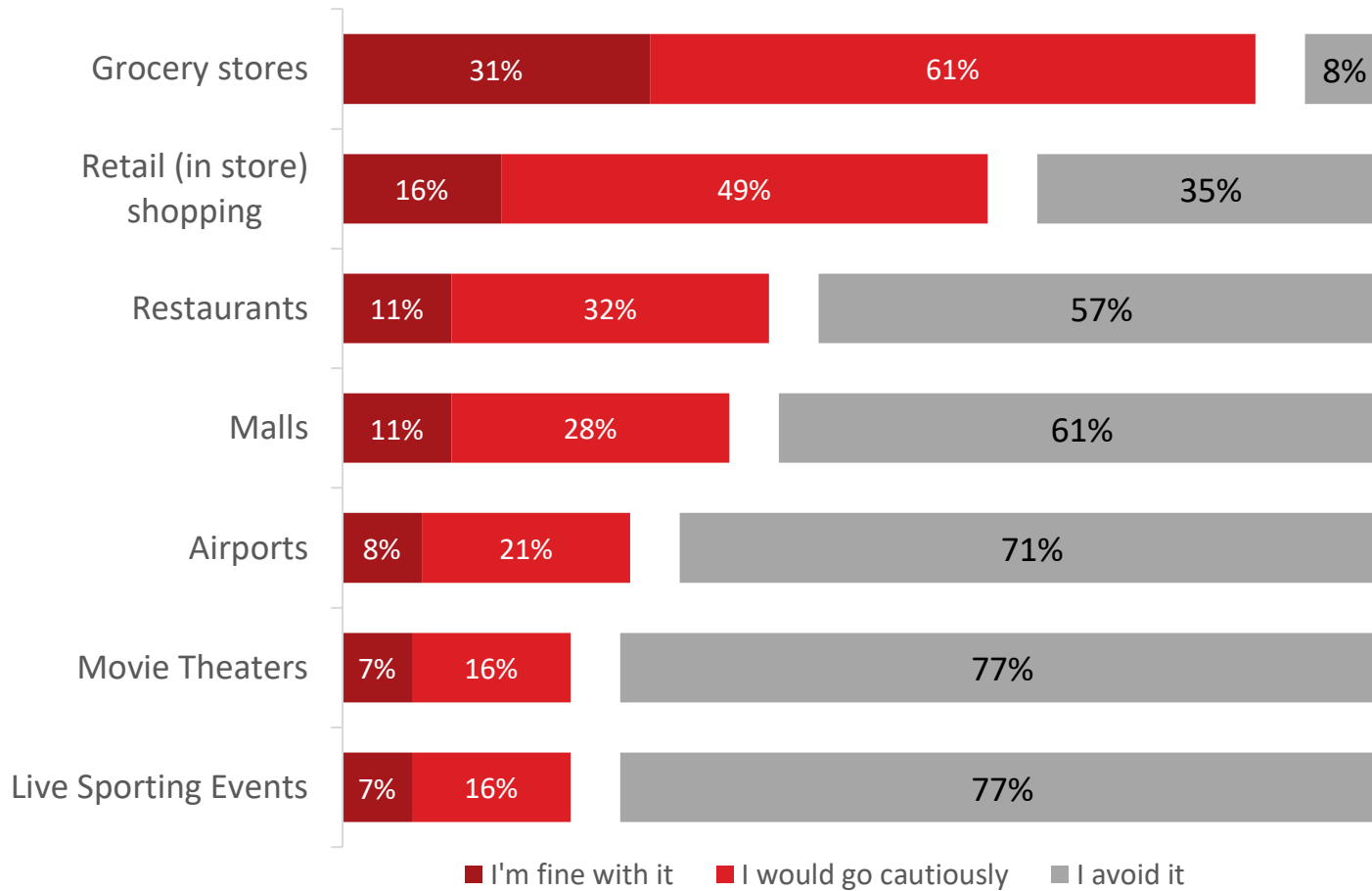
Only communicate products and services people can use during the pandemic **23%**

Not communicate about their products or services at this time **5%**

--- Now is the time to start stimulating our economy back to health --- This is the wrong time for companies to advertise to me to buy their products/services --- I don't want to see companies launching any new products or services at this time

Perceptions of Going Out

May 11-12, 2020



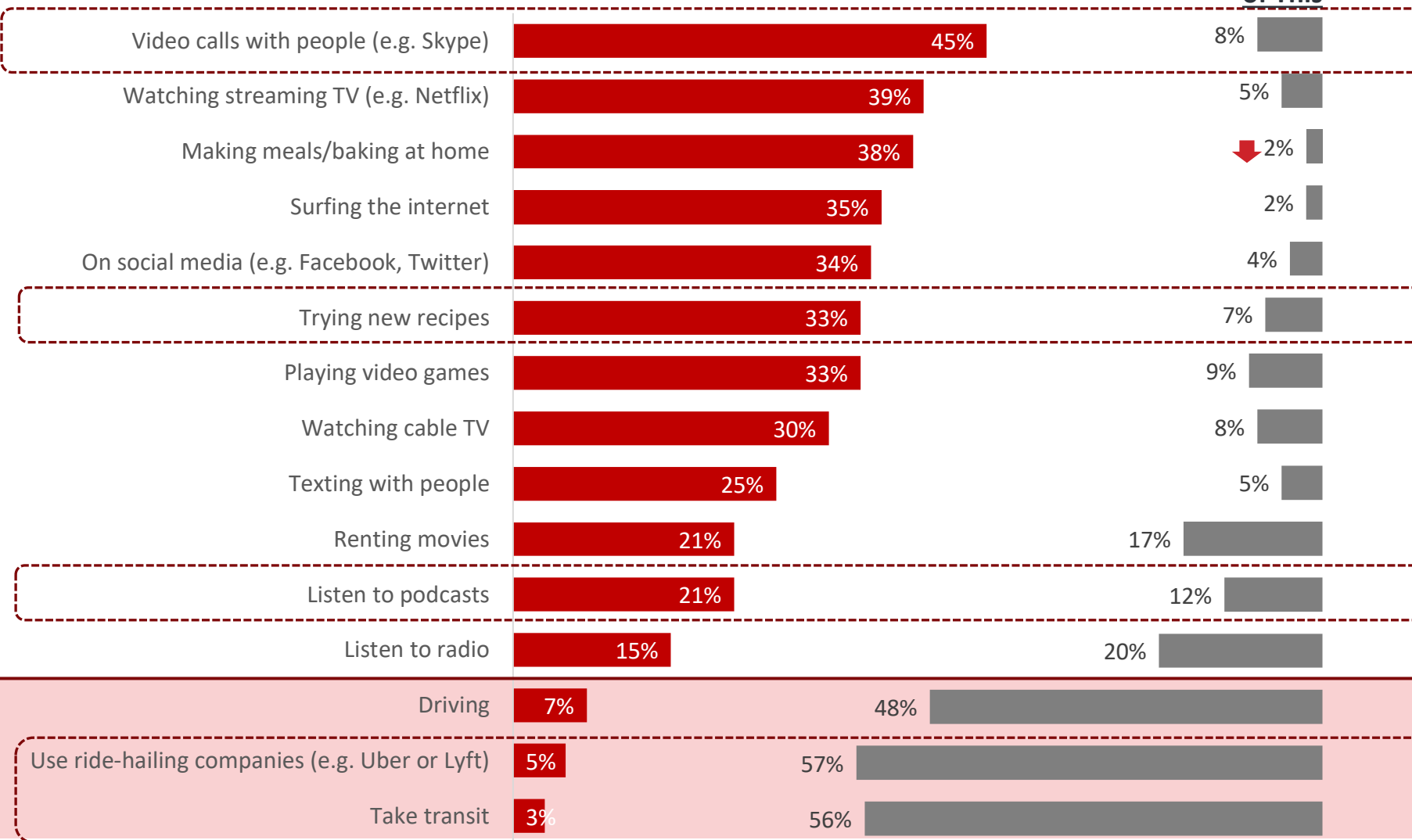
AVOID

Δ last week	May 4-5	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
=	8%	10%	12%	14%	13%	7%
-1	36%	42%	47%	64%	62%	44%
+6 ↑	51%	62%	68%	82%	83%	59%
+2	59%	66%	70%	85%	85%	64%
+3	68%	74%	78%	89%	91%	82%
+5 ↑	72%	77%	82%	92%	92%	80%
na	-	-	-	-	-	-

Changes in Lifestyle (Leisure & Transit)

Doing More of This
(Compared to 2 Weeks Ago)

Doing Less of This

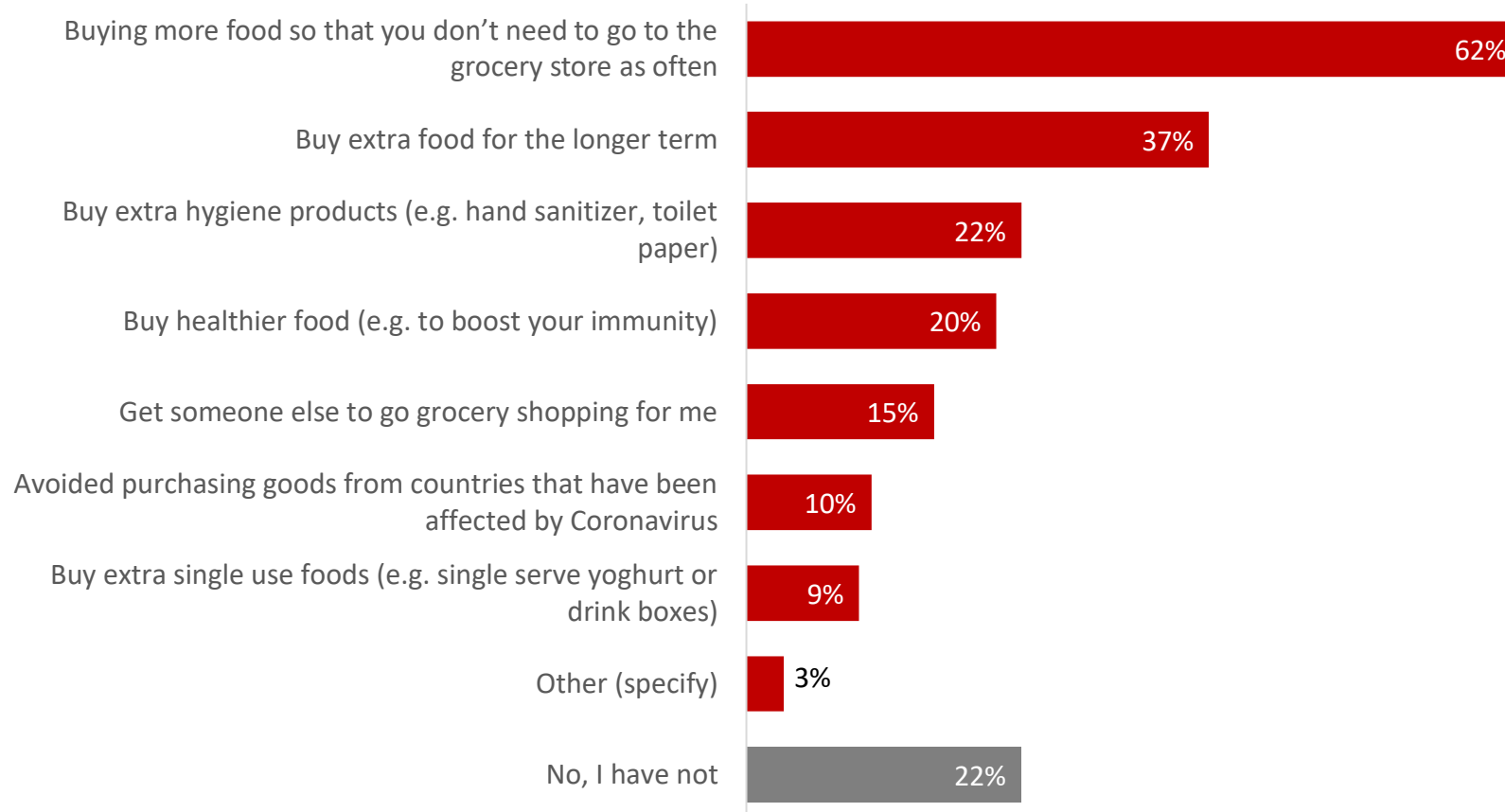


DOING MORE

Δ last week	May 4-5	Apr 27-28	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-7 ↓	52%	60%	65%	73%	57%	35%
-3	42%	48%	54%	59%	56%	37%
-1	39%	46%	51%	58%	51%	32%
-4	39%	43%	50%	56%	56%	39%
-4	38%	40%	49%	56%	56%	38%
-5 ↓	38%	39%	40%	45%	32%	22%
-4	37%	41%	45%	55%	-	-
=	30%	39%	41%	50%	50%	32%
=	25%	32%	35%	45%	45%	30%
=	21%	23%	31%	27%	26%	20%
-5 ↓	26%	24%	23%	28%	25%	-
-3	18%	18%	20%	23%	24%	-
DOING LESS						
-2	50%	60%	66%	74%	64%	34%
+6 ↑	51%	67%	77%	76%	63%	40%
-10 ↓	66%	70%	79%	80%	74%	60%

Changes in Lifestyle (Grocery)

Have Done (Within the last 2 Weeks)

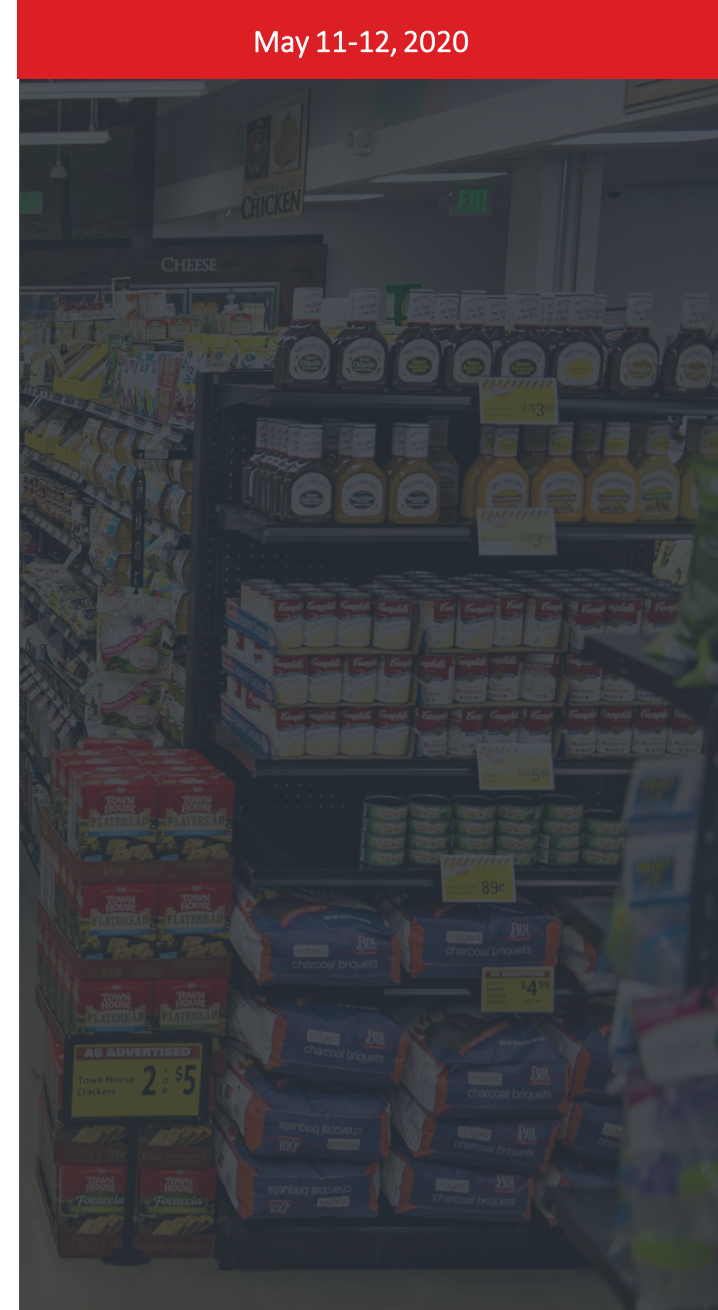
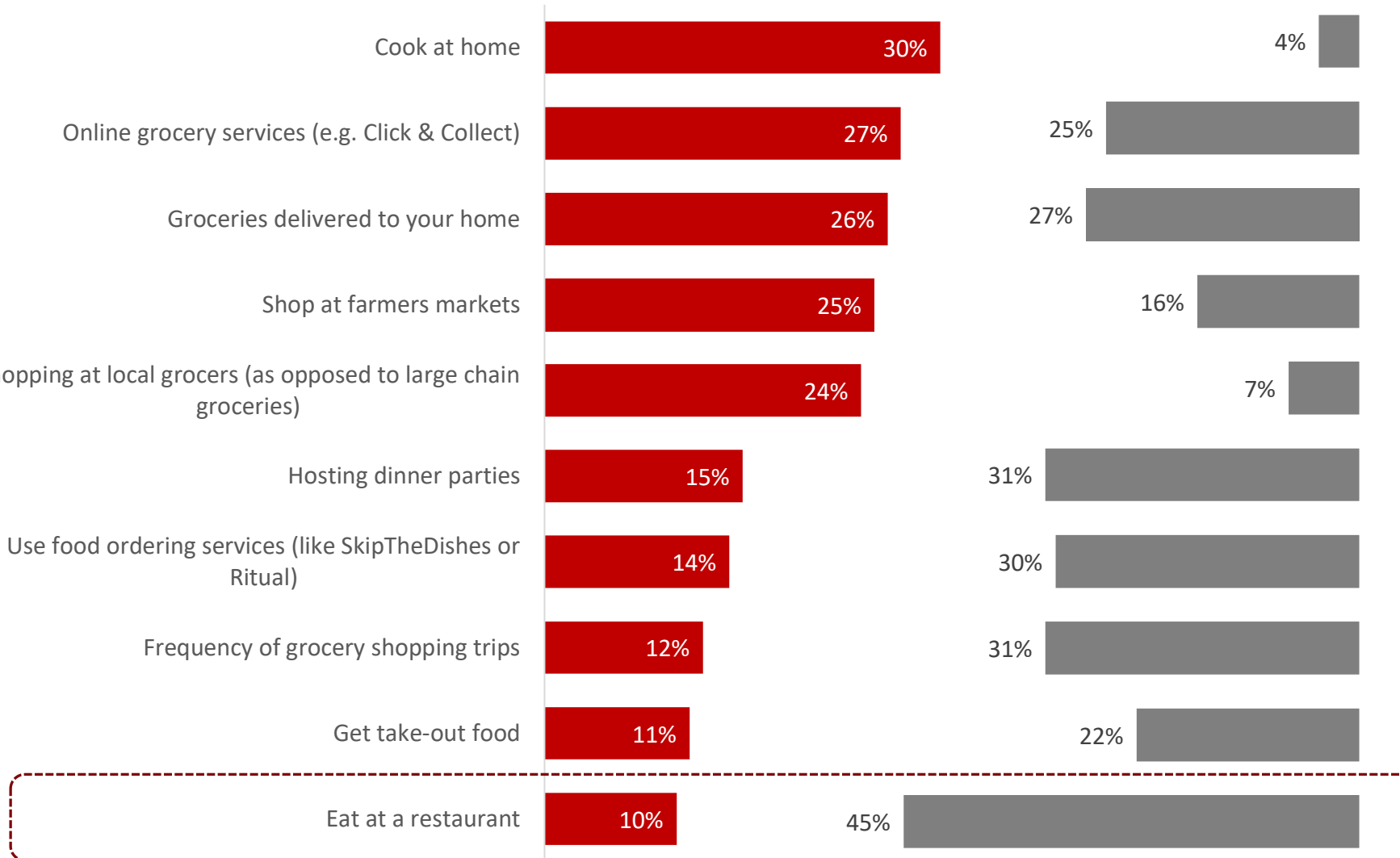


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+1	61%	68%	59%	71%	60%	48%
-1	38%	43%	32%	50%	42%	36%
+2	20%	24%	22%	29%	26%	23%
-1	21%	22%	14%	22%	20%	15%
-2	17%	15%	17%	20%	15%	6%
=	10%	12%	8%	9%	8%	6%
+1	8%	9%	6%	9%	9%	8%
+1	2%	3%	5%	3%	2%	2%
+1	21%	18%	24%	15%	22%	36%

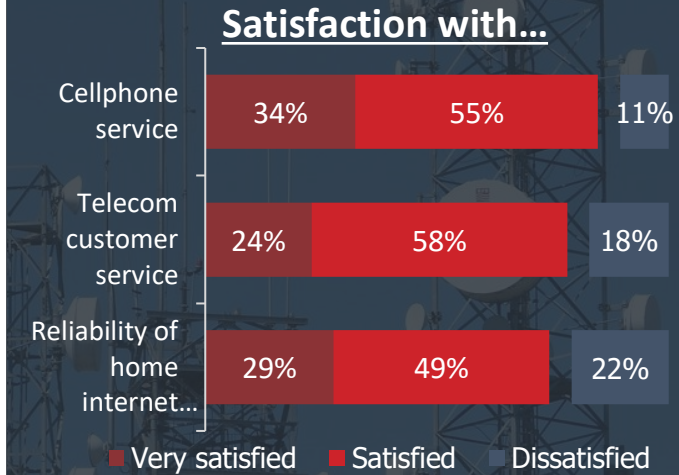
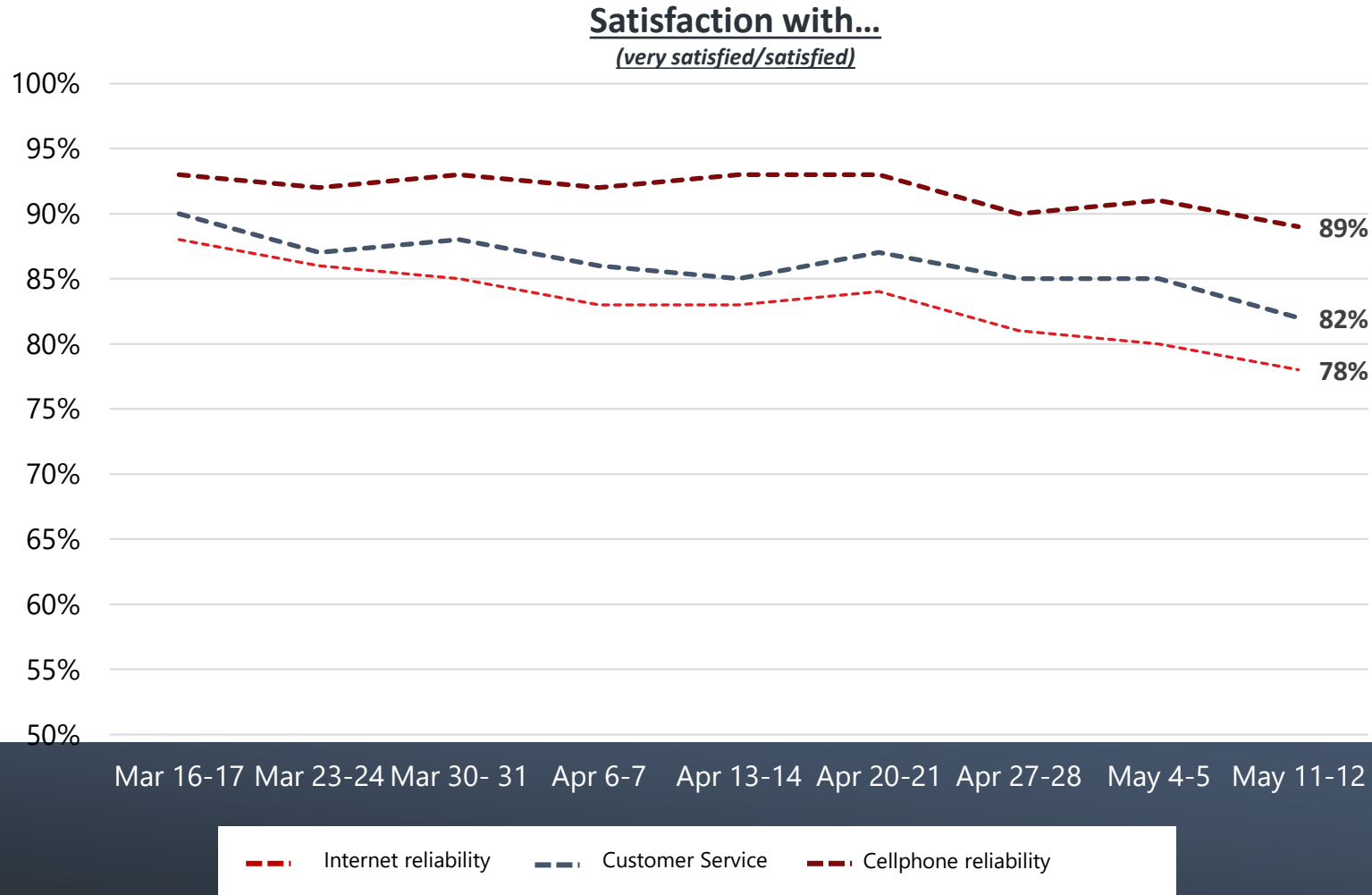
Changes in Food-Related Activities Post-Pandemic

Doing More of This
(Compared to before crisis)

Doing Less of This

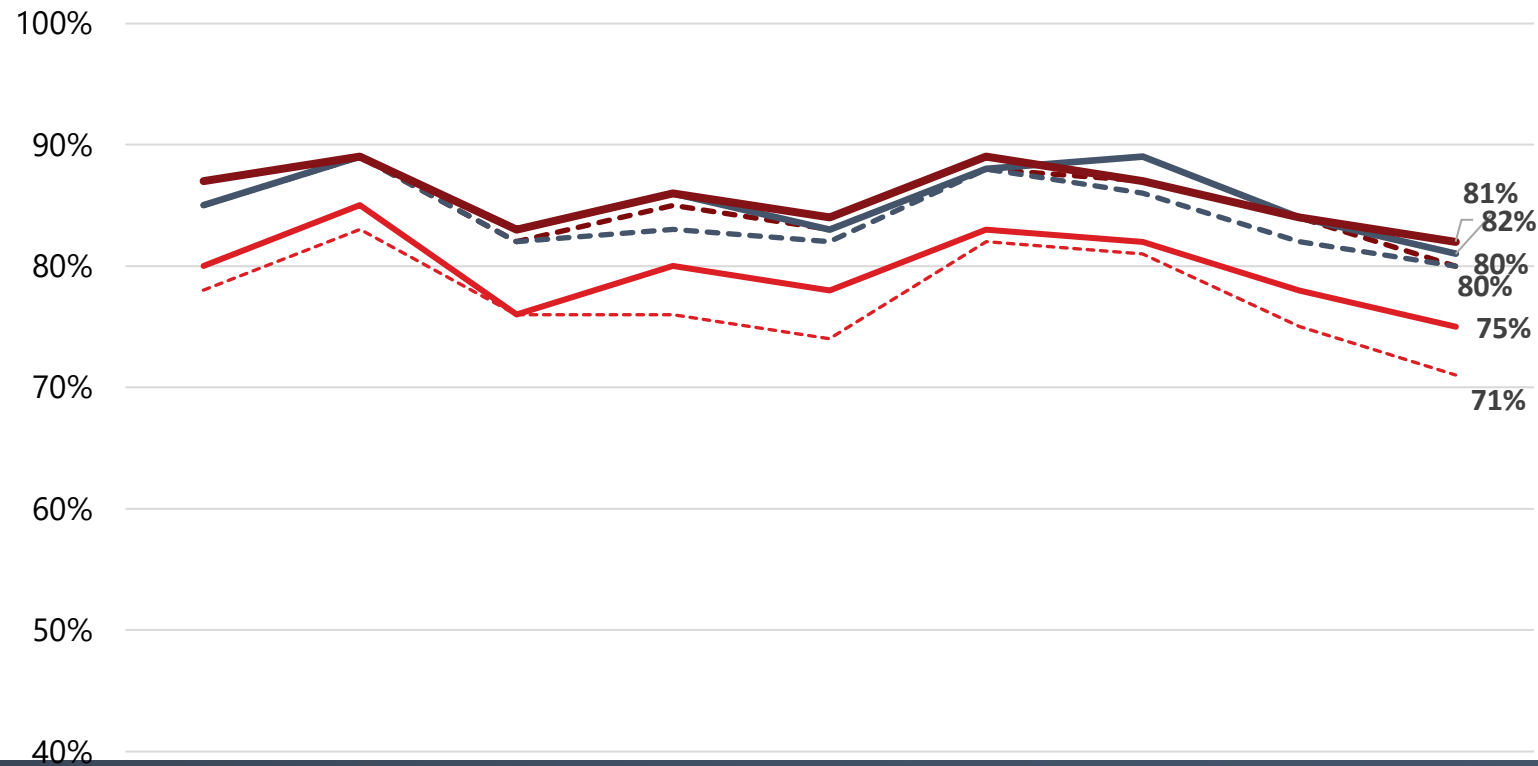


Telecom Satisfaction

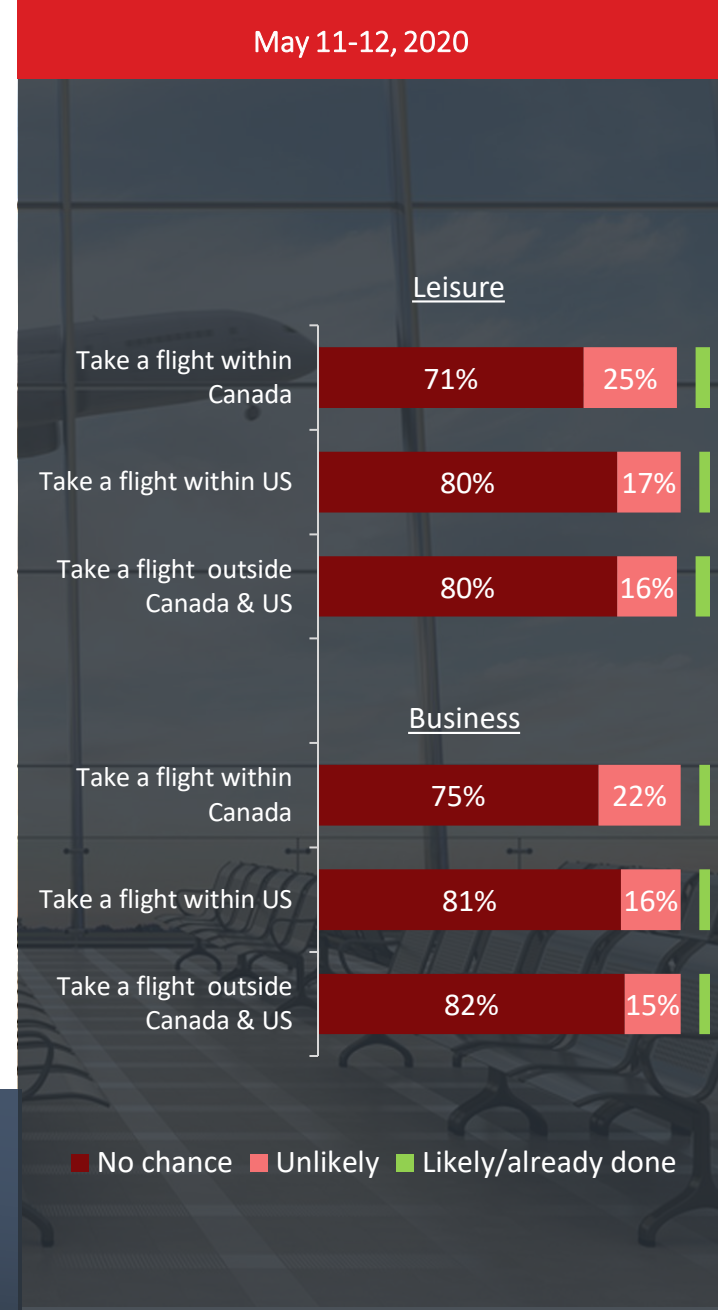
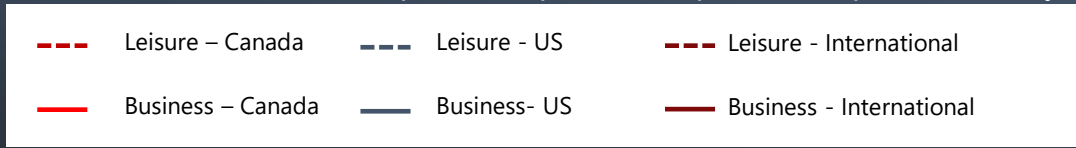


Avoiding Flights

No Chance of Taking a Flight



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



■ No chance ■ Unlikely ■ Likely/already done

For more information please contact

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