



COVID-19

Weekly Monitoring of Canadian
Perceptions & Behaviour

WAVE 6

APRIL 22, 2020

Next report will be available:
Wednesday April 29



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

Field date for the next wave Monday April 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

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.

5 Things You Should Know

01

Canadians say things continue to get better while concern about safety and stress is dropping Six-in-10 now say that things are getting better in Canada (a stark contrast to one-in-10 Canadians just four weeks ago). Additionally, the proportion of Canadians who are not feeling stressed out by the crisis is on the rise. The highest levels of concern about safety (for parents and children) is also on the decline.

02

Concerns about personal finances continues to drop Concern about personal finances also continue to decline, as is worry about employers paying their employees. While personal finance concern has stabilized, Canadians are still thinking about the future – concerns about the Canadian economy remains high.

03

Canadians getting ready to go out. For the last two weeks in a row, more and more Canadians are indicating that they're getting ready to go out. While still a minority, there is increasing openness to visiting retail stores, restaurants, malls, movie theaters and airports.

04

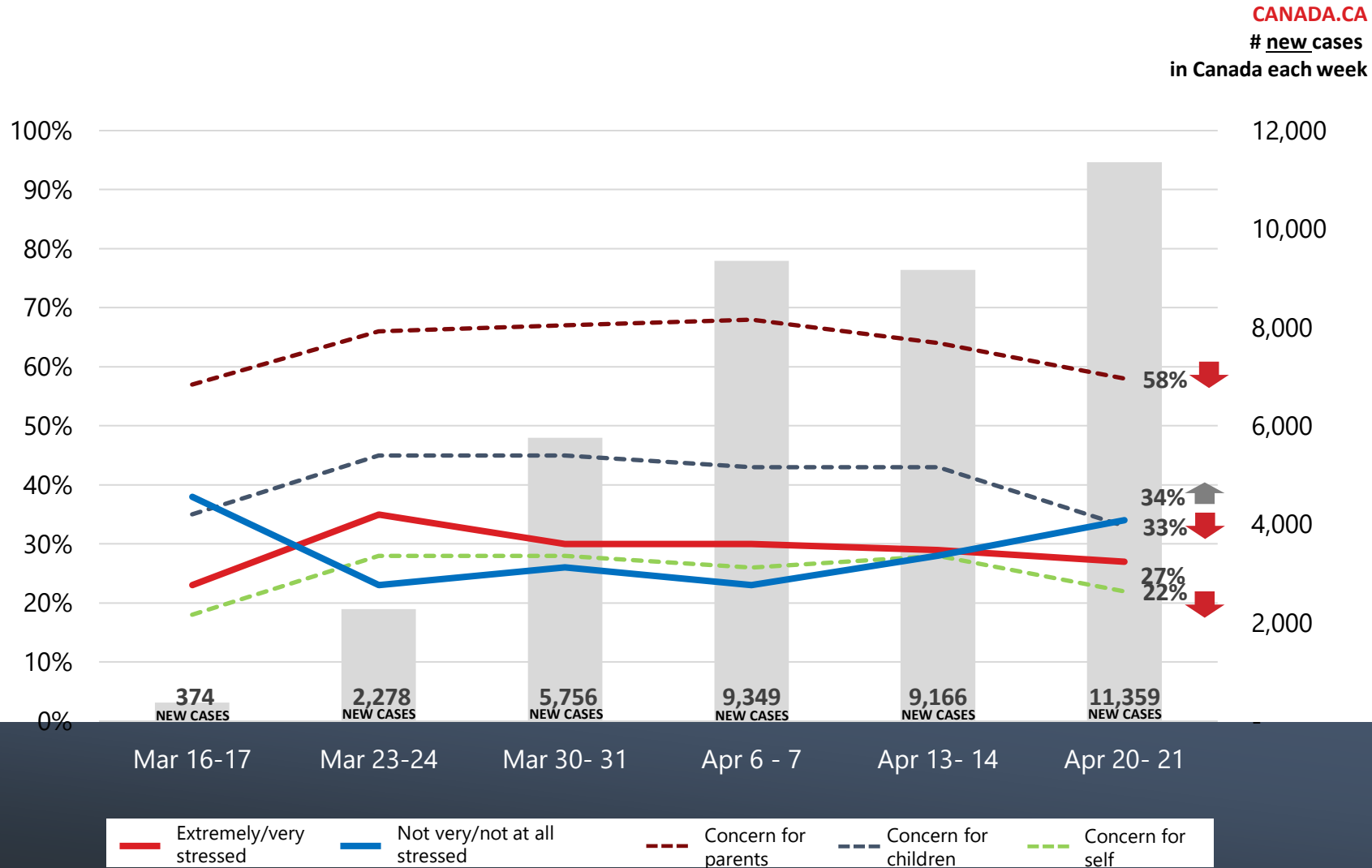
Online activities and media consumption are going down Perhaps in tandem with the previous point, Canadians are also reporting that they're spending less time on a wide variety of internet activities that spiked during this crisis including: video calls, streaming television, surfing the internet, social media, texting and watching cable television.

05

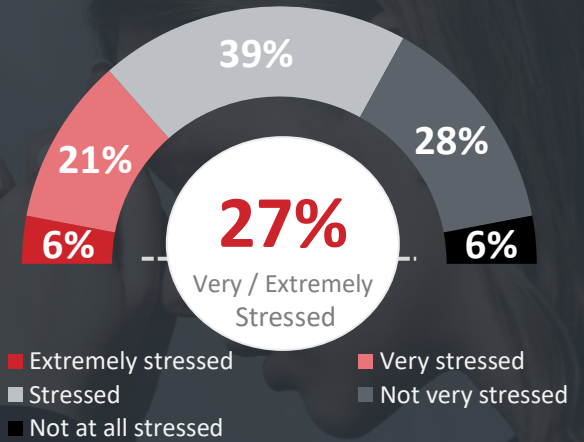
Click & Collect groceries are the new norm (despite its issues) While stockpiling groceries is on the decline, almost one-quarter of Canadians have purchased groceries through "Click and Collect" since the start of the crisis. However, there are still kinks in the system that need to be worked out, 16% of Canadians have tried to order their groceries online but were unsuccessful and 50% of those who order through "Click and Collect" are waiting over a week to receive their order.

Key Findings

Level of Stress from COVID-19 Pandemic



Level of Stress



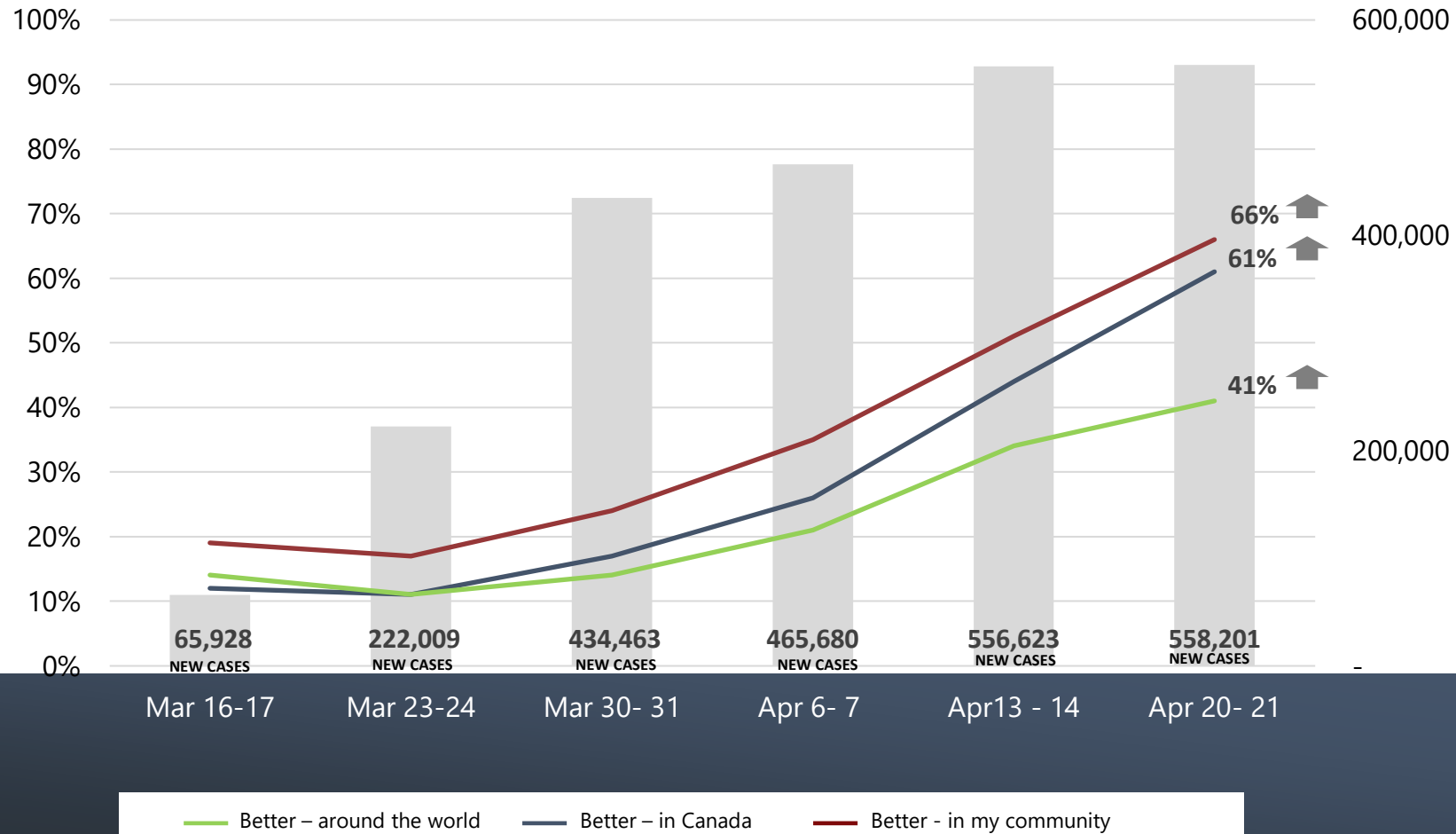
Concern about Getting Sick (Extremely, very concerned)



Are Things Getting Better or Worse?



new cases
Globally each week



Are things getting better or worse?



In your community

34% Worse

66% Better



In Canada

39% Worse

61% Better



Worldwide

59% Worse

41% Better

COVID-19 Perceptions

% Agree
(Strongly agree or Agree)

My workplace is responding well to the situation

82%

Things are going to get worse before they get better

72%

It's time for things to go back to normal

33%

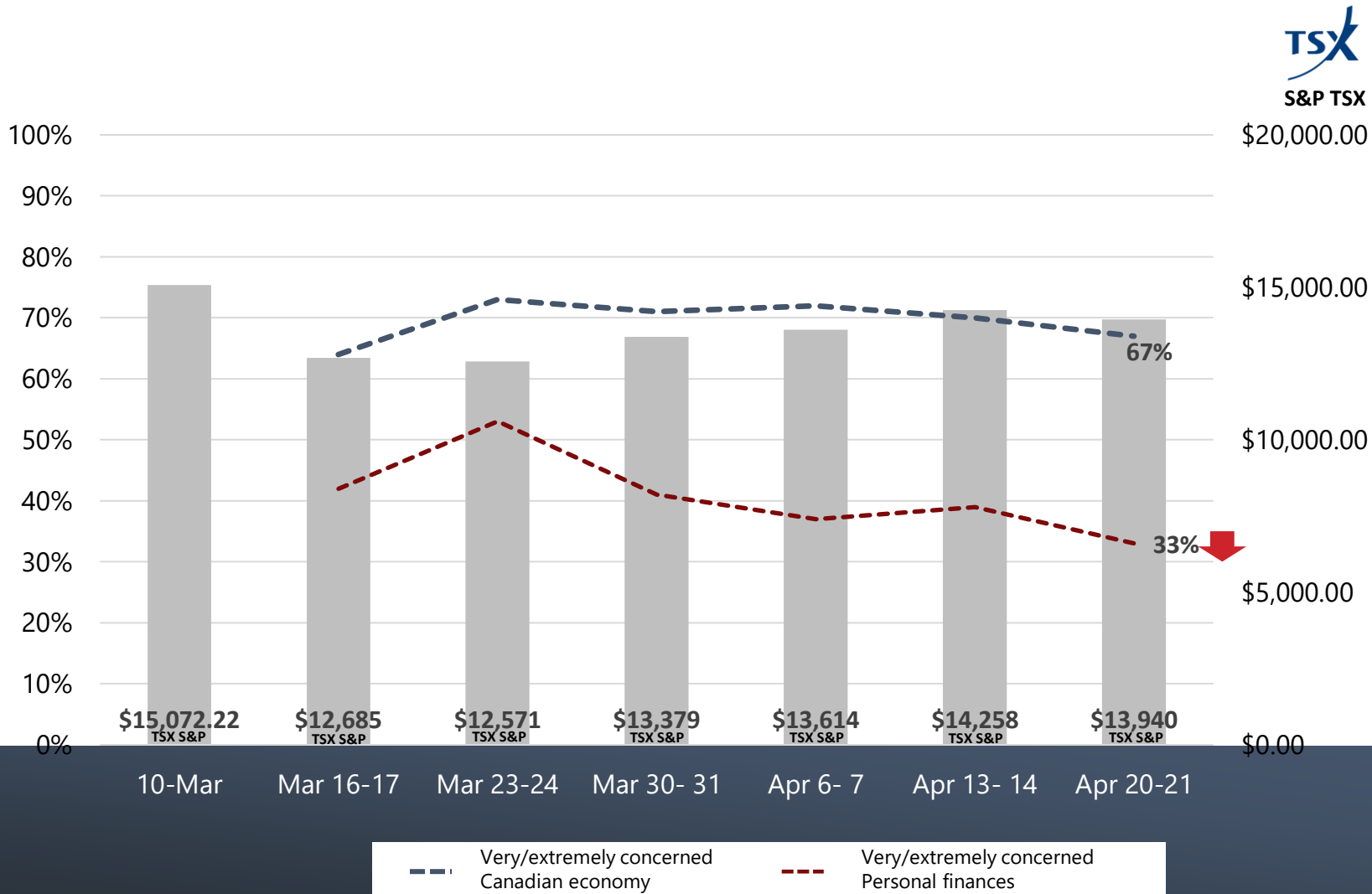
The health risk of the coronavirus has been overblown

19%

April 20-21, 2020

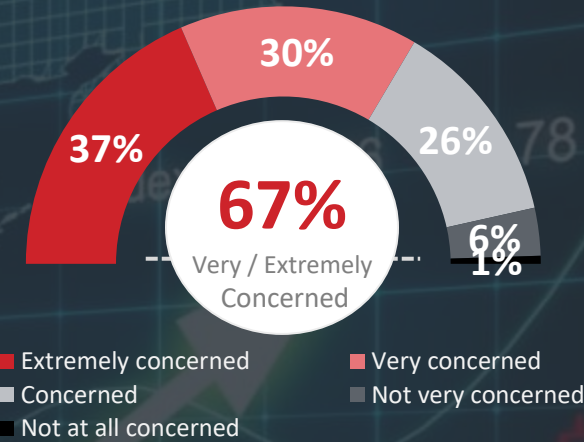
Δ last week	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
+2	80%	82%	78%	78%	78%
-9	81%	92%	93%	94%	92%
-1	34%	32%	34%	34%	44%
-1	20%	14%	14%	14%	28%

Financial Concern

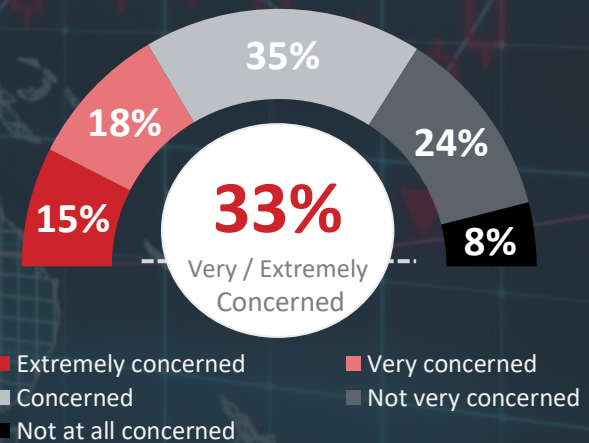


April 20-21, 2020

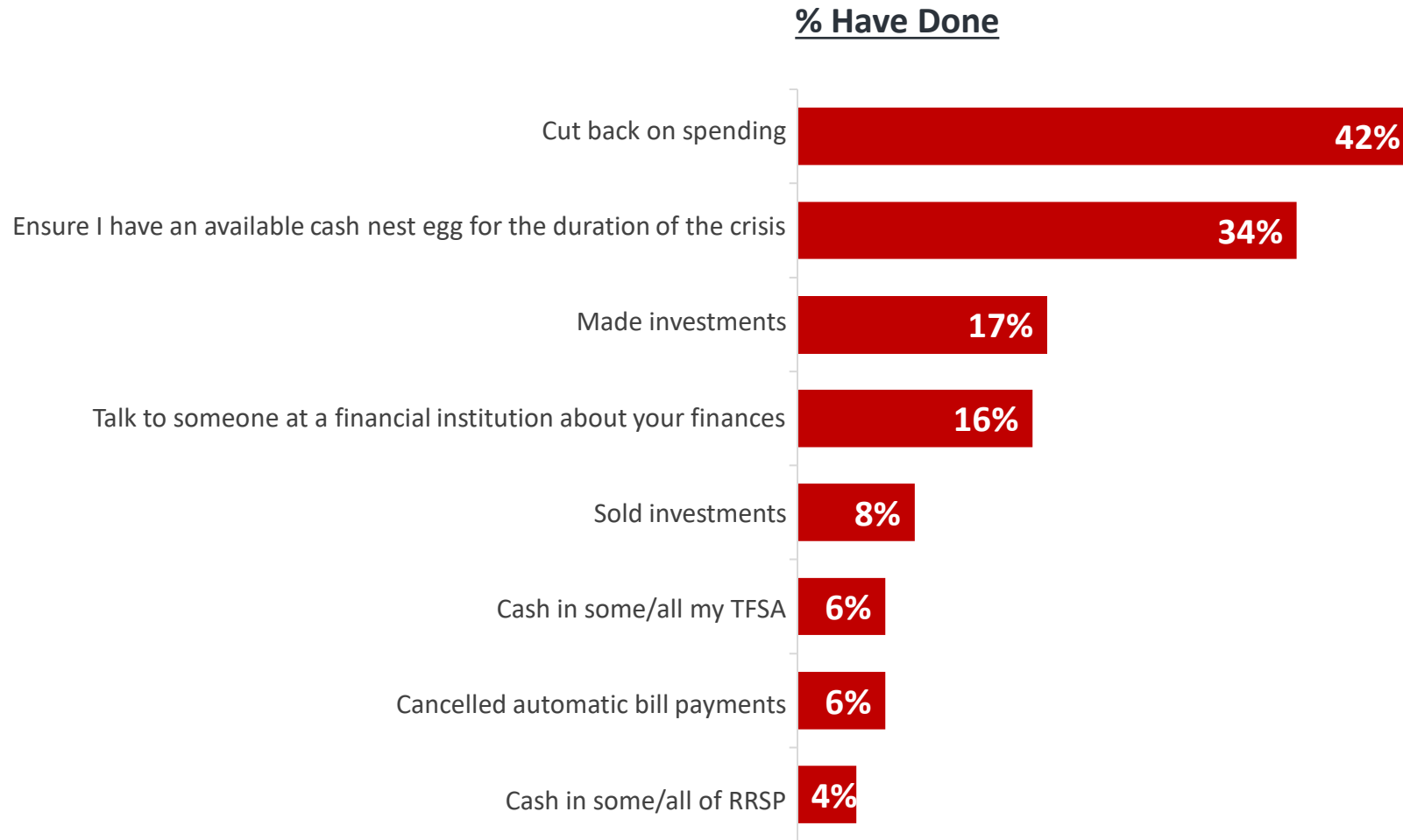
Concern about Canadian Economy



Concern about Personal Finances



Financial Actions Taken as a Result of COVID-19



Δ last week	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
+1	43%	38%	39%	39%	24%
-2	36%	37%	34%	31%	27%
+2	15%	14%	14%	8%	6%
+1	15%	15%	14%	11%	9%
+1	7%	7%	8%	6%	4%
+1	5%	4%	7%	5%	4%
-2	8%	7%	7%	6%	3%
-1	5%	5%	4%	2%	2%

Perceptions of Advertising and Finances

On advertising & business . . .

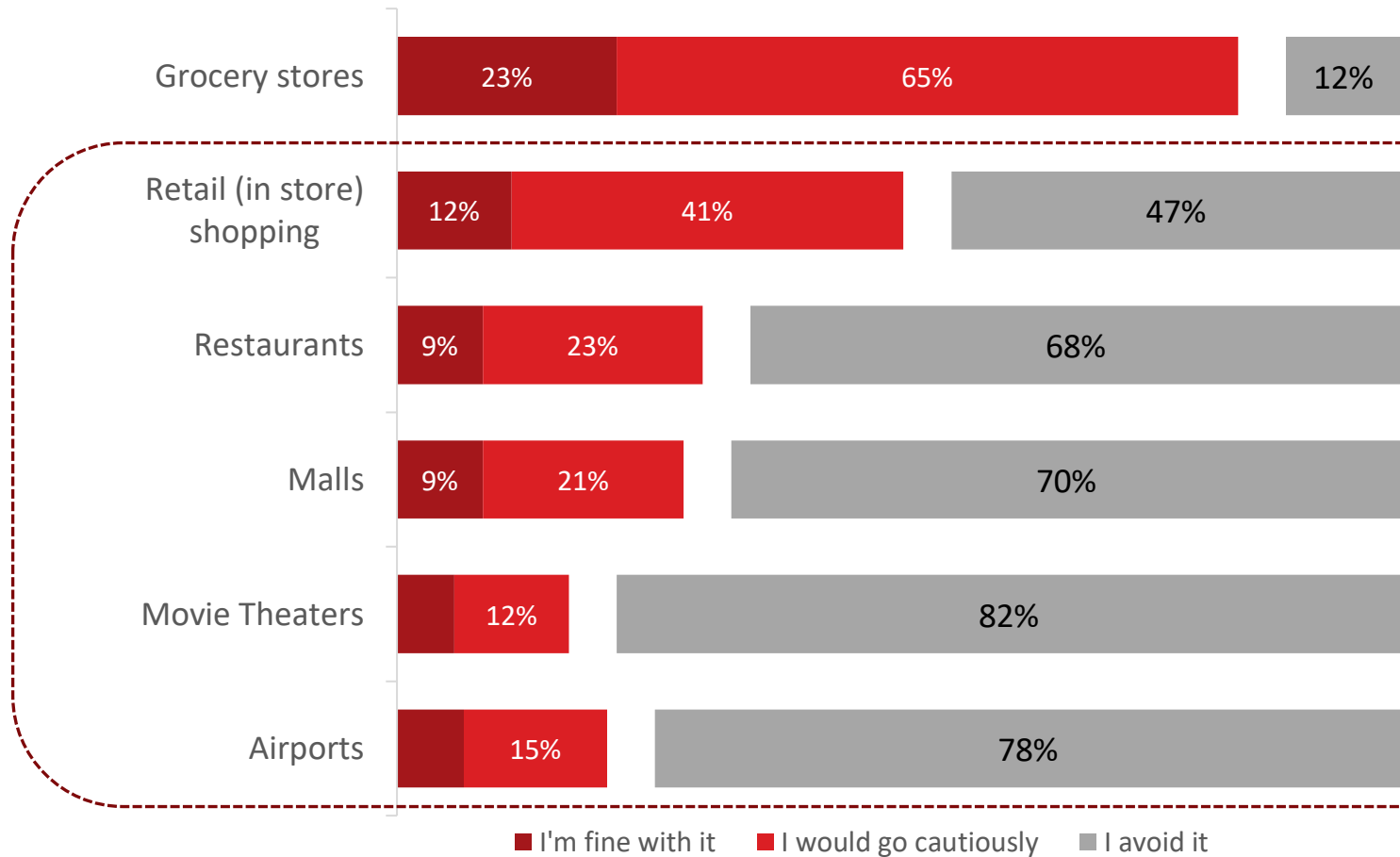


On personal finances



Δ last week	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
+3	83%	83%	82%	80%	-
-3	85%	86%	-	-	-
+1	79%	80%	-	-	-
-3	64%	67%	65%	73%	65%
+4	49%	48%	48%	-	-
-3	55%	54%	57%	65%	58%
-2	54%	54%	57%	64%	60%
-2	54%	57%	54%	61%	56%
=	52%	51%	50%	54%	-
+3	45%	49%	54%	61%	57%
-7 ↓	53%	57%	-	-	-
+1	34%	29%	30%	20%	42%
-3	79%	81%	82%	85%	77%
-9 ↓	52%	52%	54%	58%	49%
+1	40%	38%	42%	42%	56%

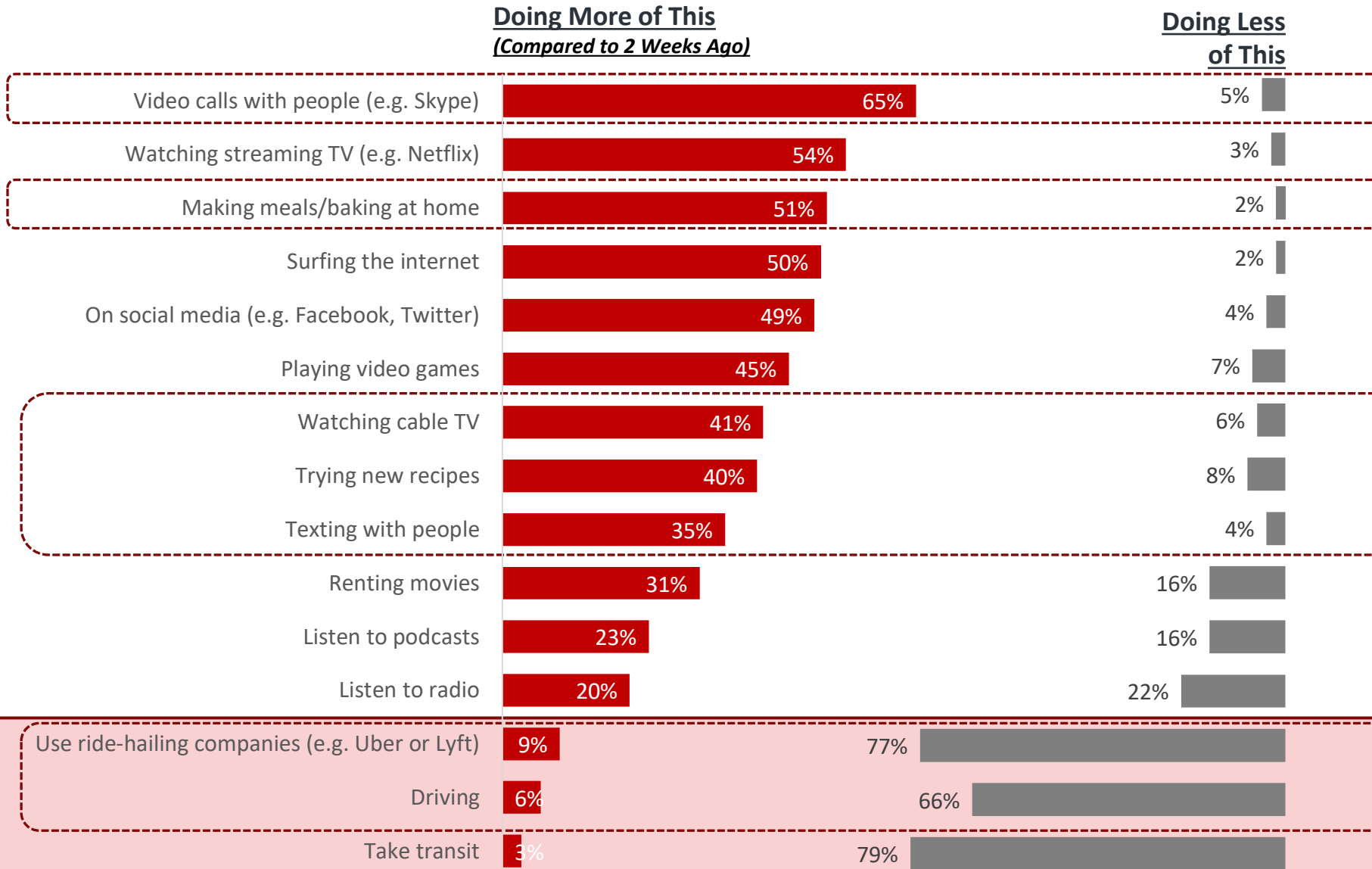
Perceptions of Going Out



AVOID

Δ last week	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-2	14%	14%	14%	13%	7%
-11 ↓	58%	64%	63%	62%	44%
-7 ↓	75%	82%	82%	83%	59%
-7 ↓	77%	85%	82%	85%	64%
-5 ↓	87%	92%	92%	92%	80%
-8 ↓	86%	89%	89%	91%	82%

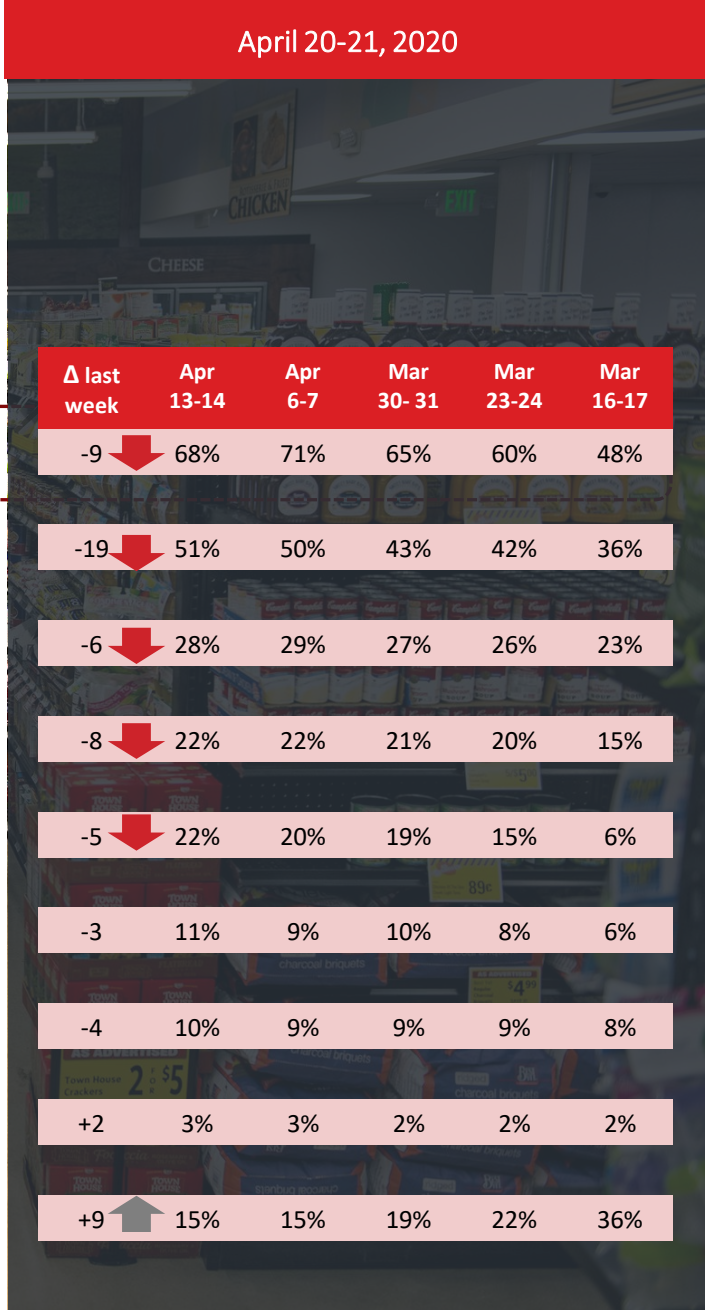
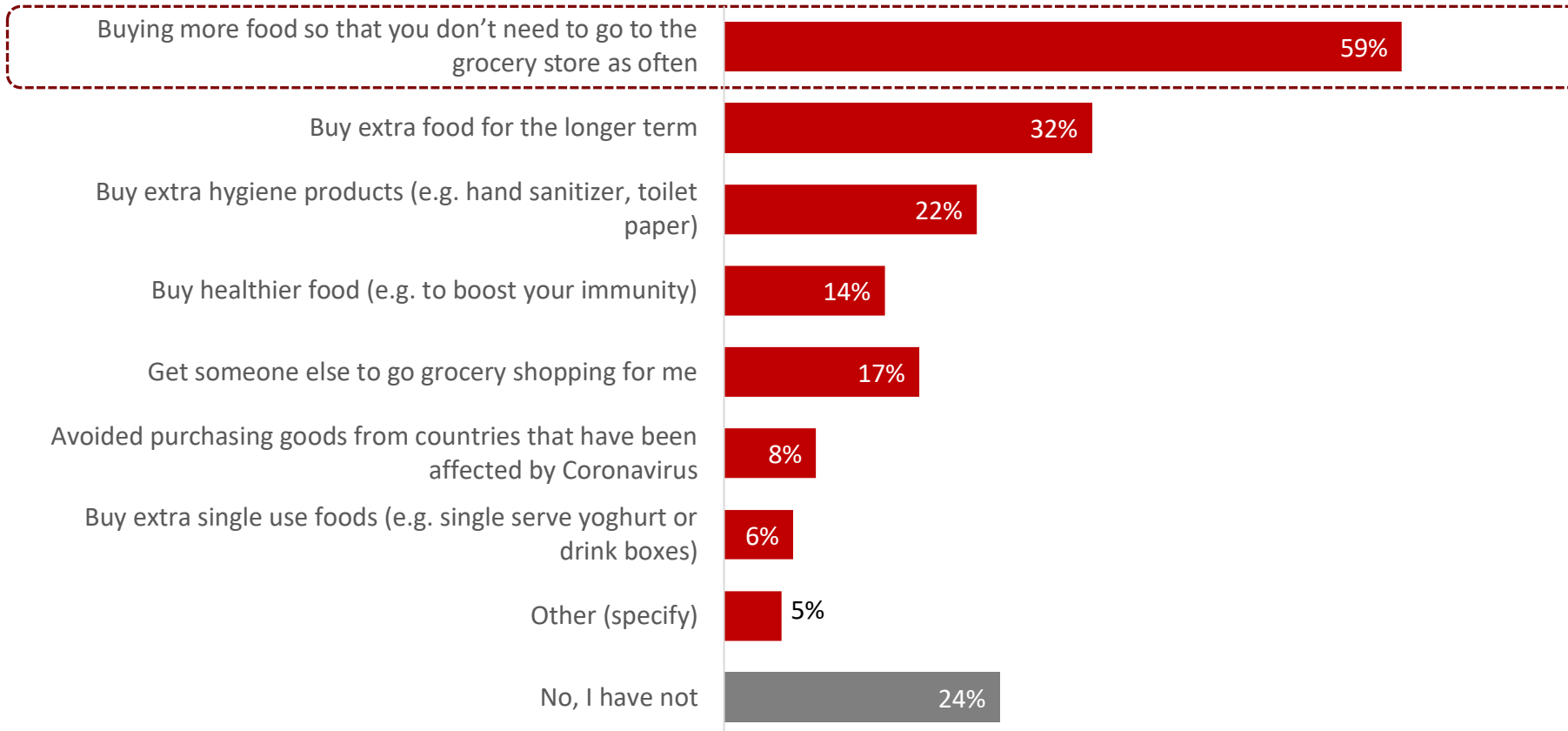
Changes in Lifestyle (Leisure & Transit)



DOING MORE					
Δ last week	Apr 13-14	Apr 6-7	Mar 30-31	Mar 23-24	Mar 16-17
-10 ↓	75%	73%	69%	57%	35%
-2	56%	59%	58%	56%	37%
-5 ↓	56%	58%	54%	51%	32%
-4	54%	56%	55%	56%	39%
-3	52%	56%	57%	56%	38%
-4	49%	55%	-	-	-
-5 ↓	46%	50%	47%	50%	32%
-5 ↓	45%	45%	39%	32%	22%
-7 ↓	42%	45%	42%	45%	30%
-3	34%	27%	30%	26%	20%
-2	25%	28%	28%	25%	-
-1	21%	23%	25%	24%	-
DOING LESS					
+10 ↑	67%	76%	62%	63%	40%
-8 ↓	74%	74%	72%	64%	34%
+1	78%	80%	79%	74%	60%

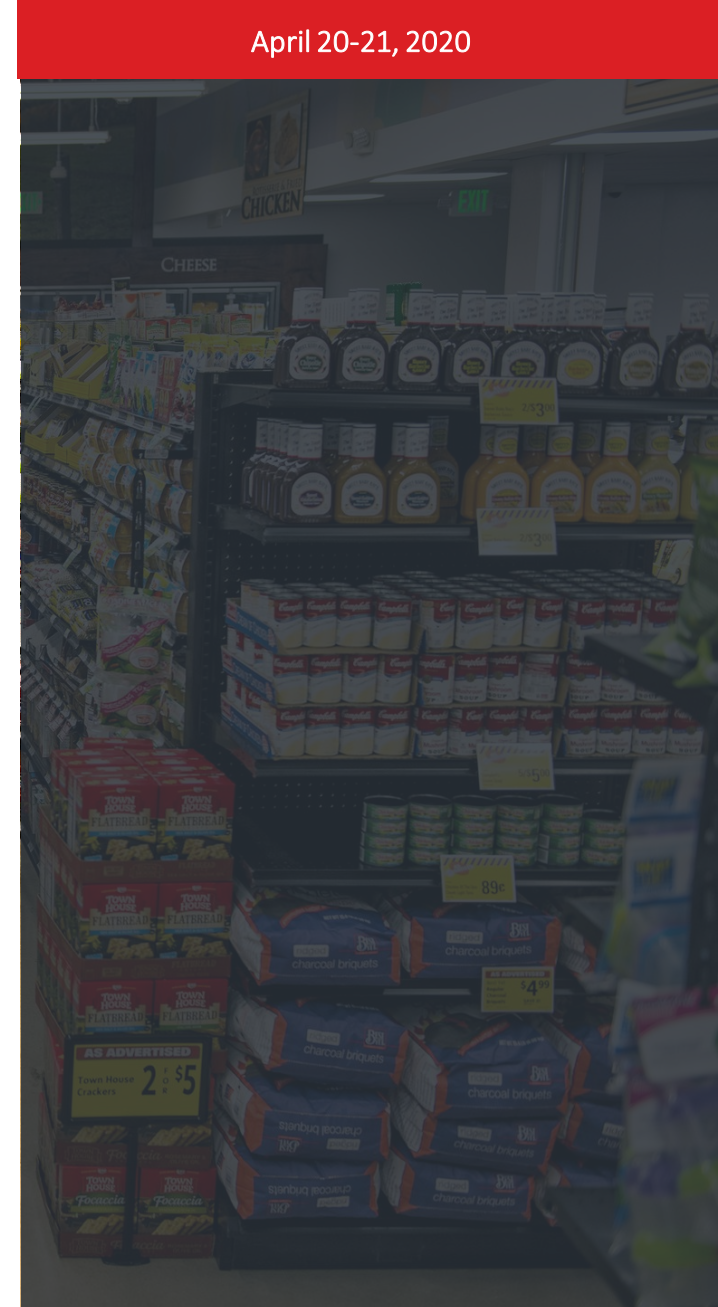
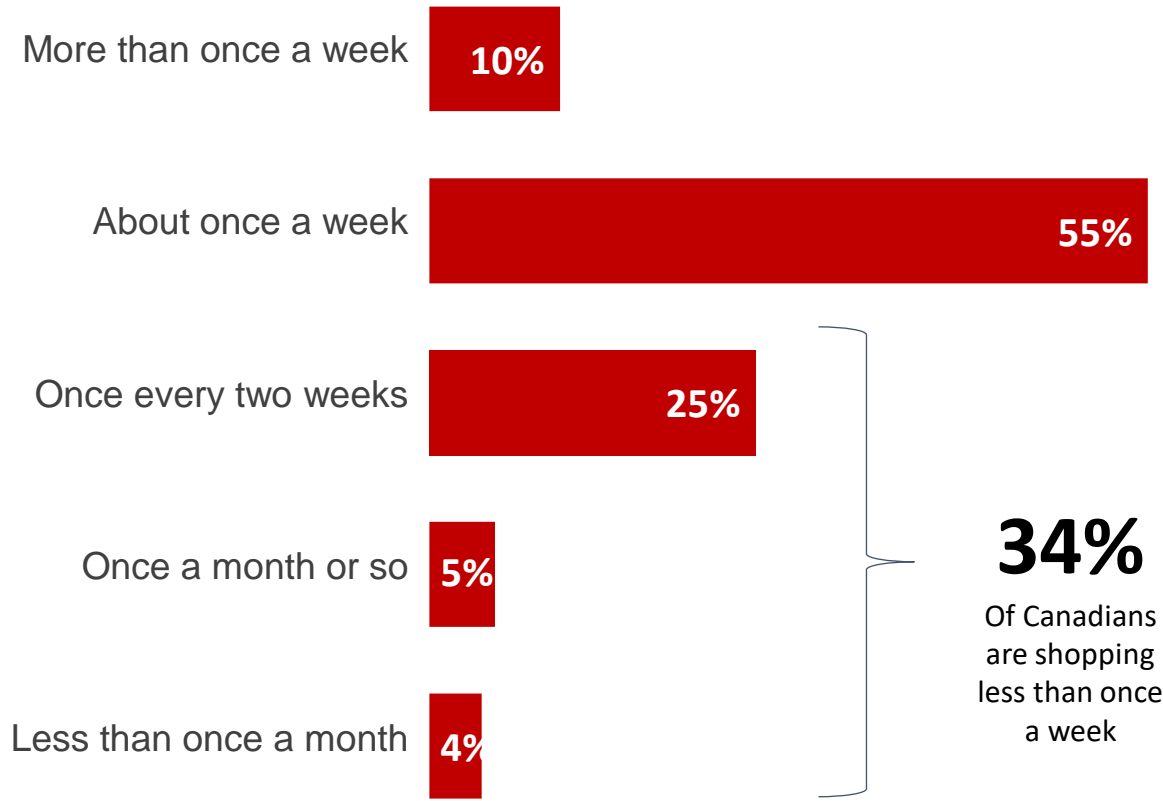
Changes in Lifestyle (Grocery)

Have Done (Within the last 2 Weeks)



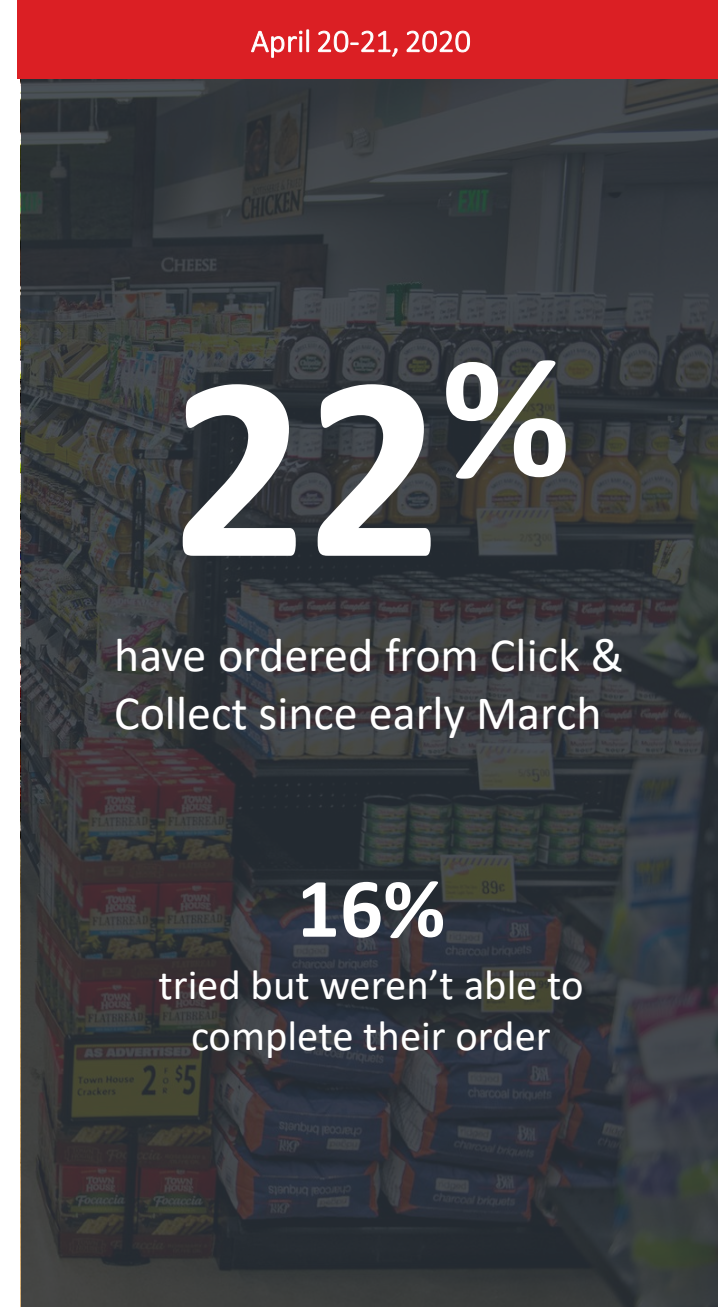
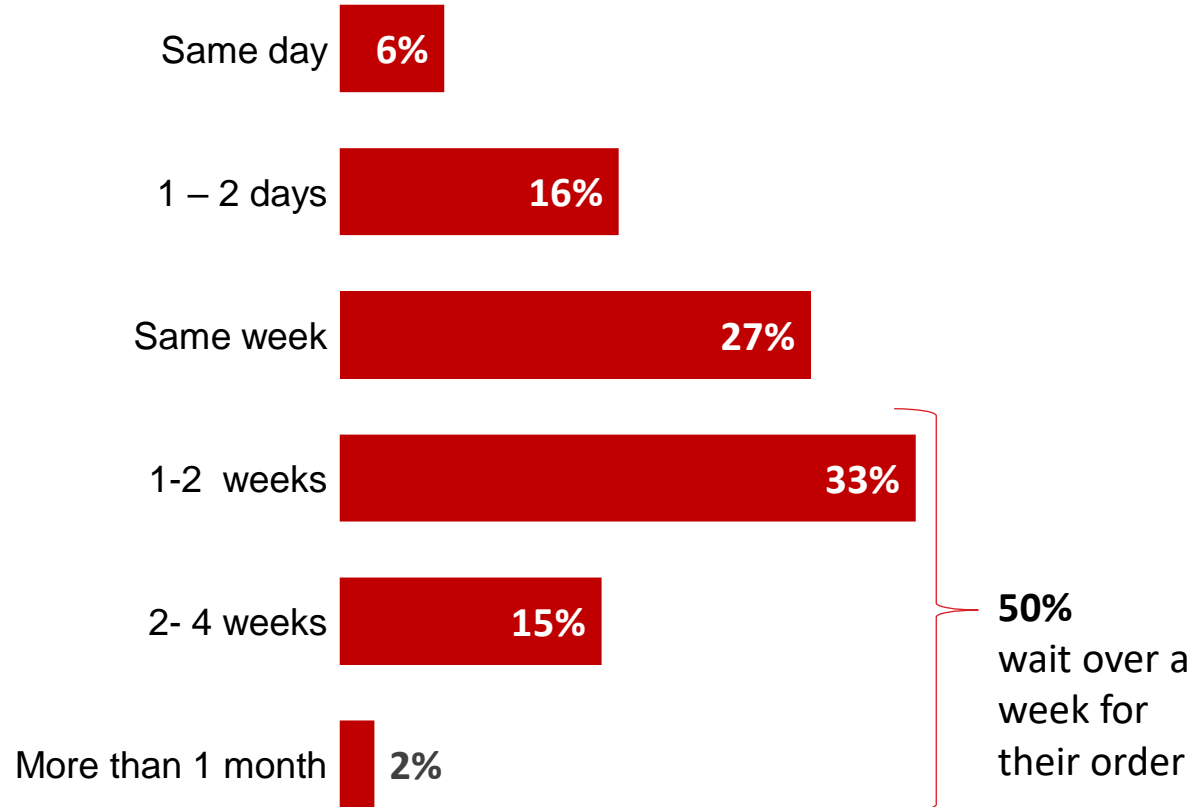
Frequency of Grocery Shopping During COVID-19

How Often Canadians Are Buying Groceries



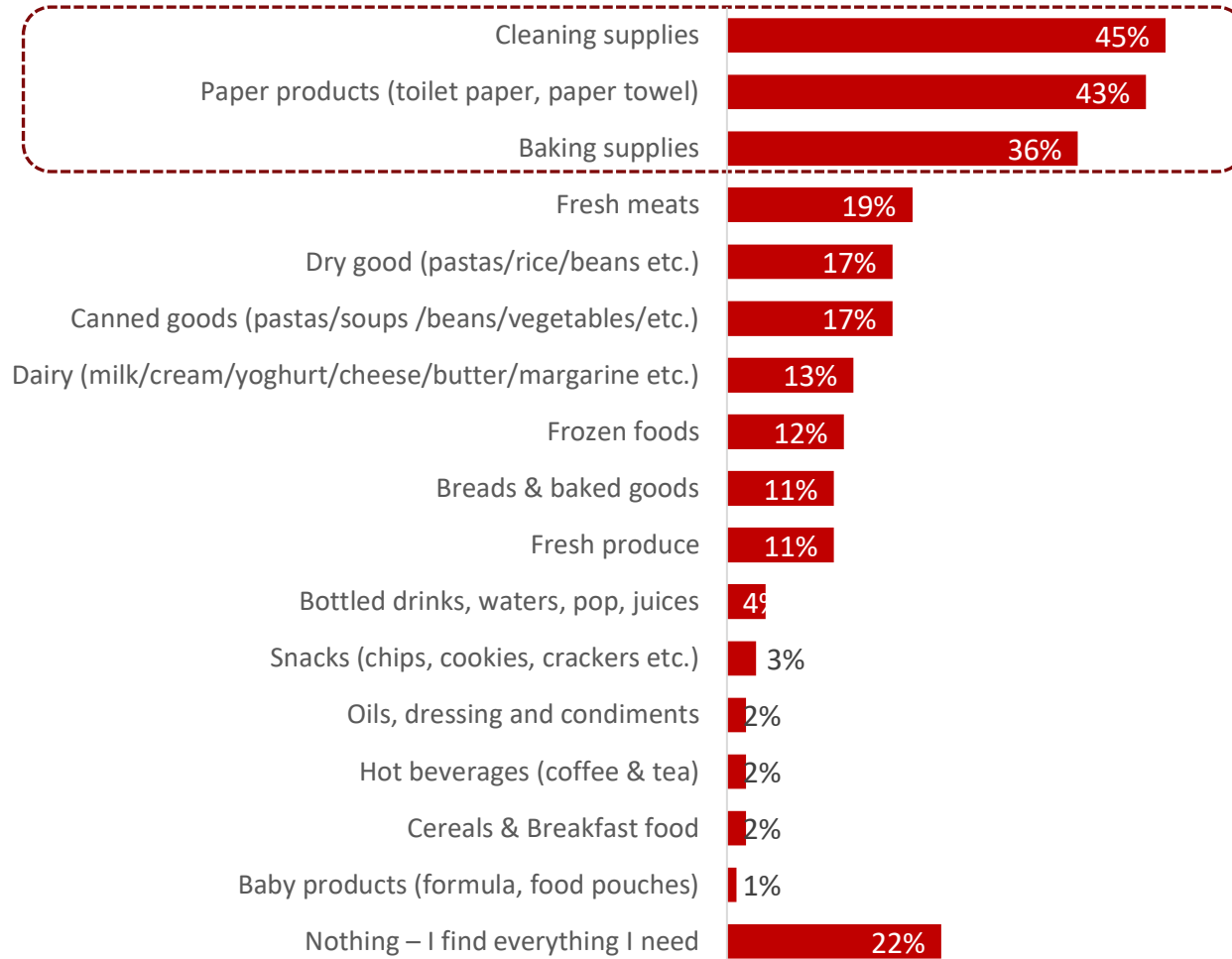
“Click and Collect” Grocery Shopping

Wait Times for Click & Collect

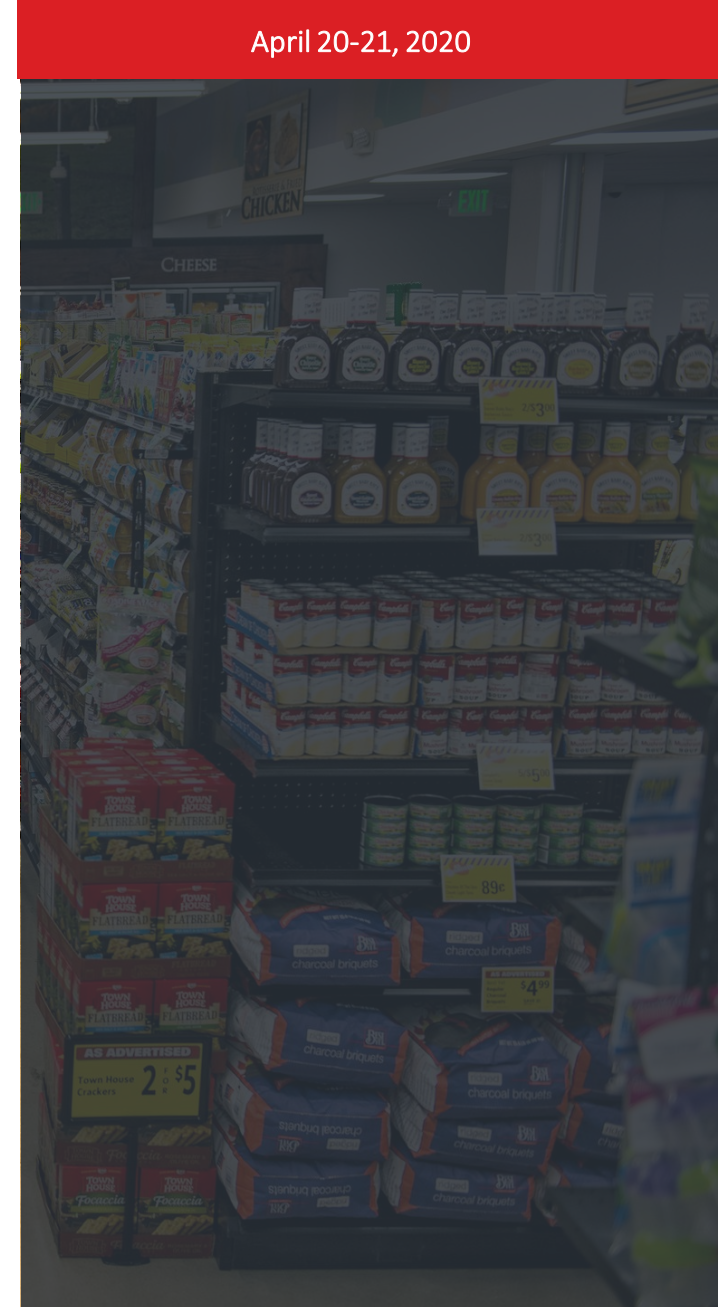
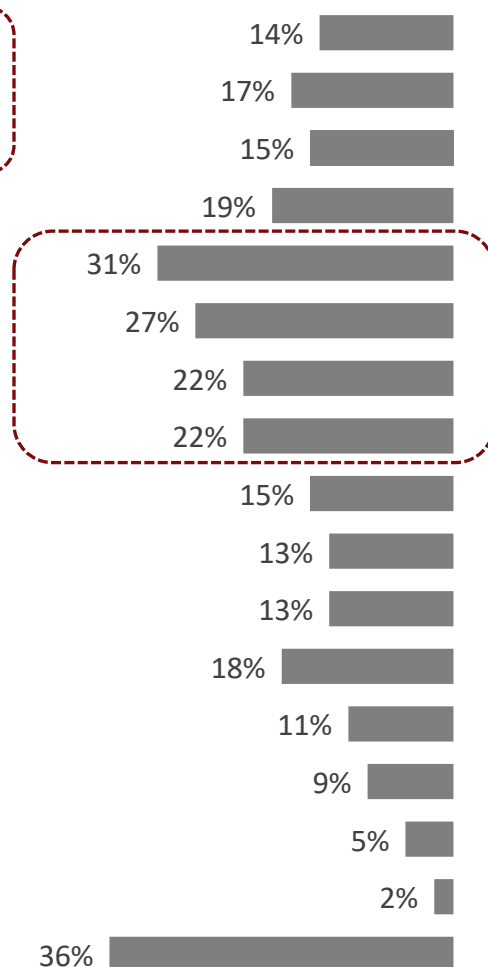


Availability of Goods in Grocery Stores

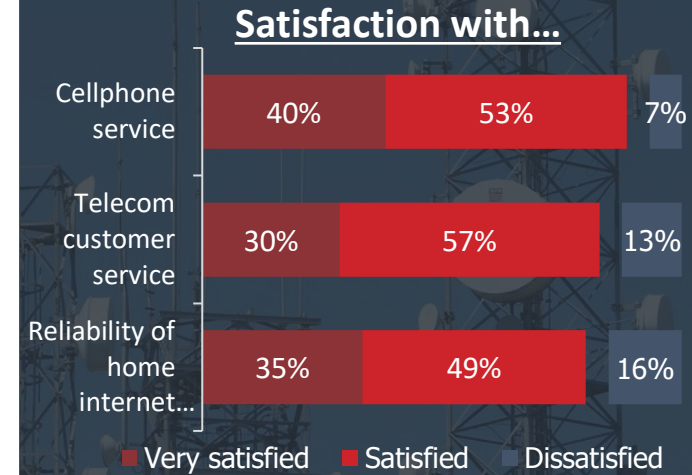
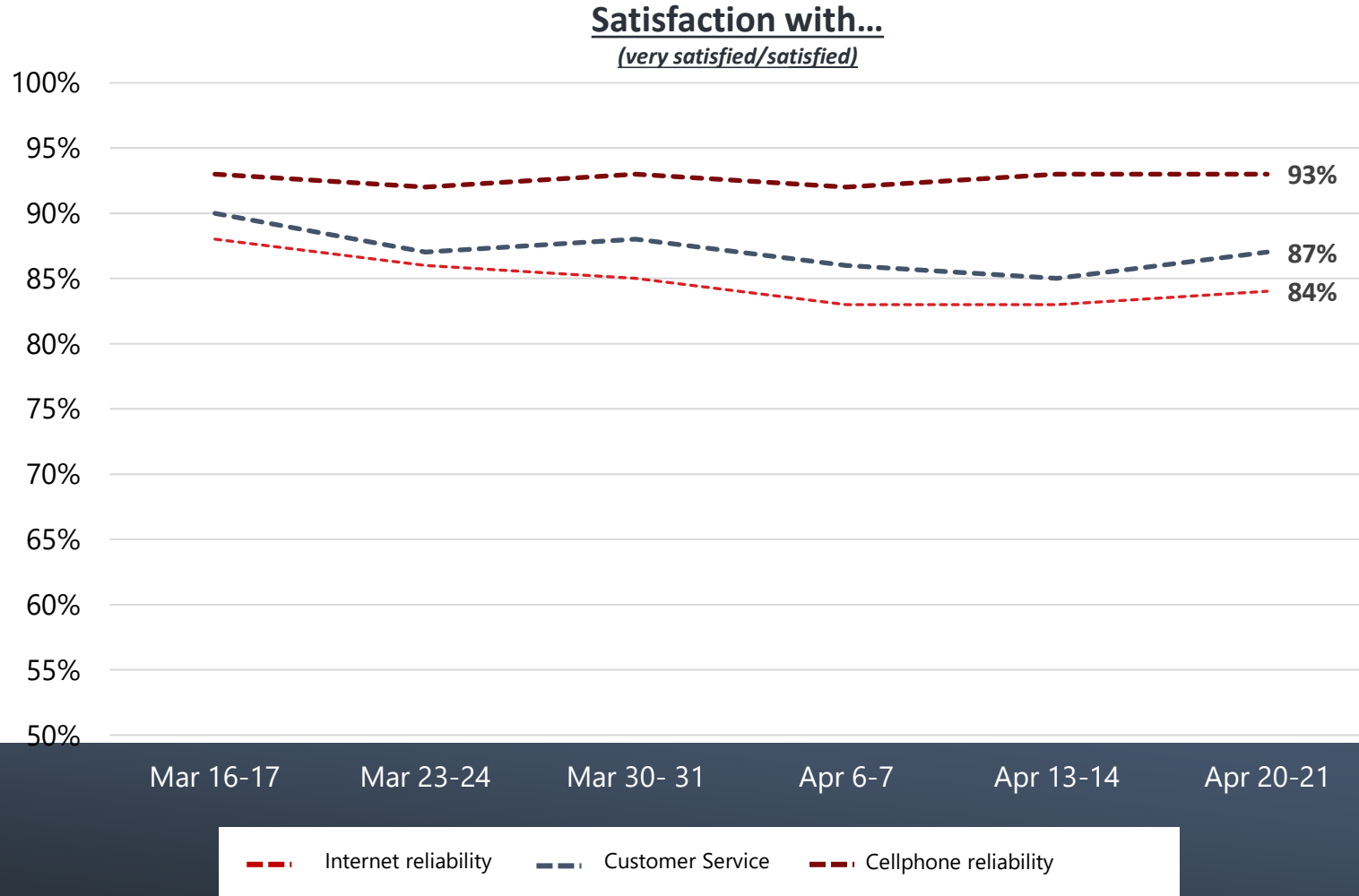
% Having Difficulty Finding



% Stocking Up On

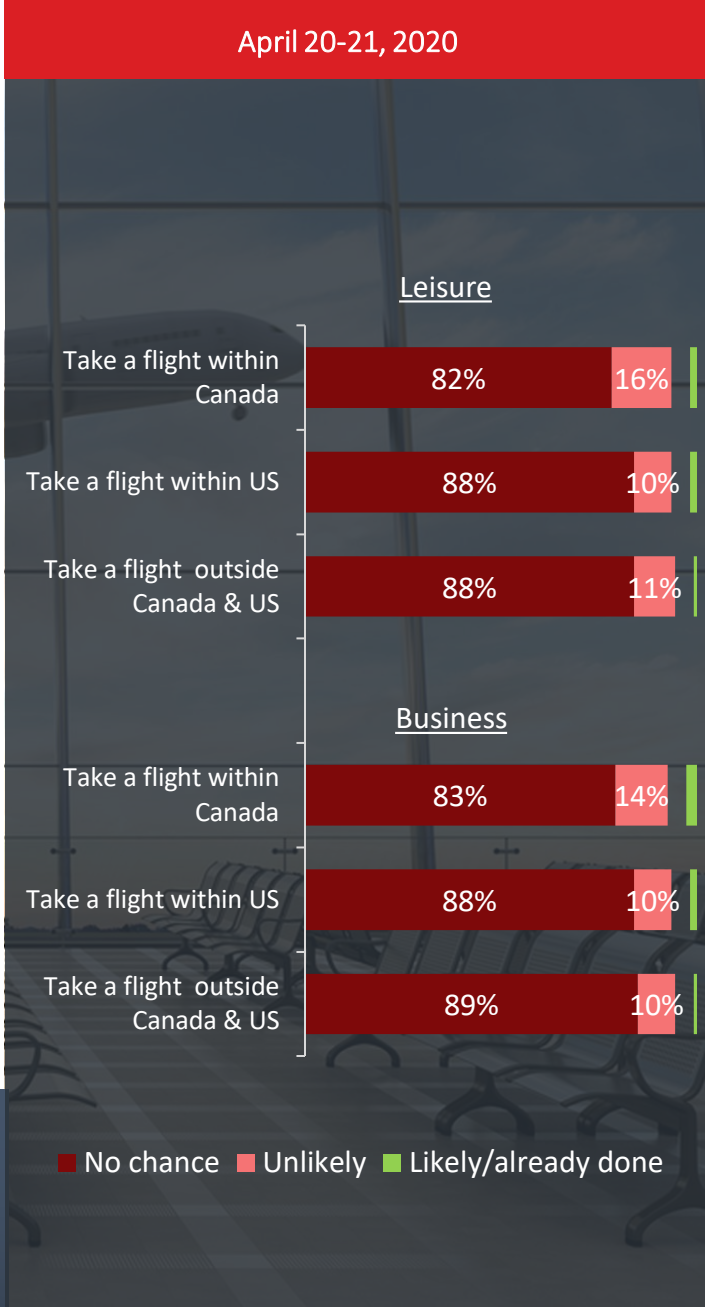
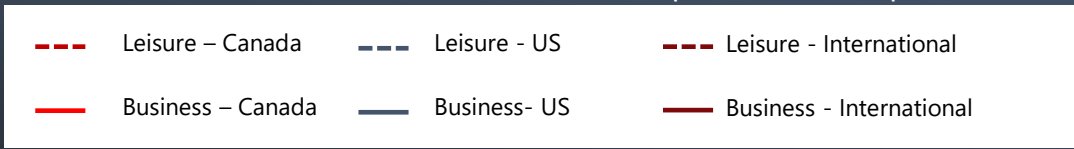
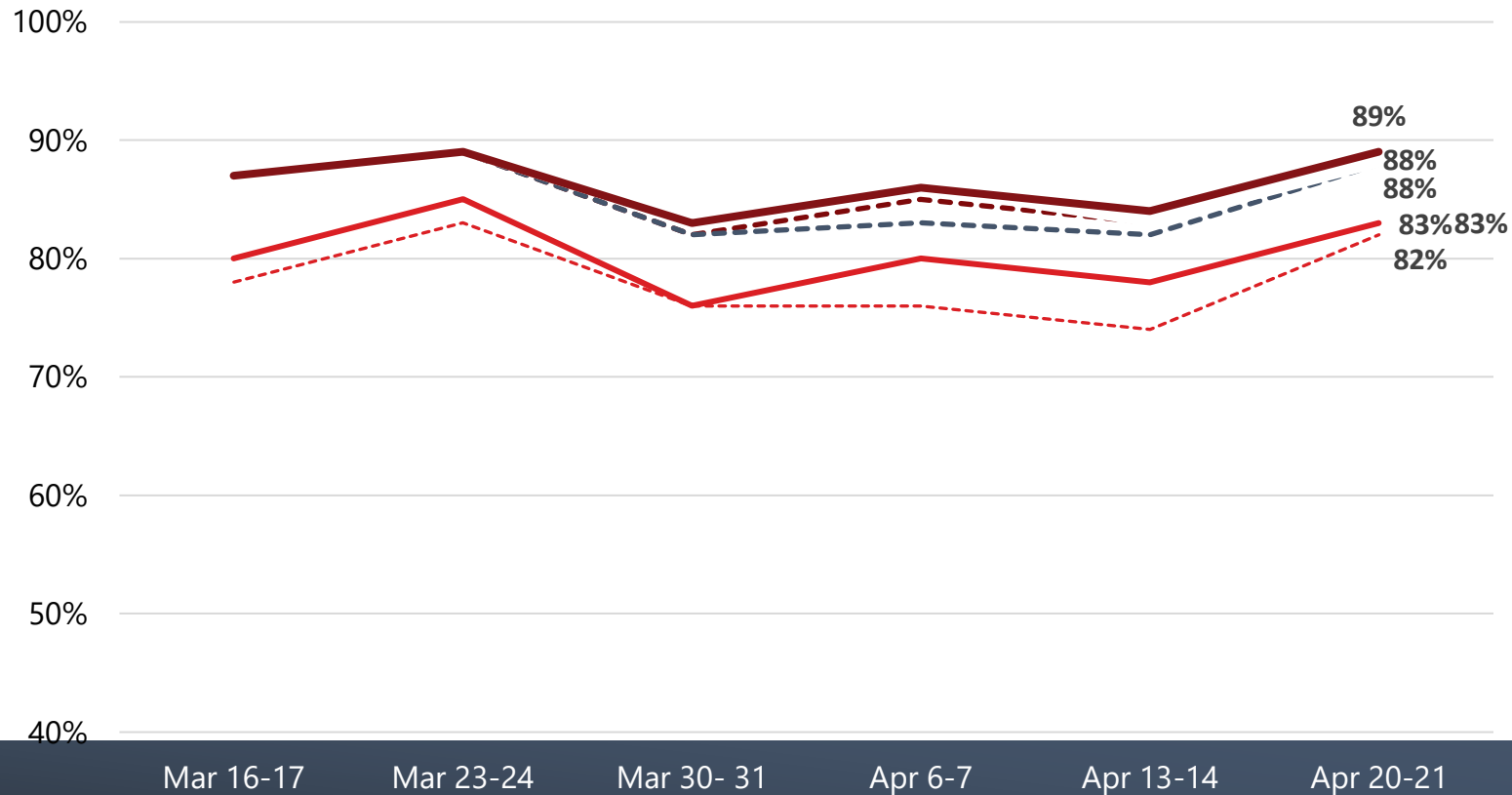


Telecom Satisfaction



Avoiding Flights

No Chance of Taking a Flight



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