



# COVID-19

Weekly Monitoring of Canadian  
Perceptions & Behaviour

**WAVE 11**

May 27, 2020

Next report will be available:  
Wednesday June 3



# 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  
**Wave 10:** May 19-20, 2020  
**Wave 11:** May 25-26, 2020

Field date for the next wave Monday June 1<sup>st</sup>.



## 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

For this most recent wave, a representative sample of n=1,008 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, April 13-14, April 27-28, and May 11-12 waves.

# 5 Things You Should Know



01

**Drop in optimism since last week:** Perhaps recent headlines over the last week about increasing cases and social distancing has contributed to a moderate decrease in optimism since last week. That said, 71% of Canadians still think things are “getting better”. This metric will need to be monitored in the weeks ahead.

02

**Shifting priorities to the economy:** When asked about whether their focus is on the health crisis or the economy there has been a significant increase in the proportion of Canadians who are prioritizing the economy over the last couple of weeks (from 39% to 46% now).

03

**Companies continue to get more permission to engage:** In tandem with the previous point there is a continued trajectory of Canadians exhibiting more openness to Canadian companies advertising and launching of new products and services.

04

**Less time online:** Following a dramatic increase in online behaviour through March and April there are now indications that Canadians are starting to spend less time online surfing the Internet on social media taking video calls watching streaming TV renting movies and playing video games in comparison to the early stages of the pandemic.

05

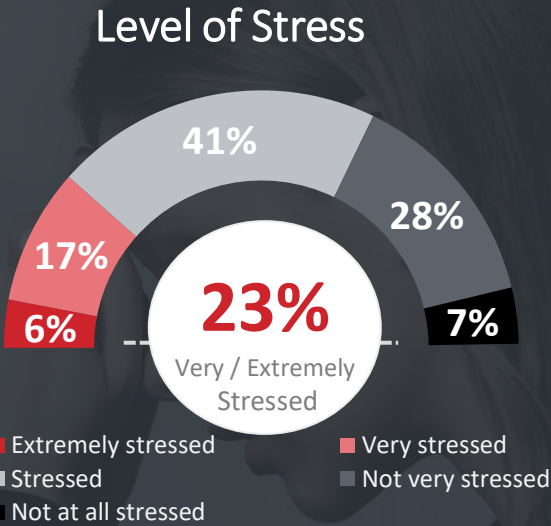
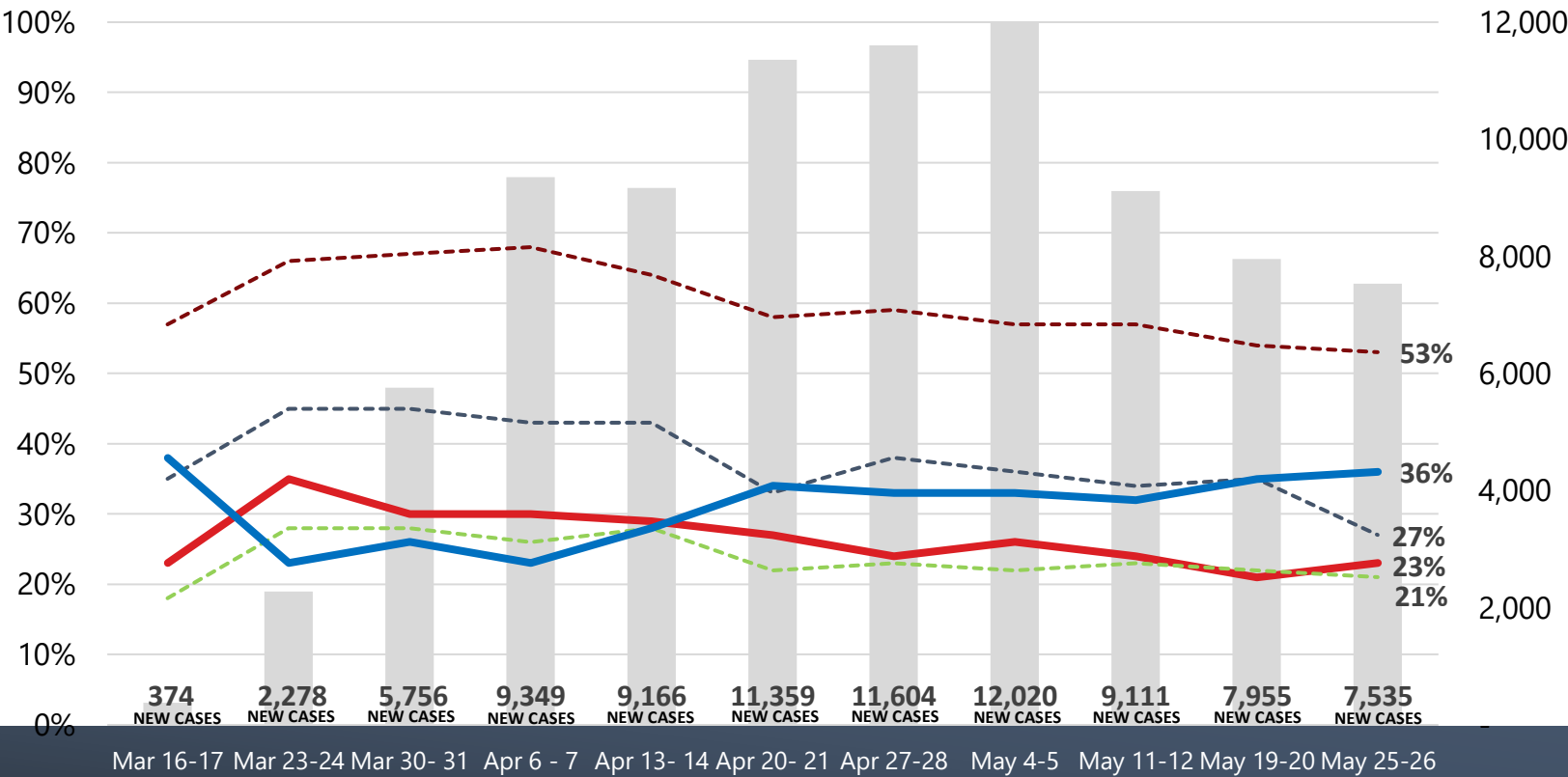
**Purchase plans:** Across a variety of categories roughly 15% of Canadians either had plans or currently have plans to make some major purchases. Home repairs and home decor top the list for things that Canadians are either buying or planning to buy in this pandemic environment. More broadly roughly 1-in-10 Canadians are cancelling these plans while roughly one-in-three are just holding off until the situation stabilizes

# Key Findings

# Level of Stress from COVID-19 Pandemic

May 25-26, 2020

CANADA.CA  
# new cases  
in Canada each week



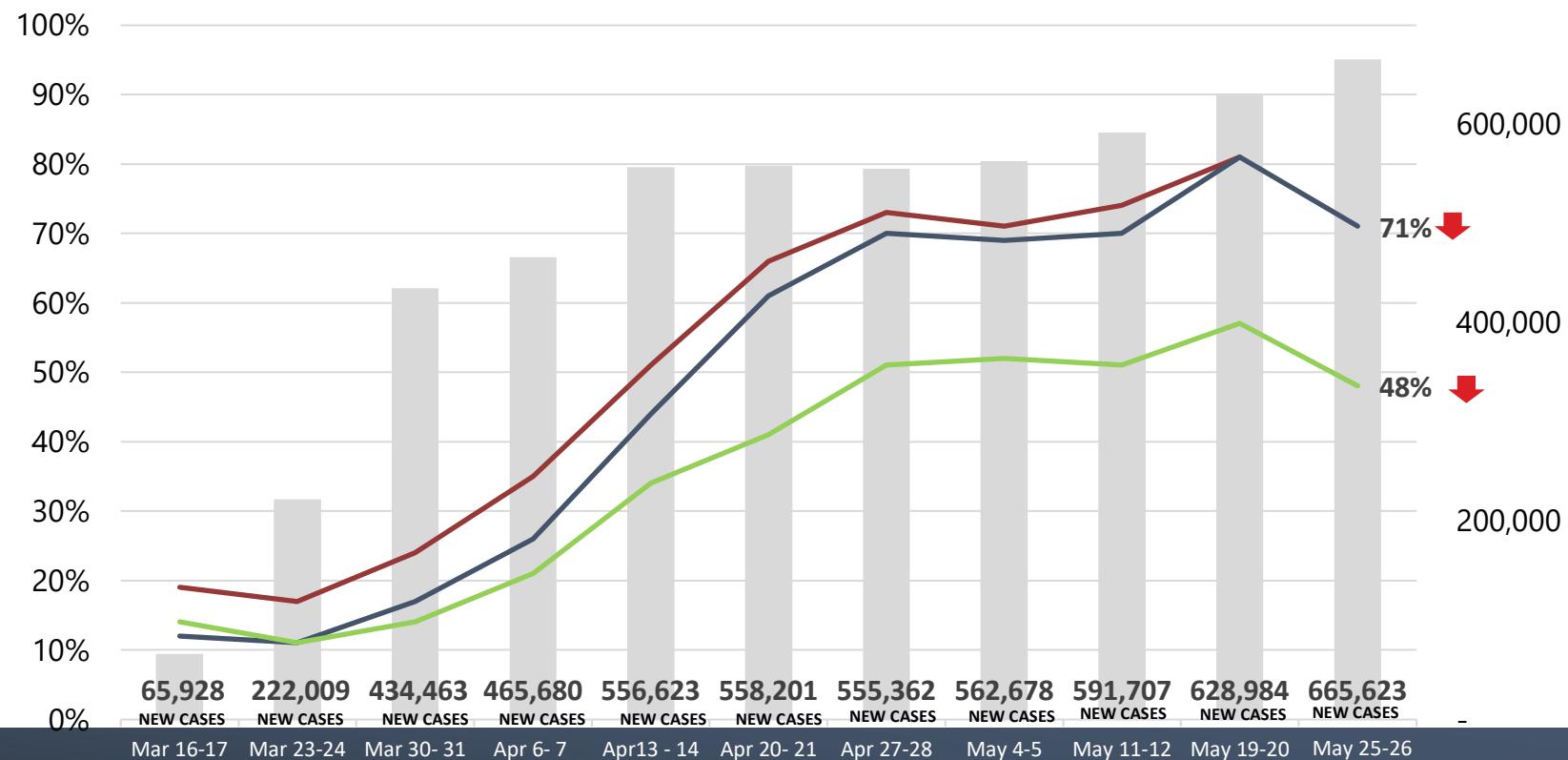
## Concern about Getting Sick (Extremely, very concerned)



# Are Things Getting Better or Worse?



# new cases  
Globally each week



— Better – around the world — Better – in Canada

Are things getting better or worse?



In Canada  
**29%** Worse  
**71%** Better



Worldwide  
**52%** Worse  
**48%** 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

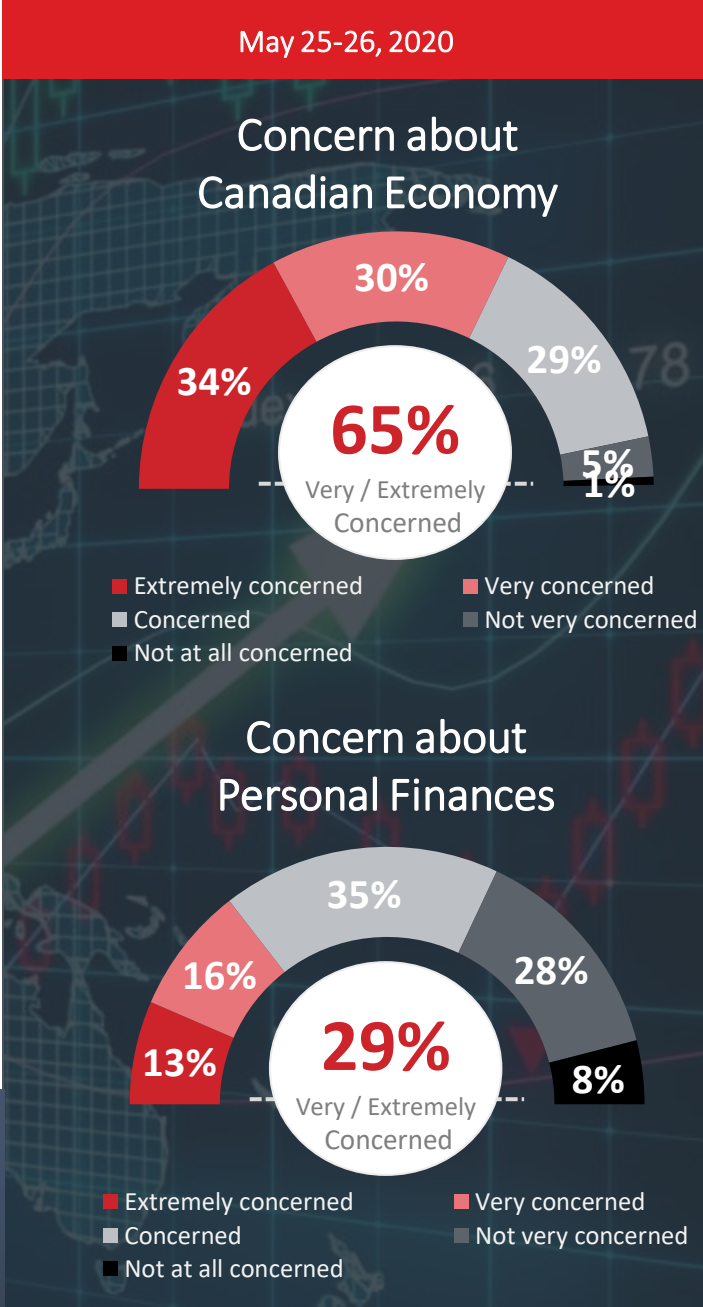
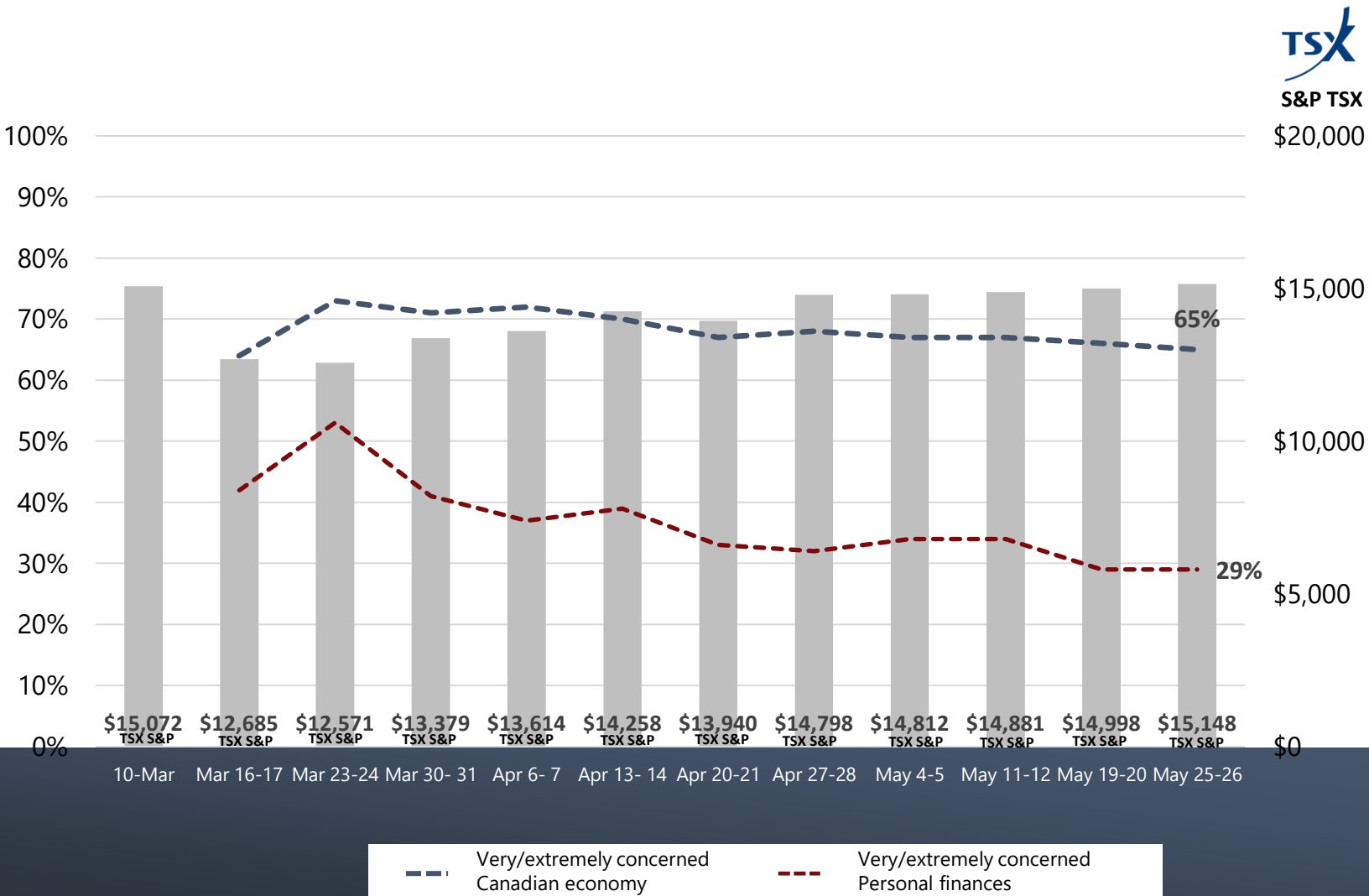


May 25-26, 2020

| Δ last week | May 19-20 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|-------------|-----------|---------|-----------|---------|-----------|-----------|
| +3          | 62%       | 65%     | 72%       | 92%     | 94%       | 92%       |
| +2          | 40%       | 41%     | 33%       | 32%     | 34%       | 44%       |
| +3          | 25%       | 27%     | 19%       | 14%     | 14%       | 28%       |



# Financial Concern

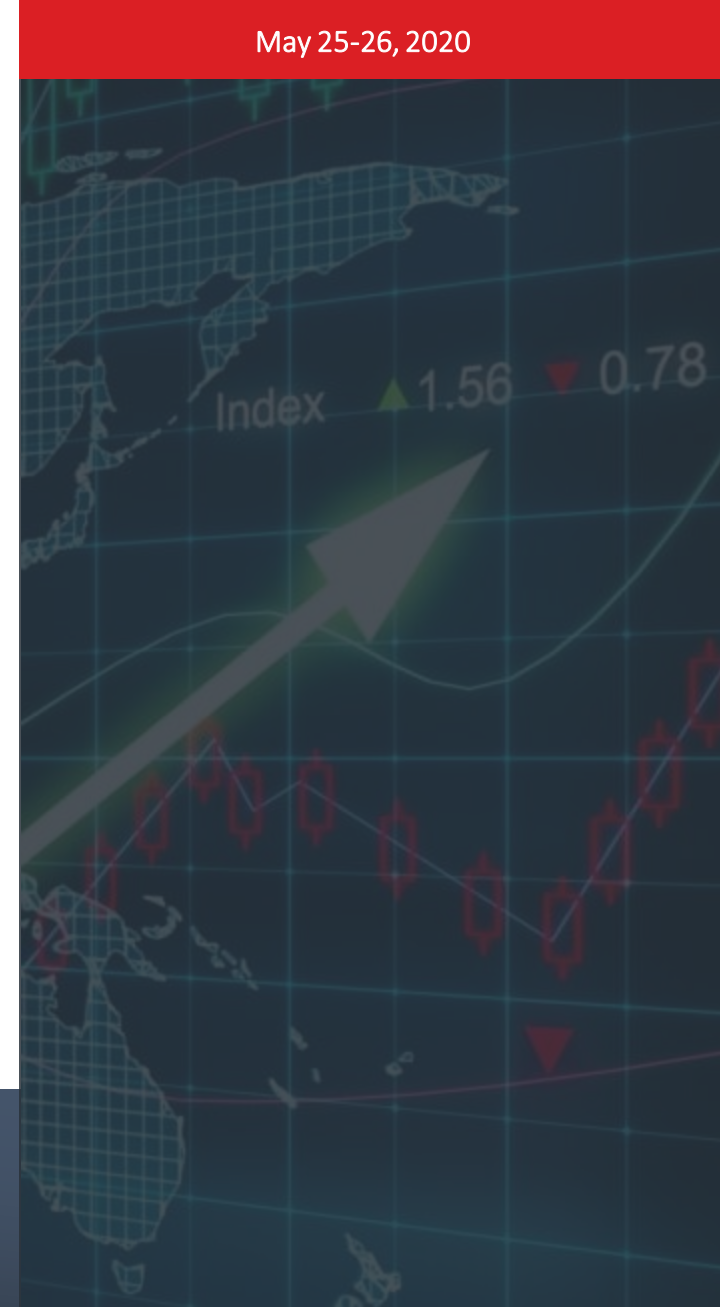
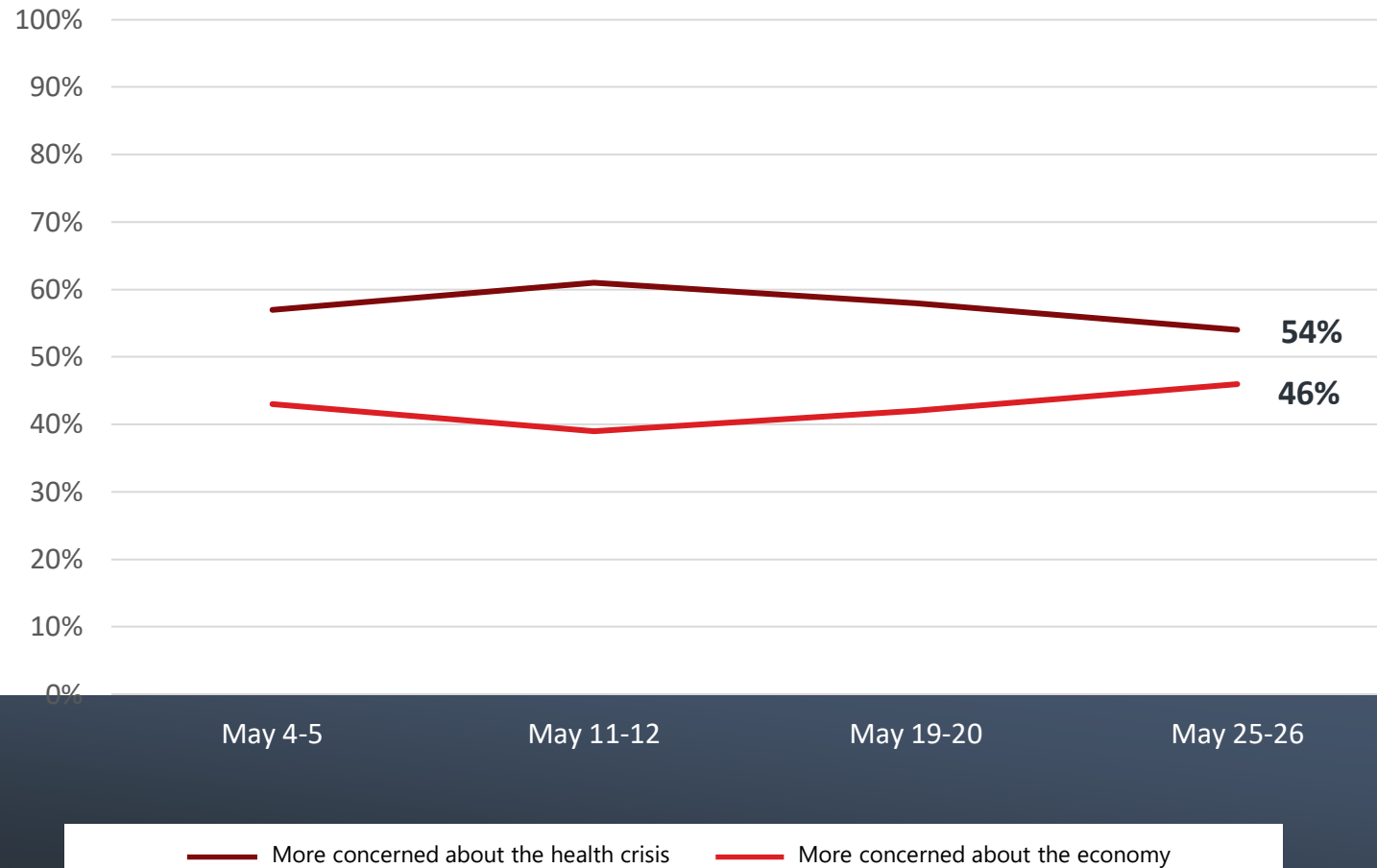




# Concern Over Economy versus Health Crisis During Pandemic

May 25-26, 2020

% Concerned About the Economy vs. the Health Crisis



# Perceptions of Advertising and Finances

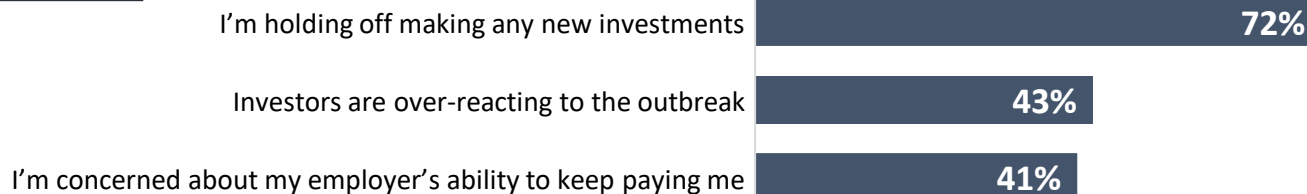
May 25-26, 2020

## On advertising & business . . .

**% Agree**  
(Strongly agree or Agree)

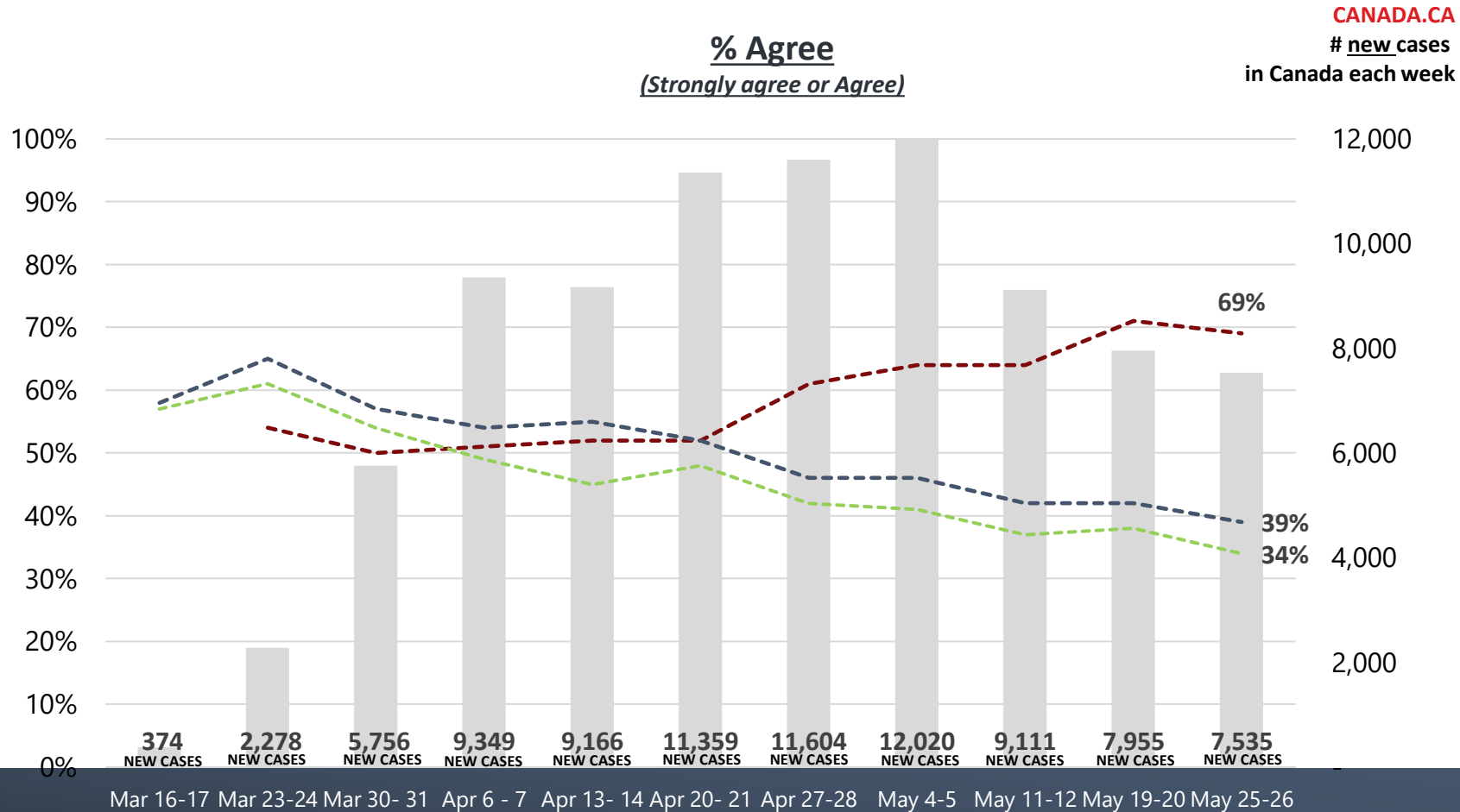


## On personal finances



| Δ last week | May 19-20 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|-------------|-----------|---------|-----------|---------|-----------|-----------|
| +1          | 79%       | 77%     | 80%       | 80%     | -         | -         |
| =           | 79%       | 79%     | 82%       | 86%     | -         | -         |
| -2          | 71%       | 64%     | 52%       | 51%     | 54%       | -         |
| -5          | 63%       | 55%     | -         | -       | -         | -         |
| =           | 58%       | 49%     | -         | -       | -         | -         |
| +4 ↑        | 53%       | 57%     | 61%       | 67%     | 73%       | 65%       |
| +4 ↑        | 46%       | 46%     | 46%       | 57%     | -         | -         |
| +1          | 48%       | 48%     | 52%       | 57%     | 61%       | 56%       |
| -3          | 50%       | 49%     | 53%       | 48%     | -         | -         |
| -1          | 42%       | 34%     | 35%       | 29%     | 20%       | 42%       |
| -4 ↓        | 44%       | 47%     | 52%       | 54%     | 64%       | 60%       |
| -3          | 42%       | 46%     | 52%       | 54%     | 65%       | 58%       |
| -4 ↓        | 38%       | 41%     | 48%       | 49%     | 61%       | 57%       |
| -1          | 73%       | 77%     | 76%       | 81%     | 85%       | 77%       |
| +5 ↑        | 38%       | 40%     | 41%       | 38%     | 42%       | 56%       |
| +1          | 40%       | 44%     | 43%       | 52%     | 58%       | 49%       |

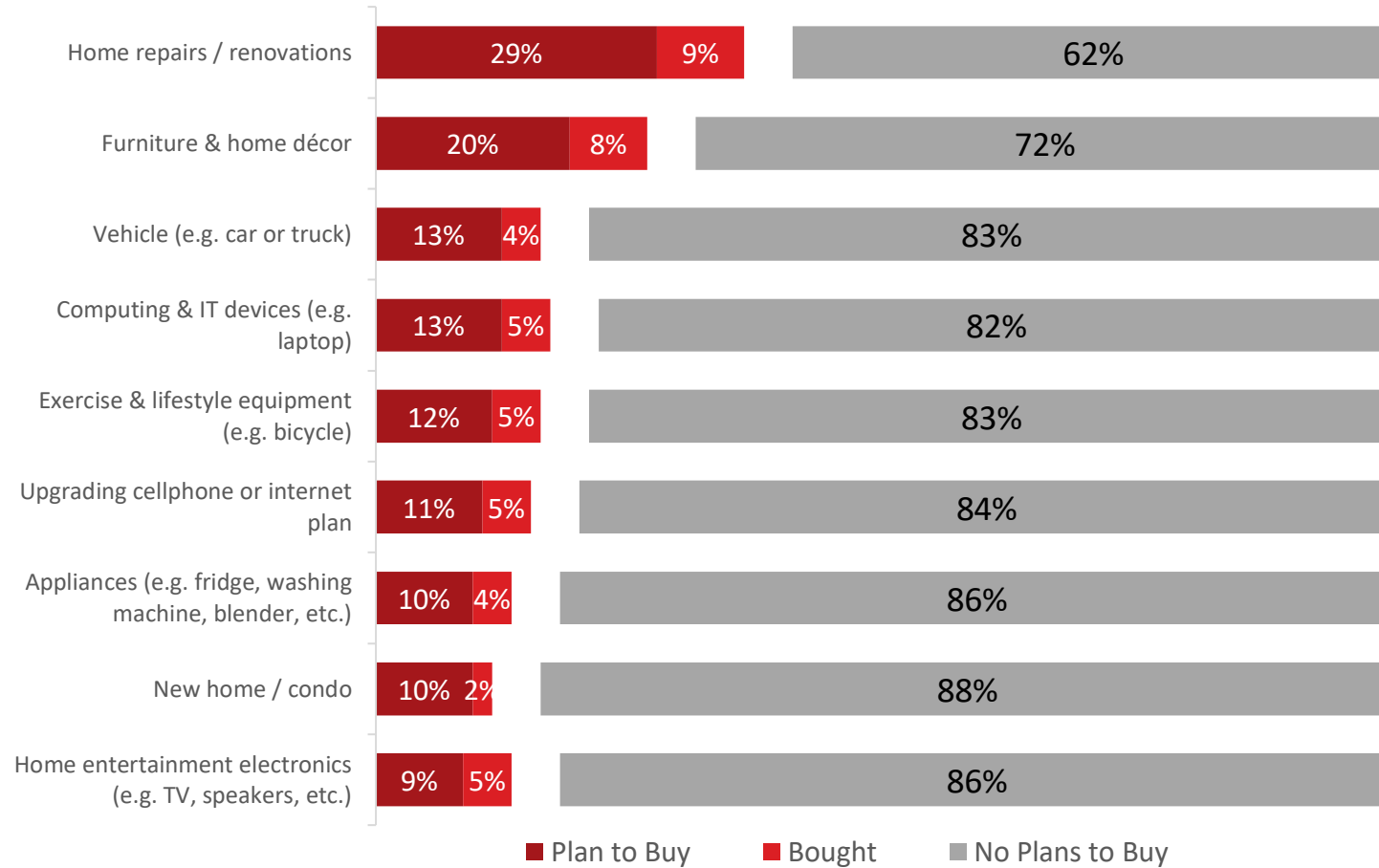
# Perceptions of Advertising During the Pandemic



--- 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

# Making Purchases

## Plans to Make Purchases



Base: TOTAL (n=1,008)

Q: Are you currently planning or were you planning any of the following purchases or expenditures before the pandemic started?

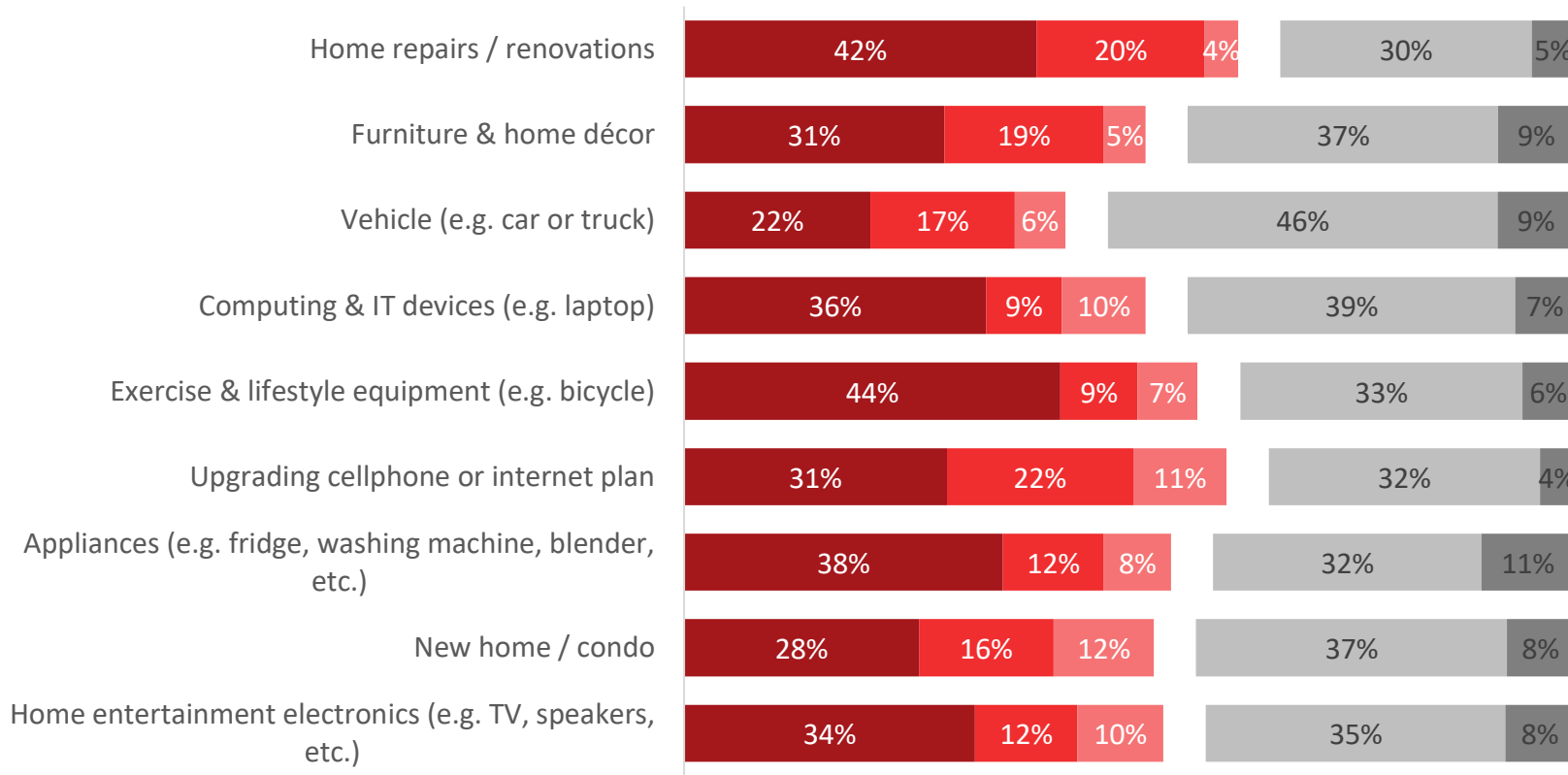
# Making Purchases

## Intent to Make Purchases During the Pandemic

*(Among those who were planning to purchase each product before or during the pandemic)*

- Will still purchase
- Will still purchase and will likely spend more
- No longer plan to purchase

- Will still purchase, but will likely spend less
- Holding off purchasing

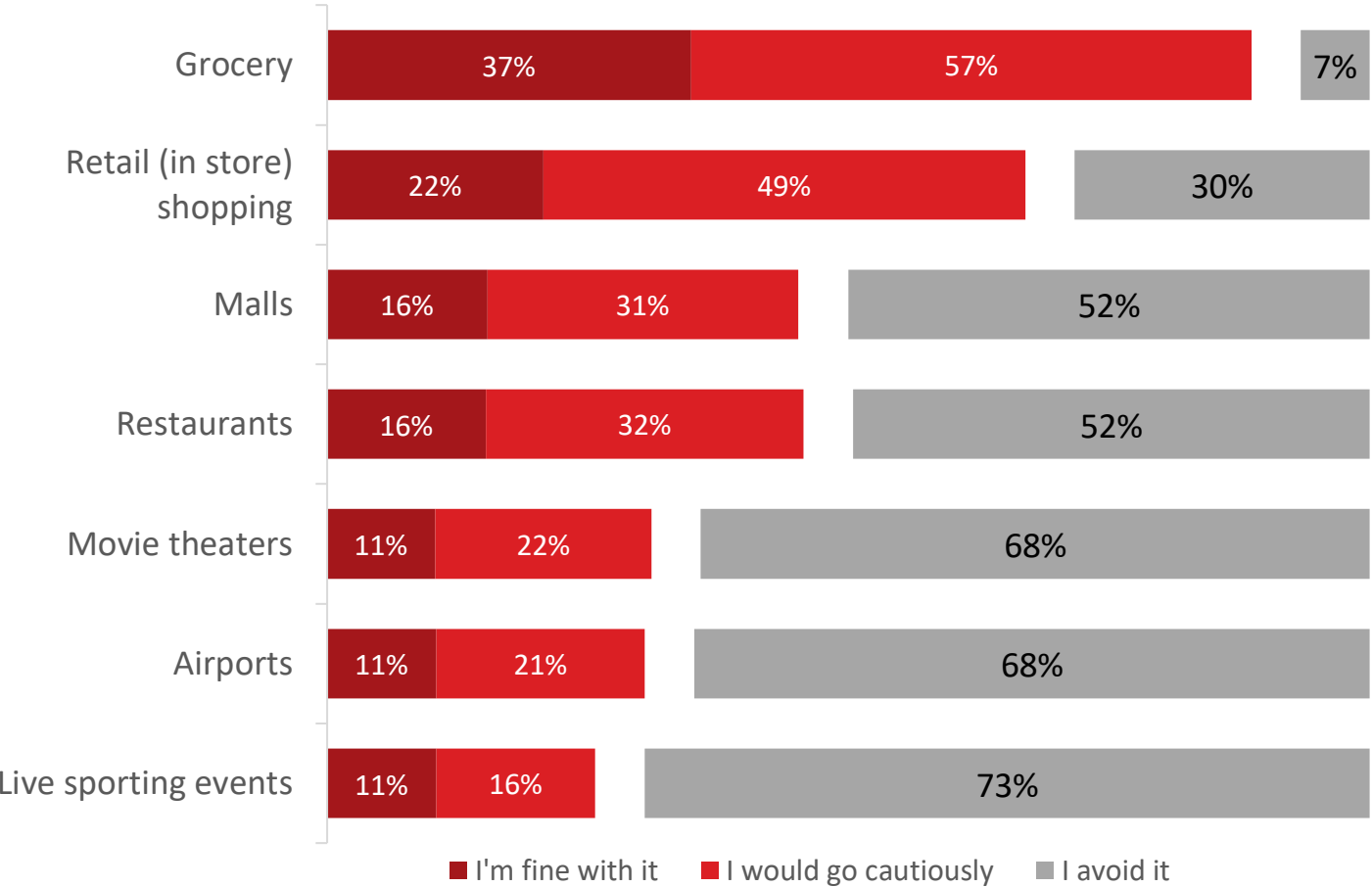


Base: TOTAL (n=1,008)

Q: For each of the follow items you are currently or were planning to purchase, please indicate whether you still intend to purchase the item, are holding off, or no longer plan to purchase



# Perceptions of Going Out



May 25-26, 2020

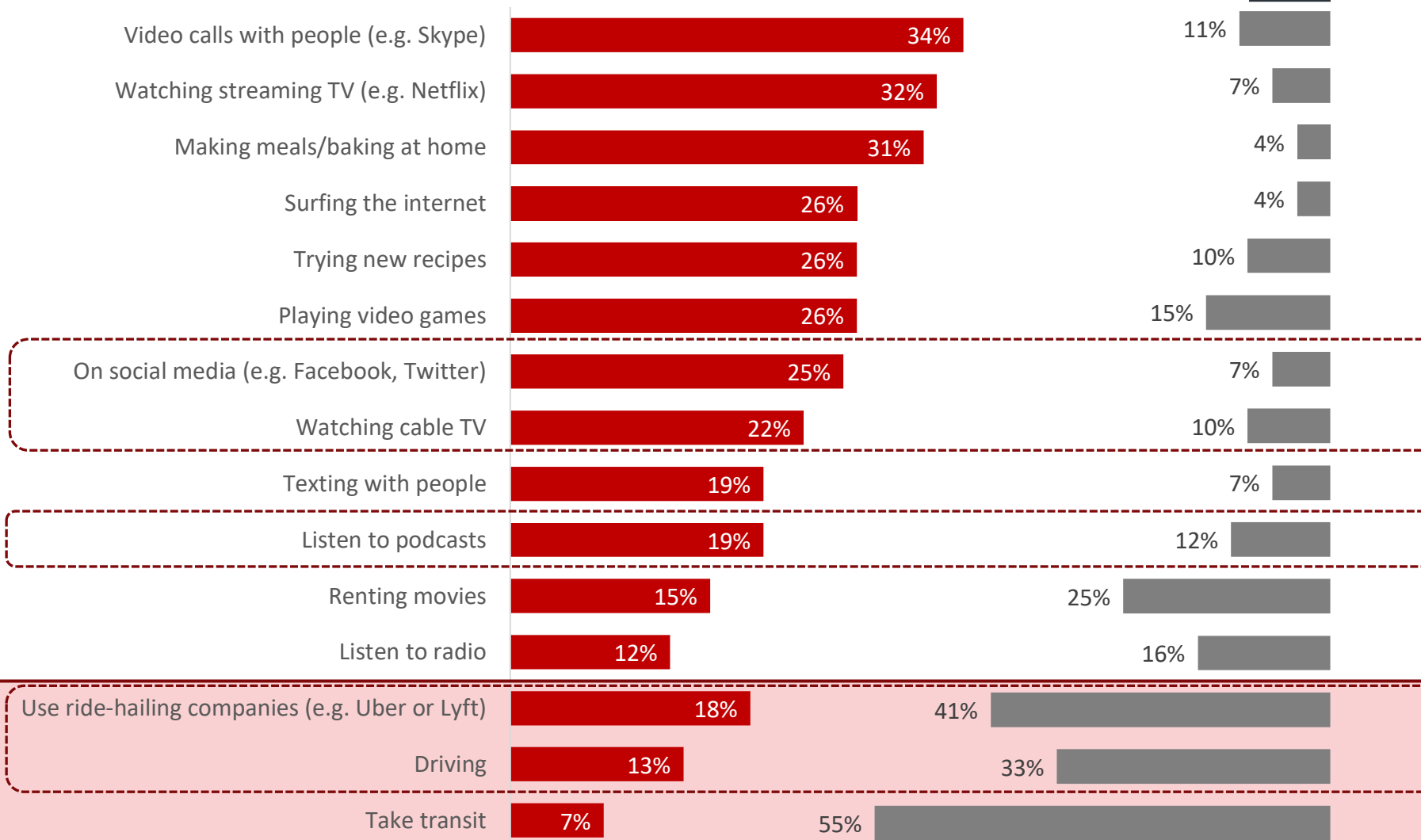
AVOID

| Δ last week | May 19-20 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|-------------|-----------|---------|-----------|---------|-----------|-----------|
| -2          | 9%        | 8%      | 12%       | 14%     | 13%       | 7%        |
| +2          | 28%       | 36%     | 47%       | 64%     | 62%       | 44%       |
| -2          | 54%       | 59%     | 70%       | 85%     | 85%       | 64%       |
| +1          | 51%       | 51%     | 68%       | 82%     | 83%       | 59%       |
| -4          | 72%       | 72%     | 82%       | 92%     | 92%       | 80%       |
| +2          | 66%       | 68%     | 78%       | 89%     | 91%       | 82%       |
| -1          | 74%       | -       | -         | -       | -         | -         |

# Changes in Lifestyle (Leisure & Transit)

**Doing More of This**  
(Compared to 2 Weeks Ago)

**Doing Less of This**



May 25-26, 2020

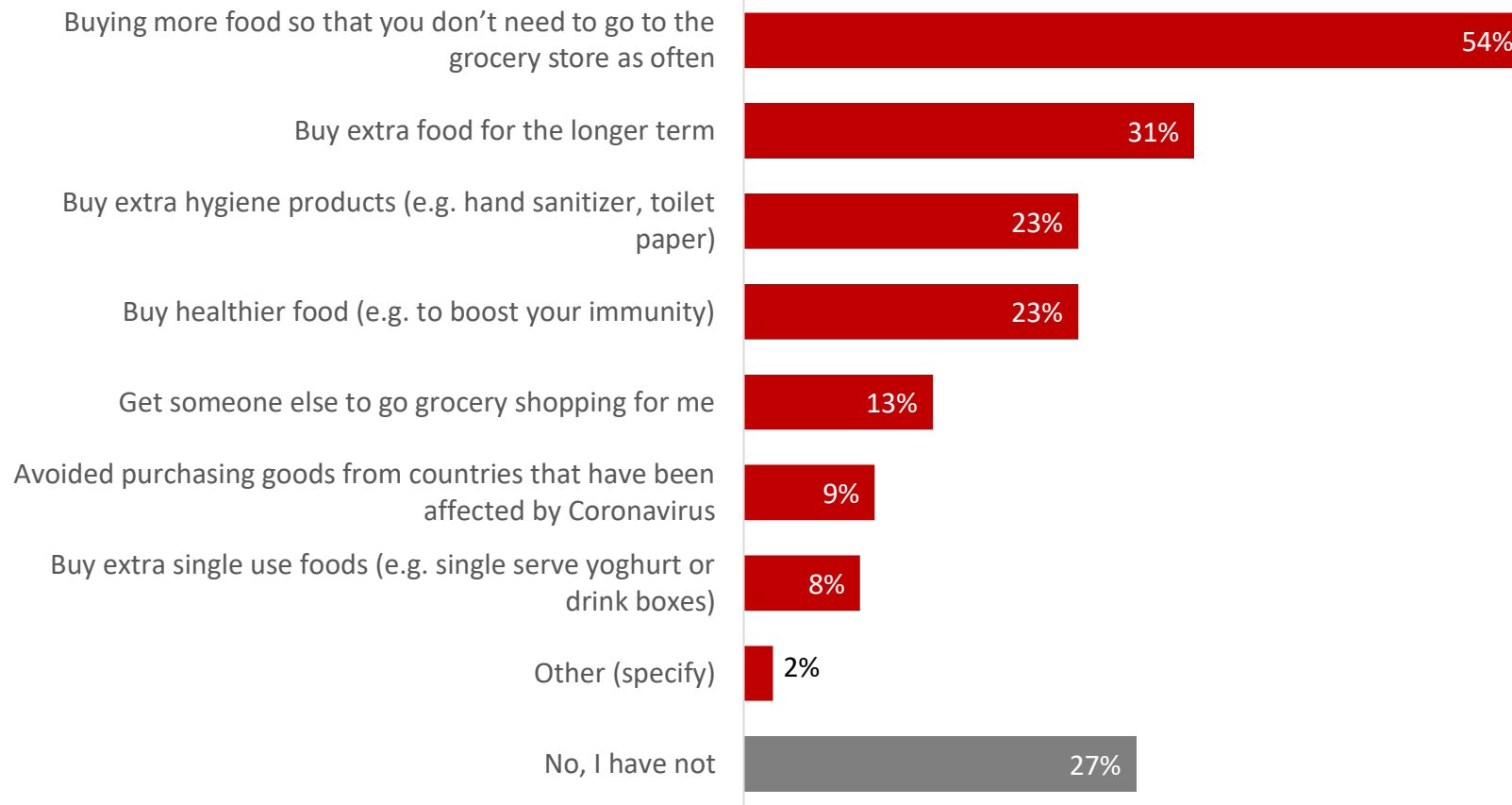
**DOING MORE**

| Δ last week       | May 19-20 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|-------------------|-----------|---------|-----------|---------|-----------|-----------|
| -7 ↓              | 41%       | 52%     | 65%       | 73%     | 57%       | 35%       |
| -4                | 36%       | 42%     | 54%       | 59%     | 56%       | 37%       |
| -5 ↓              | 36%       | 39%     | 51%       | 58%     | 51%       | 32%       |
| -7 ↓              | 33%       | 39%     | 50%       | 56%     | 56%       | 39%       |
| -5 ↓              | 31%       | 38%     | 40%       | 45%     | 32%       | 22%       |
| -3                | 29%       | 37%     | 45%       | 55%     | -         | -         |
| -3                | 28%       | 38%     | 49%       | 56%     | 56%       | 38%       |
| -3                | 25%       | 30%     | 41%       | 50%     | 50%       | 32%       |
| -1                | 20%       | 25%     | 35%       | 45%     | 45%       | 30%       |
| =                 | 19%       | 26%     | 23%       | 28%     | 25%       | -         |
| -6 ↓              | 21%       | 21%     | 31%       | 27%     | 26%       | 20%       |
| -1                | 13%       | 18%     | 20%       | 23%     | 24%       | -         |
| <b>DOING LESS</b> |           |         |           |         |           |           |
| -7 ↓              | 48%       | 51%     | 77%       | 76%     | 63%       | 40%       |
| -8 ↓              | 41%       | 50%     | 66%       | 74%     | 64%       | 34%       |
| -2                | 57%       | 66%     | 79%       | 80%     | 74%       | 60%       |



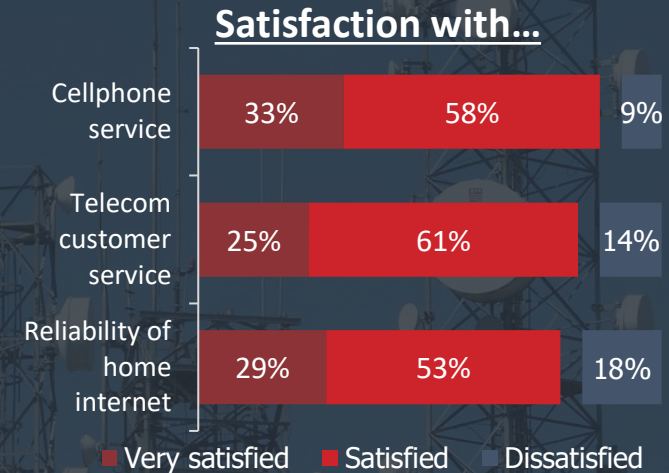
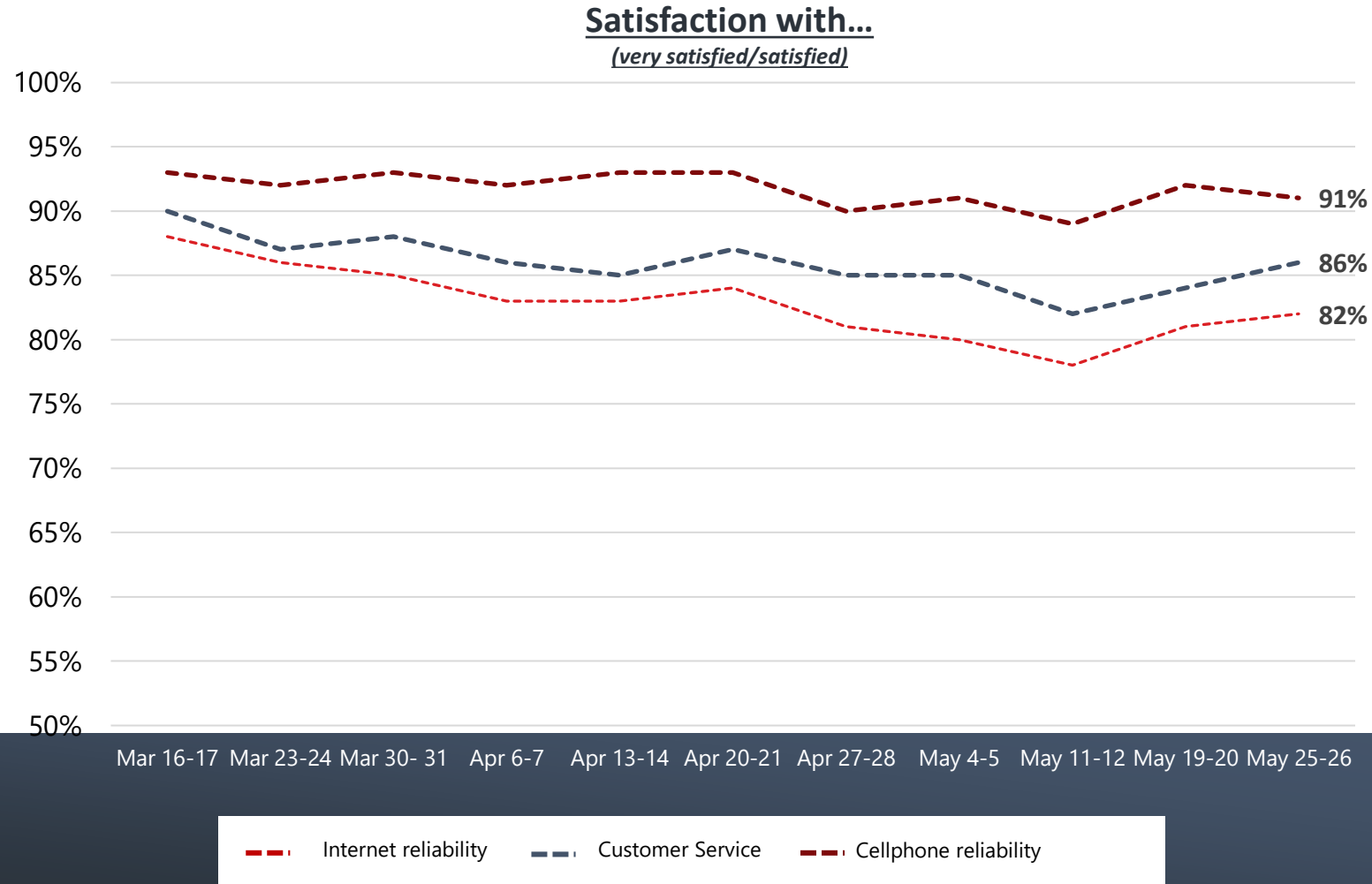
# Changes in Lifestyle (Grocery)

## Have Done (Within the last 2 Weeks)

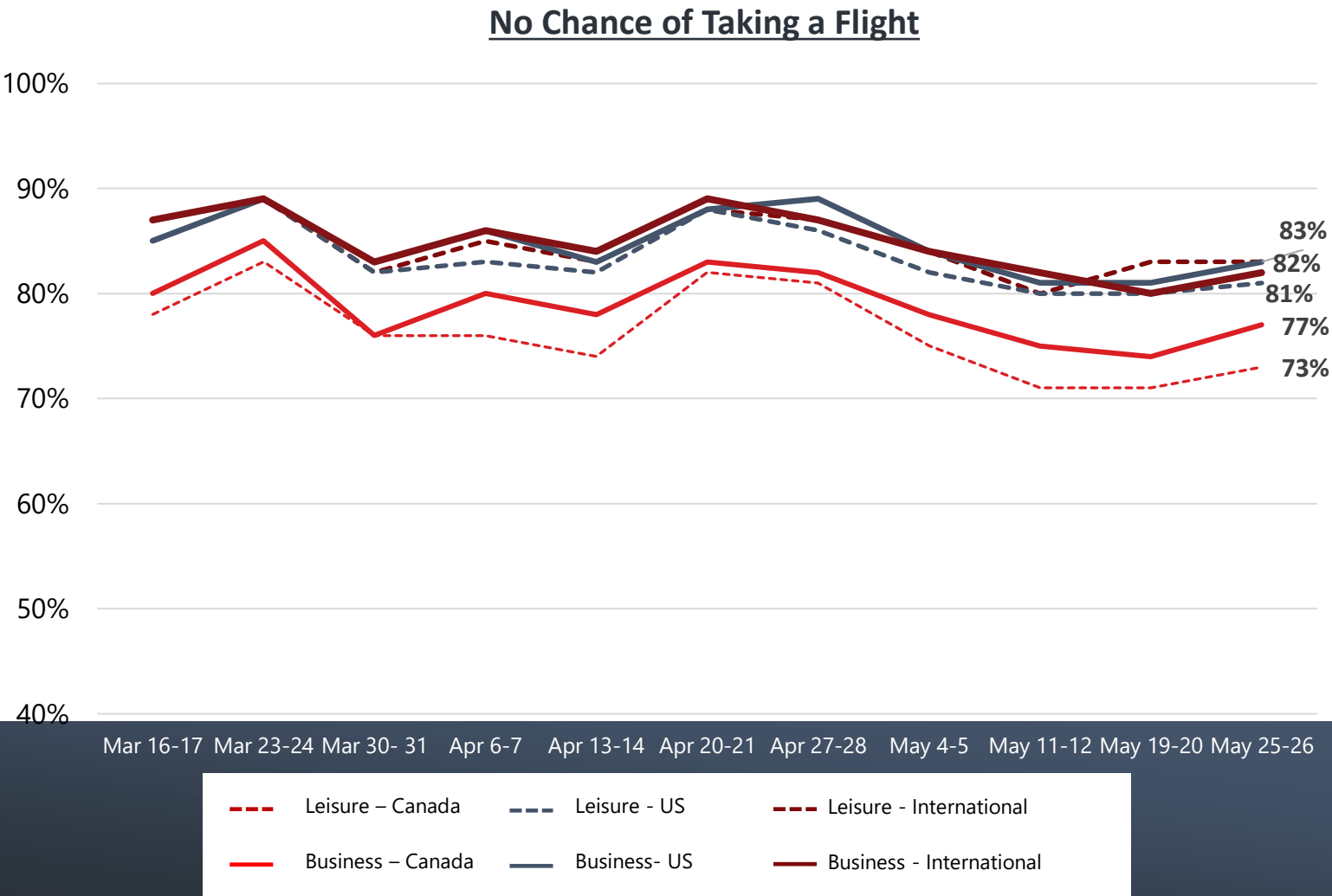
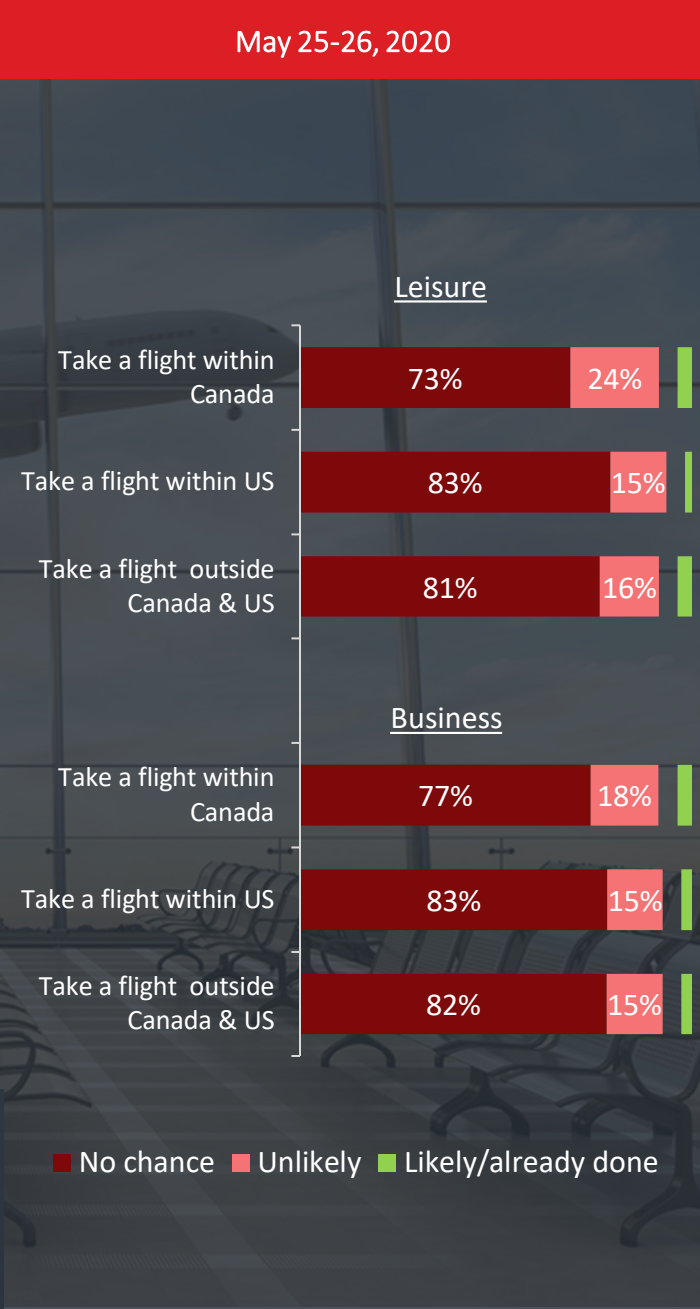


| Δ last week | May 19-20 | May 4-5 | Apr 20-21 | Apr 6-7 | Mar 23-24 | Mar 16-17 |
|-------------|-----------|---------|-----------|---------|-----------|-----------|
| -5          | 59%       | 61%     | 59%       | 71%     | 60%       | 48%       |
| -3          | 34%       | 38%     | 32%       | 50%     | 42%       | 36%       |
| -2          | 25%       | 20%     | 22%       | 29%     | 26%       | 23%       |
| +2          | 21%       | 21%     | 14%       | 22%     | 20%       | 15%       |
| -2          | 15%       | 17%     | 17%       | 20%     | 15%       | 6%        |
| -1          | 10%       | 10%     | 8%        | 9%      | 8%        | 6%        |
| -2          | 10%       | 8%      | 6%        | 9%      | 9%        | 8%        |
| =           | 2%        | 2%      | 5%        | 3%      | 2%        | 2%        |
| +3          | 24%       | 21%     | 24%       | 15%     | 22%       | 36%       |

# Telecom Satisfaction



# Avoiding Flights



For more information please contact

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