



# 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 13<sup>th</sup>.



## 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

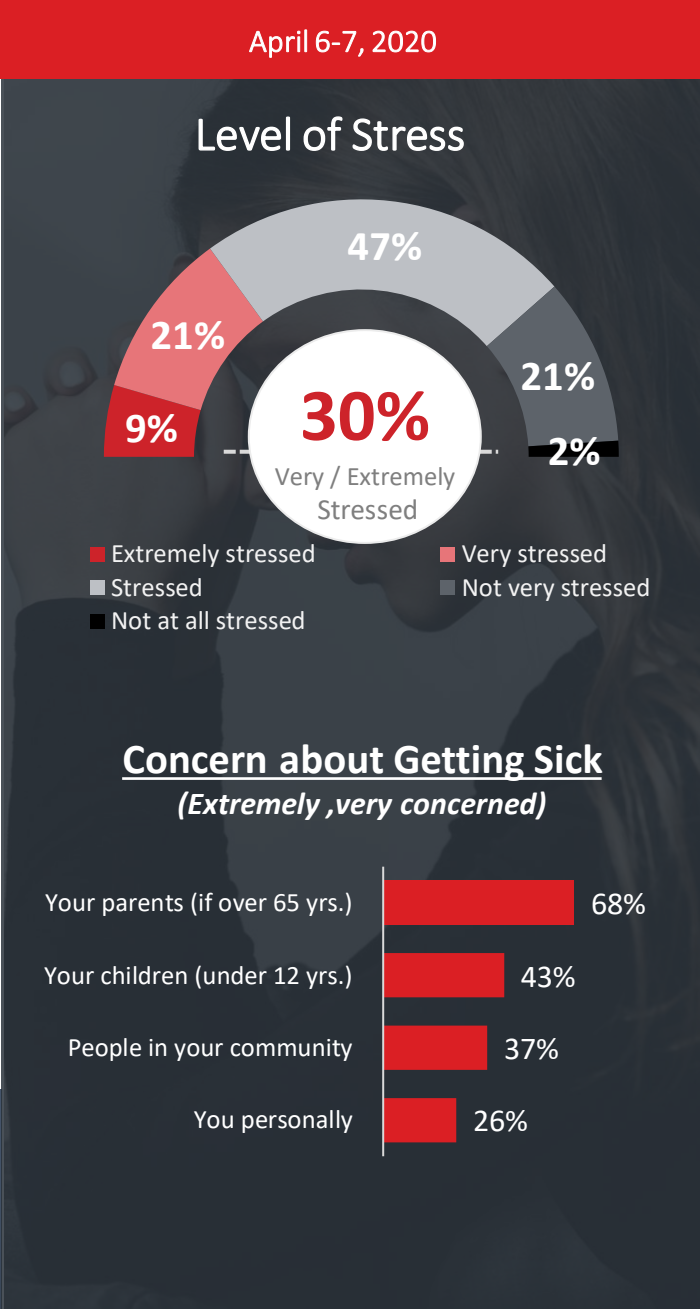
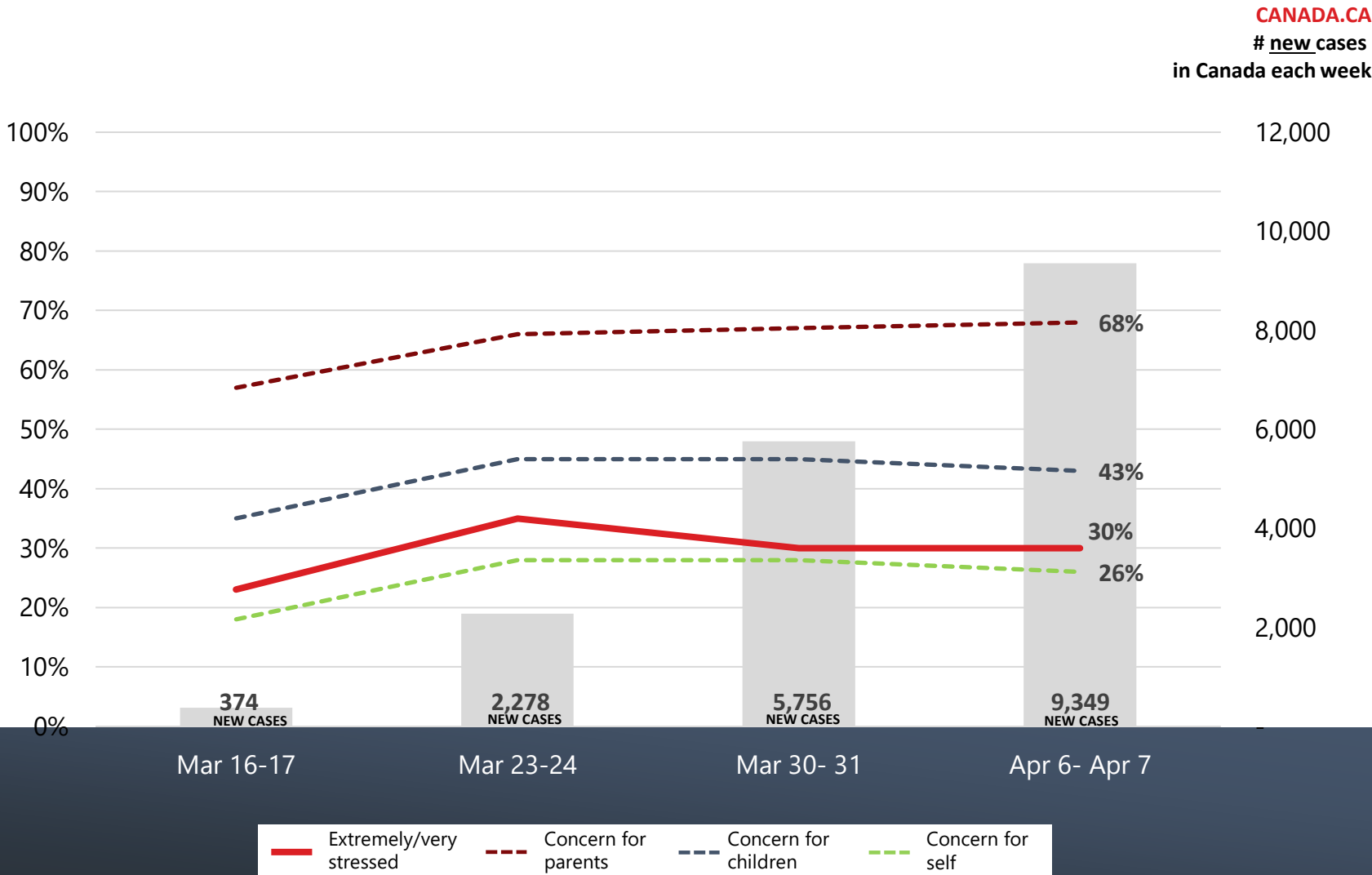
**Three-quarters of online Canadians engage in video calls.** Since the start of tracking, the most dramatic change in behaviour is the use of video calls. Three-quarters of Canadians who engage in this practice say they are doing it more than they did four weeks ago.

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

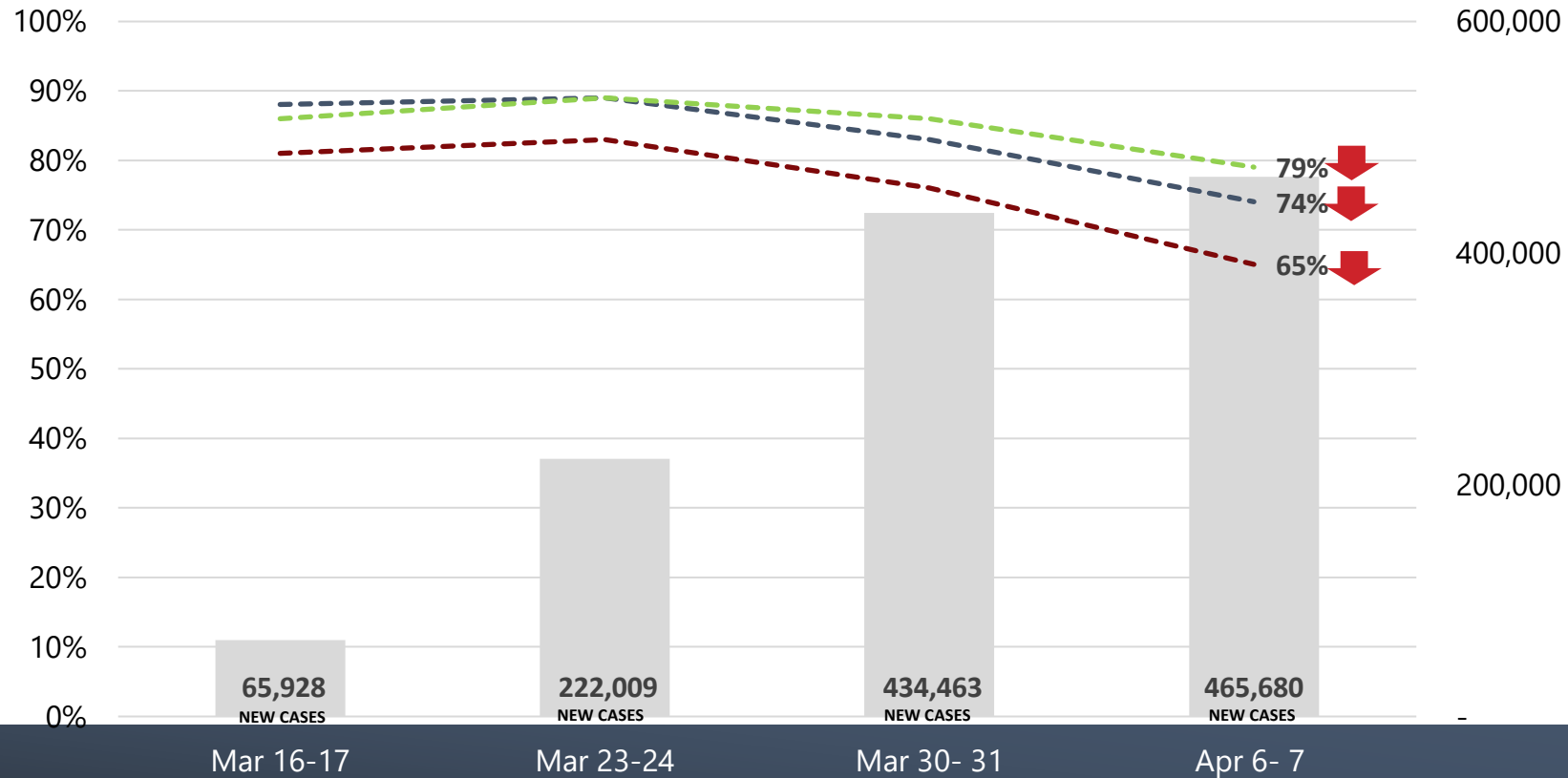
# Level of Stress from COVID-19 Pandemic



# 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



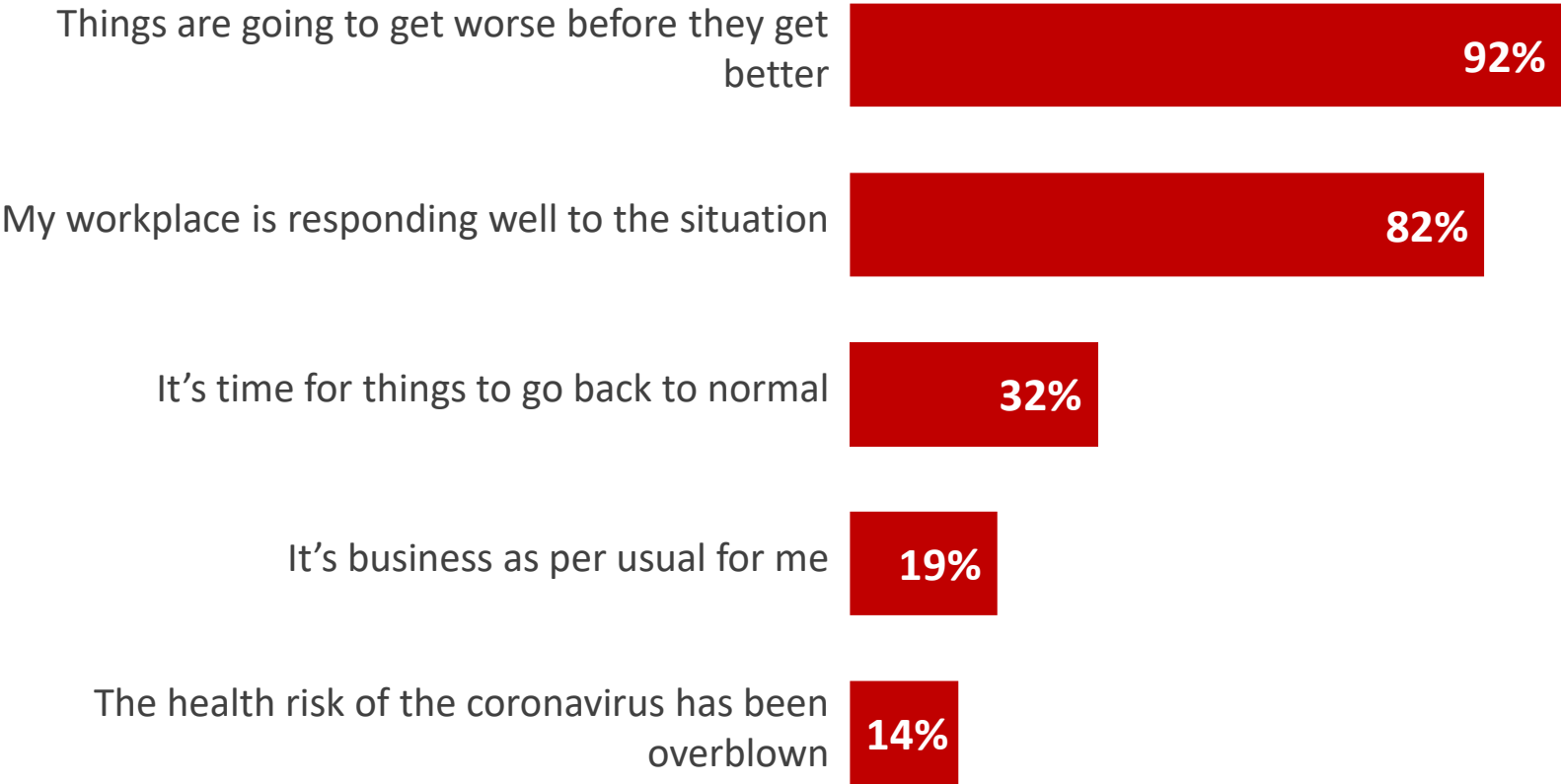
In Canada  
**74%** Worse




Worldwide  
**79%** Worse

# COVID-19 Perceptions

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

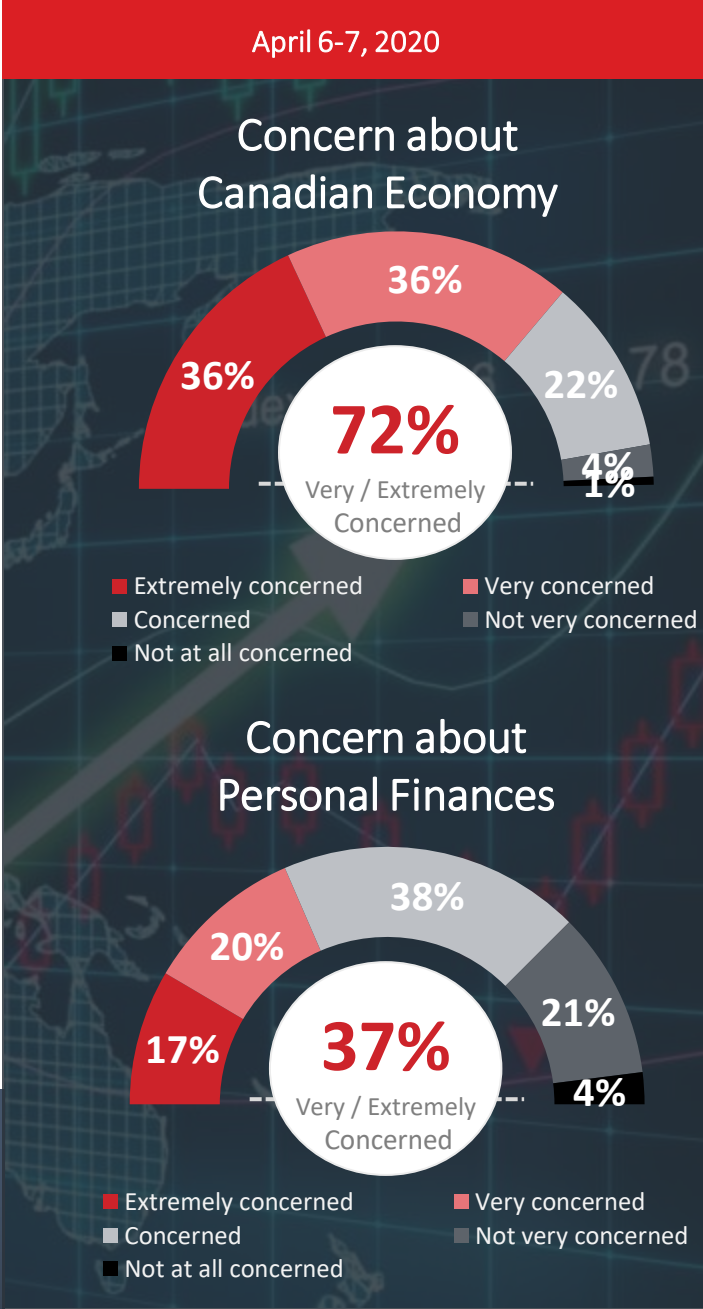
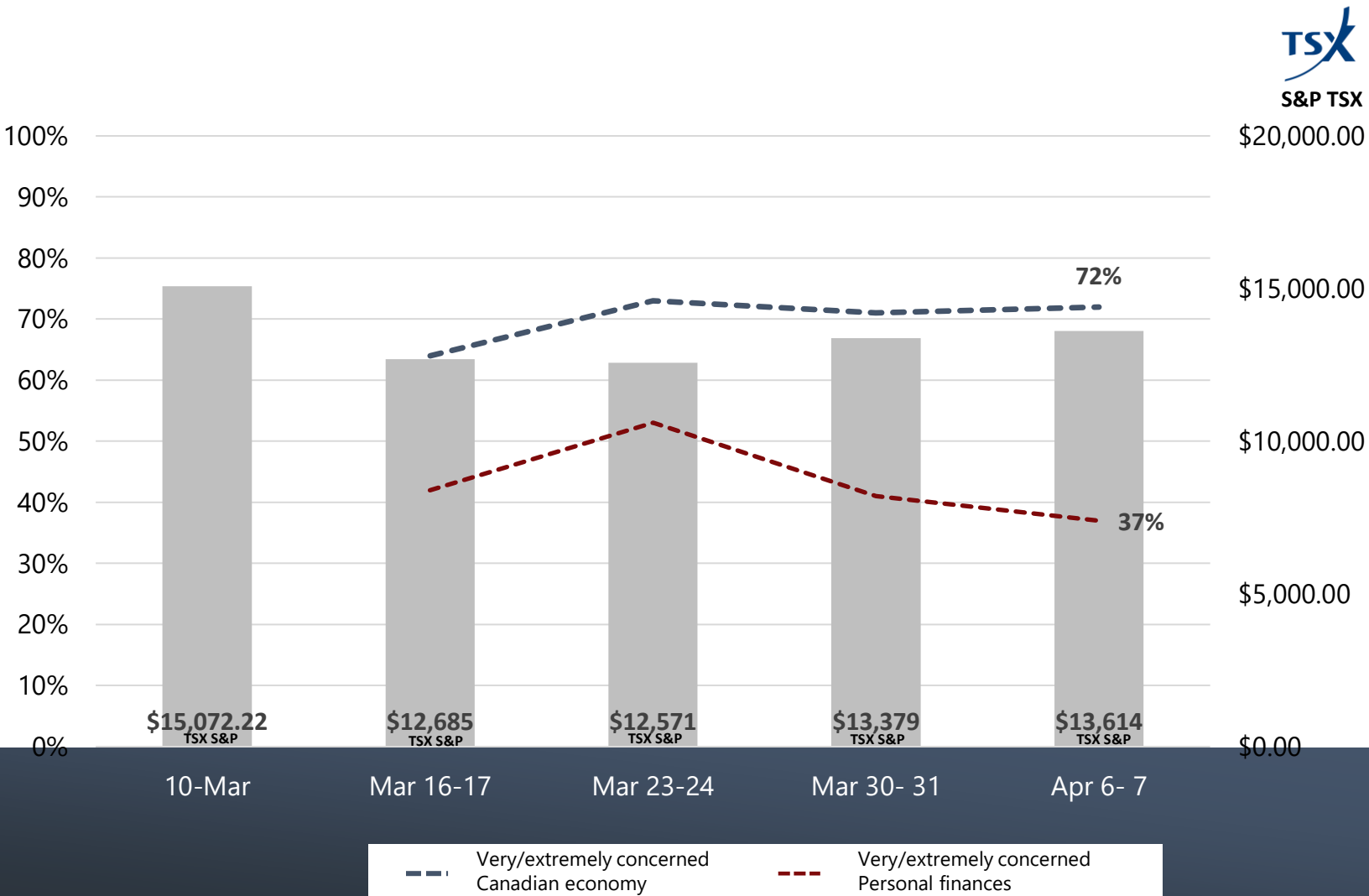


April 6-7, 2020

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%

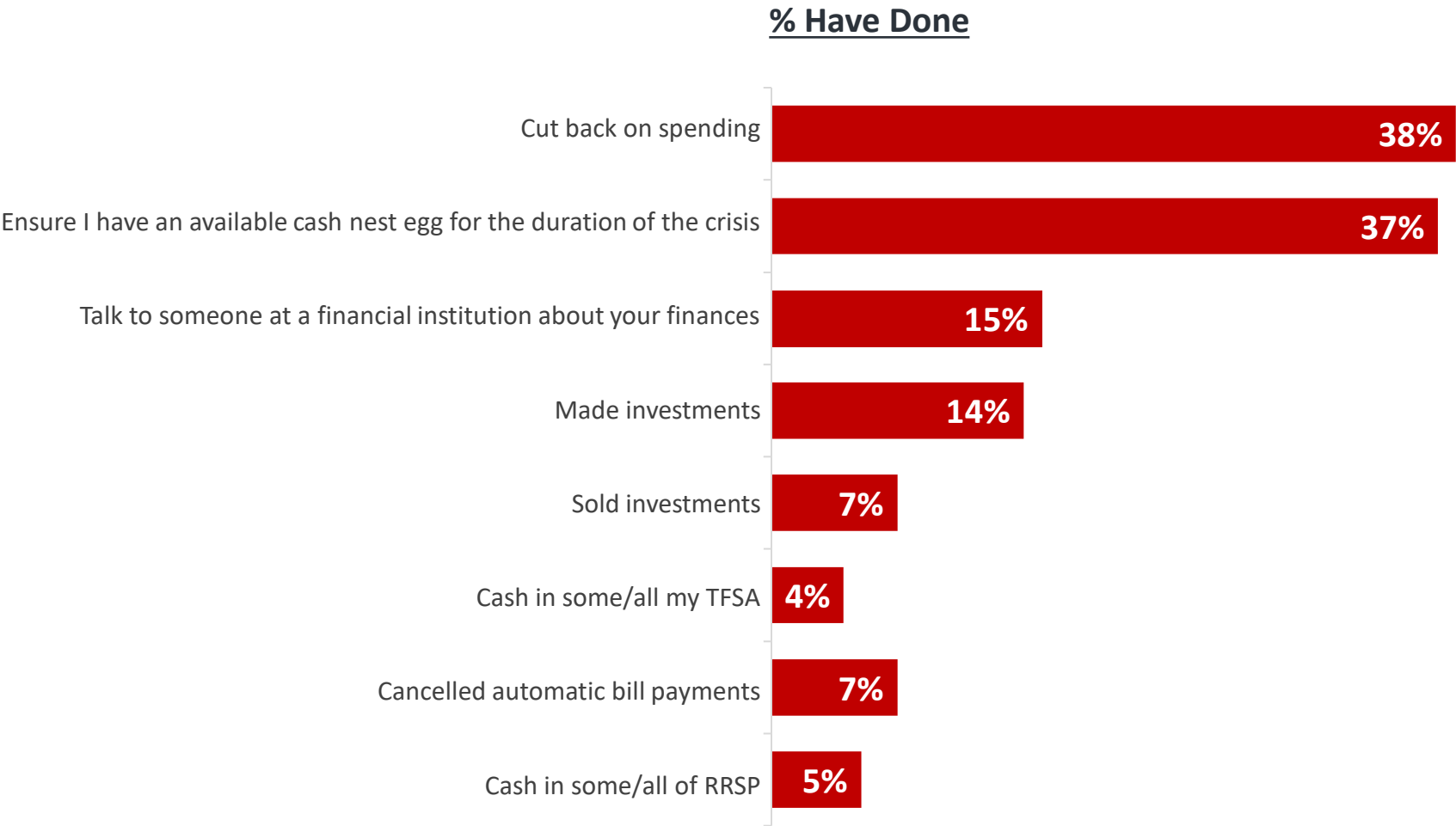


# Level of Stress from COVID-19 Pandemic





# Financial Actions Taken as a Result of COVID-19

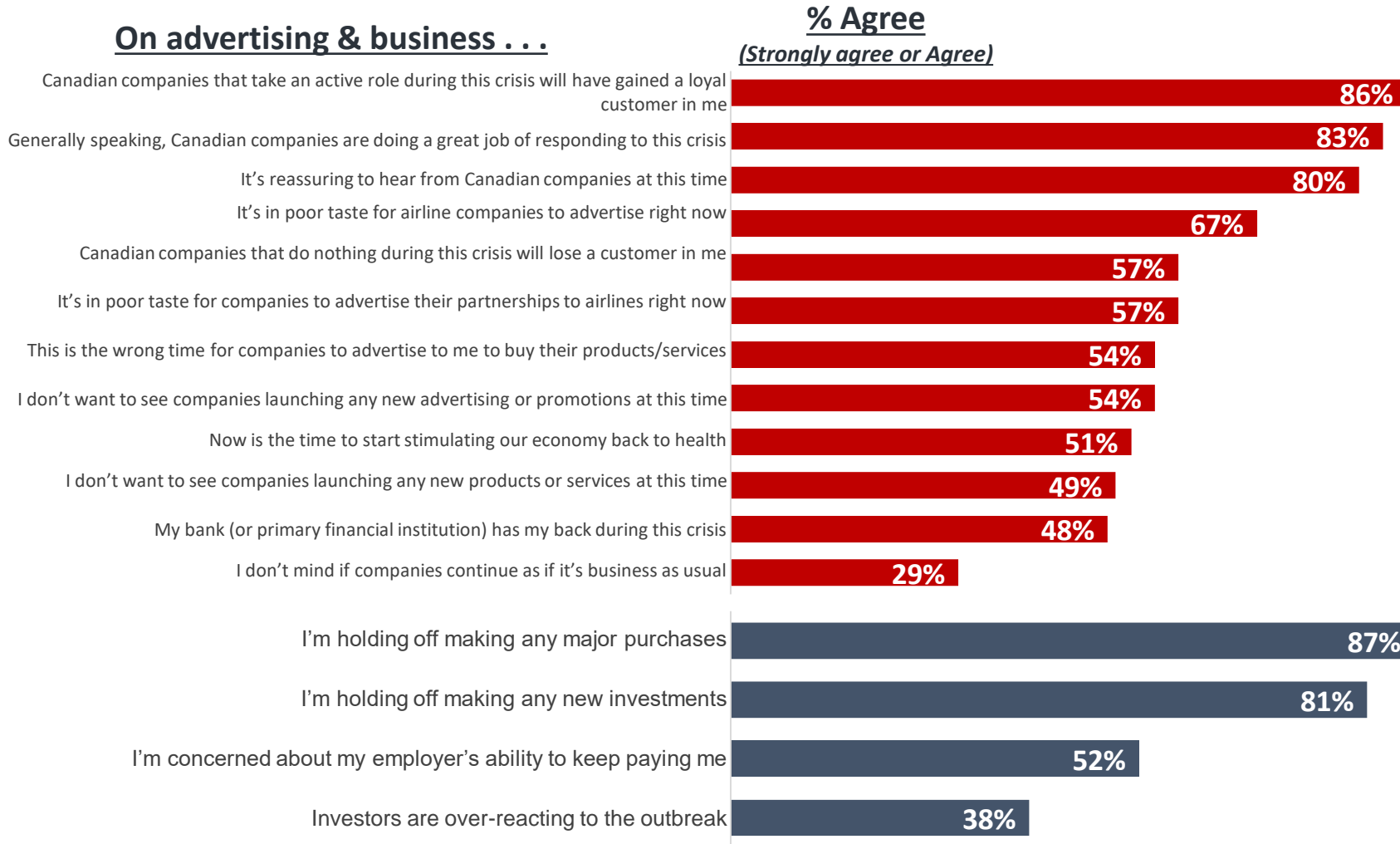


April 6-7, 2020

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

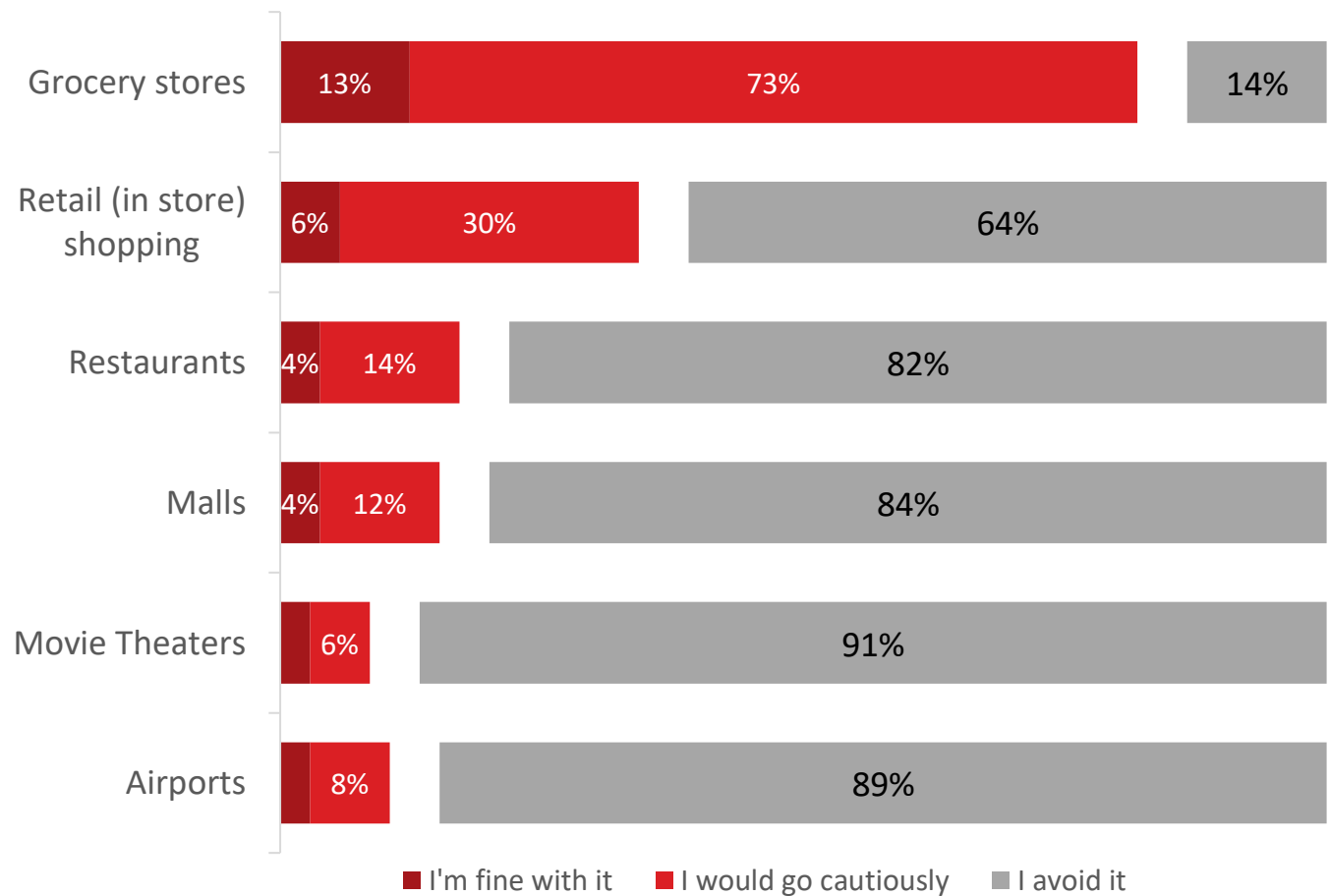
## On advertising & business . . .



April 6-7, 2020

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

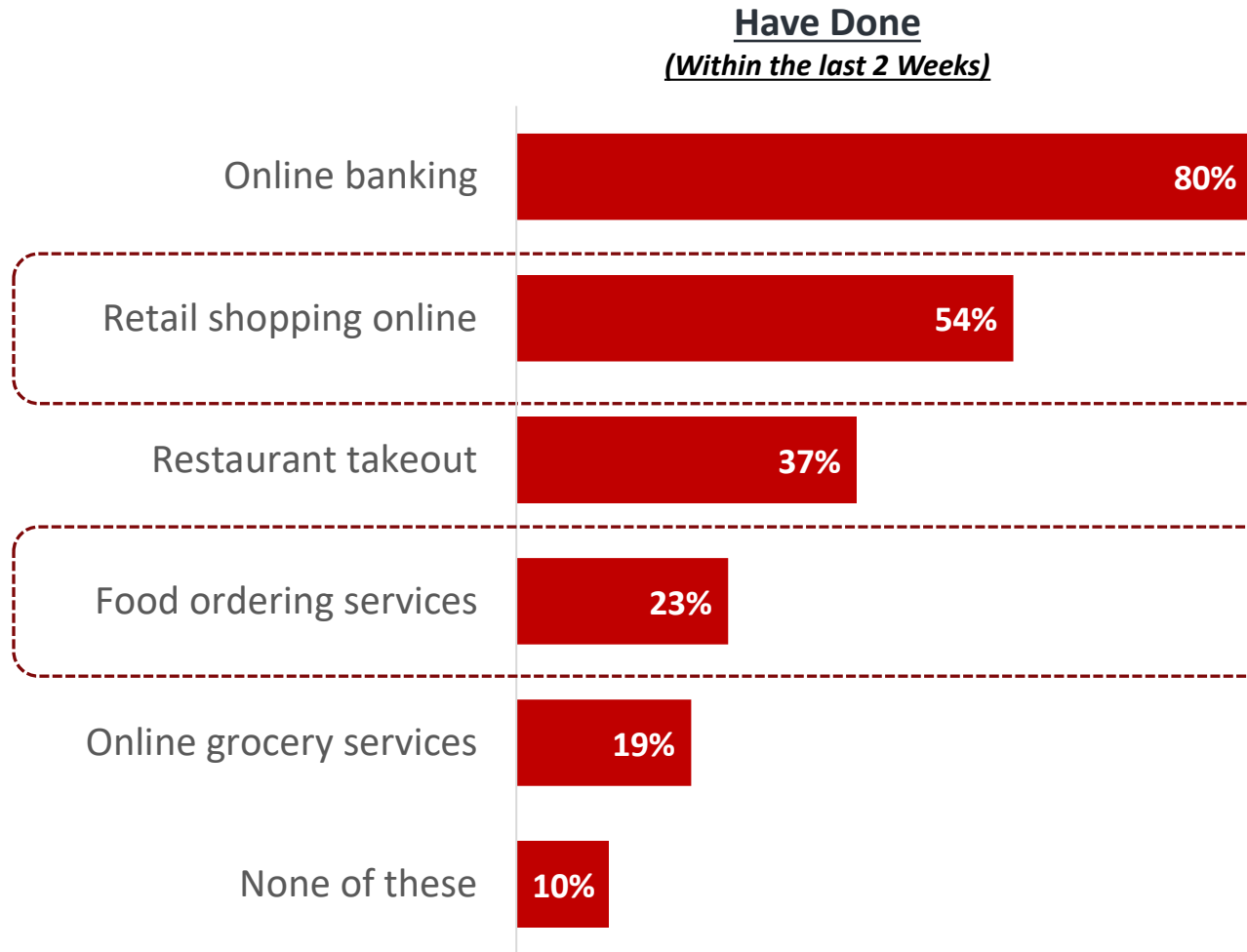


April 6-7, 2020

AVOID

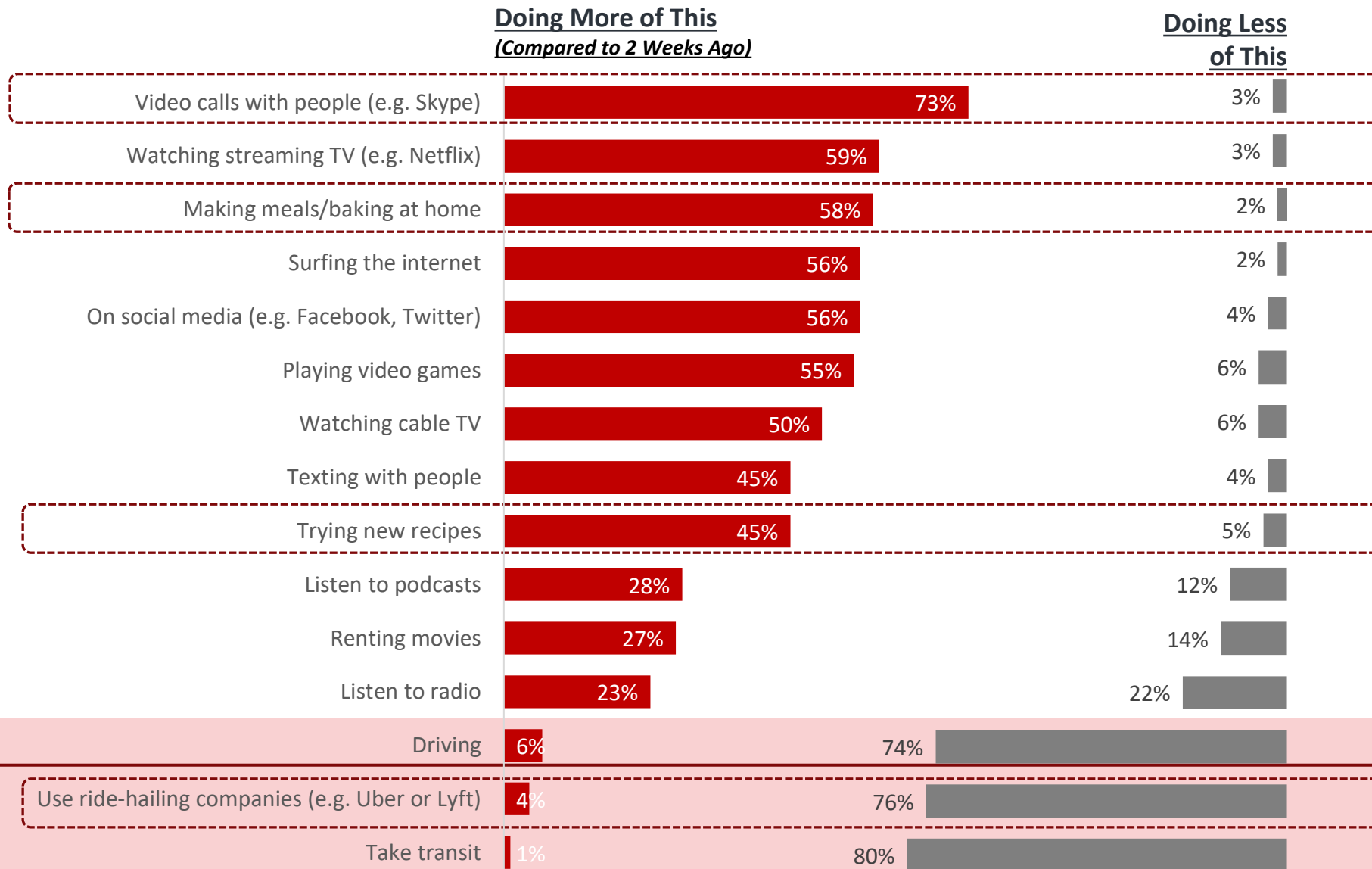
Δ last week	Mar 30- 31	Mar 23-24	Mar 16-17
=	14%	13%	7%
+1	63%	62%	44%
=	82%	83%	59%
+2	82%	85%	64%
-1	92%	92%	80%
=	89%	91%	82%

# Use of Online Transactions/Services



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%

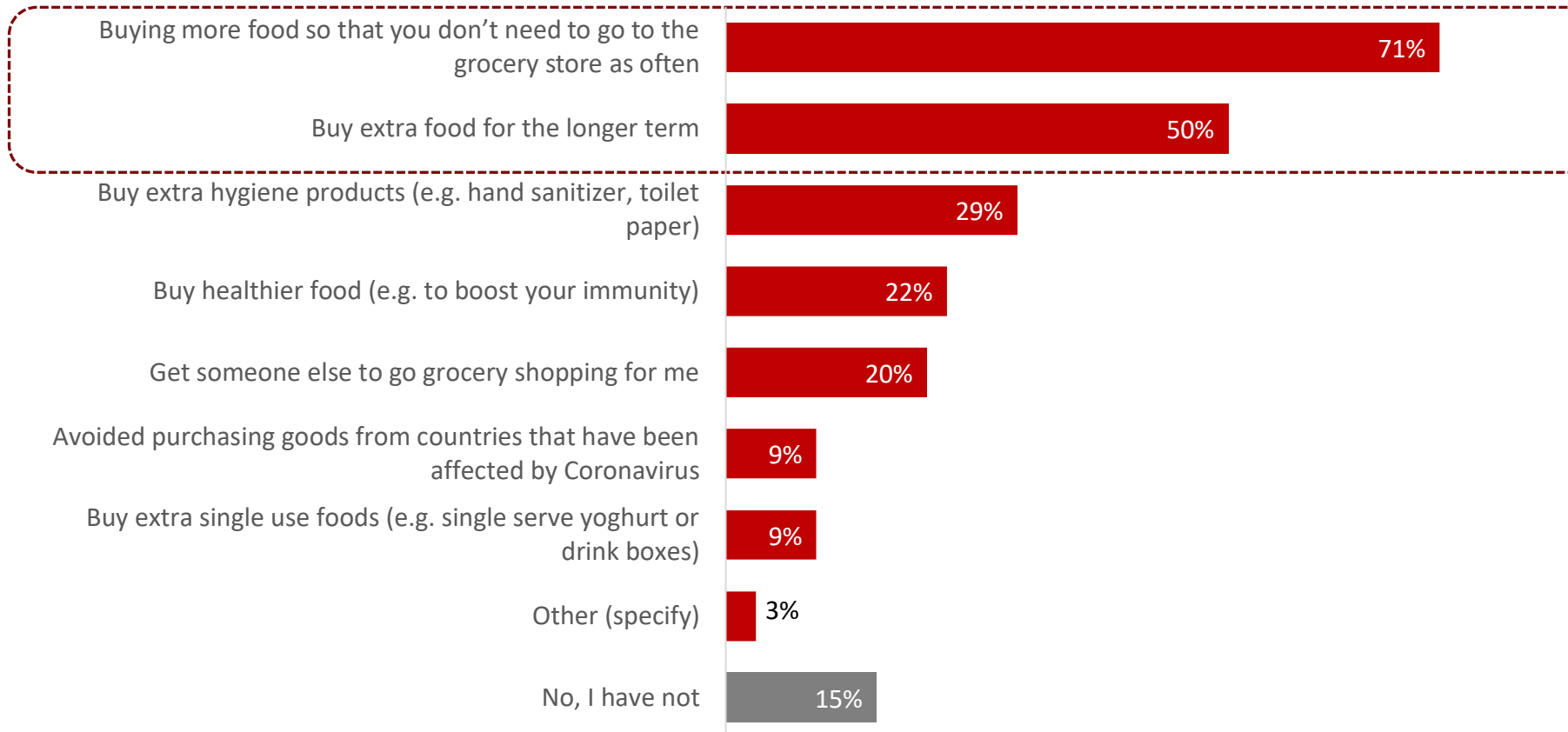
# Changes in Lifestyle (Leisure & Transit)



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%

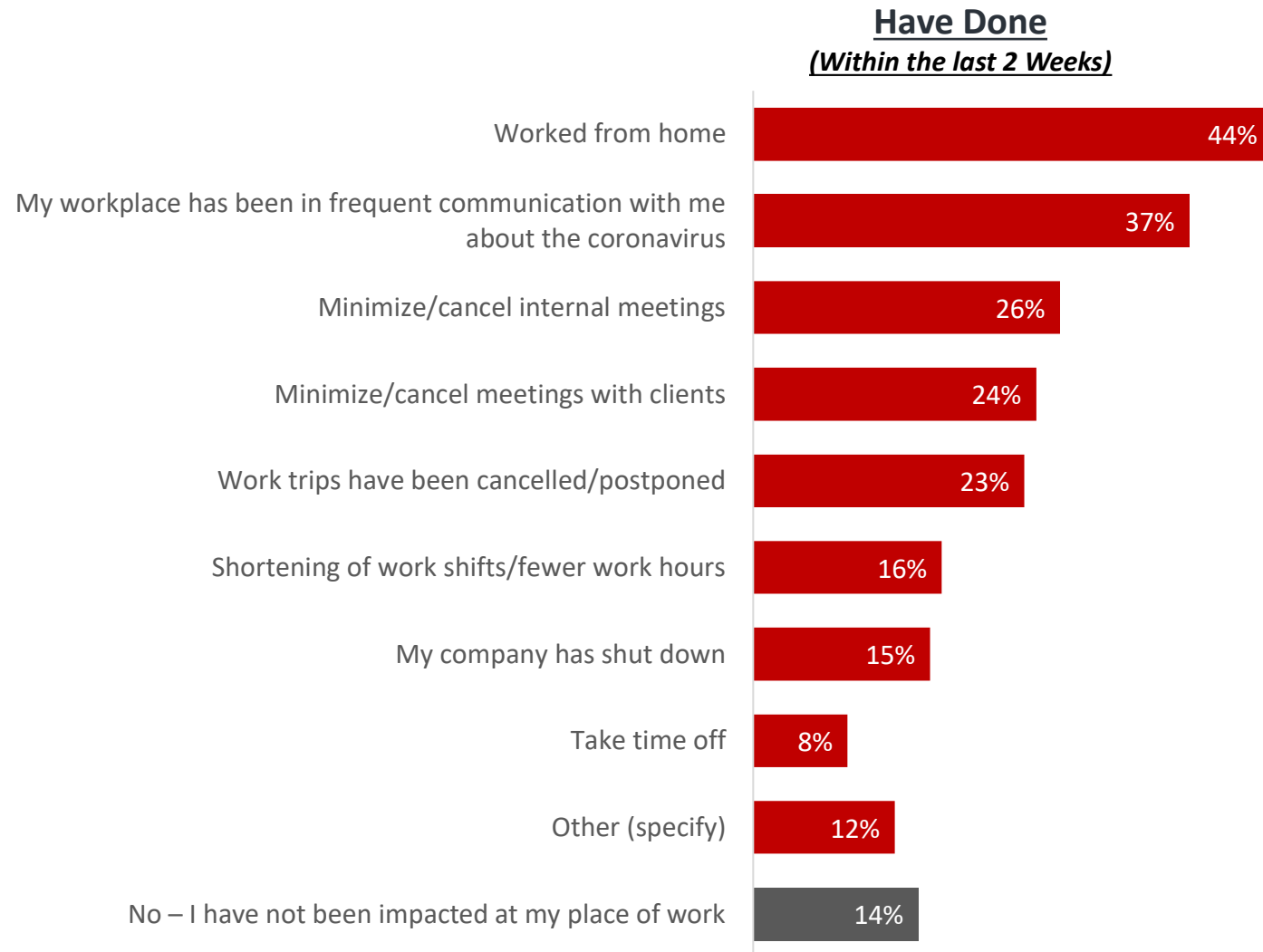
# Changes in Lifestyle (Grocery)

## Have Done (Within the last 2 Weeks)



Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
↑ +6	65%	60%	48%
↑ +7	43%	42%	36%
+2	27%	26%	23%
+1	21%	20%	15%
+1	19%	15%	6%
-1	10%	8%	6%
=	9%	9%	8%
+1	2%	2%	2%
↓ -4	19%	22%	36%

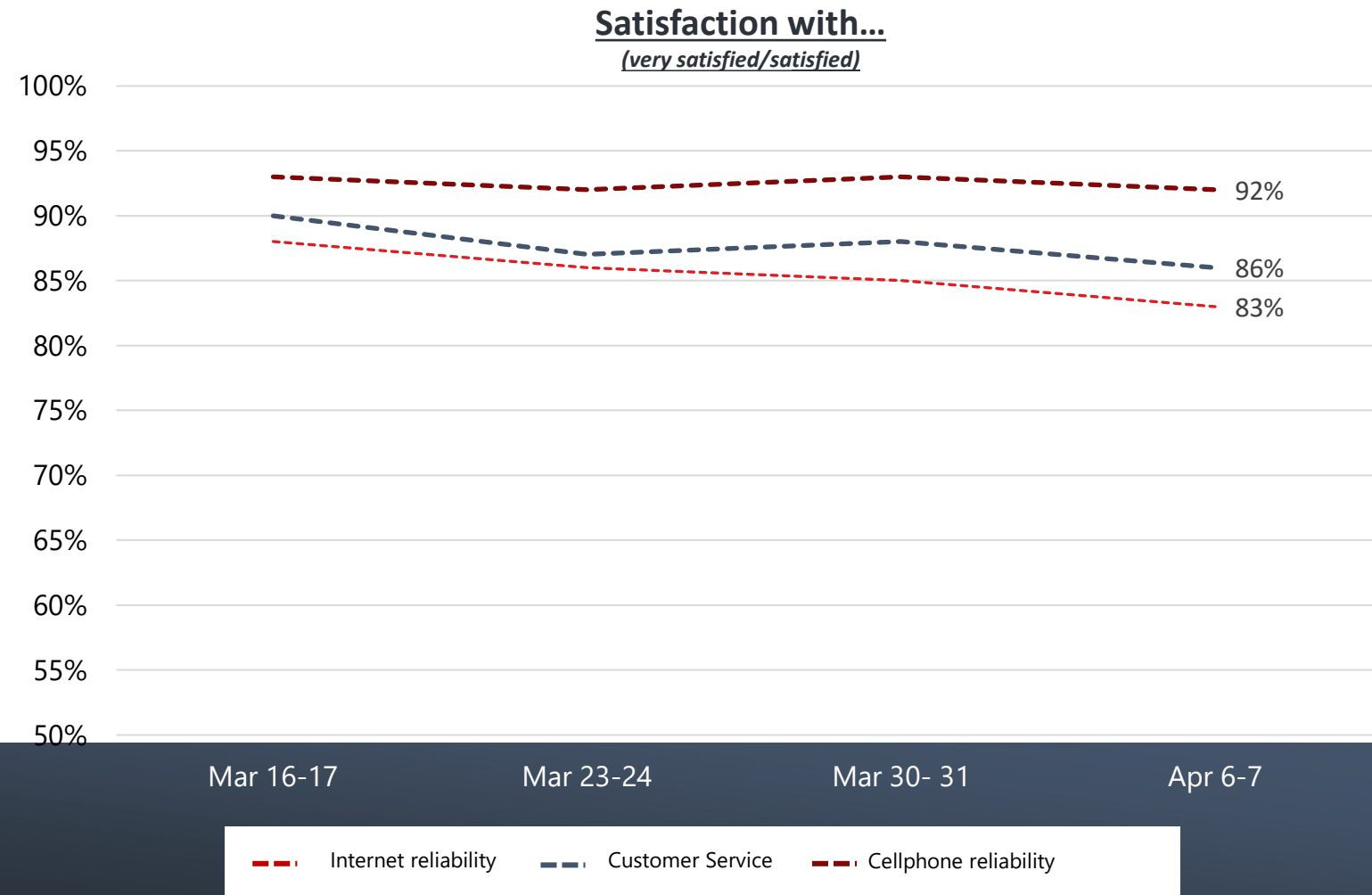
# Changes in Lifestyle (Workplace)



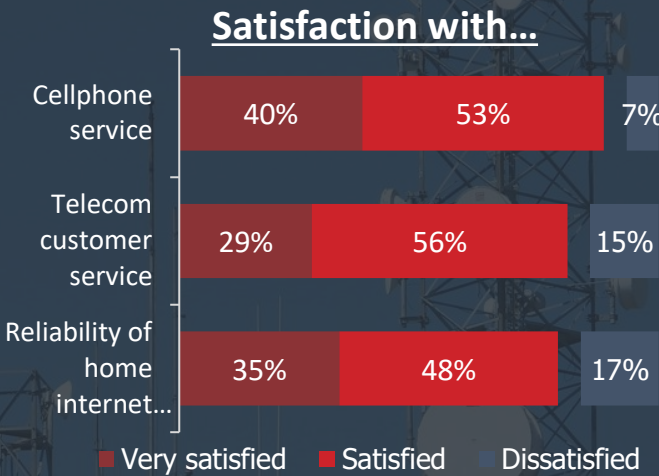
Δ last week	Mar 30-31	Mar 23-24	Mar 16-17
-2	46%	38%	31%
-1	38%	40%	39%
=	26%	28%	24%
-1	25%	26%	25%
-2	25%	24%	27%
-2	18%	15%	12%
-1	14%	14%	11%
+1	7%	9%	8%
+1	11%	16%	12%
+2	12%	14%	23%



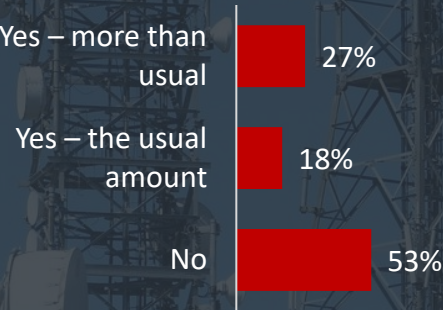
# Telecom Satisfaction



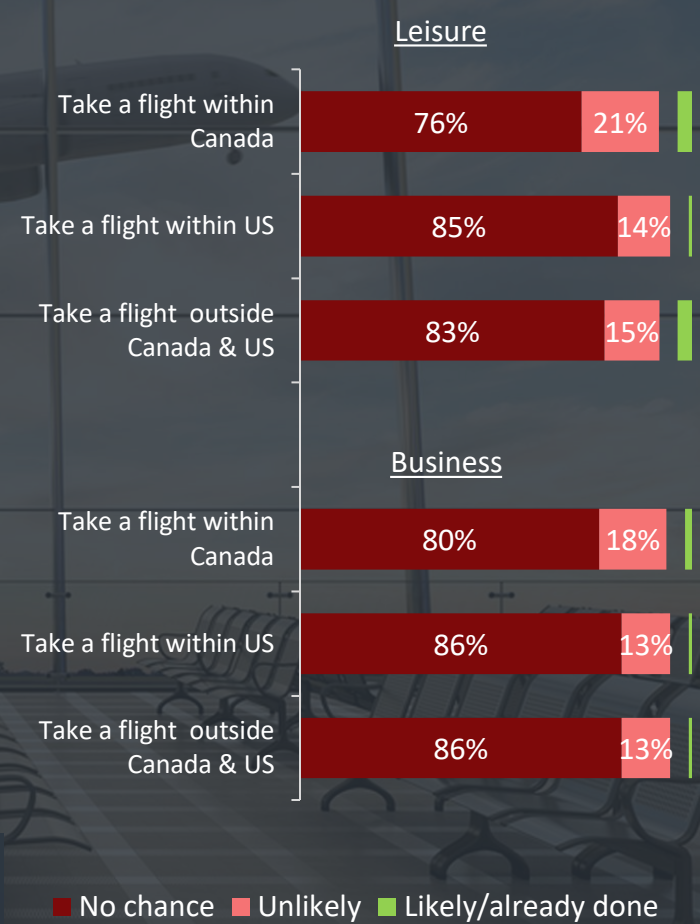
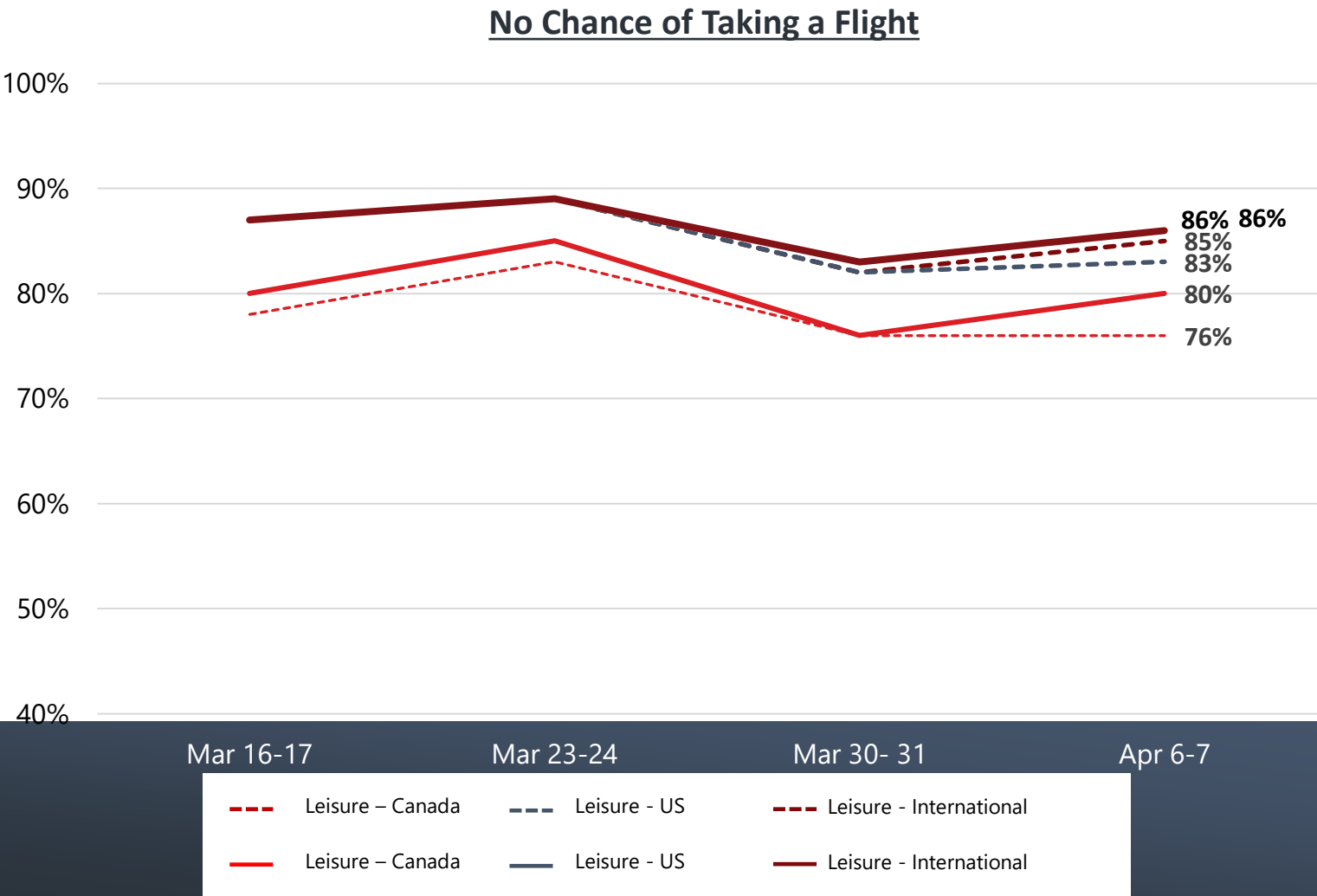
April 6-7, 2020



**Experienced issues with internet activity**  
*(last 2 weeks)*

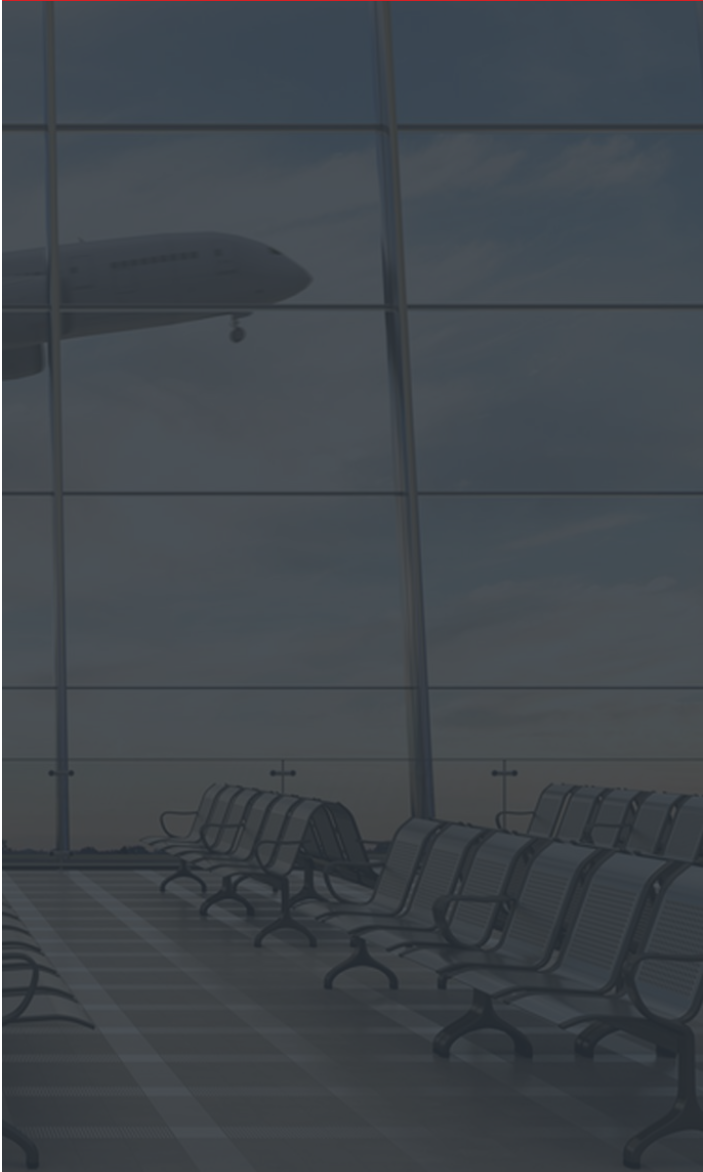
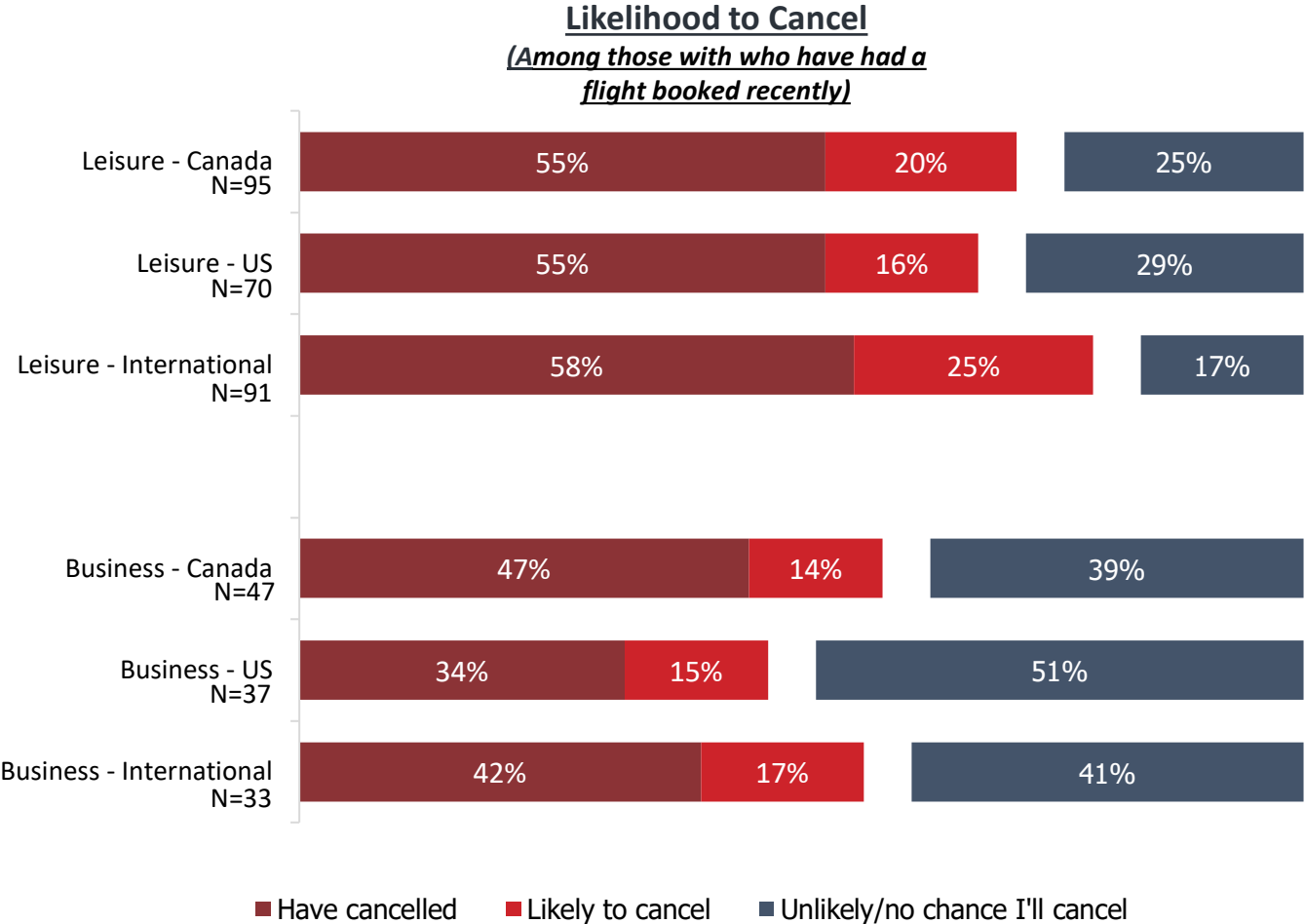


# Avoiding Flights



# Flight Cancellations

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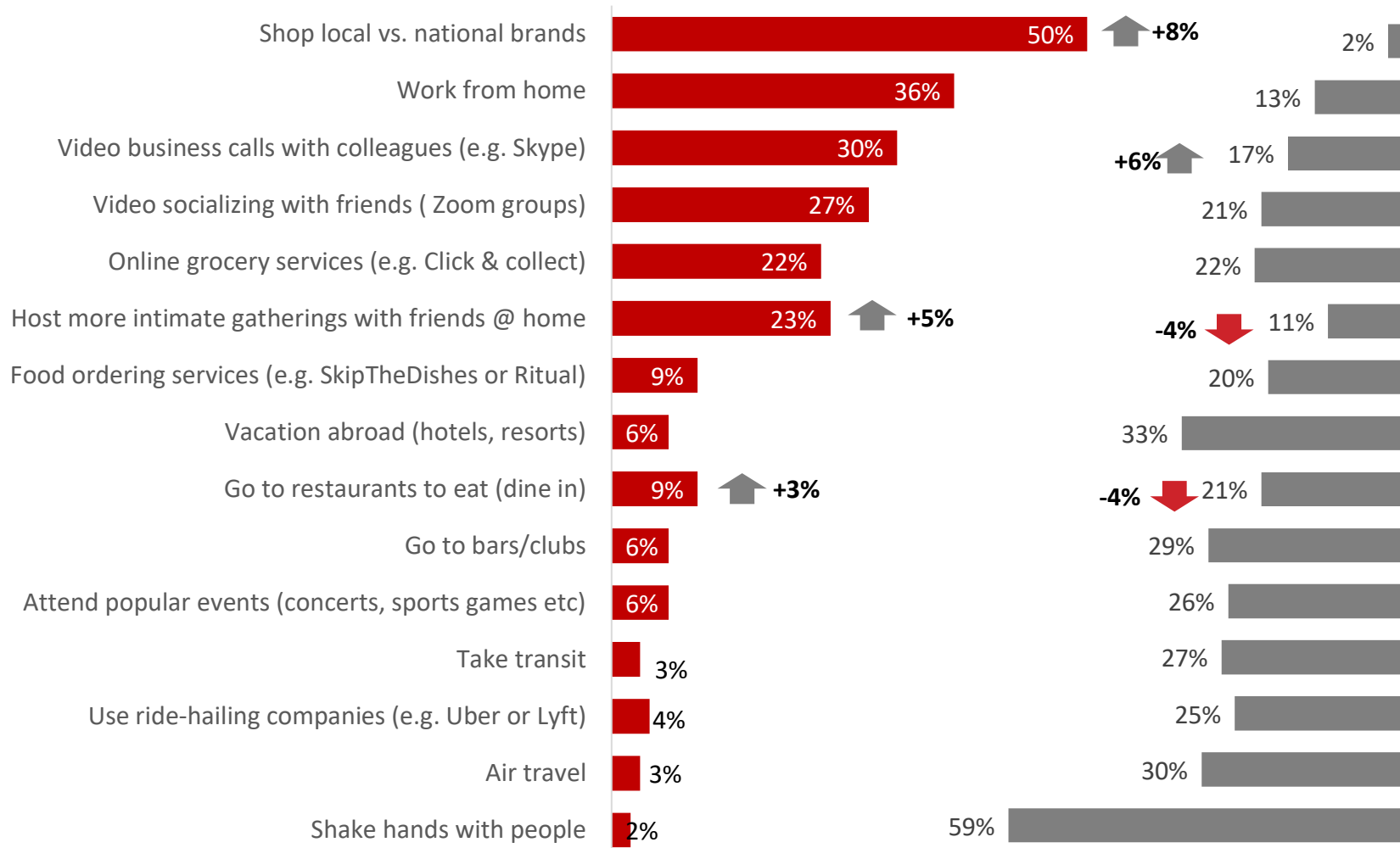


**Note:** only significant changes since last week shown

# 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

**Demetre Eliopoulos**

SVP & Managing Director, Public Affairs

[demetre.eliopoulos@angusreid.com](mailto:demetre.eliopoulos@angusreid.com)

705.465.0411



ANGUS REID