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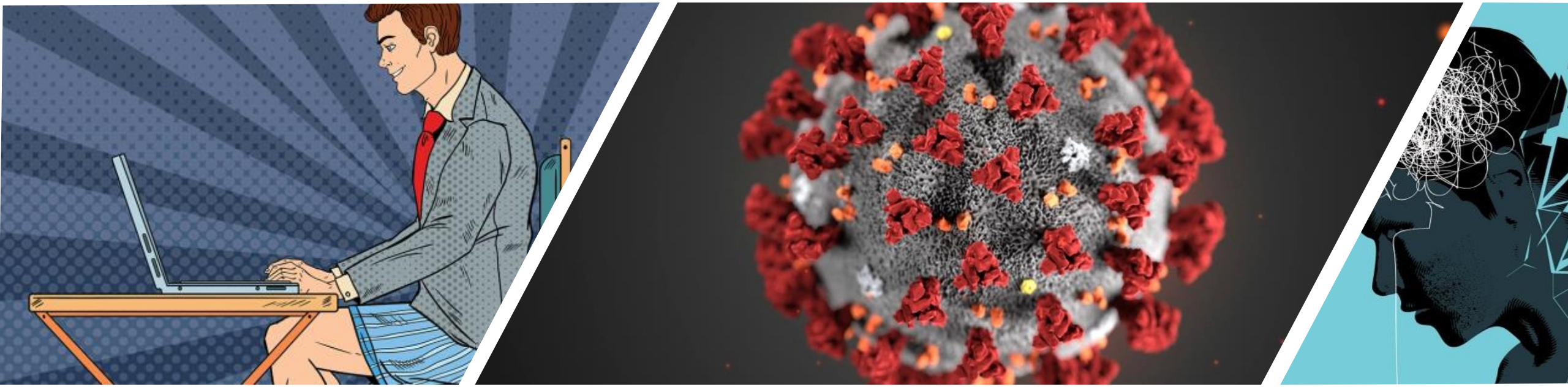
REPORTS

COVID-19 Feel, Behave, Think Tracker – March 30 - April 03

A daily look at the evolving feelings, thoughts, perceptions, and behaviors of consumers during the COVID-19 pandemic.



APRIL 2020

About This Study

Results are taken from Maru's ongoing study, *Maru/Reports Feel, Behave, Think COVID-19 Tracker*. This study fields most business days, achieving at least 1,000 completed surveys among Canadian consumers.

Data in this study were taken from fielding the week of March 30; weekly comparisons and trending is vs. data collected in the previous two weeks where applicable.

When reporting on total and subgroup results, we have taken results from the latest day those questions were in field. We have also included analysis on the extent and direction of movement over the course of time.

For companies wishing to collect or monitor certain information during the coronavirus/COVID-19 pandemic, there is the option to add proprietary questions to our ongoing survey. For more information, please contact kyle.davies@marumatchbox.com, or your Maru representative.

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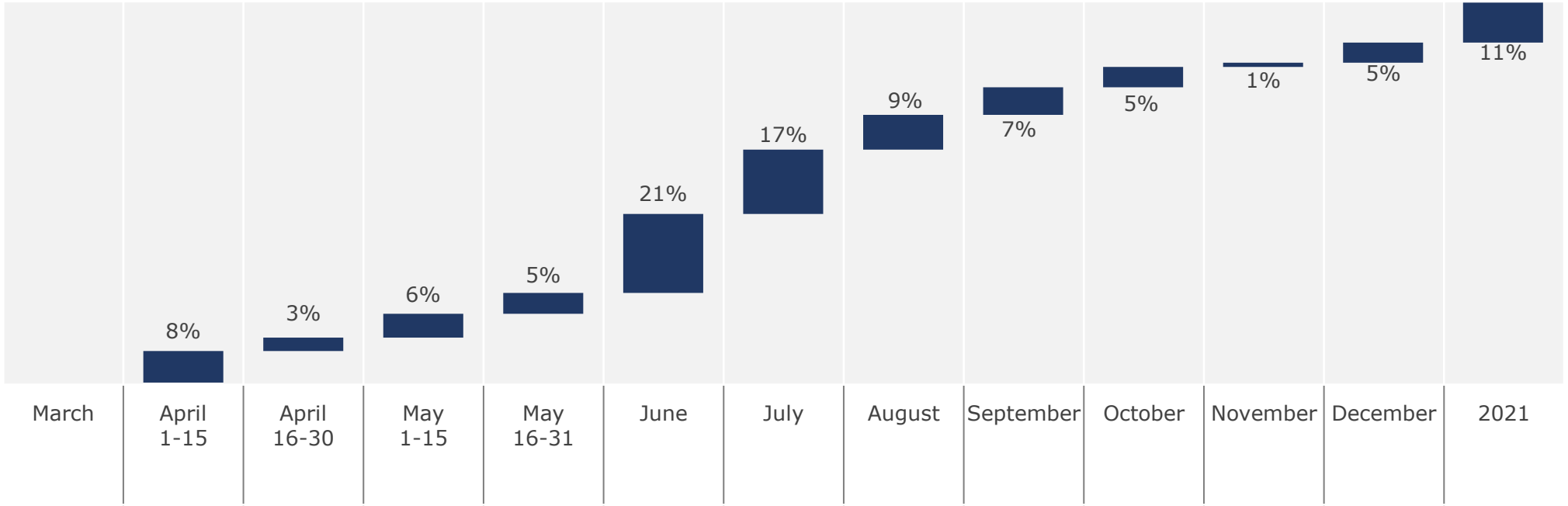
REPORTS

What are Canadians thinking and feeling?

About one-half of Canadians expect we'll be celebrating Canada Day out and about

- When asked when they think government recommendations for social distancing and isolation will end, one-half of Canadians identified a date on or before July 2.
- One-in-ten think we won't be back to 'normal' until some time in 2021.

WHEN CANADIANS EXPECT DISTANCING AND ISOLATION RECOMMENDATIONS TO END



July 02

When asked when they expect government recommendations for social distancing and self-isolation will come to an end, the median date Canadians identified was July 02.

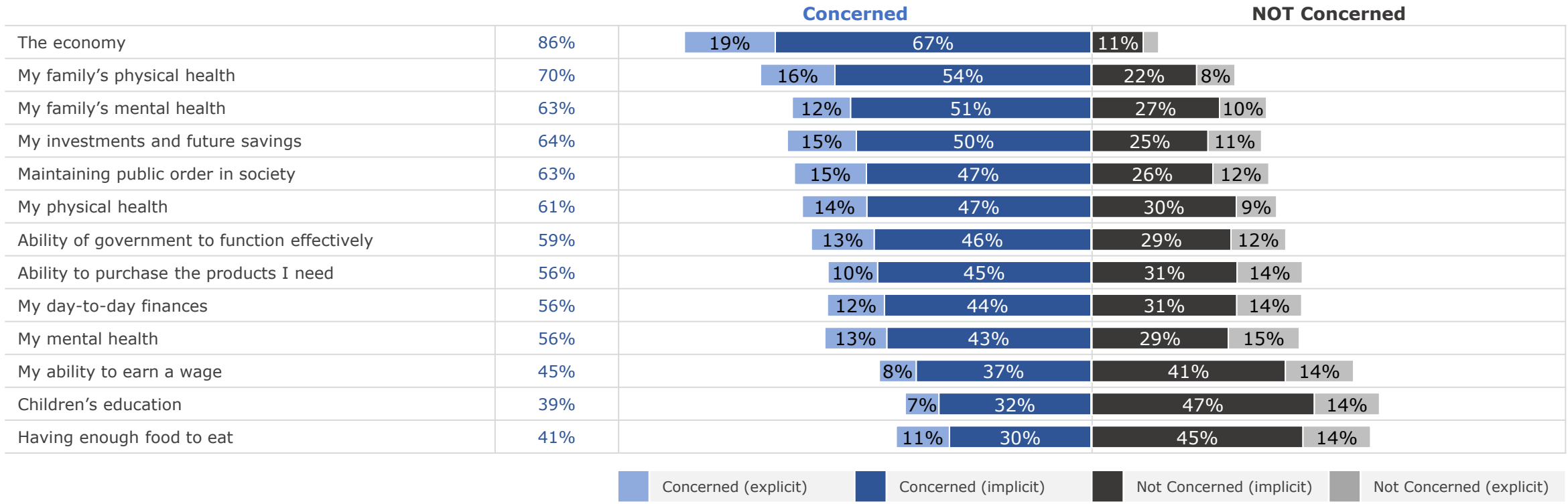
(nearly a full month later than the June 03 median predicted by Americans)

C18. Best guess: on what date will government recommendations for social distancing and self-isolation come to an end:

Canadians' concerns about COVID-19 are deep-seated and emotional

When asked what they are and are not concerned about, the vast majority of Canadians answered very quickly, implying their feelings are already very deep-seated and partially emotionally-driven. The economy is the #1 concern, followed by concern for family's physical health and mental health.

IMPLICIT ASSOCIATION – CONCERNS DURING COVID-19 PANDEMIC



C1. In the next question, we will show you a series of statements and will ask you to tell us the extent to which you are concerned about the impact coronavirus (or COVID-19) will have on each, if at all. We will ask you to indicate this by clicking the 'Concerned' or 'Not Concerned' buttons that will appear below the statement.

The economy is the clear #1 concern across Canadian demographic subgroups

- Five-in-six Canadians is concerned about the economy, and the economy is the #1 concern among all Canadian demographic subgroups.
- Mental health is a prominent concern for young Canadian; 72% are worried about their family's mental health (vs. 65% among Canadians overall), and 65% are worried about their own mental health (vs. 57%).
- Even the least concerning elements – food to eat, children's education, earning a wage – are concerning to more than four-in-ten Canadians.

COVID-19 CONCERNS, BY DEMOGRAPHIC SUBGROUP

		Region						Gender		Age			Household Income				Marital Status			<18 Kids in Household	
	Total	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	<$25K	$25-50K	$50K-100K	$100K+	Single	Married	Divorced	Yes	No
BASE: All respondents	1509	205	167	104	577	343	113	760	749	415	563	531	156	329	488	337	461	840	208	434	1075
The economy	86%	87%	93%	91%	85%	83%	83%	86%	86%	82%	85%	89%	79%	88%	86%	86%	85%	87%	83%	86%	86%
My family's physical health	71%	79%	72%	75%	72%	62%	72%	66%	76%	69%	68%	74%	74%	72%	71%	66%	69%	71%	74%	70%	71%
My family's mental health	65%	71%	62%	69%	68%	60%	62%	60%	71%	72%	68%	59%	69%	66%	65%	62%	68%	63%	69%	71%	63%
Maintaining public order in society	63%	65%	61%	66%	61%	64%	68%	61%	65%	60%	63%	66%	67%	62%	65%	60%	59%	64%	68%	66%	62%
My investments and future savings	62%	65%	76%	67%	64%	53%	54%	61%	64%	63%	64%	60%	54%	57%	63%	70%	59%	66%	54%	64%	62%
My physical health	61%	65%	62%	63%	65%	53%	62%	57%	65%	59%	59%	65%	66%	64%	56%	62%	60%	61%	67%	61%	62%
Ability of gov't to function effectively	60%	65%	65%	68%	61%	53%	55%	59%	61%	56%	61%	62%	66%	62%	58%	55%	57%	61%	64%	61%	60%
Ability to purchase the products I need	57%	65%	54%	55%	60%	52%	49%	55%	59%	55%	61%	55%	71%	59%	55%	51%	60%	55%	60%	59%	56%
My mental health	57%	60%	60%	51%	59%	50%	60%	50%	62%	65%	62%	45%	66%	55%	53%	55%	61%	54%	58%	62%	54%
My day-to-day finances	56%	62%	66%	63%	55%	49%	52%	52%	60%	60%	64%	46%	66%	57%	54%	50%	58%	56%	52%	60%	55%
My ability to earn a wage	45%	47%	55%	51%	46%	39%	37%	45%	45%	55%	58%	26%	53%	43%	44%	44%	50%	44%	39%	54%	42%
Children's education	41%	39%	36%	53%	46%	34%	44%	36%	47%	44%	42%	39%	43%	36%	43%	43%	37%	44%	42%	55%	36%
Having enough food to eat	40%	41%	41%	38%	42%	39%	38%	41%	40%	42%	44%	35%	60%	43%	36%	35%	44%	38%	41%	46%	38%

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Lower-income Canadians, parents, and those in Western provinces have the widest range of COVID-19-related concerns

- Of the 13 possible concerns we tested, those with under $25k in household income, those with kids in the house, and those living in BC, Manitoba, Saskatchewan, or Alberta have the widest range of concerns; more than 8 per person.
- Interestingly, while older generations tend to be more at risk for health repercussions, they are by far the least-concerned age group.

NUMBER OF CONCERNS PER PERSON (OUT OF 13 TESTED)

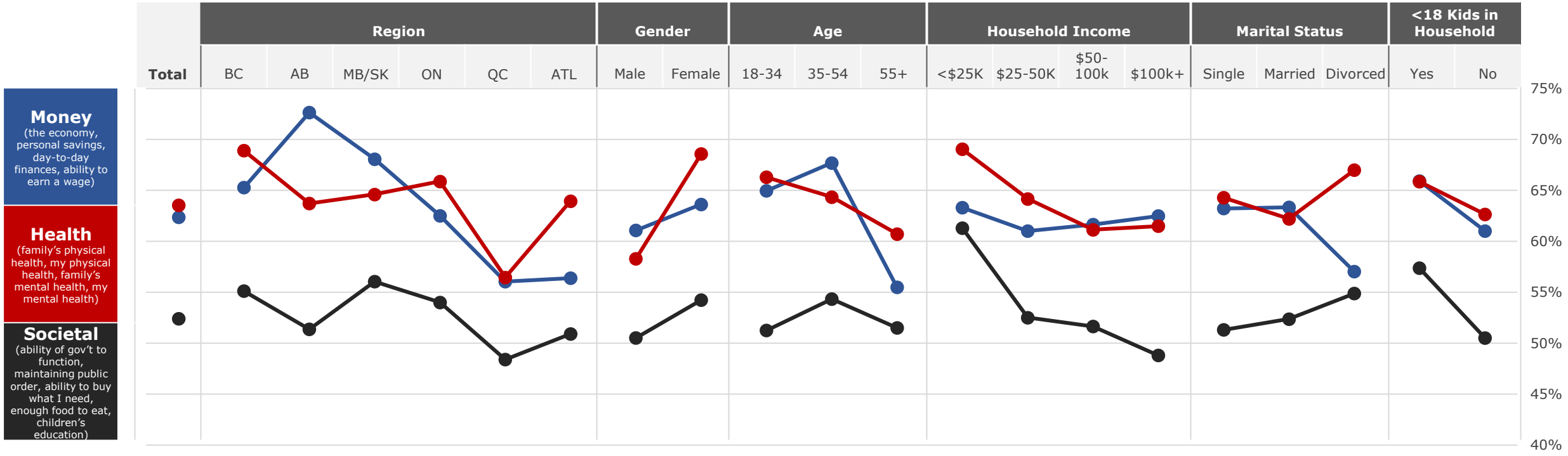
Region
Gender
Age
Household Income
Marital Status
<18 Kids in Household

C1. In the next question, we will show you a series of statements and will ask you to tell us the extent to which you are concerned about the impact coronavirus (or COVID-19) will have on each, if at all. We will ask you to indicate this by clicking the 'Concerned' or 'Not Concerned' buttons that will appear below the statement.

Health and Financial concerns are nearly equal among Canadians, ahead of concerns about societal function

- While health-related concerns top economic concerns in most regions across Canada, money concerns outweigh health concerns in Alberta and the prairies.
- Men are slightly more concerned about money and finance than about health, while health concerns are clearly top-of-mind for women.

AVERAGE CONCERN LEVEL; MONEY, HEALTH, SOCIETAL CONCERNS



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Over the week of March 31, economy and money-related concerns increased most among Canadians

- Economy has remained the one concern shared by more Canadians since March 19th, and while it had been on a slight downward trend, it increased slightly over the past week.
- The concern growing most in the past week was *my investments and future savings*, which is now a concern shared by nearly two-thirds of Canadians.
- Over time, Canadians have been more comfortable that society will maintain order through the COVID-19 pandemic.

CONCERNS DURING COVID-19 PANDEMIC – TRENDING (SORTED BY WEEKLY TREND)

	March				April			Weekly Trend	Overall Trend
	19	20	27	31	01	02	03		
My investments and future savings	64%	62%	56%	61%	61%	61%	62%	+6%	-2%
The economy	89%	87%	84%	87%	86%	86%	86%	+2%	-3%
My ability to earn a wage	46%	46%	44%	44%	44%	45%	45%	+2%	-1%
My day-to-day finances	60%	60%	55%	54%	55%	55%	56%	+1%	-4%
My family's physical health	67%	69%	70%	67%	67%	65%	71%	+1%	+3%
Children's education	41%	40%	41%	41%	38%	38%	41%	+1%	+1%
My family's mental health	62%	62%	66%	61%	62%	60%	65%	0%	+3%
Having enough food to eat	41%	42%	41%	34%	35%	34%	40%	0%	-1%
Ability to purchase the products I need	62%	59%	58%	52%	52%	51%	57%	-1%	-5%
My mental health	53%	52%	58%	53%	54%	51%	57%	-1%	+4%
My physical health	57%	56%	63%	56%	55%	55%	61%	-1%	+5%
Ability of gov't to function effectively	61%	62%	63%	57%	58%	61%	60%	-3%	-1%
Maintaining public order in society	68%	65%	67%	60%	61%	64%	63%	-4%	-5%

Weekly Trend is the amount this metric moved in the past week. Overall Trend is the amount this metric moved since 3/18.

C1. In the next question, we will show you a series of statements and will ask you to tell us the extent to which you are concerned about the impact coronavirus (or COVID-19) will have on each, if at all. We will ask you to indicate this by clicking the 'Concerned' or 'Not Concerned' buttons that will appear below the statement.

Canadians feel well-informed, feel the government is doing a good job to keep us safe, and remain concerned about COVID-19

- Very few Canadians believe COVID-19 is a hoax, or that society's reaction has been overblown.
- Nearly one-half of Canadians express they are *worried about being able to pay their bills if this keeps up much longer*.

CANADIAN FEELINGS AND BELIEFS ABOUT COVID-19 (TOP-2 BOX AGREEMENT)

We can all (or MOSTLY) agree…	
I worry that coronavirus/ COVID-19 will impact the economy for a long time	92%
I feel well-informed about how to keep myself protected from COVID-19	91%
I am concerned about the healthcare system's ability to handle this situation	87%
I don't feel safe in large crowds	86%
My province's government is doing a good job protecting citizens	85%
Where I live, things are going to get worse before they get better	79%

Canadians are divided on…	
I do not believe there are enough tests to get an accurate picture of the cases in Canada	79%
The Canadian government is doing a good job protecting citizens	75%
I don't think life will ever be the same, after the virus	70%
I am concerned about personally contracting coronavirus/ COVID-19	68%
I feel safe going shopping, so long as it is not too crowded	66%
I am concerned there is not enough trustworthy information out there	57%
I believe there will be a coronavirus/ COVID-19 vaccine widely available in 2020	50%

Most of us DO NOT agree…	
I am worried about being able to pay my bills if this keeps up much longer	47%
I am afraid to see my doctor because I might contract coronavirus/ COVID-19	46%
I don't feel safe going outside	45%
COVID-19 is just a temporary problem. Life will get back to normal soon	37%
I really miss watching sports	37%
The health benefits we will see from the steps society is taking are not worth the damage we are doing to the economy	31%
Society is overreacting to coronavirus/ COVID-19	22%
I believe that coronavirus/ COVID-19 is a hoax and/or conspiracy	12%

C2. Please indicate the extent to which you agree or disagree with each of the following statements

The biggest gender differences are that men miss sports, while women have slightly more health concerns

- On 14 out of 20 attributes tested, men and women are within single-digit percentage points in terms of agreement.
- Men are more likely to say they miss watching sports, to say that society is overreacting, and to feel safe going outside.
- Women are more likely to be afraid to go outside, to go shopping, or to go to the doctor, and are more likely to believe this situation is still getting worse.

DIFFERENT FEELINGS AND BELIEFS BY GENDER

Men are MORE likely to say…	
I really miss watching sports	+22% (M vs. W)
Society is overreacting to coronavirus/ COVID-19	+14%
I feel safe going shopping, so long as it is not too crowded	+13%
COVID-19 is just a temporary problem. Life will get back to normal soon	+10%
The health benefits we will see from the steps society is taking are not worth the damage we are doing to the economy	+7%

Men and Women evenly agree…	
I believe that coronavirus/ COVID-19 is a hoax and/or conspiracy	+2% (M vs. W)
I believe there will be a coronavirus/ COVID-19 vaccine widely available in 2020	+1%
I am worried about being able to pay my bills if this keeps up much longer	-3%
I do not believe there are enough tests to get an accurate picture of the cases in Canada	-3%
My province's government is doing a good job protecting citizens	-3%
I am concerned there is not enough trustworthy information out there	-3%
I don't think life will ever be the same, after the virus	-4%
I feel well-informed about how to keep myself protected from COVID-19	-4%
I am concerned about the healthcare system's ability to handle this situation	-4%
I worry that coronavirus/ COVID-19 will impact the economy for a long time	-4%

Women are MORE likely to say…	
I don't feel safe going outside	+12% (W vs. M)
The Canadian government is doing a good job protecting citizens	+10%
I am concerned about personally contracting coronavirus/ COVID-19	+8%
I am afraid to see my doctor because I might contract coronavirus/ COVID-19	+8%
I don't feel safe in large crowds	+7%
Where I live, things are going to get worse before they get better	+5%

C2. Please indicate the extent to which you agree or disagree with each of the following statements

The seriousness of COVID-19 is setting in for many

- Over the course of the week of March 30, the seriousness of the COVID-19 situation set in for many Canadians – we saw an increase by 9 percentage points in the feeling that *I don't think life will ever be the same, after the virus*, and an 6-point increase in *where I live, things are going to get worse before they get better*. Over the same time, we saw a reduction by 9-points in agreement that *COVID-19 is just a temporary problem. Life will get back to normal soon*.

CHANGING OPINIONS ABOUT COVID-19 – CHANGE IN OPINIONS BETWEEN MARCH 20-27

OPINIONS THAT ***INCREASED MOST*** DURING THE PAST SEVEN DAYS (TOP FIVE)	
I don't think life will ever be the same, after the virus	+9% (70% vs. 61%)
I am concerned there is not enough trustworthy information out there	+8% (57% vs. 50%)
I don't feel safe going outside	+6% (45% vs. 39%)
Where I live, things are going to get worse before they get better	+6% (79% vs. 73%)
I worry that coronavirus/ COVID-19 will impact the economy for a long time	+6% (92% vs. 85%)

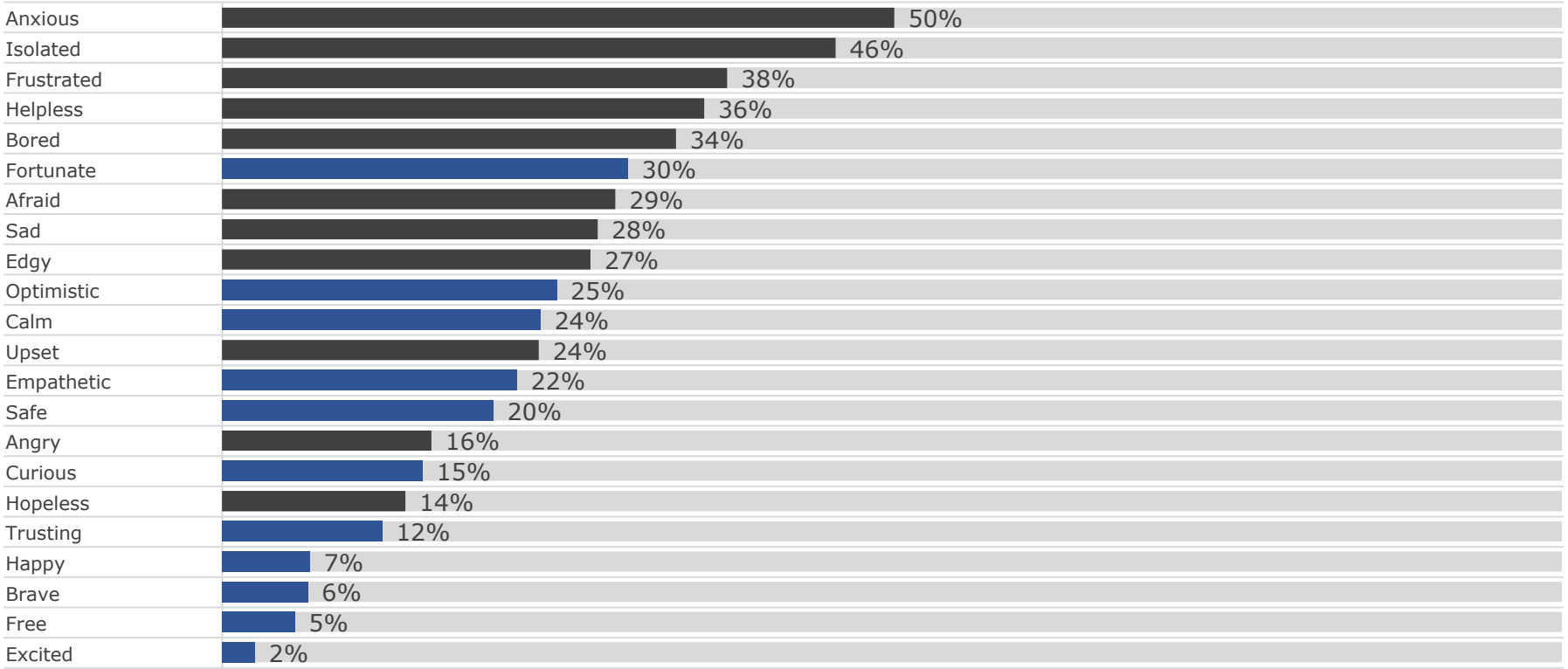
OPINIONS THAT ***DECREASED MOST*** DURING THE PAST SEVEN DAYS (TOP FIVE)	
COVID-19 is just a temporary problem. Life will get back to normal soon	-9% (37% vs. 46%)
I believe there will be a coronavirus/ COVID-19 vaccine widely available sometime in 2020	-5% (50% vs. 56%)
The Canadian government is doing a good job protecting citizens	-3% (75% vs. 78%)
Society is overreacting to coronavirus/ COVID-19	-3% (22% vs. 25%)
I feel well-informed about how to keep myself protected from COVID-19	-2% (91% vs. 93%)

C2. Please indicate the extent to which you agree or disagree with each of the following statements

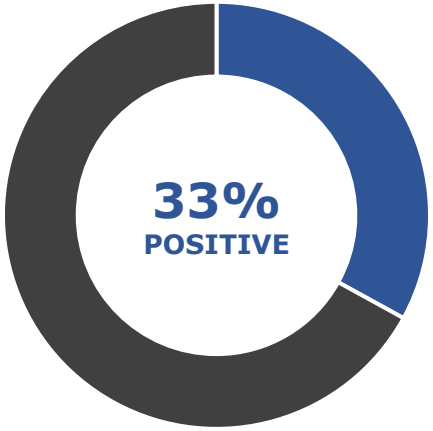
Negative feelings outnumber positive by 2:1; many feel anxious, isolated, frustrated, helpless, and bored

- We tested 11 positive emotions and 11 negative emotions, and the average American lists about two-thirds of all current emotions as being negative.
- Eight of the top eleven emotions being felt by Americans are negative, led by frustrated, anxious, isolated, and bored.

HOW DO CANADIANS FEEL?



CURRENT MIX OF FEELINGS

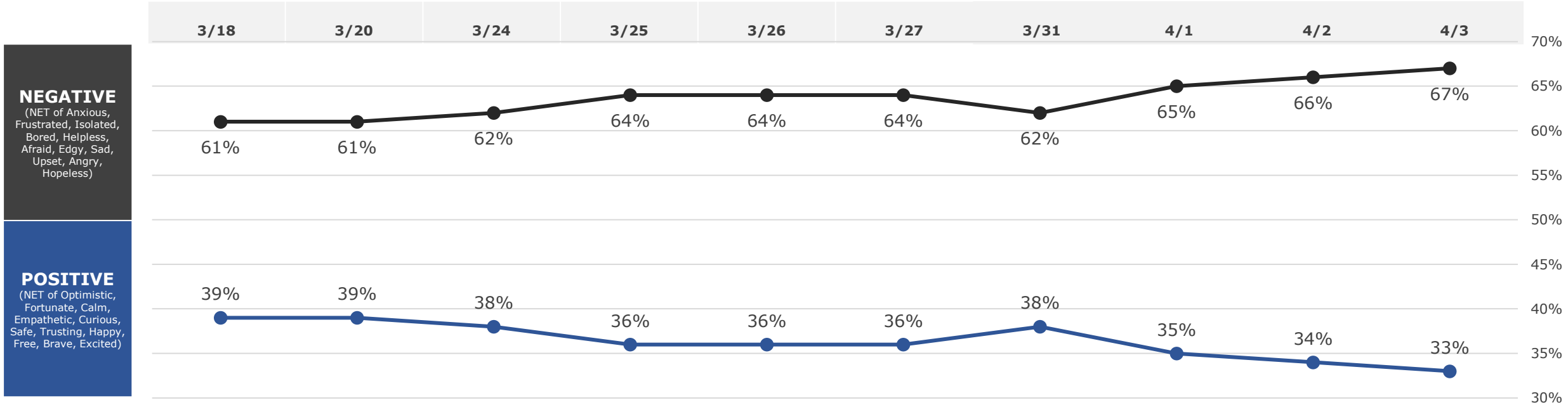


C3. What of the following words best describe how you are feeling these days?

Negative emotions rose over the course of the week, then dipped on Friday

It is interesting that while health concerns rose in relation to financial or societal concerns on Friday, at the same time we noted a slight decrease (from 67% to 64%) in the proportion of all emotions being felt that are negative.

CURRENT MIX OF FEELINGS AMONG CANADIANS – DAY BY DAY

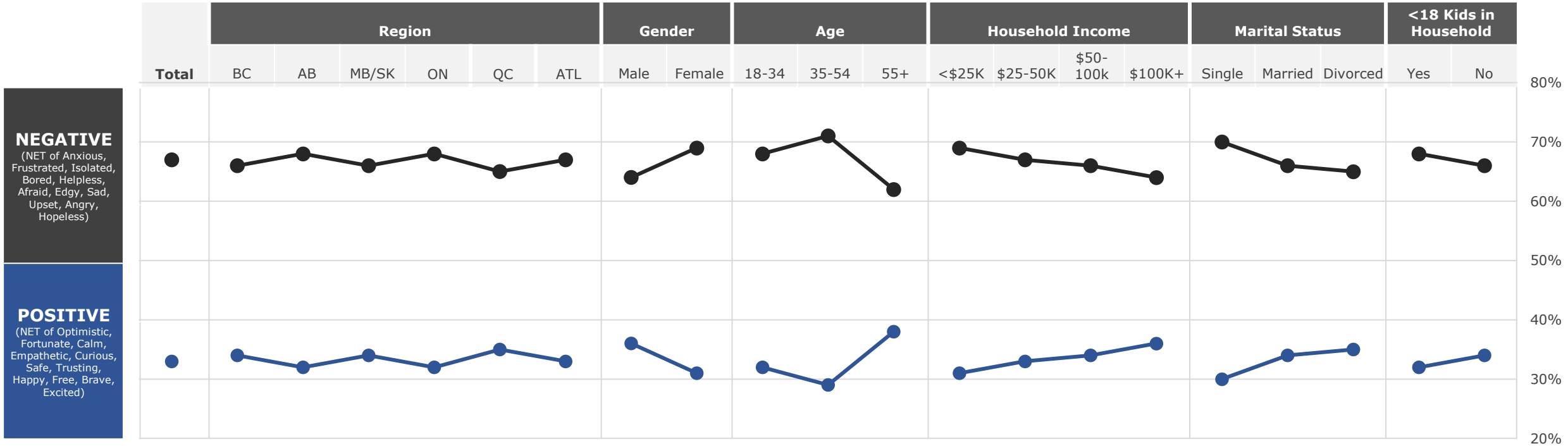


C3. What of the following words best describe how you are feeling these days?

Women, single Canadians, and Gen X are feeling most negative in the time of COVID-19

Negativity appears to shrink slightly as income increases, and is slightly higher among parents than non-parents.

CURRENT MIX OF FEELINGS AMONG AMERICANS – BY US DEMOGRAPHIC SUBGROUP



C3. What of the following words best describe how you are feeling these days?

Over the course of last week, anger and sadness are the feelings that grew the most

Over the course of the week, negative emotions grew while most positive emotions fell.

HOW DO CANADIANS FEEL? – TRENDING (SORTED BY WEEKLY TREND)

	3/18	3/20	3/27	3/31	4/1	4/2	4/3	Weekly Trend	Overall Trend
Helpless	34%	32%	32%	34%	35%	35%	36%	+4%	+2%
Upset	21%	21%	20%	19%	22%	23%	24%	+4%	+3%
Angry	14%	12%	13%	14%	14%	15%	16%	+3%	+2%
Frustrated	36%	34%	35%	36%	37%	39%	38%	+3%	+1%
Afraid	28%	28%	27%	26%	28%	27%	29%	+3%	+2%
Anxious	50%	47%	48%	49%	49%	50%	50%	+2%	0%
Edgy	28%	25%	26%	25%	29%	29%	27%	+2%	0%
Hopeless	11%	11%	12%	10%	11%	13%	14%	+2%	+3%
Isolated	39%	40%	44%	50%	48%	49%	46%	+2%	+7%
Brave	5%	7%	5%	6%	6%	6%	6%	+1%	+1%
Trusting	13%	11%	11%	12%	11%	11%	12%	+1%	-1%
Curious	21%	20%	14%	15%	13%	15%	15%	+1%	-6%
Excited	2%	2%	2%	2%	2%	2%	2%	0%	0%
Free	7%	7%	5%	6%	6%	3%	5%	0%	-2%
Sad	24%	27%	28%	27%	26%	28%	28%	0%	+4%
Bored	30%	32%	35%	36%	36%	38%	34%	-1%	+4%
Happy	8%	7%	8%	7%	7%	6%	7%	-1%	-1%
Empathetic	27%	27%	24%	25%	24%	26%	22%	-2%	-5%
Safe	25%	22%	23%	25%	23%	20%	20%	-2%	-5%
Fortunate	35%	32%	34%	39%	37%	32%	30%	-4%	-4%
Calm	31%	30%	28%	31%	28%	27%	24%	-4%	-7%
Optimistic	29%	29%	32%	27%	27%	26%	25%	-4%	-4%

Weekly Trend is the amount this metric moved in the past week.
Overall Trend is the amount this metric moved since 3/18.

C3. What of the following words best describe how you are feeling these days?

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REPORTS

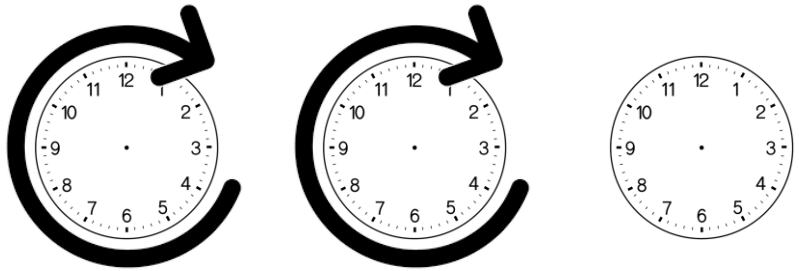
How are Canadians behaving?

Two-thirds of Canadians spent less than two hours outside of their home on Thursday

- On a normal weekday, Canada is at work, at school, playing and attending sports and activities. On April 2nd, instead Canadians averaged just 2:04 outside their home, while two-thirds (67%) spent less than two hours outside their home.
- Internet services and bandwidth is likely under immense pressure, with Canadians averaging nearly four and a half hours online from home per day.

HOW CANADIANS SPENT THE PAST 24 HOURS

OUTSIDE THE HOME



Avg.

2:04

Canadians averaged just over two hours outside of their homes on Thursday

67% of Canadians spent less than 2 hours outside their home (per day)

Women averaged over 70 minutes less than men outside of home (1:28, vs. 2:41)

Watching Broadcast TV

Avg.

3:21

48% watched 3 hours or more

18-34 year olds watch broadcast television least; 1:54/day

Listening to Radio or Podcasts

Avg.

1:20

44% listen to more than one hour

Men listen to about a half-hour more than women.

Streaming Content

Avg.

1:47

43% watch more than 2 hours

18-34 year olds average 2:30, significantly more than others

Online at Home

Avg.

4:22

Just 42% spent less than 3 hours online from home

Younger Canadians spent much more time

Online Away from Home

Avg.

0:36

80% spent less than one hour online away from home on Thursday

Socializing with Immediate Family (not online)

Avg.

1:34

68% spend less than two hours socializing with family

Parents with kids in the household spend 2:13 socializing

C16. In the past 24 hours, how much time (in hours) did you spend

National news channels remain the leading source of coronavirus news, however is on the decline

The average Canadian indicated they are turning to 2.7 different channels/sources for credible and timely information regarding coronavirus/ COVID-19.

WHERE CANADIANS ARE TURNING FOR CREDIBLE AND TIMELY INFORMATION

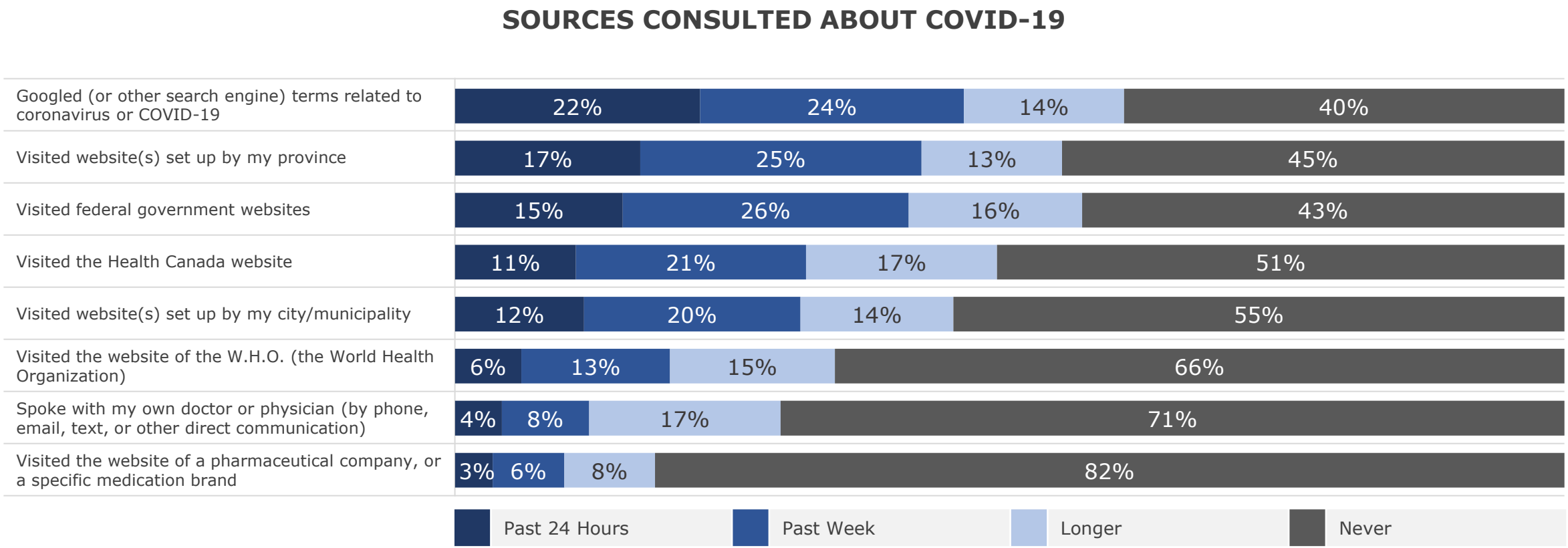
	3/18	3/25	4/1	Weekly Trend	Overall Trend
National news channels	74%	69%	66%	-4%	-8%
Local news channels	61%	58%	59%	+1%	-1%
What politicians are saying		33%	34%	+1%	
Newspapers	29%	32%	32%	0%	+4%
Social media platforms	23%	23%	21%	-1%	-1%
Family	15%	15%	15%	0%	0%
My own doctor or specialist		13%	14%	+1%	
Friends	12%	11%	10%	-1%	-2%
I am not following coronavirus/ COVID-19	2%	2%	3%	+1%	+1%
Religious or community leaders	2%	3%	2%	0%	0%
Other	11%	9%	10%	+1%	0%

Weekly Trend is the amount this metric moved in the past week.

C4. Where do you look for credible timely information on the coronavirus/COVID-19?

Google continues to be the top source consulted about COVID-19, followed by government websites

Nearly one-half of Canadians turned to Google for COVID-19 news I the past week, while many also turned to websites wet up by their province, the federal government, Health Canada, and their municipality.



C4a. When, if ever, was the last time you have done/visited any of the following to learn more about coronavirus/COVID-19?

People are doing a wide range of activities in their home, while out-of-the-home activities continue to fall

Over the past week, we have seen slight upward trends in watching broadcast TV, playing console (or PC) video games, online shopping, and exercising at home.

PAST-24 HOUR ACTIVITIES (SORTED BY WEEKLY TREND)

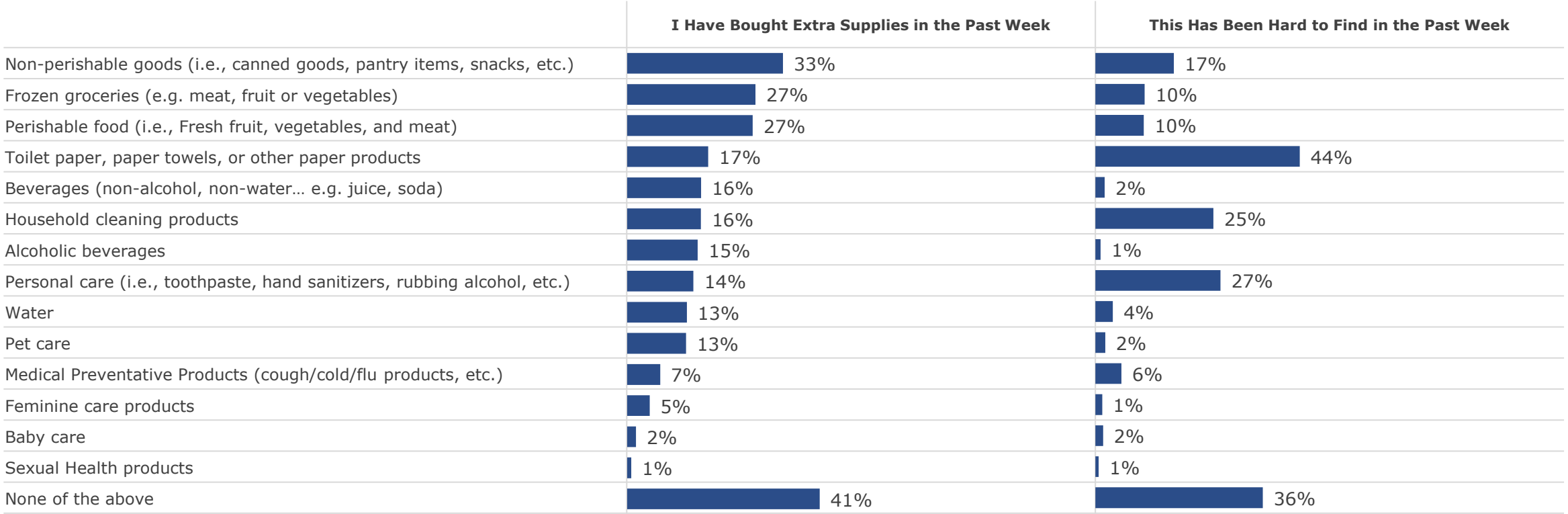
	March				April			Weekly Trend	Overall Trend
	3/18	3/20	3/27	3/31	4/1	4/2	4/3		
Watched broadcast TV	62%	58%	57%	59%	60%	60%	59%	+3%	-3%
Played video games (on console, PC, or laptop)			24%	25%	26%	29%	26%	+2%	-1%
Purchased non-home essentials online	10%	11%	9%	11%	12%	9%	11%	+2%	+1%
Worked out/exercised at home			29%		31%	32%	30%	+1%	-3%
Donated to charity	3%	5%	4%	6%	5%	6%	5%	+1%	+2%
Gotten together with extended family	8%	7%	3%	3%	3%	2%	4%	+1%	-4%
Gone to the movies	0%	0%	0%	0%	0%	0%	0%	0%	0%
Booked a vacation for some time in 2020	1%	1%	1%	1%	0%	1%	1%	0%	0%
Given blood	0%	1%	0%	0%	0%	0%	0%	0%	0%
Taken public transit	5%	5%	3%	2%	2%	3%	3%	0%	-2%
Traveled by air	0%	1%	0%	0%	0%	0%	0%	0%	0%
Sat down in a bar or restaurant	3%	1%	0%	0%	0%	0%	0%	0%	-2%
Gone shopping for non-essentials in a physical store	13%	12%	8%	8%	7%	6%	8%	0%	-5%
Gone to the gym	1%	1%	1%	1%	0%	1%	0%	0%	-1%
Gone through a drive-thru for food or coffee	15%	16%	13%	11%	13%	14%	12%	-1%	-3%
Gotten together with friends	6%	6%	2%	2%	1%	1%	1%	-1%	-5%
Talked to an HCP about coronavirus/ COVID-19	5%	5%	4%	2%	3%	3%	3%	-1%	-2%
Played games on my mobile device			37%	36%	35%	35%	36%	-1%	-1%
Gone to work (outside your home)	24%	22%	15%	15%	16%	15%	13%	-2%	-11%
Purchased groceries or home essentials online	8%	8%	9%	8%	8%	8%	7%	-2%	-2%
Watched streamed content (e.g. TV or movies)	49%	48%	51%	51%	51%	52%	48%	-3%	-1%
Gone grocery shopping in a physical store	48%	47%	39%	34%	35%	36%	35%	-3%	-13%
None of the above	7%	8%	6%	8%	5%	5%	7%	+2%	0%

C5. In the past 24 hours, have you participated in any of the following?

More than one-quarter of Canadians say they stocked up on non-perishable food, frozen groceries, perishable good, and toilet paper in the past week

- Toilet paper and other paper products continue to be the toughest to find, followed by personal care products and household cleaning products.
- Just one-third say they have not had any difficulty finding products in any category in the past week.

STOCKING UP FOR THE PANDEMIC



C7. What extra supplies, if any, have you purchased for your home in the last week due to coronavirus/ COVID-19?
C8. What products, if any, have you found to be DIFFICULT OR IMPOSSIBLE to find, in the past week?

National news channels remain the leading source of coronavirus news, however is on the decline

The average Canadian indicated they are turning to 2.7 different channels/sources for credible and timely information regarding coronavirus/ COVID-19.

WHERE CANADIANS ARE TURNING FOR CREDIBLE AND TIMELY INFORMATION

	3/18	3/25	4/1	Weekly Trend	Overall Trend
National news channels	74%	69%	66%	-4%	-8%
Local news channels	61%	58%	59%	+1%	-1%
What politicians are saying		33%	34%	+1%	
Newspapers	29%	32%	32%	0%	+4%
Social media platforms	23%	23%	21%	-1%	-1%
Family	15%	15%	15%	0%	0%
My own doctor or specialist		13%	14%	+1%	
Friends	12%	11%	10%	-1%	-2%
I am not following coronavirus/ COVID-19	2%	2%	3%	+1%	+1%
Religious or community leaders	2%	3%	2%	0%	0%
Other	11%	9%	10%	+1%	0%

Weekly Trend is the amount this metric moved in the past week.

C4. Where do you look for credible timely information on the coronavirus/COVID-19?

Stockpiling of essentials appears to be slowly declining

Stockpiling of a variety of resources appears to be on a very slow declining trend.

PAST-24 HOUR SUPPLIES PURCHASED (SORTED BY WEEKLY TREND)

	3/18	3/25	4/1	Weekly Trend	Overall Trend
Sexual Health products	1%	1%	1%	0%	0%
Alcoholic beverages	13%	15%	15%	0%	+2%
Baby care	3%	2%	2%	-1%	-1%
Water	15%	14%	13%	-1%	-2%
Feminine care products	6%	6%	5%	-1%	-1%
Beverages (non-alcohol, non-water)	17%	17%	16%	-2%	-1%
Toilet paper, paper towels, etc.	18%	20%	17%	-2%	-1%
Pet care	12%	15%	13%	-3%	+1%
Perishable food	29%	29%	27%	-3%	-2%
Personal care	15%	17%	14%	-3%	-1%
Household cleaning products	16%	19%	16%	-4%	0%
Medical Preventative Products	12%	11%	7%	-4%	-5%
Non-perishable goods	36%	38%	33%	-4%	-3%
Frozen groceries	31%	33%	27%	-5%	-4%
None of the above	41%	38%	41%	+3%	0%

C7. What extra supplies, if any, have you purchased for your home in the last week due to coronavirus/ COVID-19?

maru/

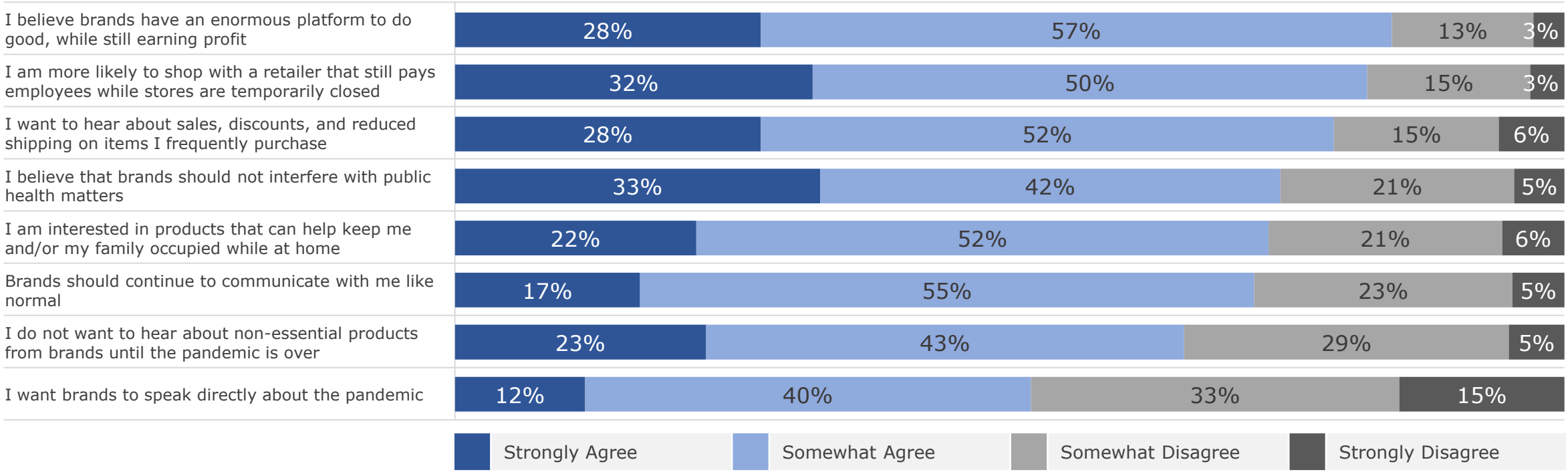
REPORTS

Engaging with Brands

Most consumers want to keep hearing from the brands they do business with

There is no one perfect communications plan that will appease all Canadians. HOWEVER, while there are some who would prefer not to receive brand communications, by and large Canadians seem to want brands to continue to communicate with them during COVID-19, but perhaps in a more careful and specific way.

FEELINGS ABOUT BRAND RESPONSIBILITY AND COMMUNICATIONS DURING COVID-19 (RANKED BY TOP-2 BOX AGREEMENT)



C13. We are curious to know what you expect from your favorite brands and retailers, while social distancing is in place across the country. Let us know the type of information that you this is appropriate to come from brands today:

maru/

REPORTS

Content and Entertainment

Everything at home is being done more, and everything away is being done much less

- Compared to one month ago, nearly one-half of Canadians say they are watching more movies or shows at home, while four-in-ten say they are watching more local and national news.
- Large proportions of Canadians say they are attending fewer live events, not going to the movies, and eating out and shopping less.

CHANGE IN FREQUENCY OF ACTIVITIES – PAST MONTH

	NET INCREASE	More Often	Less Often
Watching shows or movies at home	+47%	49%	2%
Watching local news	+37%	42%	5%
Watching the national news	+35%	42%	6%
Working from home rather than going out to work	+20%	24%	3%
Playing games on my mobile device	+19%	23%	4%
Playing video games (console, PC, laptop)	+16%	20%	4%
Going to live sporting events	-25%	1%	26%
Taking public transportation	-25%	1%	26%
Going to live events such as concerts, festivals, conferences, etc.	-39%	1%	40%
Going to the movies	-40%	1%	41%
Eating out at restaurants	-69%	1%	70%
Shopping at physical store locations	-75%	2%	77%

C9. Compared with one month ago, how has your frequency of doing the following activities changed?

Canadians expect to continue to watch more and more TV and streaming content, and not to be going out

Thinking ahead to the next month, the rate of doing things in public is expected to fall even further.

CHANGE IN FREQUENCY OF ACTIVITIES – NEXT MONTH

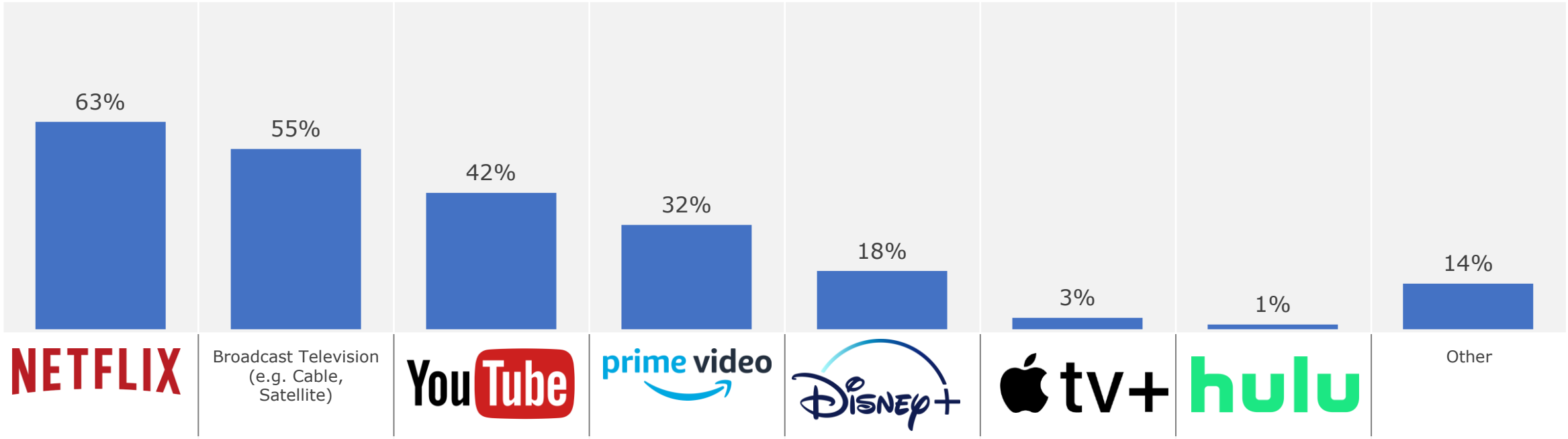
	NET INCREASE	More Often	Less Often
Watching shows or movies at home	+30%	34%	4%
Watching the national news	+17%	25%	8%
Watching local news	+16%	24%	8%
Working from home rather than going out to work	+11%	15%	5%
Playing games on my mobile device	+9%	14%	5%
Playing video games (console, PC, laptop)	+9%	14%	5%
Taking public transportation	-21%	2%	23%
Going to live sporting events	-25%	1%	26%
Going to live events such as concerts, festivals, conferences, etc.	-35%	1%	36%
Going to the movies	-36%	1%	38%
Shopping at physical store locations	-50%	4%	54%
Eating out at restaurants	-54%	2%	56%

C10. Thinking about the month ahead, how do you anticipate your frequency of doing the following activities will change?

Netflix, Broadcast TV expected to see the biggest jumps in viewership

Among those who have or expect to watch more content at home, more than one-half say they will watch more Netflix (63%) and Broadcast TV (55%). Other platforms are expected to see smaller viewership increases.

WHAT ARE YOU LIKELY TO WATCH MORE OF? (AMONG THOSE WHO ARE OR WILL WATCH MORE CONTENT)

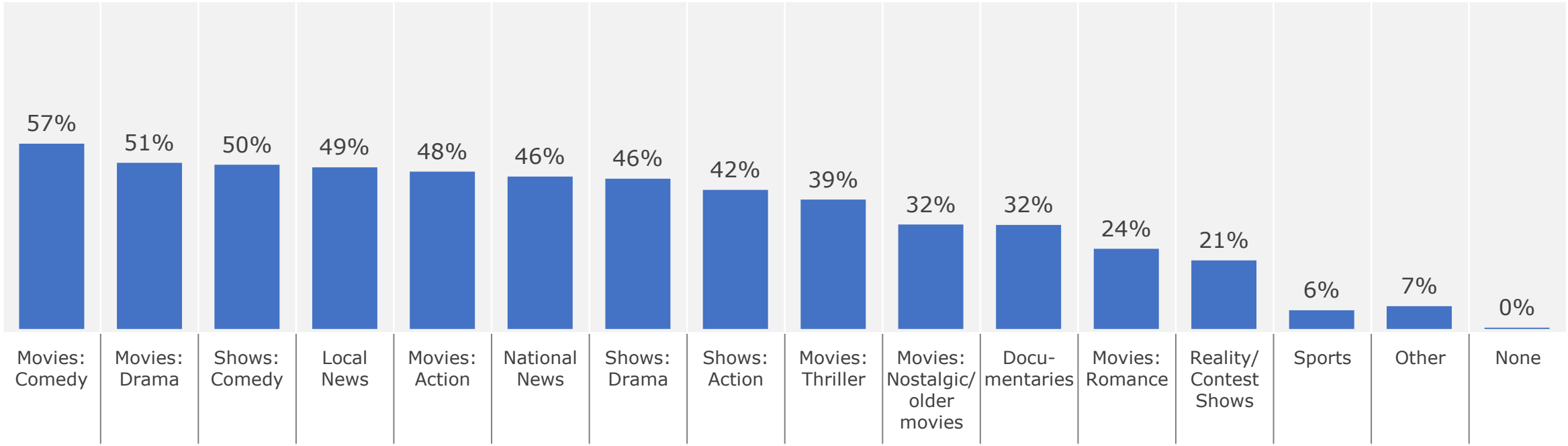


C11. You mentioned you have, or likely will watch more content at home than previously. Which are you, or will you watch more of (if any)?

Canadians are looking for humour

Comedy movies, Drama movies, and Comedy shows are expected to jump in viewership the most during COVID-19, however a wide range of content is likely to see viewership spikes.

WHAT ARE YOU LIKELY TO WATCH MORE OF? (AMONG THOSE WHO ARE OR WILL WATCH MORE CONTENT)



C12. You mentioned you have, or likely will watch more content at home than previously. Which are you, or will you watch more of (if any)?