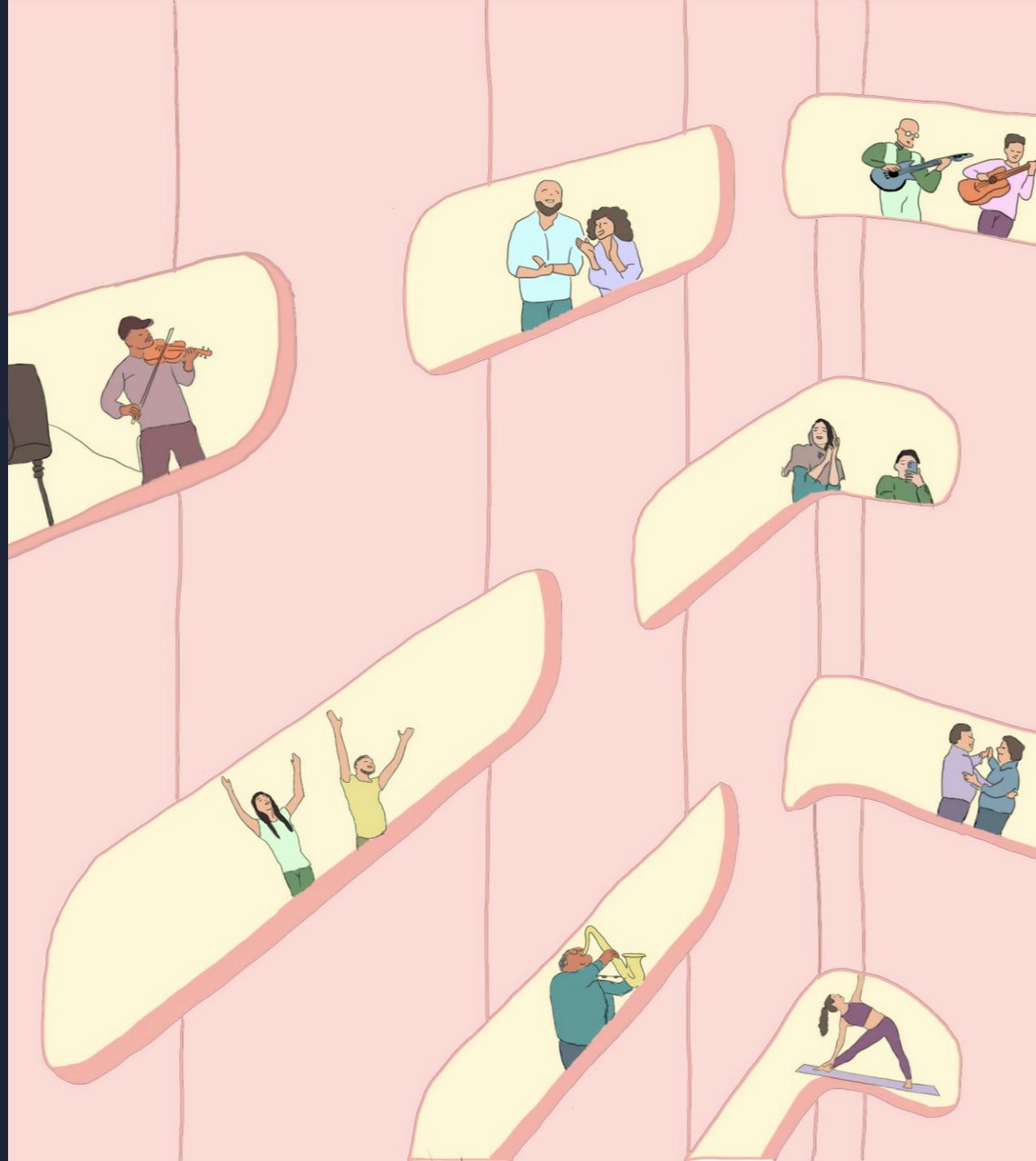




ANGUS REID GROUP™

WHAT WE'VE LEARNED: COVID-19 ONE YEAR LATER

DEMETRE ELIOPOULOS
ANGUS REID GROUP
MARCH 30th, 2021



Agenda

1 The Past

And what does it say about us as a society?

2 The Future

What will the new landscape look like?

The Past

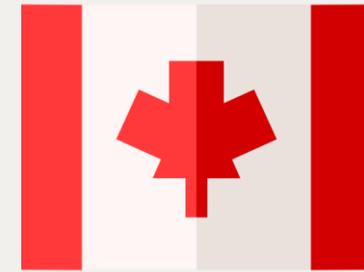
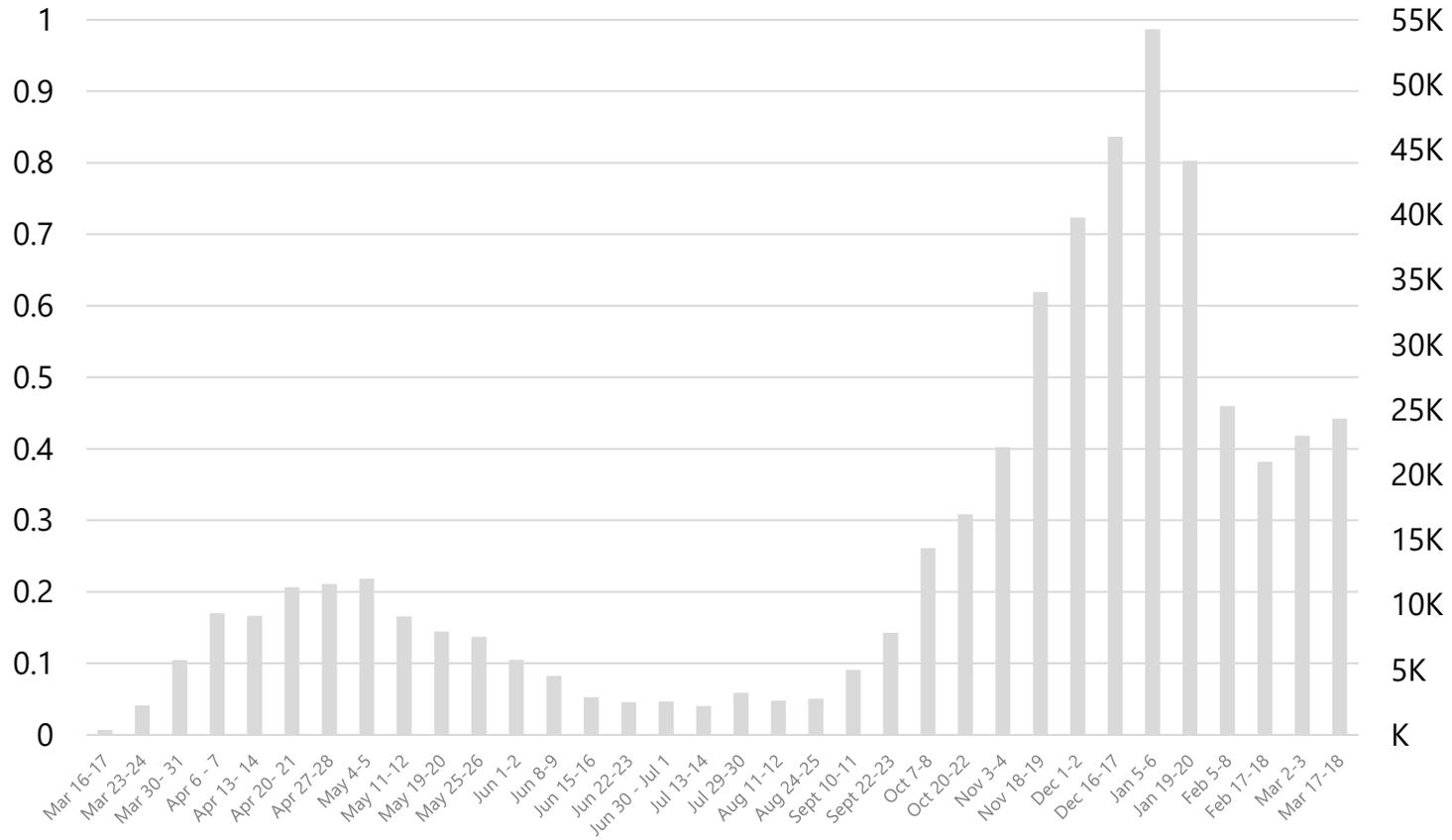
And what does it say about us as a society?

Review of the crisis

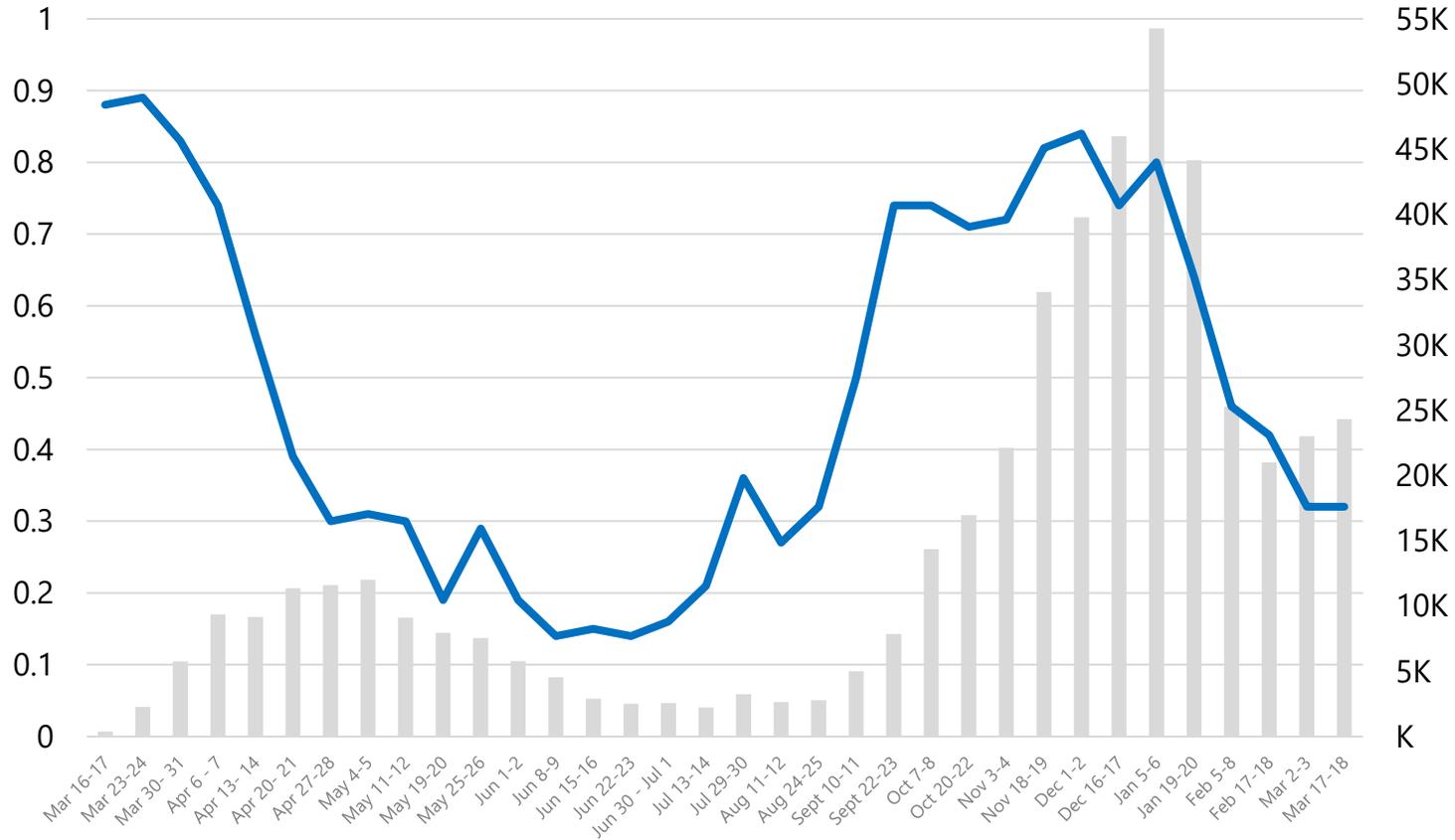
- 1 Unprecedented in modern times
- 2 Not something we can see or touch
- 3 Many unknowns: prevalence & end date
- 4 Answer is passive: shut ourselves in
- 5 Gov'ts spend an unheard-of amount

The case for Canadian Composure

Cases in Canada



Canadians know what's going on



In Canada:

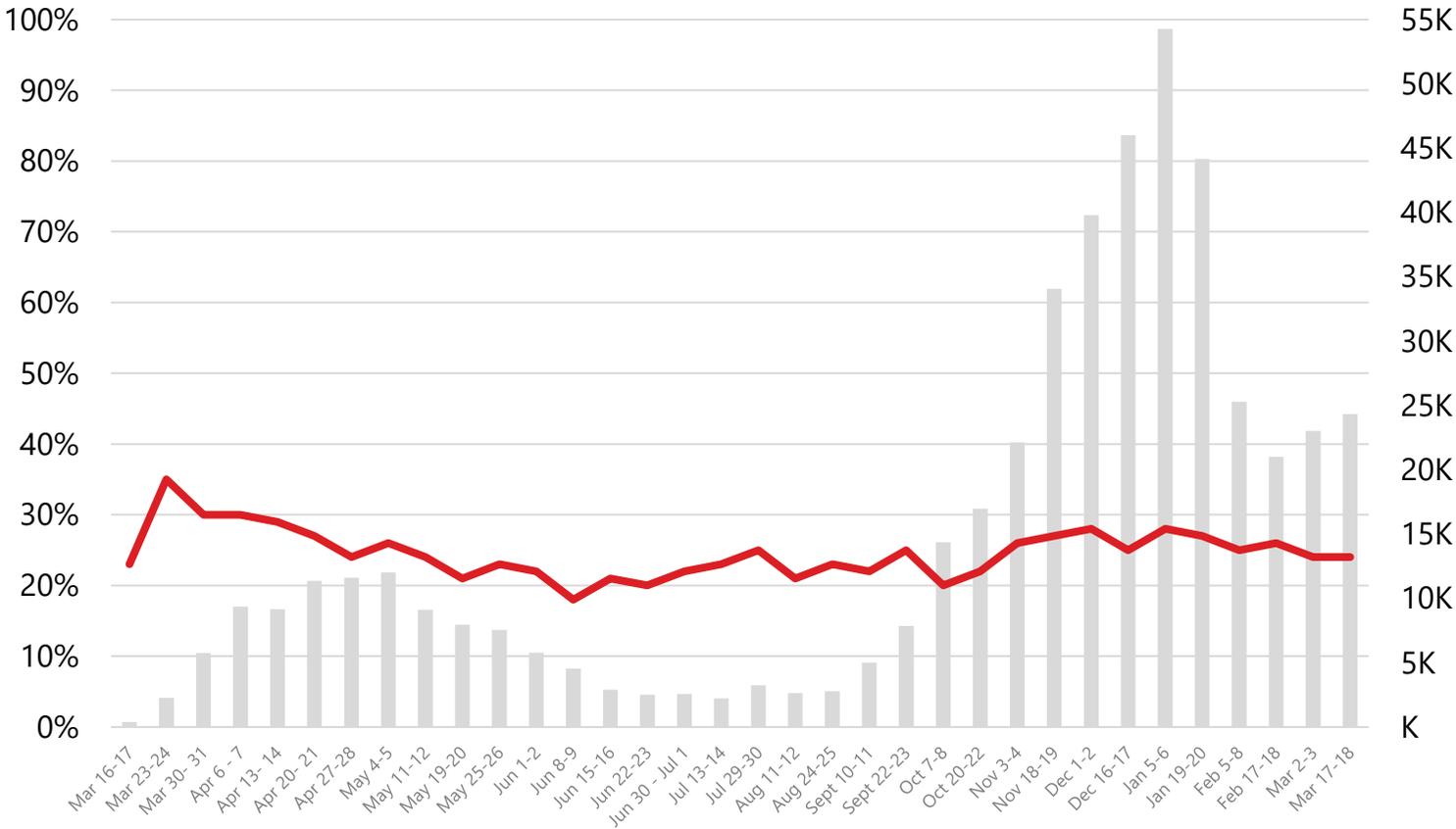
32% Worse

55% Better

Stress

24%

Extremely or Very Stressed



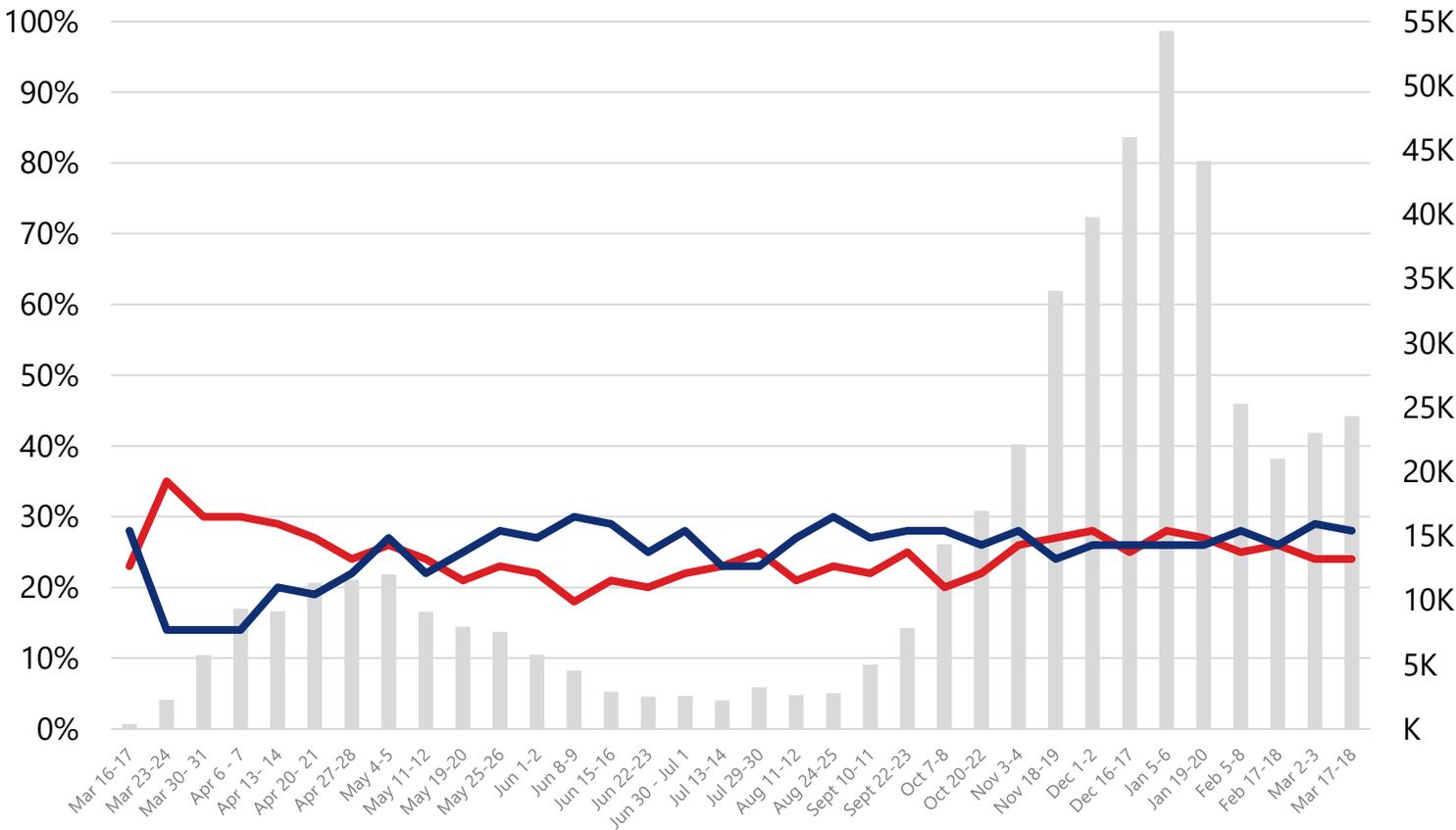
Stress & Skepticism

24%

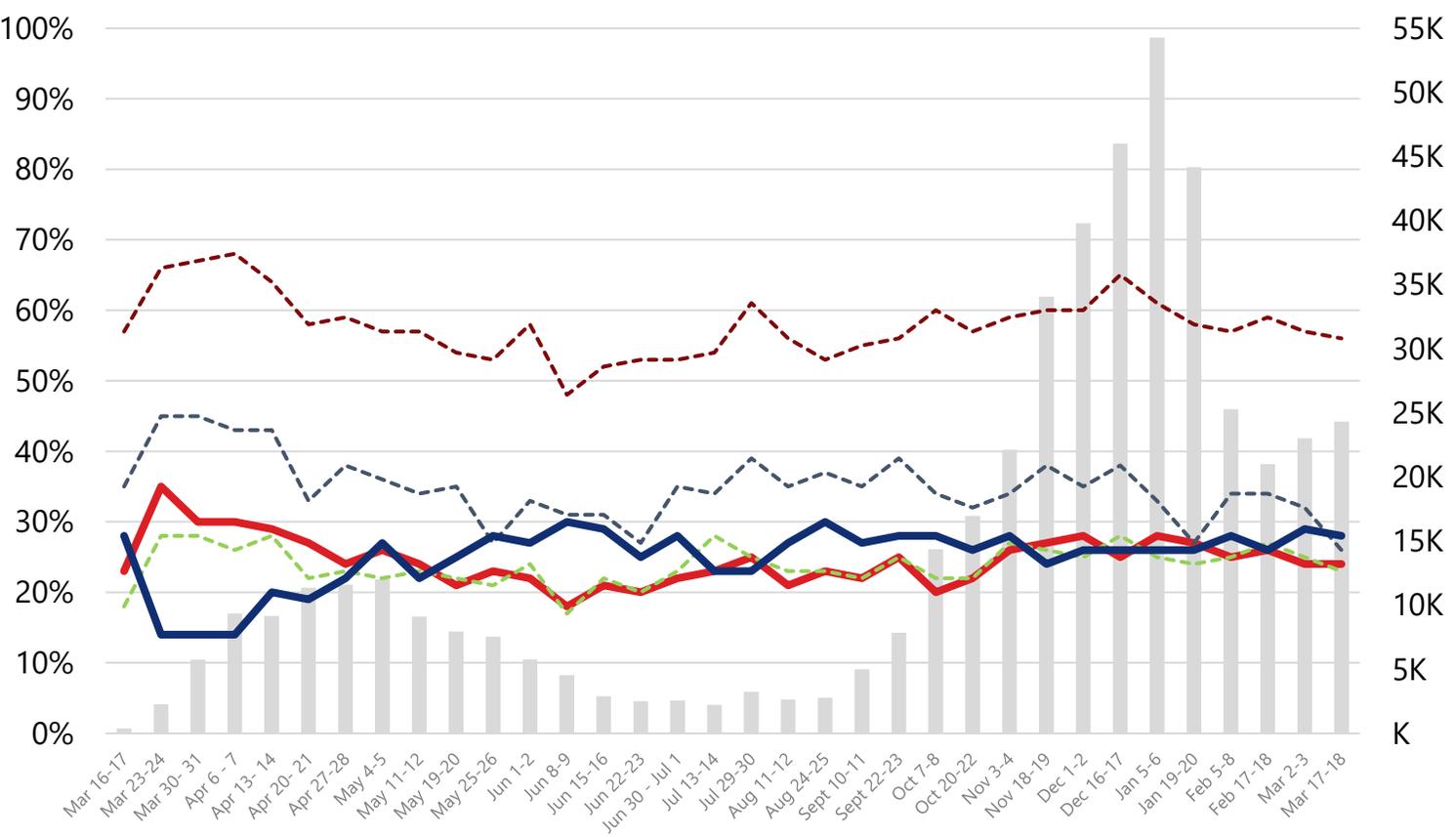
Extremely or Very Stressed

28%

The health risk has been overblown



Stress, Skepticism & Concern



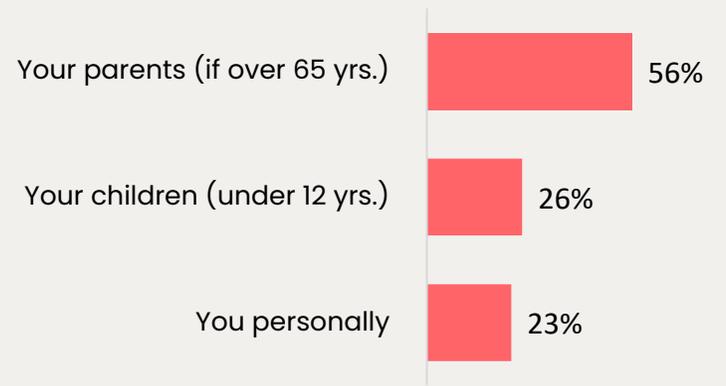
24%

Extremely or Very Stressed

28%

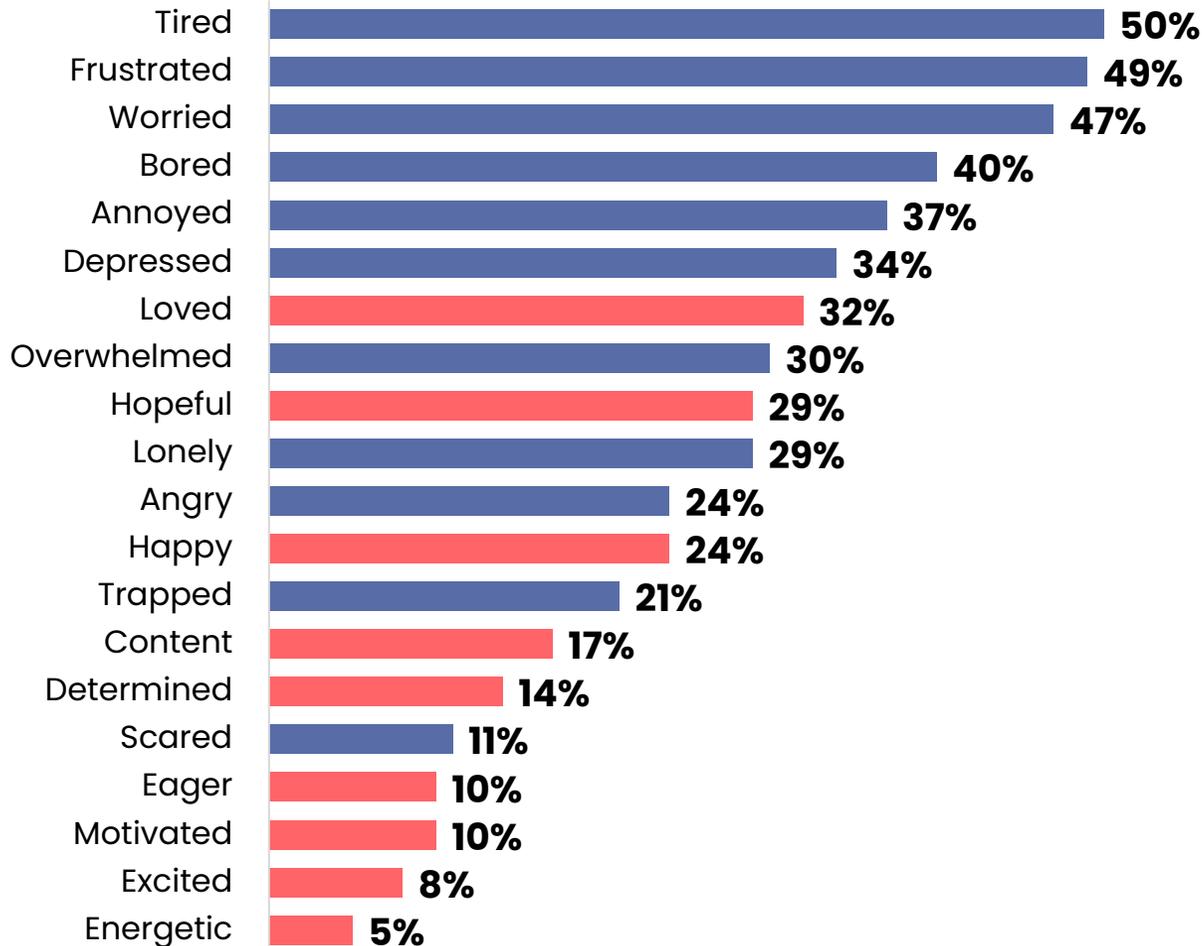
The health risk has been overblown

Concern about Getting Sick (Extremely, very concerned)



But we're not meant to
live this way:

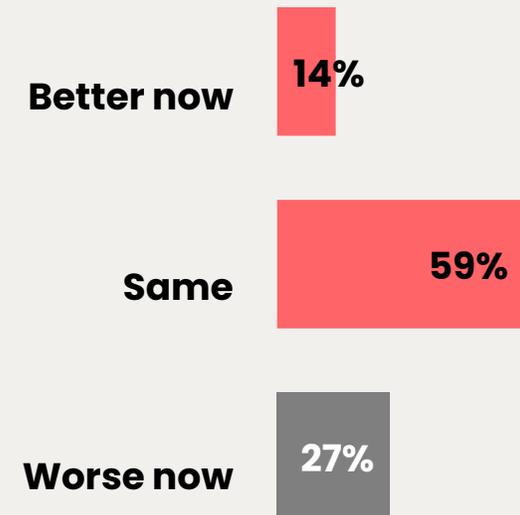
Emotional state



Only
57%

Describe their Mental Health as "good" or "very good"

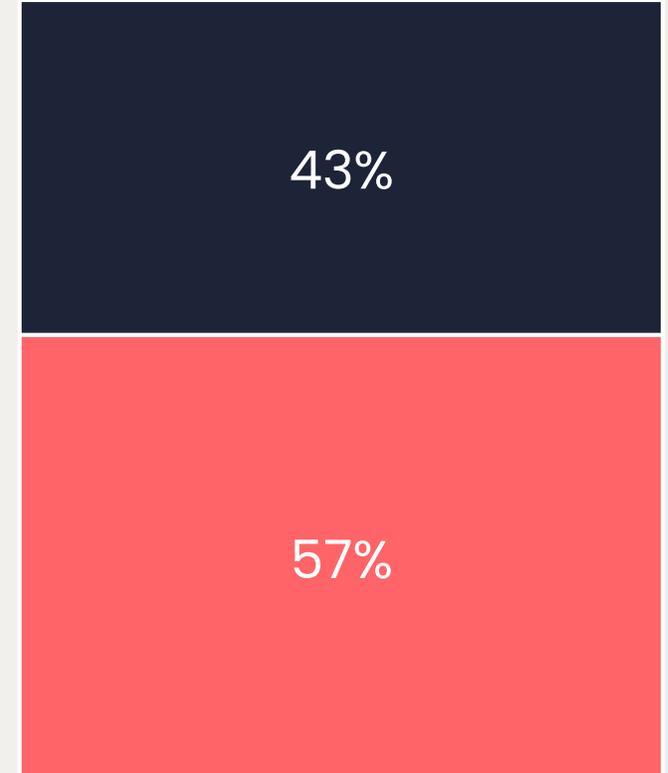
Compared to last September



Life is on hold

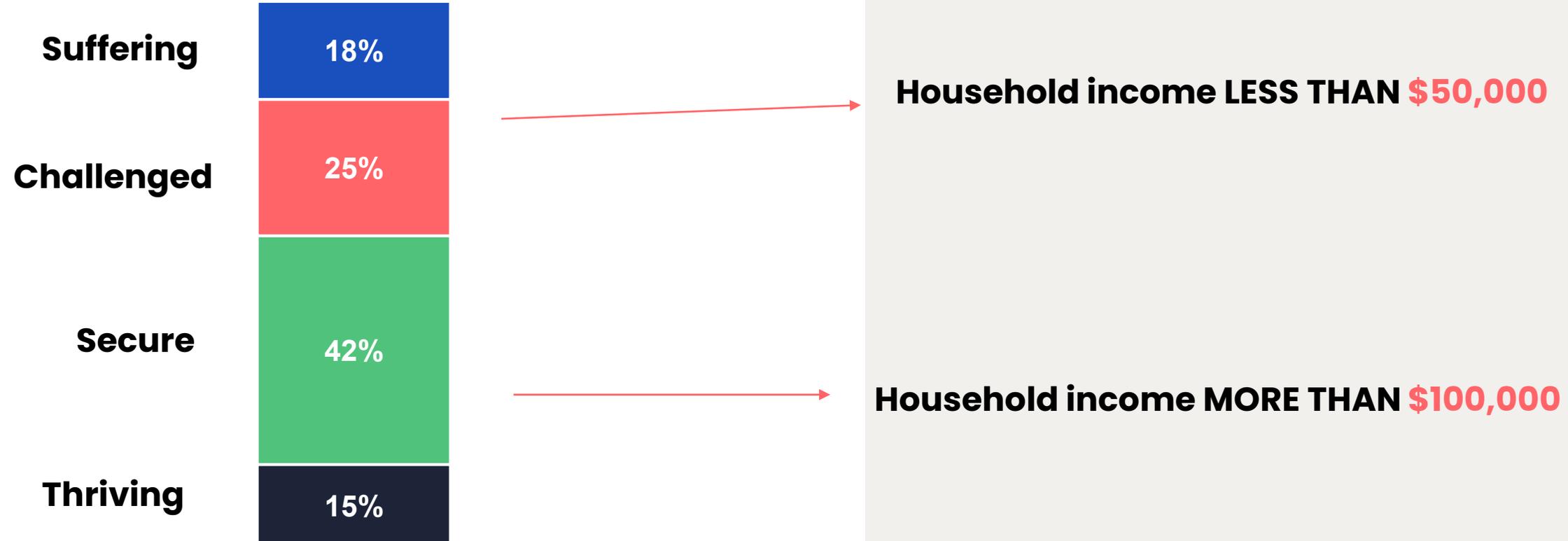
My life is **still moving forward** despite the pandemic

I feel like my life has been put **“on hold”** due to the pandemic

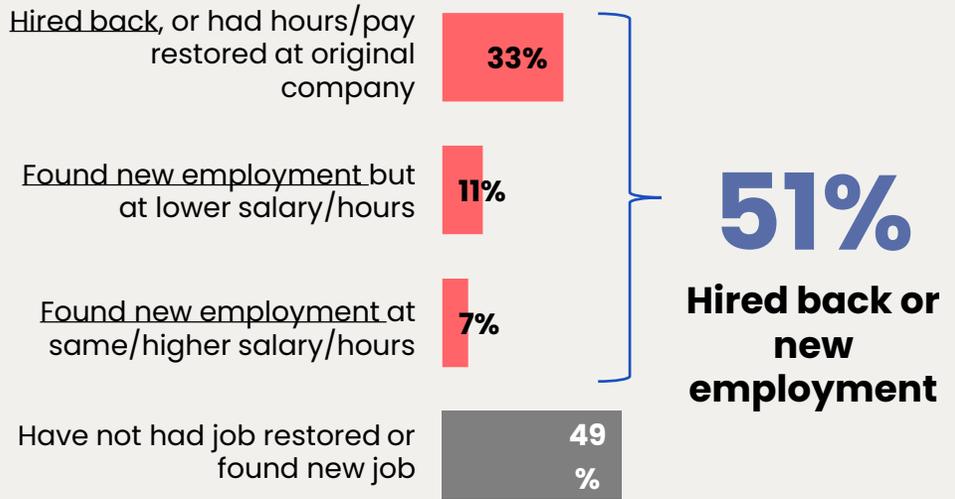
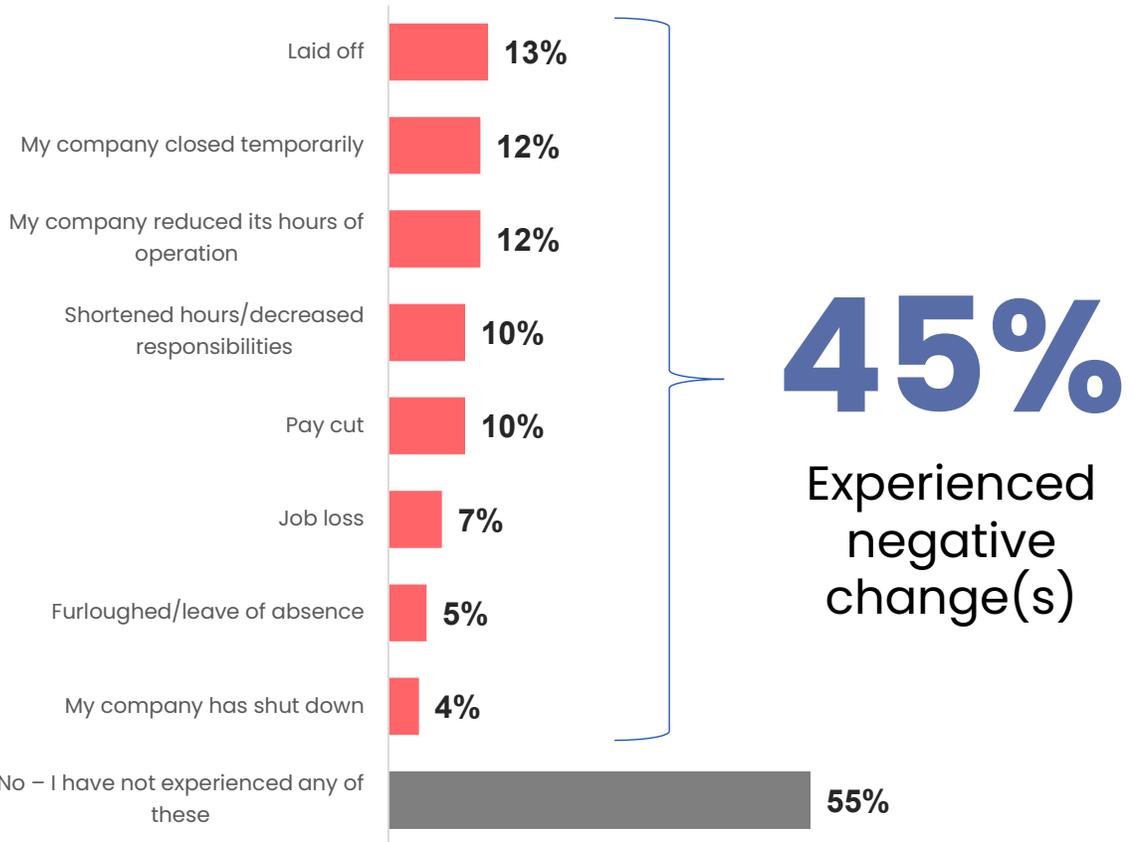


A tale of two finances:

Finances during COVID-19

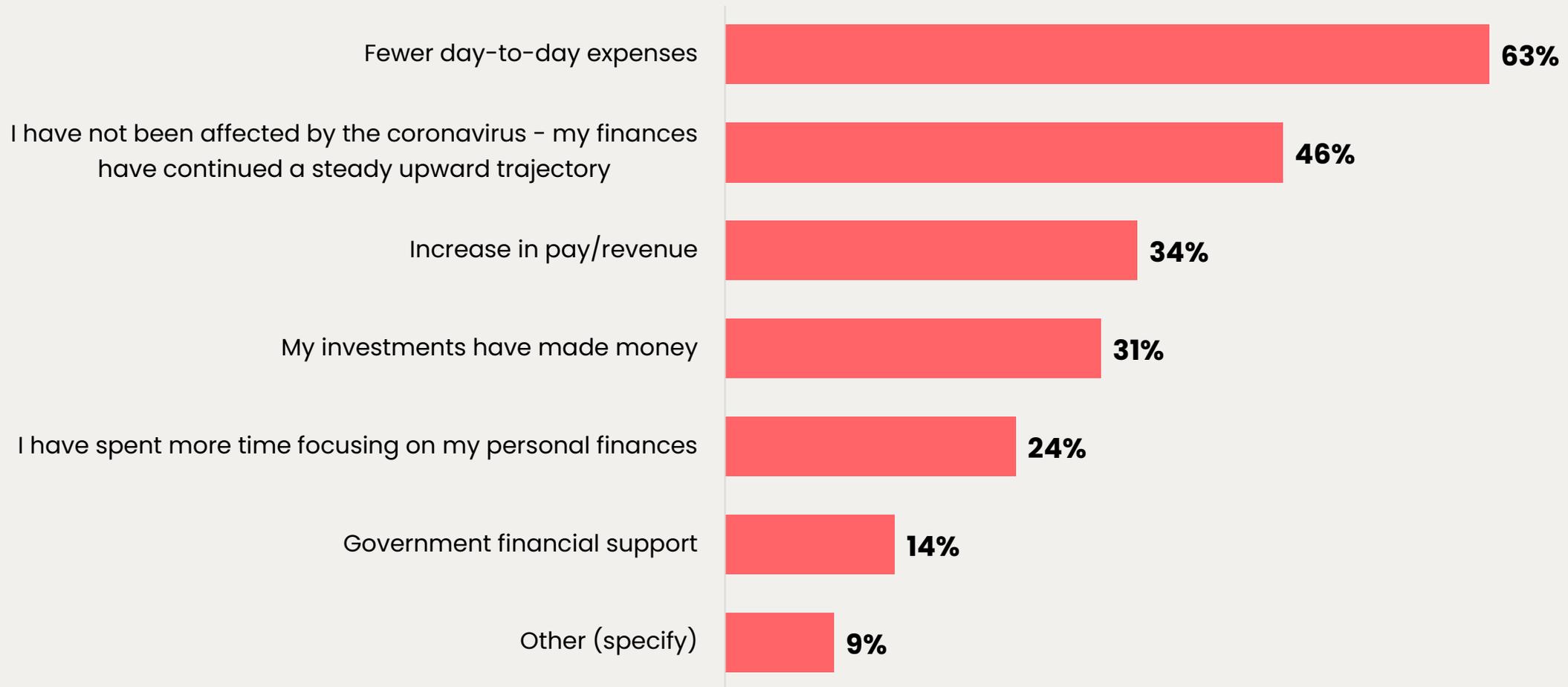


Employment changes during pandemic



27%
COVID-related
NEW debt

Reason for financial improvement



The US/Canada Context

The US... (compared to Canada)

↓ **Less composure**

- Volatility

↑ **More stressed**

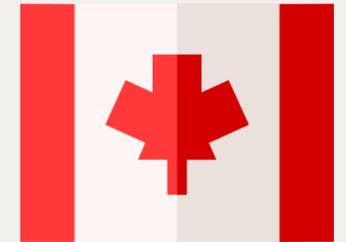
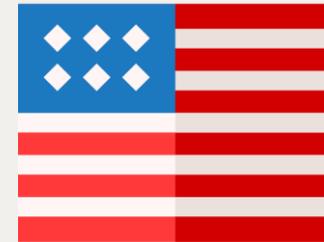
- Health
- Finances

↑ **More affected**

- Personal finances
- Debt
- Covid-19 cases/deaths

↓ **Less co-operative**

- More likely - go to stores
- More likely - pandemic is overblown
- Less faith in each other
- Less faith in their government



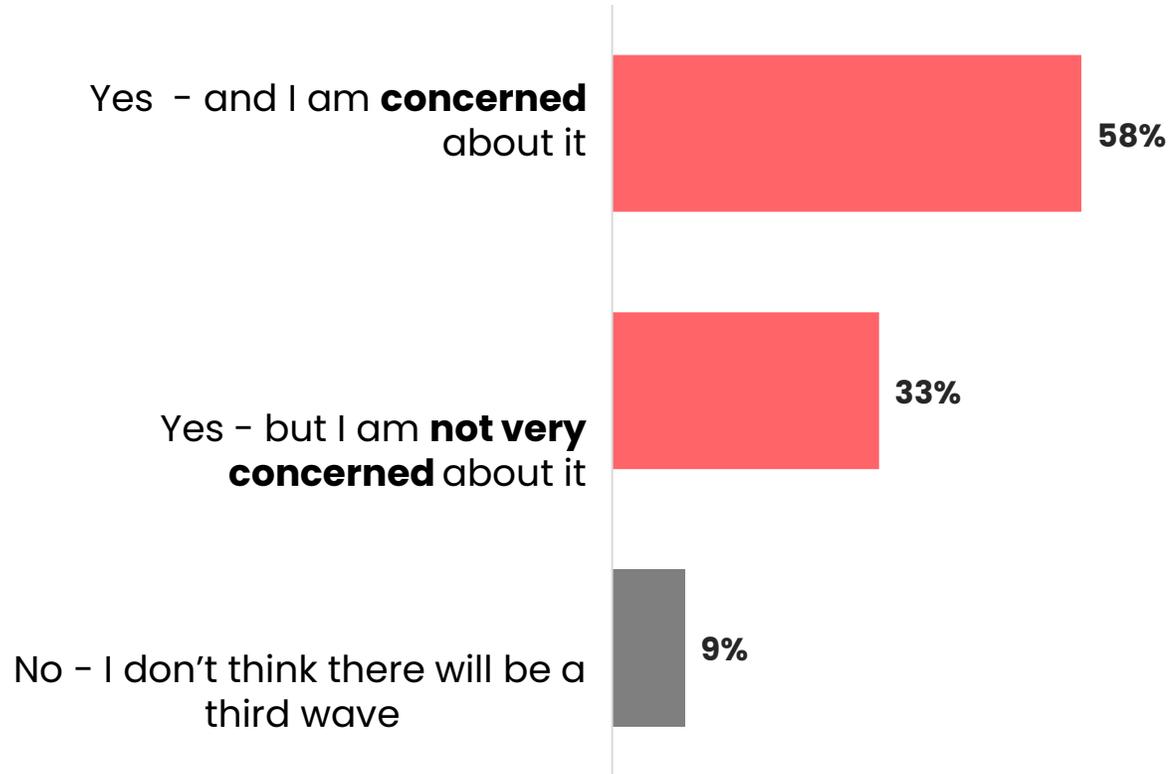
The Future

What does the new landscape look like?

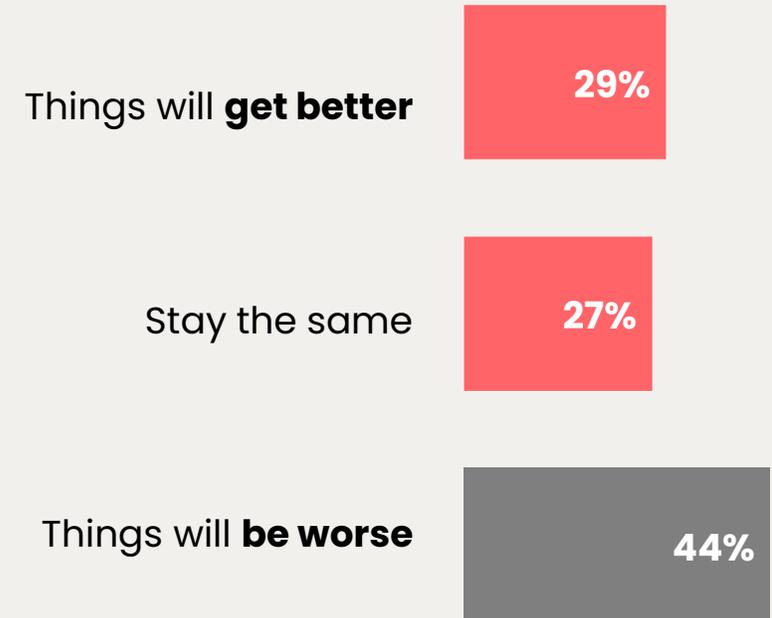
The Next Little While . . .

The Next Few Months

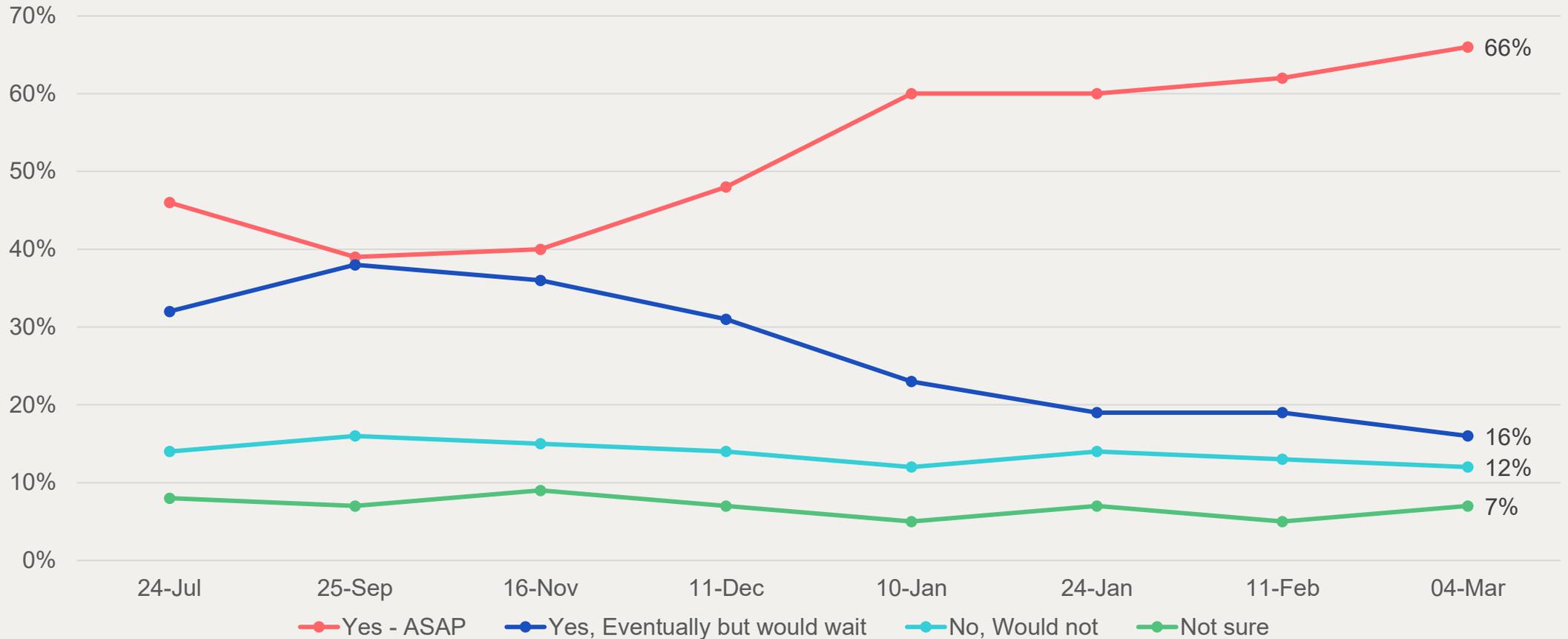
A Third Wave?



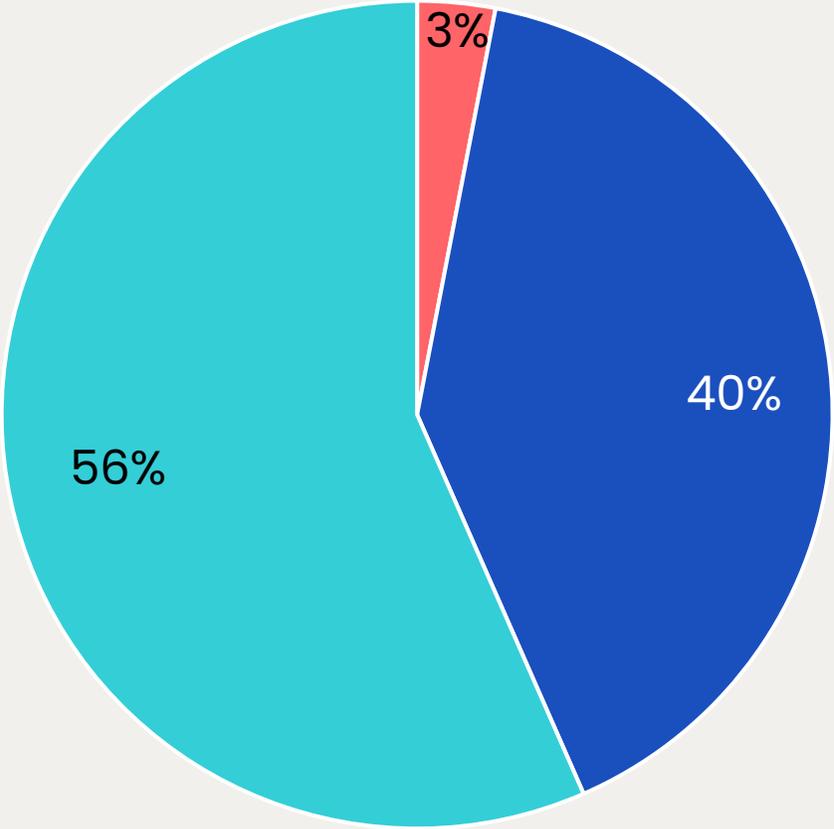
May/June Status



Will people get the vaccine?



How important is the vaccine?

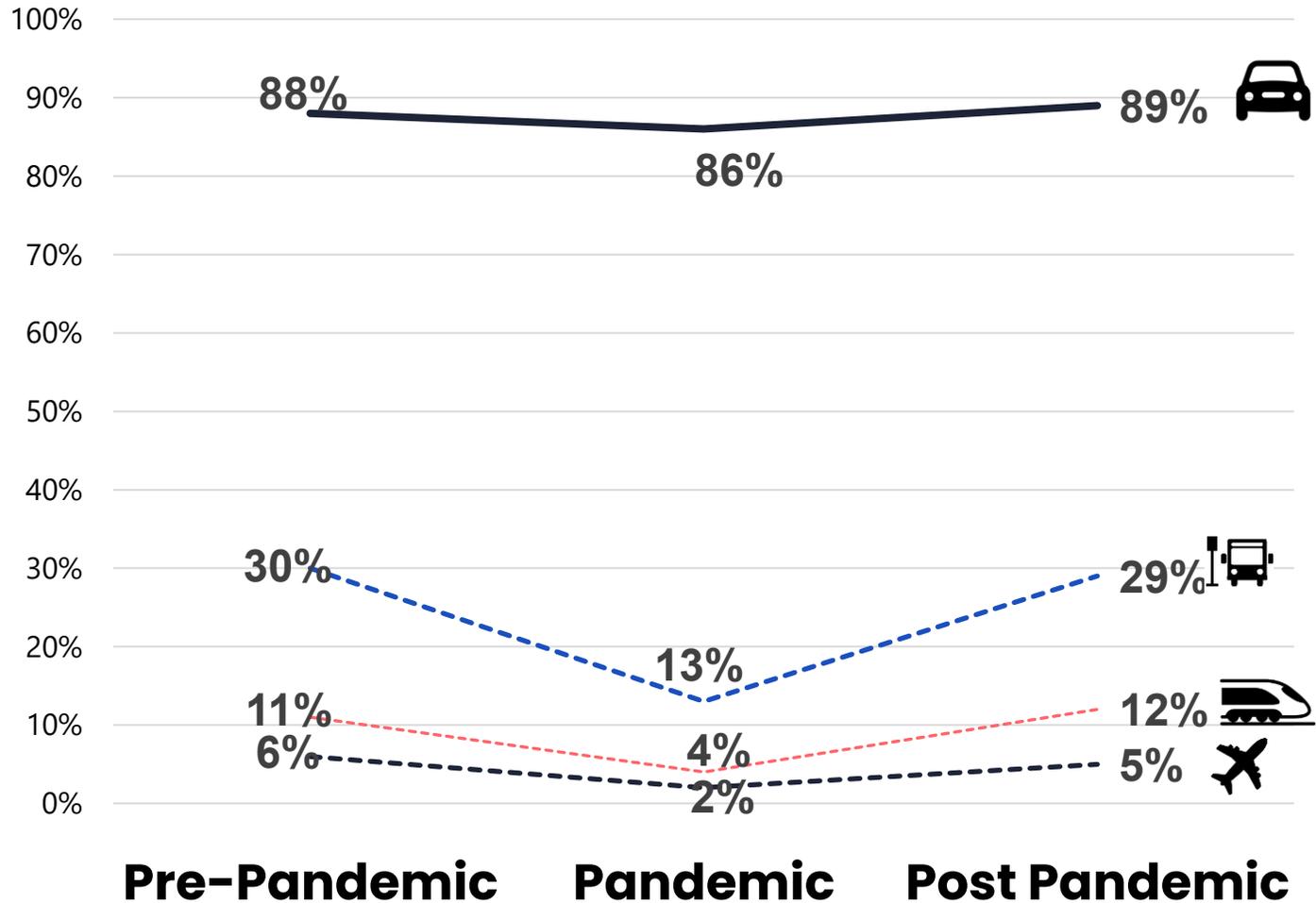


- Not important - wont make much of a difference
- Important - but it's not a magic bullet
- Crucially important - it's the only thing that will really end the pandemic for me/my household

Exploring the Tension Between
In-Person vs. Online

The case for ... In-person

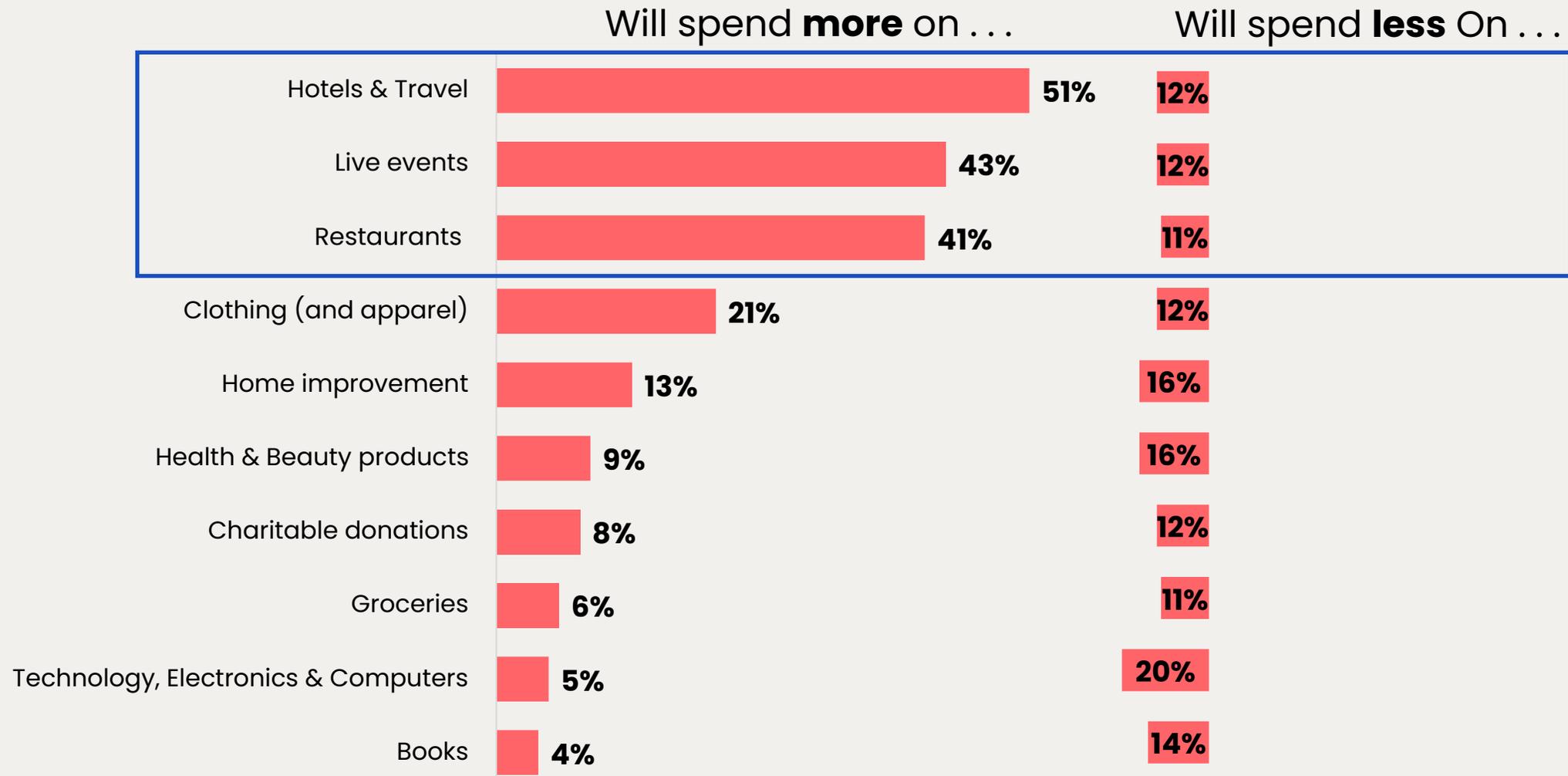
The future of ... Travel



Daily driving with automobiles may decline slightly

Daily car driving	
Pre:	60%
Present:	36%
Post:	55%

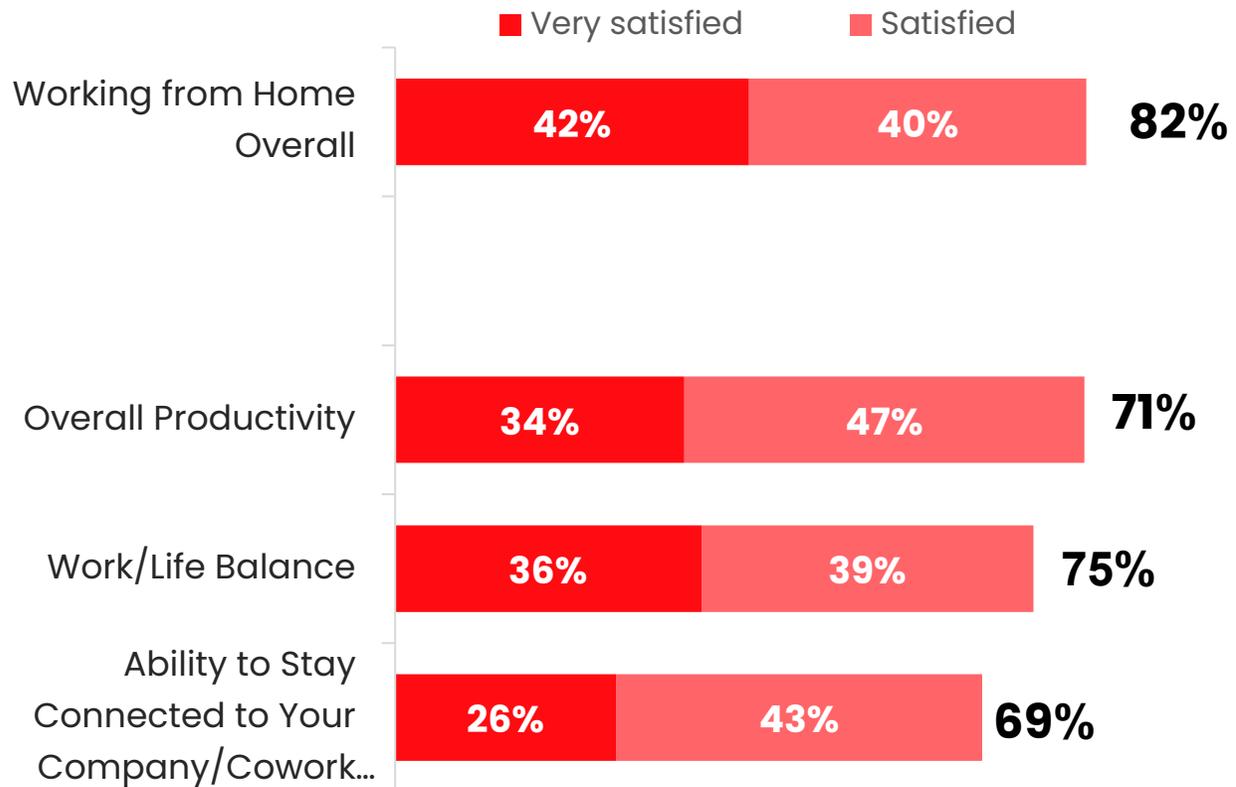
The future of ... Spending



The case for ... Online

The future of ...

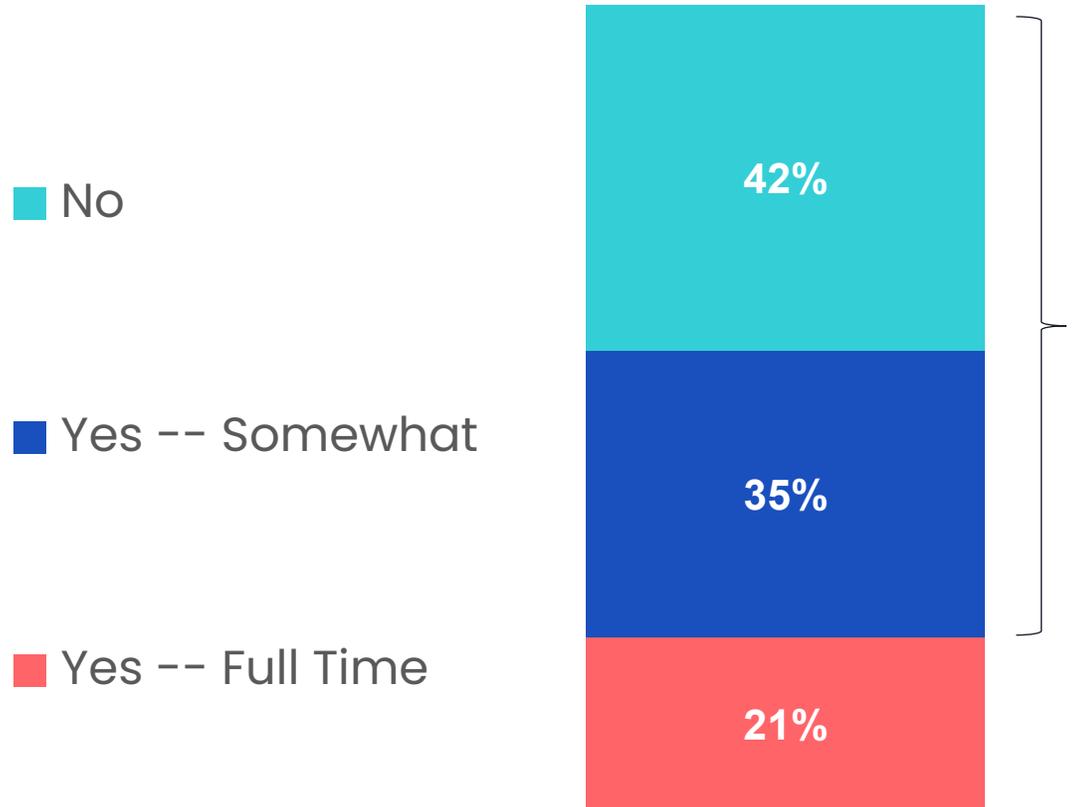
Working from home



52%

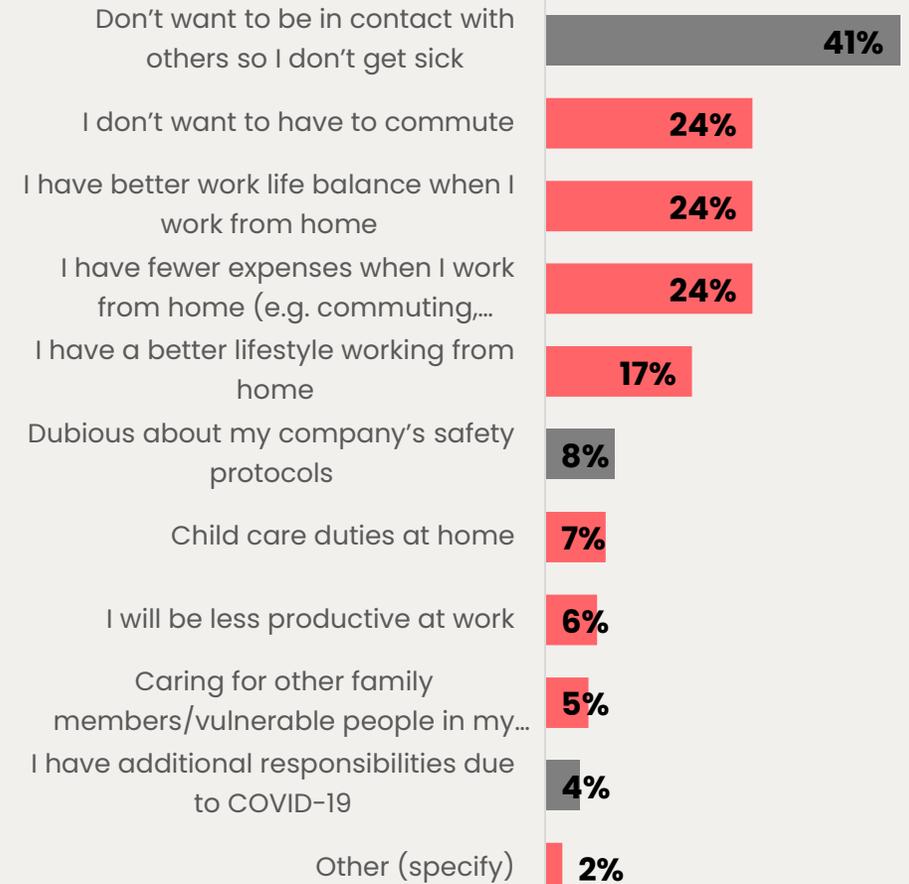
Working from home

Returning to the office?

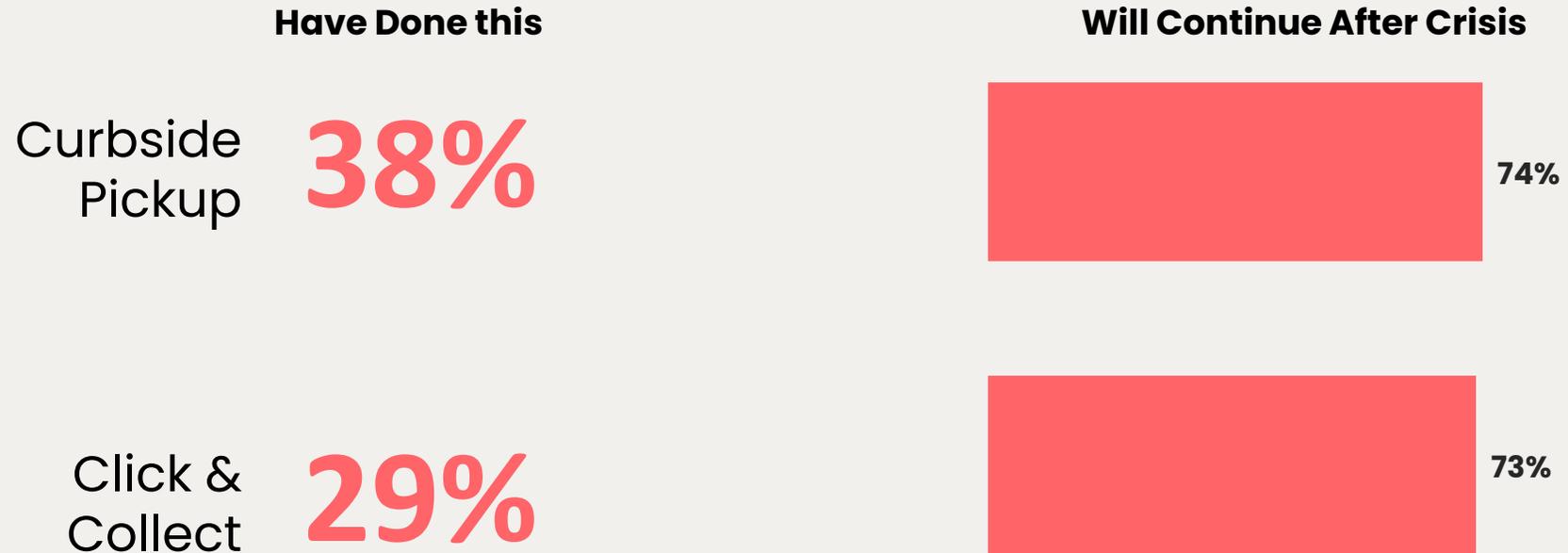


77%
Don't want a
 full return to
 the office

Reasons why



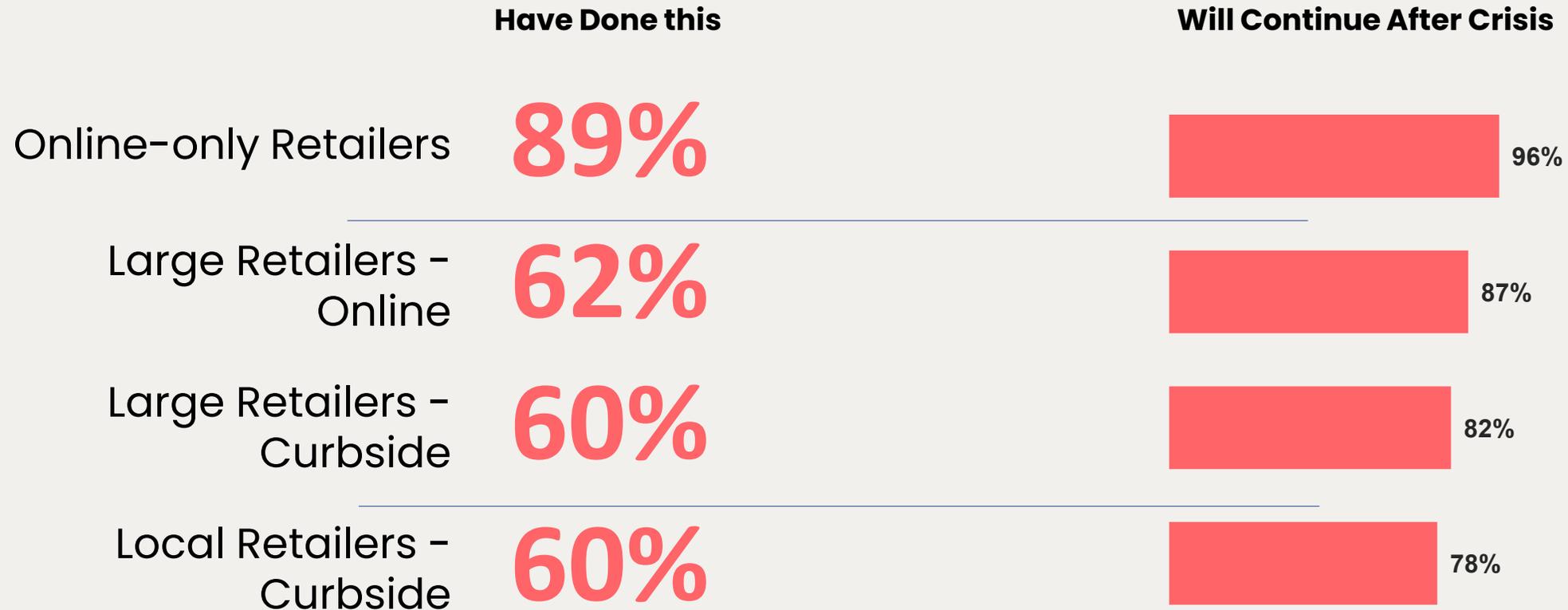
The future of ... Grocery Transactions



45%

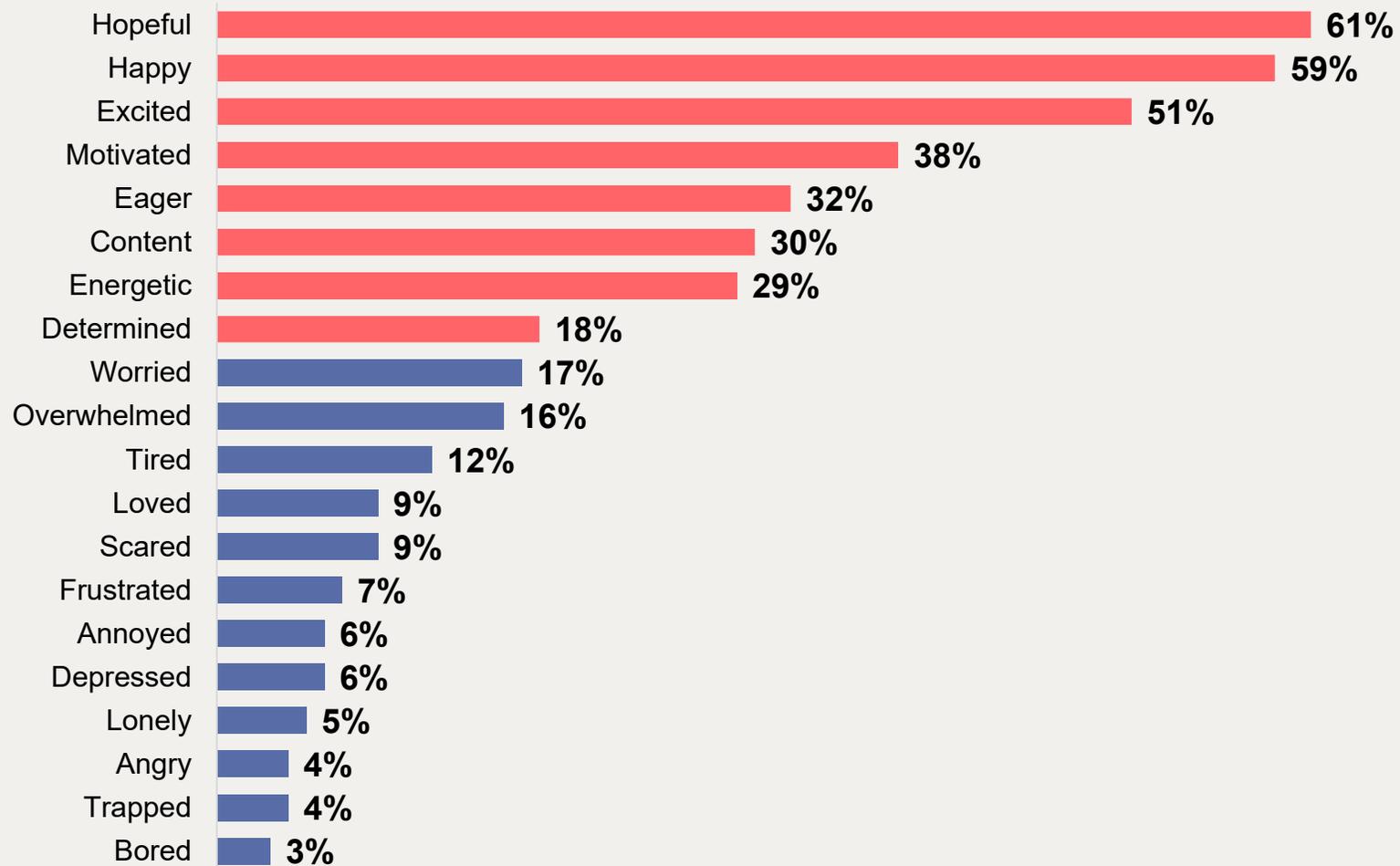
Have ordered groceries through curbside pick-up or delivery at least once since the pandemic began

The future of ... Retail Transactions



A return to . . .
Emotional wellbeing

Emotional State When the Crisis Subsides





Thank you!

For more information,
please contact:

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