



May 22, 2020

All Hatching Egg Producers and Stakeholders

RE: **COVID-19 Update**

Dear Stakeholders,

It is my goal to keep you updated as the COVID-19 situation unfolds; it is volatile and changes very quickly, and your attention to these Friday updates is appreciated.

Staff has created a COVID-19 file on the producer side of the Commission website. All updates and information, inclusive of the sanitation checklists, are housed there. The producer sanitation checklist has been updated to reflect AgSafe recommendations, please ensure you are using the updated version.

AgriRecovery is working on the costs incurred by the Commission and AgriStability is developing a webinar for producers, specifically on individual producer costs and losses. The webinar date has been confirmed for May 27, 2020 at 1pm. Please ensure you, or a representative can attend on your behalf. Several producers reached out and inquired if their accountants and bank representatives could attend. I have confirmed with the coordinator that you may invite these representatives. The link for the session is below.

 Webinar May 27, 2020 at 1:00 p.m.:

<https://attendee.gotowebinar.com/register/5276906353321152784>

Commission staff and the BC Egg Hatchery Association are consulting weekly on egg flow and the impact to the processing age. The A-164 allocation was reviewed on May 21 and a small improvement of 1.25% was made to the western provinces chicken allocation. Further analysis on the impact to the egg set numbers is in process. A-165 is to be discussed in early June; further reductions are possible but hopefully unlikely as market indications seem to be improving. The hatcheries and Commission staff believe we are through the most challenging time.

The Egg Hatchery Association and Commission staff are working cooperatively on the request to the hatcheries to limit imports to leave room for domestic production. The Commission is further supporting the hatcheries, the BC Government and Canadian Hatching Egg Producers in a request to Global Affairs Canada for the reduction of penalties associated with not bringing in all their import allotment. This penalty further complicates the reduction of imported product being brought in by the hatcheries. There has been no update on this matter yet.

The Superior Poultry plant has notified the Commission that they will begin processing fowl again as of May 30. The Commission continues to redirect some flocks to other processors as Superior rebuilds capacity.

The Commission plans to review the processing age and fowl compensation received by producers at the end of the year. At this time, producers are being compensated only for destroyed eggs. Under performing flocks are picked for destruction with inspection staff oversight. The first payments for eggs dumped or

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**BC Broiler Hatching Egg Commission**

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transferred were made on May 15, 2020. Staff thank you for your patience as we worked through all the information to ensure accurate payment. Like transferred eggs, if your eggs were dumped due to COVID-19 you will receive a prepayment after 3 weeks at an equivalent saleable rate of 70% to aid in cash flow until we get closest hatch information from hatcheries. All these costs and losses are under review through the AgriStability and AgriRecovery programs.

The breaker plant situation remains unchanged and continues to limit the throughput of hatching eggs to the average weekly throughput experienced in 2019. We would like to send more eggs to the breaker, but this is an Egg Farmers of Canada national policy to avoid a surge of surplus hatching eggs going to breakers as there is not currently a market for them.

The office will reopen with a reduced number of staff on rotation as of Monday May 25. On-Farm work continues with the Producer's comfort level except for SE testing. SE is a human health risk and the testing must continue as a result. The On-Farm team is taking every precaution to ensure that we are maintaining the Public Health Authority social distancing and equipment standards. They are wearing masks and gloves on-site in addition to their regular Biosecurity attire. If producers do not want to attend the SE sampling please leave the barn door unlocked at the time of the test and leave the barn lights on. Staff will text when they have left the site.

Please email me directly with any questions or concerns on any of these matters.

Regards,

A handwritten signature in black ink, appearing to read "Stephanie Nelson".

Stephanie Nelson, Executive Director  
BC Broiler Hatching Egg Commission

Good afternoon,

AgriStability would like to invite producer's and industry members to a webinar in which enrolment, form filling and an overview of the program is presented.

The webinar is scheduled for **1:00 pm on Wednesday, May 27, 2020.**

Please use the link below to participate.

<https://attendee.gotowebinar.com/register/5276906353321152784>

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Regards,  
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## **Agri-Stability Estimator**

Agriculture and Agri-Food Canada has developed an [Agri-Stability Estimator](#) to provide an online aid to help producers understand how the AgriStability program works, how program benefits are calculated and how different scenarios can impact their operations.

The Estimator is a single web page, similar to a mortgage calculator. It allows producers to adjust their program year income and expenses to instantly see how benefits are impacted as a result of the changes to income and expenses. Similar to a mortgage calculator, the AgriStability Estimator is designed to give a rough idea of how the program will respond to circumstances impacting producers' operations. It is not designed to calculate an exact payment.

To use the Estimator, producers can enter high level estimates, they can draw from their Statement of Farming Activities that they file each year to the Canada Revenue Agency or they can use information from their AgriStability Calculation of Program Benefits statement from previous years.

**EOC Weekly COVID-19 Update  
For Friday, May 22, 2020**

*This will be the last weekly update. From now on information will be sent out as required.*

**AgSafe’s hot tip of the week:**

A reminder that AgSafe has a wide range of Covid-19 resources on their website. They are designed to be used to develop farm-specific standard operating procedures. These are especially important as the province moves to restarting the economy.

AgSafe’s Agricultural site for COVID-19 prevention and worker safety:  
<https://agsafebc.ca/tools/emergency-planning-resources/>

**UPDATE FROM THE POULTRY EMERGENCY OPERATIONS CENTRE (EOC)**

*The EOC and the BC Poultry Association continue to work with the four boards and commissions, processors, hatcheries, and the BC Ministry of Agriculture on issues related to day to day poultry operations and planning for Covid-19 related emergencies. The EOC participates in weekly poultry supply chain conference calls.*

**INDUSTRY UPDATES** (control click on title to move to the article)

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## INDUSTRY UPDATES

### Chicken farmers seek support for depopulation costs

*CFC seeks commitment from feds to cover value of birds, costs related to any required depopulations.*

While welcoming the Prime Minister's government announcement regarding financial support for agriculture and agri-food, Canada's chicken farmers believe that the government does not fully understand what they need to mitigate specific impacts caused by COVID-19.

Farmers are doing their part to manage this crisis and have done so willingly and at their own expense. They have lowered their production by 12.6 per cent for May and June and by 11 per cent for July and August to address the concerns of their value chain partners and give the system a bit more breathing room. There is no expectation of compensation for this.

"We're not looking for compensation for our reduced production," says Benoît Fontaine, chair of Chicken Farmers of Canada, "We'll take care of this ourselves. The issue arises with the potential of having to depopulate flocks. What we're asking for is a commitment to cover both the value of the birds and the costs related to any required depopulations due to COVID-19."

The entire value chain has worked tirelessly to avoid having to depopulate flocks, by rerouting birds when plants have had to close due to COVID-19 outbreaks. While no depopulations have happened to date, the unpredictability of the virus means that plant closures and depopulations remain a very real risk, and existing government plans fall far short of covering these losses.

The uncertainties resulting from COVID-19 are in addition to the financial stress farmers were already facing with the ratification of the Comprehensive and Progressive Agreement for Transpacific Partnership (CPTPP).

Canada's chicken producers lost a significant portion of their domestic market and have been waiting on government to announce programs to strengthen the long-term sustainability and competitiveness of the sector for over a year.

"Considering the waiting game we have been playing on CPTPP support since 2018, our farmers need clear decisions on COVID-19-related support. We don't want to be dealing with these losses for years to come," explains Fontaine, "Farmers and processors are proud to feed Canadians, and government support will help us continue to do so."

As referenced in the Prime Minister's announcement, Canada's chicken farmers look forward to working with government to address these issues and learn more details on how government will better support them in the coming weeks.

Source: [https://www.canadianpoultrymag.com/chicken-farmers-seeking-support-for-depopulation-costs/?oly\\_enc\\_id=1916E4561489D7V](https://www.canadianpoultrymag.com/chicken-farmers-seeking-support-for-depopulation-costs/?oly_enc_id=1916E4561489D7V)

## Canada Emergency Wage Subsidy Program Extended and Expanded

The Federal Government announced the extension of the Canada Emergency Wage Subsidy (CEWS) program to August 29, 2020 and other proposed legislative changes to the program. They also expanded eligibility criteria to include Indigenous government-owned corporations, registered amateur athletic associations and others.

**Canada Emergency Wage Subsidy** Today Finance Minister Bill Morneau announced the extension and the expanded eligibility of the Canada Emergency Wage Subsidy (CEWS) program. These changes, along with additional proposed legislative changes, are to close some gaps identified through consultation with various stakeholders, including MNP along with others in the professional services industry.

### **Program Extension**

The CEWS program has been extended to August 29, 2020. The program was originally scheduled to expire on June 6, 2020. The extension provides an additional 12 weeks of support to employers and workers. The Federal Government intends to consult with key business and labour representatives over the next month on potential adjustments to the program, including the 30 percent revenue decline threshold.

### **Expanded Eligibility**

Minister Morneau also announced the approval of regulations to expand eligibility for the CEWS to the following groups:

- Partnerships that are up to 50-percent owned by non-eligible members (generally, individuals, taxable corporations, non-profit corporations or registered charities);
- Indigenous government-owned corporations that are carrying on a business, as well as partnerships where the partners are Indigenous governments and eligible employers;
- Registered Canadian Amateur Athletic Associations;
- Registered Journalism Organizations; and
- Private colleges and schools, including institutions that offer specialized services, such as art schools, driving schools, language schools or flight schools.

### **Proposed Legislative Changes**

The Government also intends to propose legislative amendments to ensure the CEWS program continues to meet its objectives:

#### **TAX UPDATE Response to COVID-19**

- The subsidy can be claimed for employees who were on parental, disability or unpaid leave from January 1 to March 15, 2020, or individuals working on a seasonal basis, employers can choose one of two periods when calculating the baseline remuneration. The first being average weekly remuneration paid to the employee from January 1 to March 15, 2020 or alternatively, the average weekly remuneration paid to the employee from March 1 to May 31, 2020. In both cases any period of 7 or more consecutive days without remuneration would be excluded; and

- A corporation formed on an amalgamation of two or more corporations is eligible for the subsidy, the revenue for the CEWS revenue-decline test can be calculated by combining the revenue of each predecessor corporation.

What Does This Mean?

Governments continue to support Canadian businesses and workers through the COVID-19 pandemic. As the over 300 provincial and federal programs continue to evolve, so does their complexity.

[https://www.mnp.ca/SiteAssets/media/PDFs/Tax%20Alerts/Fiscal-20/COVID\\_19\\_Tax\\_Alert\\_2020.05.15\\_FINAL.pdf](https://www.mnp.ca/SiteAssets/media/PDFs/Tax%20Alerts/Fiscal-20/COVID_19_Tax_Alert_2020.05.15_FINAL.pdf)

#### WALI Update: Now available - exclusive access for farmers to purchase PPE

BC Food & Beverage (BCFB) announced the launch of their **Protecting our People program** today. This program provides access for the agriculture, food production and seafood sectors in BC to purchase PPE (personal protective equipment) at competitive prices.

<https://bcfoodbeverage.wixsite.com/cv19news/post/protecting-our-people-program>

The **PPE Ordering Form** is now set up and ready for pre-orders. PPE supplies will be available to be shipped from their BC warehouse next week. Low order minimums ensure small businesses will be able to access smaller quantities at competitive prices.

The program carries inventory of essential PPE items such as KN95 masks, disposable procedural masks and gloves. They are also exploring face shields, reusable masks and hand sanitizers.

The ordering form will require companies to register an account using your name, email address and creating a password. You will then receive an email with a link to confirm your account, which allows BCFB to verify you meet the eligibility requirements of being a BC based Agrifoods business.

A User Guide is also available with step by step instructions:

[https://b2c84318-2747-4c9e-a98e-810d5bd578b6.filesusr.com/ugd/102063\\_06171be6b4264bebae1171eb5bbda66b.pdf](https://b2c84318-2747-4c9e-a98e-810d5bd578b6.filesusr.com/ugd/102063_06171be6b4264bebae1171eb5bbda66b.pdf)

## Agri-Stability Estimator

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To use the Estimator, producers can enter high level estimates, they can draw from their Statement of Farming Activities that they file each year to the Canada Revenue Agency or they can use information from their AgriStability Calculation of Program Benefits statement from previous years.

<https://ase-eas.agr.gc.ca/ASE-EAS/quickEstimator/form/en>

## COVID changes consumer attitudes

### **By Barb Glen**

*Ujwal Arkalgud, a cultural anthropologist and board member with the United States Center for Food Integrity, said consumers are becoming more interested in shortening food supply chains and reducing the distance food travels.*

Consumer attitudes toward food are changing, in some cases rapidly, as a result of the COVID-19 pandemic.

Those attitudes are not yet considered mainstream, said Arkalgud, but are moving in that direction according to data collected from the U.S. and United Kingdom.

“The interesting thing about this particular demand space is that ... it is pre-mainstream acceptance but there's a lot of growth and there's about a 47 percent growth year over year happening in the consumers' understanding of what this thing means to them in their lives.”

His data also indicated rising acceptance and support for increasing local food production.

Kevin Ryan, founder of a consulting firm for consumer goods and food services, said he is seeing changes in corporate attitudes as they also digest the changes resulting from the pandemic.

That includes a switch from sustainability as a marketing buzzword to its use in supply chain security instead.

“COVID has brought attention to the fragility of the supply chain for a lot of corporations,” said Ryan.

There are black swans — unforeseen catastrophic events — but now corporations are also thinking about and preparing for green swans, defined as environmental issues that could take down the food industry.

“We need to be prepared for that, is what I’m hearing behind the scenes, in taking this even more seriously not just because it’s good marketing,” said Ryan.

An inability to source certain materials during the pandemic has highlighted the potential of “de-globalization,” a move that was happening to some degree before the pandemic but is now in sharper focus.

“Some companies are beginning to rethink their sourcing and distribution methods in a less flat, smaller world — one where their efforts will be more highly scrutinized,” Ryan said.

He also referred to “economic decarbonization,” the fact that fewer cars on the road and planes in the air due to COVID-19 have dealt a blow to coal, oil and gas industries. More support for green energy solutions could result.

The pandemic has been painted as a common invisible enemy that unites people in the fight, but Ryan speculated that people might take that attitude further and apply it to other invisible elements such as pollution and pesticides; things that affect the perceived purity of food.

Arkalgud and Ryan both noted an increasing trend of people looking to technology to improve foo

Source: [https://www.producer.com/2020/05/covid-changes-consumer-attitudes/?utm\\_source=Western+Producer&utm\\_campaign=822e636dc9-Producer+Daily+-+2020-05-22&utm\\_medium=email&utm\\_term=0\\_a5b062b4c9-822e636dc9-89246596](https://www.producer.com/2020/05/covid-changes-consumer-attitudes/?utm_source=Western+Producer&utm_campaign=822e636dc9-Producer+Daily+-+2020-05-22&utm_medium=email&utm_term=0_a5b062b4c9-822e636dc9-89246596)

## COVID-19 RESOURCES - USEFUL LINKS:

Several organizations have compiled a list of COVID-19 resources helpful to producers.

*New links are in red font.*

### Key BC provincial Links

Non-medical information about COVID-19 is available 7:30am-8pm, 7 days a week at 1-888-COVID19 - (1-888-268-4319).

Download a Covid-19 self-assessment tool:

<https://bc.thrive.health/?fbclid=IwAR3wzChMn8L1Qn6AdCCdfb4xxzSi5dzG2FLldYHPi0sXrrG4lCf7AutSh14>

AgSafe's Agricultural Site for COVID-19 Prevention Procedures and worker safety

<https://agsafebc.ca/tools/emergency-planning-resources/>

AgSafe's A farm worker has a suspect or confirmed COVID -19 infection.

<https://agsafebc.ca/wp-content/uploads/2020/04/2020-04-09-COVID-19-Employer-Guide-Worker-Infection-AgSafe.pdf>

AgSafe's The farmer owner /manager has a suspect or confirmed COVID-19 infection .

<https://agsafebc.ca/wp-content/uploads/2020/04/2020-04-09-COVID-19-Employer-Guide-Self-Infection-AgSafe.pdf>

AgSafe's worker self-assessment chart

<https://agsafebc.ca/wp-content/uploads/2020/04/2020-04-17-Self-Assessment-Flow-Chart-AgSafe.pdf>.

BC Centre for Disease Control

[www.bccdc.ca](http://www.bccdc.ca)

COVID-19 Provincial Support and Information

[gov.bc.ca/covid19](http://gov.bc.ca/covid19)

Province of BC - Protecting BC farmers and farm workers during the COVID-19 pandemic.

<https://www2.gov.bc.ca/assets/gov/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/covid-19/covid-19-pho-guidance-farms-farm-workers.pdf>

<https://www2.gov.bc.ca/gov/content/employment-business/business/small-business/resources/covid-19-supports>

BC Business COVID-19 Support

Servicefile:///C:/Users/Christine/Documents/Jobs%20two/Covid-19/Supports%20for%20Business%20in%20BC%20-%20Small%20Business%20BC%20April%2017,%202020.pdf

Protecting our People Program

<https://bcfoodbeverage.wixsite.com/cv19news/post/protecting-our-people-program>

#### National sources:

Agriculture and Agri-Food Canada COVID-19 Information Page

<http://www.agr.gc.ca/eng/coronavirus-disease-covid-19-information-for-industry/?id=1584732749543>

<https://www.inspection.gc.ca/covid-19/cfia-information-for-industry/eng/1584462704366/1584462704709>

**Updated:** Workplace guidance for sector employers and employees

<http://www.agr.gc.ca/eng/workplace-guidance-for-sector-employers-and-employees/?id=1588862952557>

Canada Emergency Business Account (CEBA)

<https://ceba-cuec.ca/>

Canada's Emergency Wage Subsidy

<https://www.canada.ca/en/department-finance/economic-response-plan/wage-subsidy.html>

Preparation for the Canada emergency wage subsidy application

[https://logankatz.com/article/business-mybusinessaccount/?mc\\_cid=775f61dd61&mc\\_eid=662a56ce8a](https://logankatz.com/article/business-mybusinessaccount/?mc_cid=775f61dd61&mc_eid=662a56ce8a)

Canada's COVID-19 Economic Response Plan

<https://www.canada.ca/en/department-finance/economic-response-plan.html#businesses>

Canada – interactive help page

[https://innovation.ised-isde.canada.ca/s/group-groupe?language=en\\_CA&token=a0B5W000000BJcSUAW](https://innovation.ised-isde.canada.ca/s/group-groupe?language=en_CA&token=a0B5W000000BJcSUAW)

Canadian Agricultural Human Resources Council

<https://cahrc-ccrha.ca/programs/emerging-agriworkforce-issues/information-and-updates-coronavirus-covid-19>

Canadian Federation of Agriculture

<https://www.cfa-fca.ca/resources/resources-on-covid-19/>

Canadian Food Inspection Agency COVID-19 Page

<https://www.inspection.gc.ca/covid-19/eng/1584729805758/1584729899016>.

CFIA's Guidance to Meat Slaughter and Processing Establishments on Prevention and Response to Suspect and Confirmed COVID-19 Plant Employees

<https://inspection.gc.ca/covid-19/cfia-information-for-industry/guidance-to-meat-slaughter-and-processing-establishments/eng/1585620151816/1585620617343>

Canadian Mental Health Association (CMHA):

[www.cmha.ca](http://www.cmha.ca)

Centre for Addiction and Mental Health (CAMH):

[www.camh.com](http://www.camh.com)

CMHA "Six tips to respond to employee anxiety about COVID-19:

<https://cmha.ca/news/6-tips-to-respond-to-employee-anxiety-about-covid-19>

CRA - Frequently Asked Questions – Temporary Wage Subsidy for Employers

<https://www.canada.ca/en/revenue-agency/campaigns/covid-19-update/frequently-asked-questions-wage-subsidy-small-businesses.html#h2>

Do More Agriculture Foundation

<https://www.domore.ag/>

Employment and Social Development Canada - employers of Temporary Foreign workers (TFWs).

<https://www.canada.ca/en/employment-social-development/services/foreign-workers/employer-compliance/covid-faq.html>

Export Development Canada (EDC)

<https://www.edc.ca/en/about-us/newsroom/edc-covid-business-support.html>

Federal programming for producers:

<https://pm.gc.ca/en/news/news-releases/2020/03/23/prime-minister-announces-support-farmers-and-agri-food-businesses>

Immigration, Refugees, and Citizen Canada - travel ban exemption for Temporary Foreign Workers

<https://www.canada.ca/en/immigration-refugees-citizenship/services/coronavirus-special-measures.html>

Public Safety Canada's guidance on essential services and functions in Canada during the COVID-19 pandemic

<https://www.publicsafety.gc.ca/cnt/ntnl-scrct/crtcl-nfrstrctr/esf-sfe-en.aspx>

Service Canada COVID-19 – Benefits and services

<https://www.canada.ca/en/employment-social-development/corporate/notices/coronavirus.html>

Step up to the plate – Help feed Canadians

[http://www.agr.gc.ca/eng/canadian-agri-food-sector/step-up-to-the-plate-help-feed-canadians/?id=1587057952017&utm\\_source=ext\\_web&utm\\_medium=email&utm\\_campaign=feed-canadians&utm\\_content=2020-04-20\\_0013](http://www.agr.gc.ca/eng/canadian-agri-food-sector/step-up-to-the-plate-help-feed-canadians/?id=1587057952017&utm_source=ext_web&utm_medium=email&utm_campaign=feed-canadians&utm_content=2020-04-20_0013)

The Working Mind Self-Care and Resilience Guide:

<https://theworkingmind.ca/blog/working-mind-covid-19-self-care-resilience-guide>

World Health Organization (WHO) Getting your workplace ready for COVID-19

[https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf?sfvrsn=359a81e7\\_6](https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf?sfvrsn=359a81e7_6)



# COVID-19

Weekly Monitoring of Canadian  
Perceptions & Behaviour

**WAVE 10**

May 20, 2020

Next report will be available:  
Wednesday May 27



# 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

Field date for the next wave Monday May 25<sup>th</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

For this most recent wave, a representative sample of n=1,510 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 +/- 2.5%, 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 and April 13-14 waves.

# 5 Things You Should Know

01

**Another increase in optimism:** After a few weeks of the proportion of Canadians saying things were getting better in Canada (as opposed to worse) hovering around 70%, this week we see another jump to 81%. Additionally, this week Canadians are less likely to think that things are “going to get worse before they get better”.

02

**Decline in personal financial concern:** For the first time since tracking began, there are more Canadians who say that they are “not very” or “not at all concerned” about their personal finances than there are who are “extremely” or “very concerned”.

03

**Employers are doing a good job at communicating with their employees:** Almost one-half of employed say that their employers are in touch with them related to COVID-19 related issues at least every few days. While employees want to hear on a great deal of topics on an ongoing basis, they are mainly interested in updates on what their company is doing for employees, assurances of their job security, how the company is adapting its strategy.

04

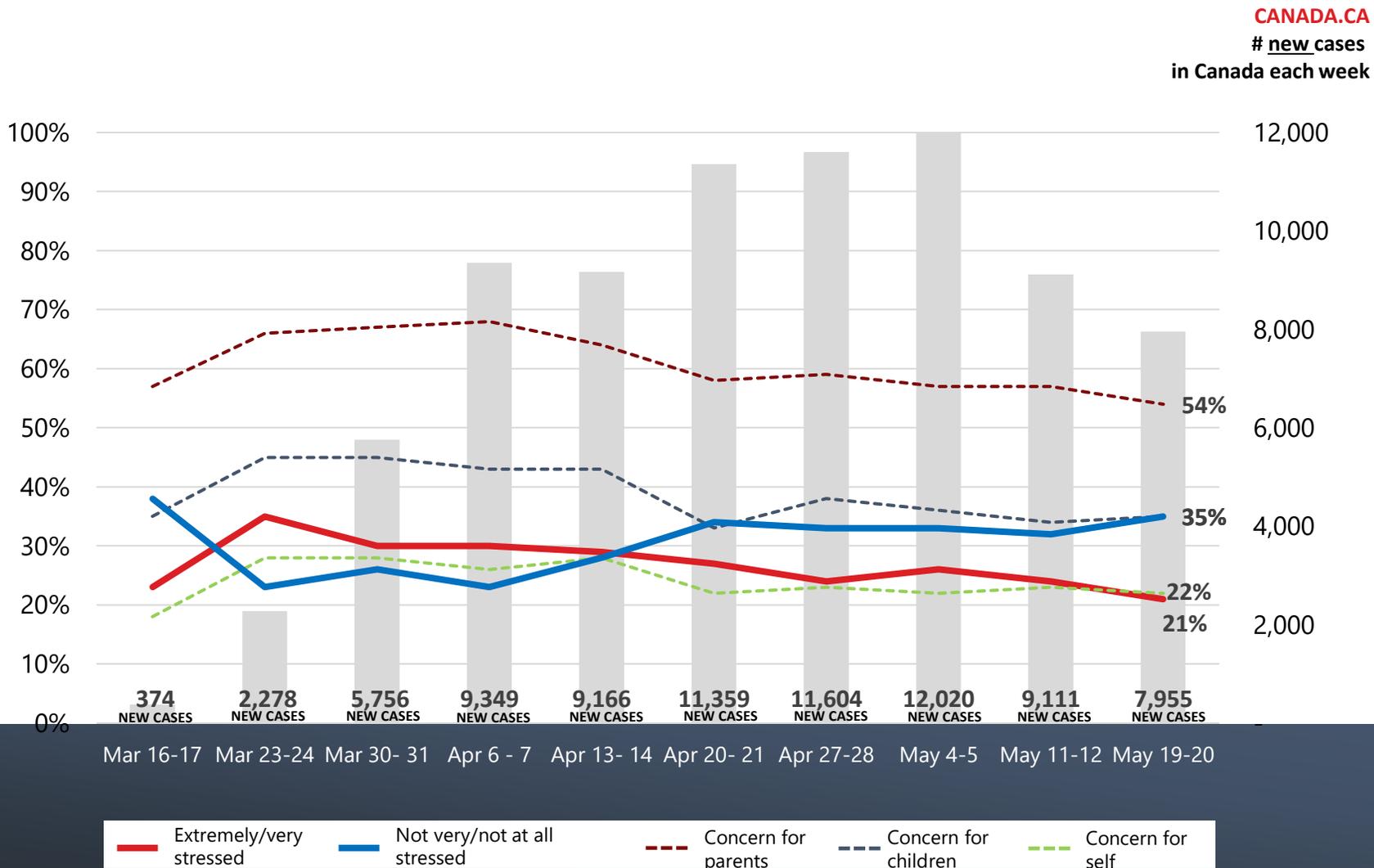
**More urgency to get the economy on track:** This week there is also increased sentiment to stimulate the economy and re-open businesses. In turn, Canadians are more willing to visit businesses as fewer say they will avoid places like retail stores, restaurants, malls, airports, and movie theaters.

05

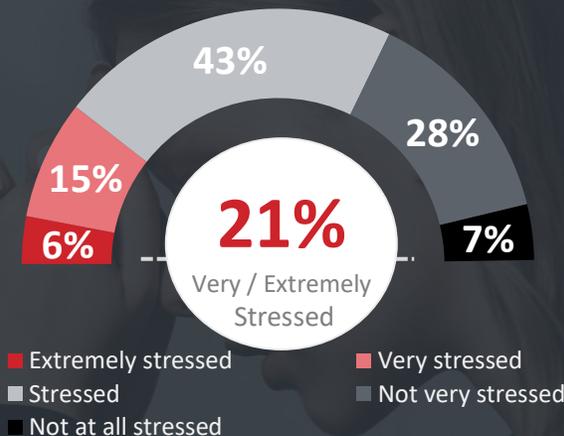
**Canadians want to hear from businesses:** Canadians want to hear about how the companies they frequent are dealing with the pandemic. Most prominently, they want to hear from grocers, local businesses, restaurants, and their bank.

# Key Findings

# Level of Stress from COVID-19 Pandemic



## Level of Stress



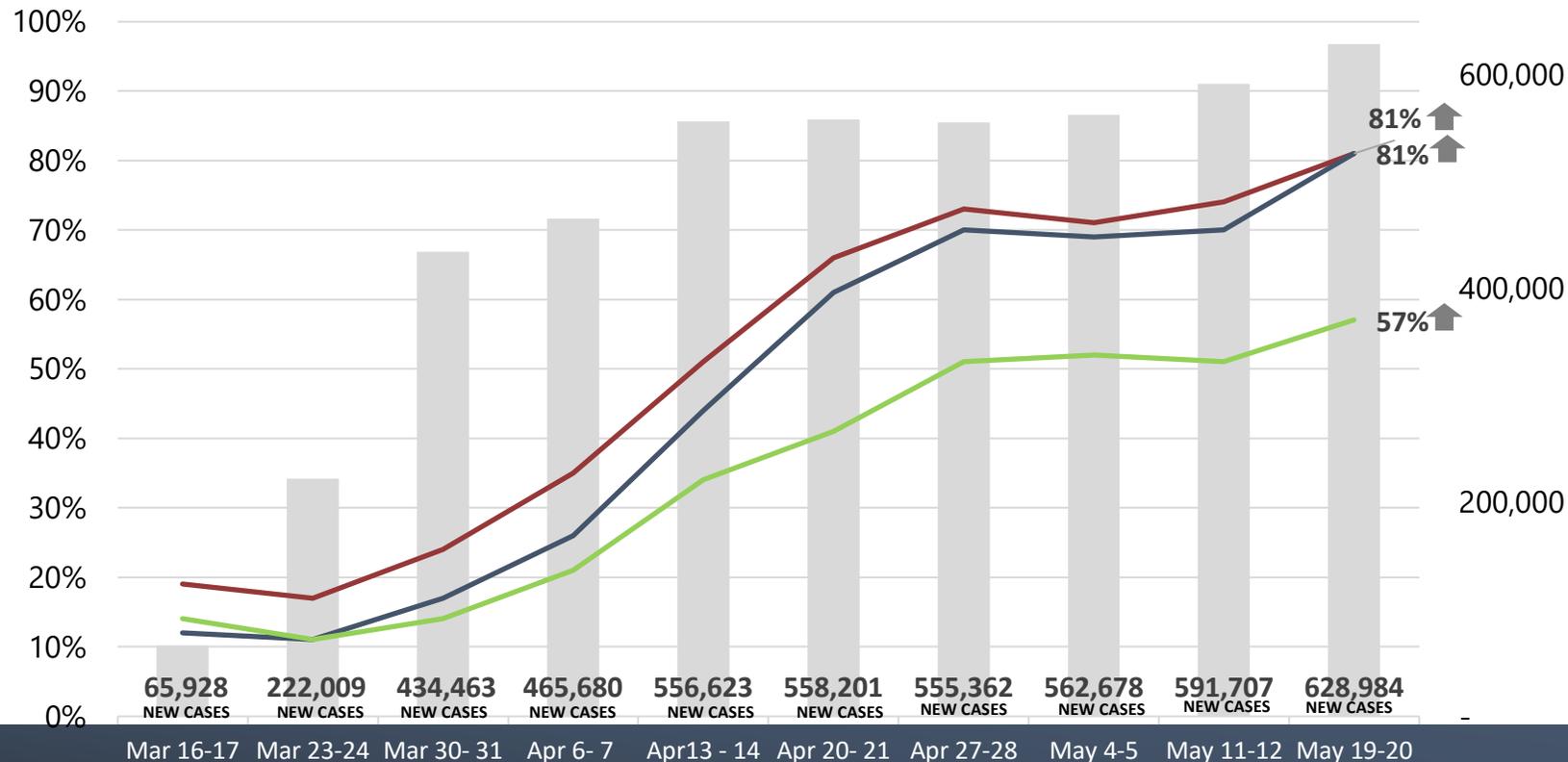
## Concern about Getting Sick (Extremely, very concerned)



# Are Things Getting Better or Worse?



# new cases  
Globally each week



— Better – around the world   
 — Better – in Canada   
 — Better - in my community

## Are things getting better or worse?



In your community

**19%** Worse

**81%** Better



In Canada

**19%** Worse

**81%** Better



Worldwide

**43%** Worse

**57%** 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

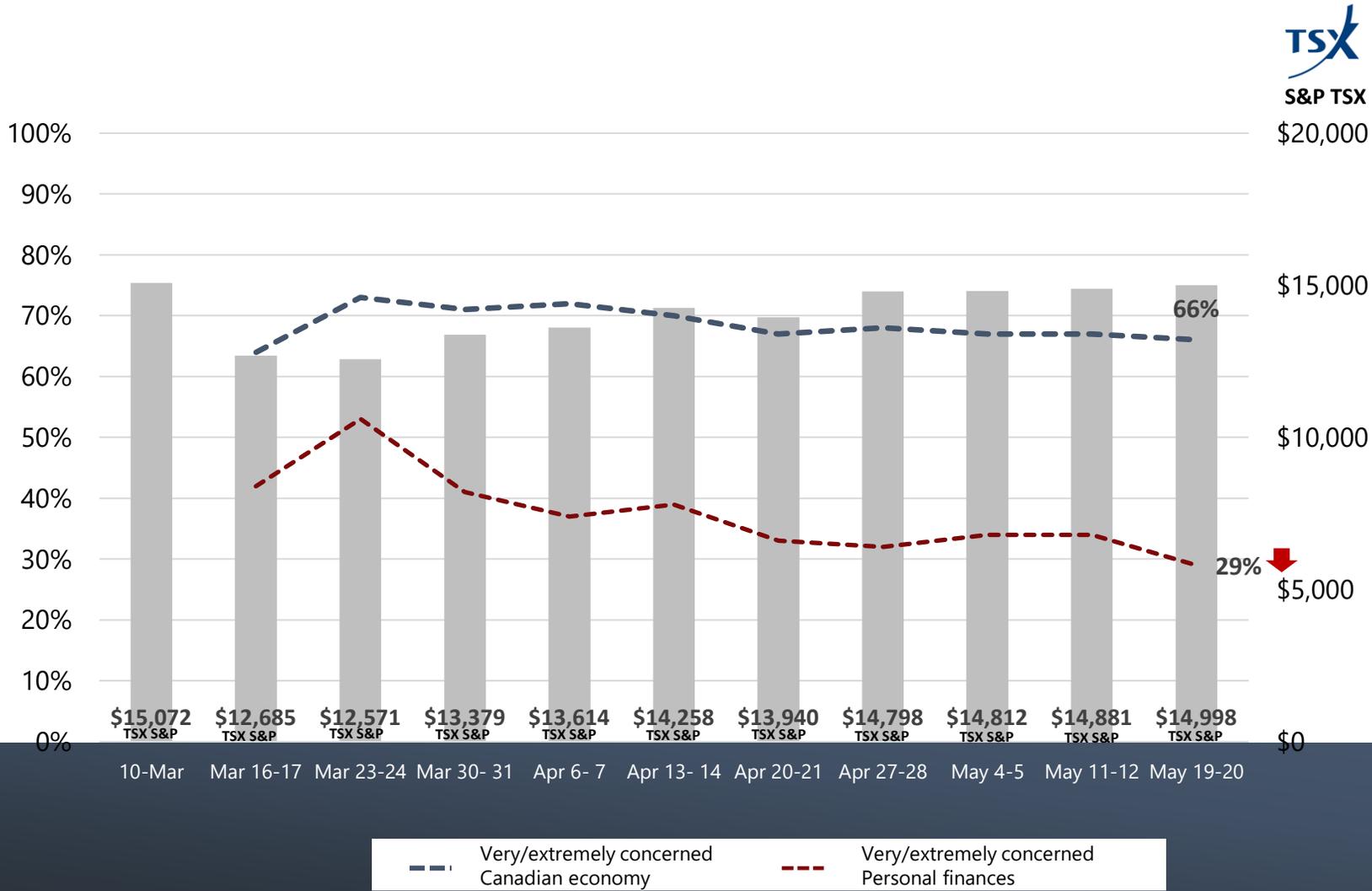


The health risk of the coronavirus has been overblown



Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-5 ↓	67%	65%	72%	92%	94%	92%
=	40%	41%	33%	32%	34%	44%
+3	22%	27%	19%	14%	14%	28%

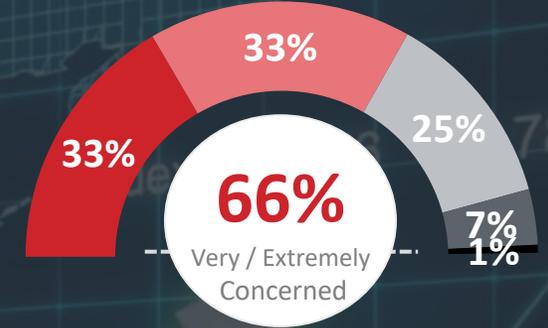
# Financial Concern



TSX  
S&P TSX  
\$20,000

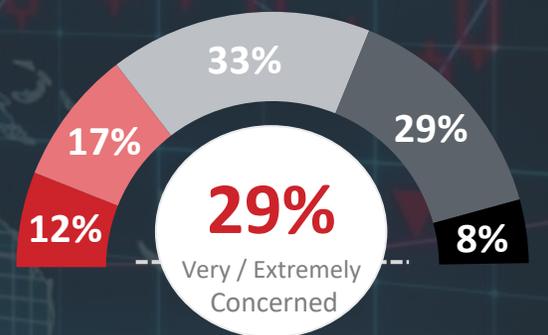
May 19-20, 2020

## Concern about Canadian Economy



Extremely concerned  
Concerned  
Not at all concerned  
Very concerned  
Not very concerned

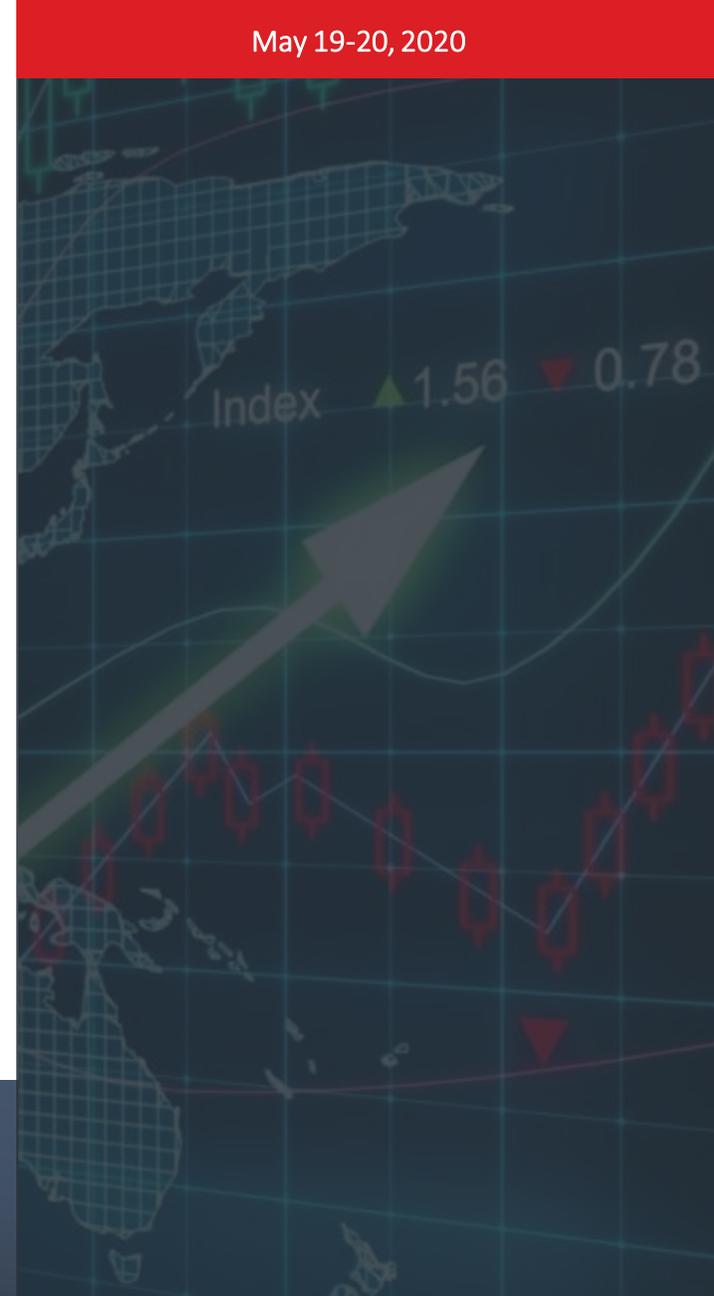
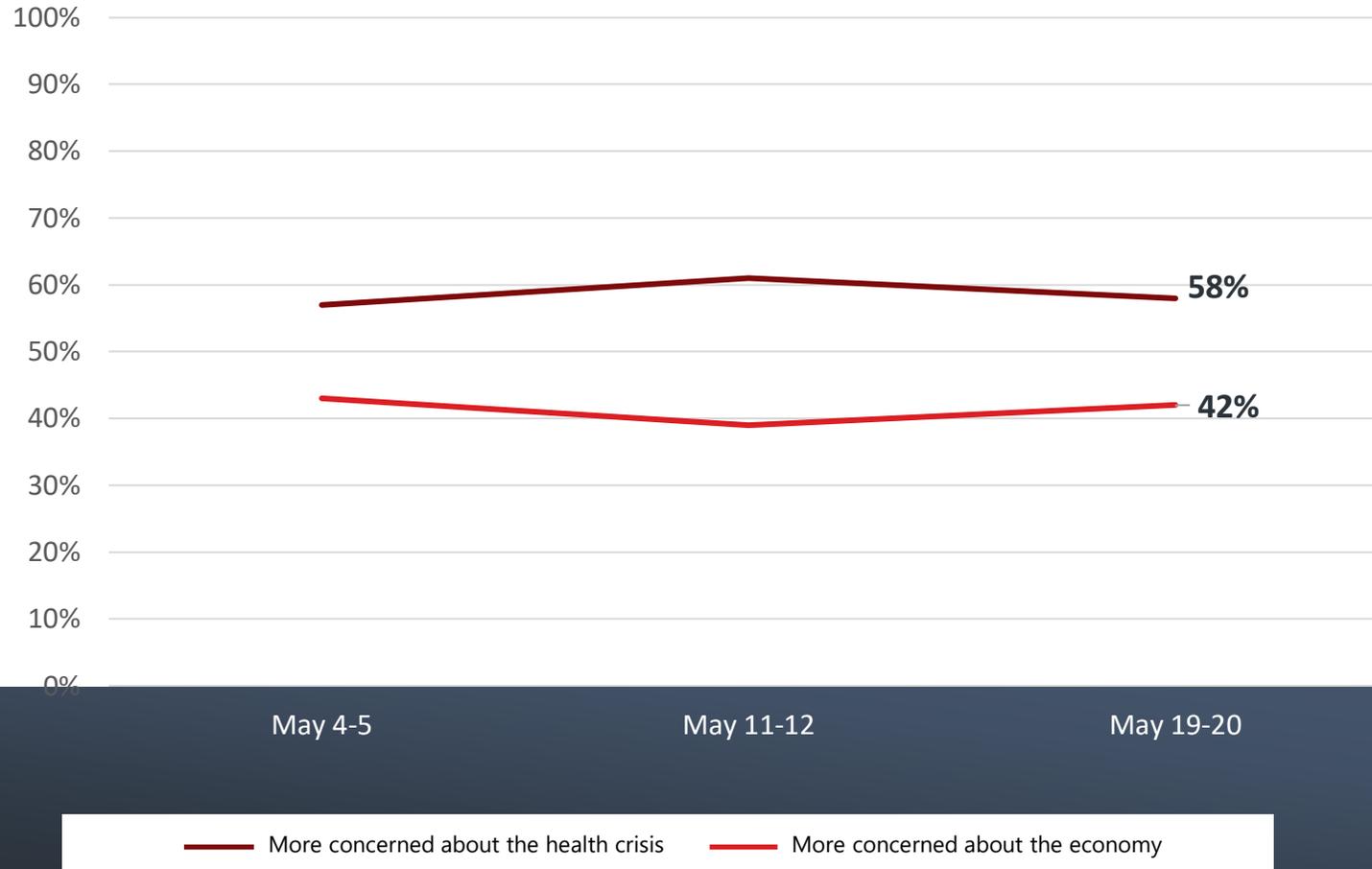
## Concern about Personal Finances



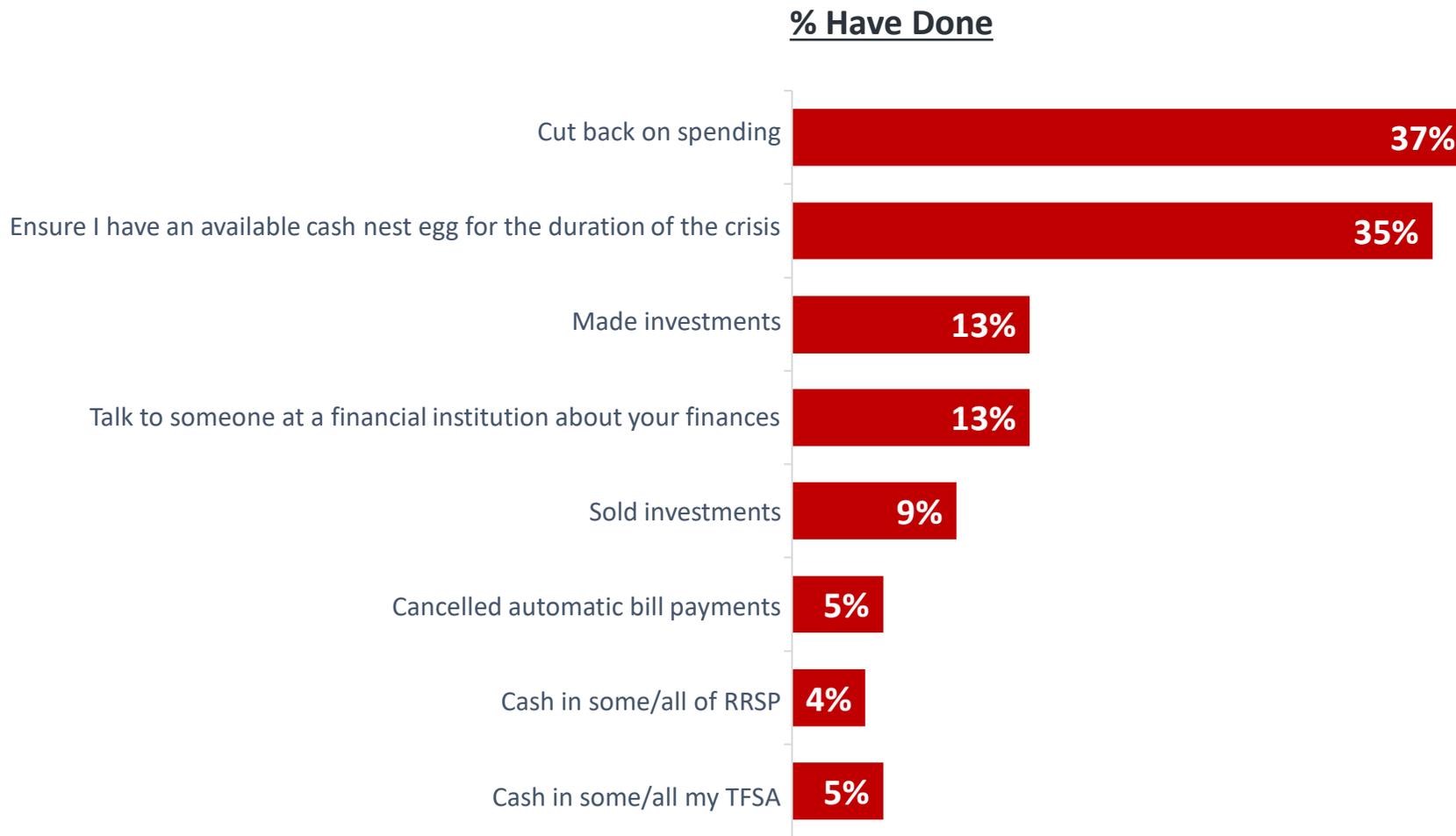
Extremely concerned  
Concerned  
Not at all concerned  
Very concerned  
Not very concerned

# Concern Over Economy versus Health Crisis During Pandemic

% Concerned About the Economy vs. the Health Crisis



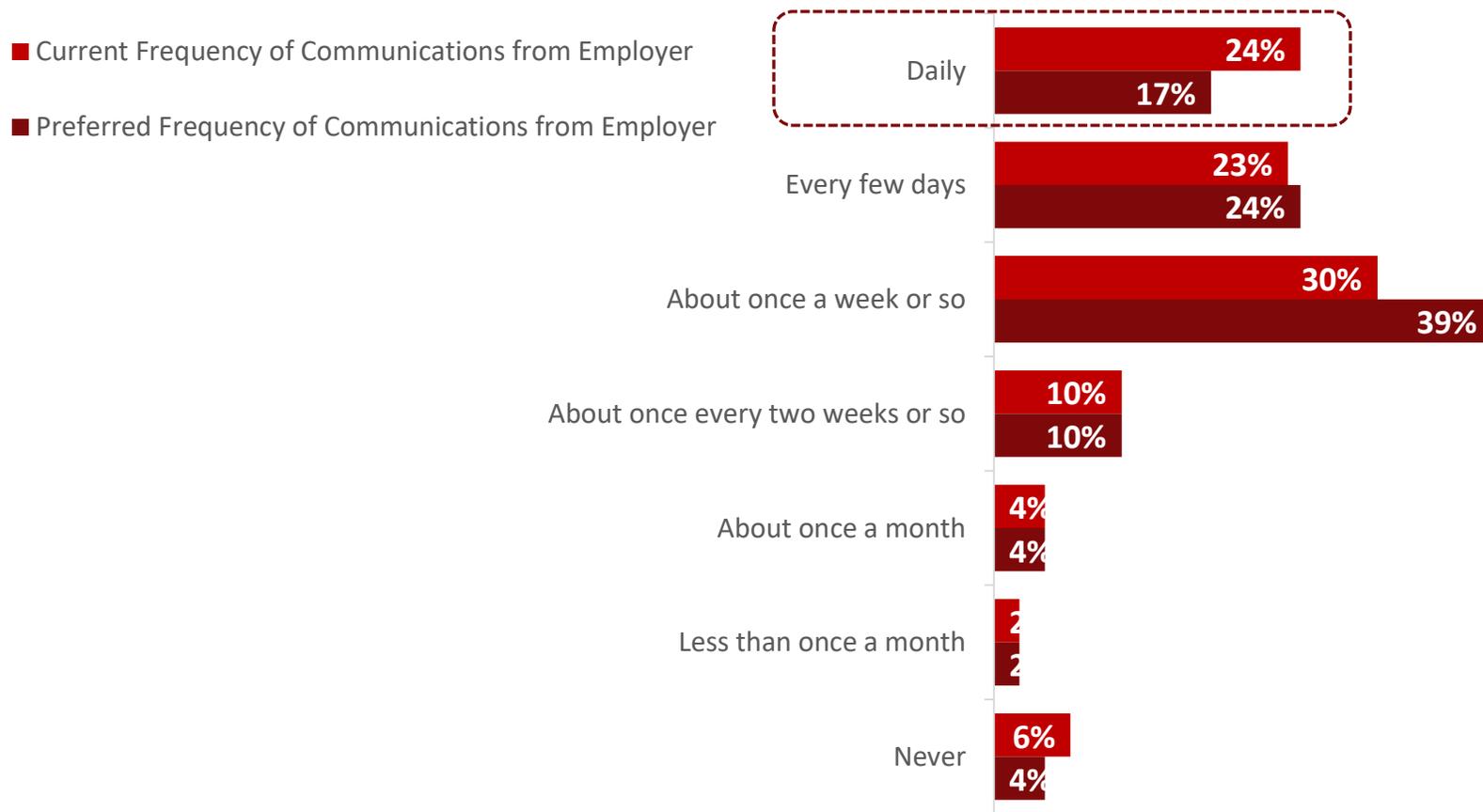
# Financial Actions Taken as a Result of COVID-19



Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-4	41%	40%	42%	38%	39%	24%
-3	38%	33%	34%	37%	31%	27%
-5 ↓	18%	16%	17%	14%	8%	6%
-3	16%	16%	16%	15%	11%	9%
+2	7%	7%	8%	7%	6%	4%
-4 ↓	9%	7%	6%	7%	6%	3%
-2	6%	5%	4%	5%	2%	2%
-1	6%	4%	6%	4%	5%	4%

# Communications about COVID-19 from Employers

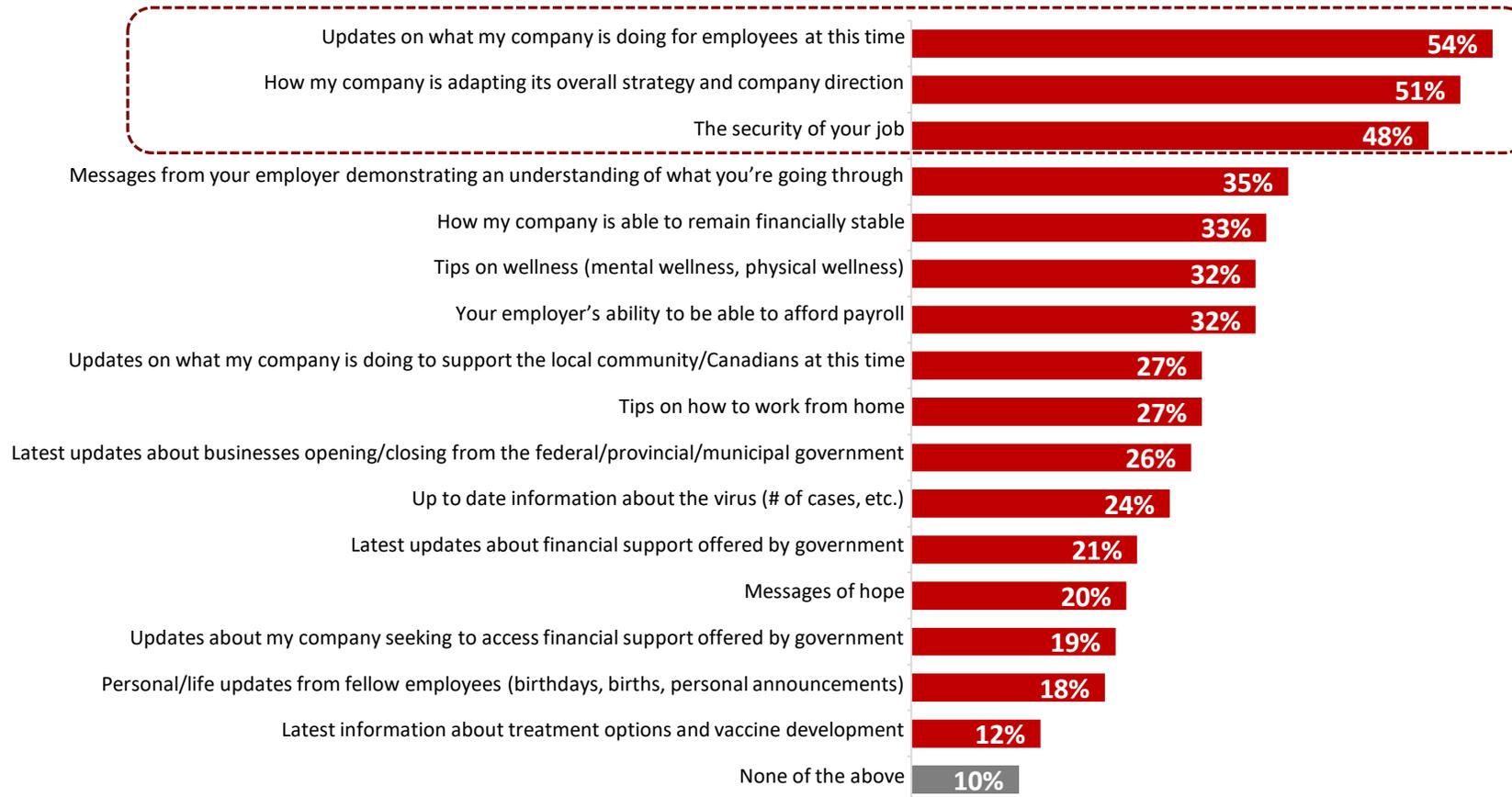
## Frequency of Communications from Employers



**47%**  
 Are getting  
 communications  
 from their employer  
 at least every few  
 days

# Preferred Types of Information from Employers

## What Information Employees Want



**90%**  
 Want ongoing  
 communication  
 from their employer

# Perceptions of Advertising and Finances

## On advertising & business . . .

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

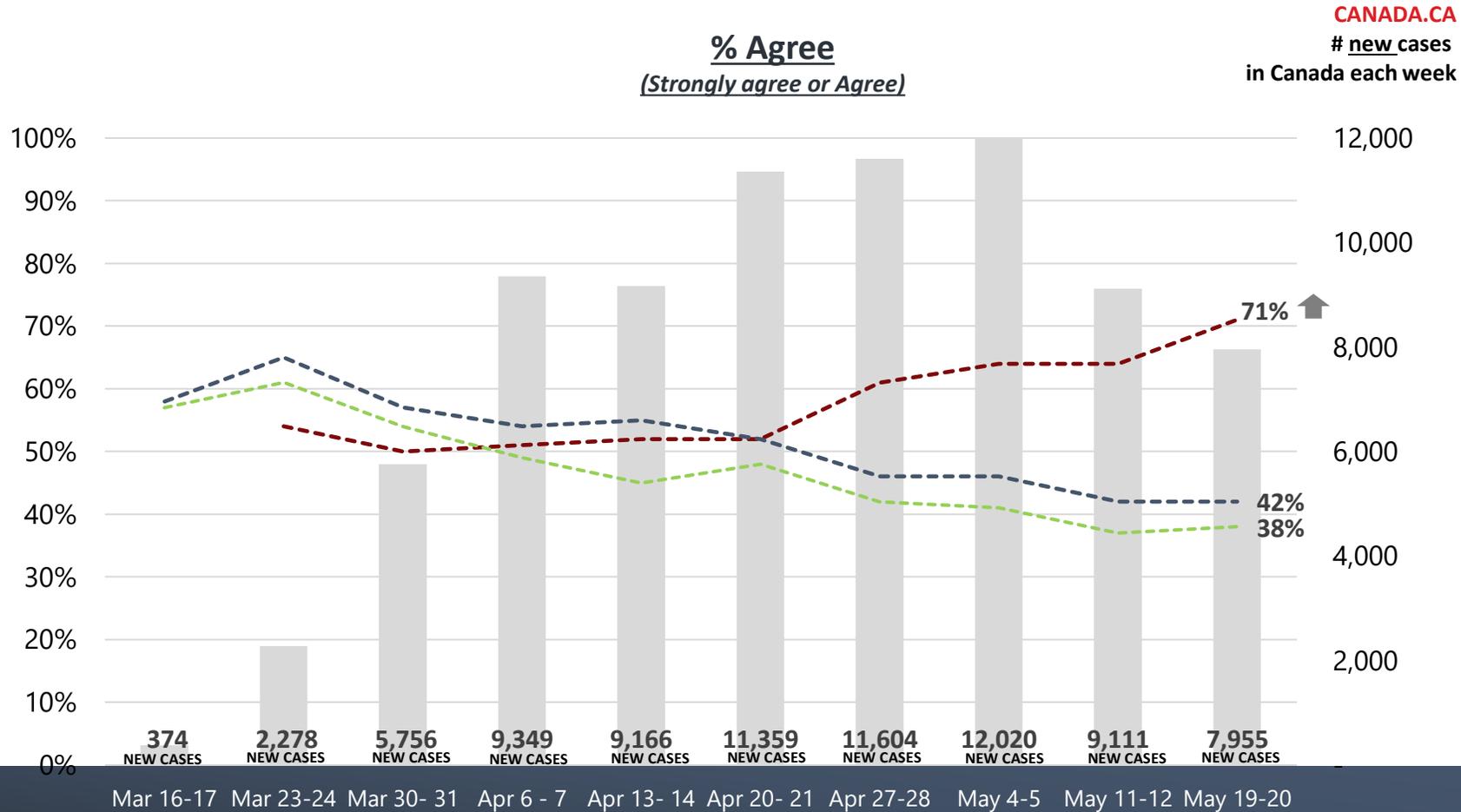


## On personal finances



Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-2	81%	79%	82%	86%	-	-
+1	78%	77%	80%	80%	-	-
+7 ↑	64%	64%	52%	51%	54%	-
+8 ↑	54%	55%	-	-	-	-
+8 ↑	50%	49%	-	-	-	-
-3	56%	57%	61%	67%	73%	65%
+1	49%	49%	53%	48%	-	-
+2	46%	48%	52%	57%	61%	56%
-3	49%	46%	46%	57%	-	-
+1	43%	47%	52%	54%	64%	60%
=	42%	46%	52%	54%	65%	58%
+5 ↑	37%	34%	35%	29%	20%	42%
+1	37%	41%	48%	49%	61%	57%
+1	72%	77%	76%	81%	85%	77%
-1	41%	44%	43%	52%	58%	49%
=	38%	40%	41%	38%	42%	56%

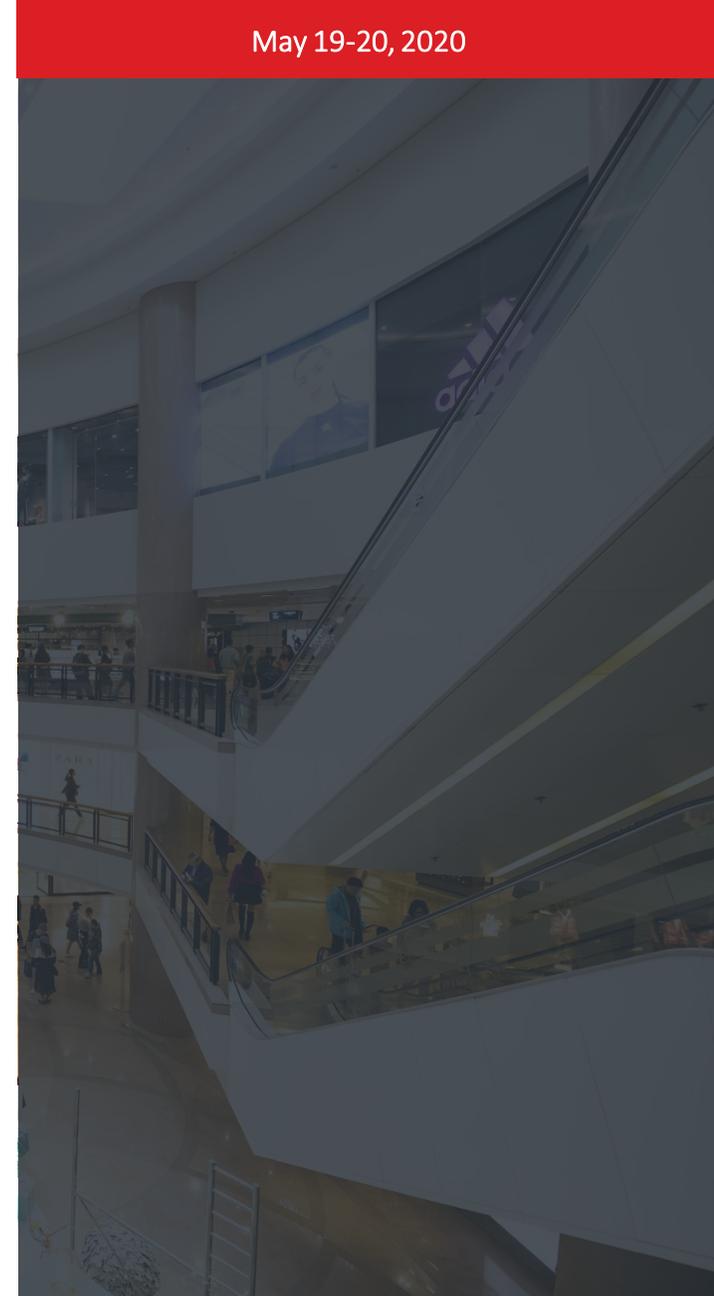
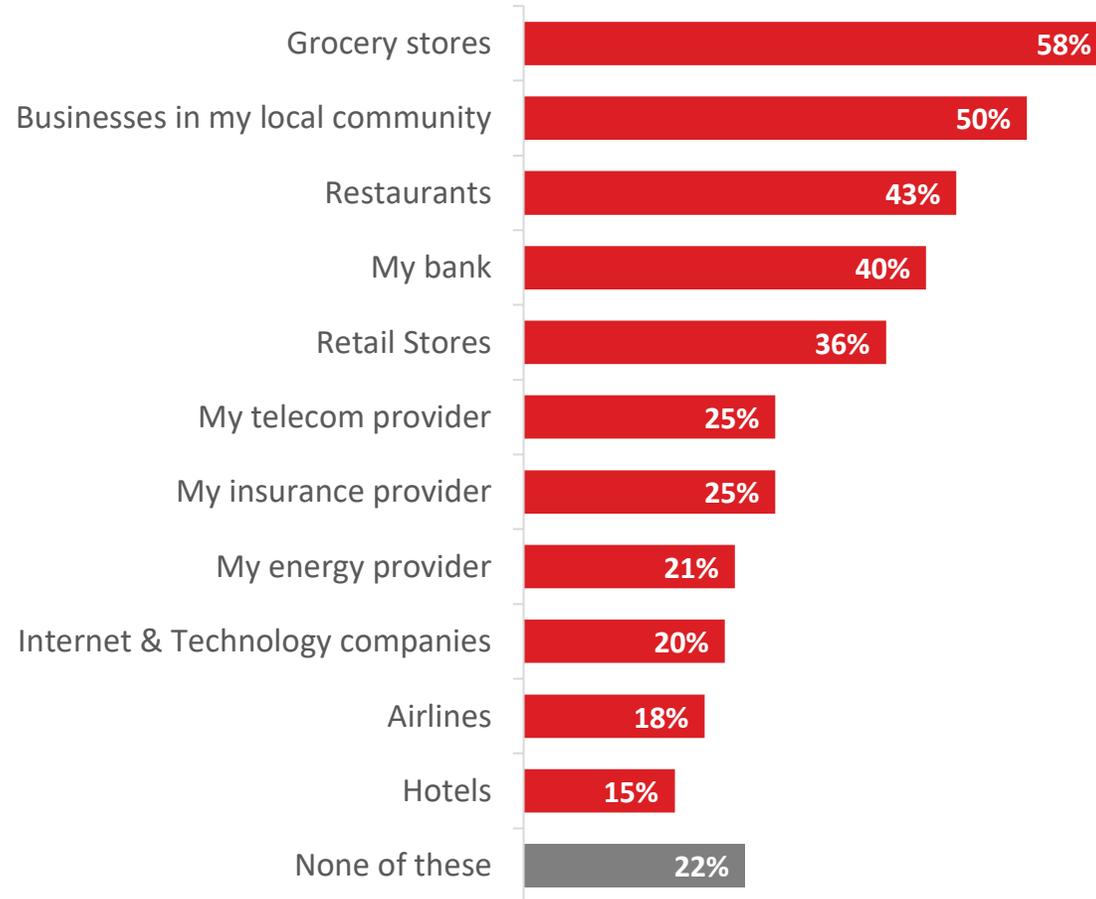
# Perceptions of Advertising During the Pandemic



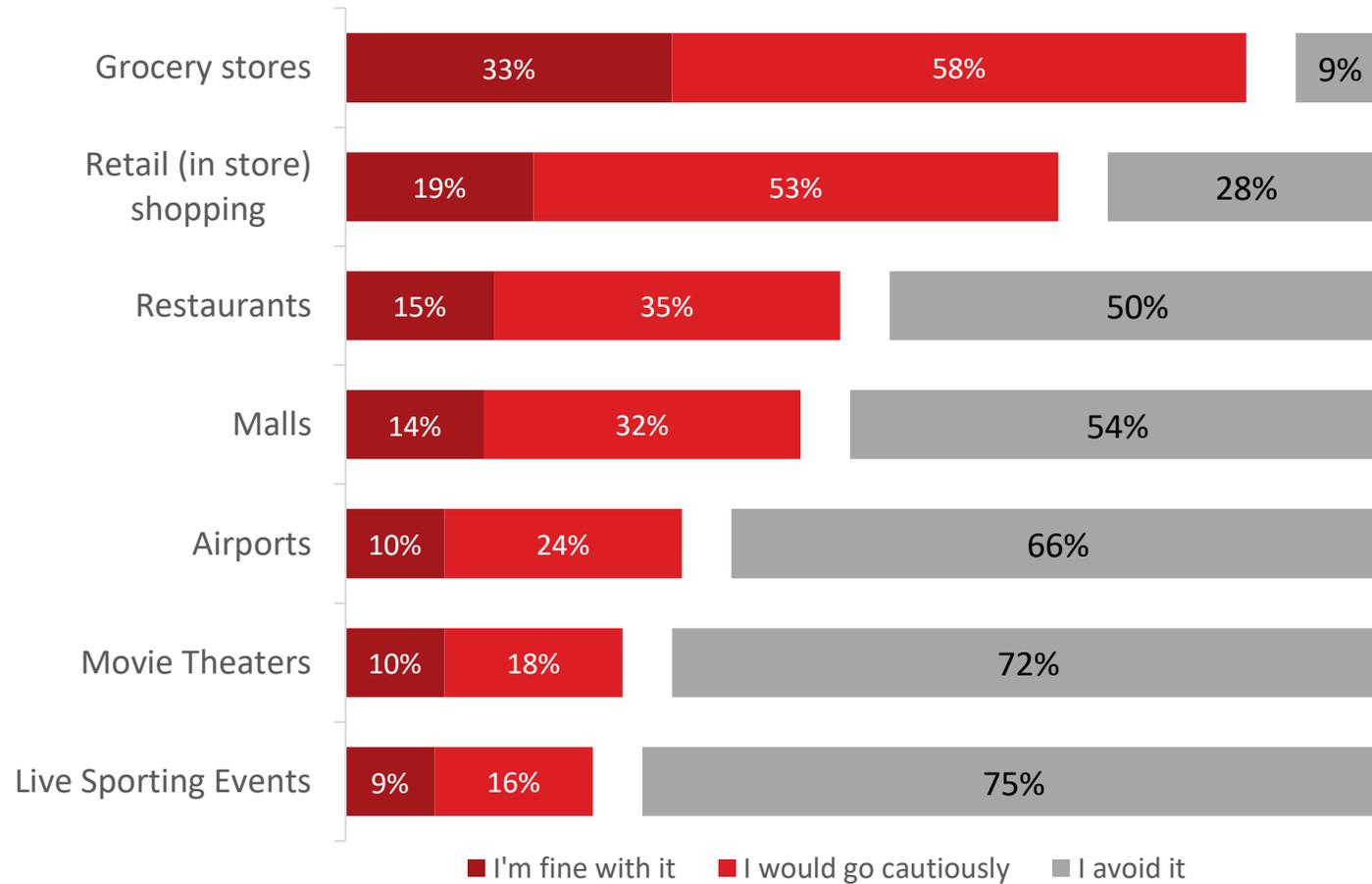
--- Now is the time to start stimulating our economy back to health
 --- This is the wrong time for companies to advertise to me to buy their products/services
 --- I don't want to see companies launching any new products or services at this time

# Types of Business Communications

% That Want to Hear Communications from Business Type



# Perceptions of Going Out



May 19-20, 2020

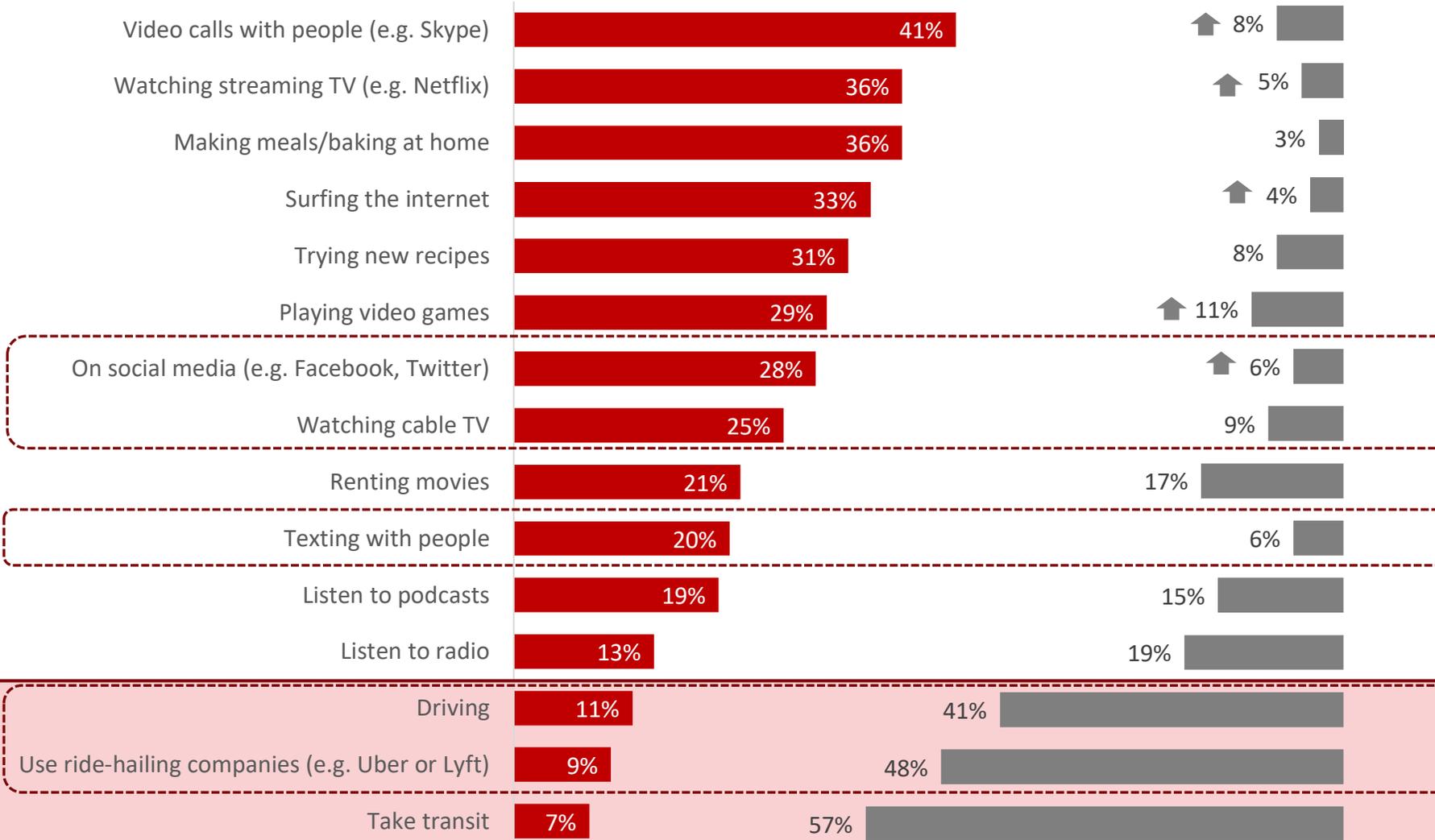
## AVOID

Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
+1	8%	8%	12%	14%	13%	7%
-7 ↓	35%	36%	47%	64%	62%	44%
-7 ↓	57%	51%	68%	82%	83%	59%
-7 ↓	61%	59%	70%	85%	85%	64%
-5 ↓	71%	68%	78%	89%	91%	82%
-5 ↓	77%	72%	82%	92%	92%	80%
-2	77%	-	-	-	-	-

# Changes in Lifestyle (Leisure & Transit)

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

## Doing Less of This

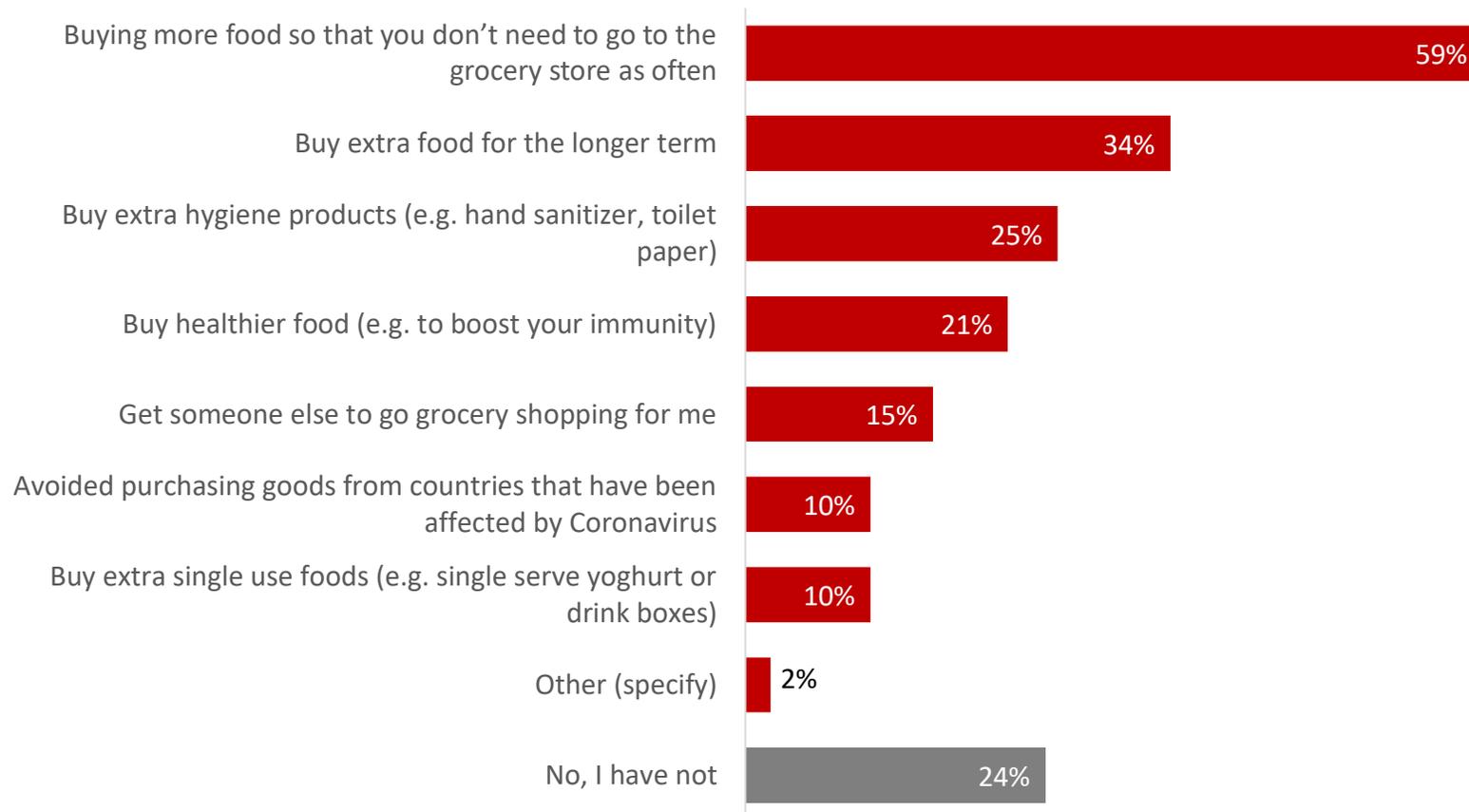


## DOING MORE

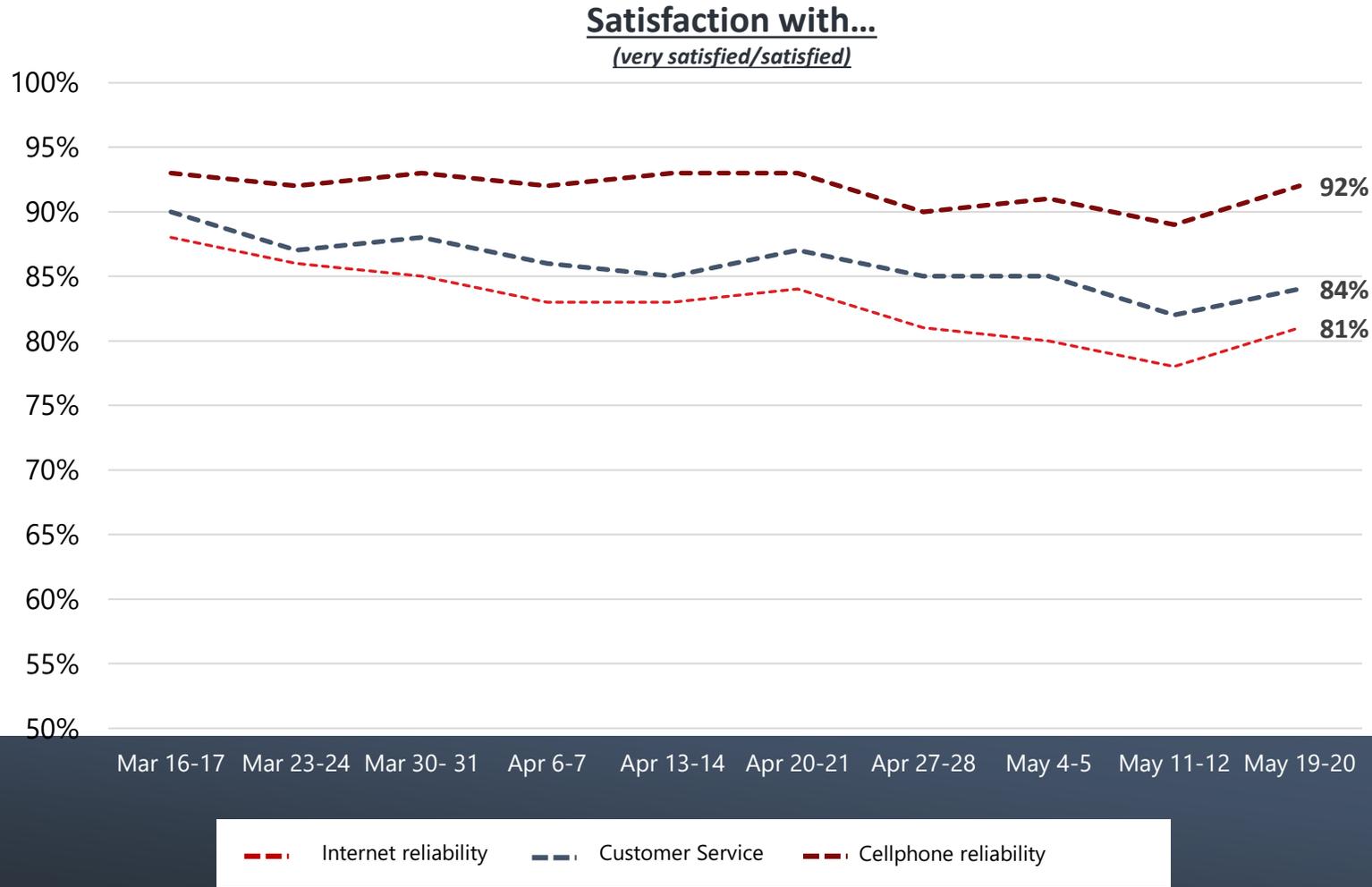
Δ last week	May 11-12	May 4-5	Apr 20-21	Apr 6-7	Mar 23-24	Mar 16-17
-4	45%	52%	65%	73%	57%	35%
-3	39%	42%	54%	59%	56%	37%
-2	38%	39%	51%	58%	51%	32%
-2	35%	39%	50%	56%	56%	39%
-2	33%	38%	40%	45%	32%	22%
-4	33%	37%	45%	55%	-	-
-6 ↓	34%	38%	49%	56%	56%	38%
-5 ↓	30%	30%	41%	50%	50%	32%
=	21%	21%	31%	27%	26%	20%
-5 ↓	25%	25%	35%	45%	45%	30%
-2	21%	26%	23%	28%	25%	-
-2	15%	18%	20%	23%	24%	-
<b>DOING LESS</b>						
-7 ↓	48%	50%	66%	74%	64%	34%
-9 ↓	57%	51%	77%	76%	63%	40%
+1	56%	66%	79%	80%	74%	60%

# Changes in Lifestyle (Grocery)

## Have Done (Within the last 2 Weeks)

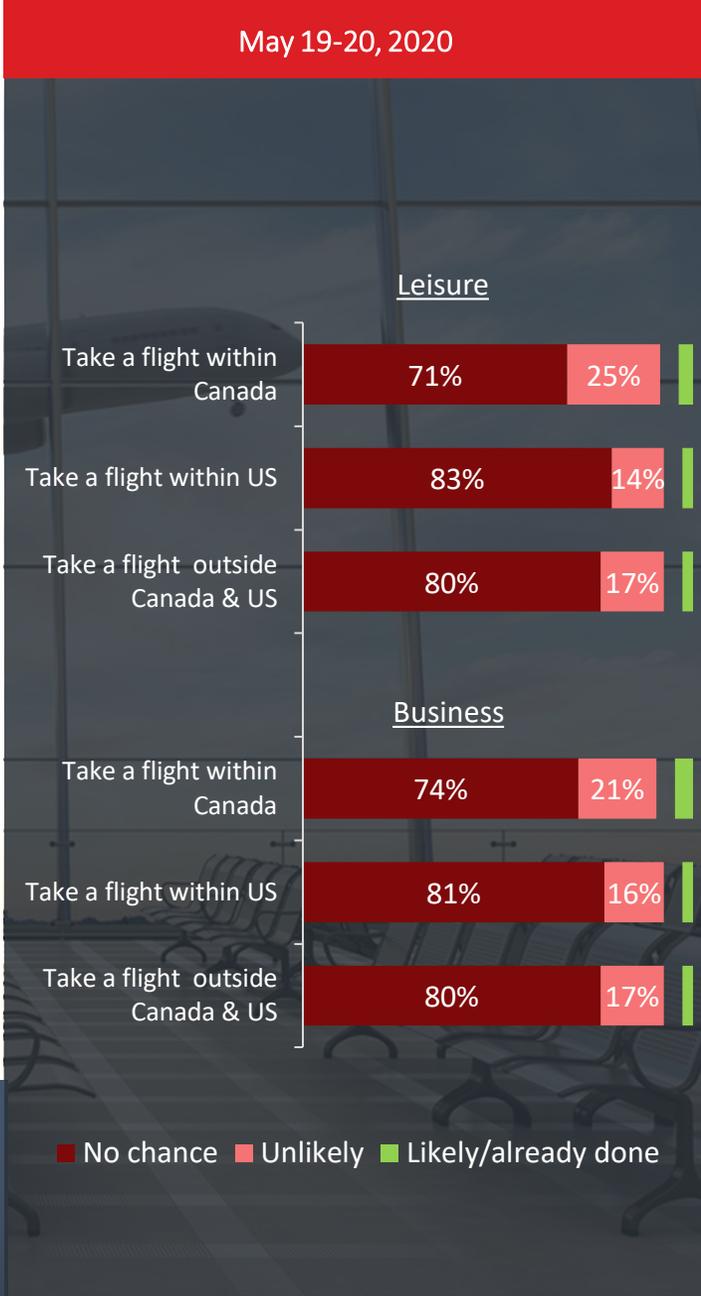
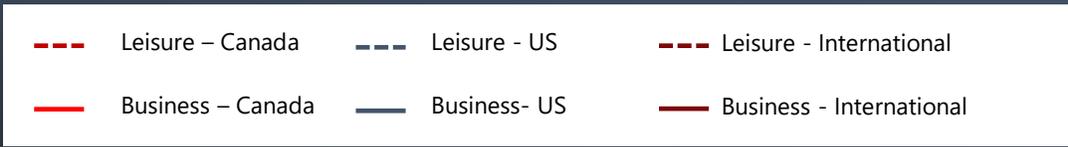
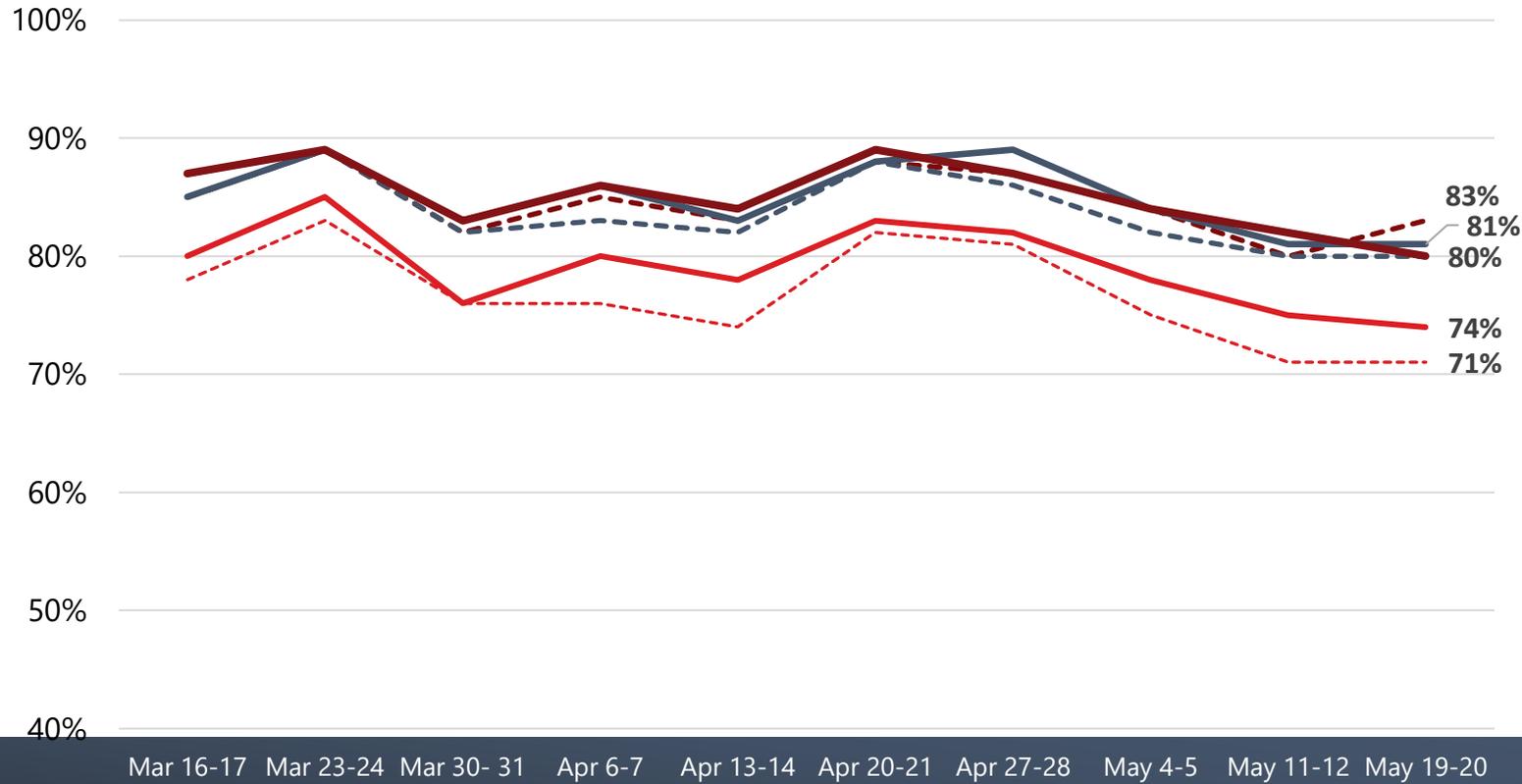


# Telecom Satisfaction



# Avoiding Flights

No Chance of Taking a Flight



For more information please contact

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705.465.0411

