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FORUM RESEARCH INC.

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Canadians Doing More, and Spending, More Online

COVID-19 impacting streaming, ride-sharing, takeout, and more

Toronto, April 17th – In a random sampling of public opinion taken by The Forum Poll™ among 1335 Canadian voters, one-sixth (15%) of Canadians say they've added a streaming service, such as Netflix, Disney+, or Crave, since the COVID-19 pandemic started, while about eight in 10 (82%) say they haven't.

A few said they weren't sure (3%).

Ride-sharing use has decreased by 50%

Respondents were asked, in an average month, how often they used ride-sharing services (before the pandemic).

Just over eight in 10 (85%) said they never used ride sharing services, with about (15%) saying they used ride sharing services one or more times in an average month.

Respondents were then asked a follow up question about how many times in the preceding month had they used ride-sharing services.

Nine in 10 (93%) said they hadn't used ride sharing services in the past month, with just (7%) saying they had.

From 15% use of ride-sharing in an average month to about 7% is a drop of more than 50%.

Food take-out and delivery is down slightly

Respondents were asked, in an average month, how often they ordered food for take-out or delivery.

Just under a third (29%) said they never order food for take-out or delivery, with just under three-quarters (71%) saying they order take-out or delivery one or more times per month.

Respondents were then asked a follow up question about how many times in the preceding month had they had ordered food for take-out or delivery.

4 in 10 (39%) said they hadn't ordered food for take-out or delivery in the past month, while just under two-thirds (61%) said they had.

From 71% ordering take-out or delivery to 61% is down about 14%.

"Predictably, consumer behaviour has changed in the wake of the COVID-19 pandemic," said Dr. Lorne Bozinoff, President of Forum Research. "The travel and hospitality industries have been particularly hard hit. Online shopping has increased overall, though, with people far more open to online grocery ordering than before."



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Online grocery ordering up

Respondents were asked, in an average month, how often they ordered groceries online.

Nine in 10 (91%) said that in an average month they wouldn't order groceries online at all, with about one in 10 (9%) saying they'd order online groceries once per month or more.

Respondents were then asked a follow up question about how many times in the preceding month had they ordered groceries online.

Eight in 10 (81%) said they hadn't ordered groceries online in the past month, but one-fifth (19%) said they'd ordered groceries online one or more times in that period.

From 9% ordering groceries online to 19% is an increase of more than 100%.

Only a third of Canadians planning an international trip in the next year

One-third (34%) of Canadians are planning a vacation outside of Canada in the next year, and two thirds (66%) say they aren't.

Of those Canadians planning to take a trip in the next year: one in 10 (10%) plan to take that trip in April, May, or June; one-fifth (19%) are planning to take their trip in July or August; one-fifth (20%) are planning a trip in September or October; one-fifth (22%) are planning their trip in November or December; and a third (30%) are planning their trip for sometime in 2021.

Of those not planning a trip in the next year, almost half aren't planning a trip at all

Those who said they weren't planning a trip in the next year were asked a followup question about when they thought their next trip outside Canada would be; almost half (46%) said they aren't planning to take a vacation.

One in 10 (7%) said it would be in Winter 2021, while similar proportions said it would be Spring 2021 (9%), or Summer 2021 (11%).

One in 20 (5%) say they plan to take a trip outside of Canada in Fall 2021.

One-fifth (22%) say their next international vacation will be in 2022 or later.

Online spending way up

Respondents were asked, prior to the pandemic, approximately what percentage of their spending was done online.

Eight in 10 (79%) said it was 20% or less, 1 in 10 (13%) said it was more than 20% but less than 40%.



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1 in 20 (5%) said it was 40%-60%.

Few said it was more than 60% (more than 60% but less than 80% (2%), 80% or more (1%))

In total, about one-fifth (21%) said that, prior to the pandemic, they did more than 20% of their shopping online.

Respondents were asked a follow-up question that asked what percentage of their spending is done online, following the outbreak of COVID-19.

The numbers are quite different.

Fewer than two thirds (62%) said they do 20% or less of their shopping online.

One-fifth (19%) said they do more than 20% but less than 40% of their shopping online.

One in 10 (10%) said they do 40% to 60% of their shopping online.

One in 20 (5%) said they do more than 60% but less than 80% of their shopping online, while a similar proportion (4%) said they do 80% or more of their shopping online.

In total, about four in 10 (38%) said that, following the outbreak of COVID-19, they did more than 20% of their shopping online.

The rise in people doing more than 20% of their shopping online from one-fifth (21%) to four in 10 (38%) represents an approximate 80% increase.

"Predictably, consumer behaviour has changed in the wake of the COVID-19 pandemic," said Dr. Lorne Bozinoff, President of Forum Research. "The travel and hospitality industries have been particularly hard hit. Online shopping has increased overall, though, with people far more open to online grocery ordering than before."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1335 randomly selected Canadian Voters. The poll was conducted on April 13th, 2020.

Results based on the total sample are considered accurate +/- 3 percentage points, 19 times out of 20, measured as the average deviation across all response categories. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on the candidates' ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumpoll.com

Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses, for example:

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied. Numbers may not add up to 100 due to rounding.

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Since the COVID-19 pandemic started, have you added a video Streaming service such as Netflix, Disney Plus, or Crave?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
Yes	15	12	17	40	19	23	22	11	6	9
No	82	85	80	53	75	76	75	86	92	89
Not sure	3	3	3	7	6	1	3	3	2	2

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
Yes	15	15	13	14	18	18	17
No	82	80	84	84	79	79	79
Not sure	3	5	3	2	3	3	4



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Prior to the COVID-19 pandemic, in an average month, how many times did you use ride-sharing services?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
None	85	84	87	67	74	81	85	87	88	92
One	5	6	3	27	7	5	6	4	5	3
Two-three	6	6	6	0	8	10	7	5	3	3
Four-five	2	2	2	7	3	3	1	2	1	1
Six-seven	1	1	1	0	4	0	1	1	0	0
Eight or more	2	2	1	0	4	2	1	2	2	0

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
None	85	88	89	82	85	87	84
One	5	5	3	5	9	5	5
Two-three	6	1	4	10	3	6	2
Four-five	2	1	2	1	1	1	3
Six-seven	1	0	1	0	1	0	5
Eight or more	2	4	1	1	1	2	1



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And how many times, in the past month, have you used ride-sharing services?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
None	93	93	93	80	85	92	96	92	94	95
One	3	3	2	20	6	2	1	3	3	4
Two-three	2	2	2	0	2	3	1	3	2	0
Four-five	1	1	0	0	2	2	1	0	1	0
Six-seven	1	0	1	0	4	0	0	1	1	0
Eight or more	1	1	1	0	2	1	0	1	1	0

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
None	93	92	91	94	96	95	90
One	3	2	5	2	1	0	5
Two-three	2	1	2	3	1	1	2
Four-five	1	0	1	1	0	0	0
Six-seven	1	2	0	0	0	1	3
Eight or more	1	3	1	0	1	2	0



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Prior to the COVID-19 pandemic, in an average month, how many times would you order food for takeout or delivery?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
None	29	28	29	33	32	13	15	22	39	55
One	25	20	29	40	19	29	23	29	24	21
Two-three	24	25	23	7	18	26	33	26	21	15
Four-five	13	16	10	0	8	18	16	16	11	7
Six-seven	6	6	5	13	14	5	9	4	3	1
Eight or more	4	5	4	7	8	9	4	3	3	1

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
None	29	33	24	31	30	33	25
One	25	17	31	21	26	33	19
Two-three	24	17	29	23	20	17	27
Four-five	13	24	11	14	8	8	12
Six-seven	6	8	2	4	7	7	13
Eight or more	4	1	3	6	10	0	4



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And how many times, in the past month, did you order food for takeout or delivery

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
None	39	39	39	47	40	25	31	35	51	55
One	23	21	25	27	22	24	31	23	19	18
Two-three	21	22	20	13	17	30	18	24	19	17
Four-five	9	10	9	0	11	10	9	11	7	6
Six-seven	4	4	4	13	2	5	6	4	2	2
Eight or more	4	5	3	0	9	6	4	2	2	2

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
None	39	43	38	39	50	45	30
One	23	27	26	22	18	22	22
Two-three	21	13	21	21	13	21	30
Four-five	9	5	11	11	6	7	6
Six-seven	4	6	2	3	7	2	6
Eight or more	4	7	3	4	6	2	6



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Prior to the COVID-19 pandemic, in an average month, how often would you order groceries online?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
None	91	91	91	80	98	89	82	92	95	95
One	4	4	4	13	0	6	8	3	4	3
Two-three	3	3	3	0	2	3	6	3	1	2
Four-five	2	1	2	7	0	2	4	3	1	1
Six-seven	0	0	0	0	0	0	0	0	0	0
Eight or more	0	0	0	0	0	1	0	0	0	0

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
None	91	96	90	93	83	94	86
One	4	1	4	3	9	3	8
Two-three	3	1	3	2	7	1	4
Four-five	2	2	3	1	2	1	2
Six-seven	0	0	0	0	0	1	0
Eight or more	0	0	0	0	0	0	0



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And how many times, in the past month, did you order groceries online?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
None	81	80	83	60	91	76	70	84	86	85
One	7	6	9	13	0	10	11	7	7	7
Two-three	6	7	5	7	4	7	8	4	5	7
Four-five	4	4	3	13	0	7	7	4	2	1
Six-seven	1	1	1	7	3	0	2	1	0	0
Eight or more	1	1	0	0	2	1	1	0	0	0

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
None	81	80	81	78	85	86	83
One	7	8	9	8	6	6	4
Two-three	6	11	3	9	6	4	3
Four-five	4	1	5	4	4	3	4
Six-seven	1	0	1	0	0	1	5
Eight or more	1	0	0	1	0	0	0



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Do you plan to take a vacation outside of Canada in the next year?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
Yes	34	36	31	47	32	32	38	37	32	29
No	66	64	69	53	68	68	62	63	68	71

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
Yes	34	37	24	36	35	38	39
No	66	63	76	64	65	62	61



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In which month do you think your trip will occur? [Base=yes, vacation in the next year]

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	439	237	183	7	16	36	73	85	108	118
April, May or June	10	10	7	57	26	9	10	3	8	9
July or August	19	20	20	0	22	11	22	27	19	10
September-October	20	17	20	43	5	26	21	16	22	26
November-December	22	20	24	0	9	39	15	22	19	24
Sometime in 2021	30	32	29	0	37	16	32	33	31	30

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	439	45	71	165	41	56	61
April, May or June	10	9	14	13	8	5	1
July or August	19	8	20	19	23	19	22
September-October	20	20	33	16	17	13	19
November-December	22	9	9	26	13	27	29
Sometime in 2021	30	53	23	26	39	36	29



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*When do you think you'll take your next vacation outside of Canada?
 [Base=no, vacation in the next year]*

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	896	411	461	8	30	78	125	147	228	282
Winter 2021	7	7	8	13	4	15	7	3	9	5
Spring 2021	9	8	10	0	9	9	6	10	11	10
Summer 2021	11	11	12	0	18	9	14	12	9	6
Fall 2021	5	5	5	0	3	7	7	3	4	5
In 2022 or later	22	24	19	25	5	27	24	28	23	18
Not planning to take a vacation	46	45	46	63	61	32	42	43	44	58

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	896	80	217	320	88	93	98
Winter 2021	7	11	6	8	10	3	5
Spring 2021	9	3	11	8	4	12	12
Summer 2021	11	7	16	11	3	11	10
Fall 2021	5	3	4	5	2	4	11
In 2022 or later	22	14	24	20	16	28	22
Not planning to take a vacation	46	63	39	48	66	43	41



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Prior to the COVID-19 Pandemic, approximately what percentage of your spending was done online?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
20% or less	79	80	78	67	67	72	75	81	86	89
More than 20% but less than 40%	13	12	14	27	18	15	18	12	10	6
40% to 60%	5	6	5	0	12	8	5	4	2	3
More than 60% but less than 80%	2	2	2	0	3	4	3	2	1	1
80% or more	1	1	1	7	1	1	0	1	1	1

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
20% or less	79	77	81	79	75	73	83
More than 20% but less than 40%	13	17	14	12	17	16	8
40% to 60%	5	4	3	7	3	6	6
More than 60% but less than 80%	2	1	1	2	2	4	2
80% or more	1	1	1	1	3	1	1



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And following the outbreak of COVID-19, approximately what percentage of your spending is done online?

Age/Gender

%	Total	Male	Female	Neither male or female	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	1335	648	644	15	46	114	198	232	336	400
20% or less	62	61	63	73	45	52	49	63	77	84
More than 20% but less than 40%	19	22	17	0	17	24	27	20	16	11
40% to 60%	10	9	11	7	27	10	11	11	4	3
More than 60% but less than 80%	5	4	5	0	6	8	7	4	3	1
80% or more	4	4	3	20	6	6	6	3	1	2

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Total	1335	125	288	485	129	149	159
20% or less	62	62	62	61	68	66	59
More than 20% but less than 40%	19	22	19	20	15	13	23
40% to 60%	10	12	9	9	12	15	10
More than 60% but less than 80%	5	4	4	6	1	4	5
80% or more	4	1	5	4	3	1	3

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