



TV IN A PANDEMIC

Our attitudes & behaviours

MAY 2020

think^{tv}



Research Details

OBJECTIVES

Provide a human angle to TV viewership by asking Canadians about trust; brands, advertising & purchase behaviour; and changes in TV viewing behaviour.

METHODOLOGY

**Online
interviews: 1,000**



Desktop



Mobile

Canadians: 18+



51%



49%

Language

English 85%

French 15%

Region

West 31%

Ontario 38%

Quebec 24%

Atlantic 7%

In Field

May 5–7, 2020

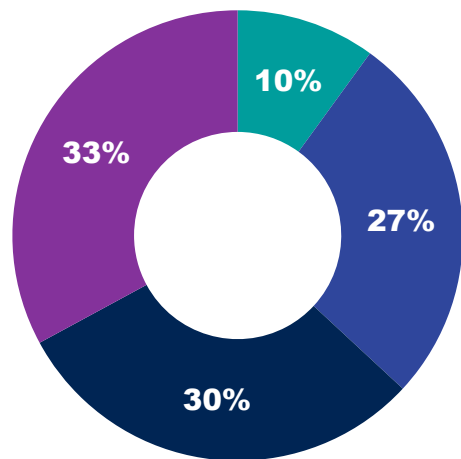
During the pandemic, Canadians have enjoyed watching lots of TV for lots of different reasons

4.2

Avg hours of TV watched per day

33%

Watch 5 hours of more per day



- Don't watch TV
- Light – 1-2 hours/day
- Medium – 3-4 hours/day
- Heavy – 5+ hours/day

TV viewership per day

Top 3 Reasons



For Entertainment

67%



To Relax

57%



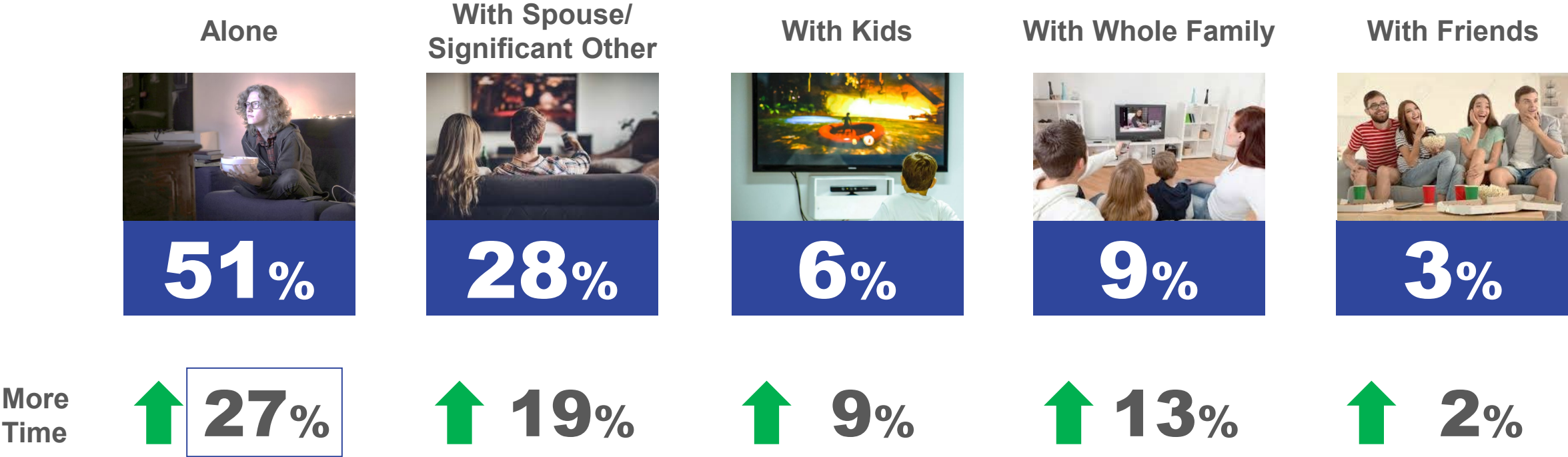
To Stay Informed

55%

1. Currently, about how many hours of regular TV do you watch per day? (not including subscription services with no advertising) Base: TV viewers (n=929)

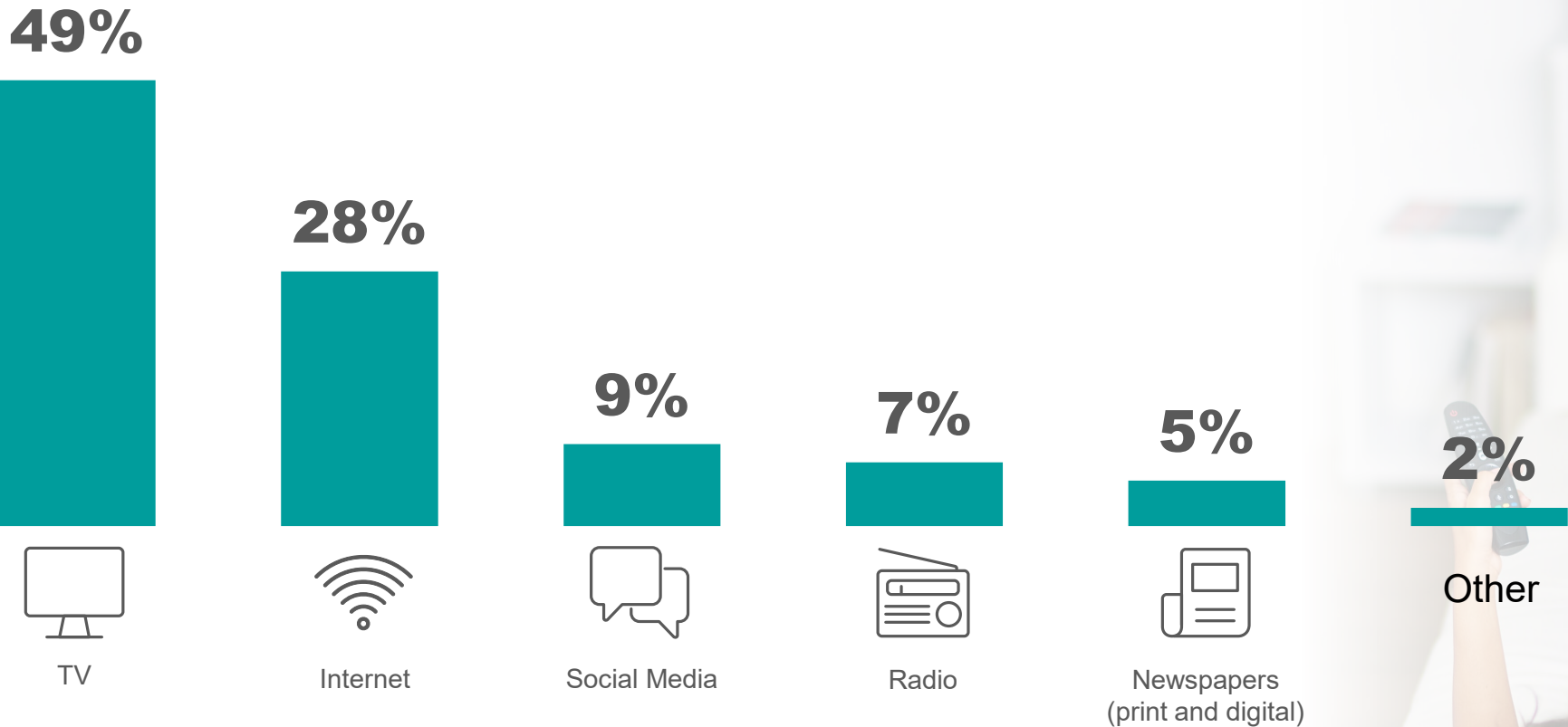
2. Which of the following, if any, are reasons why you watch regular TV? Base: Total Sample (n=1000)

During the pandemic, over half of TV time is spent alone, something people say they are doing more often than normal.



4. Out of the last 10 times you watched regular TV, how many were with each of the following people?
5. Are you spending more/less/same amount of time watching regular TV with each of the following people?
Base: Total Sample (n=1000)

Canadians have turned to TV as their primary source for news during the Covid-19 crisis.



6. Which of the following has been your primary source of news during the COVID crisis?
Base: Total Sample (n=1000)

Canadians are spending more time watching TV news during the pandemic, and their trust in TV news has grown.

↑ 44% More Time

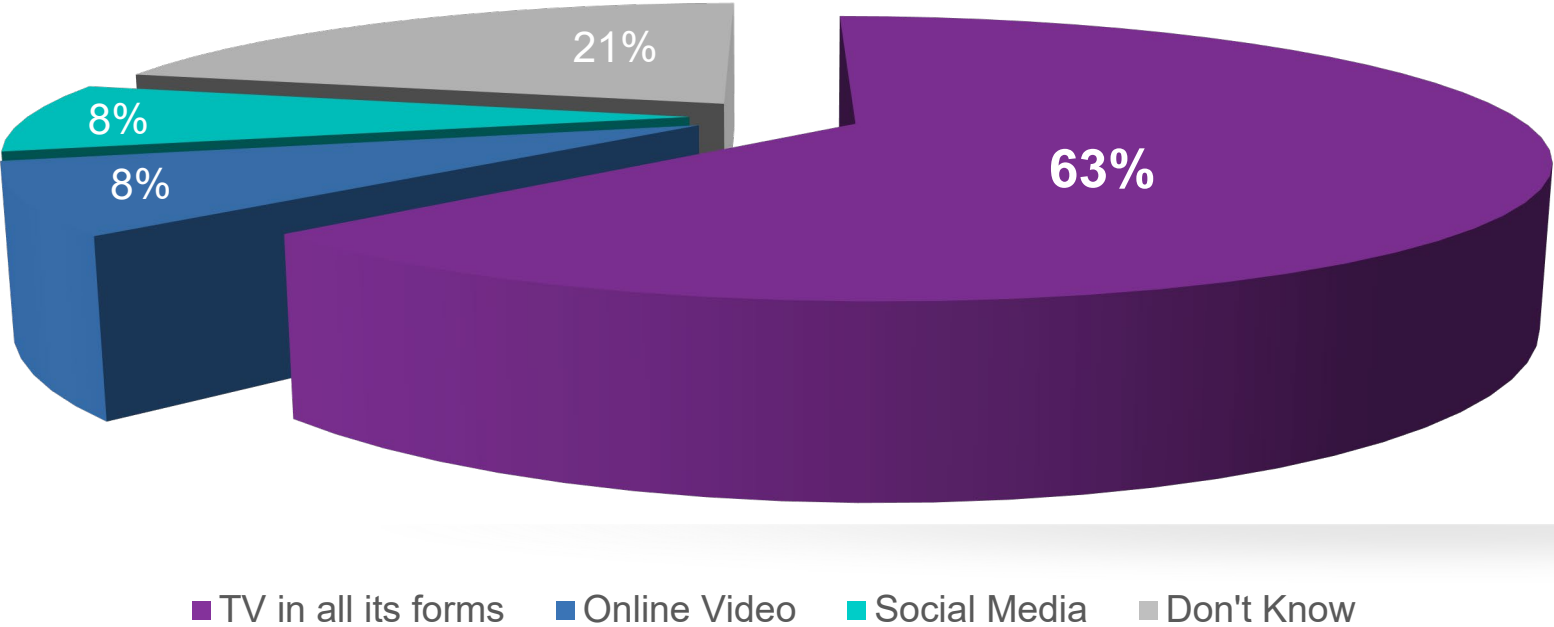
↑ 19% More Trust

3. Are you spending more/less/same amount of time watching the following types of programming?
Base: Total Sample (n=1000)

7. Do you trust [Source] more or less since the coronavirus pandemic?
Base: Total Sample (n=1000)



TV is the most trusted form of video advertising for Canadians.



9. Which one of the following sources of video advertising do you believe to be most trustworthy?
Base: Total Sample (n=1000)



During the pandemic, Canadians are most likely to want advertising to make them feel hopeful and safe.

Well-Being: 34%

Canadians want advertising to make them to feel good again and improve their well-being. They want to feel calm, comforted, relaxed, hopeful, positive and optimistic.

Security: 26%

Canadians also want advertising to make them feel safe and secure again. They want to be reassured that things will return to normal and that there is no need to panic.



Given the current situation, how would you like advertising to make you feel?
Ipsos Omnibus, April 10th, 2020, n=1,000 Canadians 18+

Canadians identified many advertisers that were improving their feelings of well-being and security during the crisis.



"A recent Walmart TV ad reassured viewers of the emphasis that the company is placing upon ensuring that customers will continue to be able to buy whatever they need without any price markups while keeping both customers and staff safe."



"TELUS's ad bringing everyone together thru technology and giving \$20 million to the fight against Covid-19."



"Tim Hortons has an ad about being here for you during the pandemic. It's a girl speaking in front of a Tim Hortons counter about how they can serve you during this time. It seemed very sincere."



"RBC's client relief fund shows how much they are willing to help and care during these challenging times."

Q11. Thinking about advertising you have recently seen, which company's advertisement have you been particularly impressed by?
Base: Respondents who provided a response (n=287)*

Nearly one in three Canadians are impressed with the advertising they have seen during the pandemic.

Advertising
seen recently

29%

Impressed

Q11. Thinking about advertising you have recently seen, which company's advertisement have you been particularly impressed by?
Base: Respondents who provided a response (n=287)

Ads that Impressed

Tim Hortons

"Tim Hortons are maintaining a presence in the community and making sure frontline workers have access to the products they enjoy to help make their days feel as normal as possible."



"Royal Bank of Canada with different staff speaking about how they are able to help people with an individual plan to assist those who are struggling financially during the COVID 19 pandemic."



"A&W because I was surprised that they didn't advertise their products in the first place but thank all the health care workers etc. prior to saying that they are still open for business, but nothing pushy at all."



"CIBC because their CEO explains how they will take care of their customers."

During the pandemic, one in three Canadians tried new brands, products or services, and more are likely to do the same when life goes ‘back to normal’.



During the pandemic

30%

of Canadians have tried new brands, products or services.

When life goes ‘back to normal’

33%

of Canadians are likely try new brands, products or services.

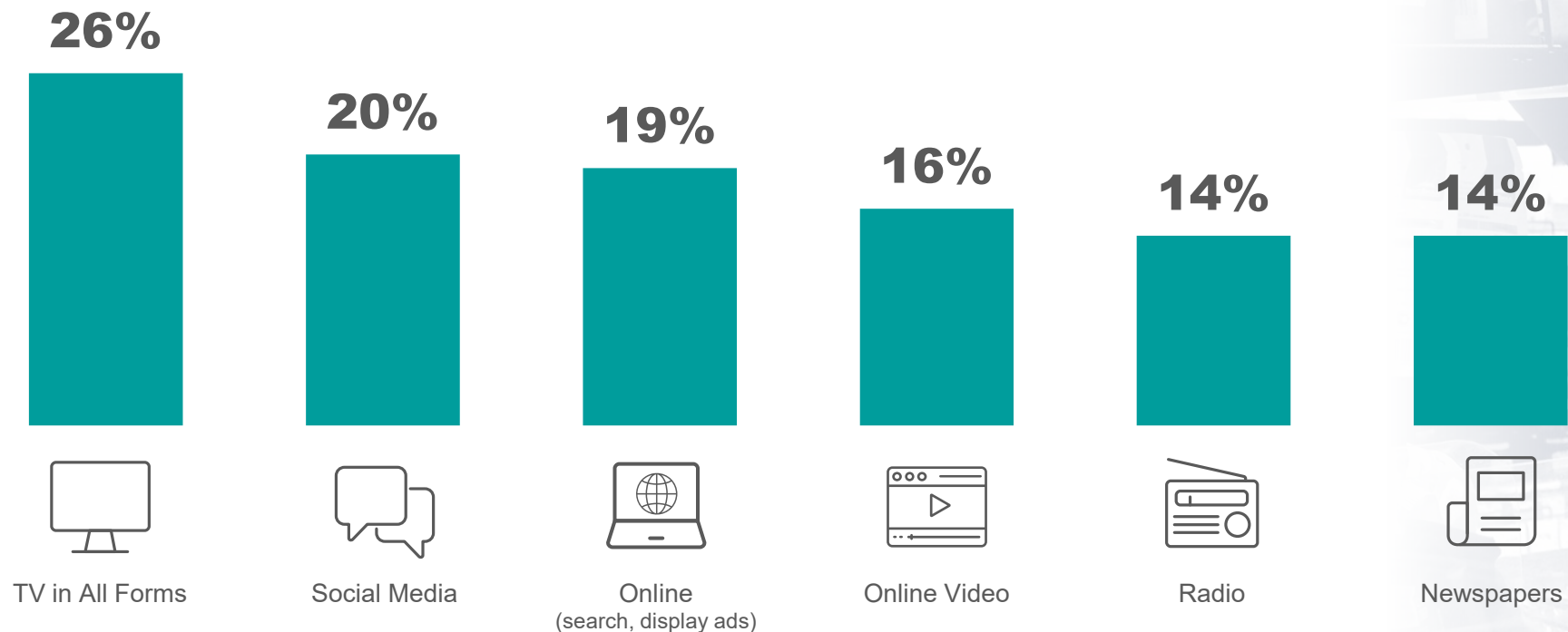
14. Have you tried any new brand/product/service in the last 4 weeks?

16. When life goes ‘back to normal’, how likely are you to try new brands/products/services?

Base: Total Sample (n=1000)

TV is the most effective way to get Canadians to try new brands, products and services.

Advertising Mediums Effectiveness (T3B)



8. How effective do you think advertising in each of the following mediums is right now at making you want to buy a product/service ?
Base: Total Sample (n=1000)

CONCLUSIONS

In pandemic isolation, 33% of Canadians say they are watching 5 or more hours of television each day - primarily for entertainment (67%) and to relax (57%), although not surprisingly, attention to news is on the rise.

Nearly half (49%) of Canadians are turning to TV as their primary source of news during the Covid crisis, and 19% say their trust in TV news has increased since the start of the coronavirus pandemic.

When it comes to advertising, TV is seen as the most trusted source of video advertising (63%), and the most effective form of advertising during this crisis. Nearly a third (29%) of Canadians recall an advertisement that has impressed them.

Three in ten (30%) Canadians have tried a new product or service in the last 4 weeks. Looking forward, one in three (33%) Canadians feel they are more likely to try new brands, products or services once they emerge from lockdown.

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Ultimately, success comes down to a simple truth:
You act better when you are sure.

THANK YOU.

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