

**Two in three Canadians agree or somewhat agree there will be a long-term negative impact of the pandemic on the quality of lives of Canada; a majority agree or somewhat agree that post-pandemic Canada will be united with a common purpose**

National survey released June, 2020

Project 2020-1649



**THE GLOBE AND MAIL** 

 **NANOS**

Canadians are more than twice as likely to say the pandemic experience will personally impact them positively rather than negatively because it will give them a greater appreciation for the important things in their life

Better



Two in three Canadians agree or somewhat agree they are worried there will be a long-term negative impact of the pandemic on the quality of lives of Canadians. A majority also agree or somewhat agree they think Canada will be united with a common purpose to improve our lives after the pandemic. Canadians are over two times as likely to say the pandemic experience will personally impact them positively rather than negatively and are more likely to say Canada will be a better place to live once the pandemic is over.

- **Canadians are more likely to say Canada will be a better place to live once the pandemic is over** – Asked which statements best describes how they feel Canada will be like once the pandemic is over, just under one in two Canadians select “Canada will be a better place to live because our experiences will make us stronger and we will make better policy choices” (46%), followed by “Canada will be a worse place to live because of the long-term economic and social consequences of the pandemic” (30%), and “we will return to our pre-pandemic ways of life and nothing really will be different” (12%). Thirteen per cent are unsure. Residents of Atlantic Canada (57%) and British Columbia (56%) are more likely to think Canada will be a better place to live post-pandemic than residents of Quebec and the Prairies (41% each).
- **Canadians are more than twice as likely to say the pandemic experience will personally impact them positively rather than negatively** – Just under half of Canadians say the impact of the pandemic experience on them personally will be positive because they will have a greater appreciation for life and the important things in their life (48%), followed by it won’t have an impact on them personally because they will get back to normal (23%), and it will be negative because the experience has damaged their economic and social well-being (19%). Ten per cent are unsure. Women are more likely to say it will have a positive impact on them (58%) than men (38%), who are more likely to say a negative impact (25%; 13% of women).
- **A majority of Canadians agree or somewhat agree they think the future for Canada post-pandemic is bright** – Just under six in ten Canadians agree (15%) or somewhat agree (44%) that the future for Canada after the pandemic is bright, while one in three somewhat disagree (17%) or disagree (15%). Nine per cent are unsure. Residents of Atlantic Canada are more likely to agree (18%) or somewhat agree (53%) with this than residents of the Prairies (14% agree; 35% somewhat agree).

Two in three Canadians agree or somewhat agree they are worried there will be a long-term negative impact of the pandemic on the quality of lives of Canadians

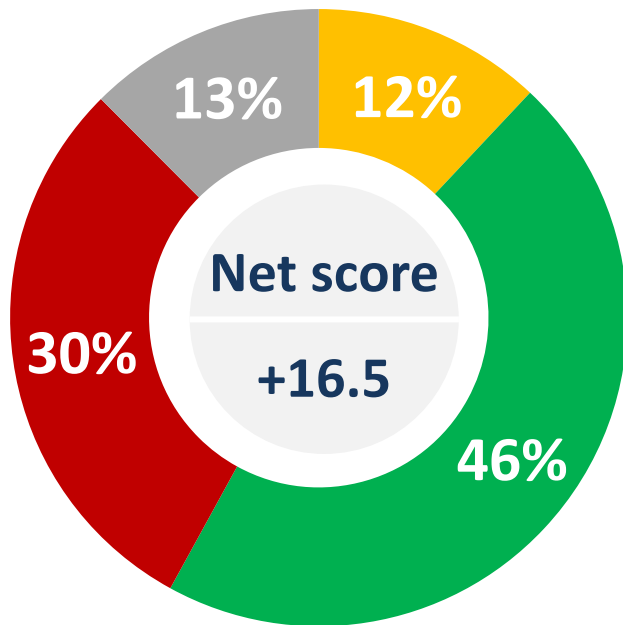
- **Canadians more often agree or somewhat agree they think the post-pandemic Canada will be united with a common purpose to improve our lives** – More than half of Canadians agree (11%) or somewhat agree (45%) that the post-pandemic Canada will be united with a common purpose to improve our lives, while just under four in ten somewhat disagree (20%) or disagree (19%). Six per cent are unsure. Residents of Atlantic Canada are more likely to agree (16%) or somewhat agree (55%) with this than residents of other regions, especially residents of the Prairies (12% agree; 31% somewhat agree), while women are more likely to agree (13%) or somewhat agree (49%) than men (eight per cent agree; 39% somewhat agree).
- **Two in three Canadians agree or somewhat agree they are worried there will be a long-term negative impact of the pandemic on the quality of lives of Canadians** – A majority of Canadians agree (28%) or somewhat agree (38%) that they are worried that there will be a long-term negative impact on the quality of lives of Canadians, while just over three in ten somewhat disagree (20%) or disagree (11%). Three per cent are unsure. Residents of the Prairies (35% agree; 39% somewhat agree) and Ontario (33% agree; 40% somewhat agree) are more likely to agree with this than residents of Quebec (21% agree; 33% somewhat agree) and British Columbia (19% agree; 38% somewhat agree).

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26<sup>th</sup> to 28<sup>th</sup>, 2020.

This study was commissioned by The Globe and Mail and the research was conducted by Nanos Research.

Better



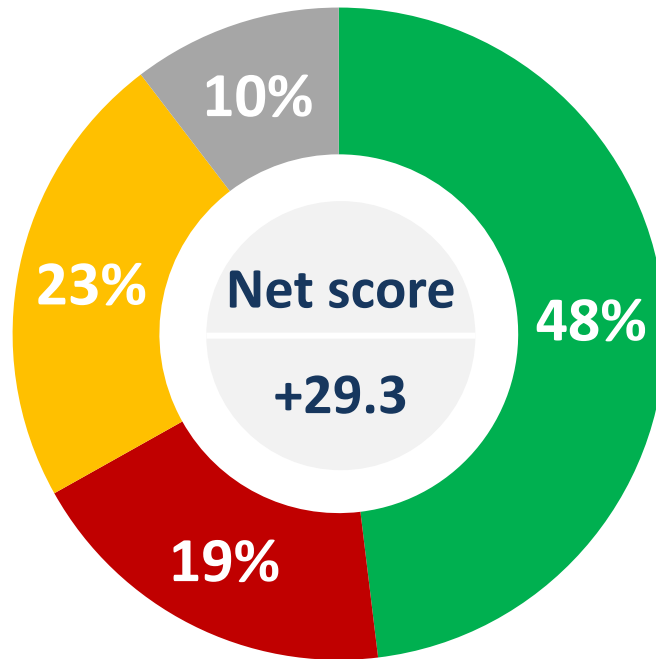


- We will return to our pre-pandemic ways of life and nothing really will be different
- Canada will be a better place to live because our experiences will make us stronger and we will make better policy choices
- Canada will be a worse place to live because of the long-term economic and social consequences of the pandemic
- Unsure

	Canada will be a better place
Atlantic (n=97)	57.3%
Quebec (n=221)	40.5%
Ontario (n=342)	46.4%
Prairies (n=196)	40.5%
British Columbia (n=153)	56.4%
Male (n=521)	41.8%
Female (n=488)	50.0%
18 to 34 (n=212)	44.8%
35 to 54 (n=369)	40.9%
55 plus (n=428)	51.3%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

**QUESTION** – Which ONE of the following statements best describes how you feel Canada will be like once the pandemic is over? [RANDOMIZE]

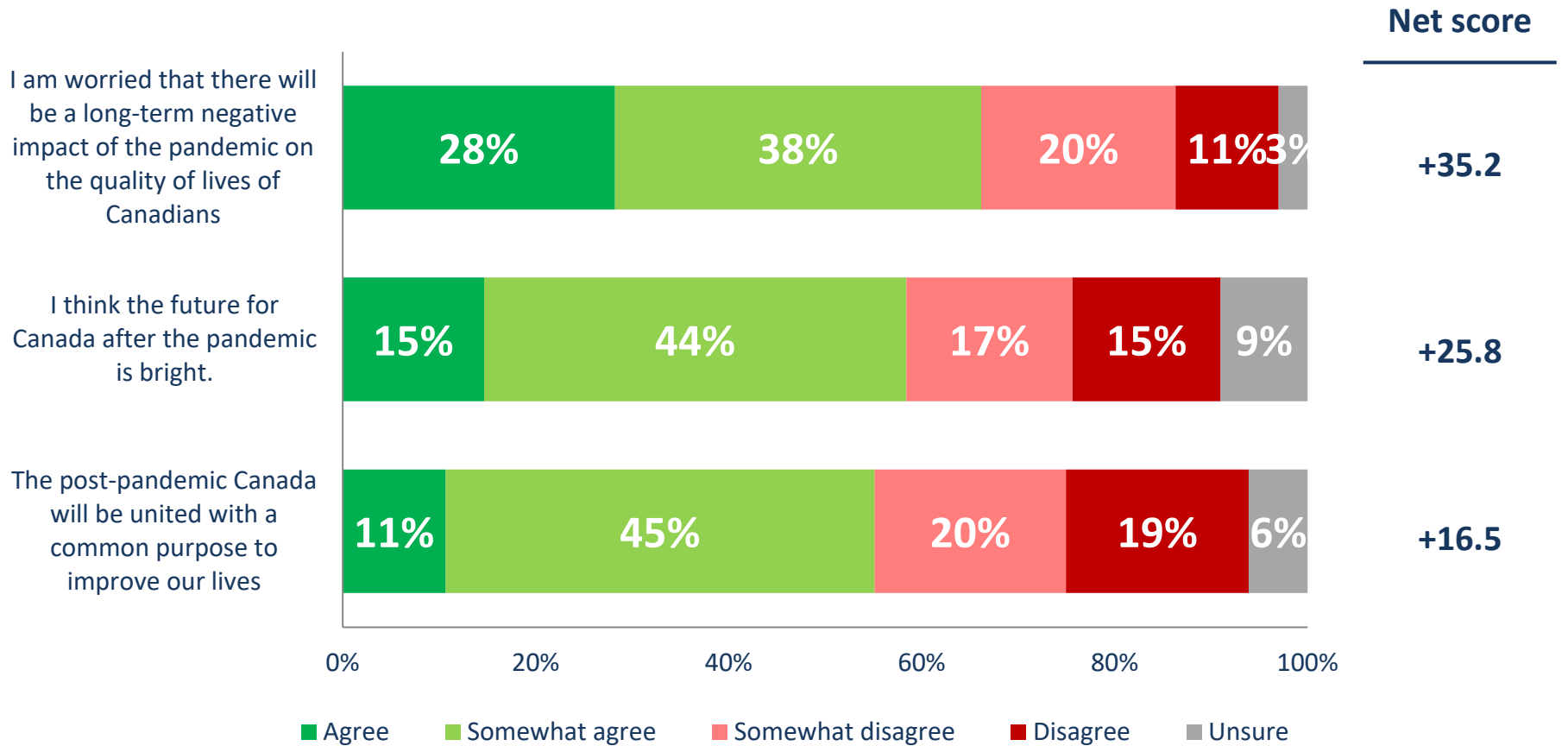


- It will be positive because I will have a greater appreciation for life and the important things in my life
- It will be negative because the experience has damaged my economic and social well-being
- It won't have an impact on me personally because I will get back to normal
- Unsure

	Positive
Atlantic (n=97)	56.7%
Quebec (n=221)	47.2%
Ontario (n=342)	48.9%
Prairies (n=196)	43.3%
British Columbia (n=153)	49.4%
Male (n=521)	38.1%
Female (n=488)	57.6%
18 to 34 (n=212)	48.1%
35 to 54 (n=369)	45.6%
55 plus (n=428)	50.3%

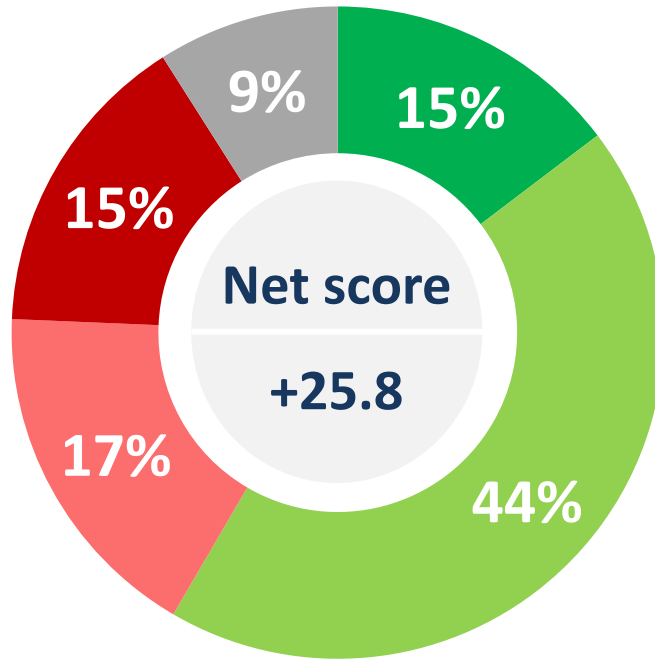
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – And, what about you personally. How will the pandemic experience impact you? [RANDOMIZE]



**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

# Agreement with Canada's future being bright



■ Agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Disagree  
 ■ Unsure

**Net score**  
**+25.8**

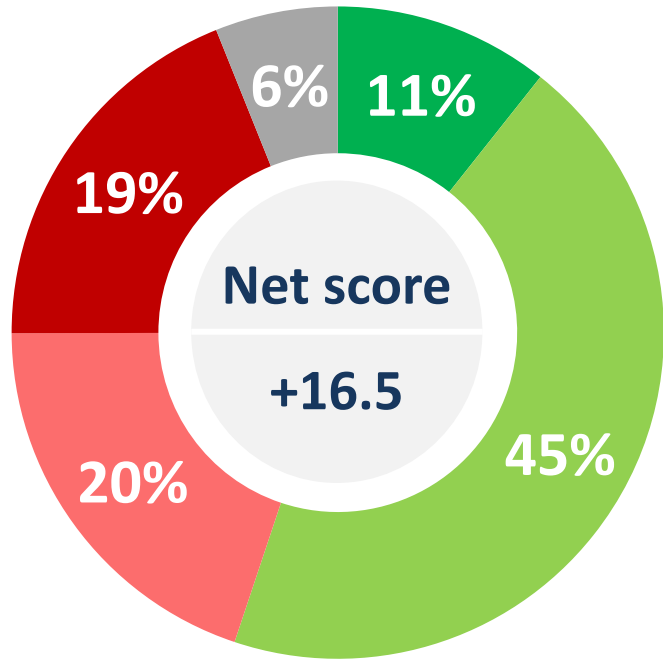
	Agree/ Somewhat agree
Atlantic (n=97)	70.9%
Quebec (n=221)	59.4%
Ontario (n=342)	57.4%
Prairies (n=196)	49.4%
British Columbia (n=153)	65.6%
Male (n=521)	56.7%
Female (n=488)	60.1%
18 to 34 (n=212)	60.0%
35 to 54 (n=369)	53.5%
55 plus (n=428)	61.7%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

**I think the future for Canada after the pandemic is bright.**

# Opinions towards post-pandemic Canada uniting to improve quality of life



■ Agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Disagree 
 ■ Unsure

	Agree/ Somewhat agree
Atlantic (n=97)	71.3%
Quebec (n=221)	53.9%
Ontario (n=342)	57.0%
Prairies (n=196)	42.8%
British Columbia (n=153)	60.7%
Male (n=521)	47.2%
Female (n=488)	62.7%
18 to 34 (n=212)	48.7%
35 to 54 (n=369)	53.1%
55 plus (n=428)	61.5%

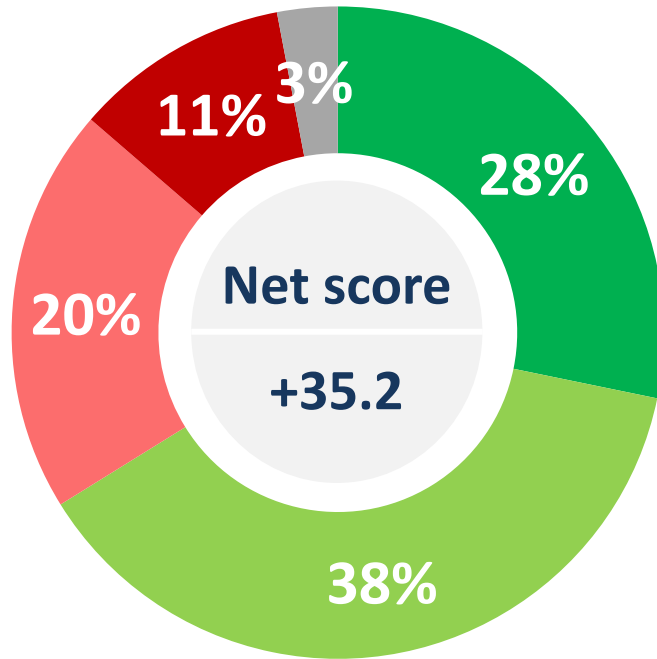
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

**The post-pandemic Canada will be united with a common purpose to improve our lives**



# Opinions towards long-term negative impact on the quality of lives of Canadians



■ Agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Disagree 
 ■ Unsure

	Agree/ Somewhat agree
Atlantic (n=97)	61.4%
Quebec (n=221)	54.6%
Ontario (n=342)	73.1%
Prairies (n=196)	74.5%
British Columbia (n=153)	57.4%
Male (n=521)	68.2%
Female (n=488)	64.2%
18 to 34 (n=212)	69.3%
35 to 54 (n=369)	70.2%
55 plus (n=428)	60.4%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

**I am worried that there will be a long-term negative impact of the pandemic on the quality of lives of Canadians**



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26<sup>th</sup> to 28<sup>th</sup>, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1009 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 26 <sup>th</sup> to May 28 <sup>th</sup> , 2020
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	10 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was topic five of an omnibus survey. Previous content included political issues, economic issues, real estate perceptions and COVID-19.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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# TABULATIONS

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**2020-1649 – Globe and Mail/Nanos Survey –Post-Pandemic Canada – STAT SHEET**

			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which ONE of the following statements best describes how you feel Canada will be like once the pandemic is over? [ROTATE]	Total	Unwgt N	1009	97	221	342	196	153	521	488	212	369	428
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	We will return to our pre-pandemic ways of life and nothing really will be different	%	12.0	8.2	18.8	10.0	9.5	11.3	13.7	10.4	16.6	14.2	6.8
	Canada will be a better place to live because our experiences will make us stronger and we will make better policy choices	%	46.0	57.3	40.5	46.4	40.5	56.4	41.8	50.0	44.8	40.9	51.3
	Canada will be a worse place to live because of the long-term economic and social consequences of the pandemic	%	29.5	19.9	25.2	30.9	39.7	24.0	34.1	25.2	28.8	32.7	27.2
	Unsure	%	12.5	14.6	15.5	12.8	10.3	8.3	10.4	14.4	9.7	12.2	14.7

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - And, what about you personally. How will the pandemic experience impact you? [ROTATE]	Total	Unwgt N	1009	97	221	342	196	153	521	488	212	369	428
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	It will be positive because I will have a greater appreciation for life and the important things in my life	%	48.1	56.7	47.2	48.9	43.3	49.4	38.1	57.6	48.1	45.6	50.3
	It will be negative because the experience has damaged my economic and social well-being	%	18.8	13.2	17.9	18.9	26.6	12.1	24.6	13.2	17.1	22.5	16.7
	It won't have an impact on me personally because I will get back to normal	%	22.8	20.9	26.3	20.2	20.2	28.2	26.0	19.6	19.8	21.8	25.7
	Unsure	%	10.4	9.1	8.6	11.9	9.9	10.3	11.2	9.6	15.0	10.1	7.3

**Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]**

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I think the future for Canada after the pandemic is bright	Total	Unwgt N	1009	97	221	342	196	153	521	488	212	369	428
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Agree	%	14.7	18.2	9.6	15.5	14.2	20.0	14.0	15.3	14.2	14.2	15.4
	Somewhat agree	%	43.7	52.7	49.8	42.0	35.2	45.6	42.7	44.8	45.8	39.3	46.3
	Somewhat disagree	%	17.3	18.5	17.9	16.5	20.1	13.7	17.8	16.7	14.3	19.1	17.8
	Disagree	%	15.3	5.6	11.9	15.3	24.2	14.2	18.5	12.3	15.4	18.7	12.3
	Unsure	%	9.0	5.0	10.8	10.7	6.4	6.5	7.0	10.9	10.3	8.8	8.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26<sup>th</sup> and 28<sup>th</sup>, 2020. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

**2020-1649 – Globe and Mail/Nanos Survey –Post-Pandemic Canada – STAT SHEET**

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The post-pandemic Canada will be united with a common purpose to improve our lives	Total	Unwgt N	1009	97	221	342	196	153	521	488	212	369	428
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Agree	%	10.7	16.3	6.1	11.9	11.5	11.1	7.8	13.4	11.8	9.1	11.3
	Somewhat agree	%	44.5	55.0	47.8	45.1	31.3	49.6	39.4	49.3	37.0	44.0	50.2
	Somewhat disagree	%	19.8	14.7	20.4	20.7	21.0	17.5	24.1	15.7	22.4	19.9	18.0
	Disagree	%	18.9	10.8	16.6	17.9	30.1	14.9	23.8	14.3	21.4	21.9	14.6
	Unsure	%	6.1	3.2	9.2	4.5	6.0	6.8	4.8	7.3	7.4	5.2	6.0

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I am worried that there will be a long-term negative impact of the pandemic on the quality of lives of Canadians	Total	Unwgt N	1009	97	221	342	196	153	521	488	212	369	428
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Agree	%	28.2	22.4	21.3	33.3	35.1	19.2	33.1	23.6	32.3	33.2	20.9
	Somewhat agree	%	37.9	39.0	33.3	39.8	39.4	38.1	35.2	40.6	37.0	36.9	39.5
	Somewhat disagree	%	20.2	20.7	28.6	14.4	18.6	24.0	17.9	22.4	17.4	18.7	23.5
	Disagree	%	10.7	13.2	12.1	10.6	4.8	15.1	11.3	10.1	9.1	8.9	13.4
	Unsure	%	3.0	4.7	4.7	1.9	2.1	3.5	2.6	3.4	4.3	2.3	2.7