A NEW PARADIGM?
ANTICIPATING THE IMPACT OF THE PANDEMIC ON PUBLIC OPINION

RESEARCH AND ANALYSIS FROM CANADA’S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS
The Context
Canadians Are Still Anxious About COVID-19
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

- Extremely/A lot (33%)
- Somewhat (25%)
- A little (35%)
- Not at all (7%)
THE “WORRY” CURVE IS RISING AGAIN

% who say they are extremely/worried a lot about coronavirus/COVID-19

Feb 8  Mar 8  Mar 22  Apr 7  Apr 30  May 5  May 11  May 18  May 24  June 6  June 21  July 16  July 29  Aug 19

12%  28%  40%  41%  40%  37%  30%  29%  29%  24%  25%  34%  31%  33%
Which of the following best describes your view about the coronavirus outbreak?

- 63%: IS THE WORST STILL TO COME?
- 36%: Mar 22
- 42%: Apr 7
- 36%: Apr 24
- 33%: Apr 30
- 40%: May 6
- 32%: May 11
- 35%: May 18
- 44%: June 6
- 46%: June 21
- 44%: July 16
- 45%: July 29
- 35%: Aug 19
- 44%: Sept 9

ABACUS DATA
BUT...
THE PANDEMIC HASN’T FUNDAMENTALLY CHANGED OUR ASSESSMENTS.
THE WAY THE ECONOMY WORKS
FEB 2020: 67% → SEPT 2020: 60%
WRONG DIRECTION

THE POLITICAL SYSTEM IN CANADA
FEB 2020: 58% → SEPT 2020: 52%
WRONG DIRECTION

SOURCE: ABACUS DATA SURVEY, FEBRUARY & SEPTEMBER 2020
DIRECTION OF YOUR OWN LIFE

FEB 2020: 71%
SEPT 2020: 77%

RIGHT DIRECTION

SOURCE: ABACUS DATA SURVEY, FEBRUARY & SEPTEMBER 2020
NOR OUR FEELINGS ABOUT PUBLIC INSTITUTIONS.
HOW WELL DOES IT LOOK OUT FOR YOUR INTERESTS?

**PARLIAMENT**

**PROVINCIAL LEGISLATURE**

**FEB 2020**

63% → 69%

ACCEPTABLY +

**SEPT 2020**

64% → 79%

ACCEPTABLY +

SOURCE: ABACUS DATA SURVEY, FEBRUARY & SEPTEMBER 2020
How well does it look out for your interests?

**Financial & Banking System**
- Feb 2020: 74% (Acceptably +)
- Sept 2020: 75% (Acceptably +)

**Healthcare System**
- Feb 2020: 71% (Acceptably +)
- Sept 2020: 79% (Acceptably +)

Source: Abacus Data Survey, February & September 2020
WILL THE PANDEMIC FUNDAMENTALLY SHIFT PUBLIC PRIORITIES AND ATTITUDES?
WHEN YOU ASK CANADIANS...

83%
BELIEVE THE PANDEMIC REQUIRES US TO RETHINK HOW WE WORK AND RUN THE ECONOMY.

SOURCE: ABACUS DATA SURVEY, SEPTEMBER 2020
MY THESIS:

ACCELERATION NOT TRANSFORMATION.
#1

BUILDING A FUTURE ECONOMY FOR EVERYONE
Changes in the economy will bring...

- More threats to my quality of life than opportunities to improve it: 49%
- More opportunities for me to improve my quality of life than threats to it: 51%

Source: Abacus Data Survey, September 2020
#2

FINDING CONSENSUS ON CLIMATE CHANGE
CLIMATE CHANGE IS A CRISIS THAT REQUIRES IMMEDIATE ACTION

FEB 2020: 56% → SEPT 2020: 54%

SOURCE: ABACUS DATA SURVEY, SEPTEMBER 2020
CLIMATE CHANGE IS A CRISIS THAT REQUIRES IMMEDIATE ACTION

LIBERAL 68%  NDP 65%  CONSERVATIVE 28%
GREEN 82%  BQ 68%

SOURCE: ABACUS DATA SURVEY, SEPTEMBER 2020
As governments in Canada start thinking about policies around the economic recovery, tell us how important, if at all, the recovery effort meets the following criteria?

INVESTMENTS HELP TRANSITION TO CLEAN, LOW-CARBON ECONOMY

EXTREMELY IMPORTANT 24%

BUILDS UP CANADA’S SELF-SUFFICIENCY ON KEY PRODUCTS

EXTREMELY IMPORTANT 44%

SOURCE: ABACUS DATA SURVEY, MAY 2020
#3

SECURITY OVER AUSTERITY.
POST FISCAL SNAPSHOT REACTION (JULY 2020)

- **Spend More**: 20%
- **Regrettable But Understandable**: 58%
- **Terrible, Spending Must Stop**: 22%
WHERE TO NOW?

@DAVIDCOLETTO
DAVID@ABACUSDATA.CA