

**RIISING ANXIETY
OVER COVID-19**

**ACCELERATION, NOT
TRANSFORMATION**

**SECURITY OVER
AUSTERITY**

ABACUS DATA

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



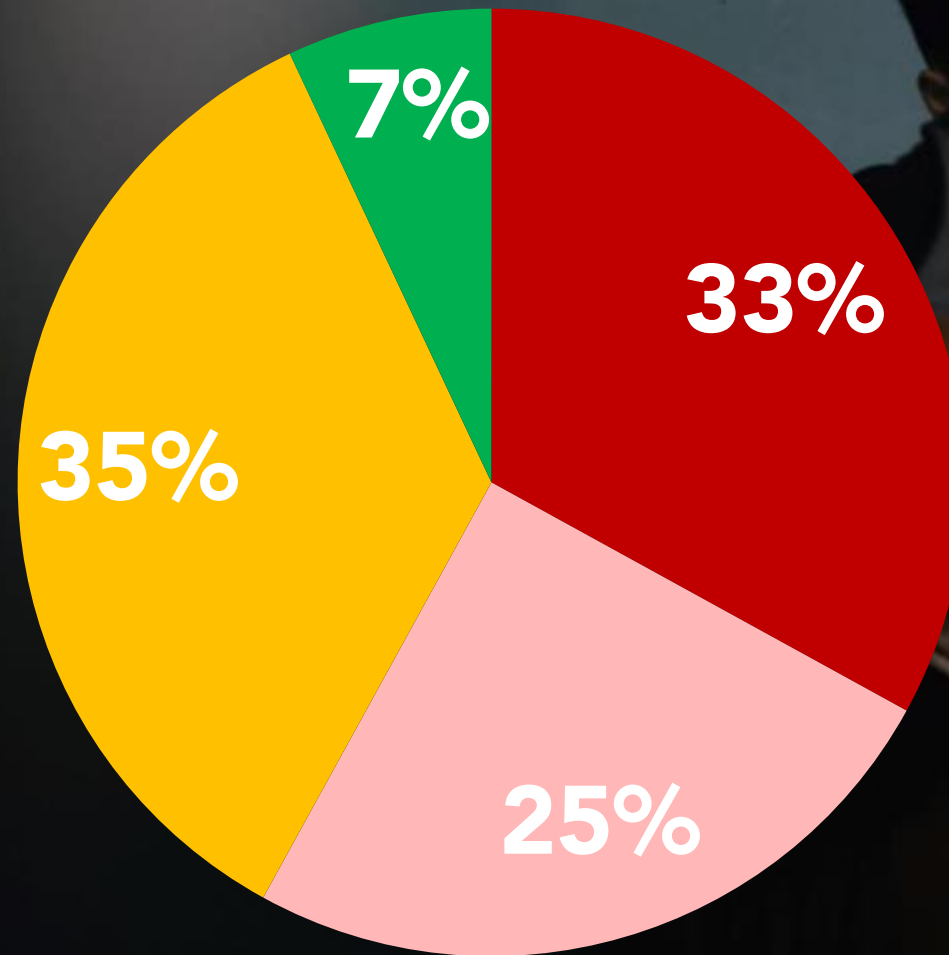
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

■ Extremely/A lot

■ Somewhat

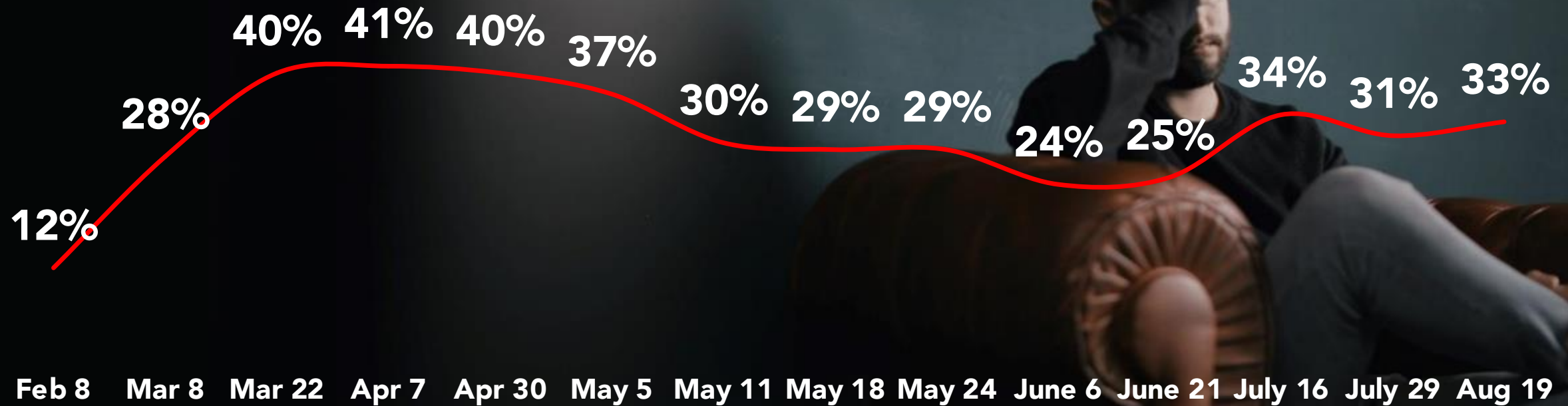
■ A little

■ Not at all



THE "WORRY" CURVE IS RISING AGAIN

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



IS THE WORST STILL TO COME?



Which of the following best describes your view about the coronavirus outbreak?

BUT...
THE PANDEMIC HASN'T
FUNDAMENTALLY CHANGED OUR
ASSESSMENTS.



THE WAY THE ECONOMY WORKS

FEB 2020
67% → **60%**
SEPT 2020

WRONG DIRECTION

THE POLITICAL SYSTEM IN CANADA

58% → **52%**

WRONG DIRECTION



DIRECTION OF YOUR YOUR OWN LIFE

FEB 2020

71%

RIGHT DIRECTION

SEPT 2020

→ 77%

SOURCE: ABACUS DATA SURVEY, FEBRUARY & SEPTEMBER 2020

ABACUS DATA



**NOR
OUR FEELINGS
ABOUT PUBLIC INSTITUTIONS.**

HOW WELL DOES IT LOOK
OUT FOR YOUR INTERESTS?

PARLIAMENT

FEB 2020
63% → **69%**
ACCEPTABLY +

PROVINCIAL
LEGISLATURE

64% → **79%**
ACCEPTABLY +

ABACUS DATA

SOURCE: ABACUS DATA SURVEY, FEBRUARY & SEPTEMBER 2020

HOW WELL DOES IT LOOK
OUT FOR YOUR INTERESTS?

FINANCIAL & BANKING SYSTEM

FEB 2020

74%



SEPT 2020

75%

ACCEPTABLY +

HEALTHCARE SYSTEM

71%



79%

ACCEPTABLY +

ABACUS DATA

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.**

MY THESIS:

**ACCELERATION NOT
TRANSFORMATION.**

An aerial photograph of a city, likely Vancouver, at sunset. The sky is filled with dramatic, dark clouds illuminated from below by the setting sun, creating a warm orange and yellow glow. The city's skyline is visible in the foreground, with numerous high-rise buildings and residential towers. The city extends to the waterfront, where several large cargo ships are docked or moving through the water. In the background, dark mountains are visible across the water.

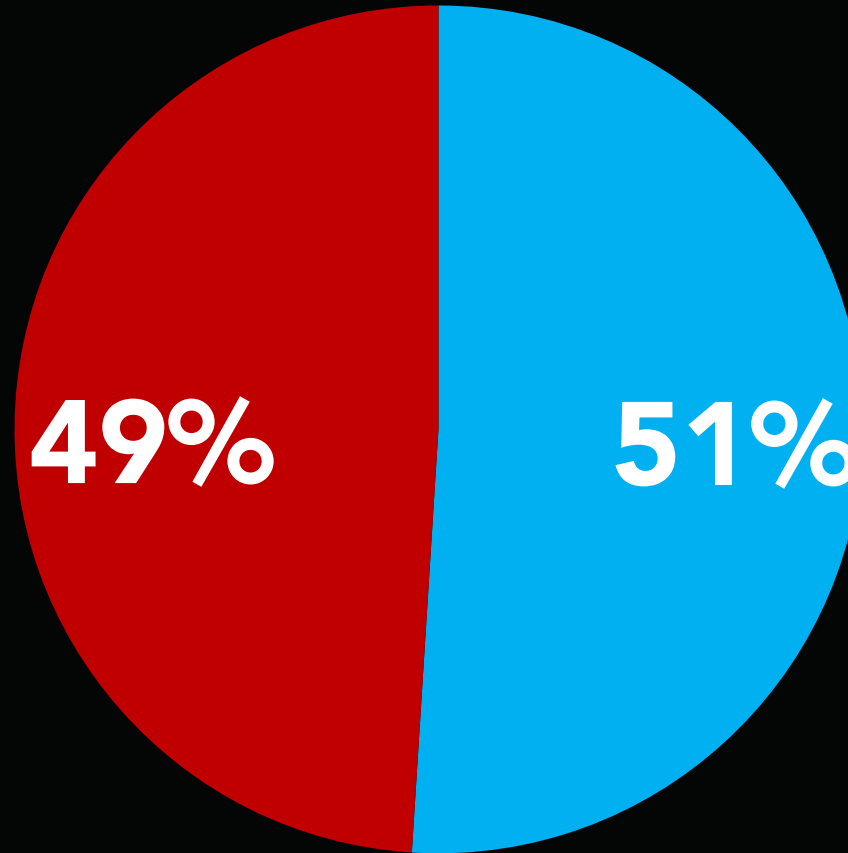
#1

BUILDING A FUTURE ECONOMY FOR EVERYONE

ABACUS DATA

CHANGES IN THE ECONOMY WILL BRING...

MORE **THREATS** TO MY
QUALITY OF LIFE THAN
OPPORTUNITIES TO
IMPROVE IT.



MORE **OPPORTUNITIES**
FOR ME TO IMPROVE MY
QUALITY OF LIFE THAN
THREATS TO IT.



#2

FINDING CONSENSUS ON CLIMATE CHANGE

**CLIMATE CHANGE IS A
CRISIS THAT REQUIRES
IMMEDIATE ACTION**

FEB 2020
56% → **SEPT 2020**
54%

CLIMATE CHANGE IS A CRISIS THAT REQUIRES IMMEDIATE ACTION

LIBERAL

68%

NDP

65%

vs.

CONSERVATIVE

28%

GREEN

82%

BQ

68%

ABACUS DATA

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%

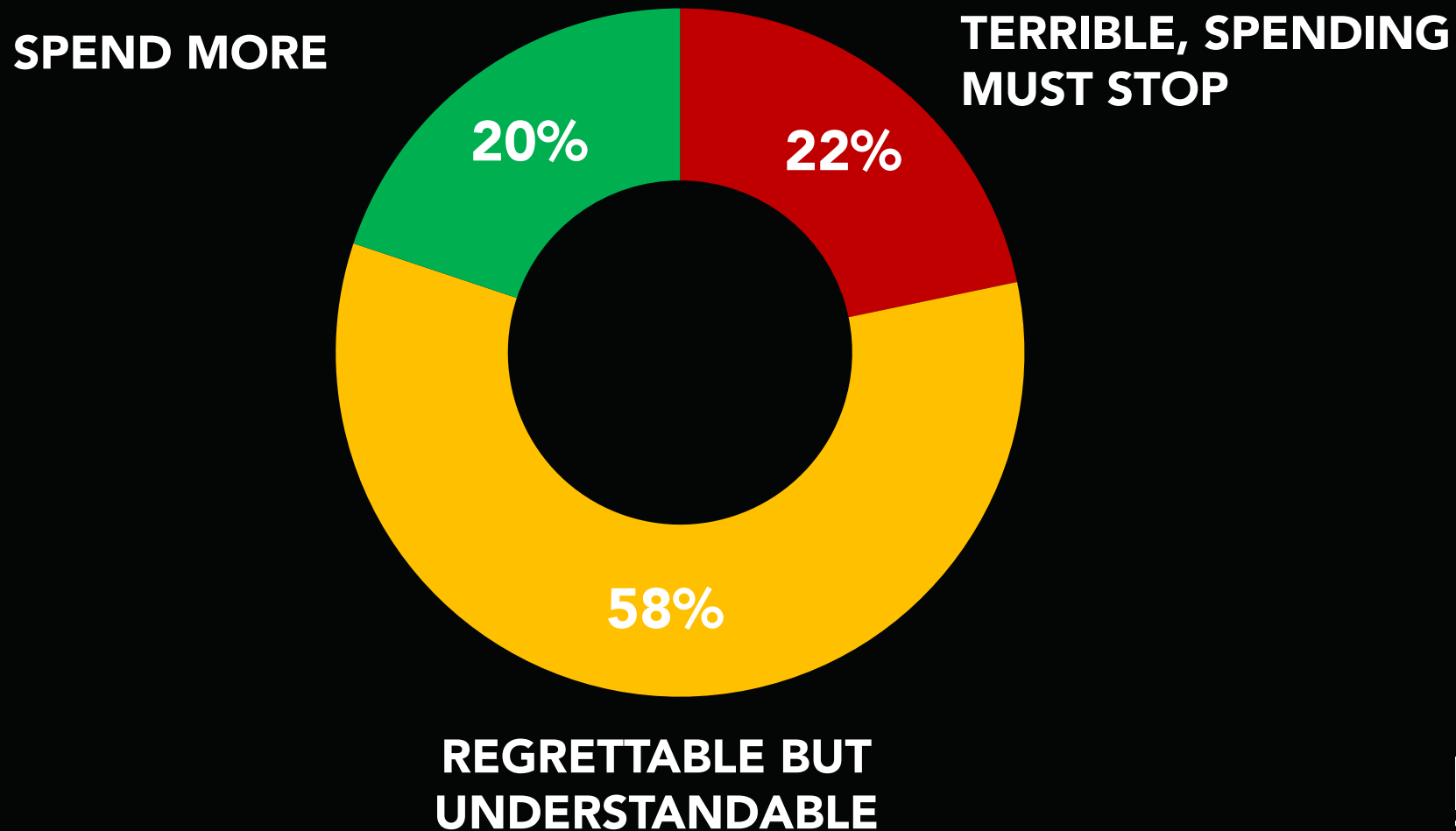


#3

SECURITY OVER AUSTERITY.

POST FISCAL SNAPSHOT REACTION

(JULY 2020)



WHERE TO NOW?

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