

**GROWING ANXIETY
ABOUT THE PANDEMIC**

**SATISFACTION WITH
GOVERNMENT**

**COMPETITIVE
POLITICS**



WINTER IS COMING... CANADIANS, A PANDEMIC, AND PUBLIC OPINION

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC
AFFAIRS AND MARKET RESEARCH EXPERTS**



KEY TAKEAWAYS

- 1. PRE-COVID TRENDS WILL ACCELERATE.**
- 2. CANADIANS HAVE BEEN FAIRLY SATISFIED WITH THE CANADIAN GOVERNMENT'S RESPONSE TO THE PANDEMIC.**
- 3. BUT OUR POLITICS REMAINS VERY COMPETITIVE.**

THE CONTEXT CANADIANS ARE ANXIOUS AGAIN ABOUT COVID-19



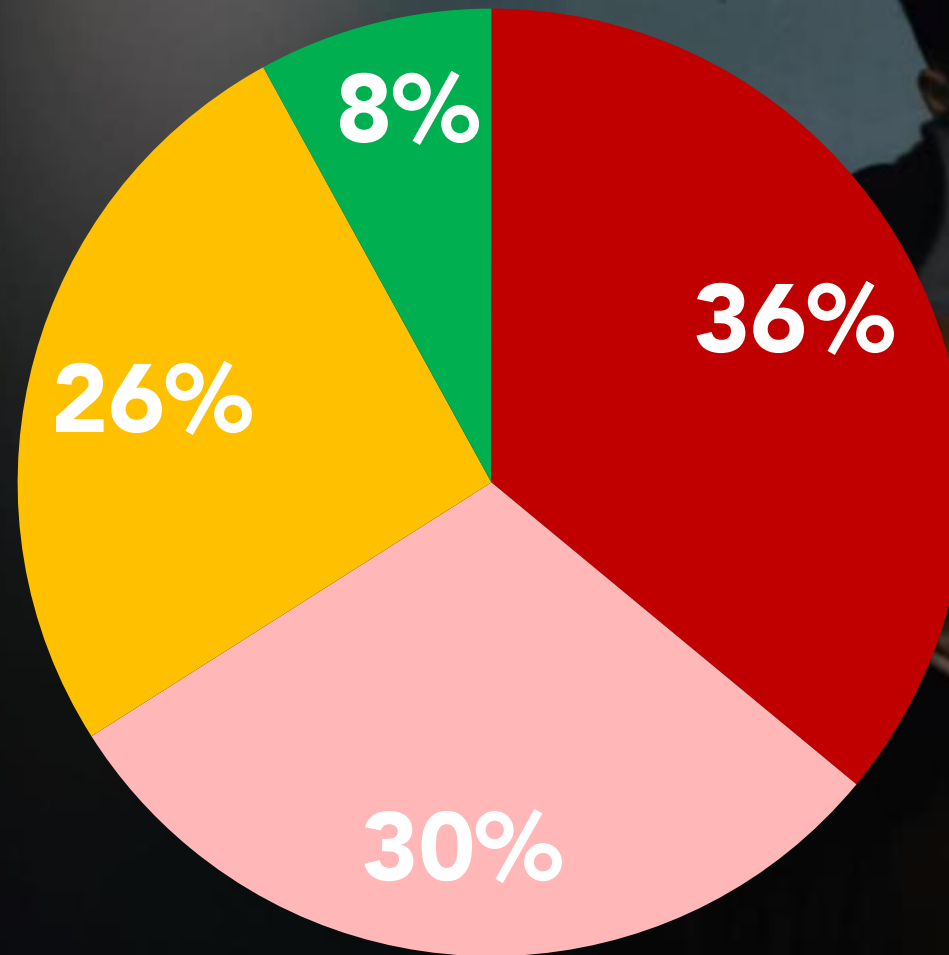
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

■ Extremely/A lot

■ Somewhat

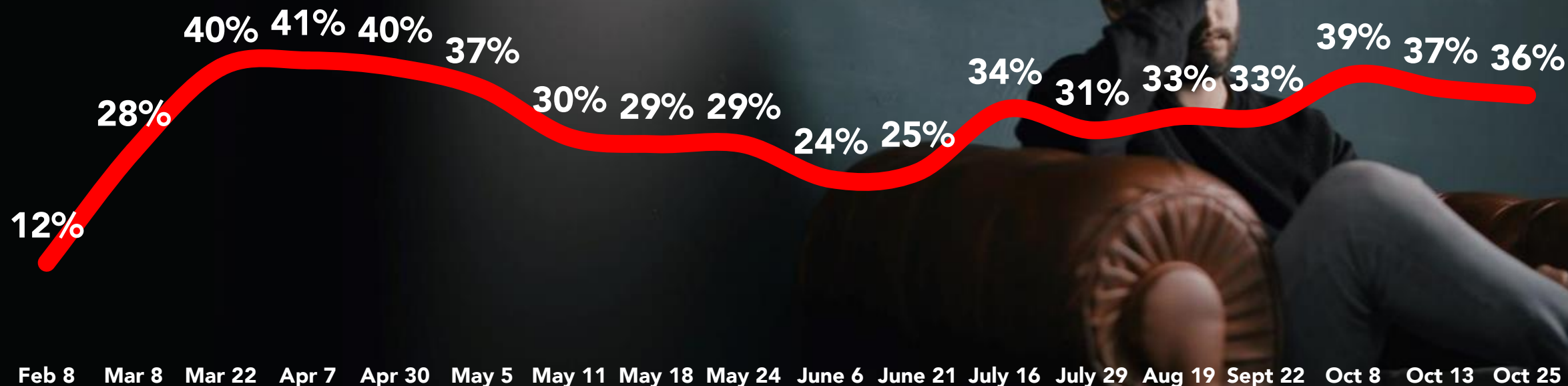
■ A little

■ Not at all

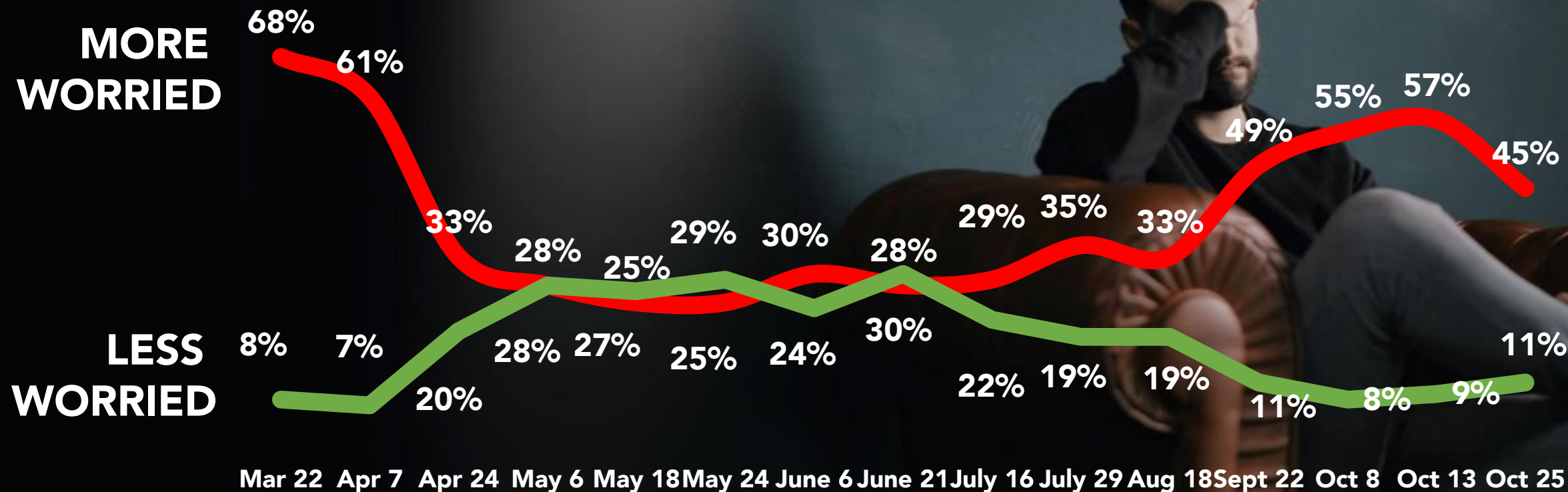


THE "WORRY" CURVE IS RISING AGAIN

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



ARE WE BECOMING MORE OR LESS WORRIED?



WHAT'S THE
NEW NORMAL?

ABACUS DATA



GETTING COVID YOURSELF

JUNE 2020

37%

CONCERNED

OCT 2020

46%⁺⁹

A FAMILY MEMBER GETTING COVID

44%

CONCERNED

55%⁺¹¹

IS THE WORST STILL TO COME?



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

ABACUS DATA

THE PUBLIC MINDSET



	PRE-COVID	TODAY
UNEMPLOYMENT	5.5%	9.0%
CONSUMER CONFIDENCE	102	85
JOB INSECURITY	18%	26%
CANADA IN RECESSION	30%	95%
SAVING SPARE CASH	40%	51%
GOOD TIME TO MAKE MAJOR PURCHASE	42%	22%
FEDERAL DEFICIT	\$34 B	\$343 B



WE ARE NOT OUT OF THE WOODS YET:

- 1. GROWING ANXIETY ABOUT COVID-19 AS A SECOND SPIKE CONTINUES. WINTER IS COMING...**
- 2. MANY THINK IT WILL TAKE A YEAR OR MORE BEFORE WE ARE BACK TO NORMAL.**
- 3. CHANGES IN PREFERENCES AND BEHAVIOURS WILL PRESIST AND BE MORE LIKELY TO **STICK**...**



**HOW ARE CANADIANS FEELING ABOUT THEIR
GOVERNMENT AND POLITICAL SYSTEM.**

ABACUS DATA

THINGS HEADED IN THE RIGHT DIRECTION

THE WORLD

16%

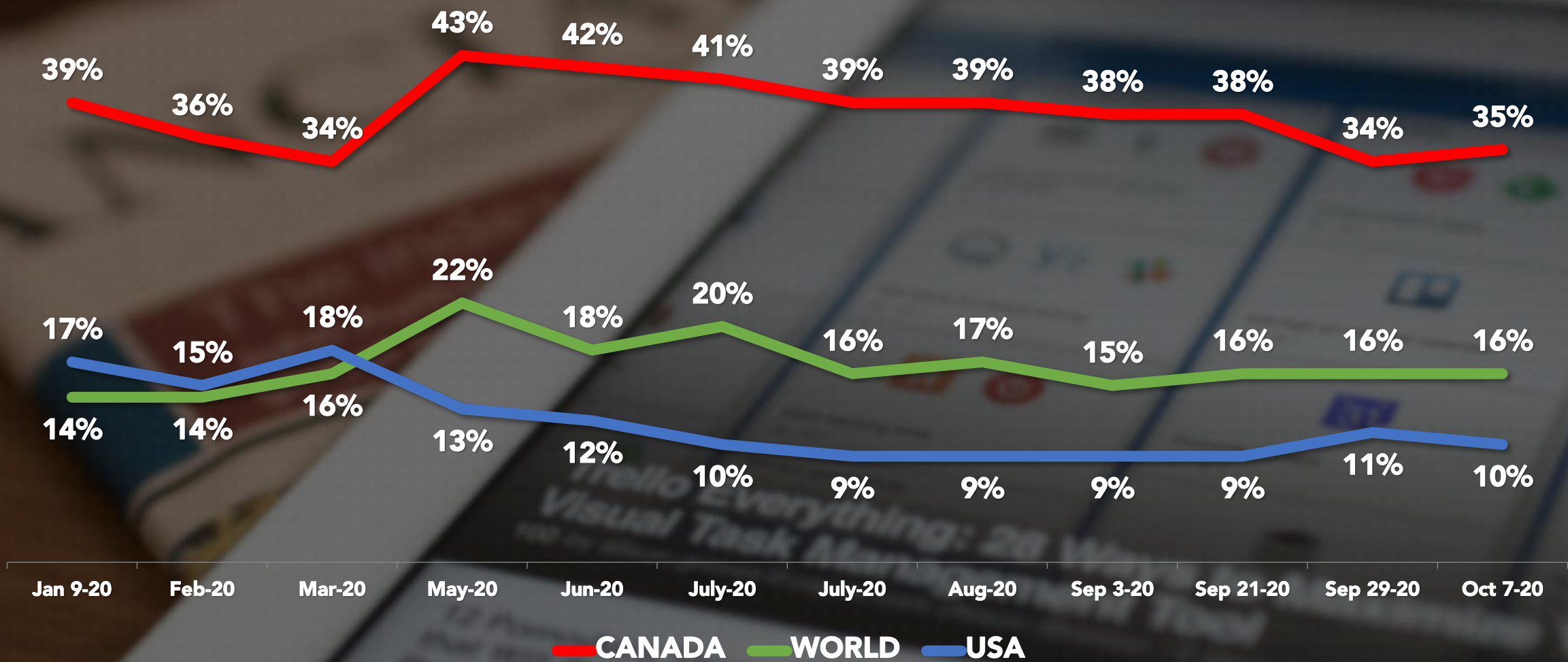
THE UNITED STATES

10%

CANADA

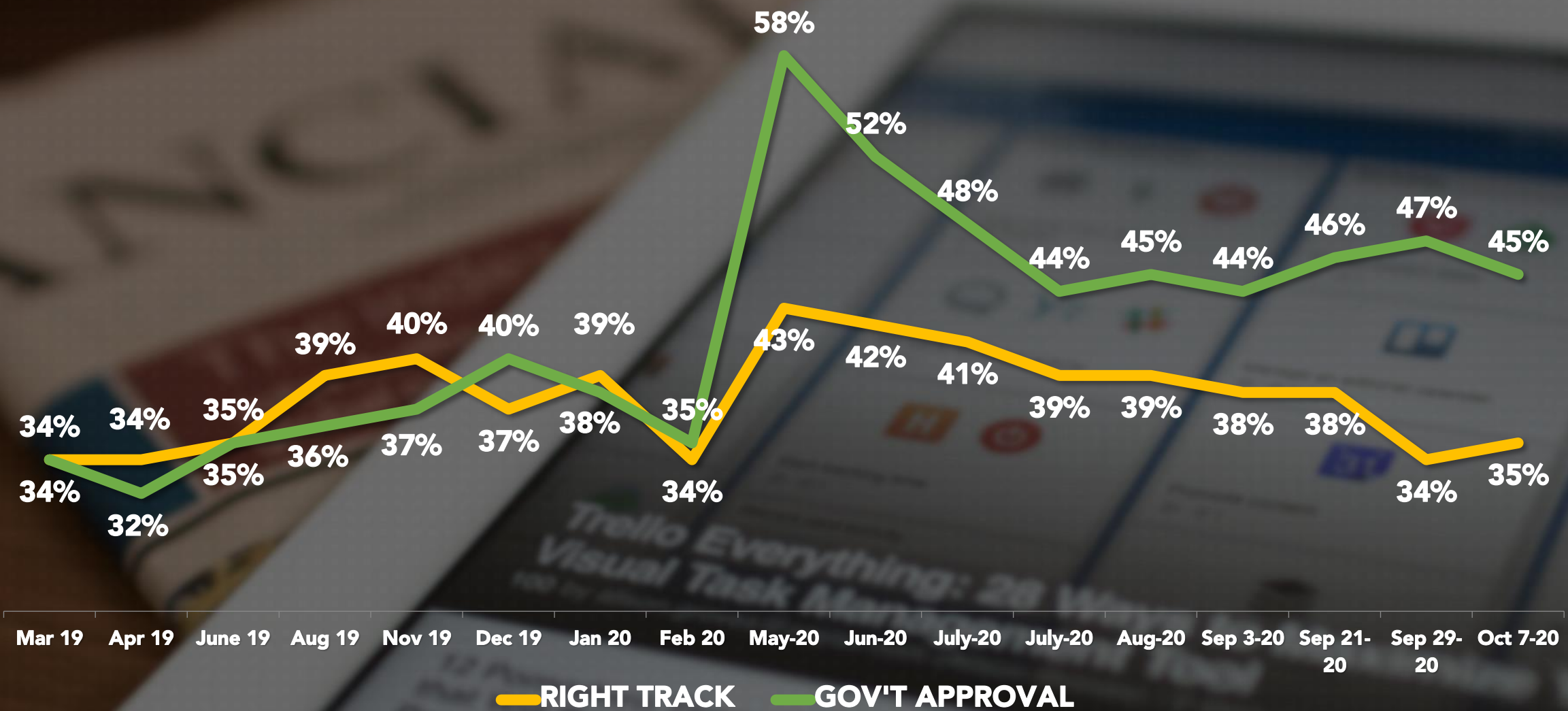
35%

GENERALLY SPEAKING, DO YOU THINK THINGS ARE HEADED IN THE RIGHT DIRECTION?



GENERALLY SPEAKING, DO YOU THIN THINGS ARE HEADED IN THE RIGHT DIRECTION OF ARE THEY OFF ON THE WRONG TRACK?

RIGHT TRACK VS. FED GOV'T APPROVAL



GENERALLY SPEAKING, DO YOU THIN THINGS ARE HEADED IN THE RIGHT DIRECTION OF ARE THEY OFF ON THE WRONG TRACK?



FEDERAL GOVERNMENT APPROVAL

JANUARY 2020

38%

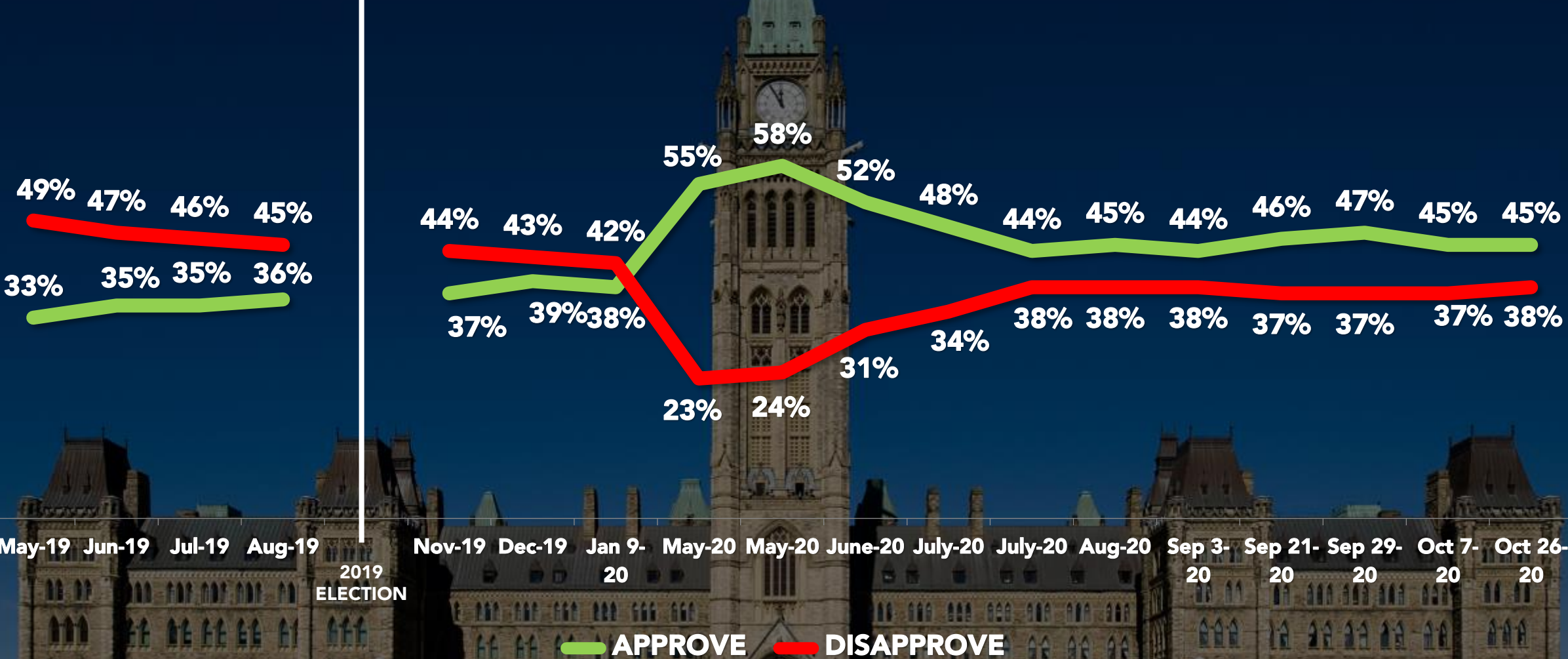
APPROVE

OCT 2020

→ 45%

ABACUS DATA

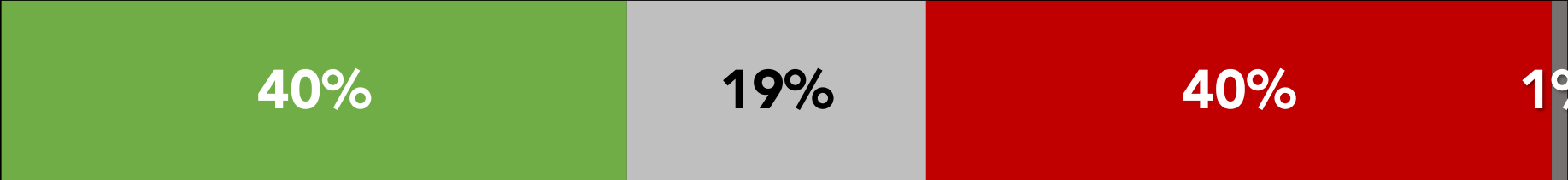
GOVERNMENT APPROVAL



OVERALL, DO YOU APPROVE OR DISAPPROVE OF THE JOB THE FEDERAL GOVERNMENT LED BY JUSTIN TRUDEAU IS DOING?

IMPRESSION OF LEADERS

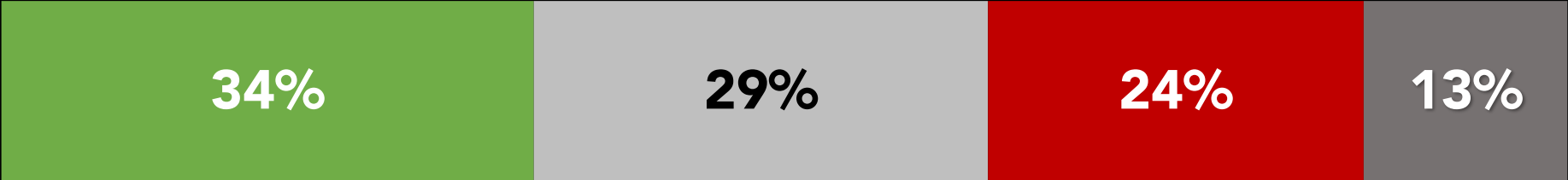
TRUDEAU



O'TOOLE



SINGH



■ POSITIVE ■ NEUTRAL ■ NEGATIVE ■ DON'T KNOW ENOUGH ABOUT THEM

DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF JUSTIN TRUDEAU?

WHAT MATTERS MOST?



IF THERE WERE AN ELECTION TODAY, WHICH OF THESE ISSUES WOULD BE MOST IMPORTANT IN DECIDING YOUR VOTE?

ABACUS DATA

WHAT MATTERS MOST? – LIBERAL VOTERS



IF THERE WERE AN ELECTION TODAY, WHICH OF THESE ISSUES WOULD BE MOST IMPORTANT IN DECIDING YOUR VOTE?

ABACUS DATA

WHAT MATTERS MOST? – CONSERVATIVE VOTERS



IF THERE WERE AN ELECTION TODAY, WHICH OF THESE ISSUES WOULD BE MOST IMPORTANT IN DECIDING YOUR VOTE?

ABACUS DATA

DO YOU WANT AN ELECTION?

YES



21%

NO



57%

NOT SURE



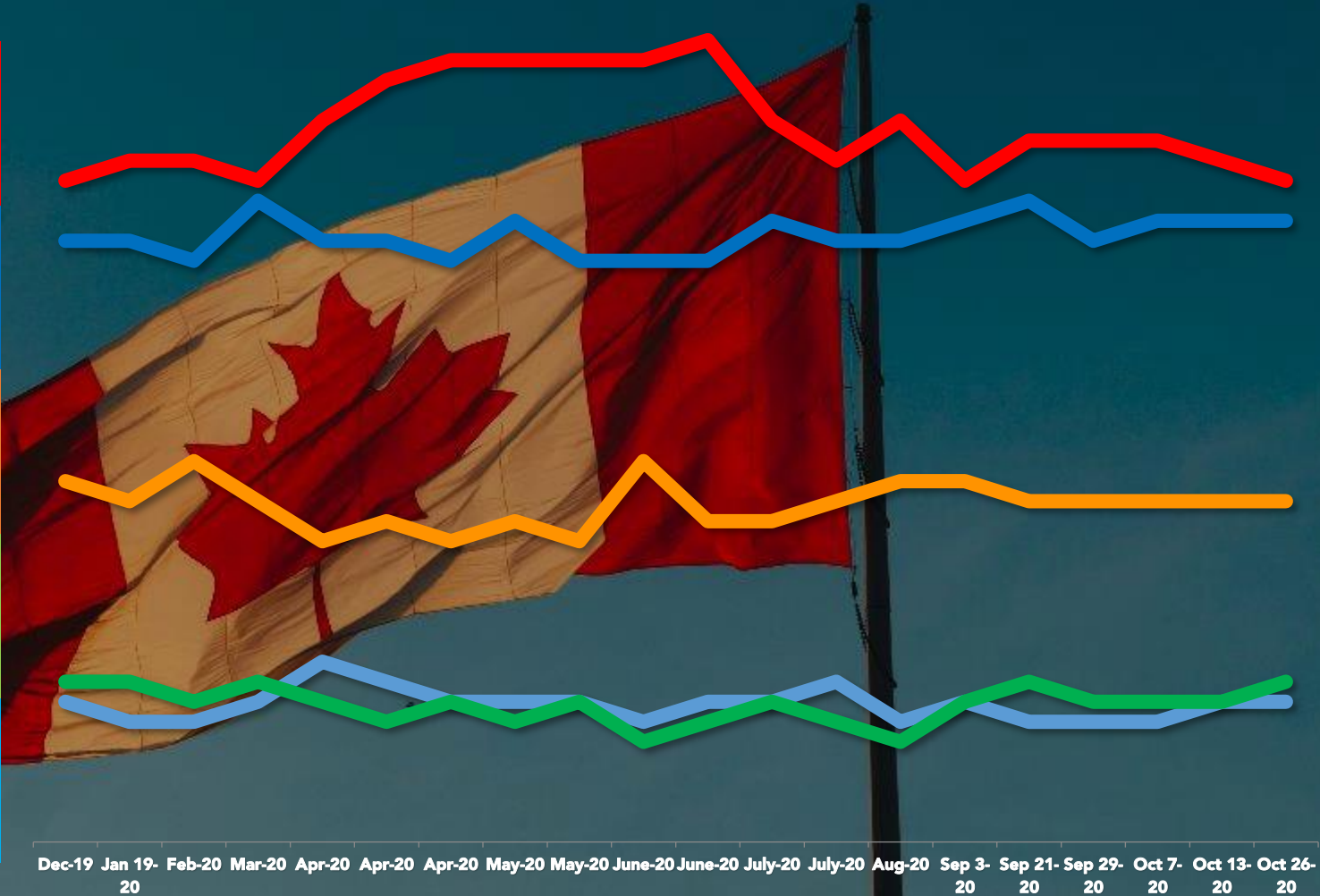
22%

DO YOU WANT A FEDERAL ELECTION NOW?

ABACUS DATA

HOW WOULD YOU VOTE TOMORROW

LIBERAL	33%
CONSERVATIVE	31%
NDP	17%
GREEN	8%
BQ	7%

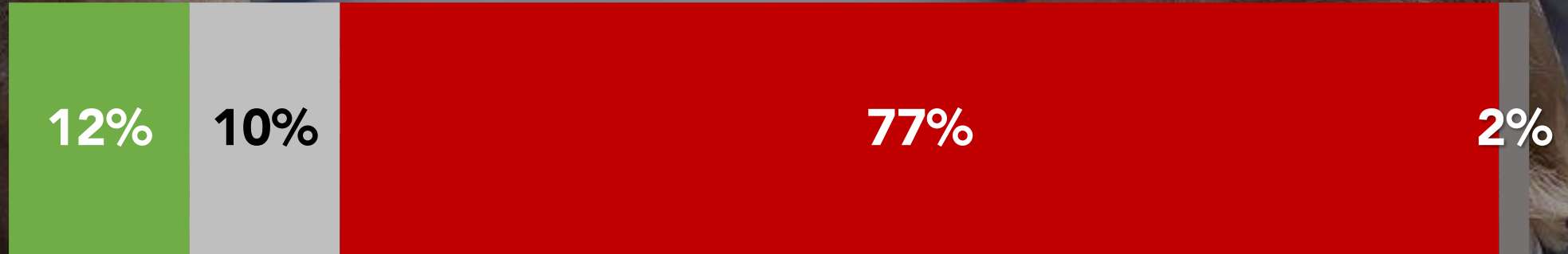




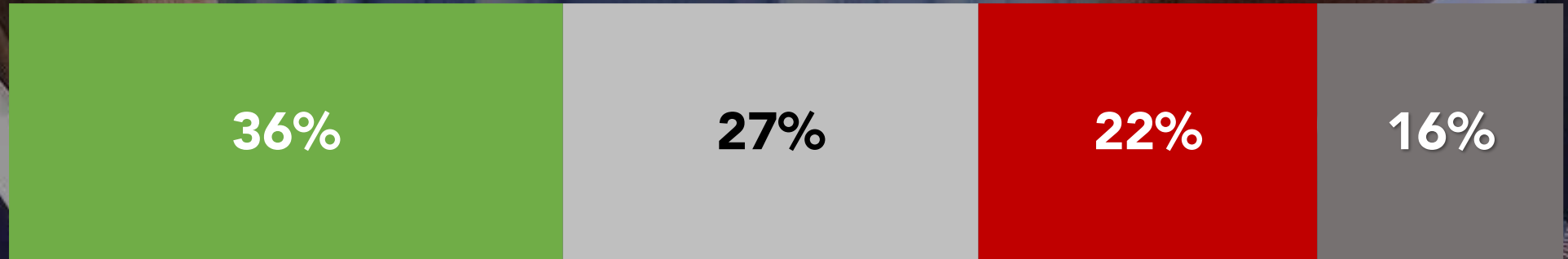
ABACUS DATA

IMPRESSION OF LEADERS

TRUMP



BIDEN



■ POSITIVE ■ NEUTRAL ■ NEGATIVE ■ DON'T KNOW ENOUGH ABOUT THEM

DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF JUSTIN TRUDEAU?

**IF YOU COULD VOTE IN THE US
PRESIDENTIAL ELECTION...**

JOE BIDEN

75%

DONALD TRUMP

25%

ABACUS DATA

FINAL THOUGHTS

ABACUS DATA

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