

Canadians are six times more likely to say they will spend less than more on non-essential services after stores and businesses reopen

National survey released April 2020
Project 2020-1626



Bloomberg



Residents of Quebec are more likely to say they will spend less when stores and businesses reopen compared to the past than residents from British Columbia

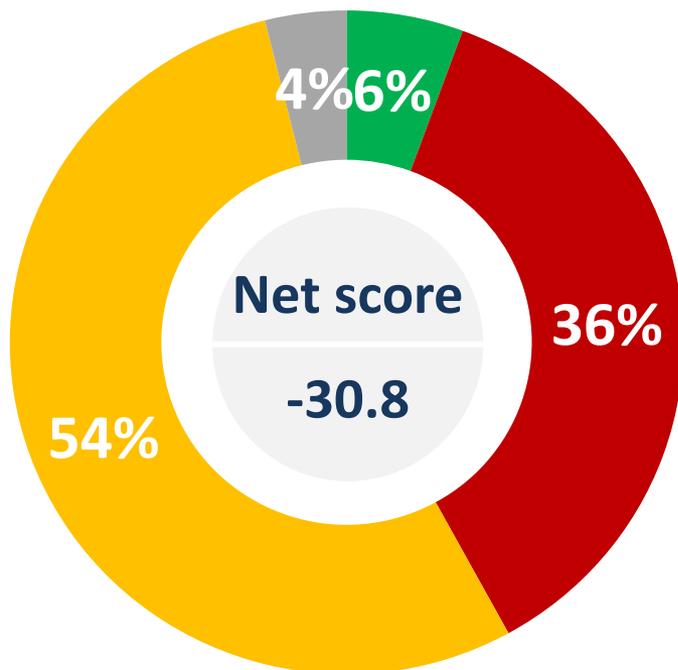
A new study for Bloomberg News conducted by Nanos Research suggests that Canadians are six times more likely to say they will spend less on non-essential products and services when stores and businesses reopen than more compared to the past.

- **Canadians are six times more likely to say they will spend less on non-essential products and services when stores and businesses reopen than more compared to the past** – Just over one in three Canadians say they will spend less (36%) on non-essential products and services like going to a restaurant, purchasing new clothes, travel, recreation and entertainment after stores and businesses reopen compared to the past, while under one in ten Canadians say they will spend more (six per cent). Just over five in ten (54%) Canadians say they will spend the same and four per cent are unsure.
- **Residents of Quebec are more likely to say they will spend less on non-essential products and services after stores and businesses reopen than residents from British-Columbia** – Just over four in ten Quebec residents (41%) say they will spend less on non-essential products and services after stores and businesses reopen compared to the past, while just under three in ten (28%) residents of British-Columbia say they will spend less.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between April 25th and 27th, 2020 as part of an omnibus survey.

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

Spending on non-essential purchases after COVID-19 outbreak



- After stores and businesses reopen, I WILL SPEND MORE ON NON-ESSENTIAL PURCHASES compared to the past
- After stores and businesses reopen, I WILL SPEND LESS ON NON-ESSENTIAL PURCHASES compared to the past
- After stores and businesses reopen, I WILL SPEND THE SAME ON NON-ESSENTIAL PURCHASES compared to the past
- Unsure

Net impact on non-essential spending

	Net impact on non-essential spending
Atlantic (n=105)	-27.7
Quebec (n=240)	-38.0
Ontario (n=336)	-33.1
Prairies (n=207)	-25.4
British Columbia (n=161)	-20.5
Male (n=531)	-30.2
Female (n=518)	-31.4
18 to 34 (n=292)	-27.5
35 to 54 (n=416)	-29.1
55 plus (n=341)	-34.6

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

QUESTION – Excluding essential spending on things like rent/mortgage or food, after stores and businesses are reopened, what do you expect your spending to be on non-essential things like going to a restaurant, purchasing new clothes, travel, recreation and entertainment compared to the past?

Spending on non-essential purchases by region

	Canada (n=1049)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=336)	Prairies (n=207)	British Columbia (n=161)
After stores and businesses reopen, I WILL SPEND MORE ON NON-ESSENTIAL PURCHASES compared to the past	5.6%	6.5%	3.1%	5.6%	7.4%	7.3%
After stores and businesses reopen, I WILL SPEND LESS ON NON-ESSENTIAL PURCHASES compared to the past	36.4%	34.2%	41.1%	38.7%	32.8%	27.8%
After stores and businesses reopen, I WILL SPEND THE SAME ON NON- ESSENTIAL PURCHASES compared to the past	54.1%	58.2%	52.1%	52.3%	54.6%	60.0%
Unsure	3.9%	1.2%	3.8%	3.5%	5.2%	4.9%

QUESTION – Excluding essential spending on things like rent/mortgage or food, after stores and businesses are reopened, what do you expect your spending to be on non-essential things like going to a restaurant, purchasing new clothes, travel, recreation and entertainment compared to the past?

Spending on non-essential purchases by gender and age

	Canada (n=1049)	Male (n=531)	Female (n=518)	18 to 34 (n=292)	35 to 54 (n=416)	55 plus (n=341)
After stores and businesses reopen, I WILL SPEND MORE ON NON-ESSENTIAL PURCHASES compared to the past	5.6%	7.1%	4.2%	7.0%	7.2%	3.2%
After stores and businesses reopen, I WILL SPEND LESS ON NON-ESSENTIAL PURCHASES compared to the past	36.4%	37.3%	35.6%	34.5%	36.3%	37.8%
After stores and businesses reopen, I WILL SPEND THE SAME ON NON-ESSENTIAL PURCHASES compared to the past	54.1%	52.3%	55.8%	54.4%	51.8%	55.9%
Unsure	3.9%	3.3%	4.4%	4.1%	4.7%	3.1%

QUESTION – Excluding essential spending on things like rent/mortgage or food, after stores and businesses are reopened, what do you expect your spending to be on non-essential things like going to a restaurant, purchasing new clothes, travel, recreation and entertainment compared to the past?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between April 25th and 27th, 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 ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

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

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1,049 Randomly selected individuals.
Source of Sample	Dynata
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	April 25 th to 27 th , 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. https://canadianresearchinsightscouncil.ca/standards/

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	13 percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	This was topic 3 of an omnibus survey. Previous content included questions relating to the coronavirus.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .



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TABULATIONS



2020-1626 – Bloomberg – Non-Essential Service Survey - STAT SHEET

			Region						Gender		Age		
			Canada 2020-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Excluding essential spending on things like rent/mortgage or food, after stores and businesses are reopened, what do you expect your spending to be on non-essential things like going to a restaurant, purchasing new clothes, travel, recreation and entertainment compared to the past?	Total	Unwgt N	1049	105	240	336	207	161	531	518	292	416	341
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
		%	5.6	6.5	3.1	5.6	7.4	7.3	7.1	4.2	7.0	7.2	3.2
		%	36.4	34.2	41.1	38.7	32.8	27.8	37.3	35.6	34.5	36.3	37.8
		%	54.1	58.2	52.1	52.3	54.6	60.0	52.3	55.8	54.4	51.8	55.9
	Unsure	%	3.9	1.2	3.8	3.5	5.2	4.9	3.3	4.4	4.1	4.7	3.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between April 25th and 27th, 2020. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.