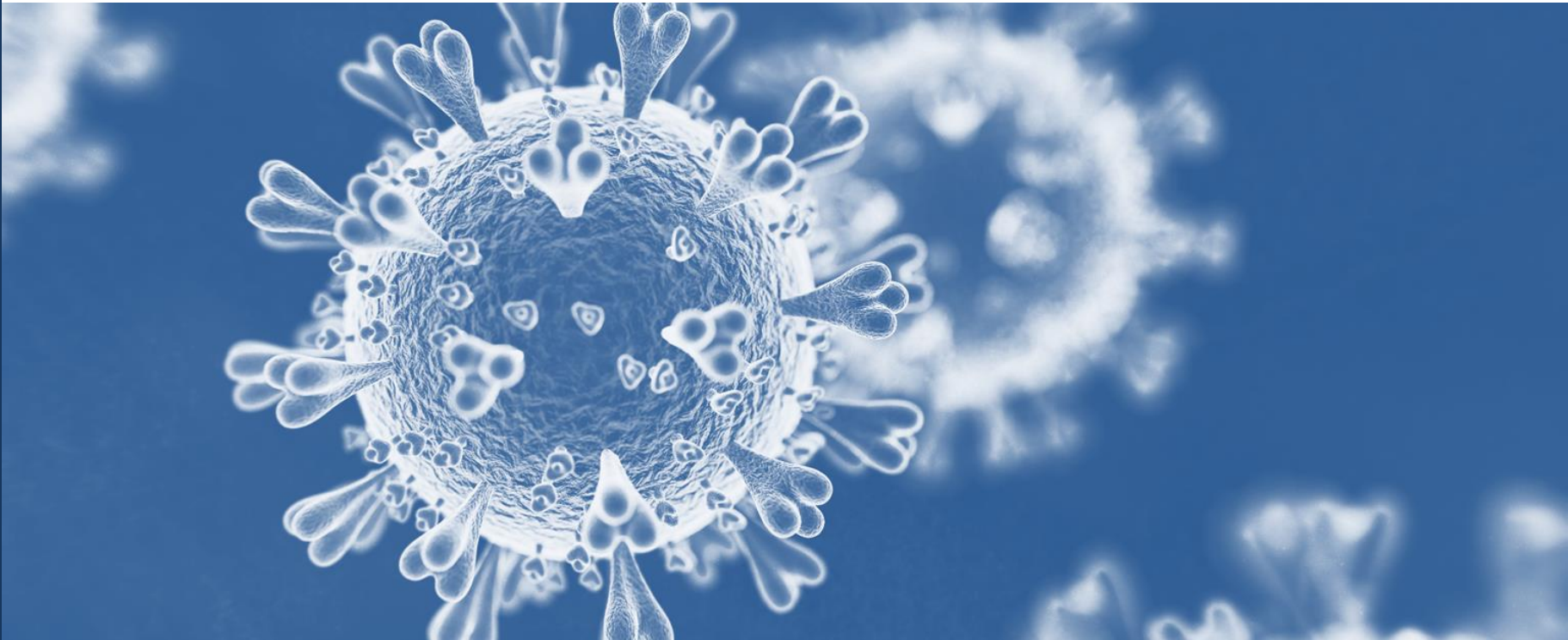


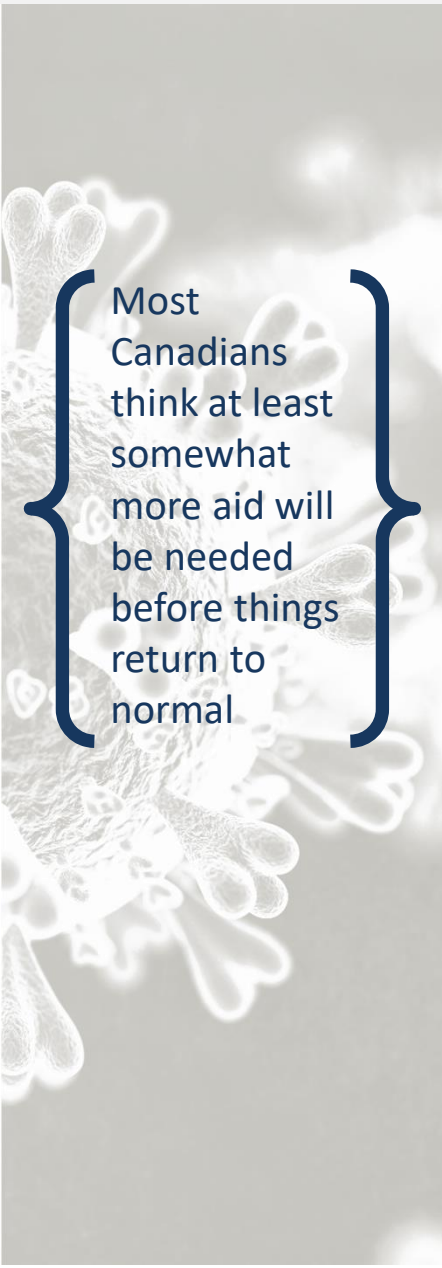
# Three in five Canadians believe more or somewhat more aid will be required before things return to normal

National survey released April, 2020  
Project 2020-1627



**CTV**  
**NEWS**

**NANOS SURVEY**



Most Canadians think at least somewhat more aid will be needed before things return to normal

Three in five Canadians believe more or somewhat more aid will be required before things return to normal. Canadians most frequently say they are unsure on when businesses in Canada should be allowed to reopen, while nearly three in ten think one to two months. More than nine in ten Canadians support or somewhat support keeping the Canada US border closed to non-essential travel.

- **Canadians most frequently say they are unsure when businesses in Canada should be allowed to reopen** – Asked how much longer it should be before all businesses in Canada should be allowed to reopen, 40 per cent of Canadians say they are unsure, followed by 15 per cent who say one month, and 14 per cent who say two months. Eight per cent say business should be allowed to reopen in two weeks or three months, respectively, while seven per cent say in more than four months, five per cent say businesses immediately and four per cent say in four months.
- **Three in five Canadians believe more or somewhat more aid will be required before things return to normal** – A majority of Canadians believe that there will be a need for much more aid (19%) or somewhat more aid (41%) before things return to normal. One in four Canadians believe that about the right amount is available now (25%), while one in ten Canadians believe they will need somewhat less aid (eight per cent) or much less aid (three per cent) before things return to normal. Five per cent are unsure.
- **Just over one in four Canadians first rank maintaining programs and tax levels and allowing debt to grow as the thing governments could do to manage their debt and deficit the most** – Asked how the government could best manage the debt incurred due to helping Canadians and Canadian businesses get through the Covid-19 outbreak, just over one in four Canadians most support maintaining programs and tax levels and allowing debt to grow (28%), while 25% most support increasing taxes on businesses and 18% most support increasing HST. Seventeen per cent most support cutting programs and services to Canadians, while nine per cent most support increasing taxes on individuals. Four per cent are unsure.

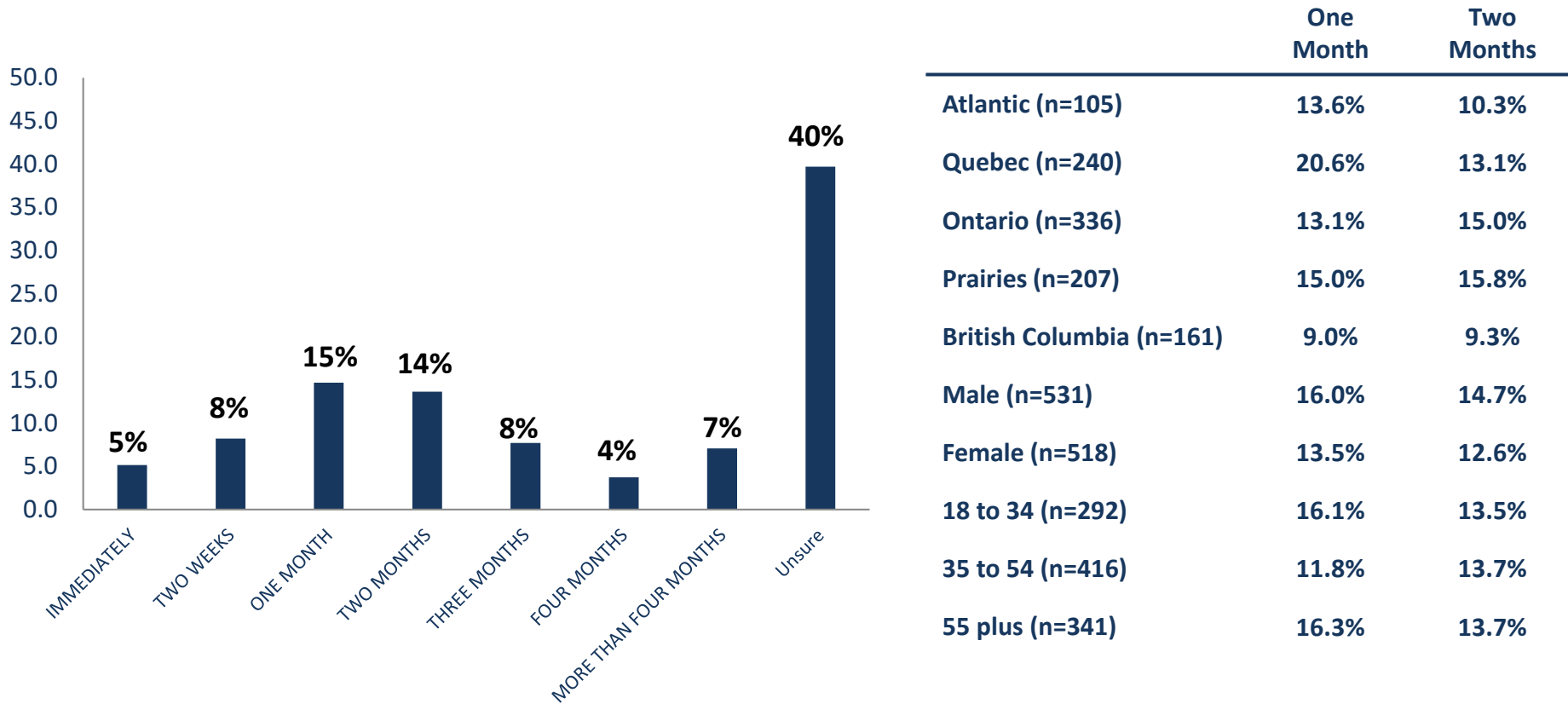
Nine in 10  
Canadians support  
or somewhat  
support keeping  
the Canada US  
border closed to  
non-essential  
travel until the  
number of new  
cases in the U.S.  
significantly drops

- **A majority of Canadians say they practice social distancing and most people are also doing so –** Seven in ten Canadians (70%) say they are practicing social distancing and most people in their community are also doing so, while 25 percent say they are practicing social distancing, but others need to be reminded. Three per cent of Canadians say they are not strictly following the social distancing guidelines and see others not following them as well, while two per cent are not strictly following guidelines but think most people still are.
- **Nine in 10 Canadians support or somewhat support keeping the Canada US border closed to non-essential travel until the number of new cases in the U.S. significantly drops even if that takes several months or longer –** Ninety-two percent of Canadians say they support (78%) or somewhat support (14%) keeping the Canada US border closed to non-essential travel until the number of new cases in the U.S. significantly drops even if that takes several months or longer while five percent somewhat oppose and three per cent oppose this. One percent are unsure.

These observations are based on a hybrid survey of 1,049 Canadians, 18 years of age or older, between April 25<sup>th</sup> and 27<sup>th</sup>, 2020 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

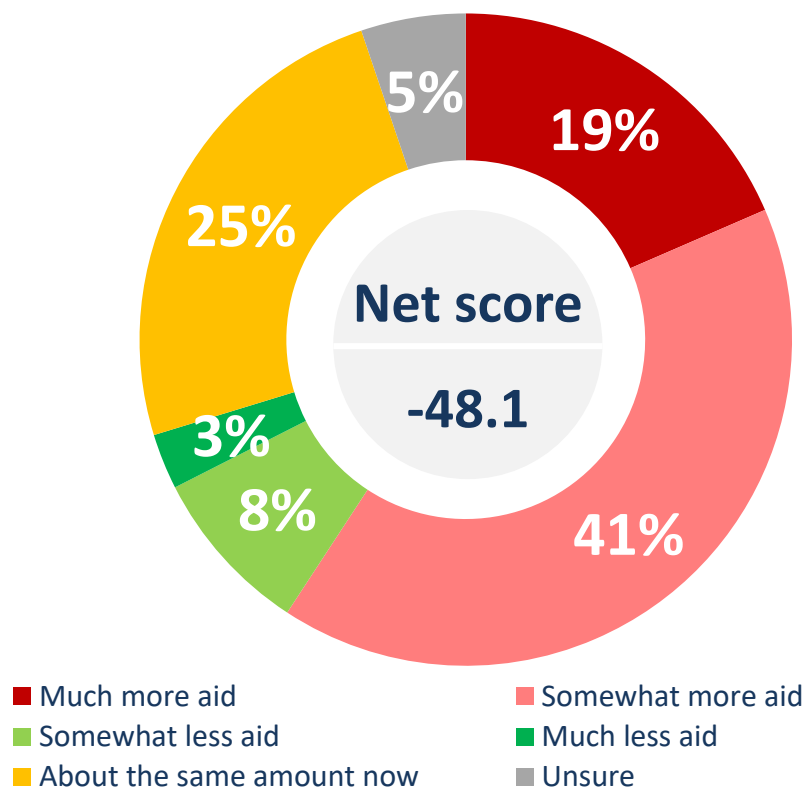
This study was commissioned by CTV News and the research was conducted by Nanos Research.

# Reopening of businesses in Canada



**QUESTION** – How much longer should it be before all businesses in Canada should be allowed to reopen?

# Funding for businesses and individuals



	Much more aid/ Somewhat more aid
Atlantic (n=105)	61.6%
Quebec (n=240)	48.0%
Ontario (n=336)	65.1%
Prairies (n=207)	60.1%
British Columbia (n=161)	59.5%
Male (n=531)	59.5%
Female (n=518)	58.9%
18 to 34 (n=292)	66.5%
35 to 54 (n=416)	59.9%
55 plus (n=341)	53.4%

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

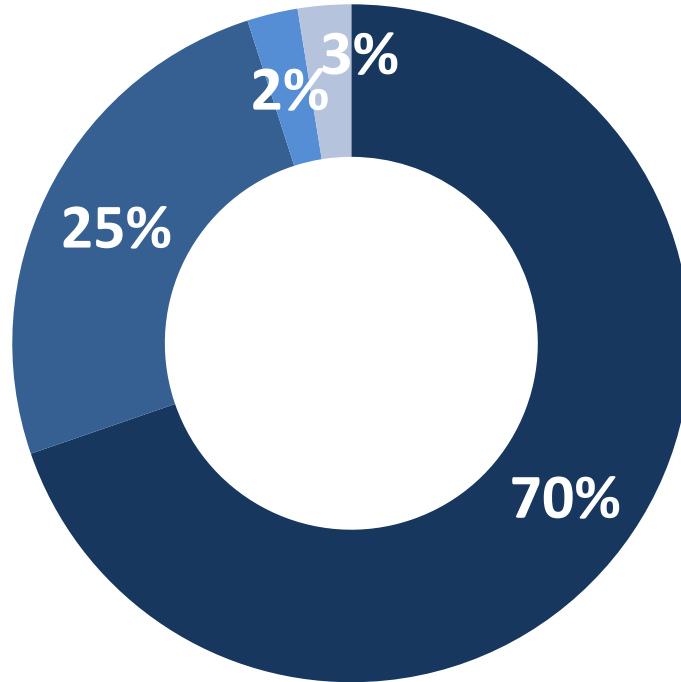
**QUESTION** – As you may have heard, all levels of government in Canada have announced funding for individuals and businesses negatively impacted by the social distancing response to the pandemic. Do you believe that before things return to normal, there will be a need for much more aid, somewhat more aid, somewhat less aid, much less aid or do you think there is the right amount of aid available right now?

# Priorities of Canadian government to manage debt during COVID-19 outbreak

	Rank 1 (n=1049)	Rank 2 (n=1011)	Rank 3 (n=907)
Maintain programs and tax levels and allow debt to grow	27.7%	14.3%	9.7%
Increase taxes on businesses	25.3%	27.7%	14.0%
Increase the HST	18.1%	22.8%	13.2%
Cut programs and services to Canadians	16.6%	11.5%	8.2%
Increase taxes on individuals	8.9%	13.8%	16.8%
Unsure	3.5%	10.0%	38.1%

**QUESTION** – As you may know, governments will incur debt to help Canadians and Canadian businesses to get through the Covid-19 outbreak. Please rank the top three things governments could do to manage their debt and deficit where 1 is the one you support most, 2 the one you support second most, and 3 the one you support third most [RANDOMIZE]

# Views on following social distancing



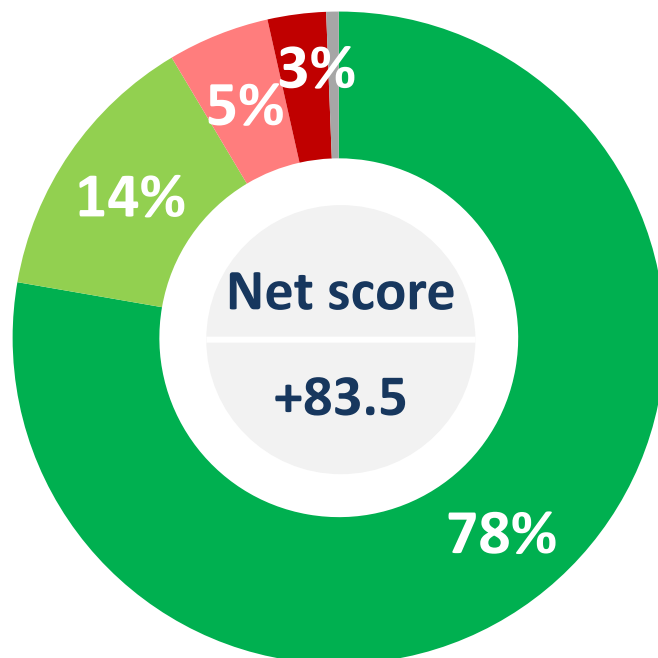
- I am practicing social distancing and most people are also doing this
- I am practicing social distancing but many people need to be
- I am not strictly following the social distancing guidelines but most people still are
- I am not strictly following the social distancing guidelines and I see many others who are not following them

	I am practicing/ most people are also doing this
Atlantic (n=105)	68.6%
Quebec (n=240)	68.5%
Ontario (n=336)	73.4%
Prairies (n=207)	64.0%
British Columbia (n=161)	69.7%
Male (n=531)	70.6%
Female (n=518)	68.9%
18 to 34 (n=292)	56.2%
35 to 54 (n=416)	70.0%
55 plus (n=341)	79.0%

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

**QUESTION** – When it comes to social distancing at this time, which of the following is closer to what you see happening in your community?

# Views on the closure of Canada US border



■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

	Support/ somewhat support
Atlantic (n=105)	92.4%
Quebec (n=240)	90.9%
Ontario (n=336)	92.9%
Prairies (n=207)	88.3%
British Columbia (n=161)	92.0%
Male (n=531)	88.5%
Female (n=518)	94.3%
18 to 34 (n=292)	92.7%
35 to 54 (n=416)	91.6%
55 plus (n=341)	90.5%

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

**QUESTION** – Would you support, somewhat support, somewhat oppose or oppose keeping the Canada US border closed to non-essential travel until the number of new cases in the U.S. significantly drops even if that takes several months or longer?





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 25<sup>th</sup> and 27<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 CTV News and the research was conducted by Nanos Research.

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

# TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1049 Randomly selected individuals.
Source of Sample	Dynata
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	April. 25 <sup>th</sup> to 27 <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	13 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 the first topic of an omnibus survey.
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. 27 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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# TABULATIONS





2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – 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 - The next few questions are about the Coronavirus or Covid-19. How much longer should it be before all businesses in Canada should be allowed to reopen?	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	
		All businesses should be allowed to reopen IMMEDIATELY	%	5.2	8.4	4.4	3.9	8.2	4.3	6.2	4.2	5.4	7.2	3.1
		All businesses should be allowed to reopen in TWO WEEKS	%	8.2	3.3	15.6	7.3	4.2	5.8	8.8	7.6	7.2	11.4	6.1
		All businesses should be allowed to reopen in ONE MONTH	%	14.7	13.6	20.6	13.1	15.0	9.0	16.0	13.5	16.1	11.8	16.3
		All businesses should be allowed to reopen in TWO MONTHS	%	13.6	10.3	13.1	15.0	15.8	9.3	14.7	12.6	13.5	13.7	13.7
		All businesses should be allowed to reopen in THREE MONTHS	%	7.7	7.3	9.7	7.8	6.6	5.9	6.9	8.5	7.5	7.6	8.0
		All businesses should be allowed to reopen in FOUR MONTHS	%	3.7	4.4	3.8	4.4	2.6	3.0	4.3	3.2	7.0	2.2	2.8
		All businesses should be allowed to reopen in MORE THAN FOUR MONTHS	%	7.1	6.3	5.1	8.1	7.1	8.1	6.9	7.3	8.4	7.9	5.4
		Unsure	%	39.7	46.4	27.7	40.4	40.4	54.6	36.2	43.1	34.9	38.1	44.6

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 25<sup>th</sup> and 27<sup>th</sup>, 2020. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

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**2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – 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 - As you may have heard, all levels of government in Canada have announced funding for individuals and businesses negatively impacted by the social distancing response to the pandemic. Do you believe that before things return to normal, there will be a need for much more aid, somewhat more aid, somewhat less aid, much less aid, or do you think there is the right amount of aid available right now?	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
	Much more aid	%	18.5	20.5	13.4	17.9	23.1	21.9	17.5	19.4	21.0	18.4	16.8
	Somewhat more aid	%	40.7	41.1	34.6	47.2	37.0	37.6	42.0	39.5	45.5	41.5	36.6
	Somewhat less aid	%	8.3	6.7	11.3	6.9	8.9	7.0	9.6	7.1	6.0	7.9	10.3
	Much less aid	%	2.8	4.8	1.1	2.8	3.5	3.6	3.7	1.8	2.9	3.9	1.6
	About the right amount now	%	24.5	22.1	36.8	21.3	17.5	23.2	22.6	26.4	21.4	22.2	28.9
	Unsure	%	5.2	4.8	2.8	3.9	10.0	6.7	4.6	5.8	3.2	6.1	5.7

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**2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – STAT SHEET**

As you may know, governments will incur debt to help Canadians and Canadian businesses to get through the Covid-19 outbreak. Please rank the top three things governments could do to manage their debt and deficit where 1 is the one you support most, 2 the one you support second most, and 3 the one you support third most [RANDOMIZE]

			Region						Gender		Age		
			Canada 2020-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 1	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
	Increase the HST	%	18.1	15.4	16.7	19.3	20.0	15.7	19.7	16.5	13.9	17.1	21.9
	Increase taxes on individuals	%	8.9	10.0	6.6	9.2	8.9	11.1	10.7	7.1	10.7	9.4	7.1
	Increase taxes on businesses	%	25.3	31.6	23.4	28.3	18.3	26.4	20.6	29.8	29.3	24.4	23.2
	Cut programs and services to Canadians	%	16.6	10.9	15.7	15.6	21.5	17.3	22.3	11.2	14.5	18.3	16.6
	Maintain programs and tax levels and allow debt to grow	%	27.7	24.1	35.1	24.5	27.1	26.6	24.1	31.1	28.7	27.0	27.6
	Unsure	%	3.5	7.9	2.5	3.1	4.2	3.0	2.6	4.3	2.9	3.8	3.6



**2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – STAT SHEET**

As you may know, governments will incur debt to help Canadians and Canadian businesses to get through the Covid-19 outbreak. Please rank the top three things governments could do to manage their debt and deficit where 1 is the one you support most, 2 the one you support second most, and 3 the one you support third most [RANDOMIZE]

			Region					Gender		Age			
			Canada 2020-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 2	Total	Unwgt N	1011	98	233	326	198	156	516	495	282	401	328
		Wgt N	965	62	227	372	175	129	477	488	265	328	372
	Increase the HST	%	22.8	19.2	19.9	23.7	22.9	26.7	21.2	24.3	23.1	24.4	21.0
	Increase taxes on individuals	%	13.8	10.4	13.0	14.6	11.2	17.7	14.3	13.2	13.3	12.3	15.3
	Increase taxes on businesses	%	27.7	27.0	30.7	29.0	26.7	19.8	26.3	29.0	28.4	27.3	27.4
	Cut programs and services to Canadians	%	11.5	12.4	7.5	12.4	15.4	10.0	12.7	10.2	9.1	11.8	12.9
	Maintain programs and tax levels and allow debt to grow	%	14.3	18.1	19.3	11.0	14.1	13.6	14.8	13.9	13.8	15.5	13.8
	Unsure	%	10.0	13.0	9.5	9.2	9.7	12.3	10.7	9.4	12.3	8.7	9.5

**2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – STAT SHEET**

As you may know, governments will incur debt to help Canadians and Canadian businesses to get through the Covid-19 outbreak. Please rank the top three things governments could do to manage their debt and deficit where 1 is the one you support most, 2 the one you support second most, and 3 the one you support third most [RANDOMIZE]

			Region						Gender		Age		
			Canada 2020-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 3	Total	Unwgt N	907	87	210	297	177	136	461	446	246	365	296
		Wgt N	869	54	206	338	158	113	426	442	232	300	336
	Increase the HST	%	13.2	15.1	16.2	10.9	13.1	14.2	15.7	10.8	12.9	15.3	11.6
	Increase taxes on individuals	%	16.8	19.4	15.3	19.1	12.9	16.6	17.5	16.1	20.0	14.7	16.4
	Increase taxes on businesses	%	14.0	13.2	15.8	12.6	12.9	16.8	15.2	12.8	10.3	14.4	16.2
	Cut programs and services to Canadians	%	8.2	10.5	5.5	9.0	9.0	8.7	8.6	7.9	6.5	9.9	8.0
	Maintain programs and tax levels and allow debt to grow	%	9.7	4.7	8.7	10.7	9.6	10.9	10.3	9.1	13.9	10.2	6.3
	Unsure	%	38.1	37.2	38.4	37.8	42.4	32.9	32.7	43.3	36.4	35.6	41.6

**2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – 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 - When it comes to social distancing at this time, which of the following is closer to what you see happening in your community?	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
	I am practicing social distancing and most people are also doing this	%	69.7	68.6	68.5	73.4	64.0	69.7	70.6	68.9	56.2	70.0	79.0
	I am practicing social distancing but many people need to be reminded	%	25.3	25.4	28.2	21.6	28.7	26.3	22.5	28.0	34.9	25.4	18.5
	I am not strictly following the social distancing guidelines but most people still are	%	2.4	1.6	2.1	2.2	3.9	2.0	3.4	1.5	4.2	1.9	1.6
	I am not strictly following the social distancing guidelines and I see many others who are not following them	%	2.5	4.4	1.2	2.8	3.4	2.0	3.5	1.6	4.6	2.7	0.9

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**2020-1627 – CTV/Nanos Survey – Canadian businesses during Covid-19 – 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 - Would you support, somewhat support, somewhat oppose or oppose keeping the Canada US border closed to non-essential travel until the number of new cases in the U.S. significantly drops even if that takes several months or longer?	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
	Support	%	77.7	83.5	69.6	81.4	77.7	78.5	72.9	82.4	79.4	77.9	76.4
	Somewhat support	%	13.7	8.9	21.3	11.5	10.6	13.5	15.6	11.9	13.3	13.7	14.1
	Somewhat oppose	%	5.0	3.7	4.3	4.2	7.9	5.4	6.7	3.5	3.5	3.8	7.3
	Oppose	%	2.9	2.4	4.1	2.6	3.0	1.8	4.1	1.8	2.2	4.4	2.0
	Unsure	%	0.6	1.5	0.7	0.3	0.8	0.8	0.7	0.5	1.7	0.2	0.2

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 25<sup>th</sup> and 27<sup>th</sup>, 2020. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.