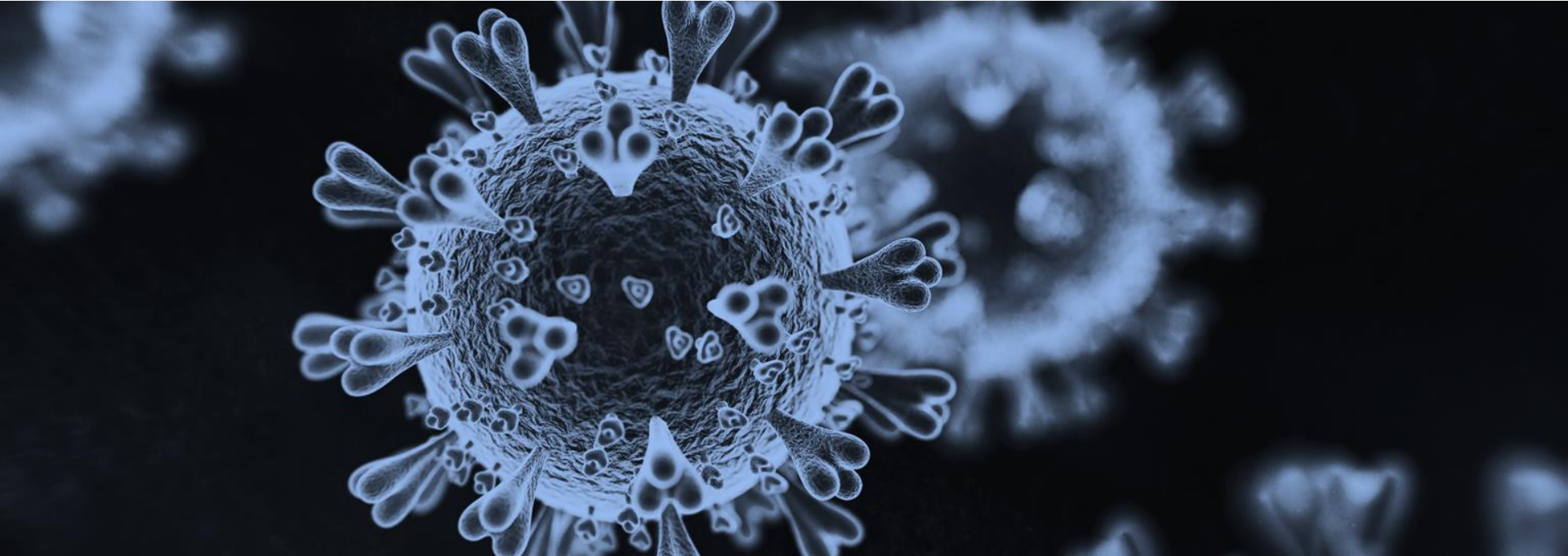


Canadians report appreciation for friends and family and returning to a simpler life as top impacts of COVID-19

National survey released June 2020
Submission 2020-1663





One third of Canadians report appreciation for friends and family and returning to a simpler life as top impacts of COVID-19

Canadians more often rank a greater appreciation for their friends and family as the most important personal impact from the COVID-18 pandemic, followed by an interest in returning to a simpler life.

- **One in three Canadians rank a greater appreciation for their family and friends as the most important personal impact of the COVID-19 pandemic** – When asked to rank the most important impacts of the pandemic on them personally, Canadians more often ranked appreciation for my friends and family first (33%) followed by an interest in returning to a simpler life (24%), less interest in buying and having material possessions (14%), more interest in preparing and eating healthy meals (nine per cent), and a stronger community in which they live (eight per cent). Eleven per cent say none of these.
- **The top two personal impacts of COVID-19 pandemic are similar for every demographic and regional groups except Atlantic Canada** – While Canadians across all demographics and most regions more often ranked appreciation for my friends and family and an interest in returning to a simpler life as their top two personal impacts of the COVID-19 pandemic, Atlantic Canadians also rank a greater appreciation for family and friends first but have almost a three-way tie for second between less interest in buying and having material possessions (17%), an interest in a simpler life (16%), and more interest in preparing and eating healthy meals (14%). Residents of British Columbia say a greater appreciation for my friends and family is of the same importance (28%) as an interest in the simpler life (27%).

These observations are based on a hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26th and 28th, 2020 as part of an omnibus survey.

The research was conducted by Nanos Research.

COVID-19 personal impacts

Top Mentions	Rank 1 (n=1009)	Rank 2 (n=893)	Rank 3 (n=794)
Greater appreciation for my friends and family	33.1%	24.1%	21.4%
An interest in returning to a simpler life	24.3%	25.1%	22.7%
Less interest in buying and having material possessions	14.2%	21.5%	22.9%
More interest in preparing and eating healthy meals	9.2%	15.7%	16.0%
A stronger community in which I live	7.8%	12.1%	13.8%
None of these	11.3%	1.6%	3.2%

QUESTION – From the following list, please rank the top three most important impacts of the pandemic on you personally where one is the biggest impact, two is the second biggest impact and three is the third biggest impact?

COVID-19 personal impacts by region



Top Mentions	Rank 1					
	Canada (n=1009)	Atlantic (n=97)	Quebec (n=221)	Ontario (n=342)	Prairies (n=196)	British Columbia (n=153)
Greater appreciation for my friends and family	33.1%	34.1%	31.1%	33.5%	38.5%	27.7%
An interest in returning to a simpler life	24.3%	15.5%	25.2%	24.7%	23.5%	27.1%
Less interest in buying and having material possessions	14.2%	17.8%	16.6%	13.7%	10.4%	14.7%
More interest in preparing and eating healthy meals	9.2%	13.6%	8.1%	10.0%	7.9%	8.7%
A stronger community in which I live	7.8%	8.7%	7.8%	7.0%	7.0%	11.1%
None of these	11.3%	10.3%	11.3%	11.1%	12.7%	10.7%

QUESTION – From the following list, please rank the top three most important impacts of the pandemic on you personally where one is the biggest impact, two is the second biggest impact and three is the third biggest impact?

COVID-19 personal impacts by gender and age



Rank 1

Top Mentions	Canada (n=1009)	Male (n=521)	Female (n=488)	18 to 34 (n=212)	35 to 54 (n=212)	55 plus (n=428)
Greater appreciation for my friends and family	33.1%	30.1%	36.1%	35.2%	30.4%	34.1%
An interest in returning to a simpler life	24.3%	23.7%	24.8%	26.1%	24.7%	22.6%
Less interest in buying and having material possessions	14.2%	13.4%	14.9%	9.4%	14.9%	16.9%
More interest in preparing and eating healthy meals	9.2%	9.3%	9.2%	11.6%	7.9%	8.7%
A stronger community in which I live	7.8%	7.8%	7.8%	6.2%	7.5%	9.3%
None of these	11.3%	15.7%	7.2%	11.4%	14.6%	8.5%

QUESTION – From the following list, please rank the top three most important impacts of the pandemic on you personally where one is the biggest impact, two is the second biggest impact and three is the third biggest impact?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26th and 28th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were 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.

The research was conducted by Nanos Research.

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

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1009 Randomly selected individuals.
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	May 26 th to 28 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	Ten percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: political issues, economic issues, and real estate perceptions.
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





2020-1663 – Nanos Survey – COVID-19 Pandemic Impacts – STAT SHEET

From the following list, please rank the top three most important impacts of the pandemic on you personally where one is the biggest impact, two is the second biggest impact and three is the third biggest impact? [RANDOMIZE]

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 1	Total	Unwgt N	1009	97	221	342	196	153	521	488	212	369	428
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Greater appreciation for my friends and family	%	33.1	34.1	31.1	33.5	38.5	27.7	30.1	36.1	35.2	30.4	34.1
	More interest in preparing and eating healthy meals	%	9.2	13.6	8.1	10.0	7.9	8.7	9.3	9.2	11.6	7.9	8.7
	An interest in returning to a simpler life	%	24.3	15.5	25.2	24.7	23.5	27.1	23.7	24.8	26.1	24.7	22.6
	Less interest in buying and having material possessions	%	14.2	17.8	16.6	13.7	10.4	14.7	13.4	14.9	9.4	14.9	16.9
	A stronger community in which I live	%	7.8	8.7	7.8	7.0	7.0	11.1	7.8	7.8	6.2	7.5	9.3
	None of these	%	11.3	10.3	11.3	11.1	12.7	10.7	15.7	7.2	11.4	14.6	8.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26th and 28th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2020-1663 – Nanos Survey – COVID-19 Pandemic Impacts – STAT SHEET

From the following list, please rank the top three most important impacts of the pandemic on you personally where one is the biggest impact, two is the second biggest impact and three is the third biggest impact? [RANDOMIZE]

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Rank 2	Total	Unwgt N	893	89	199	301	172	132	445	448	183	321	389
		Wgt N	884	62	210	338	160	114	415	469	234	297	353
	Greater appreciation for my friends and family	%	24.1	23.6	20.3	24.9	20.1	34.3	26.8	21.7	27.8	22.4	23.0
	More interest in preparing and eating healthy meals	%	15.7	16.6	13.5	17.0	18.6	11.3	16.5	15.0	17.1	16.9	13.8
	An interest in returning to a simpler life	%	25.1	30.3	25.3	22.7	29.7	22.6	23.1	26.8	27.5	25.2	23.4
	Less interest in buying and having material possessions	%	21.5	16.0	23.9	22.1	19.9	20.2	19.0	23.7	17.5	24.0	21.9
	A stronger community in which I live	%	12.1	12.6	14.7	12.4	9.4	9.7	11.8	12.3	8.9	9.4	16.4
	None of these	%	1.6	0.9	2.3	0.9	2.4	1.9	2.8	0.6	1.2	2.0	1.6

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2020-1663 – Nanos Survey – COVID-19 Pandemic Impacts – STAT SHEET

From the following list, please rank the top three most important impacts of the pandemic on you personally where one is the biggest impact, two is the second biggest impact and three is the third biggest impact? [RANDOMIZE]

			Region					Gender		Age				
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question – Rank 3	Total	Unwgt N	794	79	169	274	155	117	397	397	163	288	343	
		Wgt N	785	55	177	307	143	102	369	416	210	265	311	
		Greater appreciation for my friends and family	%	21.4	19.6	21.2	20.8	23.1	21.9	18.9	23.6	13.8	18.8	28.7
		More interest in preparing and eating healthy meals	%	16.0	12.0	14.5	16.2	16.1	20.0	16.1	15.9	18.8	16.6	13.6
		An interest in returning to a simpler life	%	22.7	25.0	28.1	22.6	14.3	23.6	24.4	21.1	20.9	26.9	20.3
		Less interest in buying and having material possessions	%	22.9	19.3	18.3	23.2	33.5	17.1	22.6	23.2	24.8	23.0	21.6
		A stronger community in which I live	%	13.8	17.8	13.1	14.2	10.5	16.5	13.8	13.8	18.9	10.9	12.9
		None of these	%	3.2	6.1	4.8	2.9	2.5	0.8	4.1	2.4	2.8	3.9	3.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between May 26th and 28th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.