



NARRATIVE  
RESEARCH

# Consumer Sentiment – The Impact of COVID-19

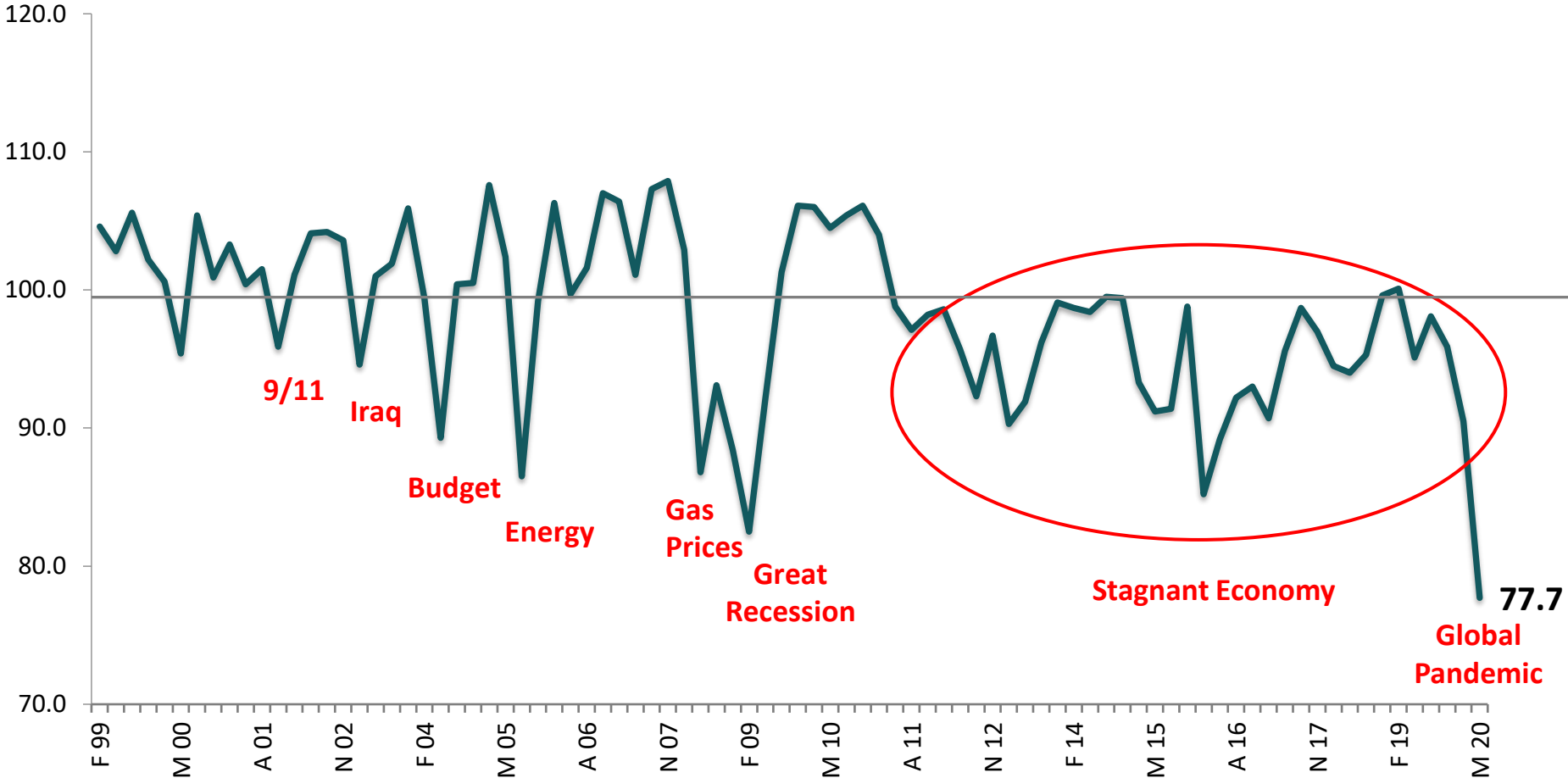


Consumer confidence in Atlantic Canada reaches record low.

Source: Narrative Research's *Atlantic Quarterly*: (phone survey n=1,500)

# Consumer Confidence Index

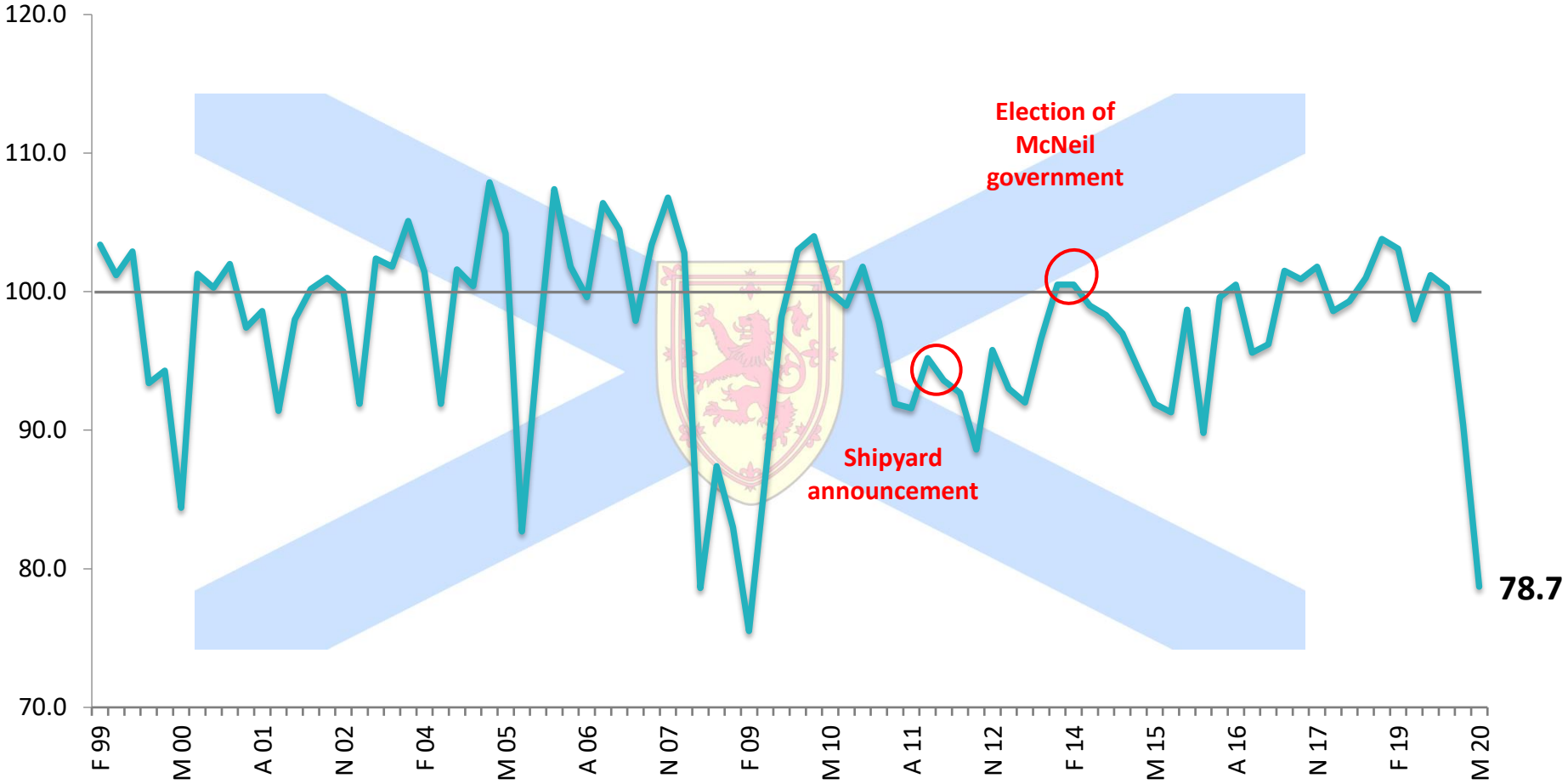
Atlantic Canada



F = February; M = May; A = August; N = November.

# Consumer Confidence Index

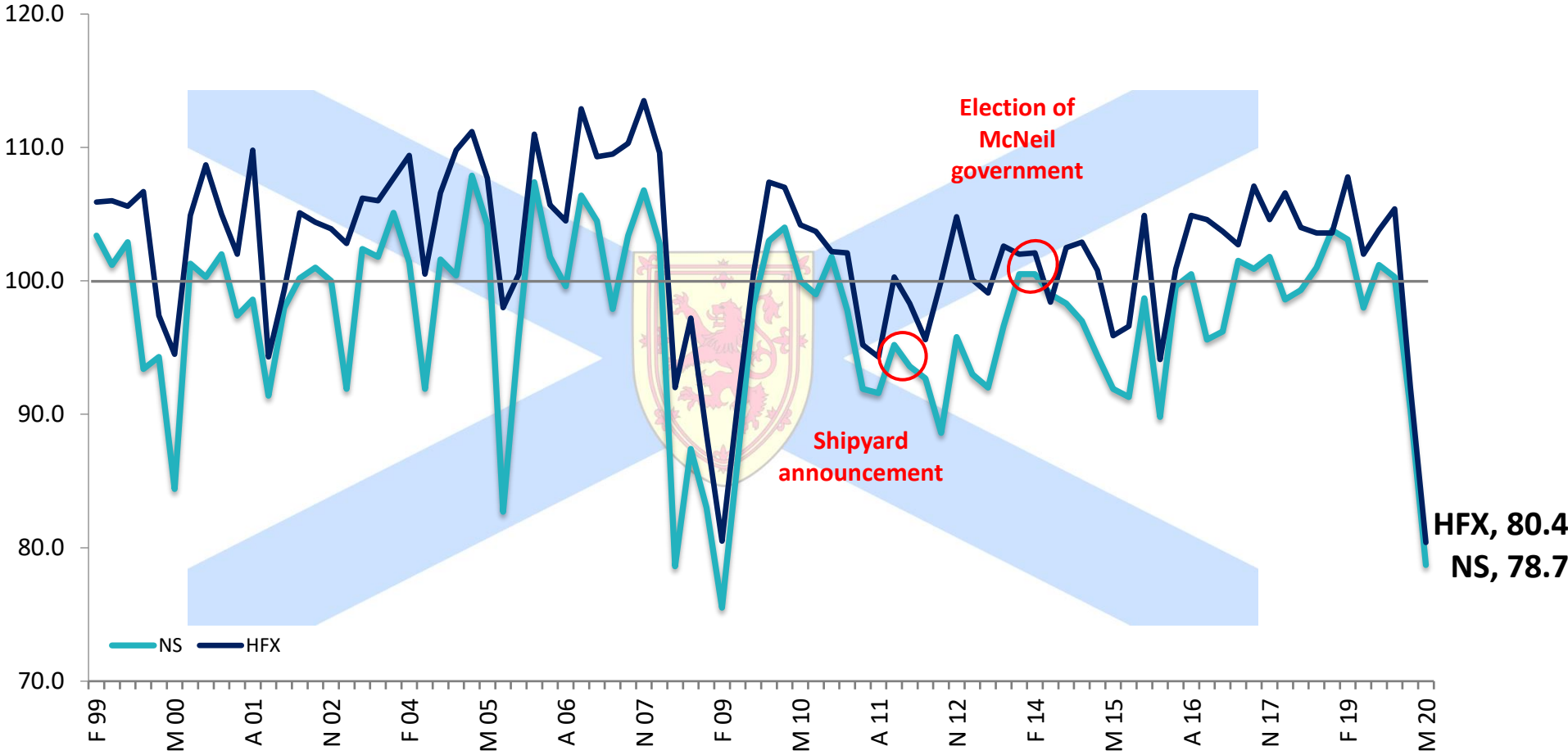
Nova Scotia



F = February; M = May; A = August; N = November.

# Consumer Confidence Index

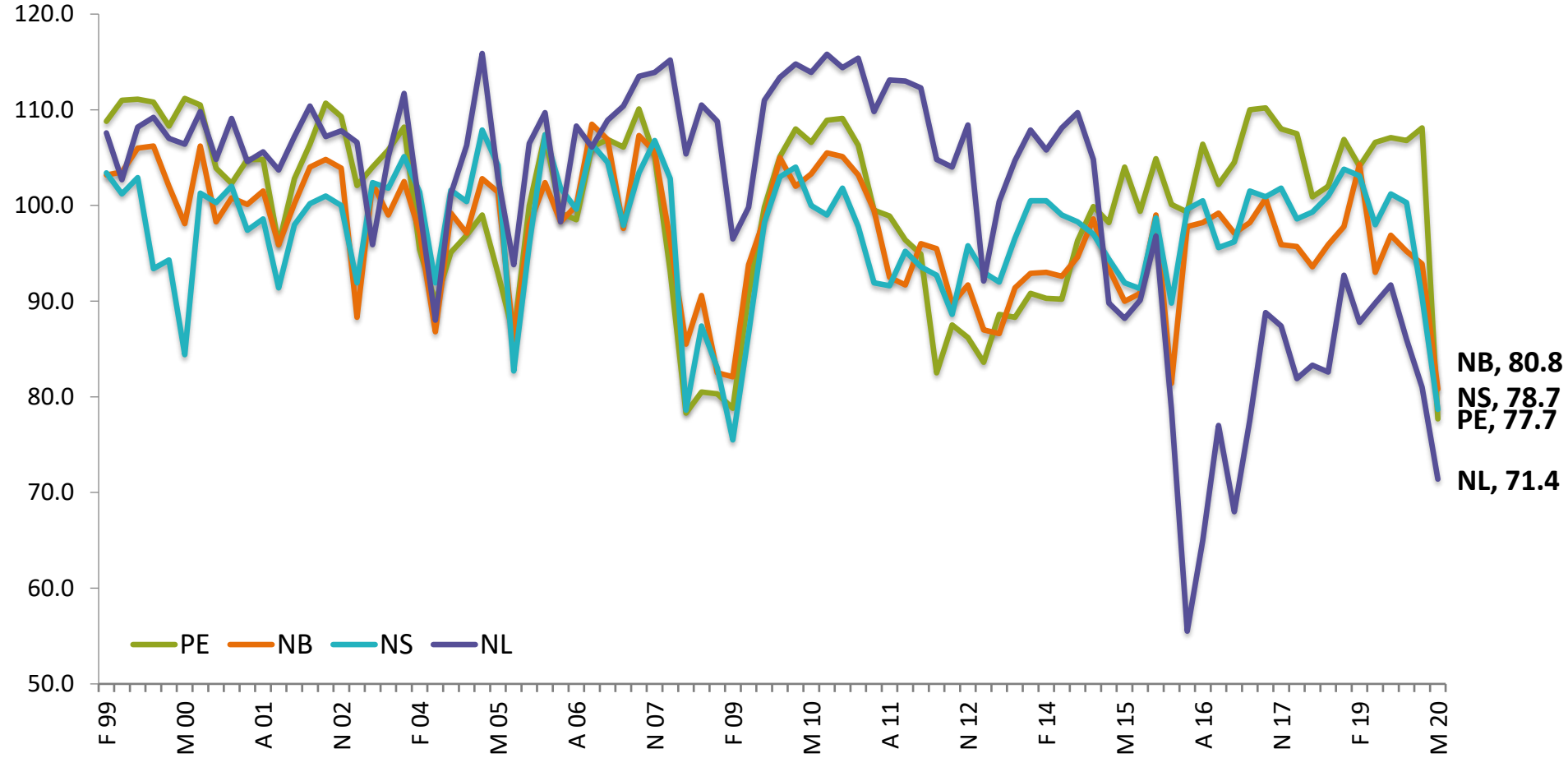
Nova Scotia vs. Halifax



F = February; M = May; A = August; N = November.

# Consumer Confidence Index

## By Province



F = February; M = May; A = August; N = November.




The pandemic is deemed to pose a serious financial threat to personal finances.

Source: Narrative Research's *East Coast Voice Online Panel*: (n=1,573)



### COVID-19 Poses Serious Threat to Personal Financial Situation







NS 	63%
Halifax	61%

**28%**

of households  
have applied for  
financial  
assistance  
program

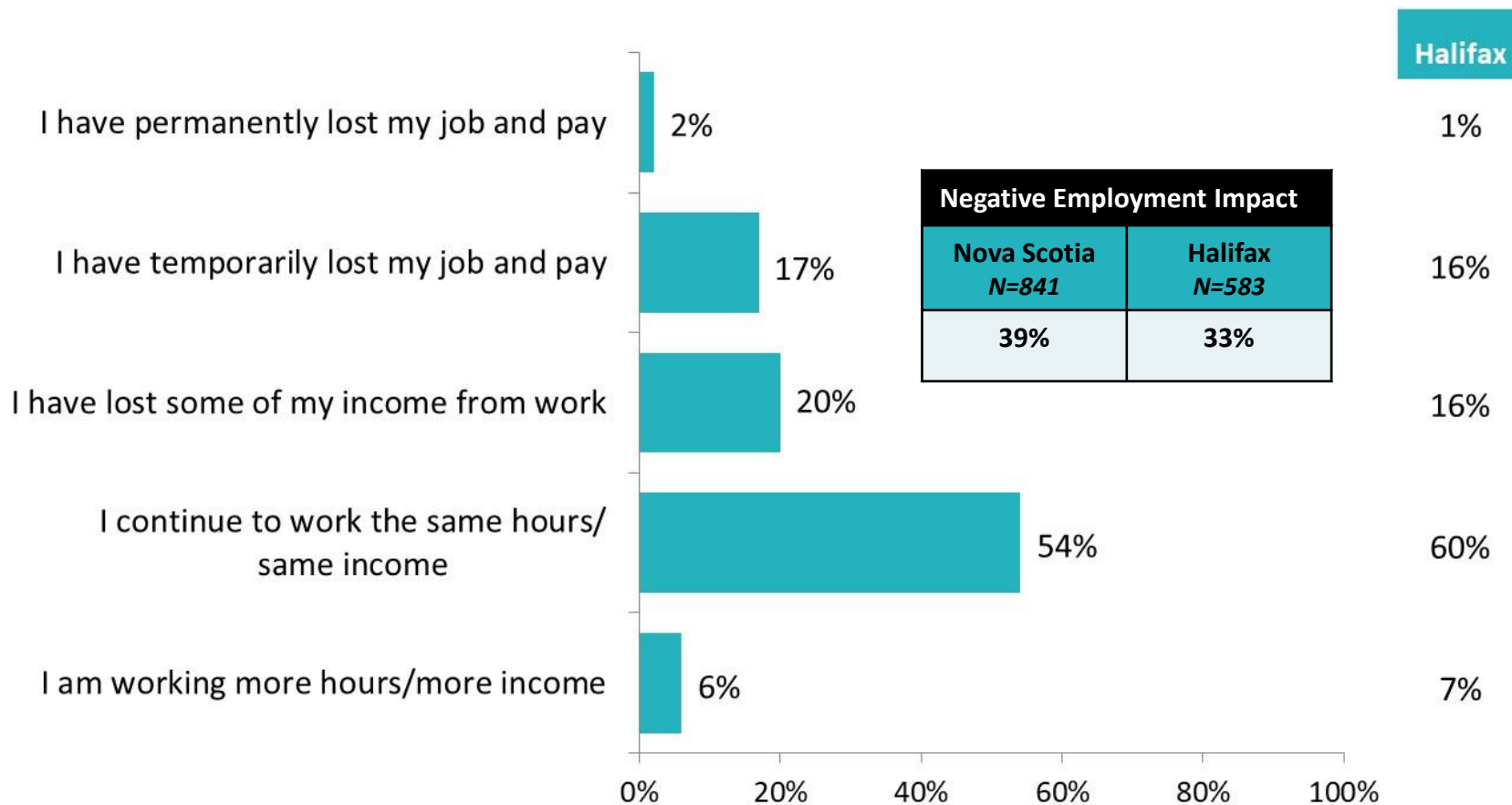


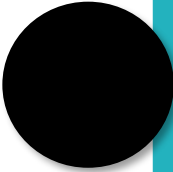
### Crisis Has Had Negative Financial Impact On...

	 <b>Nova Scotia</b> N=1,573	<b>Halifax</b> N=1,008
 Retirement savings or other investments	57%	60%
 Decrease in income	38%	35%
 Ability to assist other family members financially	30%	26%
 Ability to meet financial obligations	18%	15%
 Ability to pay mortgage or rent	13%	11%

# Impact of Current Crisis on Employment

(Among Nova Scotians Employed in February)



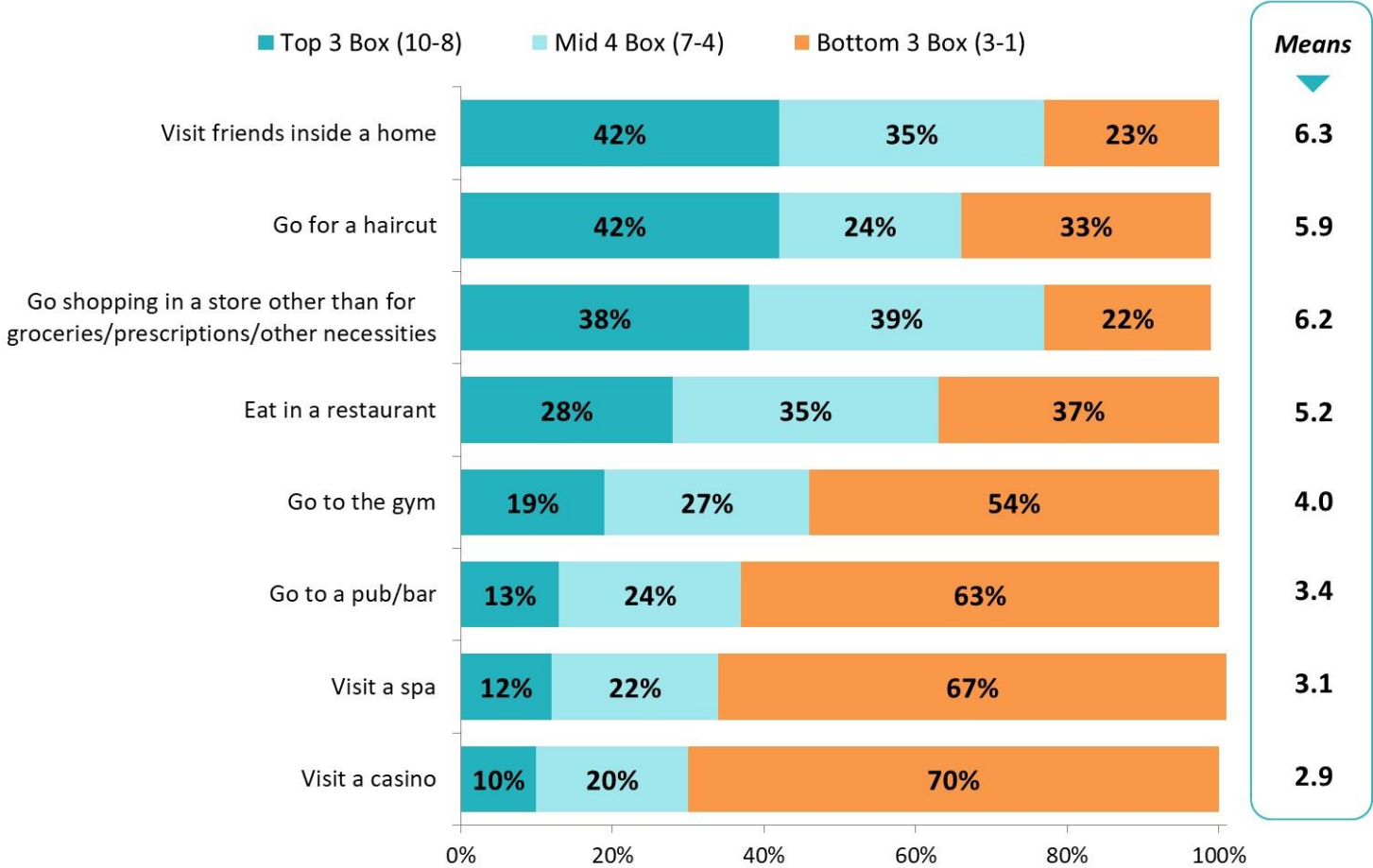


Canadians' behaviors in the coming weeks and months will clearly be impacted by the pandemic. Without a sustained period of no new COVID-19 cases in their province or a vaccine being available, Canadians are not willing to engage in several activities.

Source: Narrative Research partnered with *Logit's National Online Panel*: (n=1,230)

# Likelihood of Undertaking Activities in the Coming Weeks and Months

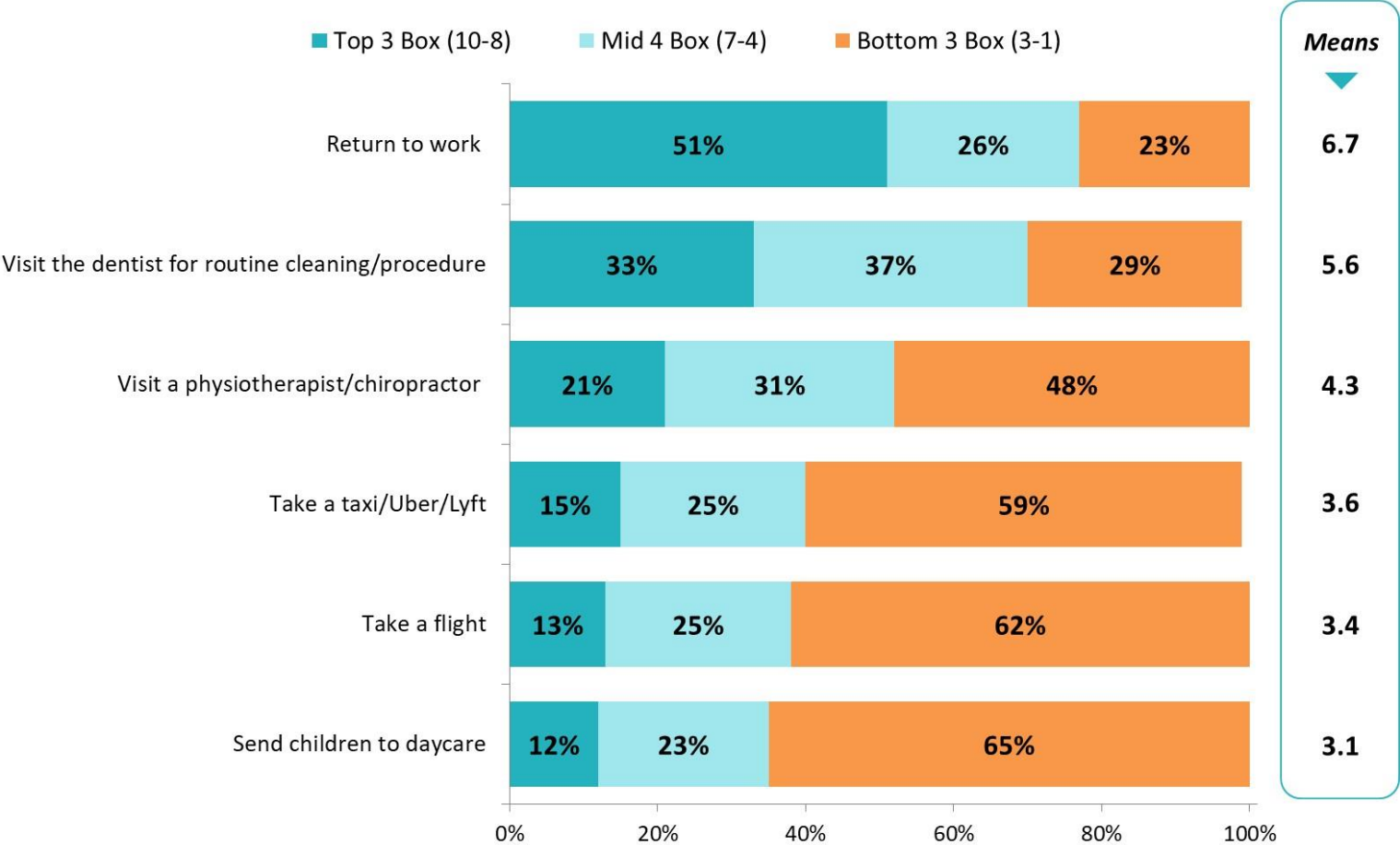
Rating on 10-pt Scale: 10=Extremely likely; 1=Not at all likely\*



Q.N1a,b,c,d,g,j,k,n: In the coming weeks and months, how likely are you to do each of the following, if possible in your province? (n=504-1,214)  
 \*Responses of 'Not applicable/I don't do that normally' are excluded from this table.

# Likelihood of Undertaking Activities in the Coming Weeks and Months

Rating on 10-pt Scale: 10=Extremely likely; 1=Not at all likely\*



Q.N1e,f,h,l,l,m,o: In the coming weeks and months, how likely are you to do each of the following, if possible in your province? (n=504-1,134)  
 \*Responses of 'Not applicable/I don't do that normally' are excluded from this table.

## What It Would Take to Make Undertaking Activities More Likely

Key Measures Among Those with a Low Likelihood of Undertaking Activities (Rating 1-5 out of 10)

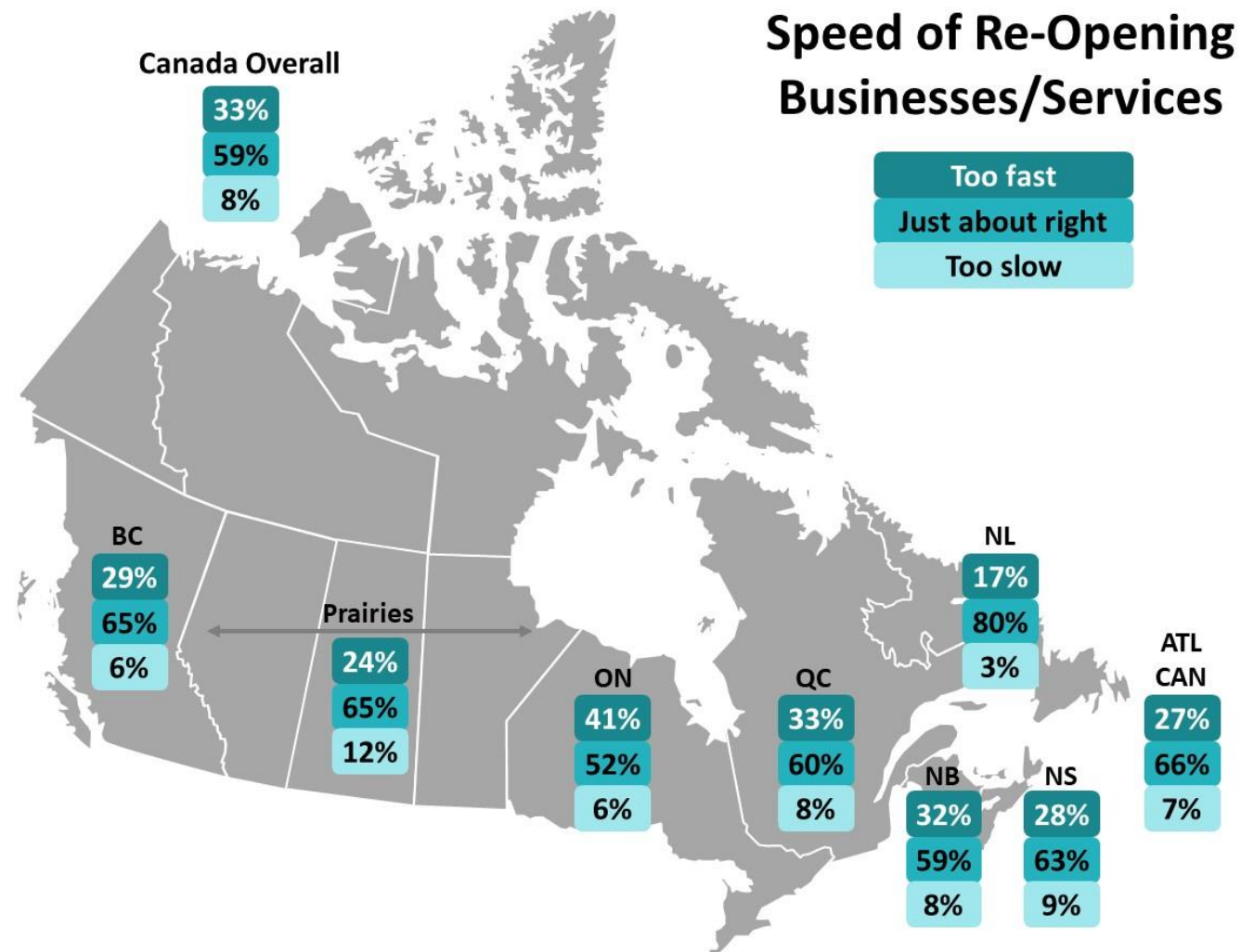
Key Measures	Return to work	Visit the dentist for routine cleaning/ procedure	Visit a physio-therapist/ chiropractor	Send children to school	Take a taxi/ Uber/ Lyft	Take a flight	Send children to daycare
Having a sustained period of no new cases of COVID-19 in my province	23%	25%	19%	30%	19%	14%	21%
Having a vaccine available	18%	15%	18%	26%	13%	39%	21%
Strict social distancing at that location	11%	7%	5%	14%	5%	5%	12%
Strict cleaning procedures	11%	23%	13%	7%	15%	8%	7%
Improving household finances so that I can afford to do these things	4%	10%	9%	2%	3%	13%	3%
Don't know/No answer	16%	14%	24%	15%	29%	18%	25%



Consumers are generally supportive of the pace of opening businesses / services.

Source: Narrative Research partnered with *Logit's National Online Panel*: (n=1,230)

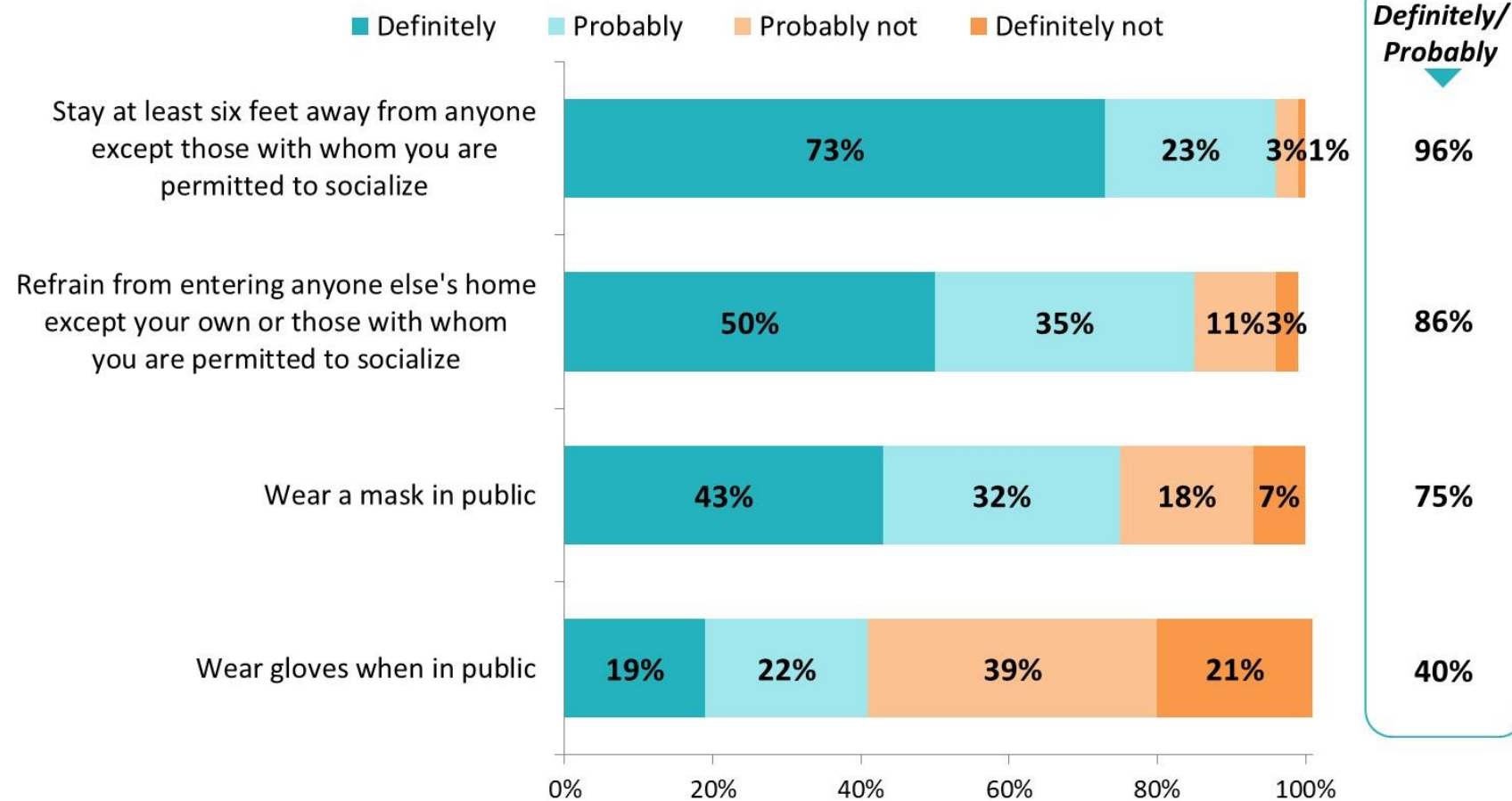




Q.N3: Across the country provinces are re-opening businesses and services at different paces. How would you describe the speed of re-opening businesses and services in your province? (n=1,230)



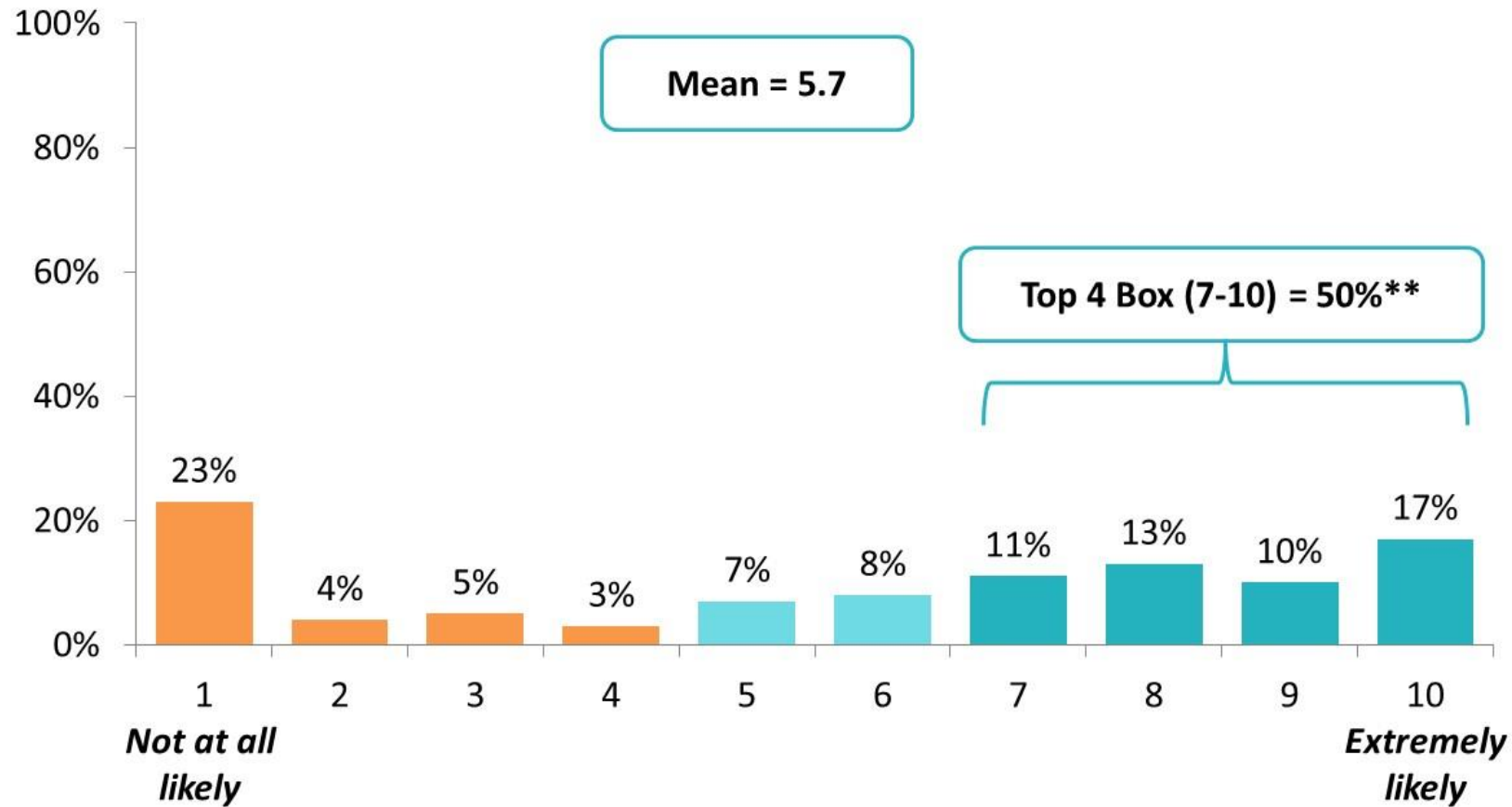
## Likelihood of Undertaking Protective Measures as Businesses and Services Re-Open

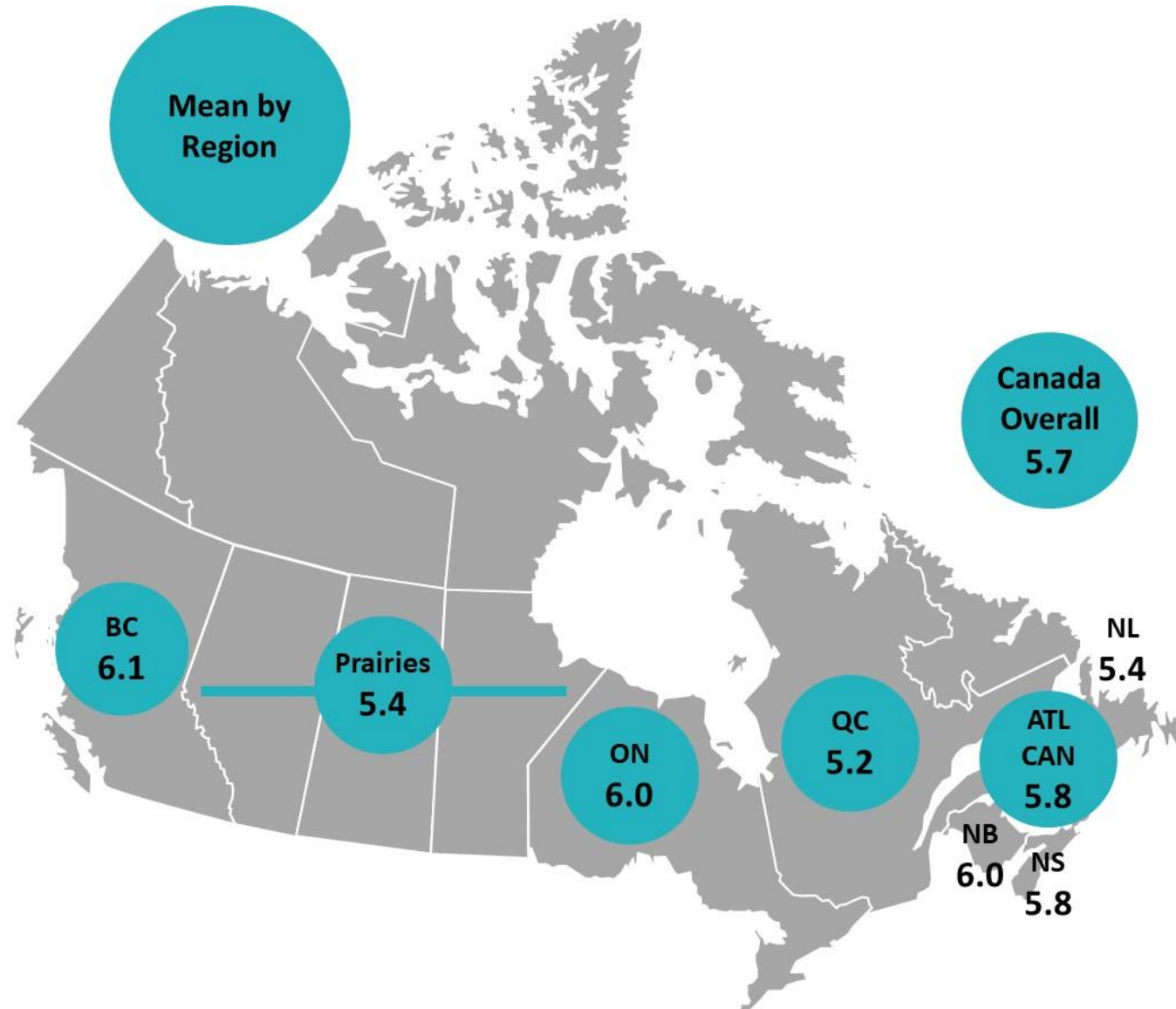


Q.N4a-d: As businesses and services re-open in your province, how likely are you to do each of the following: ...? (n=1,230)

## Likelihood of Installing App on Phone if Requested by Health Authorities

Rating on 10-pt Scale: 1=Not at all likely, 10=Extremely likely\*











Changes are anticipated in how we permanently do things.

## How Will the COVID-19 Pandemic Ultimately Affect the Way We Do Things?

		 NS (N=1,573)	Halifax (n=1,008)
	There will be some permanent changes in how we do things after the pandemic	66%	70%
	Life after the pandemic will be fundamentally changed	26%	22%
	Things will go back to normal afterwards	8%	8%