

DESTINATION CANADA COVID 19 RESIDENT SENTIMENT SURVEY

A nighttime photograph of a city skyline across a body of water. The buildings are illuminated with various lights, and their reflections are visible on the water's surface. In the foreground, the silhouettes of two people, a man and a woman, are seen from behind as they stand on a dark shore, looking out at the city lights.

October 13 Update

TOURISM
NOVA SCOTIA 

RESIDENT SENTIMENT SURVEY

- Survey was weekly from June through August, every other week in September, and weekly again beginning in October.
- 1,800 respondents per survey period.
- Online survey.
- Weighted to be reflective of Canadian population.
- Minimum of 200 responses from each region of Canada each week (BC, AB, MN/SK, ON, QC, ATL).
- Level of welcome / receptivity to advertising questions alternate each survey period.
- TNS reports all questions together, every other week.

RESIDENT SENTIMENT

- **Travel safety:**
 - Overall, a majority of Canadians report feeling relatively safe travelling *within their own provinces*. This is particularly the case in British Columbia, Alberta, and Atlantic Canada.
 - Very few (especially outside of Alberta) feel comfortable travelling *internationally*.
 - A minority of Canadians feel safe travelling to *other provinces* within the country. However, sentiment varies widely among the regions, ranging from a high of 53% of Albertans feeling safe to travel within Canada, to a low of only 20% of Atlantic Canadians.
 - Across Canada, Atlantic residents are among the most comfortable travelling *within their own provinces*, while they report the lowest feelings of safety travelling *elsewhere*.
- **Visitor welcome:**
 - Canadians remain very negative about welcoming *international* visitors.
 - In every region of Canada, only a minority of residents would welcome visitors from *other parts of the country*. At the same time there are regional differences, with Atlantic Canadians being the most negative on the idea, while close to half of Alberta residents are comfortable with it.
- **Advertising receptivity:**
 - Canadians remain negative about their community being advertised *internationally*.
 - Sentiment varies among regions on advertising one's community to visitors from elsewhere in the country. Ontario and Quebec residents are neutral to negative about advertising even *within their own province*. Alberta residents, in contrast, are positive to neutral about advertising their community *anywhere in Canada*.
 - Atlantic Canadians' acceptance of advertising their community to others *within their own provinces* remains by far the most positive in Canada, while their acceptance of such advertising *elsewhere* remains the most negative.

RESIDENT SENTIMENT

- I feel safe to travel to...

	REGION OF RESIDENCE						ATLANTIC CANADA	
	BC	AB	SK / MB	ON	QC	ATL	Rural	Urban
Communities near me	73	84	66	65	53	79	87	72
Communities in my province	62	78	57	52	43	77	78	75
Other provinces in Canada	33	53	26	34	32	20	20	21
The United States	9	17	6	9	9	7	2	8
Other countries	12	19	9	10	11	6	2	5
SAMPLE SIZE	213	201	200	611	415	200	96	100

- % Somewhat / Strongly Agree
- Note: red/green text indicates a significant difference between regions.
- Results from week of October 13 2020.

RESIDENT SENTIMENT

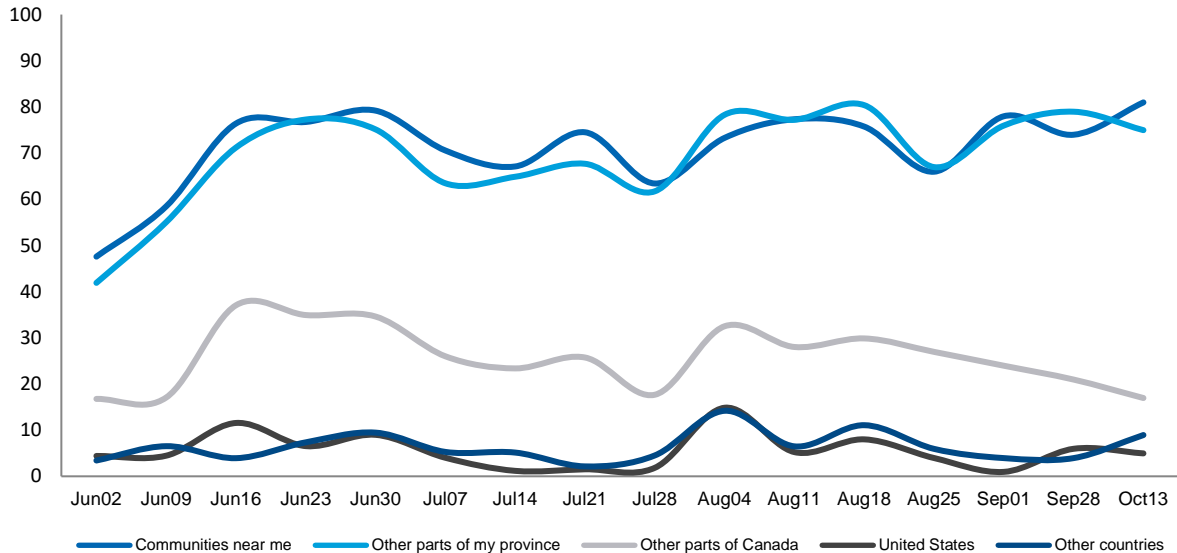
- I would welcome visitors travelling to my community from ...

	REGION OF RESIDENCE						ATLANTIC CANADA	
	BC	AB	SK / MB	ON	QC	ATL	Rural	Urban
Other communities near me	65	67	56	47	48	76	80	72
Other parts of my province	57	62	53	37	40	72	75	70
Other parts of Canada	35	43	23	29	32	19	20	16
The United States	8	12	9	6	9	6	7	5
Other countries	10	13	10	8	11	7	7	5
SAMPLE SIZE	213	201	200	611	415	200	96	100

- % Somewhat / Strongly Agree
- Note: red/green text indicates a significant difference between regions.
- Results from week of October 13 2020.

RESIDENT SENTIMENT

NOVA SCOTIANS: I would welcome visitors travelling to my community from ...



- Nova Scotians have consistently expressed a far greater willingness to welcome visitors from within the province than from outside Nova Scotia's borders.

RESIDENT SENTIMENT

- How would you feel if you saw an advertisement today promoting your community to each of the following regions as a place for visitors to come when it is safe? Advertising directed towards...

	REGION OF RESIDENCE						ATLANTIC CANADA	
	BC	AB	SK / MB	ON	QC	ATL	Rural	Urban
Other communities near me	26	31	14	1	2	44	30	53
Other parts of my province	14	19	7	12	9	43	27	55
Other parts of Canada	20	4	32	26	11	40	52	31
The United States	60	52	58	67	47	75	80	70
Other countries	55	45	61	61	42	73	78	70
SAMPLE SIZE	200	201	201	611	402	200	111	89

- Net level of happiness is the total of Very happy + Happy less the total of Very unhappy + Unhappy
- Note: Green text indicate a net positive response, red text a net negative response, black text a neutral response.
- Results from week of October 6 2020.

COMFORT WITH ACTIVITIES

- Respondents were asked: *Once the governments lift the protective measures put in place to fight COVID19, which of the following would you be comfortable doing...*
- Note: October 6, 2020 was the last week respondents were asked about the seasonal activities of small outdoor gatherings with friends/family, going to farmers' markets, and having a pool party with friends/family.
- Overall, Canadians' comfort levels with most activities have remained stable from late June through the the middle of October.
- Atlantic Canadians' comfort levels with most activities are also steady. Their comfort with *dining in restaurants* and *attending large gatherings* remains somewhat higher than Canadians in general.
- Nova Scotians' comfort levels are generally stable as well. The activities that Nova Scotians remain least comfortable with include *travelling to the United States*, *flying on an airplane*, *going to the gym* and *going to bars and clubs* – each with a comfort rating of 20% or less.

COMFORT WITH ACTIVITIES

Activity	Canadians					Atlantic Canadians				
	Jun	Jul	Aug	Sep	Oct	Jun	Jul	Aug	Sep	Oct
Small outdoor gatherings with friends/ family	84	83	85	85	81	88	86	83	84	80
Going to farmers' markets	65	64	67	69	62	64	58	62	66	66
Shopping at the mall	59	59	63	65	61	68	65	66	71	68
Allowing in-home renovations	62	58	63	65	56	67	62	66	67	61
Having a pool party with friends/family	61	58	60	55	43	61	57	57	54	45
Dining in restaurants	52	48	52	56	55	57	55	62	63	64
Going back to your workplace/office	42	41	44	45	40	44	44	45	47	42
Going to schools and daycares	29	26	27	30	27	28	24	29	32	33
Using public transit	21	20	24	26	23	19	16	22	24	21
Flying on an airplane	26	18	23	25	24	28	18	20	22	23
Going to the gym or other fitness facilities	27	22	23	26	23	27	23	24	28	25
Large gatherings such as sporting events, concerts, or festivals	24	18	20	22	18	25	19	25	23	27
Going to bars, lounges, night clubs, pubs	23	15	17	18	16	26	18	21	23	18
Travelling to the United States	20	11	14	17	15	15	7	9	9	14
SAMPLE SIZE	3658	7289	7285	5477	3667	250	499	498	375	402

- % Comfortable with each activity

COMFORT WITH ACTIVITIES

Activity	Nova Scotians				
	Jun	Jul	Aug	Sep	Oct
Small outdoor gatherings with friends/ family	89	84	84	83	76
Going to farmers' markets	69	59	67	68	64
Shopping at the mall	76	63	68	69	62
Allowing in-home renovations	67	58	67	66	55
Having a pool party with friends/family	66	54	59	54	43
Dining in restaurants	60	49	58	56	58
Going back to your workplace/office	44	35	40	39	33
Going to schools and daycares	29	13	23	25	28
Using public transit	20	12	22	22	23
Flying on an airplane	25	11	19	18	17
Going to the gym or other fitness facilities	31	18	21	27	19
Large gatherings such as sporting events, concerts, or festivals	24	17	25	20	24
Going to bars, lounges, night clubs, pubs	30	17	23	22	20
Travelling to the United States	15	4	8	8	7
SAMPLE SIZE	99	198	197	148	142

- % Comfortable with each activity