

DESTINATION CANADA COVID 19 RESIDENT SENTIMENT SURVEY

Week of May 19 Update

RESIDENT SENTIMENT SURVEY

- Weekly survey across Canada
- 1,800 respondents
- 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)
- Analysis includes urban/rural differences

RESIDENT SENTIMENT SURVEY

- Respondents are asked to rate their level of agreement with the following statements:
 - I would welcome visitors travelling to my community from:
 - **Other communities near me**
 - **Other parts of my province**
 - **Other parts of Canada**
 - **The United States**
 - **Other countries outside of the United States**

RESIDENT SENTIMENT SURVEY

Canadians are most likely to be willing to welcome visitors from within their own provinces, and Atlantic Canadians offer the most favourable opinion in this regard.

Across Canada, there is a low level of willingness to welcome visitors from elsewhere in Canada or from outside the country.

% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=202)	AB/Alb. (n=202)	SK/MB Sask./Man. (n=200)	ON/Ont. (n=600)	QC/Qc (n=411)	ATL (n=206)
From other communities near me / ... des visiteurs de collectivités voisines	35%	47%	44%	40%	45%	59%
From other parts of my province / ... des visiteurs d'autres parties de ma province	30%	38%	36%	35%	30%	56%
From other parts of Canada / ... des visiteurs d'autres régions du Canada	12%	27%	16%	27%	26%	20%
From the United States / ... des visiteurs des États-Unis	5%	15%	5%	11%	8%	11%
From other countries / ... des visiteurs d'autres pays que les États-Unis	4%	17%	6%	9%	7%	11%

Green text indicates significantly higher than at least one other region @ 95% confidence
 Red text indicates significantly lower than at least one other region @ 95% confidence
 To what extent do you agree or disagree with each of the following statements?
 I would welcome visitors traveling to my community...

Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)
 Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)
 Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?
 J'accueillerais volontiers dans ma collectivité...

ATLANTIC CANADA

May 19 marks week two of this research. In Atlantic Canada, there has been no change in opinion since May 11.

	May 11 11 mai (n=201)	May 18 18 mai (n=206)
% Somewhat/Strongly Agree % Tout à fait d'accord/Plutôt d'accord		
From other communities near me / ... des visiteurs de collectivités voisines	51%	59%
From other parts of my province / ... des visiteurs d'autres parties de ma province	50%	56%
From other parts of Canada / ... des visiteurs d'autres régions du Canada	17%	20%
From the United States / ... des visiteurs des États-Unis	10%	11%
From other countries / ... des visiteurs d'autres pays que les États-Unis	12%	11%

ATLANTIC CANADA

Residents of urban areas of Atlantic Canada are more likely than their rural counterparts to express favourable opinions regarding welcoming visitors to their community.

Note: Resident sentiment among rural ATL communities is on par with or more positive than sentiment in other regions of Canada.

	Rural/Rural (n=100)	Urban/Urban (n=106)
% Somewhat / Strongly Agree		
% Tout à fait d'accord / Plutôt d'accord		
From other communities near me / ... des visiteurs de collectivités voisines	54%	62%
From other parts of my province / ... des visiteurs d'autres parties de ma province	45%	64%
From other parts of Canada / ... des visiteurs d'autres régions du Canada	13%	24%
From the United States / ... des visiteurs des États-Unis	4%	15%
From other countries / ... des visiteurs d'autres pays que les États-Unis	4%	14%