



MARKET RESEARCH

June, 2020

Reports:

1. [Music Canada \(May 14, 2020\) – The Locked-Down Blues: Canadians, Live Music and the Pandemic](#)
2. [Abacus Data \(May 6, 2020\) – When the economy “re-opens”, what will it take for people to come?](#)
3. [Ipsos – Travel Intention Survey \(May 17, 2020\) – Not Yet Ready to Venture Out \(Travel Outside Canada\)](#)
4. [Ipsos – Travel Intention Survey \(May 17, 2020\) – Six in Ten Canadians Ready to Shop in a Mall or Dine at a Restaurant in 2020](#)
5. [Destination Ontario \(May 21, 2020\) – Impact of COVID-19 on the Canadian Economy and Consumer Sentiment](#)
6. [Destination Canada \(May 26, 2020\) – Resident Sentiment](#)
7. [Longwoods \(June 2, 2020\) – Travel Sentiment Study Wave 12 \(American\)](#)

Highlights by Sector:

NOTE: Number in bracket refers to which market research report it came from.

Overall Highlights:

30% of Ontarians are likely to avoid travel even within their own province, this has improved from 44% over the past 3 weeks. (5)

17% of Canadians are interested in a small-town travel destination. (5)

39% of those surveyed in Ontario would welcome tourists from other communities near me. (6)



Retail

- 1 in 4 (26%) say they won't be comfortable shopping at a mall until there's a vaccine. For the remaining 66%, 72% want surfaces to be cleaned regularly, 73% want there to be enough room to distance themselves from others, while 57% want to see a reduced number of people allowed into a mall. 43% want to see mandatory facemasks. (2)
- Nearly two-thirds (63%) of Canadians are likely to shop in a mall if this becomes permissible. (4)

Culinary

- 3 in 10 (30%) say they won't be comfortable until there's a vaccine. For the remaining 63%, 76% want surfaces to be cleaned regularly, 71% want there to be enough room to distance themselves from others, while 66% want to see maximum capacity reduced. Only 21% want to see mandatory facemasks, although that will be hard when trying to eat. (2)
- (60%) are likely to eat in a sit-down restaurant in 2020, once it is allowed and this is most likely for younger Canadians (68% 18-34, 61% 35-54 vs. 52% 55+). (4)

Accommodation

- A third (32%) of Canadians are very/somewhat likely to stay in a hotel in 2020 if it becomes permissible and once again. (3)

Live Concert, Festival or Play

- 22% of Canadians are likely to attend a live concert, festival or play this year, if they are given the green signal to do so. (4)
- 43% said it would take six months or more before they would feel comfortable going to a music festival or a concert in a large venue. (1)



Resource list: commonly-used digital tools for helping businesses to adapt to online market

- Google for SMEs has also launched a page dedicated to supporting businesses during COVID-19 including practical steps and free digital skills training.
- Digital Mainstreet’s tools to help your business adopt digital technology.
<https://digitalmainstreet.ca/tools/>
- Shopify has launched pre-recorded webinars regarding their e-commerce platform.
- Invest Stratford for Weekly Zoom “Ask an Expert” recordings

Basic best practice strategies for adapting to changing market conditions – examples from Canada and worldwide. How to drive VOLUME.

- <https://citysharecanada.ca> – a real-time, crowdsourced platform that houses resources, tools and stories on how city builders and residents are responding to COVID-19.