

ACCELERATION, NOT  
TRANSFORMATION

ABACUS DATA

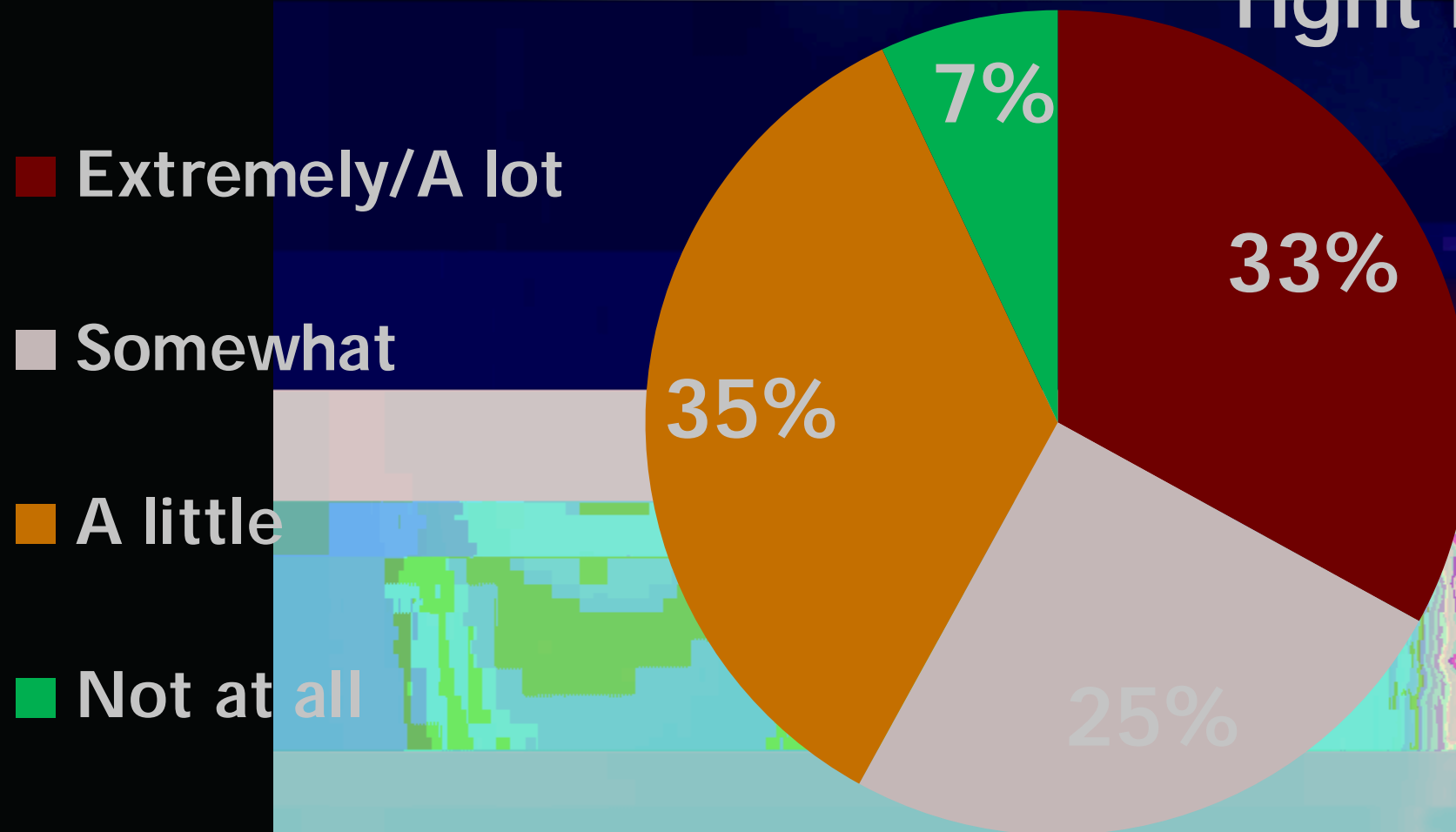
# A NEW PARADIGM? ANTICIPATING THE IMPACT OF THE PANDEMIC ON PUBLIC OPINION



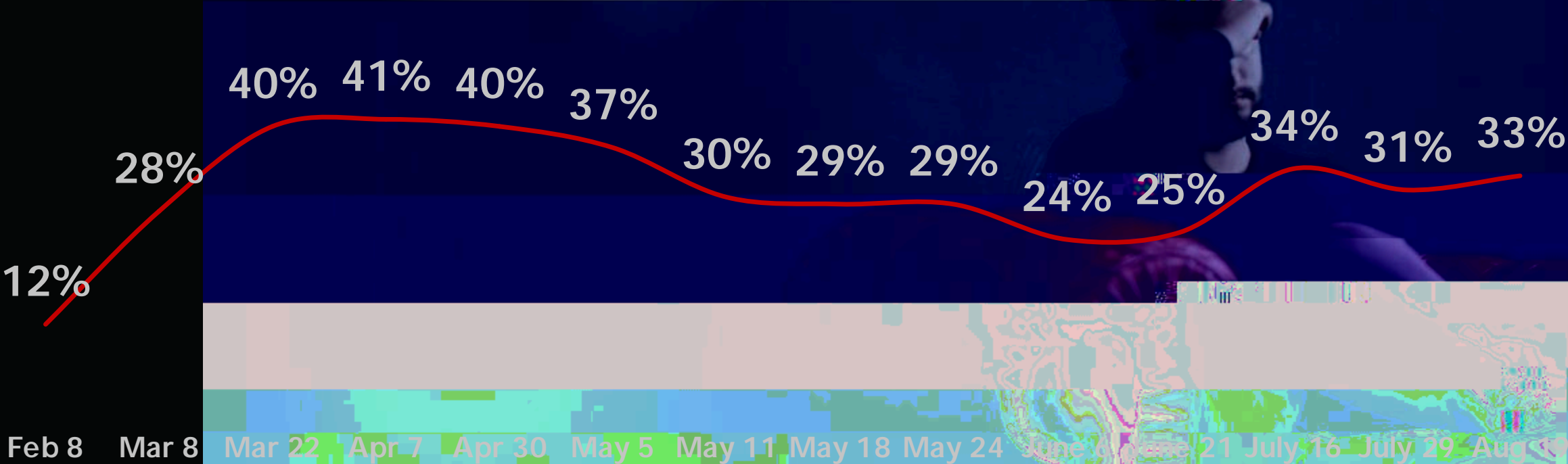
# THE CONTEXT



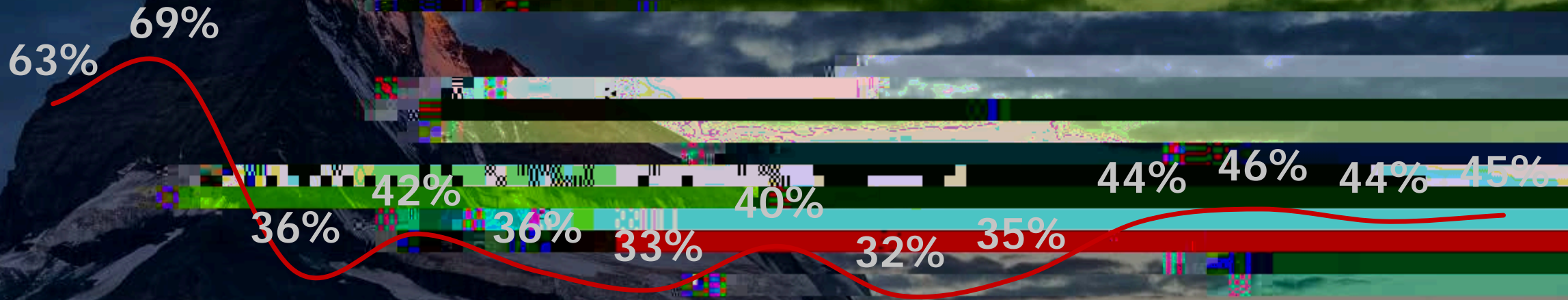
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?



# THE "WORRY" CURVE IS RISING AGAIN



# IS THE WORST STILL TO COME?




Which of the following best describes your view about the coronavirus outbreak?

**BUT...  
THE PANDEMIC HASN'T  
FUNDAMENTALLY CHANGED OUR  
ASSESSMENTS.**



67% → 60%



58% → 52%

ABACUS DATA





DIRECTION OF YOUR  
YOUR OWN LIFE

71% → 77%



**NOR  
OUR FEELINGS  
ABOUT PUBLIC INSTITUTIONS.**

PARLIAMENT

63% → 69%

PROVINCIAL  
LEGISLATURE

64% → 79%

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FINANCIAL & BANKING  
SYSTEM

74% → 75%

HEALTHCARE SYSTEM

71% → 79%

ABACUS DATA



WHEN YOU ASK CANADIANS...

83%

MY THESIS:

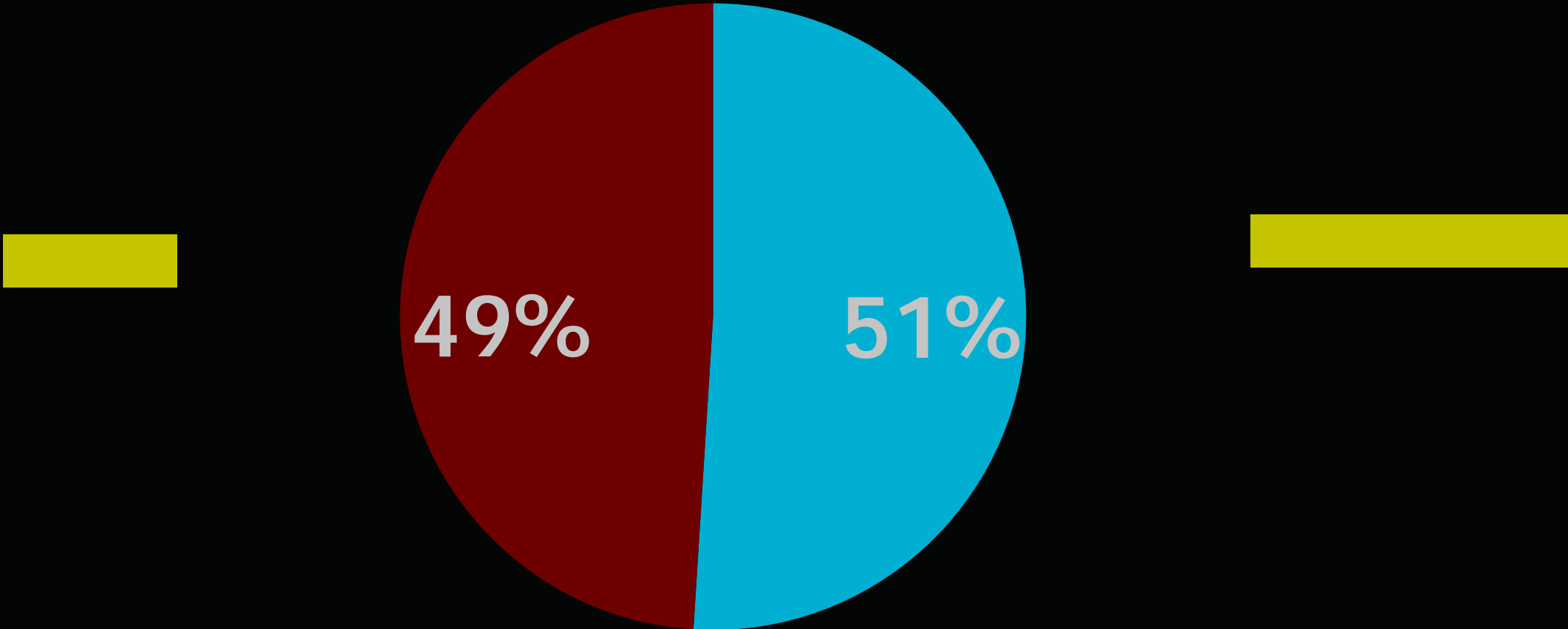
**ACCELERATION NOT  
TRANSFORMATION.**

#1

# BUILDING A FUTURE ECONOMY FOR EVERYONE



# CHANGES IN THE ECONOMY WILL BRING...



#2

# FINDING CONSENSUS ON CLIMATE CHANGE

**CLIMATE CHANGE IS A  
CRISIS THAT REQUIRES  
IMMEDIATE ACTION**

**56% → 54%**

# CLIMATE CHANGE IS A CRISIS THAT REQUIRES IMMEDIATE ACTION

68% 65%

28%

82% 68%



#3

**SECURITY OVER AUSTERITY.**



An aerial photograph of a city, likely Los Angeles, with a color gradient overlay. The sky is blue, the hills are green, and the city buildings are a mix of red, orange, and yellow. The text 'WHERE TO NOW?' is overlaid in white, bold, sans-serif font.

WHERE TO NOW?

ABACUS DATA