



## PRESS RELEASE

### Six in Ten Canadians Ready to Shop in a Mall Or Dine at A Restaurant in 2020 If Given the Green Light But Large Crowds Still a No Go

Coping with continued stay-at-home orders, households with kids more likely to resume entertainment activities once permitted – though finances act as hindrance.

**Toronto, ON, May 17, 2020** — With a renewed sense of optimism around reopening the economy, it begs the question of whether people are willing to re-engage in their old habits. According to a new poll conducted by Ipsos on behalf of Global News, Canadians appear most reluctant to engage in entertainment such as movie theatres, concerts and plays; however, a majority sees themselves going to the mall or dining out in 2020, if permitted. Income seems to be the biggest predictor of willingness to resume in various social activities, and having kids in the household makes parents more willing to resume entertainment activities in particular.

| Activity                                | % likely (very/somewhat) to engage in activity in 2020, if permitted |
|---|--|
| Shop in a mall                          | 63%  |
| Eat in a sit-down restaurant            | 60%  |
| Go to a movie theatre                   | 36%  |
| Attend a live concert, festival or play | 22%  |
| Attend a live sporting event            | 18%  |

#### Crowded Events

##### Attend a live concert, festival or play

Being with large crowds seems to be a no-go as only a quarter (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. Households with kids (28% vs. 20% No Kids) are more likely to display this willingness to attend.

Four in ten (42%) are *not at all likely* to attend and a higher proportion of Ontario (47%) and Saskatchewan/Manitoba (48%) residents express this reluctance compared to residents of Alberta (29%). Those aged 55 and older (51%) are show the higher proportion indicating they are *not at all likely* (vs. 33% 18-34, 39% 35-54).

##### Attend a live sporting event



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Sporting events attended by fans remain a far-off reality. Less than two in ten (18%) Canadians are likely to attend a live sporting event in 2020, even if it is permissible to attend. Men (24% vs. 11% women) and younger Canadians (23% 18-34 21% 35-54 vs. 10% 55+) are more likely to be willing. Those living in households with kids also continue to display higher readiness to attend (25% vs. 15% No Kids).

Almost half (48%) of Canadian are *not at all likely* to attend a sporting event and in keeping with the broader income pattern, those belonging to a household with income less than \$40K (53%) have the highest proportion indicating they are *not at all likely* (vs. 42% \$40K-<\$100K, 48% \$100K+).

### *Dining & Entertainment*

#### Shop in a mall

However, when it comes to shopping malls, Canadians seem to be far more open to visit. Nearly two-thirds (63%) of Canadians are likely to shop in a mall if this becomes permissible, and once again households with kids are more likely to go shop (69% vs. 61% No Kids). Understandably, at high risk, those aged 55 and older (57%) are least likely to shop in a mall (vs. 68% 18-34, 65% 35-54).

Only one in ten (12%) Canadians are *not at all likely* to shop in a mall and those with a lower income of less than \$40K are yet again on this extreme and show the highest propensity to be *not at all likely* to visit a mall (18% vs. 9% \$60K-<\$100K, 7% 100K+).

#### Eat at a sit down restaurant

It seems that most Canadians are waiting for restaurants to reopen as six in ten (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+). In keeping with the pattern of readiness being higher among households with kids, likelihood is once again highest for this group (68% vs. 57% No Kids). However, only half (51%) of less affluent households earning less than \$40K are likely to eat in a restaurant, compared to two thirds (63-65%) of higher income households.

While only four in ten (40%) Canadians indicate they are not *very/not at all likely* to go to a restaurant, this aversion is highest in Quebec (50%) compared to residents of Ontario (39%), British Columbia (35%), or Alberta (33%).

#### Go to a movie theatre

Nearly four in ten (36%) Canadians are likely to go to a movie theatre in 2020 if this activity is permitted including one in ten (11%) who are *very likely* – highest among British Columbia residents (16%). Once again in search of entertainment, among households with kids, a majority of 52% are likely to go to a movie theatre (vs. 32% No Kids). However, those aged 55 years and older continue to be more risk averse and are far less likely to be willing (22% vs. 51% 18-34, 40% 35-54), even when it is allowed.



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### About the Study

These are some of the findings of an Ipsos poll conducted between May 8 and 11, 2020, on behalf of Global News. For this survey, a sample of 1000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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### About Ipsos

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