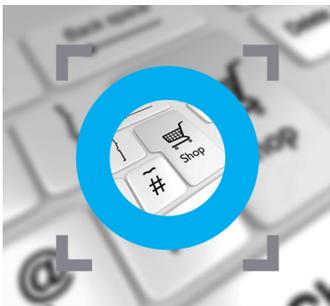




Buy Canadian or Buy Amazon during the Pandemic: Canadian Perceptions and Preferences



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Methodology

Methodology:	Online survey
Sample:	N=1,912 adult Canadians
Field window:	May 21– May 25, 2020
Reliability:	Online samples cannot officially be assigned a margin of error. As a guideline*, a probability sample of this size carries a margin of error of $\pm 2.2\%$, 19 times out of 20. The margin of error is larger for sub-segments. Although flexible demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data was weighted by current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.
Report Excerpt:	These survey results are taken from Economic Dashboard – Pollara’s economic tracking syndicated study.

Region	Number of interviews	Margin of error*
British Columbia	199	$\pm 6.9\%$
Alberta	99	9.8%
Saskatchewan	95	$\pm 10.1\%$
Manitoba	100	$\pm 9.8\%$
Ontario	599	$\pm 4.0\%$
Quebec	450	$\pm 4.6\%$
Atlantic	370	$\pm 5.1\%$
Canada	1,912	$\pm 2.2\%$

Canadians prefer the federal government contract with Canadian companies to distribute COVID-19-related goods

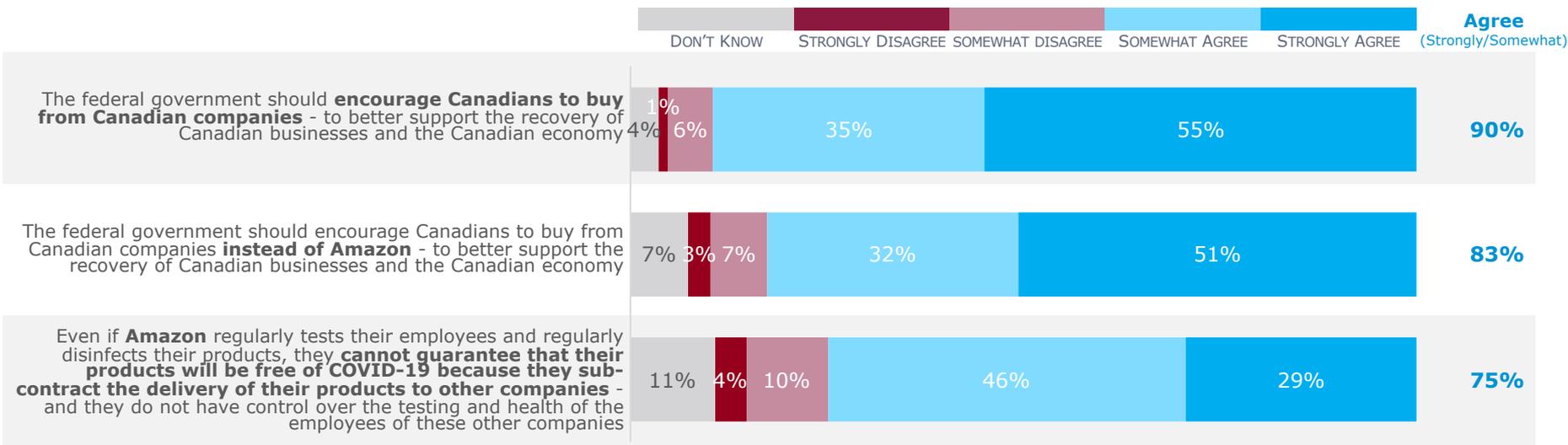
The trend toward localism accelerated by the pandemic makes “Buy Canadian” a default position for federal procurement, where possible.



Who would you most prefer the federal government contract with to distribute COVID-19-related goods – like personal protective equipment (PPE) – to Canadians and Canadian institutions that need them? Amazon, Canadian companies, don't know/unsure? (N=1912)

Nine-in-ten feel government should encourage public to Buy Canadian. Eight-in-ten also support encouraging Buy Canadian specifically instead of buying from Amazon.

Three-quarters also agree that Amazon cannot guarantee COVID-free products due to sub-contracted delivery.



To what extent do you agree or disagree with the following statement? (N=1912)



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