

The Impact of COVID-19 on Social and Demographic Trends



Doug Norris, PhD

Senior Vice President and Chief Demographer



Today's presenter



Dr. Doug Norris

Senior Vice President and
Chief Demographer

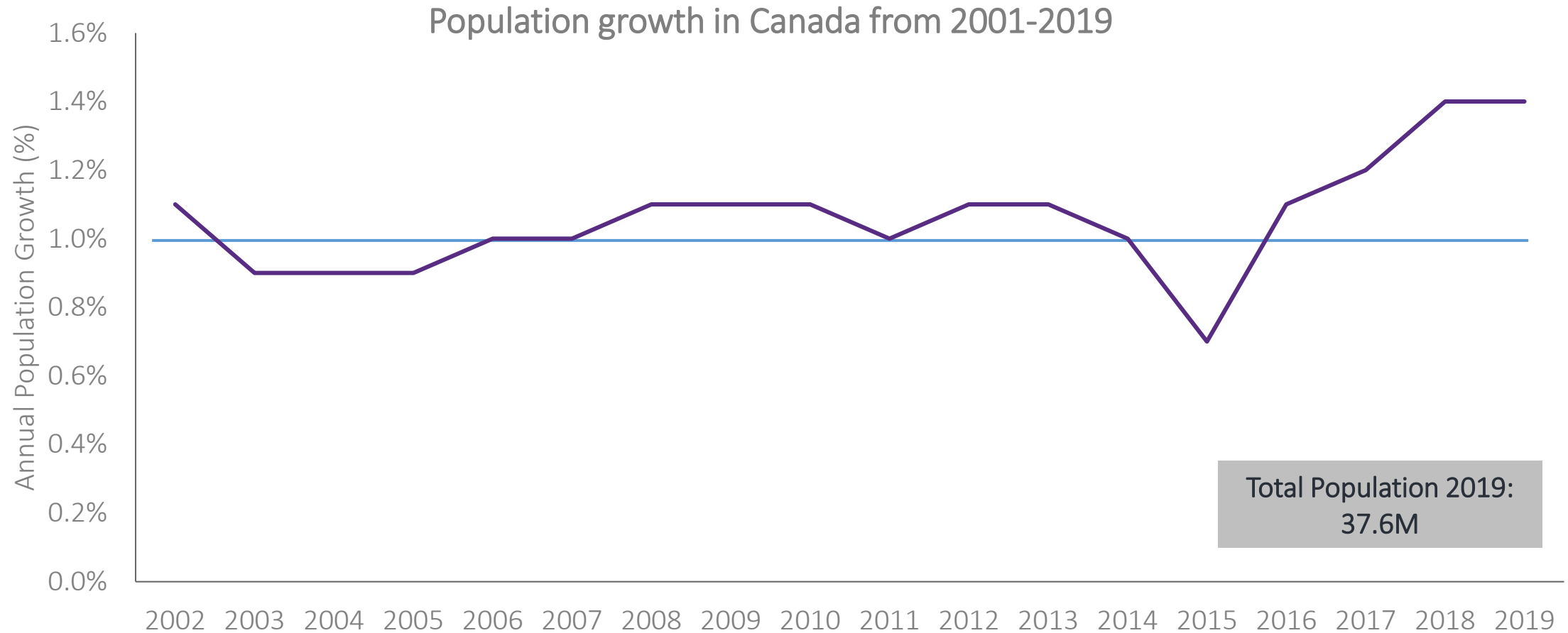
Outline of presentation

- Population Growth
- Employment
- Retail Sales
- Economic Growth
- Mental Health
- A Look Ahead

Population Growth

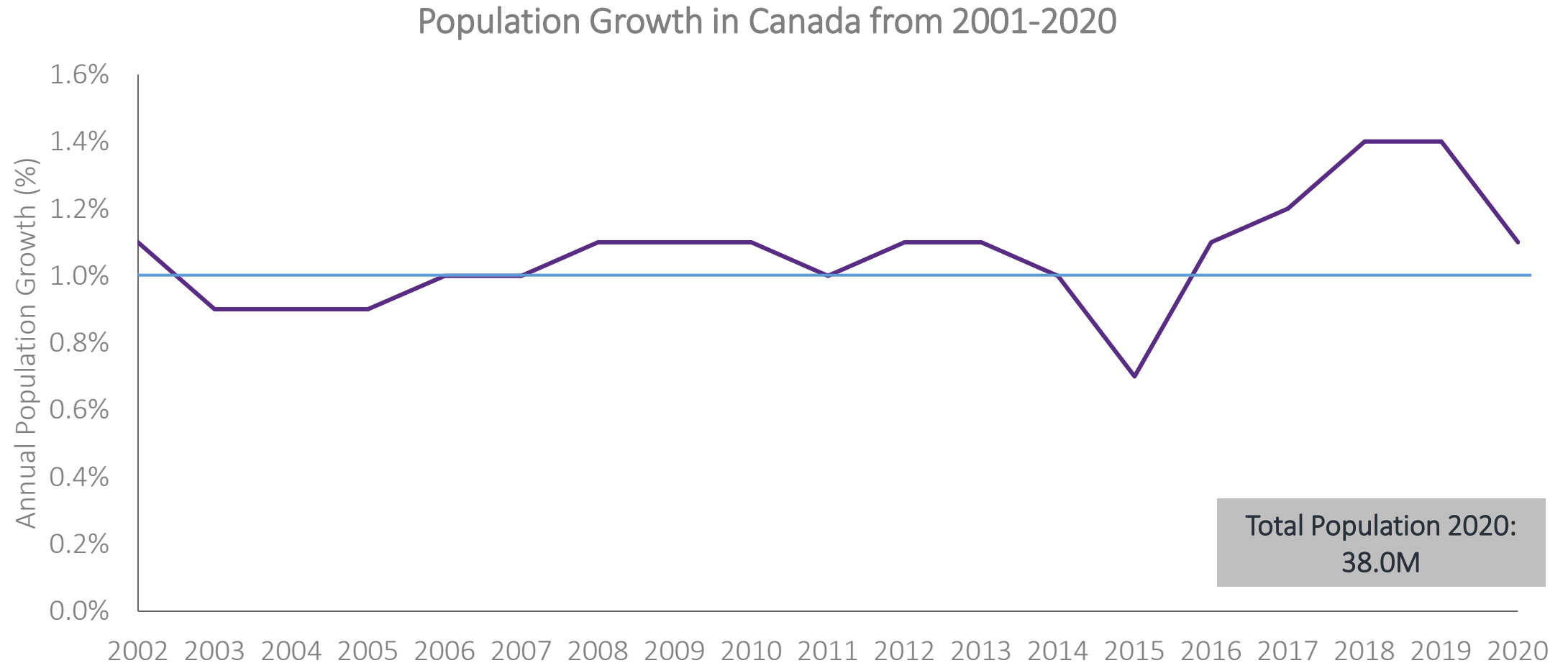


Pre-pandemic growth was increasing as a result of immigration



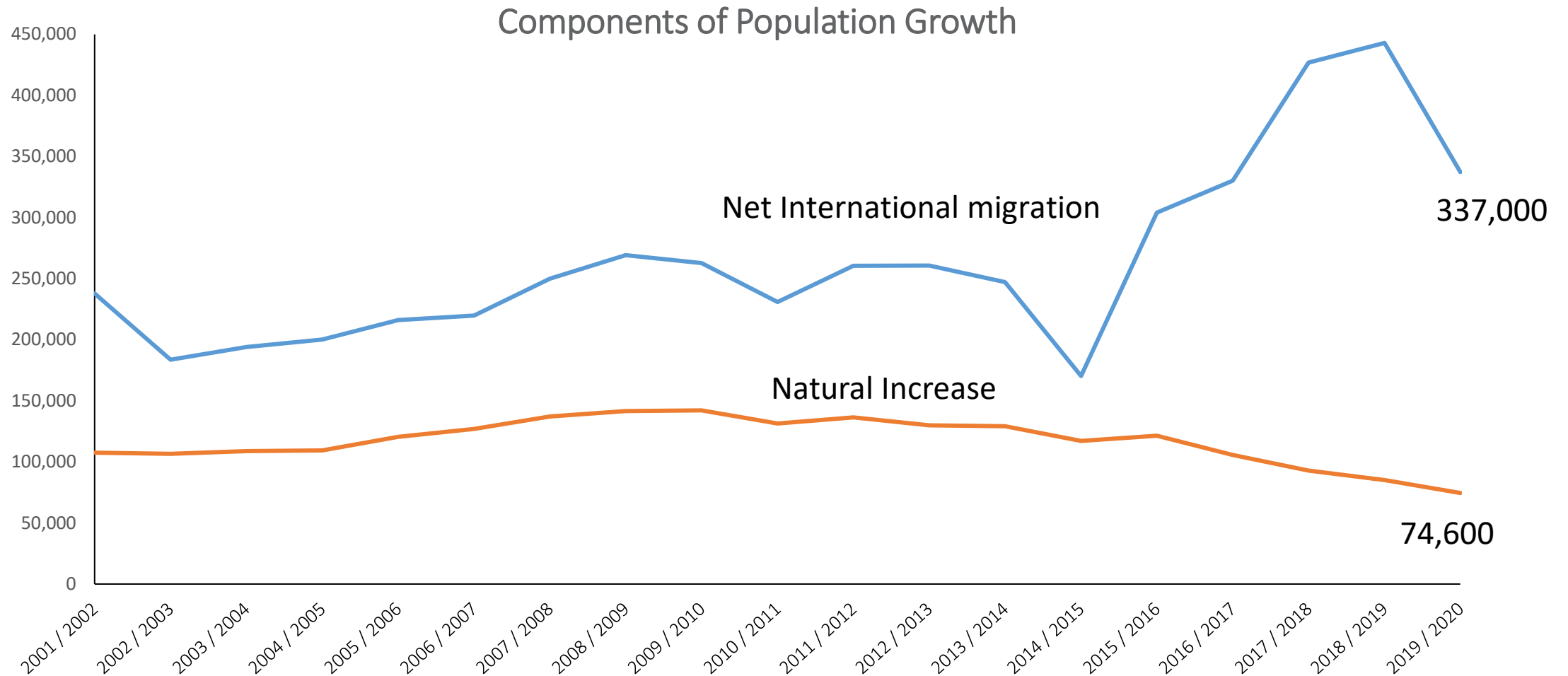
Source: Statistics Canada, Population Estimates

Growth declined in 2019-2020 due to pandemic



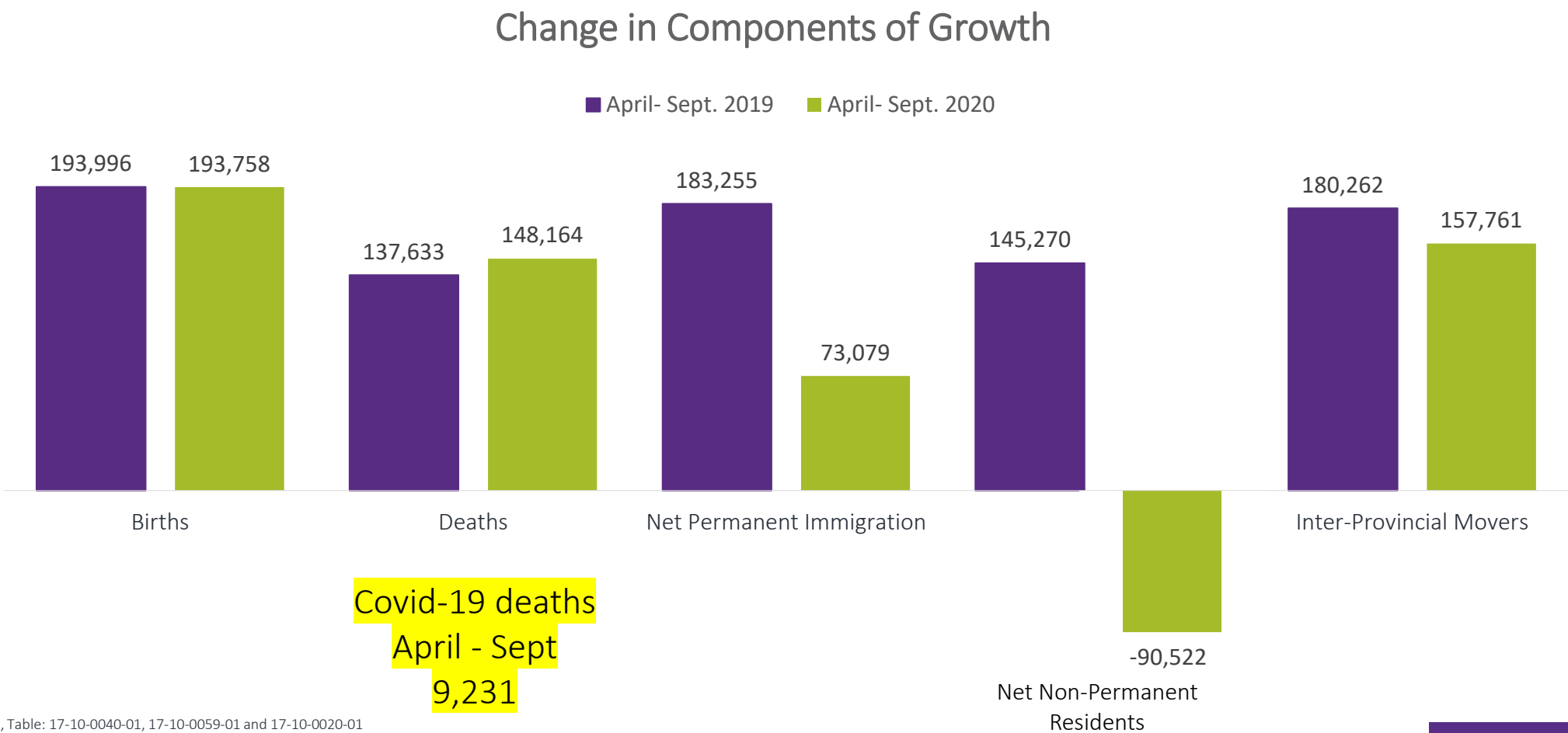
Source: Statistics Canada, Population Estimates

Net international migration was increasing pre-pandemic as a result of increased immigration targets



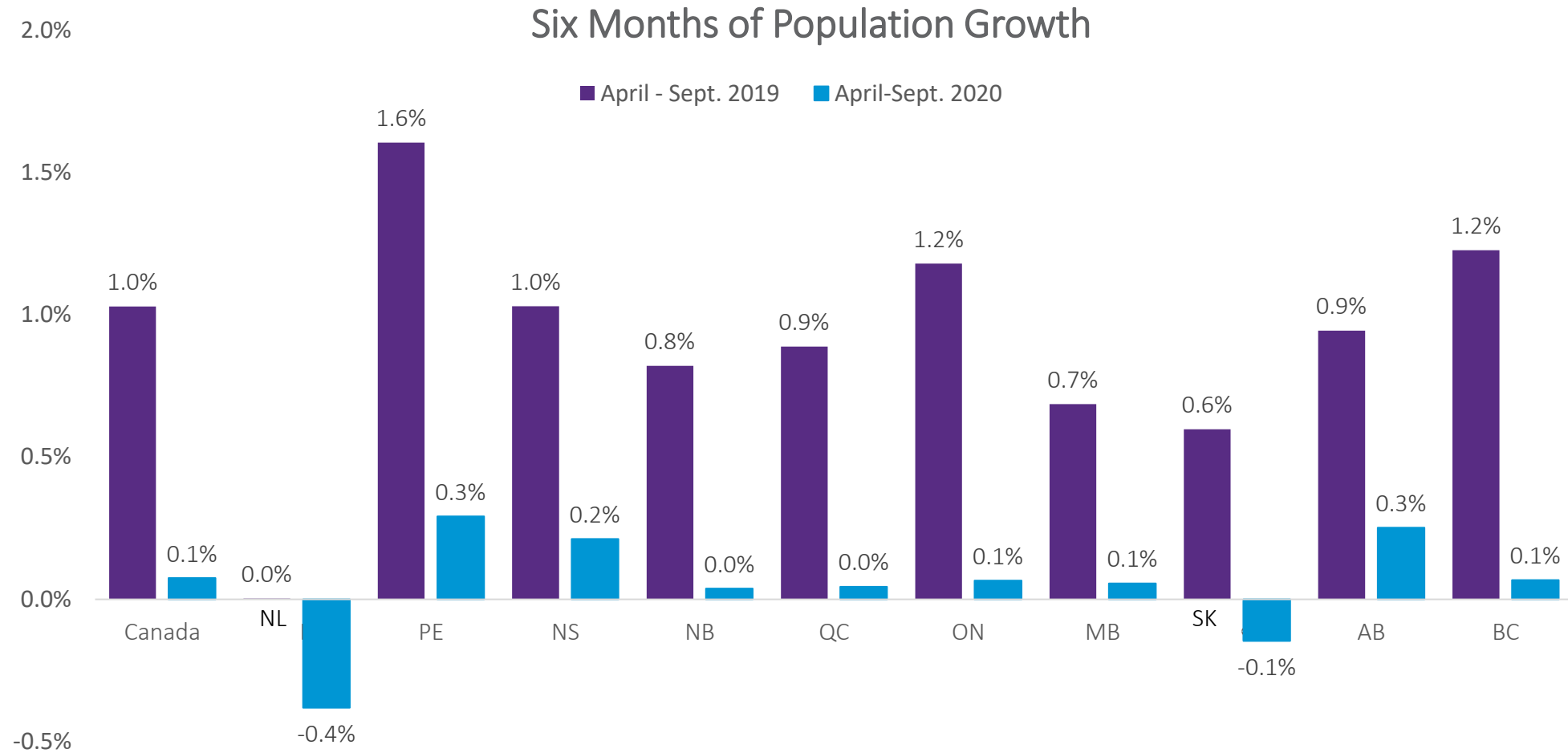
Source: Statistics Canada, Table: 17-10-0008-01

Covid-19 had a big impact on both immigration and non-permanent residents



Source: Statistics Canada, Table: 17-10-0040-01, 17-10-0059-01 and 17-10-0020-01

April - September 2020, growth was close to zero



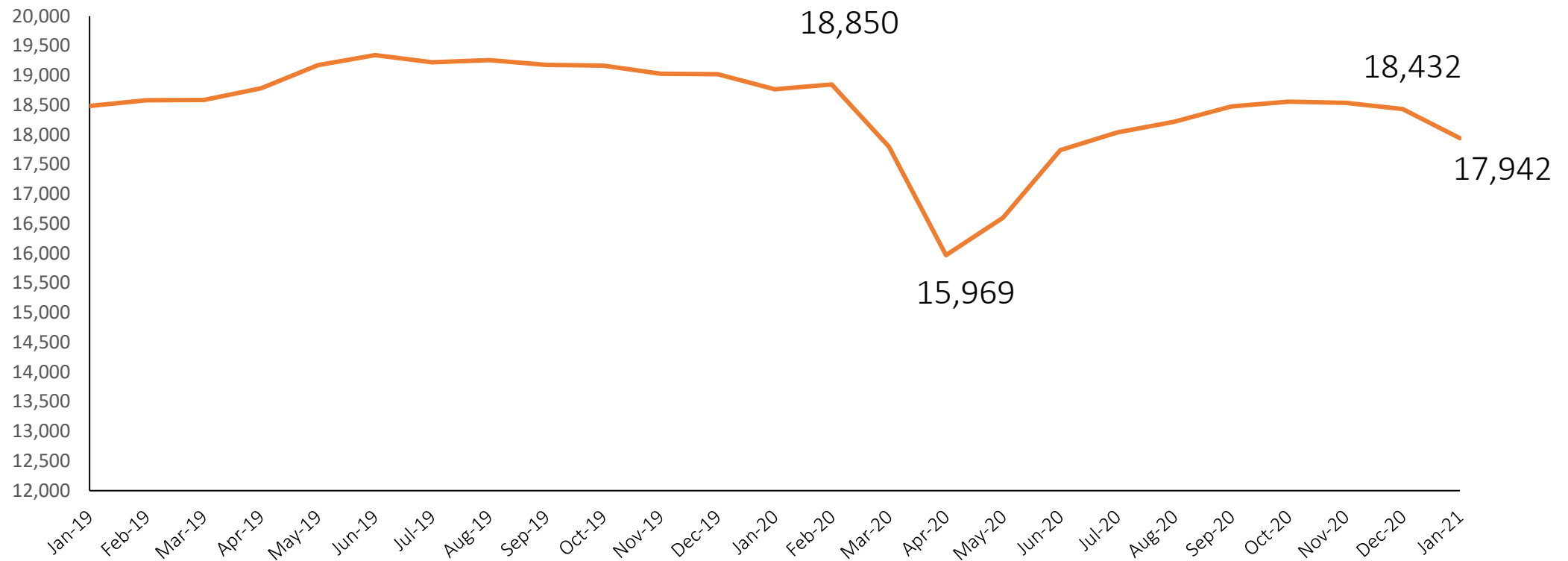
Source: Statistics Canada, Table: 17-10-0009-01

Employment



Initial drop in employment close to 3M; in January still about 1M down

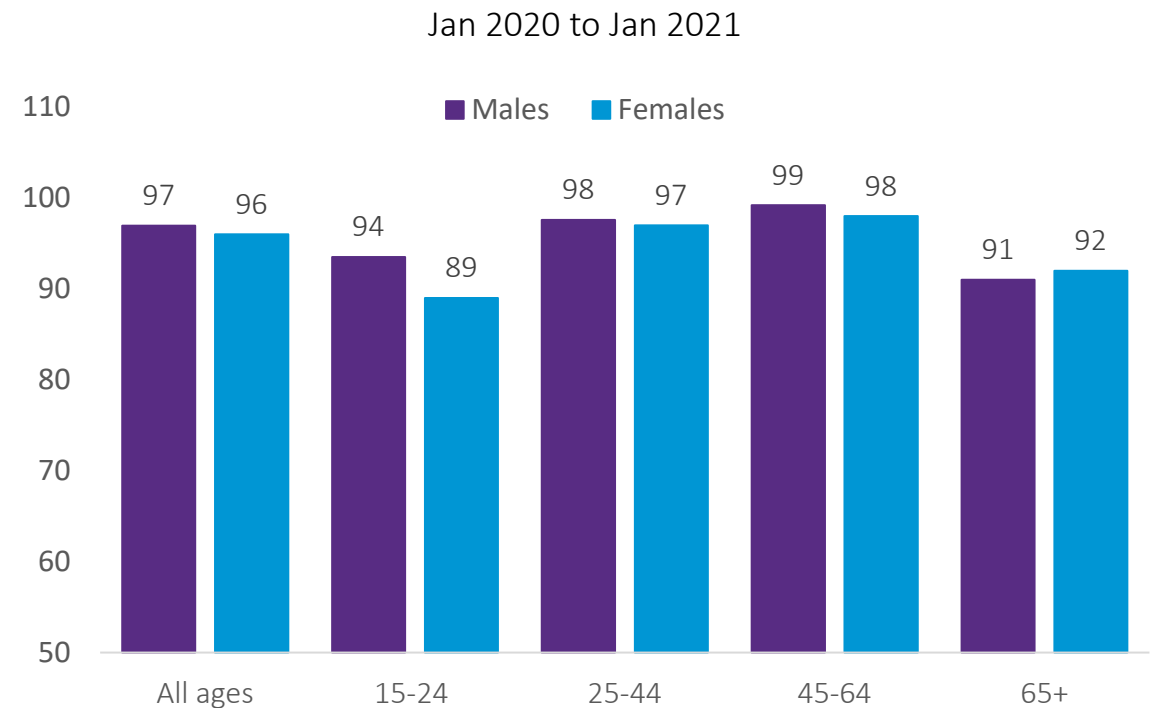
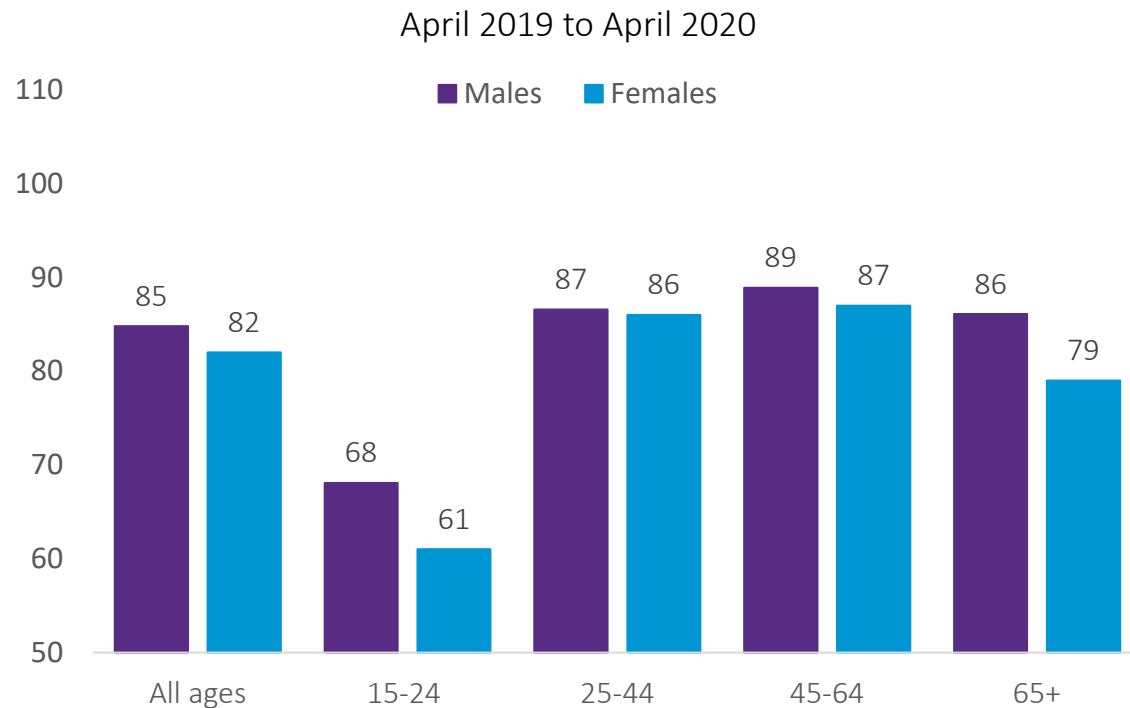
Employed Population, Canada ('000)



Source: Statistics Canada, Labour Force Survey, Table 14-10-0017-01

Young and old are slow to return to pre-COVID employment

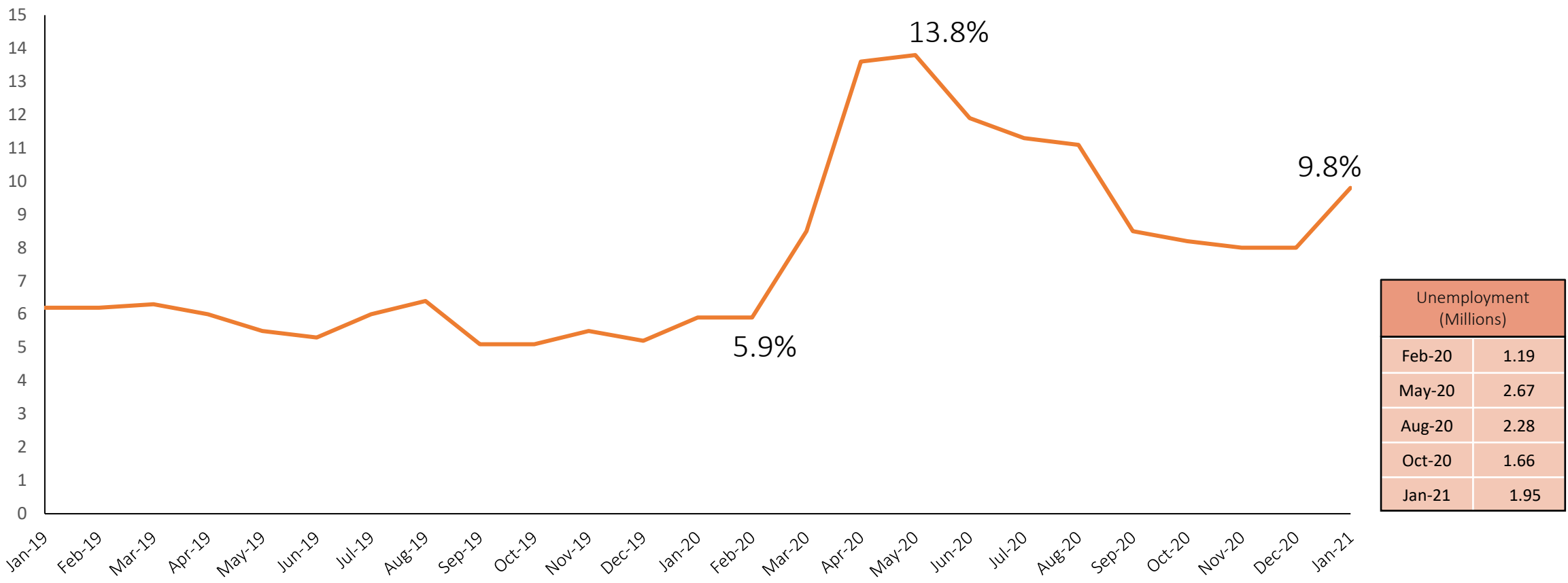
Index of Year Over Year Employment Rate, Canada



Source: Statistics Canada, Labour Force Survey, Table 14-10-0017-01

Unemployment more than doubled: 1.19M to 2.67M; now 1.95M

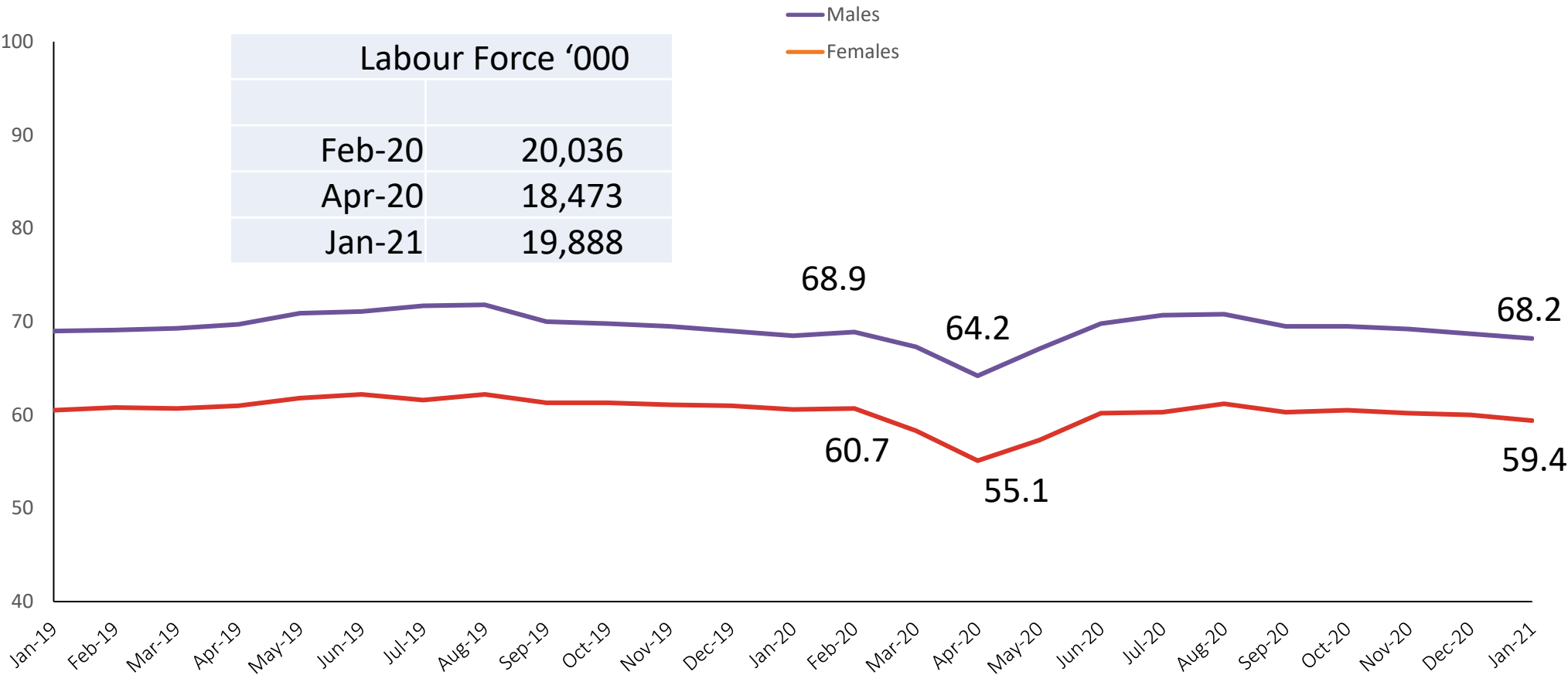
Unemployment Rate, Canada



Source: Statistics Canada, Labour Force Survey, Table 14-10-0017-01

Additional 1.5M left labour force by April 2020

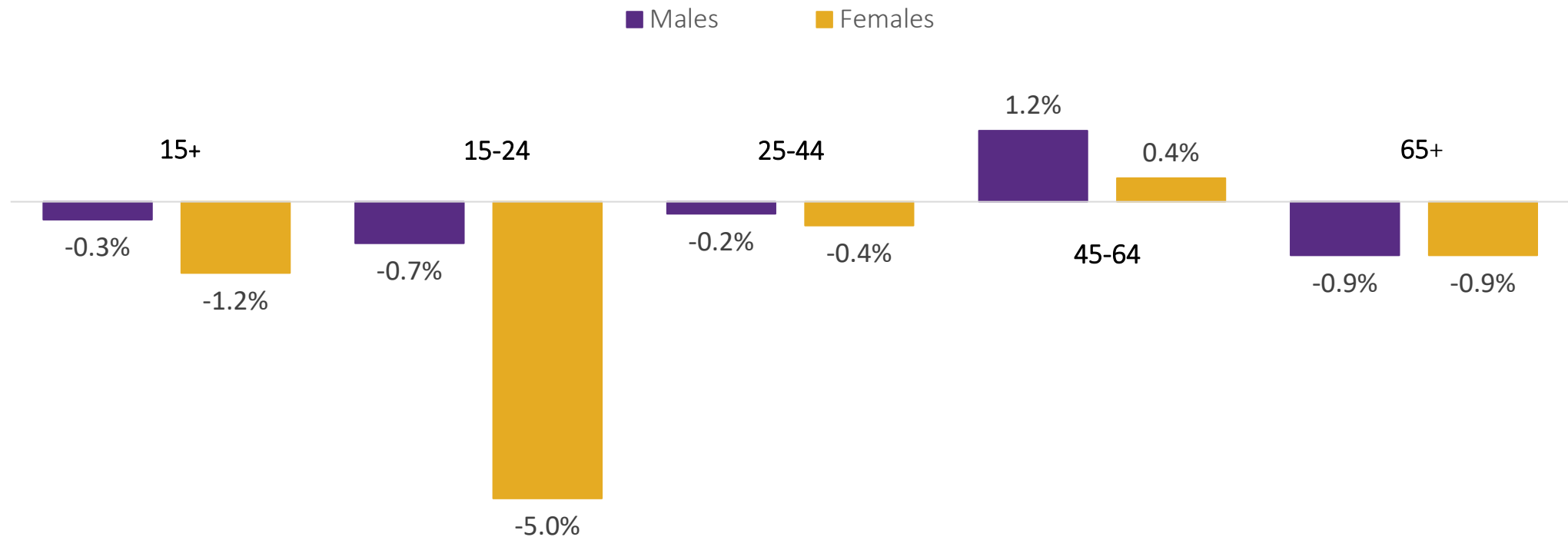
Labour Force Participation Rate, Canada



Source: Statistics Canada, Labour Force Survey, Table 14-10-0017-01

Participation rates still lower for young and old

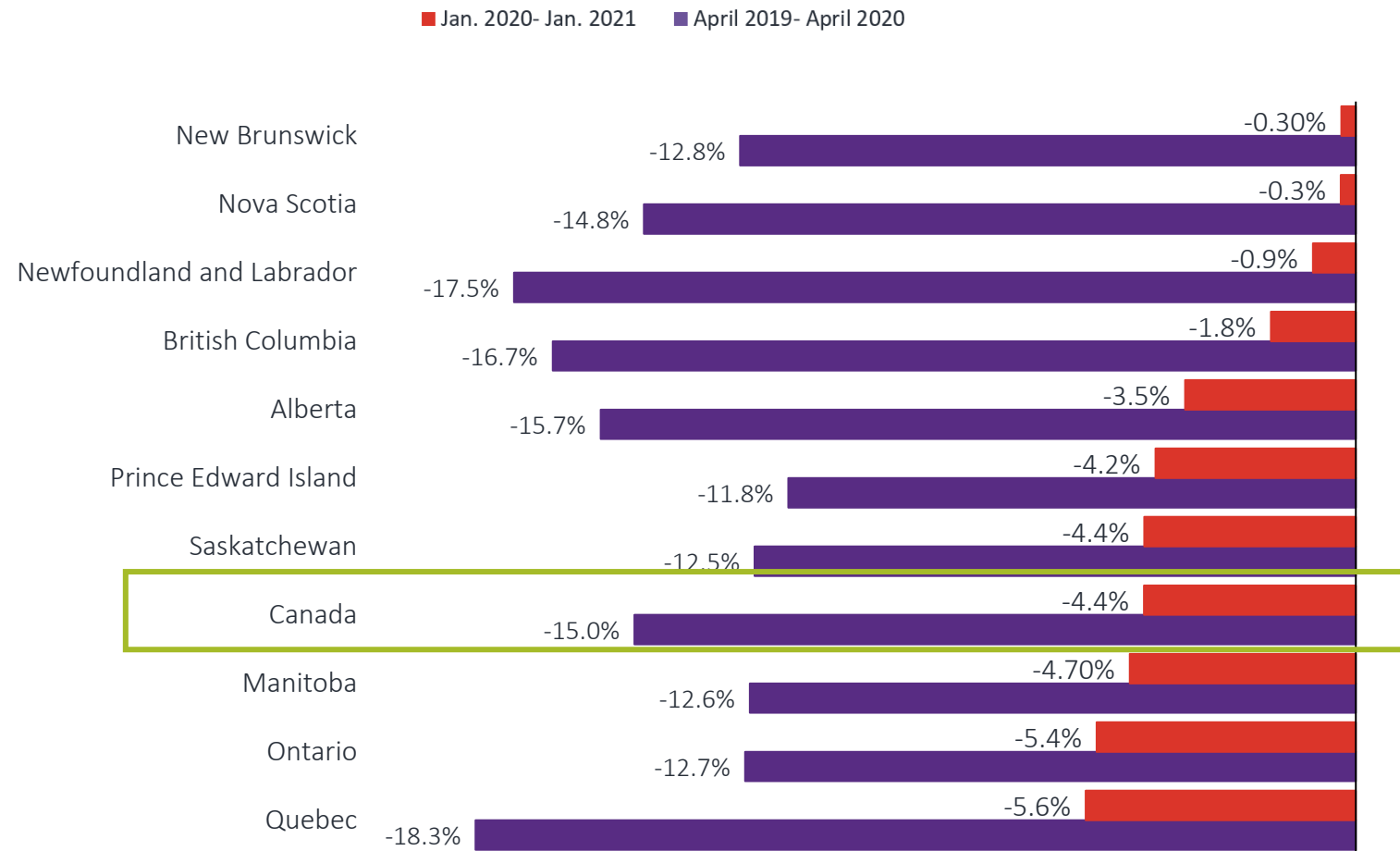
Change in Labour Force Participation, Jan. 2020 - Jan. 2021



Source: Statistics Canada, Labour Force Survey Table: 14-10-0017-01

Employment levels return quicker in Atlantic region

Drop in Employment January 2020 to January 2021, Canada

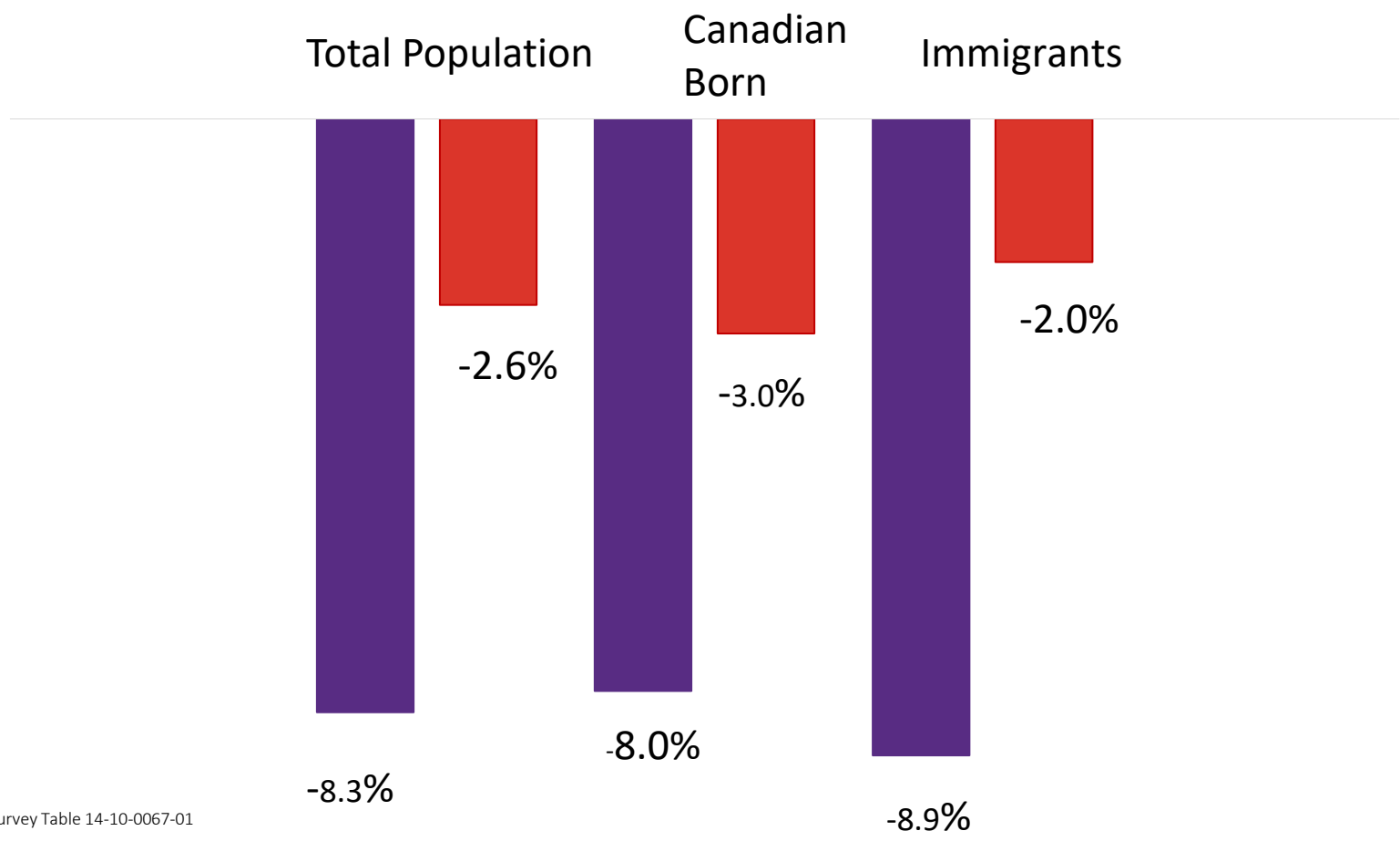


Source: Statistics Canada, Labour Force Survey Table 14-10-0017-02

Little difference between immigrants & Canadian born

Drop in Employment Rate Year Over Year (3 month moving average)

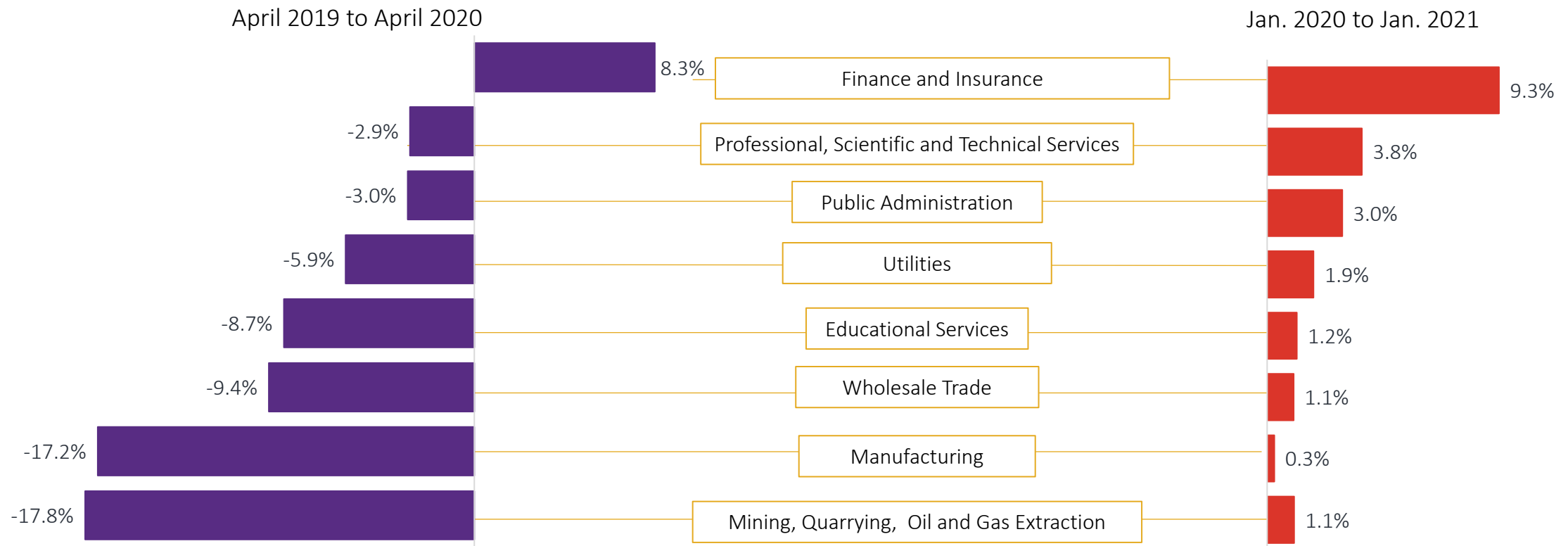
■ April 2019 to April 2020 ■ Jan. 2020 to Jan. 2021



Source: Statistics Canada, Labour Force Survey Table 14-10-0067-01

Finance and insurance did not decline in employment

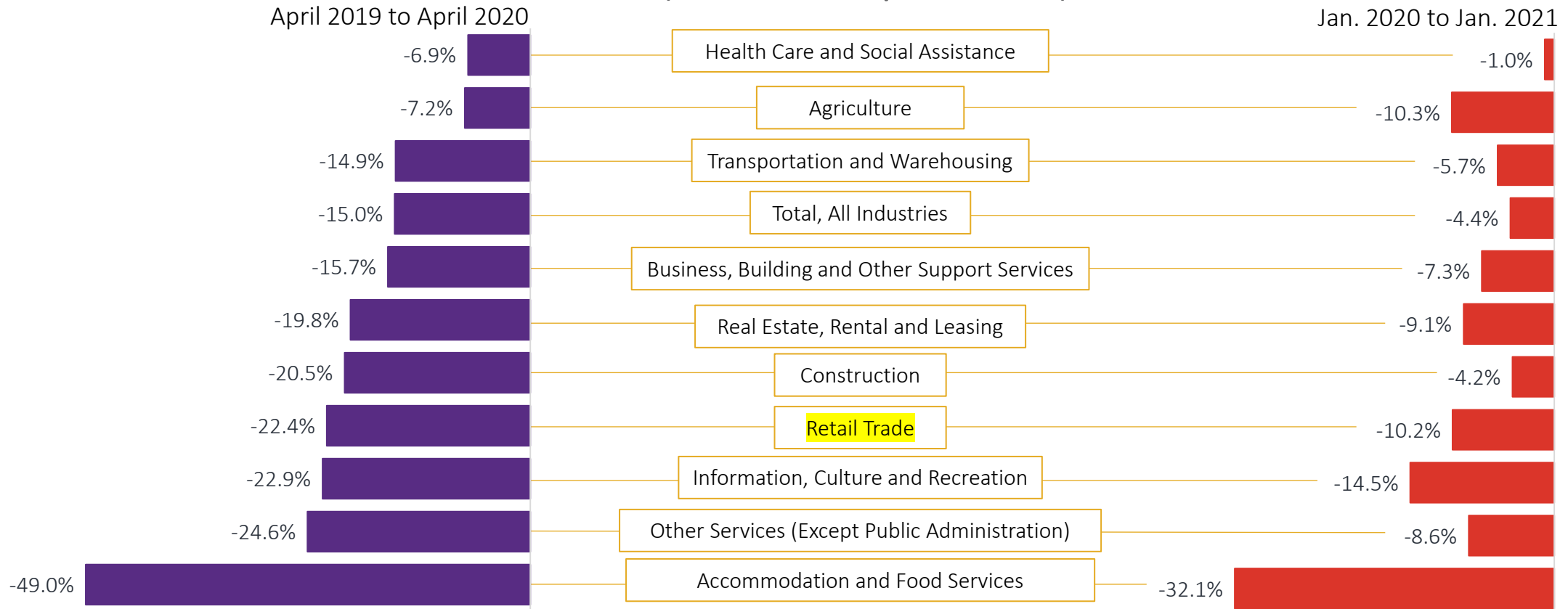
Percent Change in Employment April 2019 to April 2020 and Jan. 2020 to Jan. 2021
(Industries Fully Recovered)



Source: Statistics Canada, Labour Force Survey Table 14-10-0022-01

Ten groups still have lower employment than a year ago

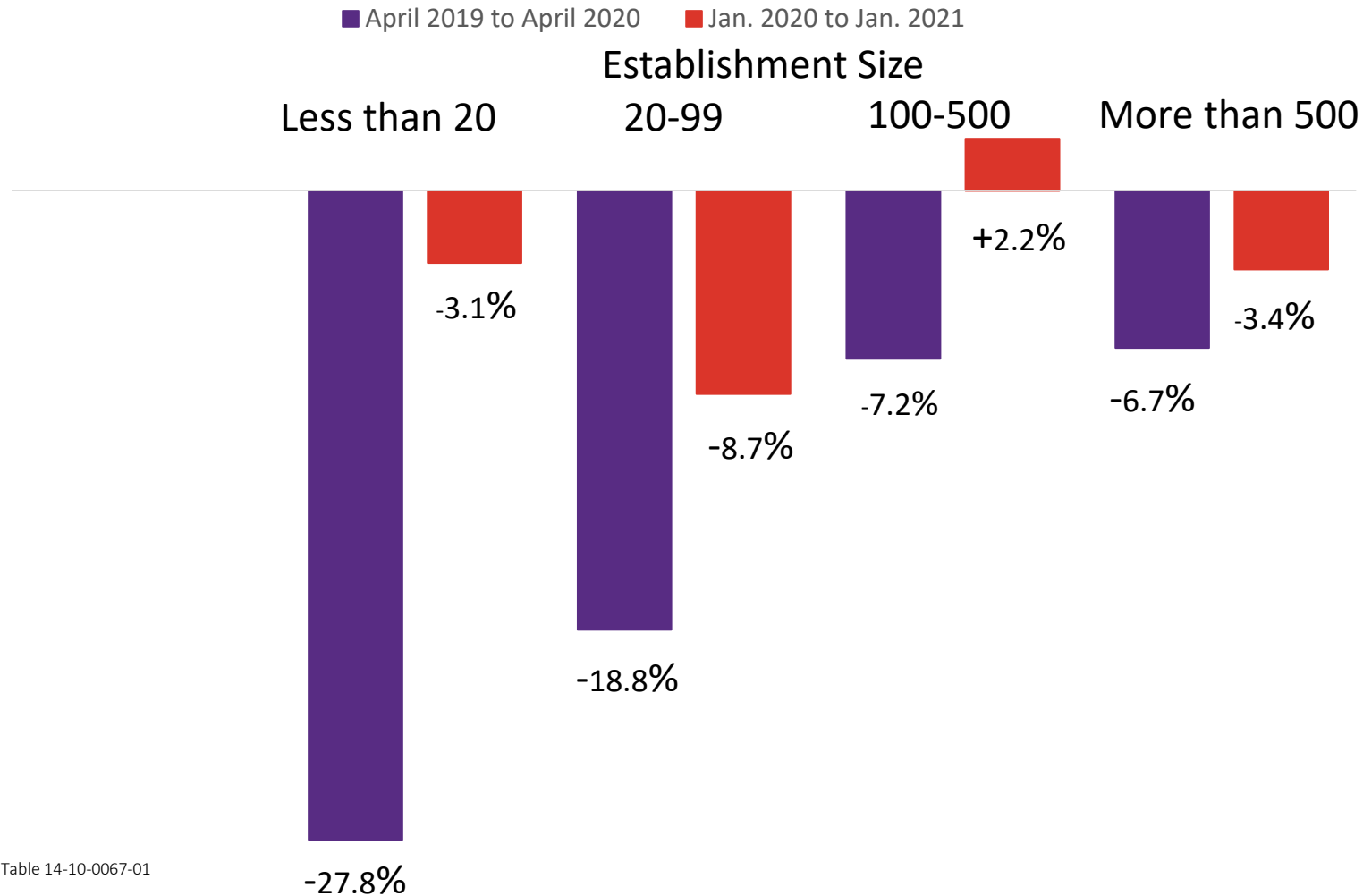
Percent Change in Employment April 2019 to April 2020 and Jan. 2020 to Jan. 2021
(Industries fully recovered)



Source: Statistics Canada, Labour Force Survey Table 14-10-0017-02

Smaller establishments = largest drop in employment

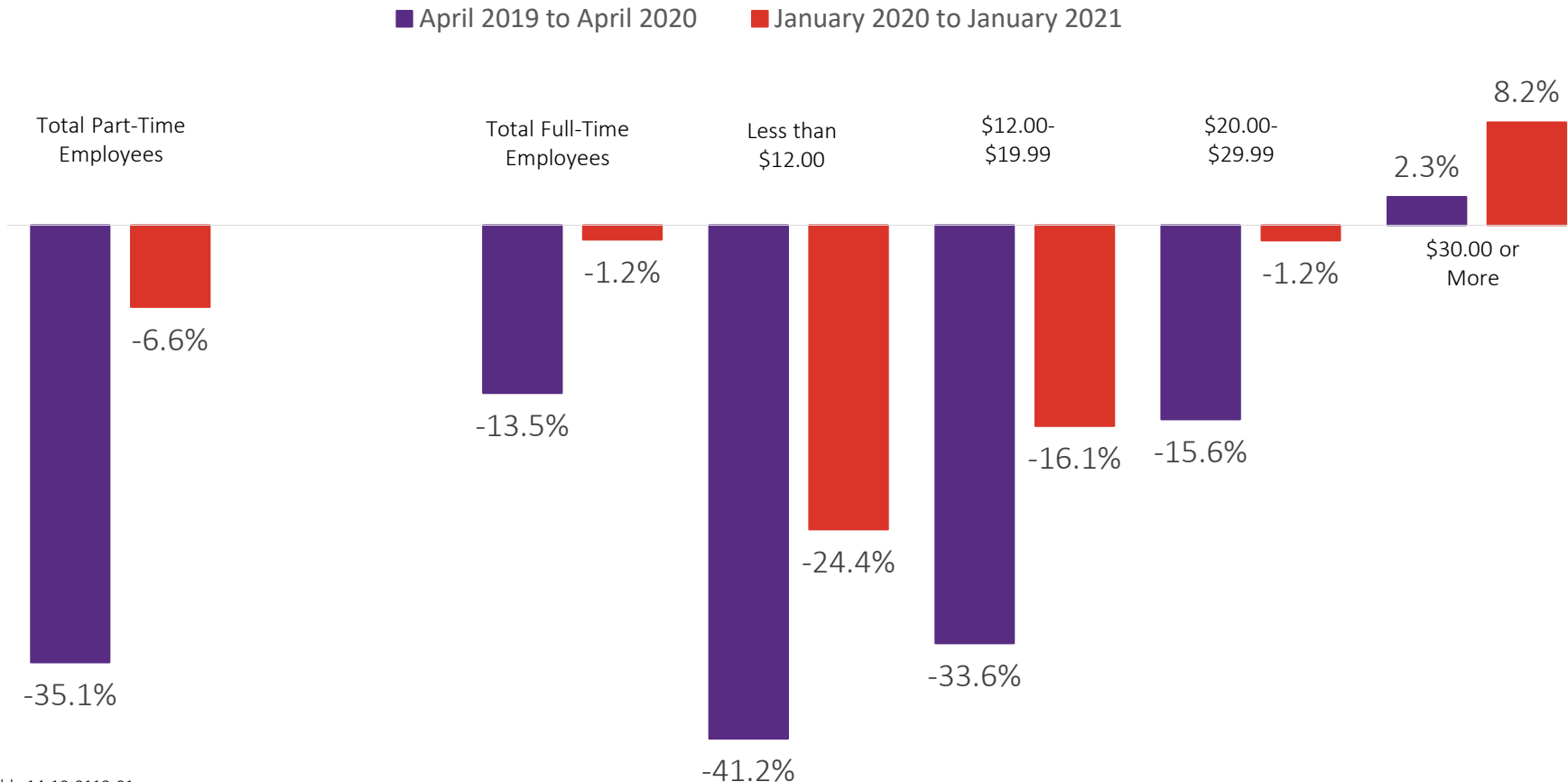
Drop in Employment Year Over Year by Establishment Size



Source: Statistics Canada, Labour Force Survey Table 14-10-0067-01

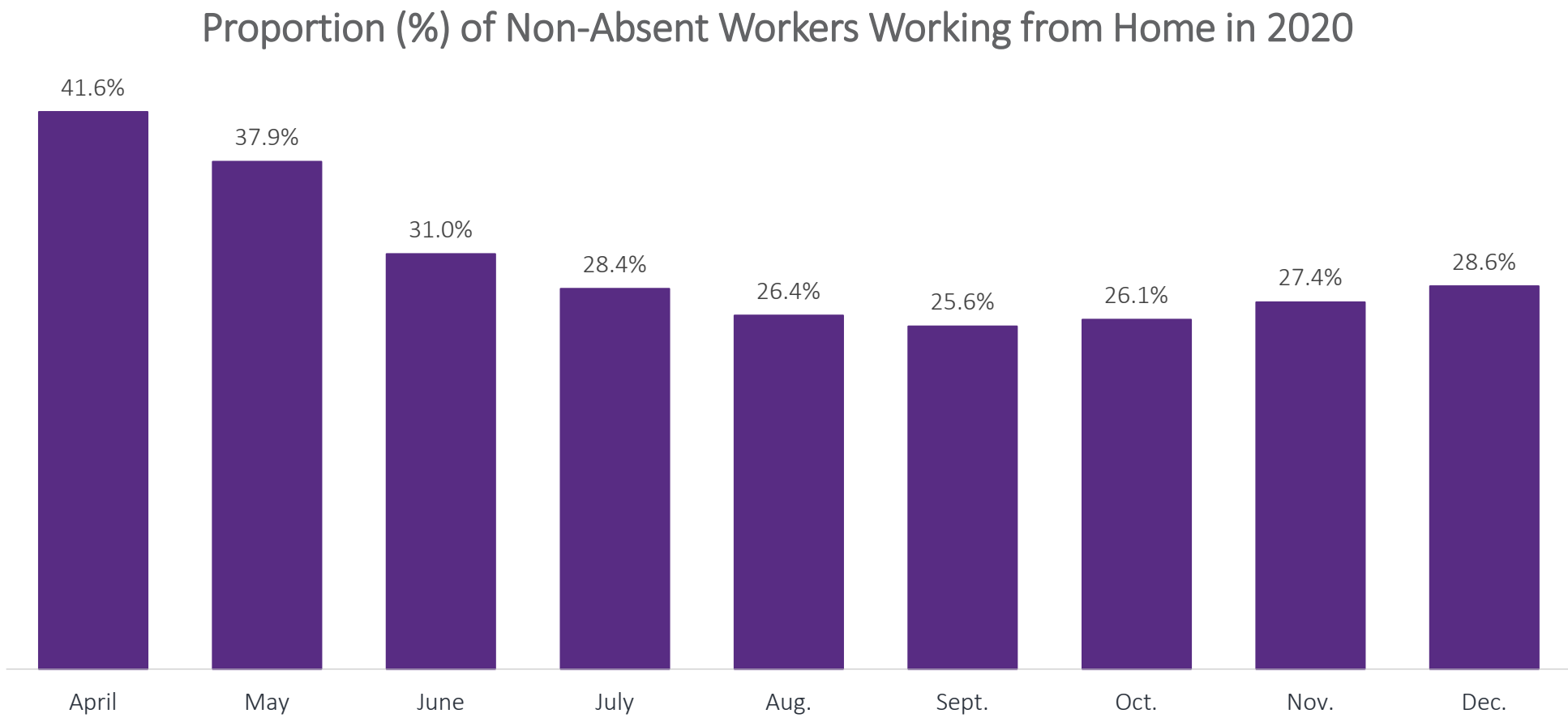
Low wage earners saw highest drop in employment

Drop in Employment Year Over Year by Hourly Wage



Source: Statistics Canada, Labour Force Survey Table 14-10-0113-01

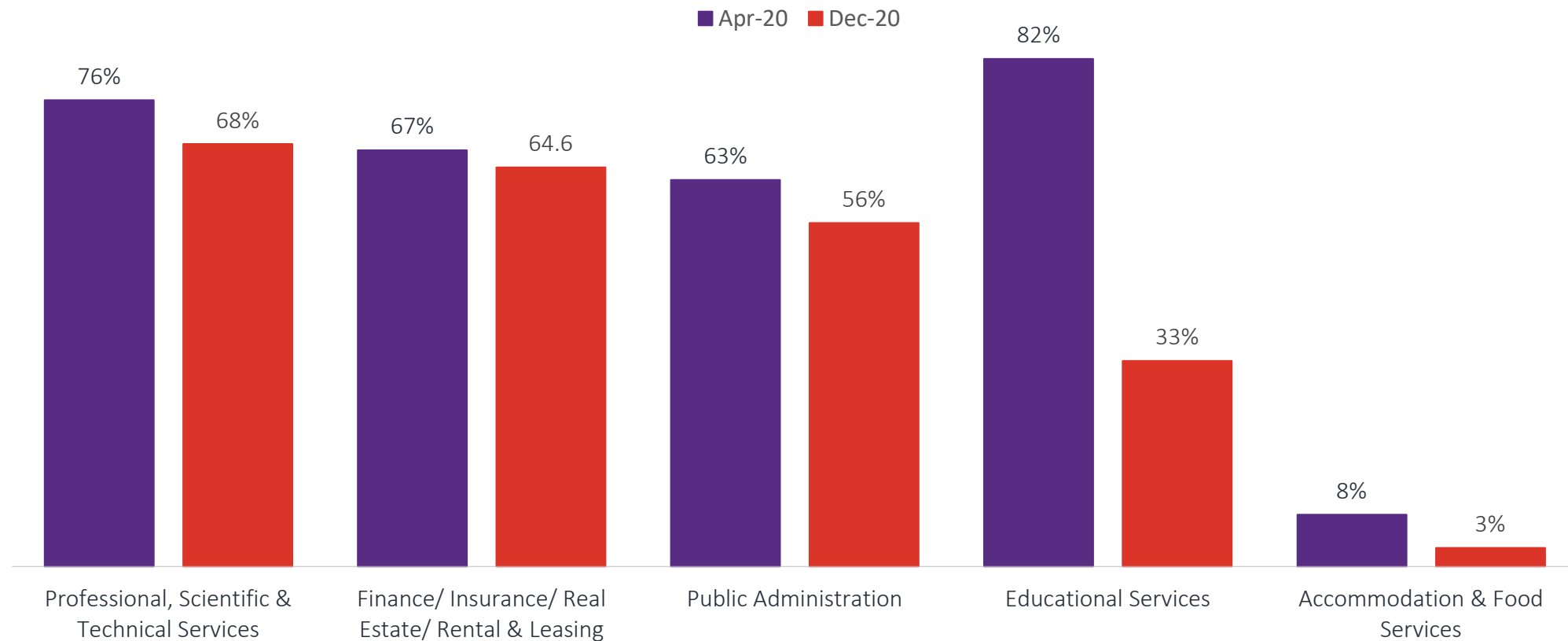
Little change in working from home since June



Source: Statistics Canada, Daily Jan. 8, 2021

Small change in working from home April-December except for educational services

Proportion (%) of Non-Absent Workers Working from Home

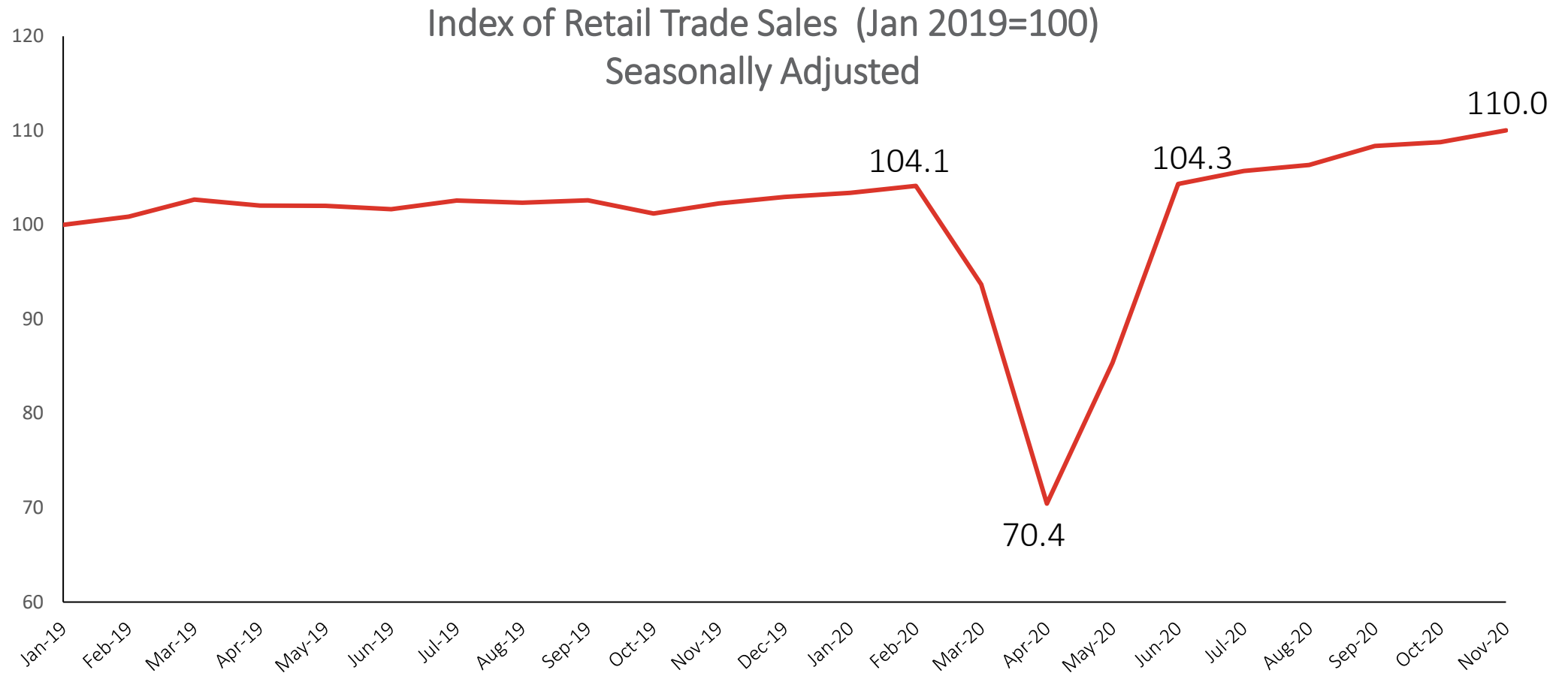


Source: Statistics Canada, Daily Jan. 8, 2021

Retail Sales

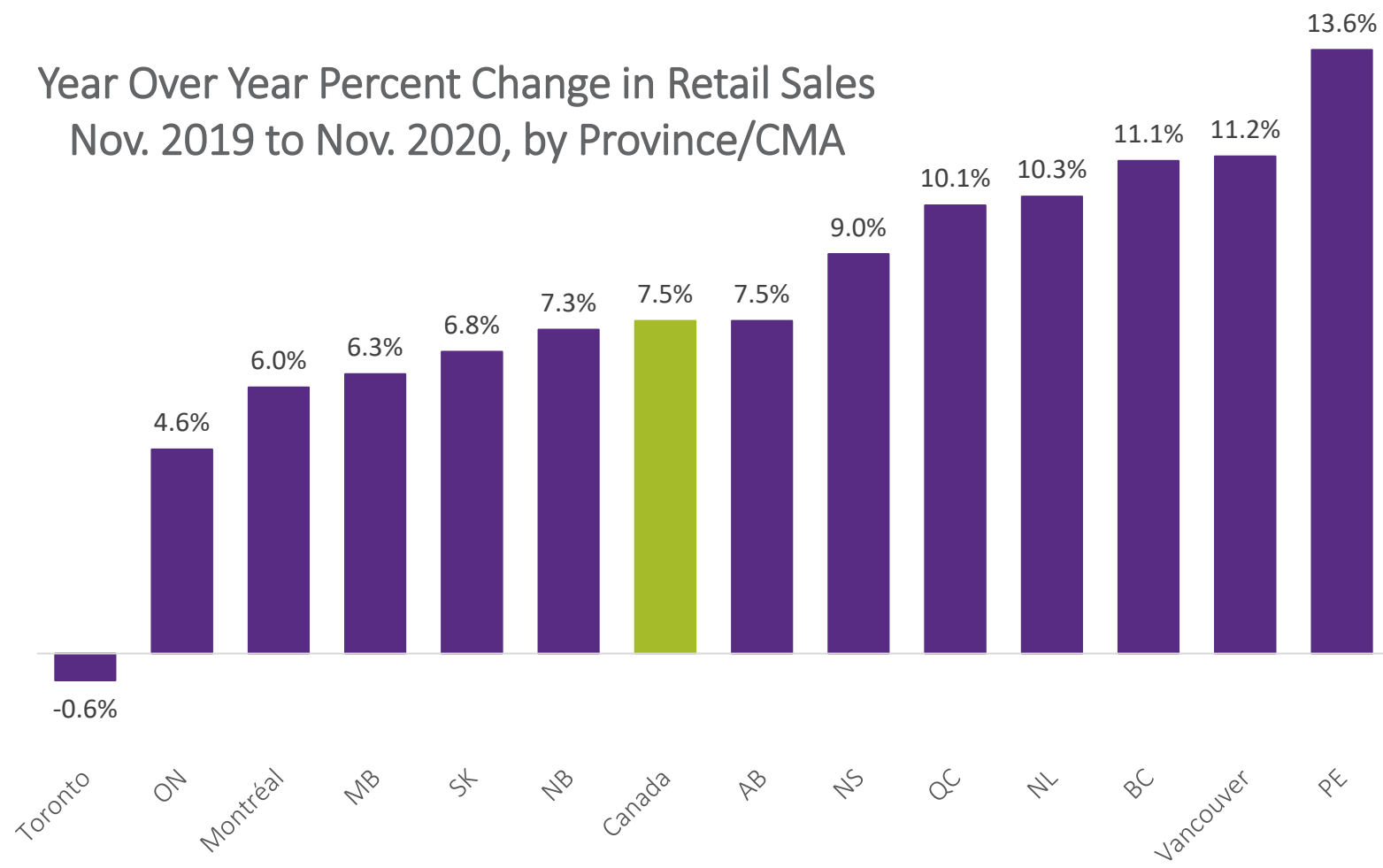


Retail sales initially dropped 34%, recovered by June



Source: Statistics Canada, Table: 20-10-0008-01

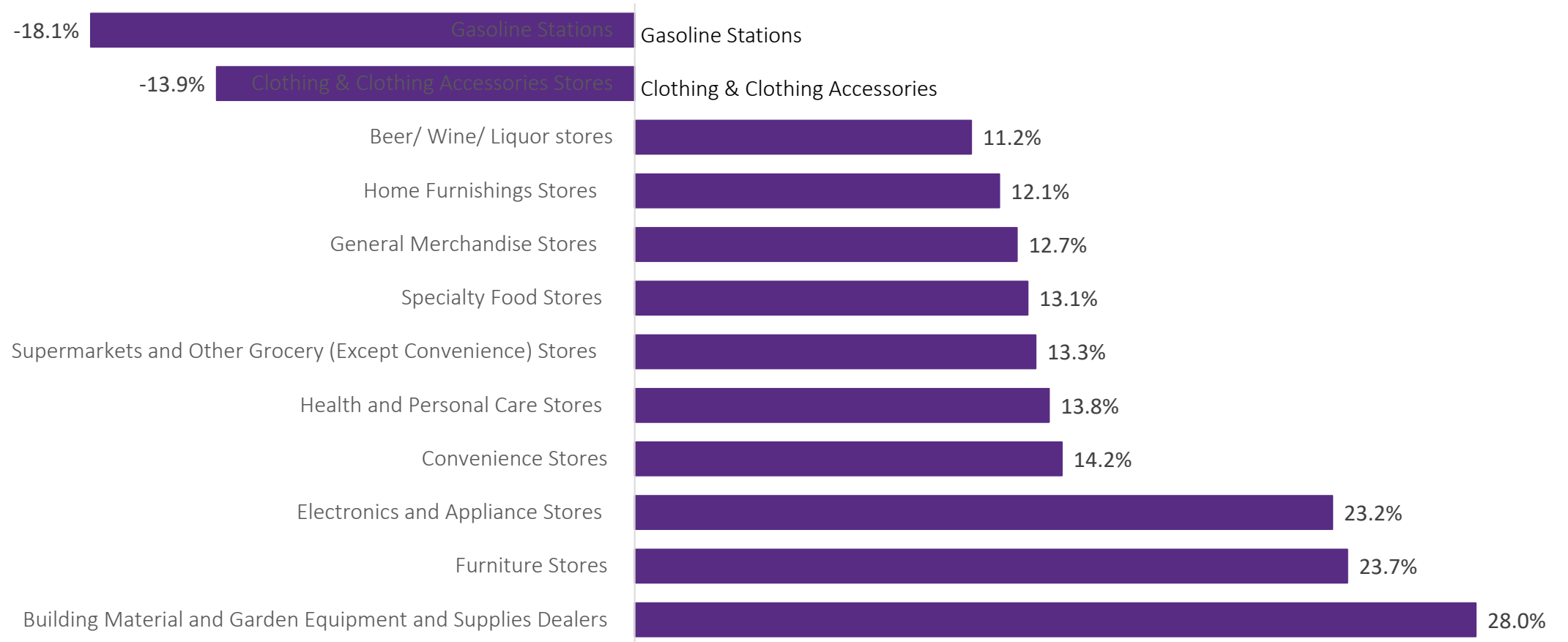
Retail sales above pre-pandemic levels in most provinces, but slightly down in Toronto



Source: Statistics Canada, Table 20-10-0008-01

Retail sales in November by category

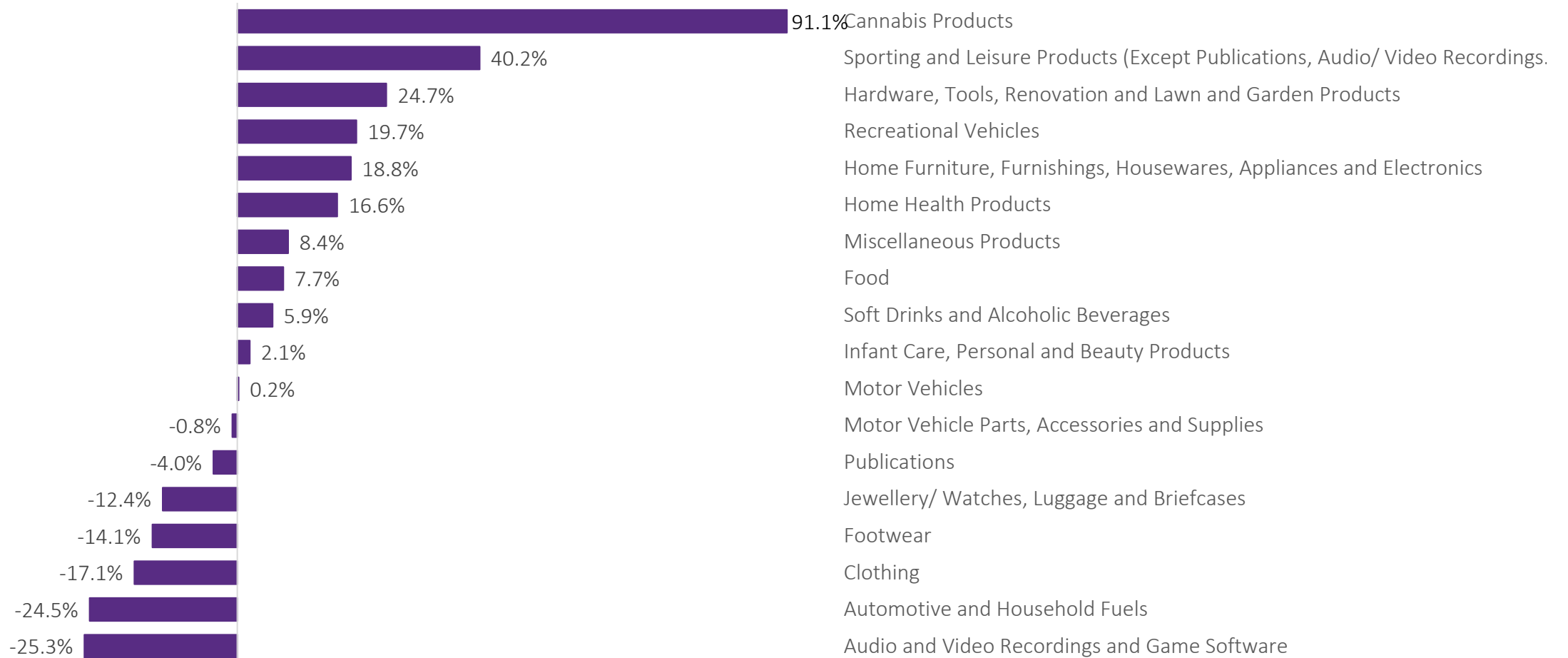
Year Over Year Percent Change in Retail Sales by type of store
November 2019 to November 2020



Source: Statistics Canada, Retail Trade Survey Table: 20-10-0008-02

Sales of commodities by category

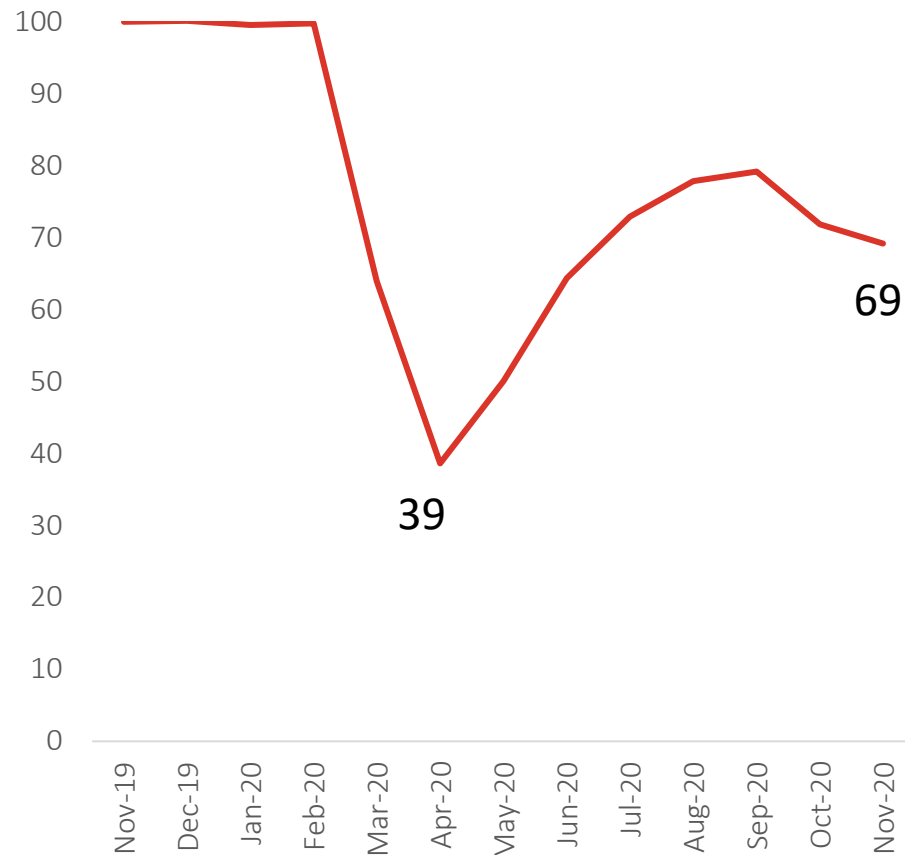
Change in Monthly Retail Sales by Commodity, Nov. 2019 - Nov. 2020



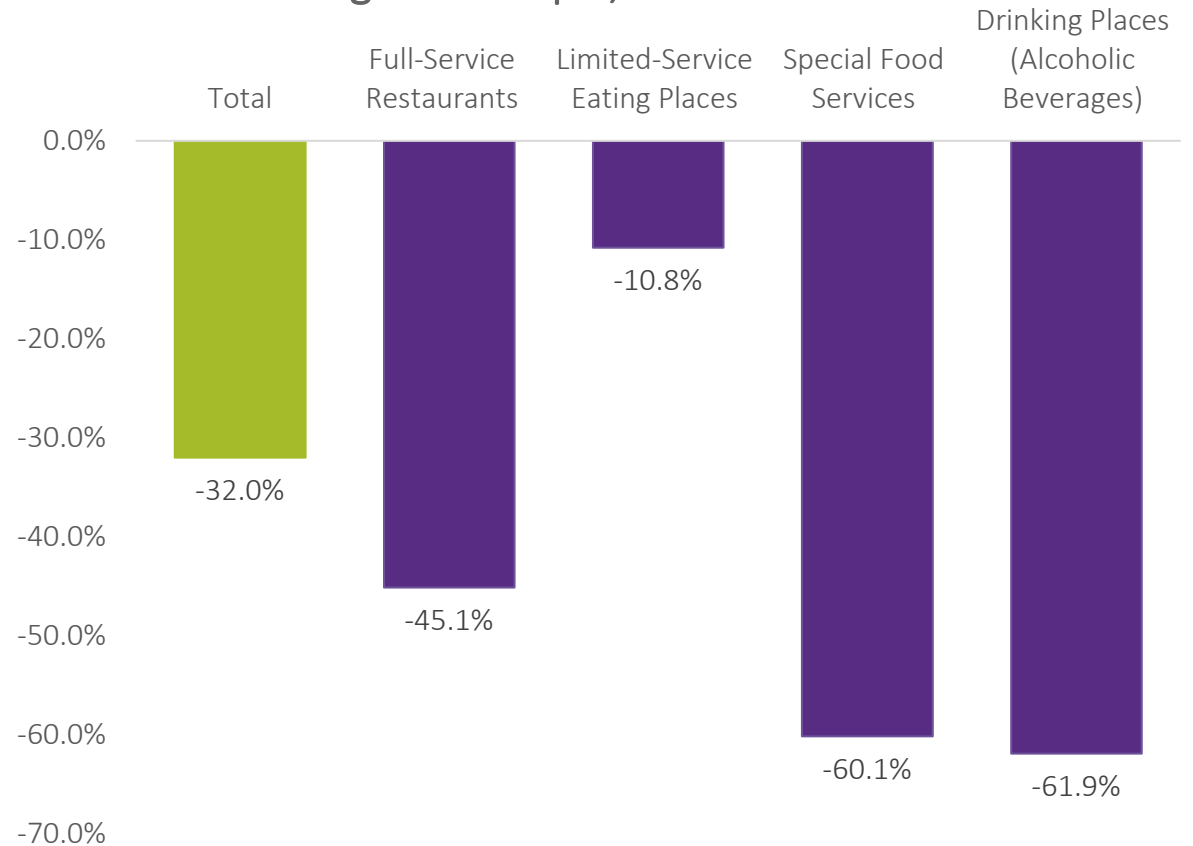
Source: Statistics Canada, Retail Commodity Survey Table: 20-10-0017-01

Receipts from food stores and drinking establishments dropped 60%; still down by 30%

Index of Receipts from Food Services and Drinking Places

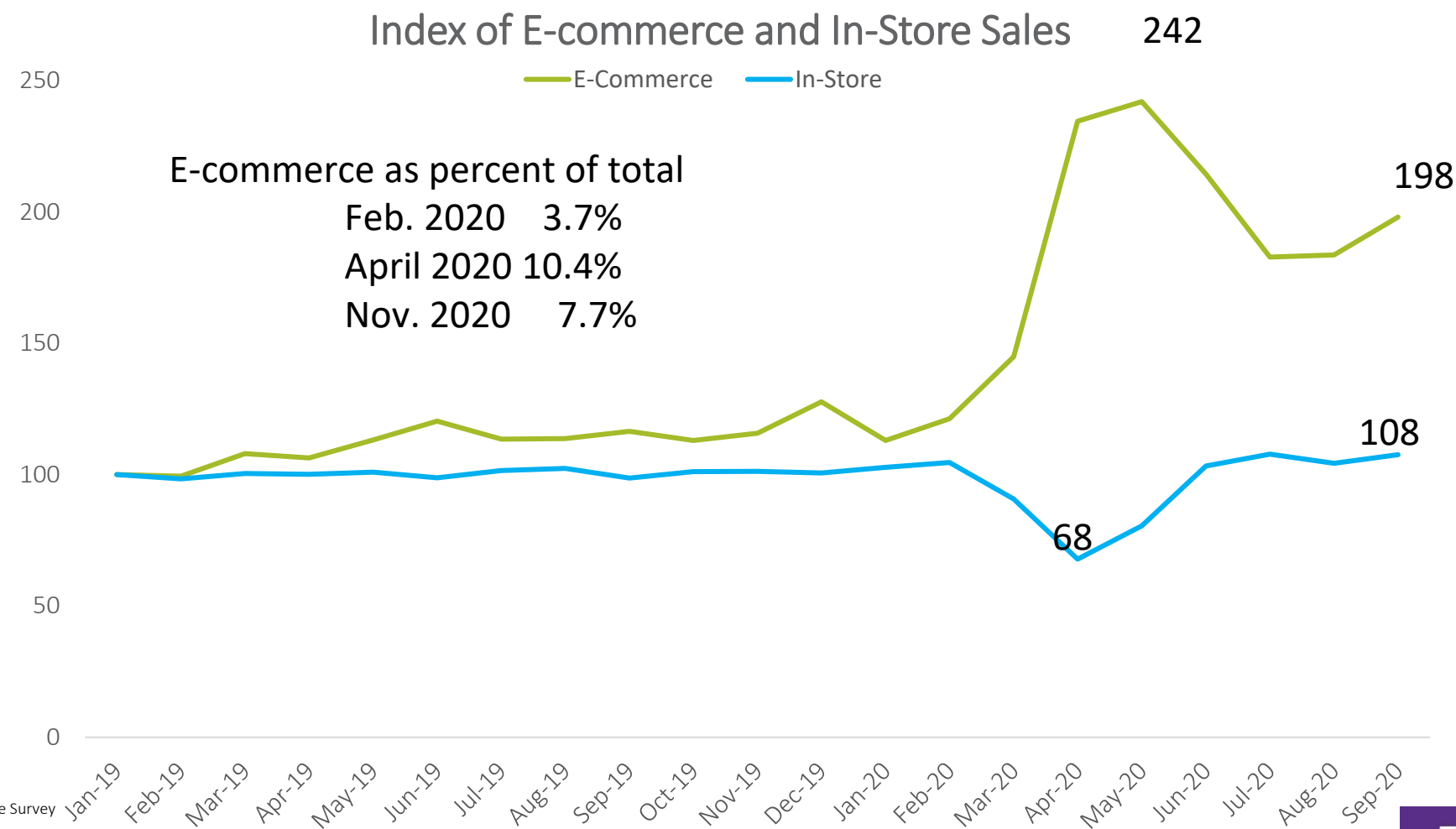


Change in Receipts, Nov. 2019 - Nov. 2020



Source: Statistics Canada, Monthly Survey of Food Services, 21-10-0019-01

E-commerce vs in-store retail sales



Source: Statistics Canada, Monthly Retail Trade Survey

E-commerce increases highest for building material, garden equipment and supplies

Increase in E-Commerce Sales Feb. 2020 - Sept. 2020, Canada



Source: Statistics Canada, Monthly Retail Trade Survey

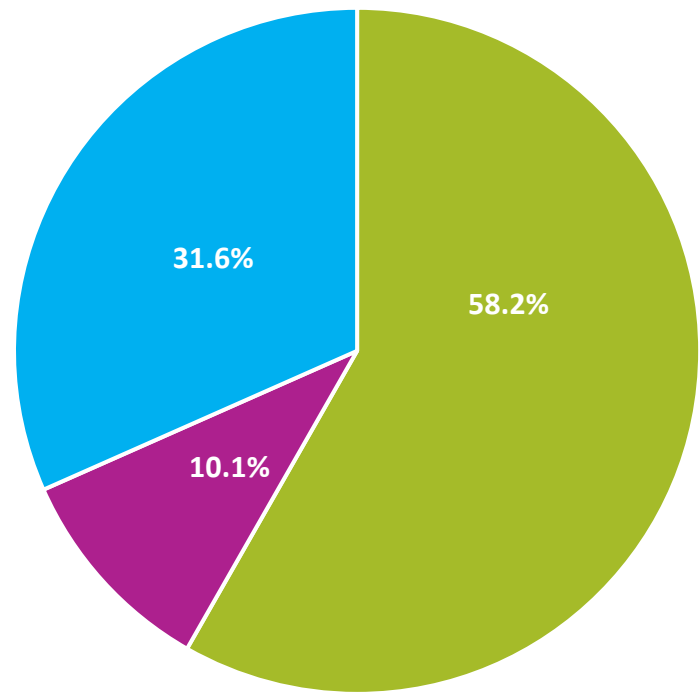
Mental Health



Mental health worse than pre-pandemic

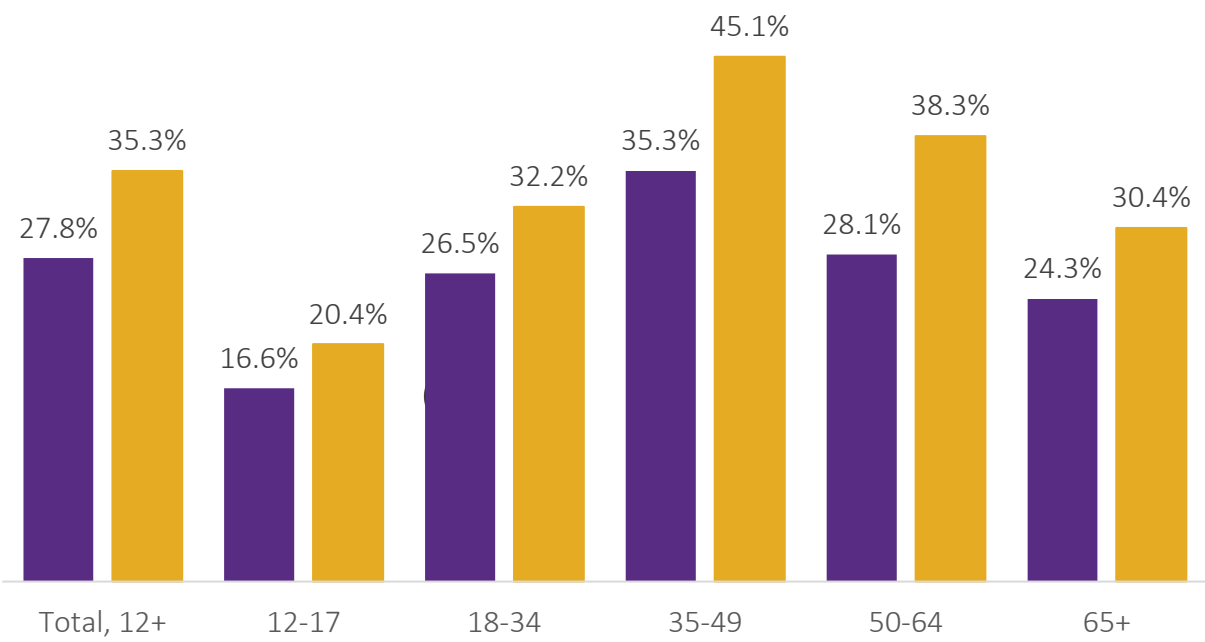
Mental Health Compared to Pre-Pandemic, October 2020

■ About the Same ■ Much or Somewhat Better ■ Somewhat or Much Worse



Percent of Population Reporting Mental Health Somewhat or Much Worse than Before Pandemic, October 2020

■ Male ■ Female

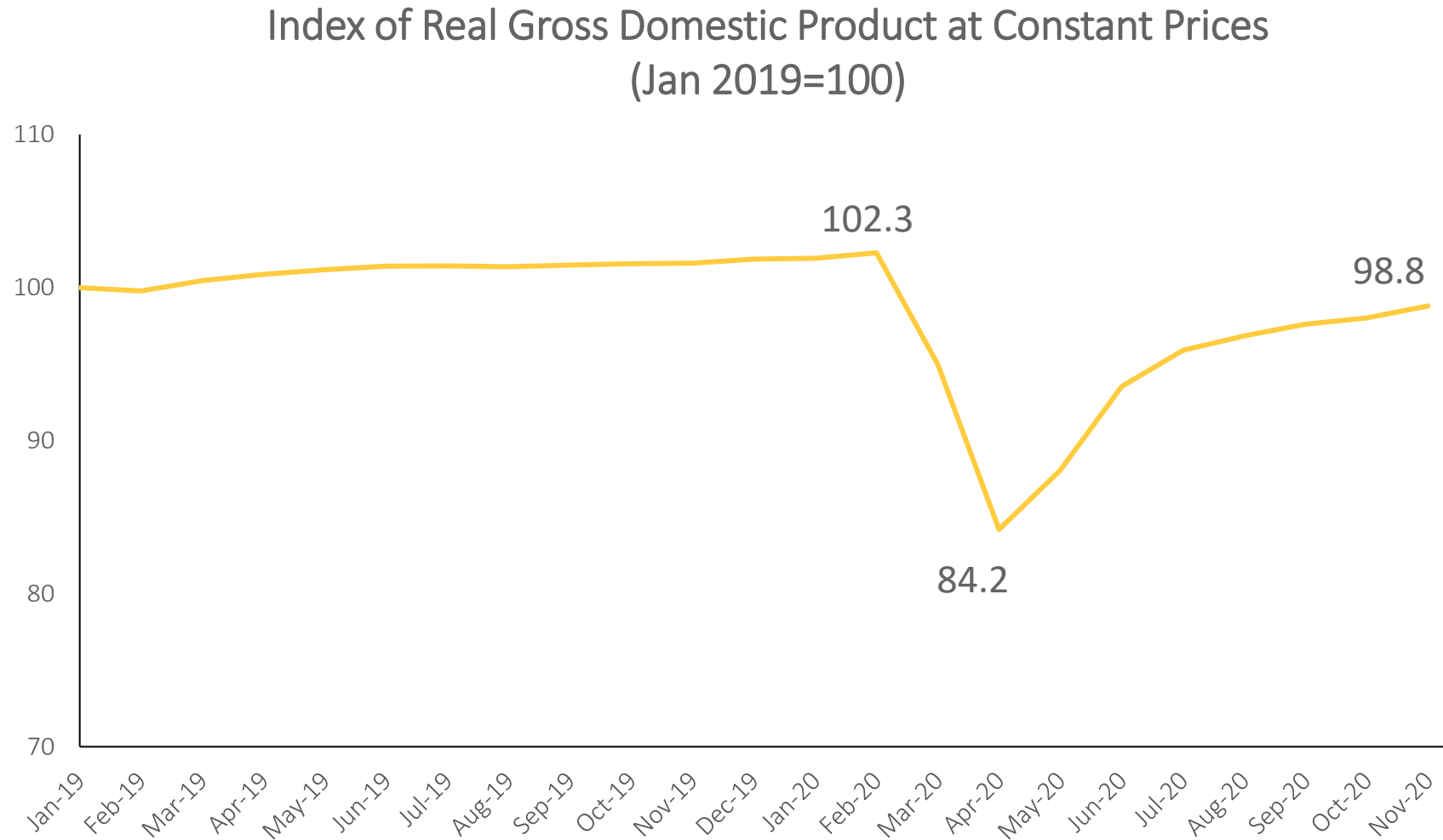


Source: Statistics Canada, Canadian Community Health Survey

Economic Growth

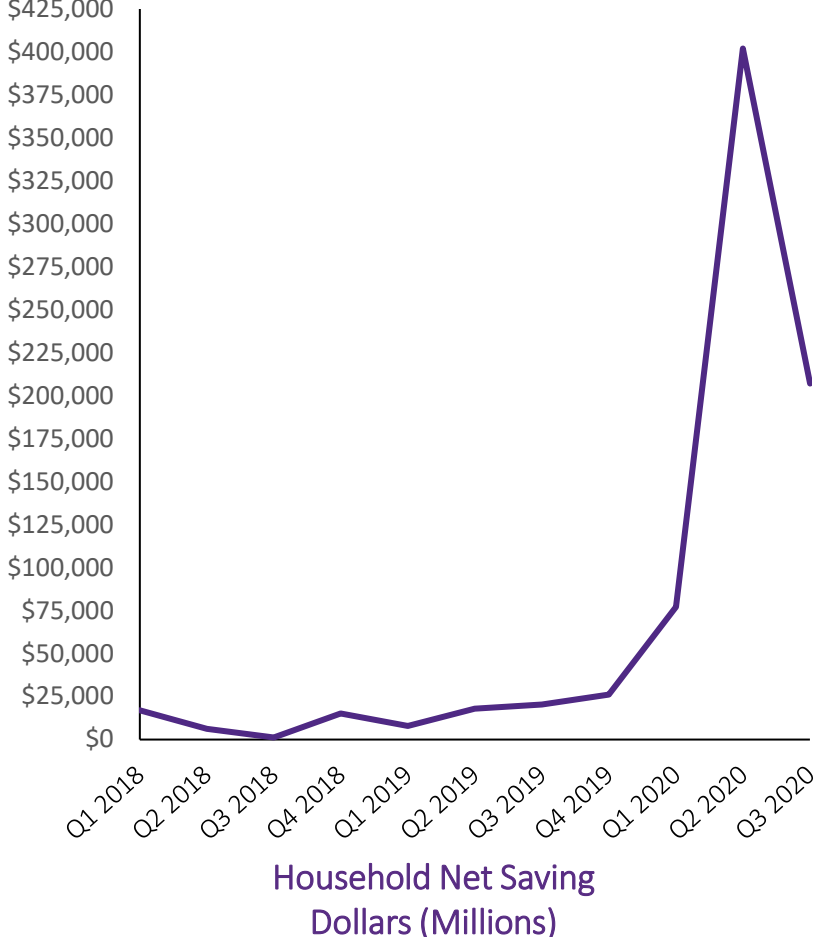
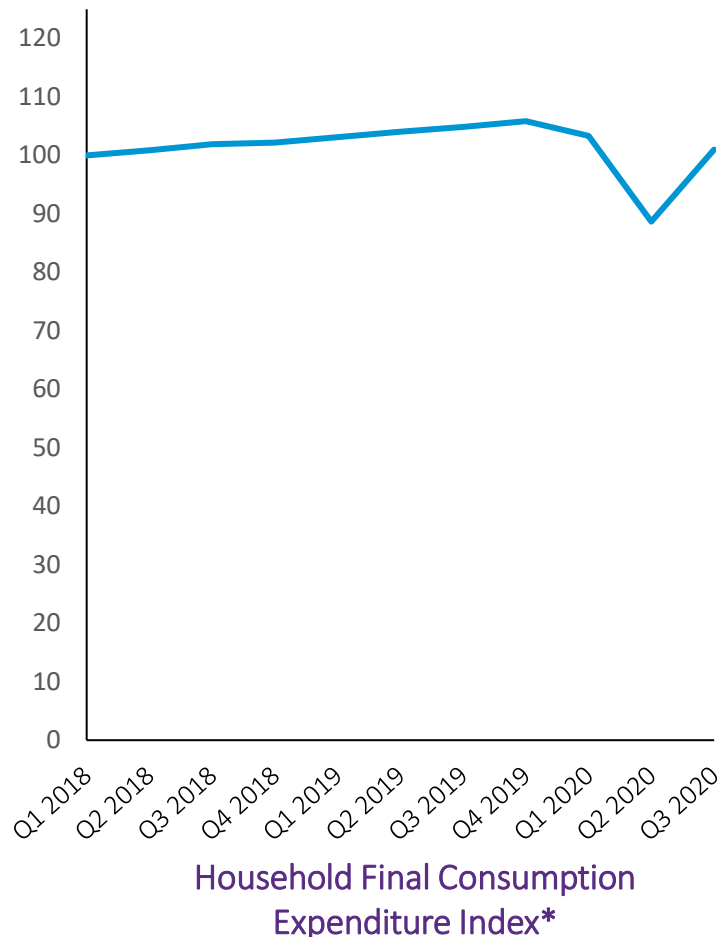
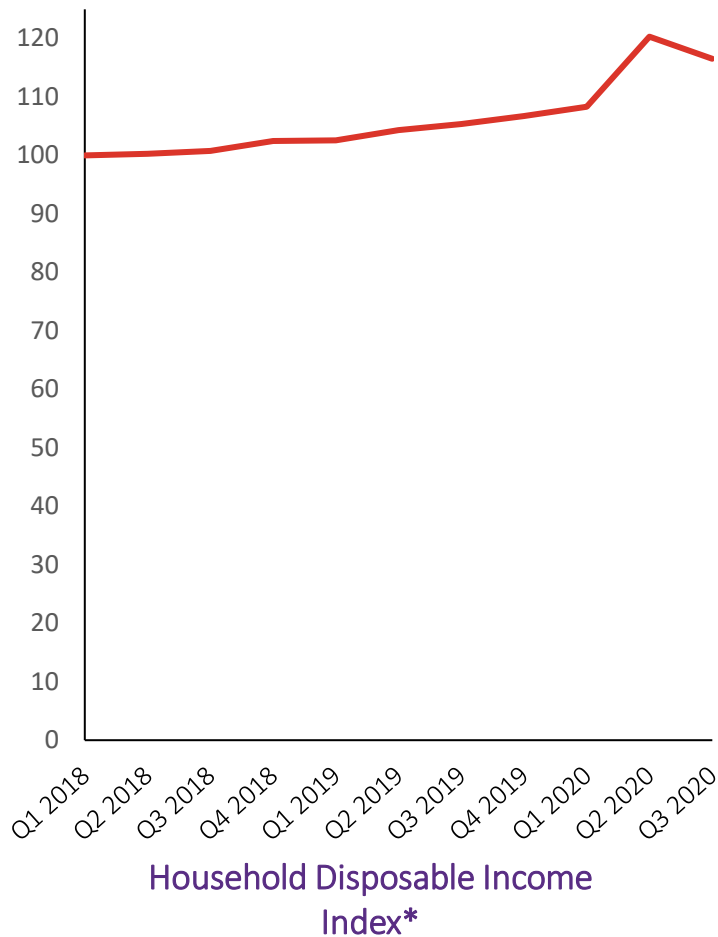


Economic growth down 18% followed by slow increase



Source: Statistics Canada, Labour Force Survey, Table 14-10-0017-01

Aggregate household disposable income, consumption and savings in Q2 and Q3 2020

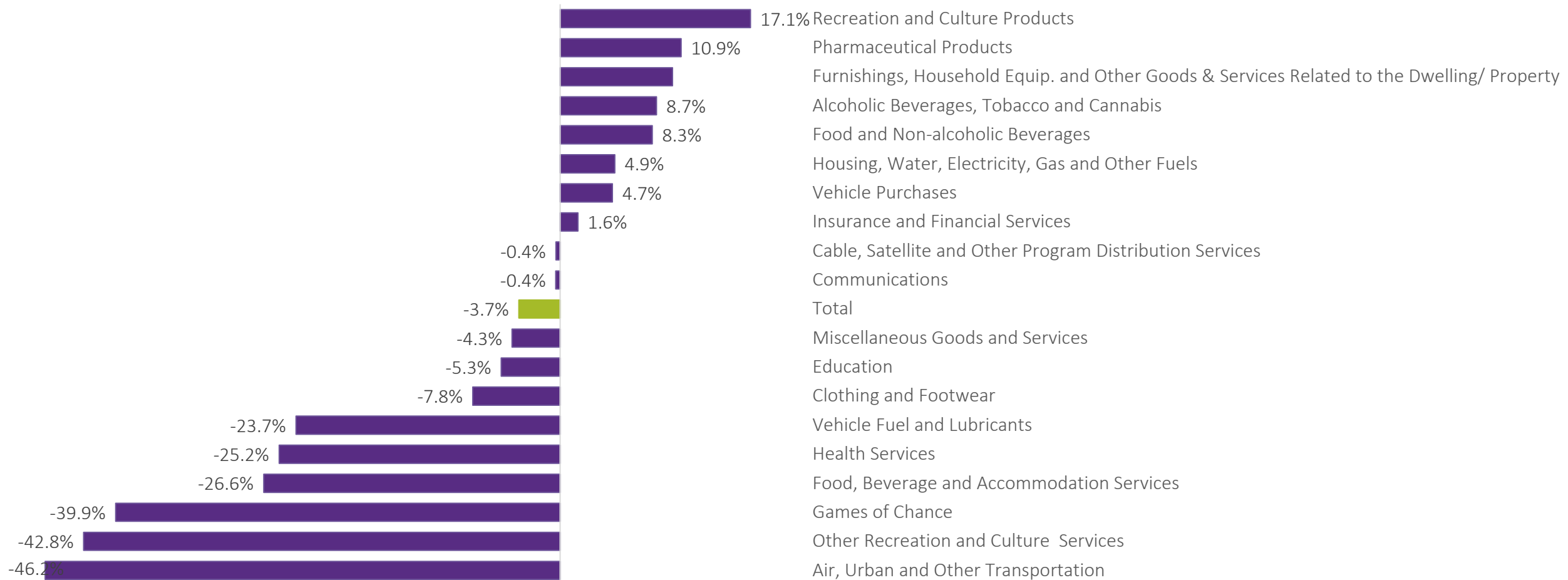


Source: Statistics Canada, National Accounts, Table 36-10-0112-01

Notes: Seasonally adjusted at annual rates
*Q1 2018=100

Sales of goods generally up but service sales down

Change in Household Consumption Expenditure Q3 2019 - Q3 2020



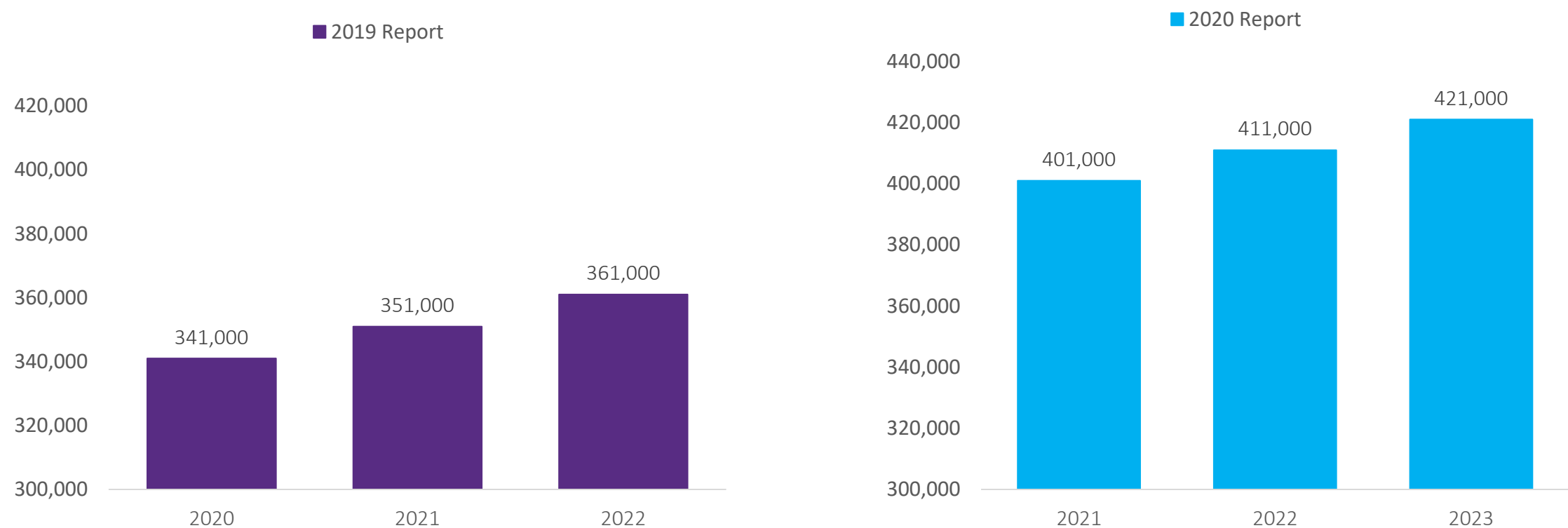
Source: Statistics Canada, National Accounts, Table 36-10-0124-01

A Look Ahead



Annual immigration levels for next three years to increase by 50,000 per year

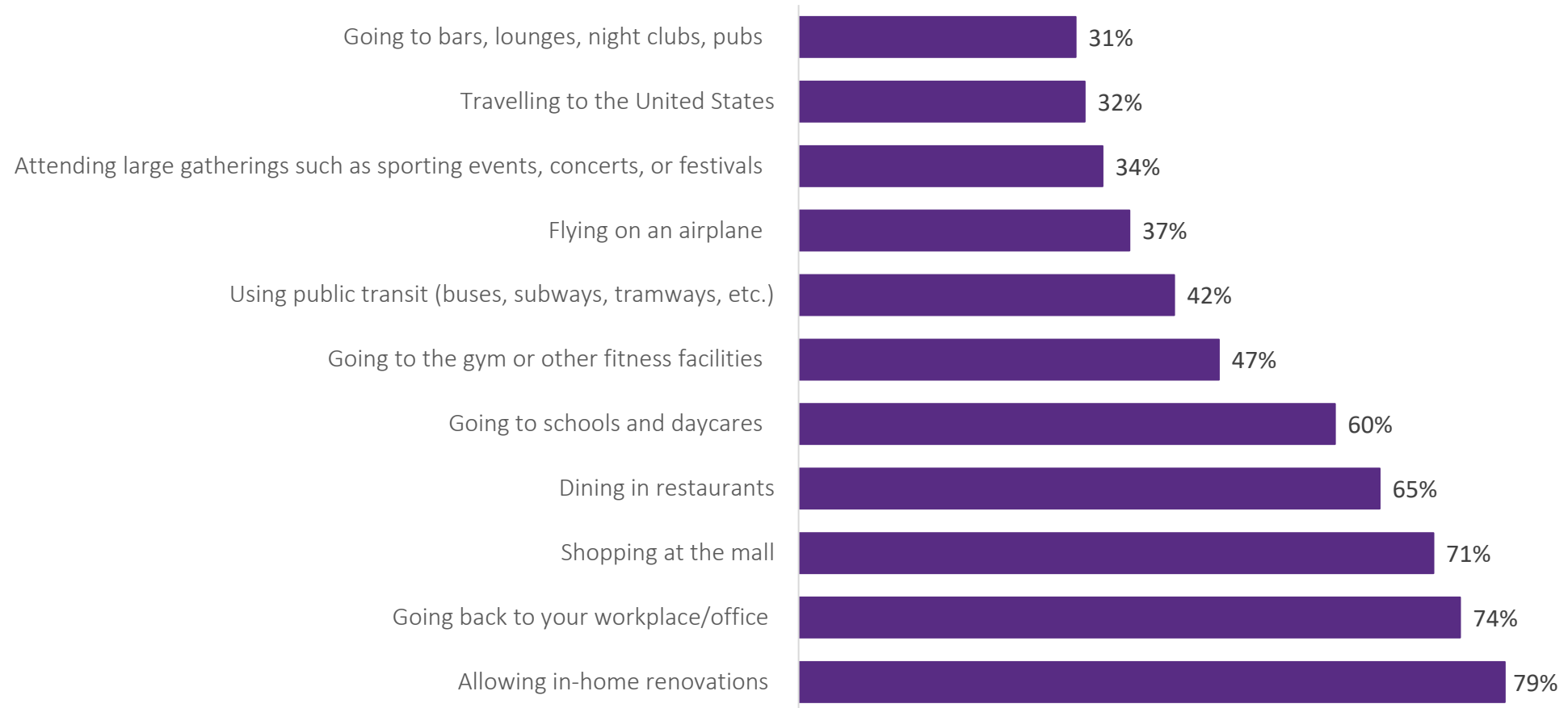
Assumptions for Future Permanent Resident Immigration



Source: Annual Report of Immigration

Comfort level in activities points to gradual return

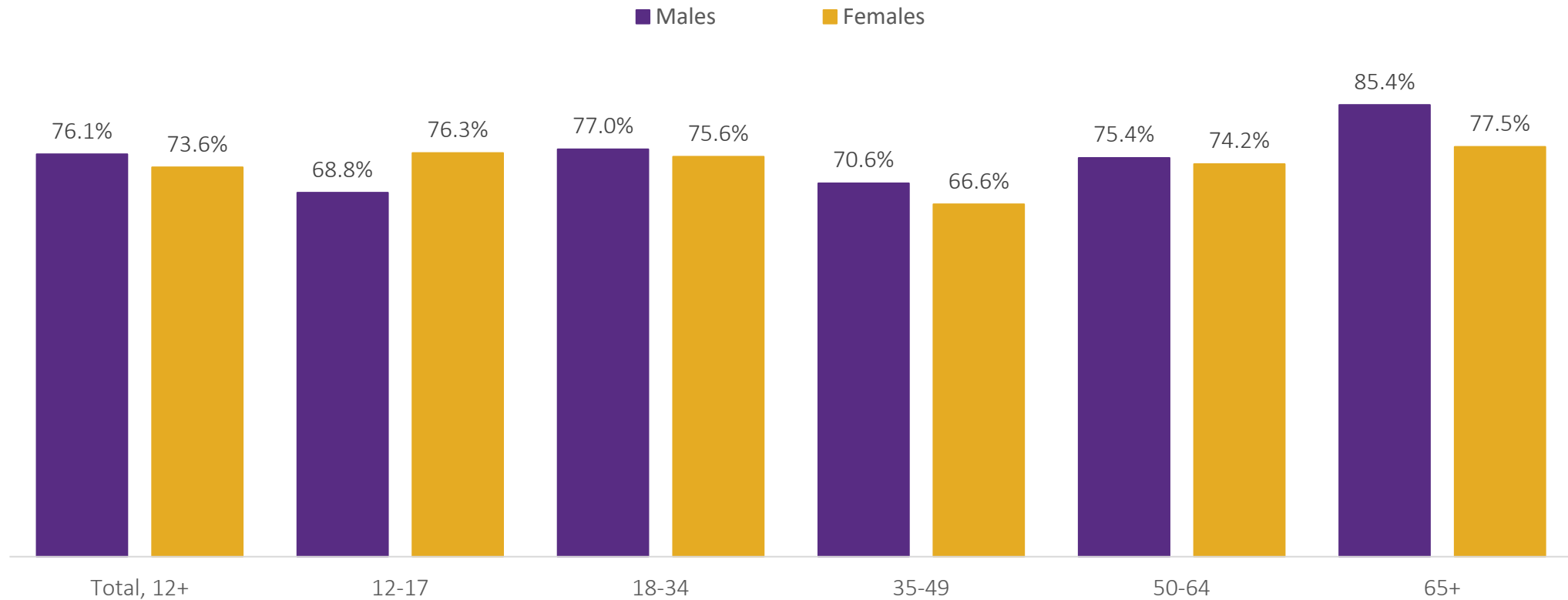
Once the governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing?



Source: Association of Canadian Studies, Survey Feb. 6

75% of population willing to take vaccine

Percent of Persons Very Likely or Somewhat Likely to Get Vaccine, October 2020



Source: Statistics Canada, Canadian Community Health Survey

Data to better understand the diversity of the population and assist on the road to recovery

- PRIZM segmentation
 - Identifies 67 segments of the Canadian population and their distinct characteristics; each tied to consumer behaviour, financial situation, social values and much more
- Mobile Movement data
 - Identify who's visiting your locations, how often, and where they live and work
- Vulnerability Indices (Social, Financial, Frailty)
 - Identify the most vulnerable amidst the pandemic from the point of view of their financial situation, health conditions and social isolation

Questions?



Doug Norris

Senior Vice President and Chief Demographer

Environics Analytics

inquiries@environicsanalytics.com

