COVID-19 PULSE SURVEY 4: MEASURING ONGOING IMPACTS

Summary Results



CITY OF VANCOUVER

COVID-19 Pulse Survey 4: Measuring Ongoing Impacts

- The City anticipates that public attitudes and actions related to COVID-19, comfort with re different activities and sentiment about the City would change over time. To measure these changes over time, we launched the COVID-19 Pulse Survey: Measuring Ongoing Impacts in July of 2020. It has been repeated four times since then.

- **This document provides the overall summary results for the fourth COVID-19 Pulse Survey** and discusses any notable differences from the previous survey.

- **The fourth pulse survey ran from January 22 to January 31, 2021** and was promoted via:
  - Invitation to Talk Vancouver members;
  - Vancouver.ca for the general public (in English, Traditional Chinese, Simplified Chinese, Punjabi, Vietnamese, Tagalog); and
  - The City's social media channels

- **2,028 responses from Vancouver residents were received**. Key demographics of respondents are fairly similar to the previous surveys and are as follows (see Appendix for full details):
  - Gender: More women than men (58% vs. 39%), 2% non-binary/gender diverse, 1% other/none of the above (1%).
  - Age: More respondents between 40-59 (36%) and 60+ (40%) than under 40 (24%)
  - Residential Zone: More DT/West End and Northwest (28% on average) relative to other locations, esp. the Southwest and Southeast (14% on average)
  - Businesses: 15% of respondents were also business owners in Vancouver
  - Although the sample is not representative, we heard from men and women (and some additional gender-identified groups), respondents from all age categories and all regions of Vancouver. These survey results can provide some insight into the experiences, attitudes and actions during the COVID-19 pandemic.

Key Summary Results

PERSONAL IMPACTS OF COVID

- **COVID-19 Related Challenges.** Vast majority of respondents (91%) continue to report a similar set of challenges as they did in previous pulse surveys. The most common challenge is the reduction in recreation and leisure activities (81%, up 5 points from the previous survey). Fewer respondents report financial challenges relative to previous surveys (22%-26% vs. 28%-40%).

- **Overall Impacts:** Continuing the trend from the previous surveys the greatest impact on respondents is the worsening of their comfort being out in public (87%). Respondents also report a significant worsening of their relationships with those they don't live with compared to the previous pulse survey (71% vs. 60%).We continue to see significant negative impacts on respondent's outlook on the future and mental health (68% on average say it has worsened since COVID).

- **Impact on Businesses.** Business owners/operators continue to report a loss of revenue as their top concern, and a quarter are concerned about another shut-down of businesses (new item for Pulse Survey #4).

- **Impactful City Programs/Services.** When asked about the City services/programs that made a positive impact on their well-being during the pandemic, parks, gardens and beaches were the most important (80%) followed by walking and cycling paths (75%).

COVID-19 AND COV RESPONSE

- **Awareness and Effectiveness.** The majority of respondents (70%) say they are aware of the City's efforts to limit the spread of COVID-19, similar to the previous pulse survey.

- Two-thirds of respondents believe City changes to its services will help limit spread of COVID-19 (up 7 points from the previous pulse survey). Similarly, more respondents say they have enough information about the City's response than in the previous pulse surveys (61% vs. 54% on average).

- **Satisfaction:** Close to two-thirds (62%) were satisfied with the City's COVID-19 response, with 24% dissatisfied, similar to the last pulse survey.

Key Summary Results, Cont.

CURRENT COVID-19 ATTITUDES AND BEHAVIOUR

Comfort Engaging in City-related Activities.

- Vast majority of respondents continue to be most comfortable engaging in outdoor recreation activities that allow space from other people, such as: in parks and pathways and taking materials to recycling facility (70% or greater).

- The majority of respondents continue to be uncomfortable attending or taking part in activities that involve being indoors for longer periods of time, such as visiting a recreation centre (64% uncomfortable) or using an indoor pool (71% uncomfortable). One indoor exception is visiting libraries, with only a third (35%) of respondents are uncomfortable with this activity.

- But we do see a relative drop in comfort with several outdoor and indoor activities. For example:
  - Respondents are relatively less comfortable compared to the previous pulse survey with: golfing, public sports fields, outdoor recreation facilities (a drop of 6 points on average from 84% to 78%).

  - Comfort with visiting City buildings has dropped 9 points on average since the last pulse survey (62% vs. 71%). This may reflect greater concern about the virus in January possibly due to the circulation of newer COVID-19 strains.

Likelihood of Engaging in Actions to Prevent Spread of COVID-19

- **Personal hygiene actions.** Vast majority of respondents indicate they are still likely to engage in personal hygiene behaviours (e.g. staying home when sick, washing hands etc.) to help minimize the spread of COVID-19 - between 85% to 99% of respondents.

- **Actions related to public space.** As before, when it comes to accessing public spaces, virtually all are likely to avoid crowded public spaces (97%). %). The number likely to avoid public spaces in general is lower but has jumped 7points to 76% from 69% since the last pulse survey.

- Compliance with other measures to minimize risk in public spaces remain high. The vast majority (96% or more) continue to say they'll engage in the key measures that prevent the spread of COVID-19 in public spaces (e.g. social distancing, wearing a mask).

Key Summary Results, Cont.

COVID-19 OUTLOOK AND FUTURE BEHAVIOURS

- **Outlook:** Concerns about the course of the pandemic continue to be high. The vast majority of respondents are concerned about the mental, physical and financial impacts of the pandemic (88% or greater).
- But there is some optimism, with close to two-thirds believing we'll be able to limit the spread over the next few months, and compared to the last pulse survey, more than double believe the worst of the pandemic is behind us (27% vs. 11%)

- **Outlook on Return to Previous Activity Levels.** Respondents expect outdoor activities to return to normal sooner than indoor ones. For outdoor activities, about two-thirds or more believe they'll resume their regular activities by the Summer of 2021, with the exception of outdoor pools.

- For indoor activities that are more likely to be brief (e.g. conducting business at a city buildings) a majority of respondents think they'll return to pre-COVID activity levels. by the fall of 2021. For indoor activities that involve more prolonged time inside, with greater difficulty distancing (e.g. visiting recreation centre, in-person engagement) it's not until the end of 2021 that a majority of respondents think they'll return to pre-COVID-19 activity levels.

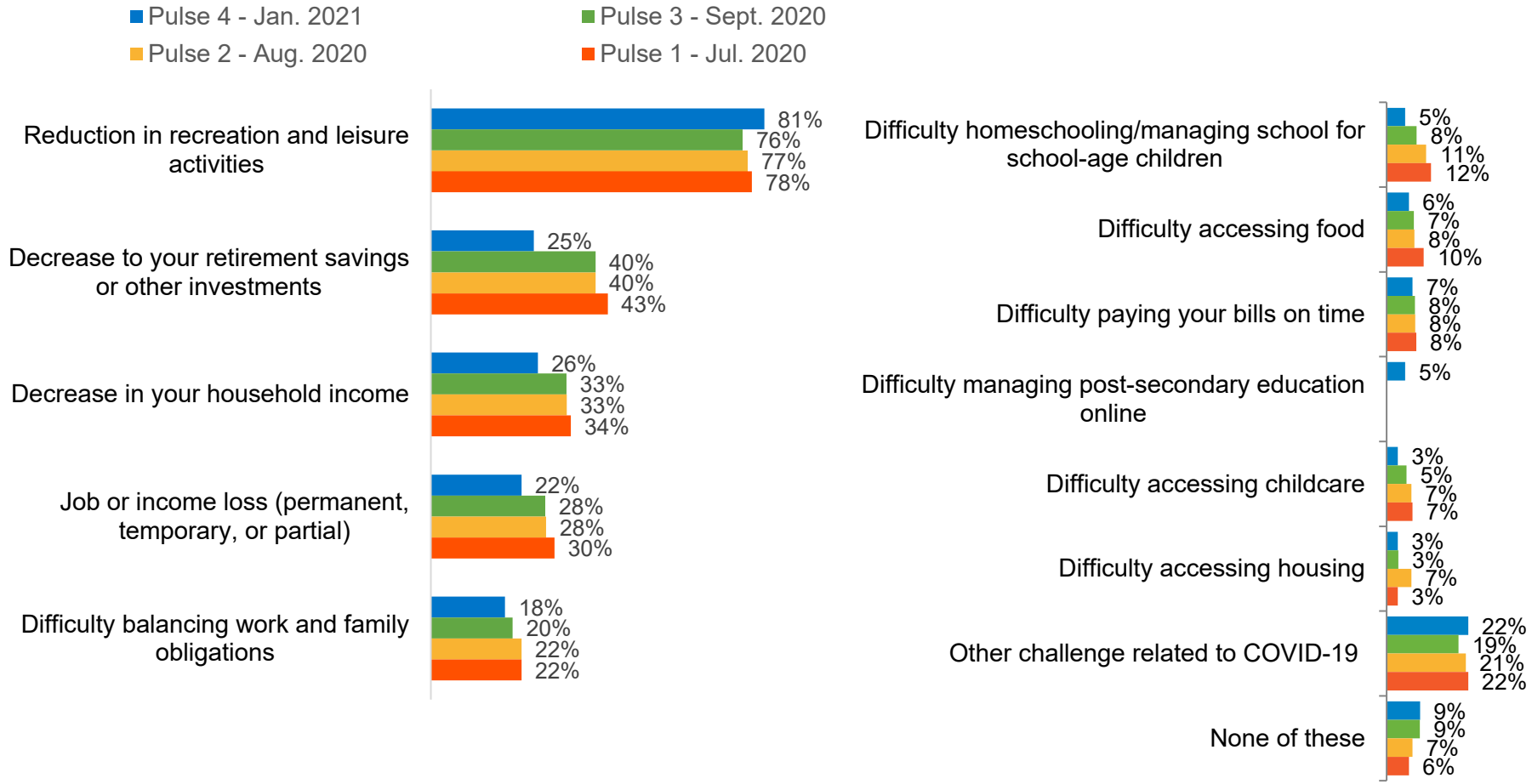
- **Post-pandemic Habits.** The vast majority of respondents said they would keep some new habits post-COVID (98%). The most popular habits relate to: the purchase of goods and services (80% say they will purchase local), how they approach sickness (72% on average will stay home when ill or will avoid ill people) and more recreation and leisure outdoors (identified by 68%).

- On other COVID-19 prevention behaviours we've become used to: 52% say they will continue to avoid crowded public spaces, 41% say they will continue to work from home, 38% will continue to practice social distancing in public, 34% say they will continue to wear masks, even if not required.

PERSONAL IMPACTS OF COVID-19

Challenges Experienced during COVID-19

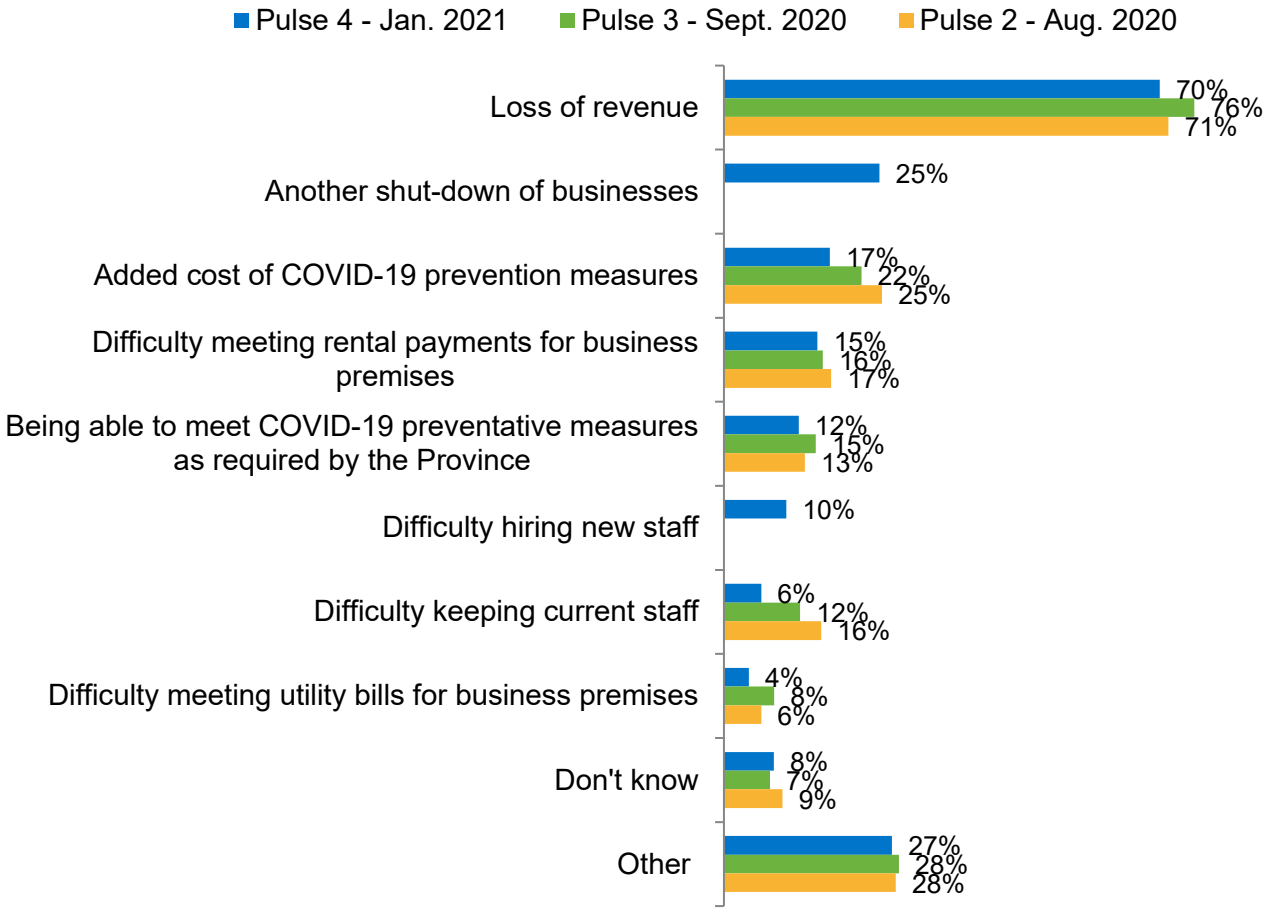
- Respondents report similar challenges as they did in the previous pulse surveys but with a significant drop in the financial challenges related to COVID-19. The vast majority of respondents have experienced some challenges related to COVID-19 (91%), with the most common challenge being the reduction in recreation and leisure activities (81%). In Pulse 4, between 22-26% have experienced negative financial impacts, down from the 28-40% who reported these impacts in the previous surveys.



Base: Pulse 4 (n = 2,028) Pulse 3 (n = 2,651), Pulse 2 (n=2,929), Pulse 1 (n=3,295)
Which, if any, of these situations are you personally facing or do you expect to face?

Challenges for Business Owners

- Business owners continue to report a variety of concerns related to COVID-19 with loss of revenue topping the list (identified by close three-quarters). A quarter are concerned about another shut-down of businesses, and 10% are having difficulty hiring new staff – both new items added as part of Pulse 4. Over the course of the four pulse surveys there are fewer business owners/operators reporting challenges around “difficulty keeping current staff” and the “added cost of COVID-19 prevention measures”.

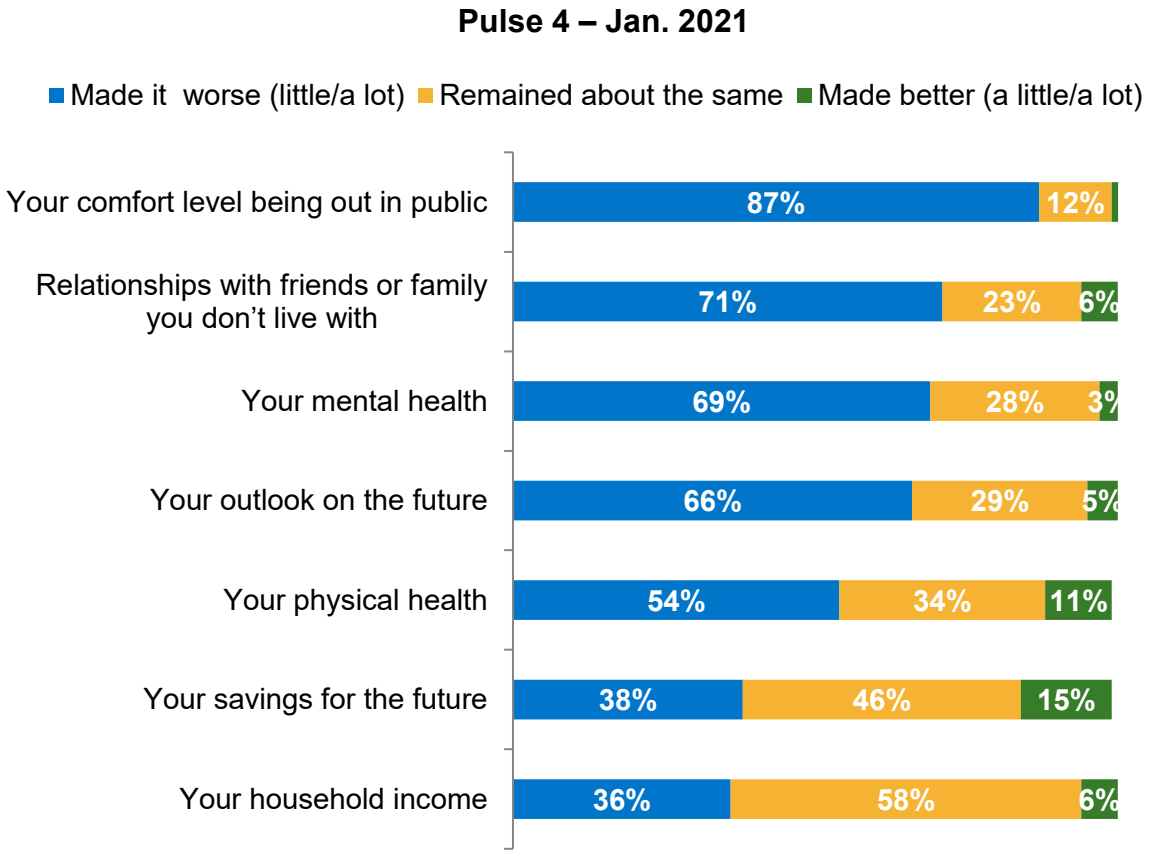


OTHER CONCERNS:
- **Lack of clients**
- **Difficulty meeting with clients in-person**
- **High taxes/license costs**
- **Worry/uncertainty**

Base: Pulse 4 (Business owners = 275), Pulse 3 (Business owners = 434), Pulse 2 (Business owners = 500).
What are the top three biggest concerns you’re facing regarding operating your business, over the next six months because of COVID-19?

Overall Impacts of COVID-19

- As before, the greatest impact on respondents is the worsening of their comfort being out in public (87%). Respondents also report a significant worsening of their relationships with those they don't live with compared to Pulse 3 (71% vs. 60%). This is most likely reflecting the provincial order banning gatherings with those outside your household in place since Nov 2020 and still in place at the time of this survey.
- We still see a majority reporting worse mental health and a poorer outlook on the future (68% on average).

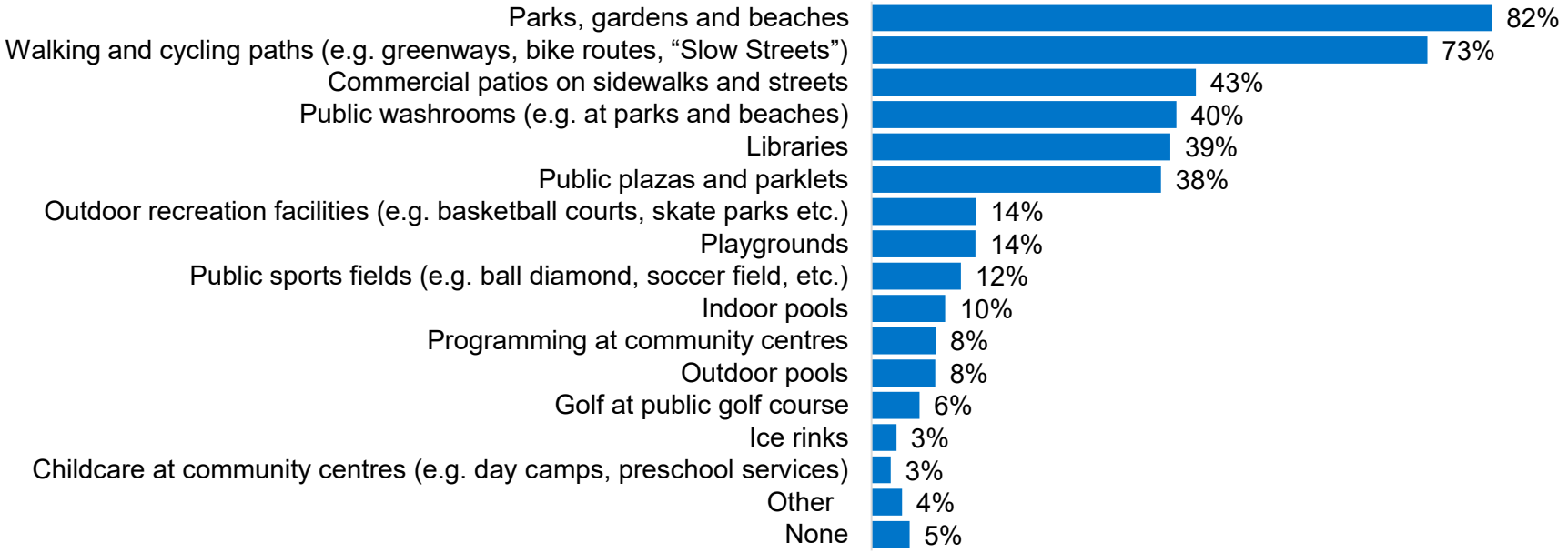


	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
	Worse	Worse	Worse
Your comfort level being out in public	88%	88%	88%
Relationships with friends or family you don't live with	60%	56%	55%
Your mental health	64%	63%	62%
Your outlook on the future	73%	76%	72%
Your physical health	44%	47%	47%
Your savings for the future	51%	52%	56%
Your household income	41%	41%	43%

Base: All respondents (n=2,028).
Overall, how is the COVID-19 pandemic currently affecting...?

City Programs/Services Important for Well-Being

- Being aware of the negative impacts of COVID-19, we asked respondents to share which City services/programs made a positive impact on their well-being during the pandemic.
- Parks, gardens and beaches were the City services and amenities which contributed most to people's overall well-being during the pandemic, identified by just over 80% of respondents as important. Walking and cycling paths were also highly important.
- Among the next set of amenities and services that contributed to well-being, three of the four were infrastructure related to outdoor spaces. About 4 in 10 on average reported that commercial patios, public plazas or parklets were important to their overall well-being during the pandemic. Libraries were also an important amenity, important to well-being for 39% of respondents.

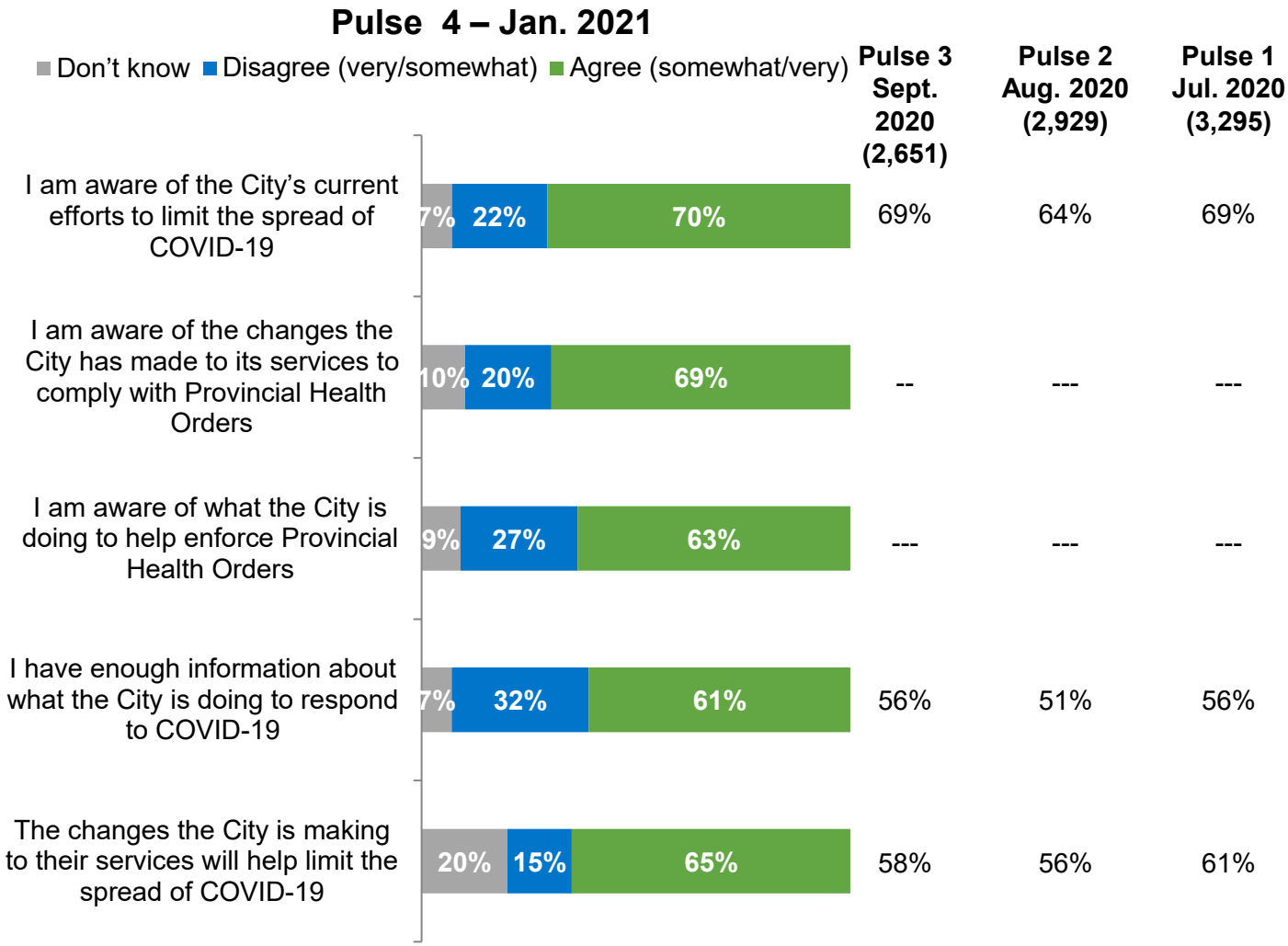


Base: All respondents (n=2,028).
Which of the following City services, programs and amenities (if any) have been important for your overall well-being during COVID-19?

COVID-19 AND COV RESPONSE

COVID-19 and City of Vancouver (COV)

- The majority of respondents are aware of the City's efforts to limit the spread of COVID-19 and comply with health orders (70%) with somewhat fewer being aware of enforcement activities – 63% (new question for Pulse 4).
- More respondents say they have enough information about the City's response than in the previous pulse surveys (61% vs. 54% on average)
- Two-thirds believe City changes will help limit spread of CVODI-19, up 7 points from the previous pulse survey in the Fall of 2020.



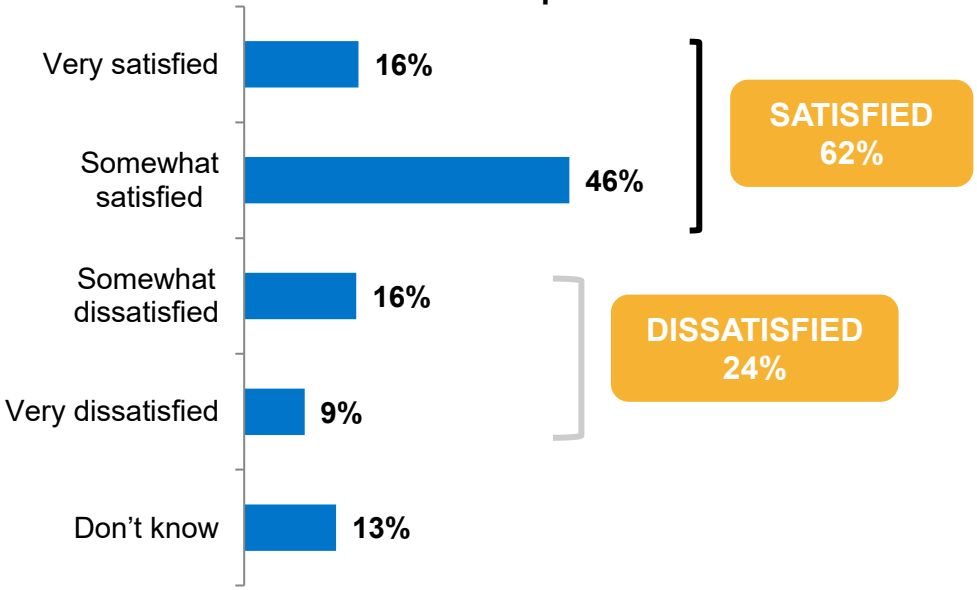
	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
I am aware of the City's current efforts to limit the spread of COVID-19	69%	64%	69%
I am aware of the changes the City has made to its services to comply with Provincial Health Orders	--	---	---
I am aware of what the City is doing to help enforce Provincial Health Orders	---	---	---
I have enough information about what the City is doing to respond to COVID-19	56%	51%	56%
The changes the City is making to their services will help limit the spread of COVID-19	58%	56%	61%

Base: All respondents (n=2,028) . *How much do you agree or disagree with the following statements about the City of Vancouver and its COVID-19 response?*

COV Satisfaction and Trust

- Close to two-thirds of respondents are satisfied with the City's COVID-19 response (62%) and 24% are dissatisfied. Fewer are dissatisfied compared to the previous pulse survey (30%).

Pulse 4 – Jan. 2021
Satisfaction with COVID-19 Response



Pulse 3 – Sept. 2020
59% Satisfied; 30% Dissatisfied

Pulse 2 – Aug. 2020
54% Satisfied; 31% Dissatisfied

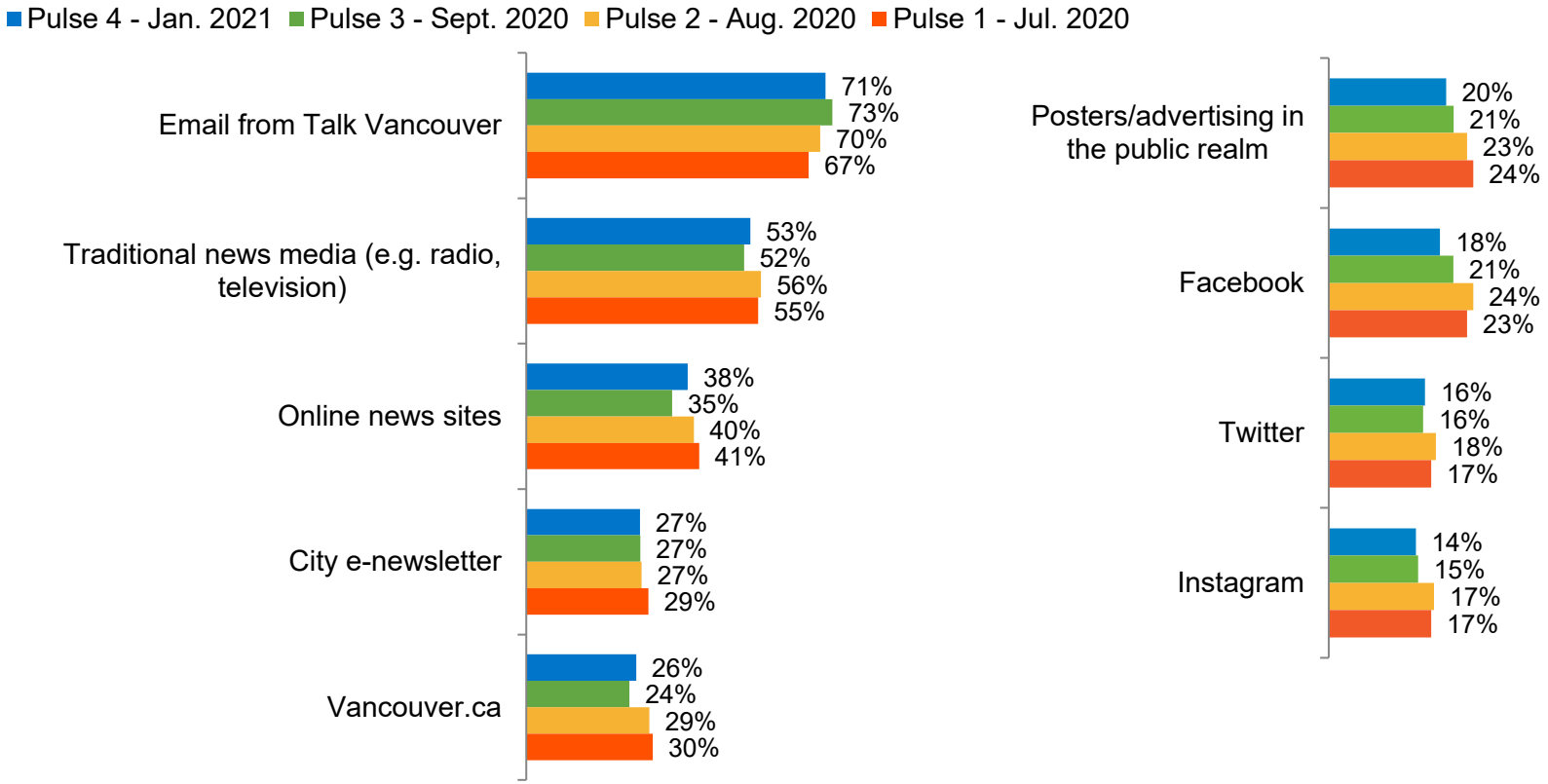
Pulse 1 – Jul. 2020
59% Satisfied; 27% Dissatisfied

Base: Pulse 4 (n=2,028) Pulse 3 (n = 2,651), Pulse 2 (n=2929), Pulse 1 (n=3,295)
Overall how satisfied are you with the City's COVID-19 response? Thinking about the COVID-19 pandemic and the City's response, how much do you trust or distrust the City

Best Ways to Share Information

- In the current Pulse Survey, respondents were asked about the best ways to share information about the City's COVID-19 response instead of the City's restart plans (as in the previous Pulse surveys). But the results are similar, so they are presented here together.

- The most popular ways to communicate about the City's response are still digital (4 of the top 5). Traditional news media is also still a popular choice among respondents.



Base: Pulse 4 (n=2,028) *What are the best ways to share information about the City's COVID-19 response with you?*

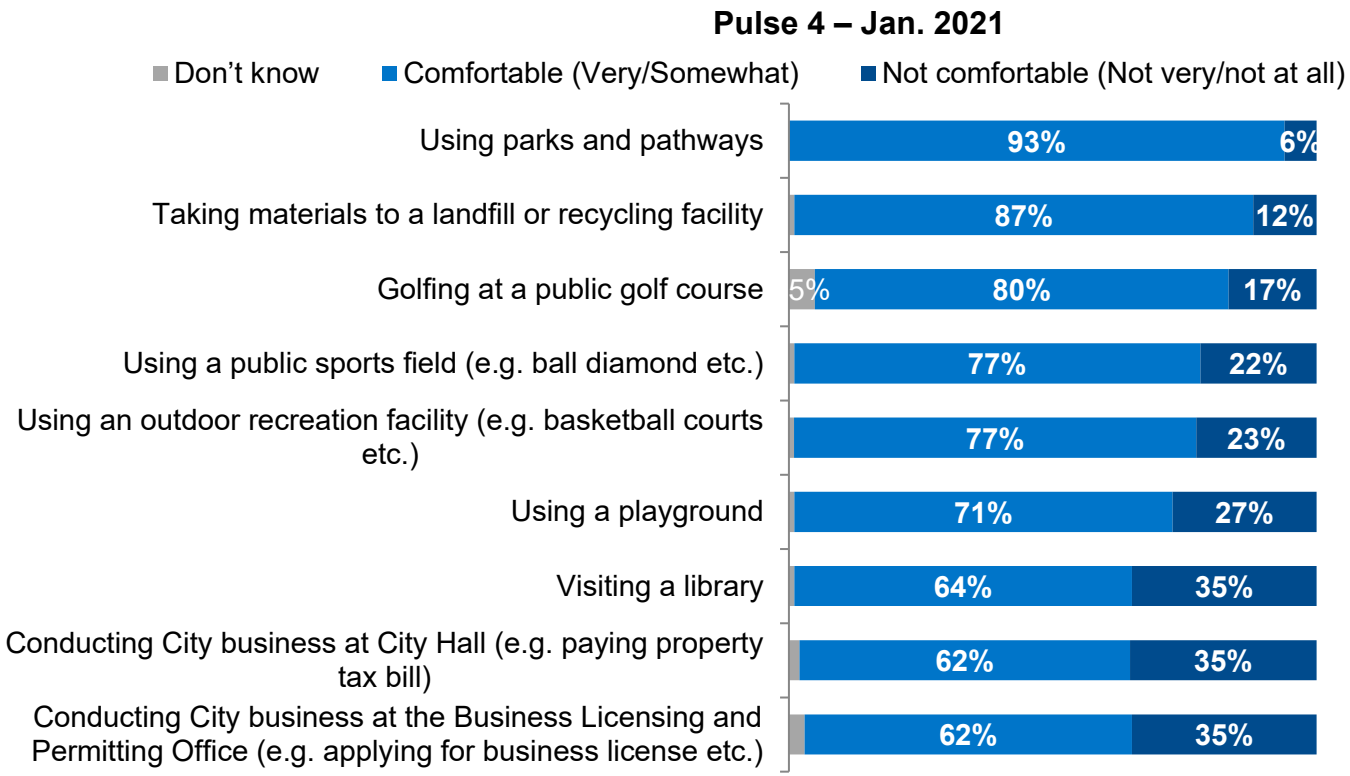
Pulse 3 (n=2651) Pulse 2 (n=2929); Pulse 1 (n=3295) *What are the best ways to share information about the City's restart plans with you?*

CURRENT COVID-19 ATTITUDES AND BEHAVIOUR

Comfort with City-Related Activities

- As with the previous pulse surveys, the majority of respondents are most comfortable engaging in outdoor activities that allow space from other people (71% or more are comfortable with parks and pathways, golfing, public sports fields etc.). There was also a high degree of comfort with taking materials to a landfill or recycling facilities (87%).

- But we do see a relative drop in comfort with several outdoor and indoor activities. Respondents are relatively less comfortable compared to the previous pulse survey with: golfing, public sports fields, outdoor recreation facilities (a drop of 6 points on average). Comfort with visiting City buildings has also dropped 9 points on average. This may reflect greater concern about the virus due to the emergence of newer COVID-19 strains early in 2021.

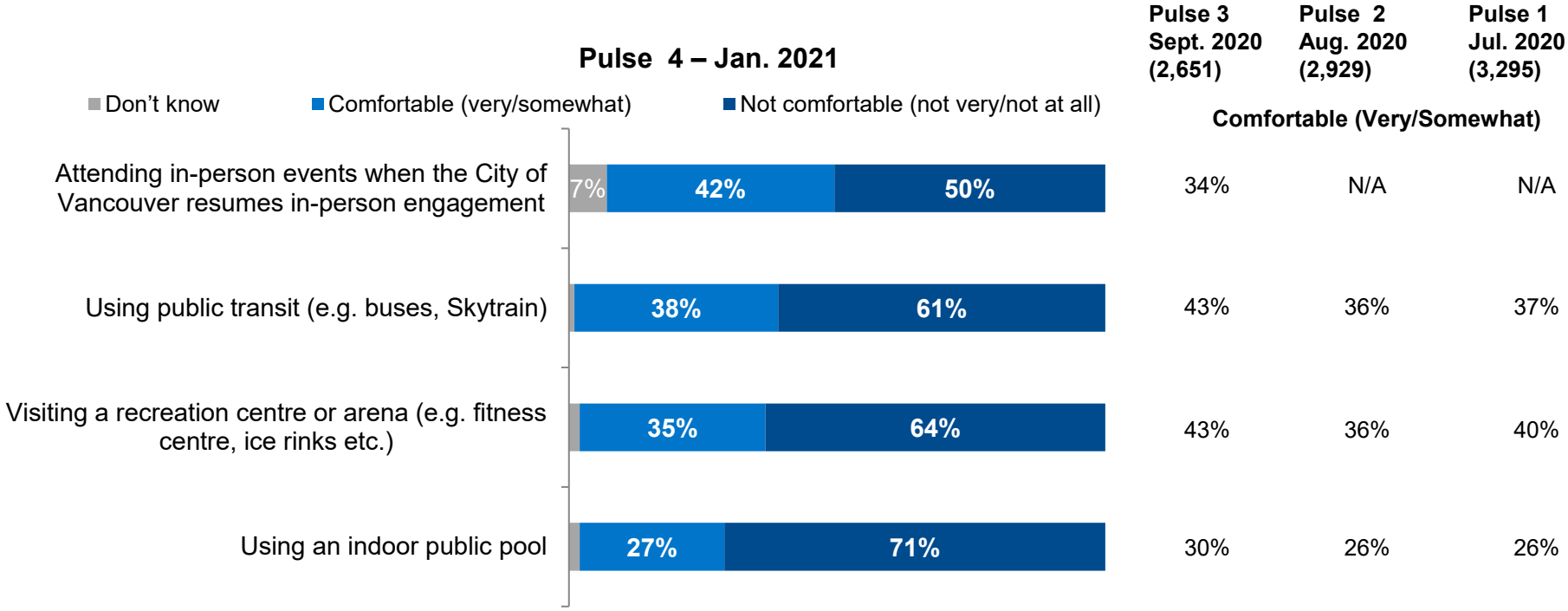


	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
	Comfortable (Very/Somewhat)		
Using parks and pathways	95%	94%	95%
Taking materials to a landfill or recycling facility	89%	89%	90%
Golfing at a public golf course	86%	86%	87%
Using a public sports field (e.g. ball diamond etc.)	84%	82%	84%
Using an outdoor recreation facility (e.g. basketball courts etc.)	83%	82%	84%
Using a playground	72%	69%	71%
Visiting a library	65%	62%	64%
Conducting City business at City Hall (e.g. paying property tax bill)	71%	71%	74%
Conducting City business at the Business Licensing and Permitting Office (e.g. applying for business license etc.)	70%	70%	73%

Base: Respondents who engage in these activities (n varies)
As restrictions continue to be lifted, how comfortable would you feel doing the following public activities?

Comfort with City-Related Activities cont.

- Respondents are now fairly split on their comfort with returning to in-person engagement events at the City – 42% said they would be comfortable, up from 34% in the last pulse survey.
- As before, the majority of respondents said they would be uncomfortable attending or taking part in activities that involved being indoors for longer periods of time.

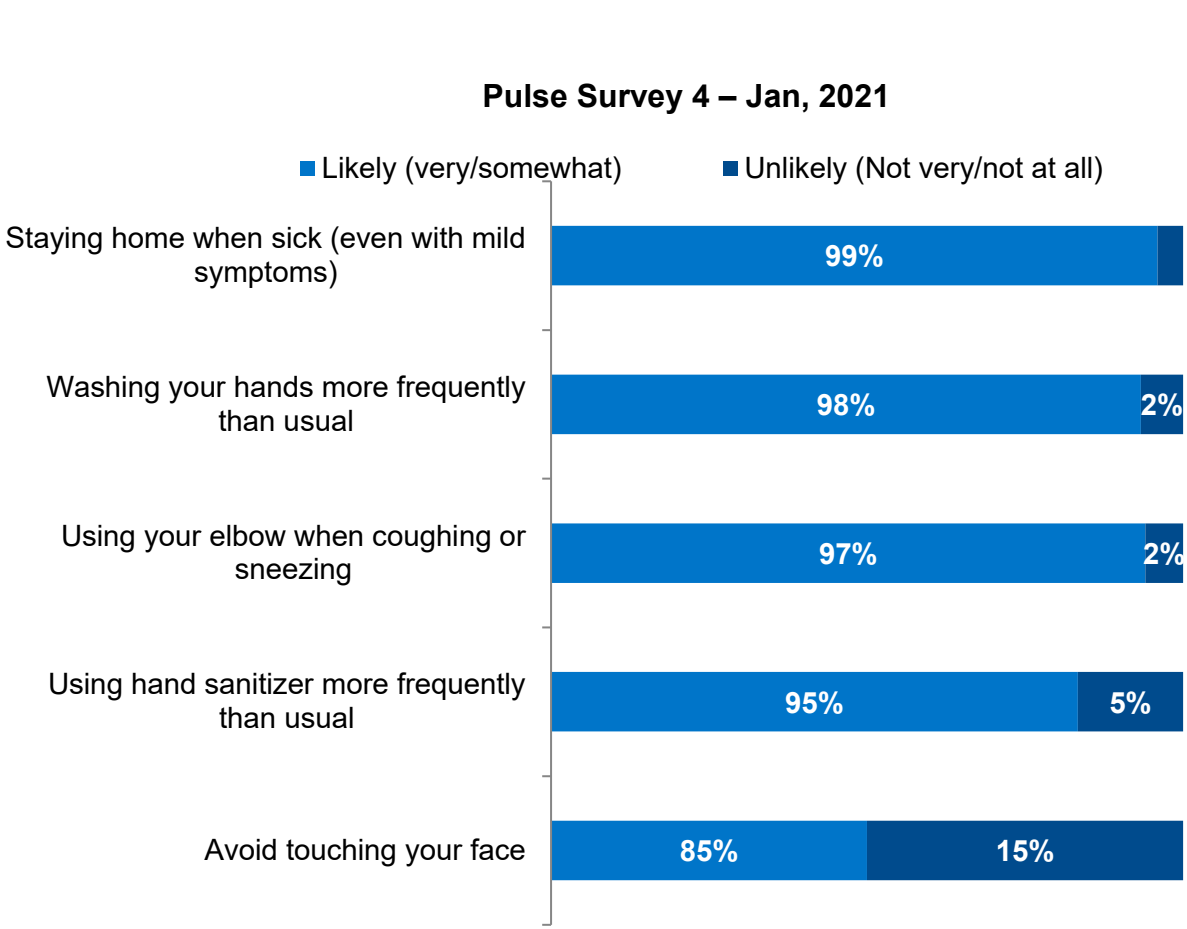


	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
	Comfortable (Very/Somewhat)		
Attending in-person events when the City of Vancouver resumes in-person engagement	34%	N/A	N/A
Using public transit (e.g. buses, Skytrain)	43%	36%	37%
Visiting a recreation centre or arena (e.g. fitness centre, ice rinks etc.)	43%	36%	40%
Using an indoor public pool	30%	26%	26%

Base: All respondents (n=2,028)
As restrictions continue to be lifted, how comfortable would you feel doing the following public activities?

Likelihood of Engaging in Actions to Prevent Spread – *Personal Hygiene Behaviours*

- Vast majority of respondents indicate they are still likely to engage in personal hygiene behaviours to help minimize the spread of COVID-19 (between 85% to 99% of respondents) .



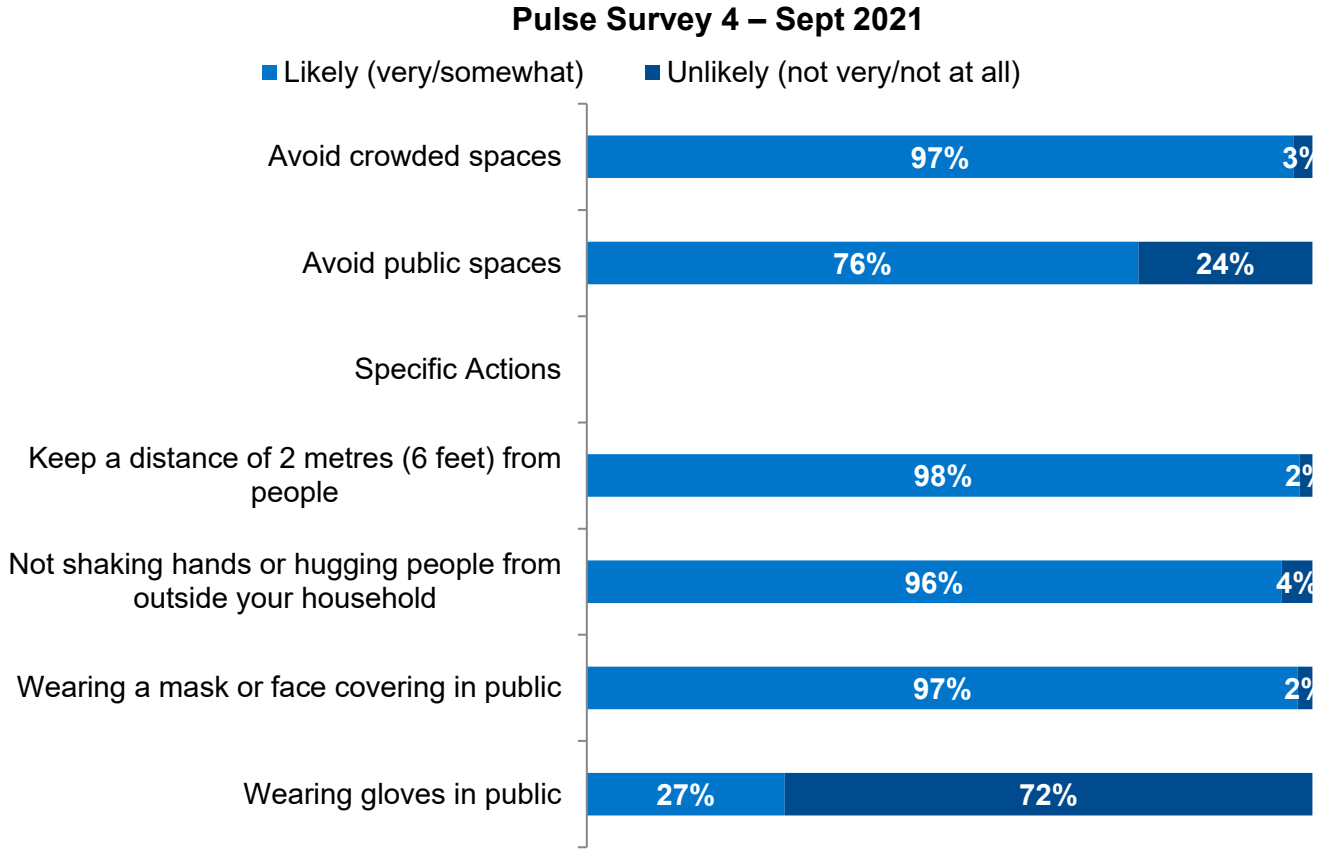
	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
	Likely (Very/somewhat)		
Staying home when sick (even with mild symptoms)	99%	99%	99%
Washing your hands more frequently than usual	99%	98%	99%
Using your elbow when coughing or sneezing	98%	98%	99%
Using hand sanitizer more frequently than usual	96%	95%	95%
Avoid touching your face	88%	86%	88%

Base: All respondents (n=2,028)
Currently, how likely or unlikely are you to do the following?

Likelihood of Engaging in Actions to Prevent Spread – *Public Space*

- In line with previous findings, when it comes to accessing public spaces, almost all are likely to avoid crowded public spaces (97%). The number likely to avoid public spaces in general is lower but has jumped 7points to 76% from 69% since the last pulse survey.

- The majority continue to say they'll engage in the key measures that prevent the spread of COVID-19 in public spaces (96% or higher). Although respondents remain least likely to wear gloves in public, this number has increased 14 points from the last pulse survey to 27% of respondents.



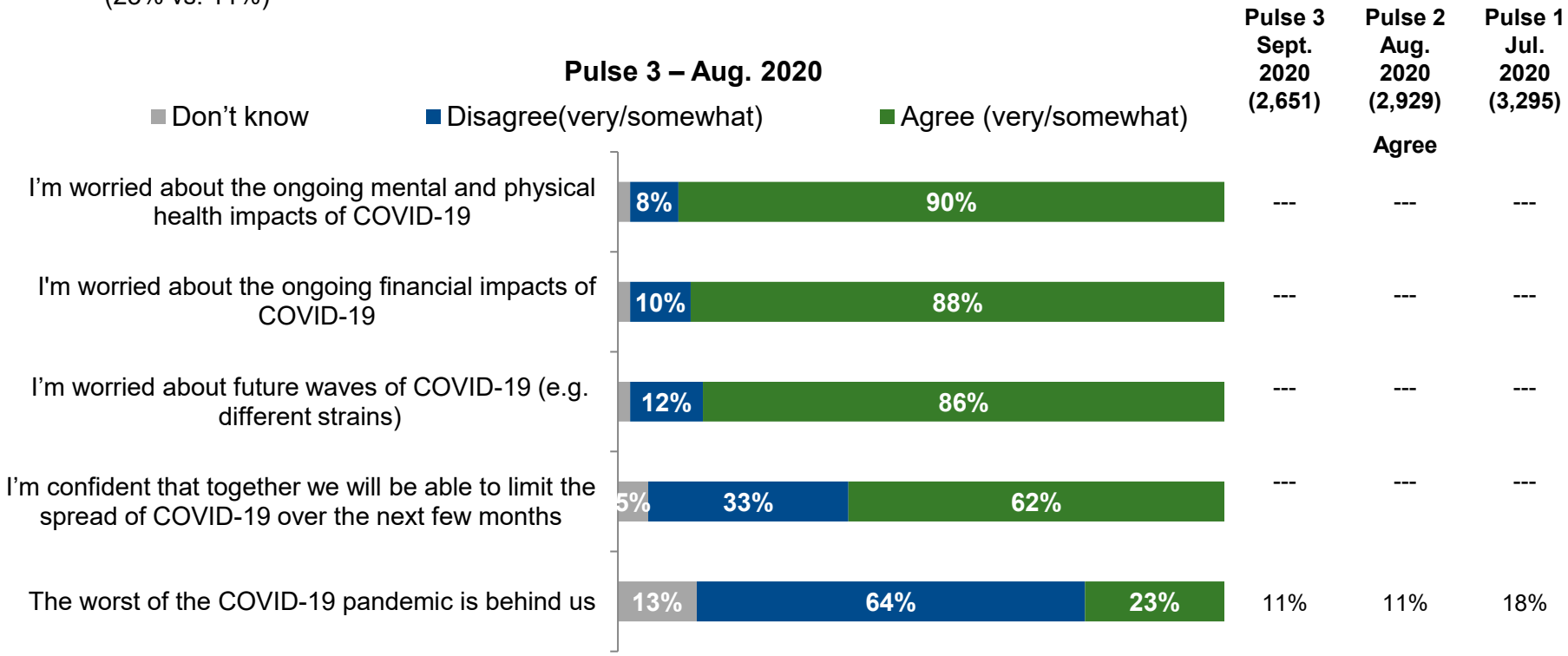
	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
		Likely	
Avoid crowded spaces	97%	98%	97%
Avoid public spaces	69%	69%	66%
Specific Actions			
Keep a distance of 2 metres (6 feet) from people	98%	98%	98%
Not shaking hands or hugging people from outside your household	96%	95%	95%
Wearing a mask or face covering in public	94%	93%	88%
Wearing gloves in public	13%	14%	17%

Base: All respondents (n=2,028)
Currently, how likely or unlikely are you to do the following?

COVID-19 OUTLOOK AND FUTURE BEHAVIOURS

Outlook on Pandemic

- As part of Pulse Survey 4 we asked new questions about our ability to impact the spread of COVID-19 and concerns about the future.
  - The vast majority of respondents are concerned about the mental, physical and financial impacts of the pandemic (88% or greater).
  - But there is some optimism, with close to two-thirds believing we'll be able to limit the spread over the next few months, and compared to the last pulse survey, more than double believe the worst of the pandemic is behind (23% vs. 11%)

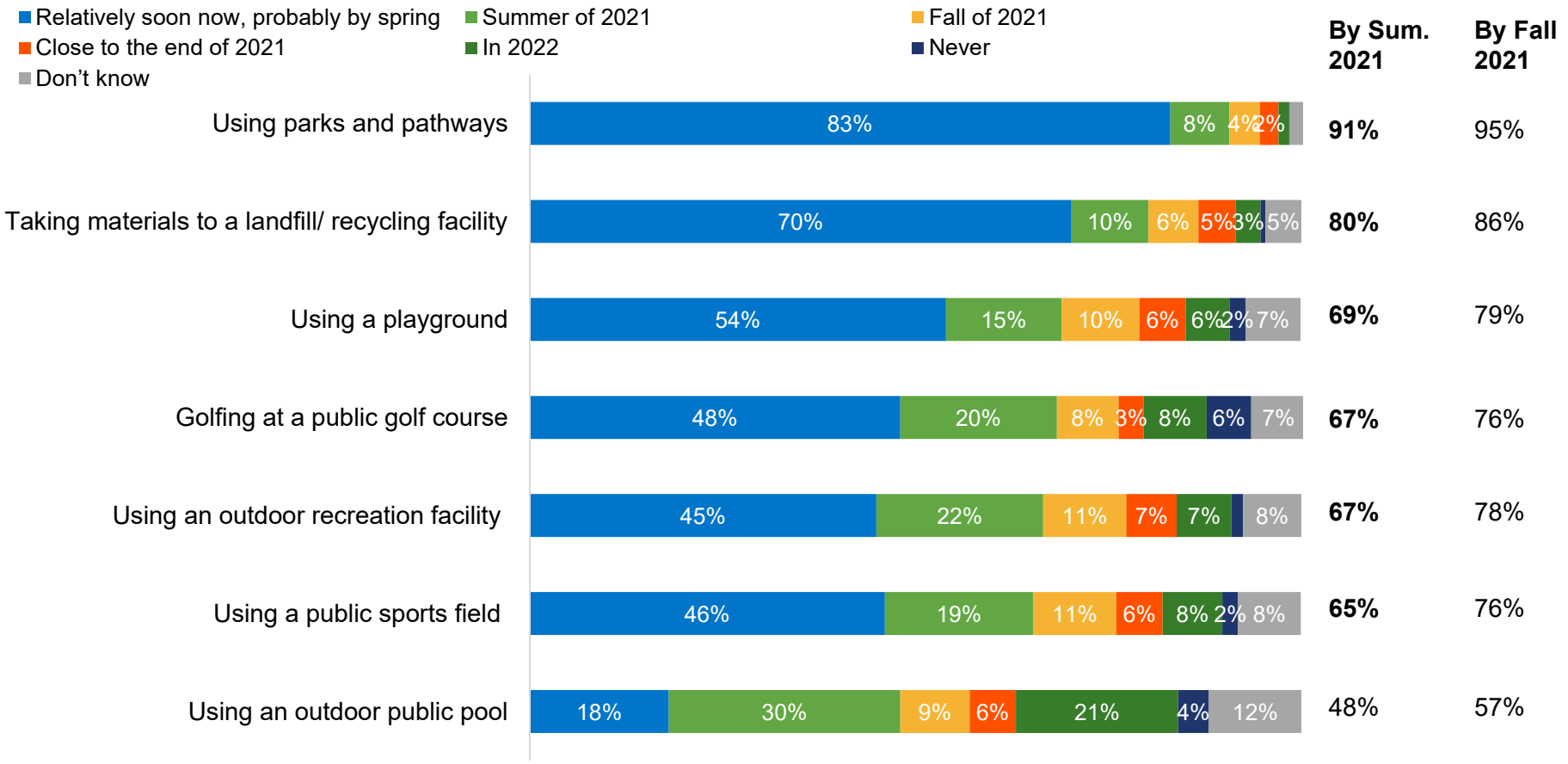


	Pulse 3 Sept. 2020 (2,651)	Pulse 2 Aug. 2020 (2,929)	Pulse 1 Jul. 2020 (3,295)
		Agree	
I'm worried about the ongoing mental and physical health impacts of COVID-19	---	---	---
I'm worried about the ongoing financial impacts of COVID-19	---	---	---
I'm worried about future waves of COVID-19 (e.g. different strains)	---	---	---
I'm confident that together we will be able to limit the spread of COVID-19 over the next few months	---	---	---
The worst of the COVID-19 pandemic is behind us	11%	11%	18%

Base: All respondents (n=2,028)
Do you agree or disagree with the following statements?

Outlook on Post-pandemic Activities

- Respondents expect outdoor activities to return to normal sooner than indoor ones. For outdoor activities, about two-thirds or more believe they'll resume their regular activities by the Summer of 2021, with the exception of outdoor pools. For outdoor pools about half believe their use with return to normal levels by the Summer of 2021.

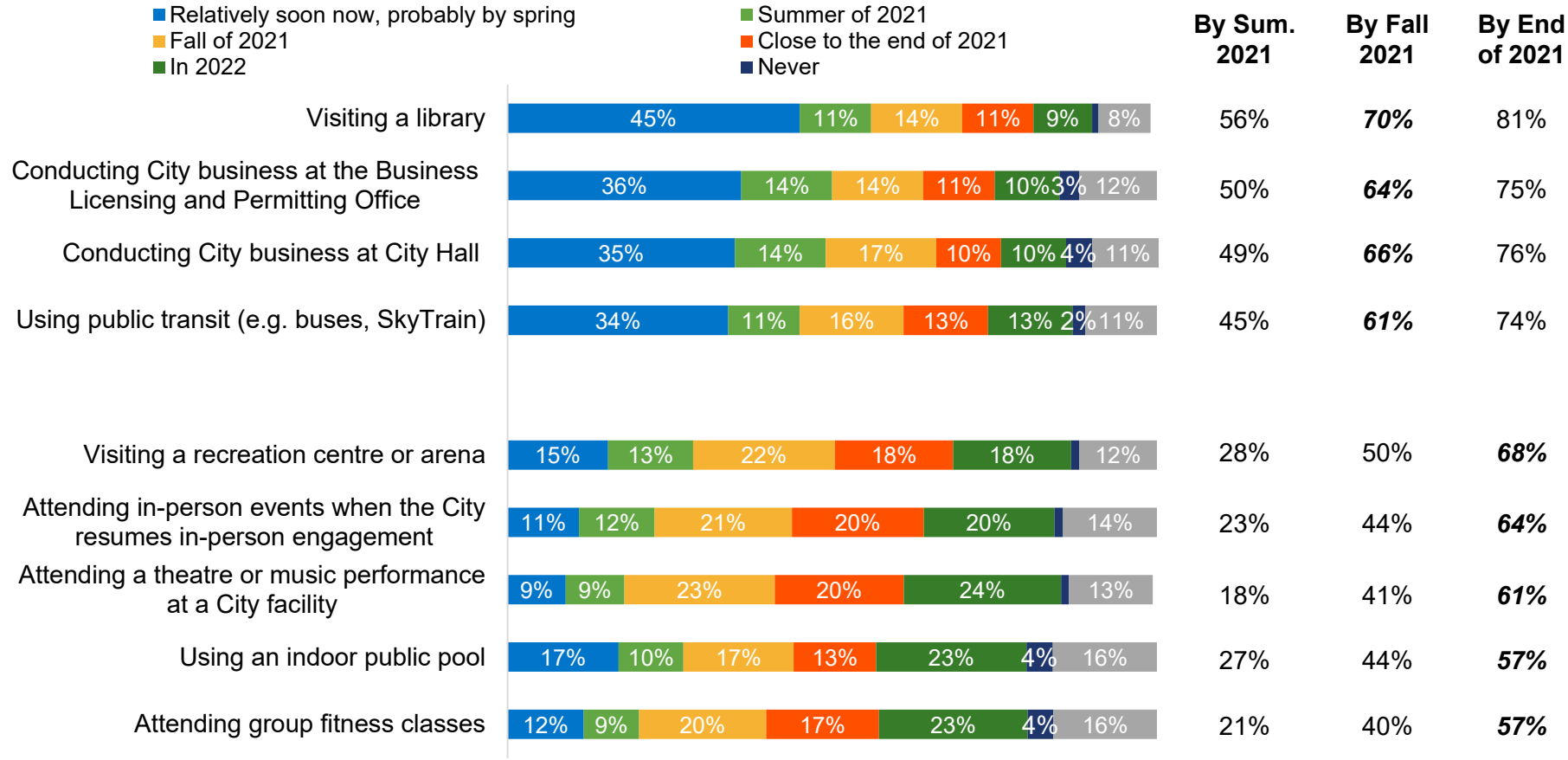


Base: Respondents who engage in these activities (n=varies)
Assuming that the majority of Vancouver/BC residents have received the vaccine by late summer/early fall… when do you expect you'll return to your normal level of activity (pre-COVID) when it comes to

Outlook on Post-pandemic Activities cont.

- For indoor activities that are more likely to be brief (e.g. conducting business at a city buildings) a majority of respondents think they'll return to pre-COVID activity levels by the fall of 2021. Although sometimes involving more time inside, use of public transit is expected to return to normal by the Fall.

- For indoor activities that involve more prolonged time inside, it's not until the end of 2021 that a majority of respondents think they'll return to pre-COVID-19 activity levels.



	By Sum. 2021	By Fall 2021	By End of 2021
Visiting a library	56%	***70%***	81%
Conducting City business at the Business Licensing and Permitting Office	50%	***64%***	75%
Conducting City business at City Hall	49%	***66%***	76%
Using public transit (e.g. buses, SkyTrain)	45%	***61%***	74%
Visiting a recreation centre or arena	28%	50%	***68%***
Attending in-person events when the City resumes in-person engagement	23%	44%	***64%***
Attending a theatre or music performance at a City facility	18%	41%	***61%***
Using an indoor public pool	27%	44%	***57%***
Attending group fitness classes	21%	40%	***57%***

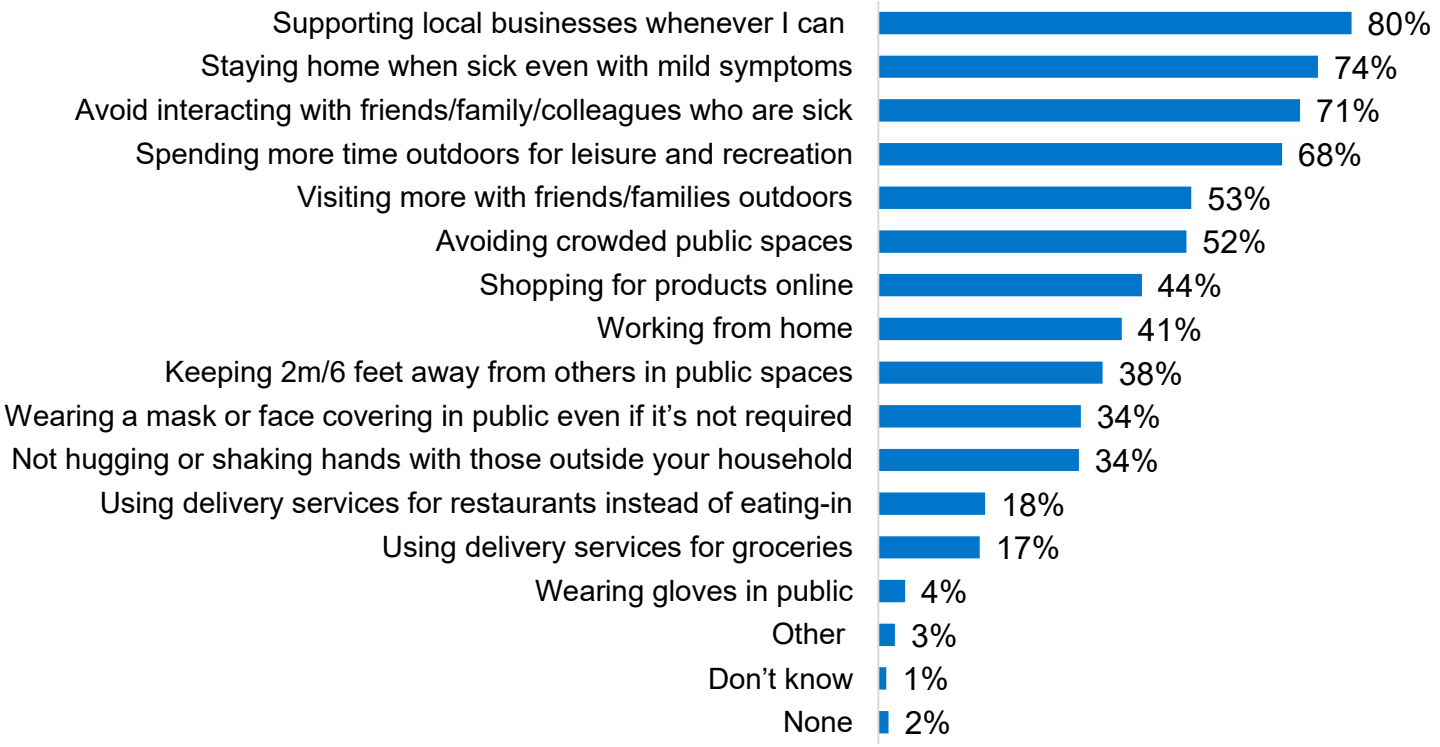
Base: Respondents who engage in these activities (n=varies)

Assuming that the majority of Vancouver/BC residents have received the vaccine by late summer/early fall… when do you expect you'll return to your normal level of activity (pre-COVID) when it comes to

Post-Pandemic Habits

- The vast majority of respondents said they would keep some new habits post-COVID (98%). The most popular habits (identified by at least 2/3 of respondents) relate to: the purchase of goods and services (80% say they will purchase local), how they approach sickness (72% on average will stay home when ill or will avoid ill people) and enjoying more recreation and leisure outdoors (identified by 68%).

- On other COVID-19 prevention behaviours we've become used to: 52% say they will continue to avoid crowded public spaces, 41% say they will continue to work from home, 38% will continue to practice social distancing in public and 34% say they will continue to wear masks, even if not required.



Base: All respondents (n=2,028).
Which of the following City services, programs and amenities (if any) have been important for your overall well-being during COVID-19?

ENGAGEMENT DURING COVID-19

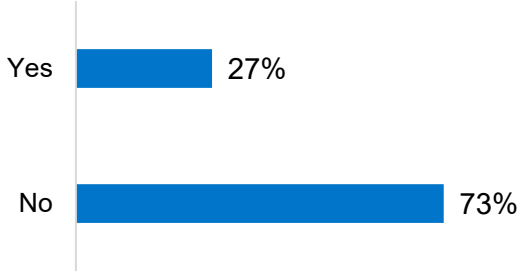
Awareness and Participation in Engagement

We took the opportunity in the fourth pulse survey to ask the public questions about their overall engagement with the City in 2020.

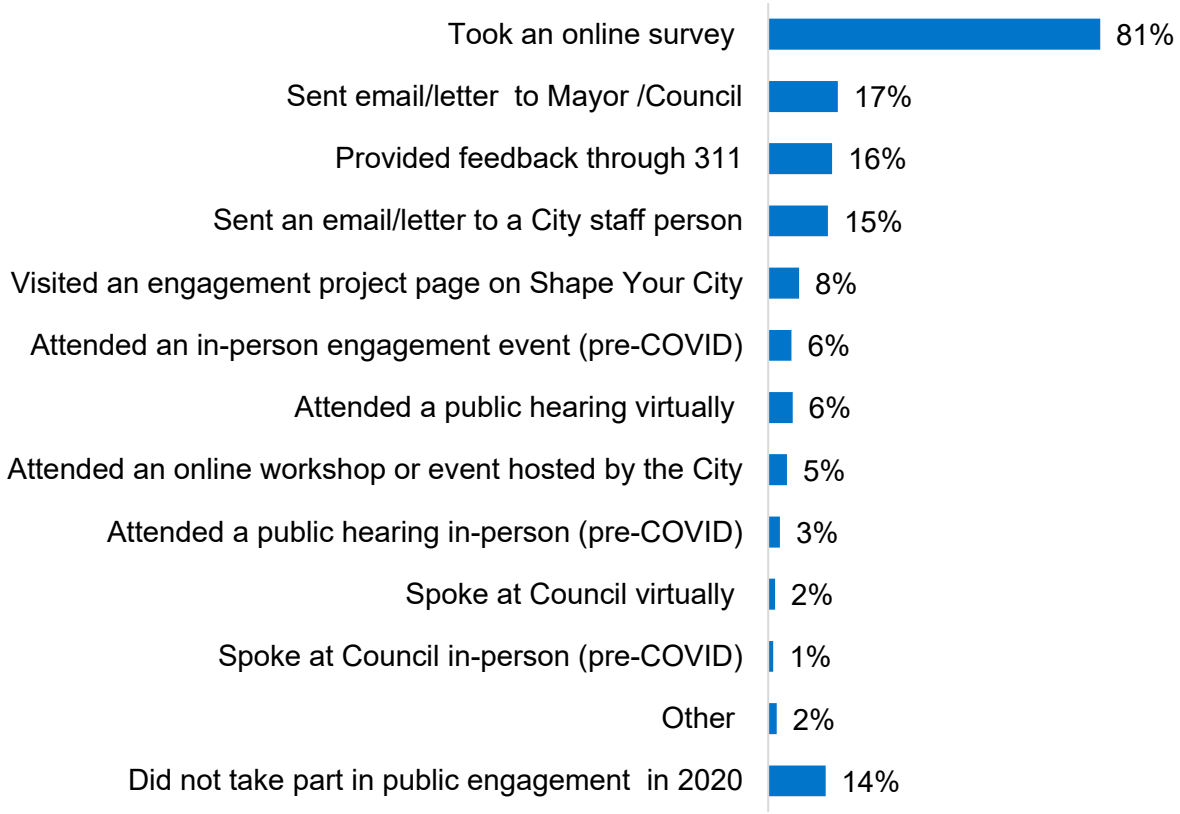
- One major online City tool that launched in 2020 was our online engagement hub called Shape Your City – a central place where the public find all the City's engagement opportunities and related content. Despite it's heavy use in 2020, three-quarters of respondents surveyed said they had not heard of Shape Your City.

- In 2020, the most common way people engaged with us was by taking an online survey – identified by 80% of survey respondents.

Aware of Shape Your City



Engagement during 2020



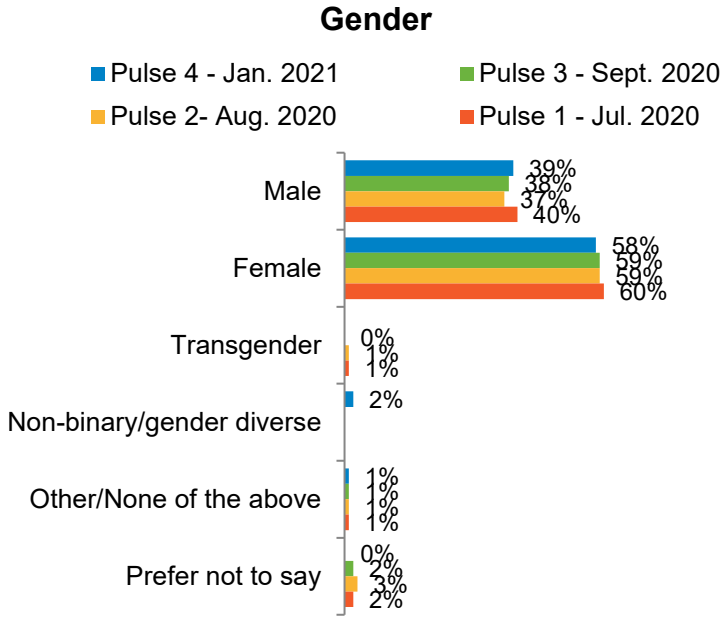
Base: All respondents (n=2,028)

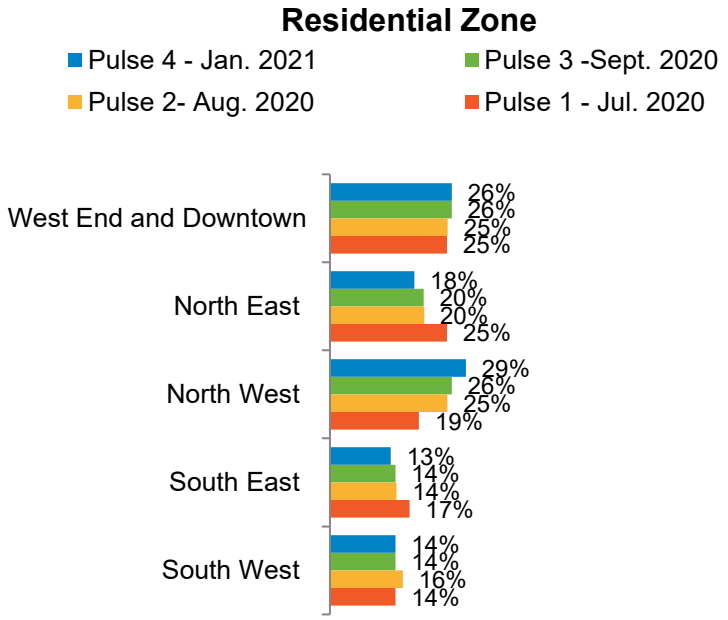
Before today, had you heard of Shape Your City?

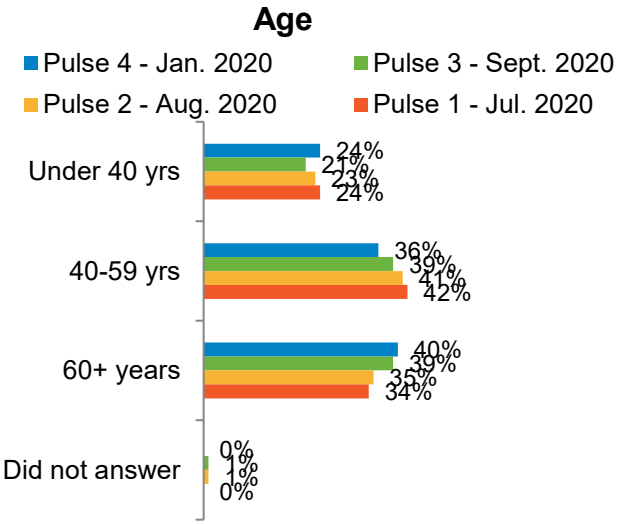
Did you engage with the City during 2020 as part of any public consultation? If yes, how so.

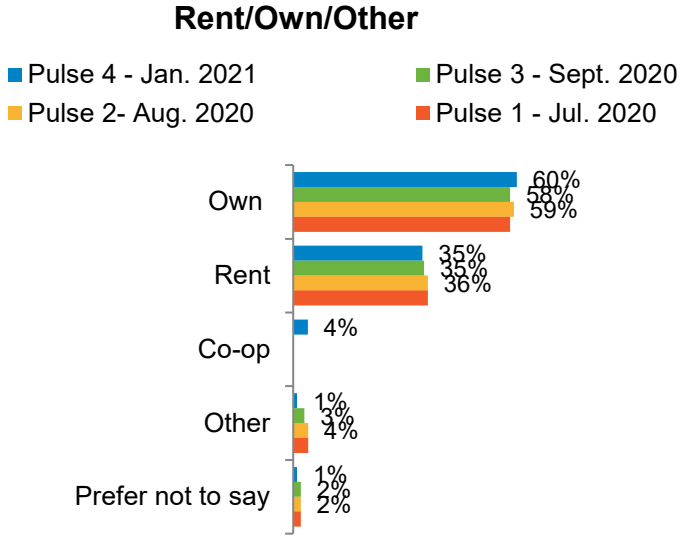
PROFILE OF RESPONDENTS

Respondent Demographics



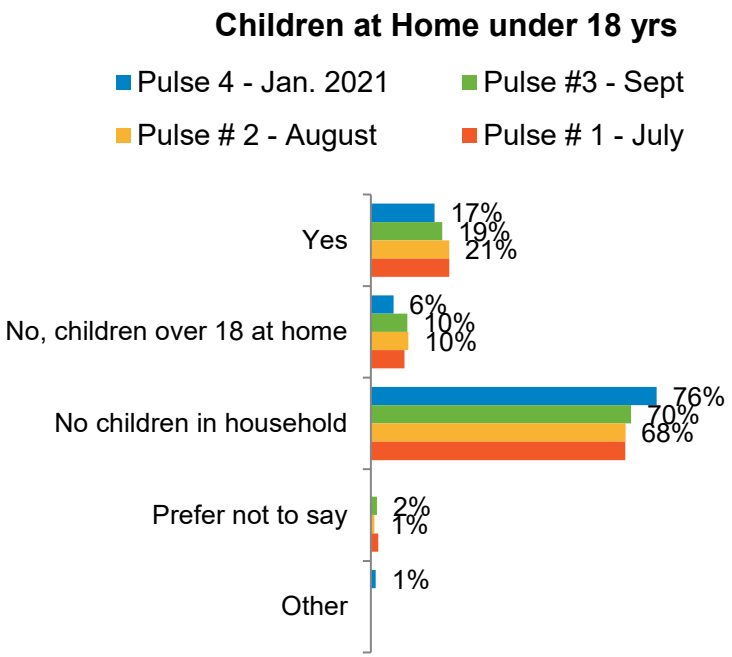


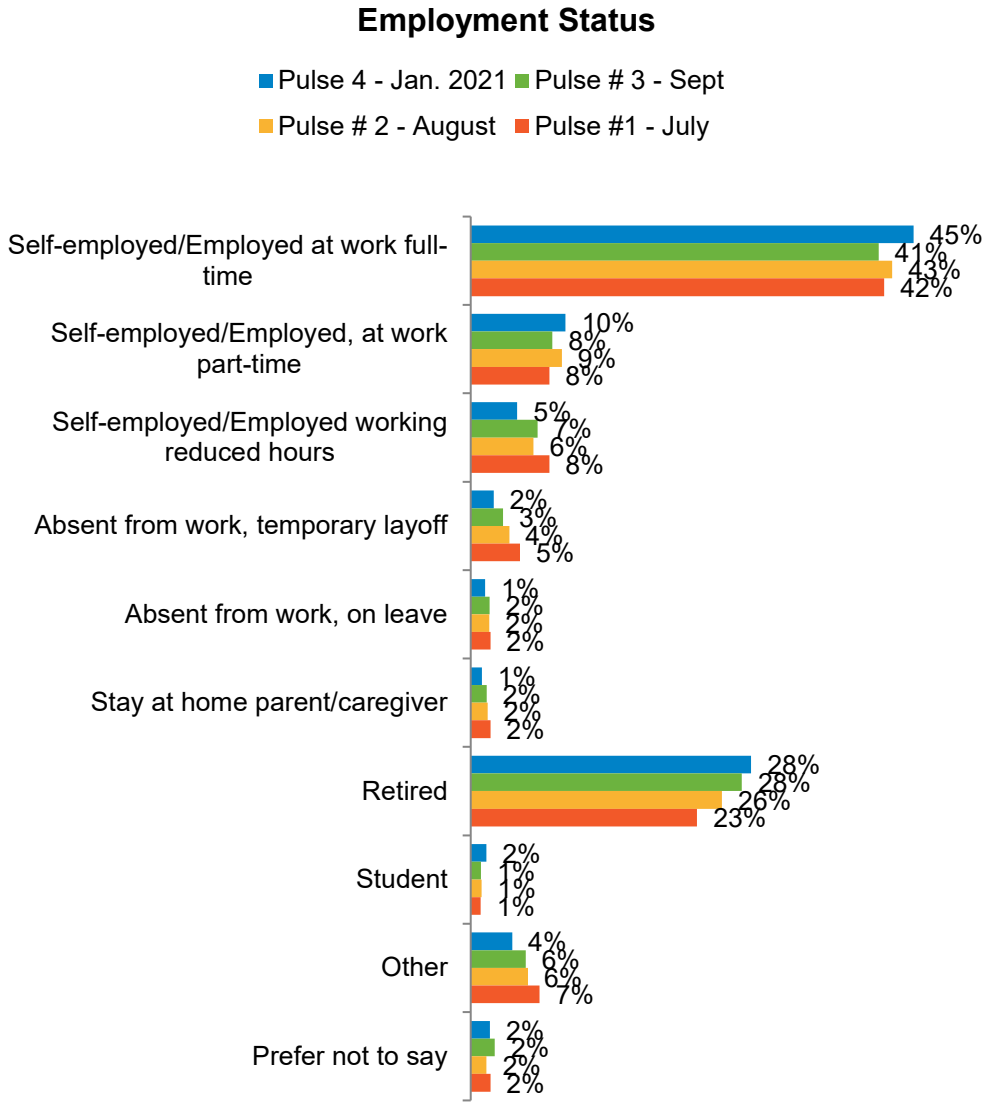




Base: Pulse 4 (n=2,028) Pulse 3 (n=2651), Pulse 2 (n=2,929), Pulse 1 (n=3,295)

Respondent Demographics, Cont.

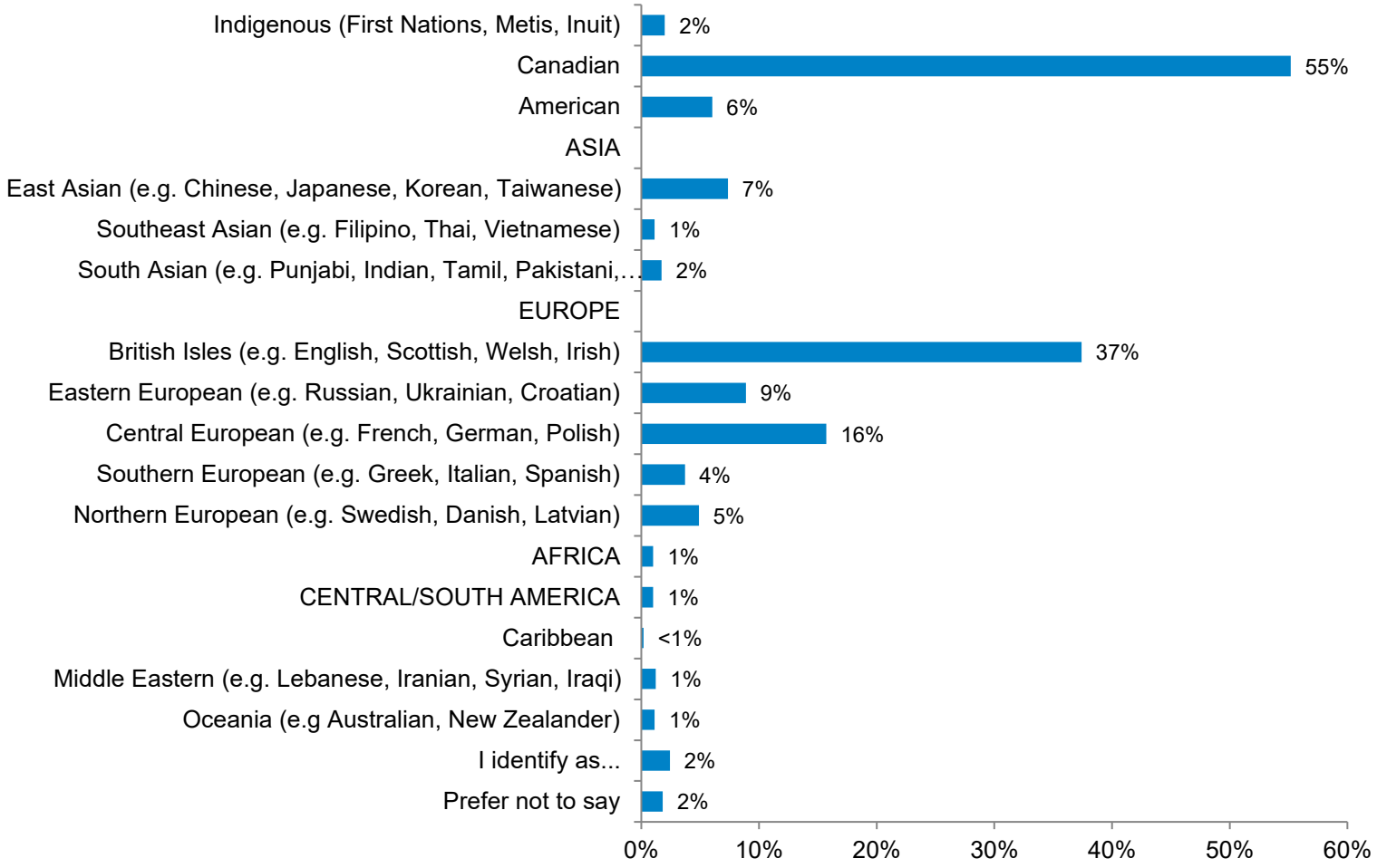




Base. Pulse 4 (n=2,028) Pulse 3 (n = 2,651); Pulse 2 (n=2,929) ; Pulse 1 (n=3,295)

Respondent Demographics, Cont.

Ethnicity*

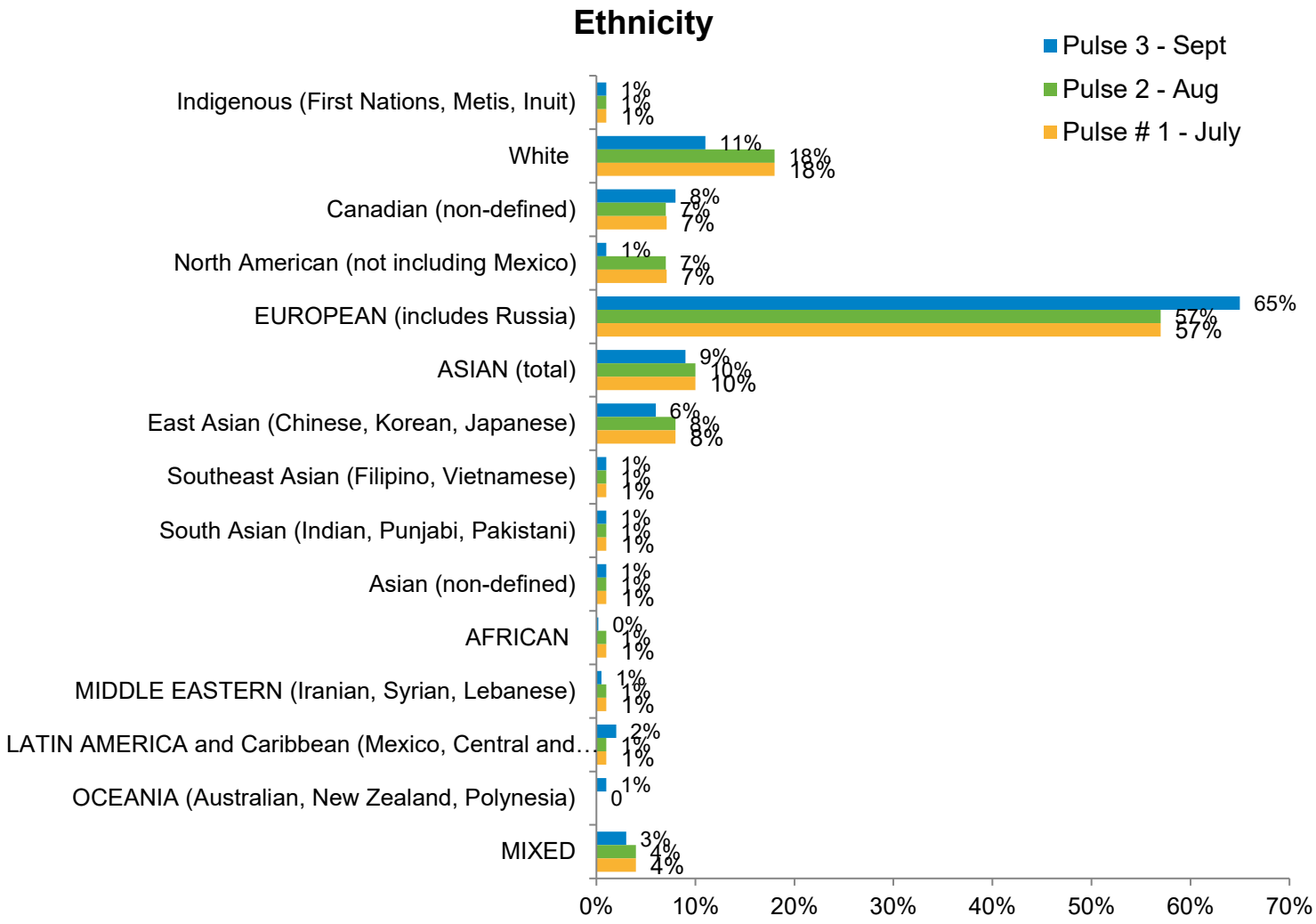


Base: – Pulse 4 (n=2,024)

What is your main ethnic origin or that of your ancestors (e.g. grandparents or older)? Select up to 2

* In Pulse 4 ethnicity was asked as a closed-ended question instead of an open-ended question as in previous surveys.

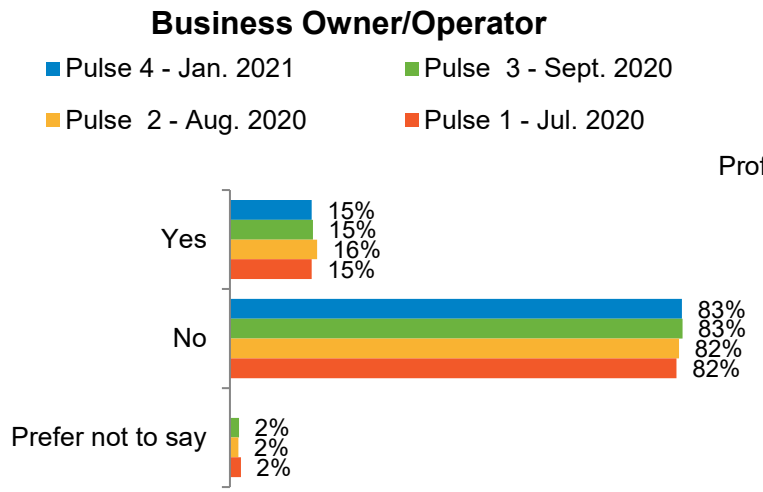
Respondent Demographics, Cont.

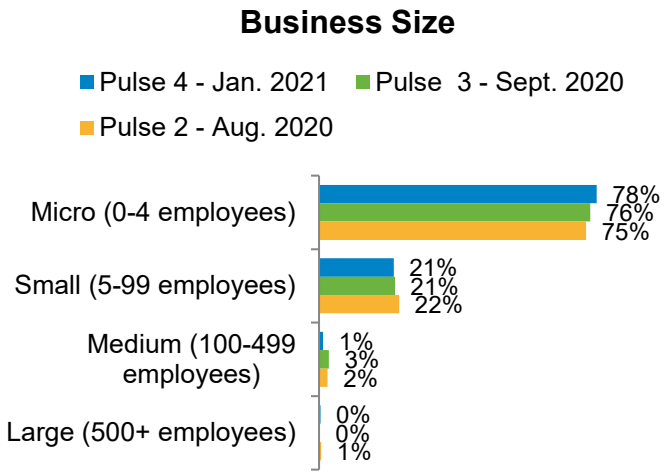


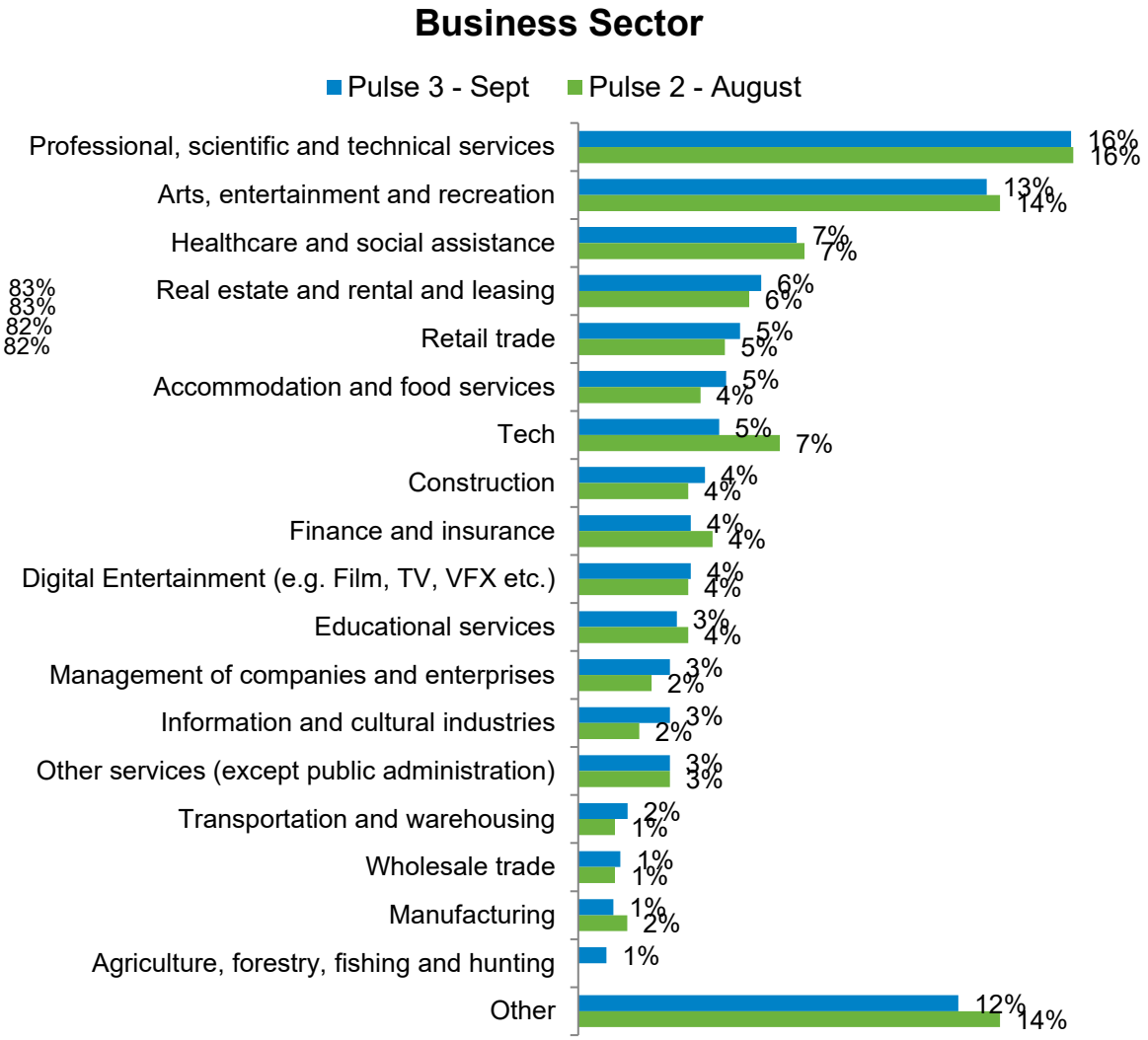
Base: Pulse 3 – Sept (n=2275), Pulse 2 - August (n=2631), Pulse 1 – July (n = 2930)

What is your main ethnic origin or that of your ancestors (e.g. grandparents or older)? Open-ended question

Respondent Demographics – Business Owners







Business Owner Status – Pulse 4 – Jan. 2021 (n=2,028); Pulse 3 – Sept. 2020 (n=2651); Pulse 2 - Aug. 2020 (n=2631) ;Pulse 1 – Jul. 2020 (n = 2930)

Business Size/ Sector – Pulse 4 (n=259) Pulse 3 (n=434); Pulse 2 (n = 500)